

# PLASTIC AND THE EVENT SECTOR

## EXPLORING HOW TO ADDRESS THE ROLE OF PLASTIC AT EVENTS

### What could the future of events look like in line with the UN SDGs?

The event sector could be advancing the UN SDGs with every face to face or virtual event.

The event sector could step into leadership in achieving the SDGs by holding roundtables, gathering more data and using this data to talk to governments.

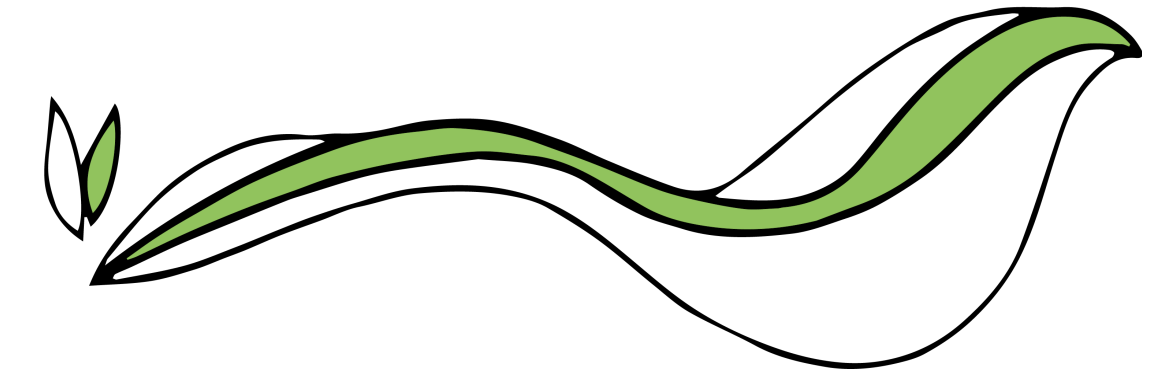


Reducing plastic addresses SDG 14: Life Below Water.

A roundtable on Earth Day with:



POSITIVE IMPACT



### WHAT CAN EVENTS LEARN FROM TOURISM?

#### The global tourism plastic initiative (UNEP).

There is a movement from the global tourism community to fight plastic pollution and to increase their transparency in using single-use plastic.

- UNEP and WTTC have mapped the scale of the issue of single use plastic products in the tourism sector.
- Decision-making trees suggest pathways for more sustainable options.

- The impact of cutlery, bags and plastic bottles was assessed to provide guidance on the best options for the sector.



90%

OF ATTENDEES THOUGHT THE EVENT SECTOR NEEDS A SIMILAR INITIATIVE

### WHY IS IT IMPORTANT TO MEASURE PLASTIC?

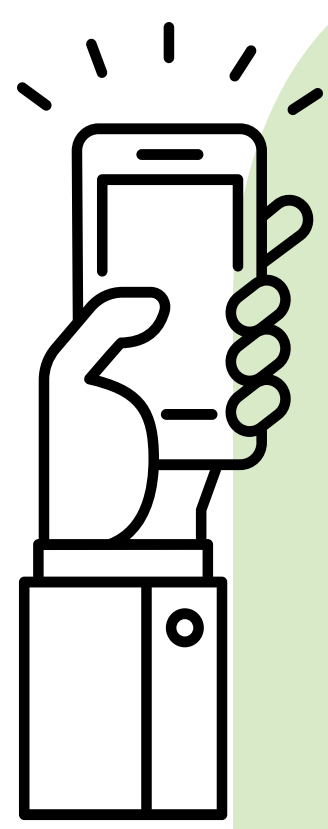
"We cannot improve performance if we don't know our status quo".

- We do not know which activities lead to the greatest usage of plastic
- We know plastic is entering the ocean but we do not know where it is coming from
- We have nothing to compare virtual events to

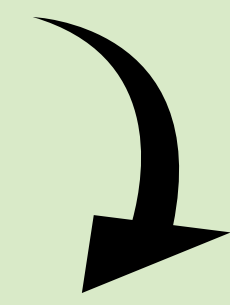
NO CURRENT DATA EXISTS FOR PLASTIC IN THE EVENT SECTOR.



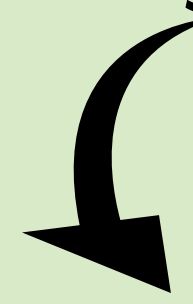
# POSITIVE IMPACT'S PLASTIC RESOURCES



An app that can be used to report when people see plastic at the event.



This originally caused some concerns that the event reputation would be damaged.



But this will create a culture of learning, discovery and curiosity rather than 'perfect' plastic-free events.



In 2019, Positive Impact created a plastic toolkit supported by **Monterey County Convention and Visitors Bureau**.

Measuring and controlling plastic at your event reassures clients that you are disposing of waste responsibly.

# 90%

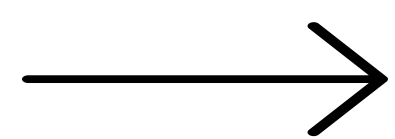
OF ATTENDEES SAID THEY WOULD USE POSITIVE IMPACT'S PLASTIC RESOURCES AT THEIR EVENT



These existing tools can be used to capture the data for the volume and types of plastic we use.

## Q AND A SESSION WITH UNEP AND POSITIVE IMPACT:

*Does the plastic initiative address just single-use plastic?*



It addresses all plastic; it is important to note that problematic single-use plastics vary between countries.

*How can the event sector address new plastic sanitation issues?*



Plastic is not a sanitation issue, even though it is believed to be. There is an issue with suppliers e.g. in catering where people do not want to touch something that others will. A good discussion with the supply chain would help.

*How could the toolkit be implemented with a membership organisation?*



Share the app with the attendees and encourage learning. The app is relevant in any country for an event of any size.

"BY HAVING YOU SPEAKING IN THE WORLD, THAT IS HOW THE EVENT SUPPLY CHAIN WILL CHANGE"

PARTICIPATE WITH PI TODAY!

[Participate here](#)

## VISIT OUR WEBSITE TO:



**Access the toolkit** to understand how to address plastic consumption at your event



**Watch a webinar** with the Monterey County Convention and Visitors Bureau



**Access materials** so that you can lead a design-thinking workshop

[Click here](#)