

Sustainable solutions. Lasting social legacies.



Responsible material management for events, live productions and temporary projects.
We turn used project materials into measurable environmental and social outcomes.

Trusted by:



Who we are

We're Event Cycle and we're here to help project planners **implement sustainable solutions** and **create a lasting social legacy** in the process.

With first-hand experience of the events industry, we champion sustainable change that protects the planet and the people on it. We do this by providing practical solutions, integrating social strategies and determining repurposing and redistribution routes for event materials right from the start of your project.

Ultimately, we want to change mindsets, reduce event waste and encourage a change to a more circular economy.



What we do



Asset Dissolution

Expertise in repurposing, upcycling and redistributing of event materials, giving them a new life with charities, community groups, schools and social enterprises.



Social Value Integration

Actively supporting local communities and incorporating social initiatives into events. Think feature walls, experiences, entertainment and educational elements, all involving local communities and charities.



Sustainability & Asset Strategy

We work with clients from the earliest stages of a project to put clear, practical sustainability plans in place across every workstream, not just materials. This includes how food is sourced, how people travel, how events are powered, how communities are supported, and how suppliers deliver.

You can call us in at the final curtain or maybe halfway through if you need help.



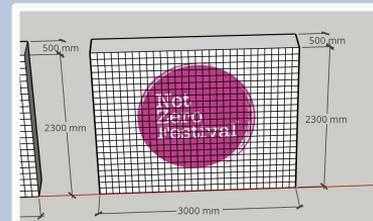
Don't know where to start?
Bring us in from the beginning.

Social value **integration**



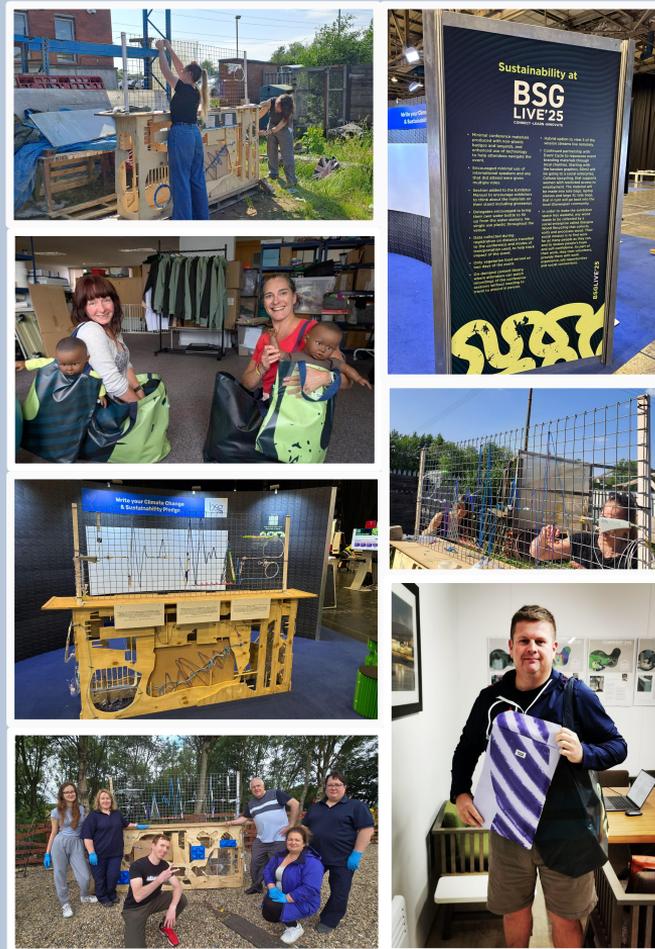
Net Zero festival logo wall

- **2 charities and community groups produced** a logo wall for the Net Zero Festival as a logo and photo opportunity.
- **Social Impact of £3,145.26.** The value of producing the wall, as well as the storage costs with a community group, and the costs of producing draught excluders post use.
- **601.78 kg CO2e saved** from material not having to be bought new to produce the wall for the festival, as well as the CO2e saved from draught excluders being made from the existing material.
- **5 SDGs** were supported through the charities and community groups involved in producing the wall. Including quality education, gender equality, reduced inequalities, sustainable cities and communities and responsible consumption and production.
- **Graphics from the Commonwealth Games** received a new life by being cut into long strips and being woven onto the metal frame produced by the community group. This created a 3D texture bringing the old event graphics back to life.
- **20 draught excluders** are yet to be made - once the logo wall has come to the end of its use. All produced by charity that supports women with restricted access to employment.



BSG Live 2025

- **Commission of an art installation** that incorporated expired medical waste that could speak to the environmental impact of endoscopic procedures. Called “Waves of Waste” it visually interpreted the magnitude of endoscopic waste, the event audience see within their work.
- **Produced locally by Glaswegian artist.** The art piece was created by Healy Arts, a charity led by sculptor Siobhan Healy, known for her work using reclaimed materials.
- **As an integral part of the sustainability stand** it provided a focal piece for delegates to interact with as part of displaying other sustainability initiatives at the event and as part of the British Society of Gastroenterology themselves.
- **60m2 of graphics** were turned into 25 standard tote bags, 26 XL tote bags and 15 laptop sleeves by a social enterprise supporting women with barriers to employment. These were then donated to 3 Glaswegian charities.
- **Sculpture with lasting legacy.** Post event the sculpture was donated to Beyond Limits, a rural charity in County Durham supporting mental health and social inclusion through creative therapy. They adapted elements of the sculpture into tactile sensory projects and group sessions, giving it a second life as part of their Makers’ Table programme.



