

Top five tips to get you started on making your business more sustainable



3 Change to reusable / recyclable products

Stop using single use plastics and materials at your event. Look at sourcing reusable bottles, banning carpet and disposable stands.

Take a look at this useful [guide](#) from Informa Markets.



1

Give yourself a date to work towards, stating when you aim to achieve net zero

Setting yourself a public goal forces you to work to deadlines and holds you accountable with all stakeholders. Your investors want to see it and over 90% of customers expect it.



2

Start your journey with waste reduction

Find local companies who work with food waste and plastics to see how they can help you.

Olympia shared a [report](#) where this was put into practice.



4

Use the Cross Association Sustainability working group Commitments

Take a look at this quick 12 stage [checklist](#) to highlight the areas you most need to tackle as a business.



5

Join the Cross Association Sustainability working group

The [Cross Association Sustainability working group](#) focuses on industry wide issues around sustainability and works together to help reduce the event industry's impact on the environment. They are currently focussing on carbon measurement.

