



ZeroPlastic Events Guide for Corporates

It has come to our attention that numerous corporates, despite having internal sustainable policies, tend to overlook fundamental sustainability principles during their events. Events are often outsourced to event management companies or handled internally. As such, we must exercise caution to prevent brand hijacking and the inadvertent promotion of single-use plastic items, particularly soft drinks and water bottles. To address this issue, we have developed comprehensive guidelines for anyone organizing award ceremonies, events, or corporate gatherings. These guidelines should be treated as essential reference points to ensure that sustainability remains a key focus throughout the event planning and execution process. By adhering to these guidelines, corporates can demonstrate their commitment to environmental responsibility, fostering a greener and more eco-friendly approach to event management.





The ZeroPlastic Event Guide has been produced as a resource to support any local business, community group or individual running Plastic Free Events from meetings, conferences, markets and festivals.

1. Keep decorations to an absolute minimum. Veto streamers, balloons and any other unnecessary decorations, and particularly if they cannot be reused and recycled appropriately.
2. Request the hotel/venue to provide water dispensers or keep water jugs on event tables where people can fill water as needed.
3. Avoid using plastic soft drink bottles given by sponsored organizations; instead, request a soft drink dispenser with paper cups.
4. For swag bags, use fabric or natural tote bags as they can be reused, recycled or washed. If they are unbranded, their lifespan increases and reuse is almost certain as people nowadays dislike being walking billboards for businesses.
5. Rather than placing goodie bags on seats or forcing people to take a bag packed with samples, catalogues and marketing paraphernalia from event partners, stack goodie bags on a table at the back of the room and offer attendees the choice of taking one or not.
6. If supplying tea, coffee, sugar or milk, don't purchase individual sachets. Instead, ensure you buy these items in bulk and store them in large stainless steel or ceramic containers on the day.
7. Choose vendors and event partners that are like-minded. Ensure that all who are involved in the event; venue, organizers, exhibitors, caterers, panelists, moderators, speakers, workshop trainers etc. are aware of your goal to cut plastic waste, and are themselves committed to reducing plastic waste.
8. Educate and raise awareness: Use various communication channels to educate attendees about the environmental impact of single-use plastics and the event's commitment to reducing waste. Display signage, provide information on the event website or app, and include sustainability messaging in event materials.
9. Engage sponsors: Encourage event sponsors to align with the event's sustainability goals. Request that sponsors avoid single-use plastic promotional items or opt for reusable and eco-friendly merchandise.
10. Measure and communicate impact: Track the amount of single-use plastic waste reduced or eliminated from each event. Share this information with attendees, stakeholders, and the public to showcase the event's commitment to sustainability and inspire others to follow suit.

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