Bus stop with purpose

- **Built by a social enterprise** called Stitch that creates employment opportunities for individuals facing barriers to work. Committed to sustainability, 74% of the materials used were reclaimed materials. Beyond sustainability, 29% of their workforce have experienced homelessness or other barriers to employment.
- **Social Impact of £10,694.00.** The value of items created by the social enterprise and donated to charitable organisations.
- **Onsite at Transport Ticketing Global** used as part of their Public Lounge, providing visitors with a place to sit, relax and connect.
- **Embedded social impact and circularity.** By reducing waste, supporting a social enterprise and creating lasting impact and legacy, this is a perfect example of circular and social event design.
- **Donated to a care home** that provides specialist dementia care, and the bus stop serves as a vital reminiscence tool for residents. Familiar environments, like a bus stop, can have a calming effect on individuals with dementia, helping to reduce anxiety and providing a meaningful focal point for engagement.
- **304.02 kg CO2e saved** from landfill and from material production



Social impact opportunities



Exhibitor manual

Add your charity partners or repurposing partners into your clients Exhibitor Guides.

Benefits to Organisers

- The costs for the services sit with the exhibitor.
- Organisers receive an overview of the overall social impact and partners can provide you with an overview of which exhibitors have chosen to work with them in order to minimise their waste post event.
- These figures can contribute to the overall event report.

Benefits to Exhibitors

- It encourages suppliers to think about what items they will be bringing to site and where they will go post-event, before set up.
- It can reduce their transportation costs back to suppliers or warehouses, and supports the local community straight away.
- Success stories of where items have gone will be shared post event for positive PR stories.



We help event businesses implement **sustainable solutions** with a **lasting social legacy**.

WHAT WE DO

We help you reduce waste from your events and create a positive social impact in the process. Whether you invite us to join you in the planning phase or call us whilst onsite, we can help you repurpose and redistribute items you no longer need to charities and community groups as well as back into the events industry.

THE PROCESS

Where items are likely to be leftover, start making a list. Detail everything you know about the items - this will help make the donation process easier.

In an ideal world, we would like to know the **number** of items, **type** of item, approximate **height and weight** and we would like accompanying **photographs** where possible. Please also let us know your **company** and **stand number**.

WHAT WE ACCEPT

Includes but is not limited to:

- Furniture
- Stationery and Art Supplies
- Textiles (e.g. cushions and rugs)
- White Goods and AV
- Decorations
- Merchandise
- Set and Building Materials

If in doubt, give us a try.

PRICING

Pricing is based on volume of donated items, examples below:

Pallets	Skips	Cost
1 Pallet	2 Yard Skip	£150.00
5 Pallets	8 Yard Skip	£750.00
10 Pallets	16 Yard Skip	£1,500.00
20 Pallets	40 Yard Skip	£3,750.00

Cost includes: Handling fee, certificate of donation. Cost does not include transport and success story.

WWW.EVENTCYCLE.ORG



Contact us for a quote:
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Graphics upcycling



Wood collections



Furniture plastic covers



Case studies



BETT UK

2022

- **280m2 of hanging BETT banners**, of which approximately 10 were returned to BETT staff in the form of tote bags
- **13 x IKEA Shelving Units repurposed on behalf of LEGO** to the Carpenters and Docklands Centre

2023

- **350m2 of fully recyclable hanging Kavalan BETT banners**, of which approximately 250 bags were made by a social enterprise, Calluna Upcycling and are returned to BETT
- **8 stuffed plastic bags full of plastic furniture coverings** were sent to be directly recycled into plastic pellets that were then used to create bespoke made furniture - a circular approach by Second Life Products in Wales.
- **36m3 of left over wood** was collected from the North and South Halls both after the last set-up day and the first de-rig day by the social enterprise Riverside Timber Recycling Project.



Decorex 2022

Black-backed stretch fabric turned into tote bags for Informa

Decorex is an industry event for the design community. Showcasing the latest innovations and creations in the interior design world, the 4-day annual event also has its own interiors to consider too.

Managed by Informa Markets, the event aims to reduce, reuse and recycle at every point it can. From promoting better material use to helping suppliers understand their responsibility in the sustainability journey. And whilst their graphics are made from a recyclable polyester, the better way to make use of the fabric is by making something out of it instead of pulling apart (for recycling).

From the reception desk to the information area for exhibitors, the rather jazzy Decorex branding adorned the walls of the event. And rather than send it for recycling, we sent it for repurposing with Calluna Upcycling.

And for this event, Informa bought the tote bags back, looking to put them to use themselves. This means they've not only thought about sustainability in their journey but supported a small business too by buying back the products Calluna produced.



DECOREX



Android at MWC

- **359 structural build elements** repurposed. From planters to scenic ply, full scale replica tube carriages to seesaws. Structural elements were used to create youth clubs, displays in gardens of the future and in education facilities to aid learning.
- **22 charitable organisations donated to** through remote project management, no onsite involvement required.
- **1033 pieces of furniture, furnishings and props** from the Android Avenue and the Android Meeting Rooms were shared between organisations helping veterans, vulnerable adults, community gardens and scout groups.
- **Social Impact of £99,560.93.** The value of items donated to charitable organisations.
- **33,858.33 kg of CO2e were saved** from items not going to landfill.



brandfuel



GSMA MOBILE WORLD CONGRESS



We making a difference: 2021 – 2025

£

£3,219,249

Value of materials
donated



1,162

Charities, community groups
and social enterprises
supported



247.70t

tCO₂e saved from items
not going to landfill.



1,085.38t

tCO₂e saved from items
not being brought new

Thank you.

hello@eventcycle.org
www.eventcycle.org

