



Conscious Event Planner Guide

2023

Introduction

Raw Tipis formed with a purpose to deliver beautiful and indulgent events without a negative environmental impact. We envision a world of conscious event planners, creators and attendees. In order to achieve this mission, we have created this Conscious Event Planner Guide to help guide and inspire those organising outdoor events.

Our Environmental Impact

We measure the carbon footprint of our operations annually and have set a 2030 net zero target. We are working towards B Corp Certification to become recognised for having the highest standards of social and environmental performance and transparency. We have a Sustainability Manager and a [sustainability page on our website](#) which is dedicated to sharing the environmental changes we implemented from the very beginning and the actions we continue to take to be a better business for both people and the planet. Here is a snapshot of what we have been up to:



Environmental Policies released this year



Handmade bio-fuel firepits made



1% of our profits donated to social and environmental causes

15%



Reduction of our travel radius reduction each year



Sustainable suppliers added to Our Little Green Book



Bars made from reclaimed materials in our workshop



52% Reduction

In carbon emissions since 2021



Carbon Positive

Since 2021

Who do we mean by event planners?

We mean anyone planning an event, from somebody planning their own garden party to a professional wedding planner organising events for clients every weekend. Professional or amateur, each event planner has the power to make a difference.

Why conscious event planners?



Climate change is a global emergency.



As a company, we want to do everything we can to help limit the earth's warming to below 1.5 degrees.



This starts with reducing our carbon footprint as a business, but it doesn't have to stop there.



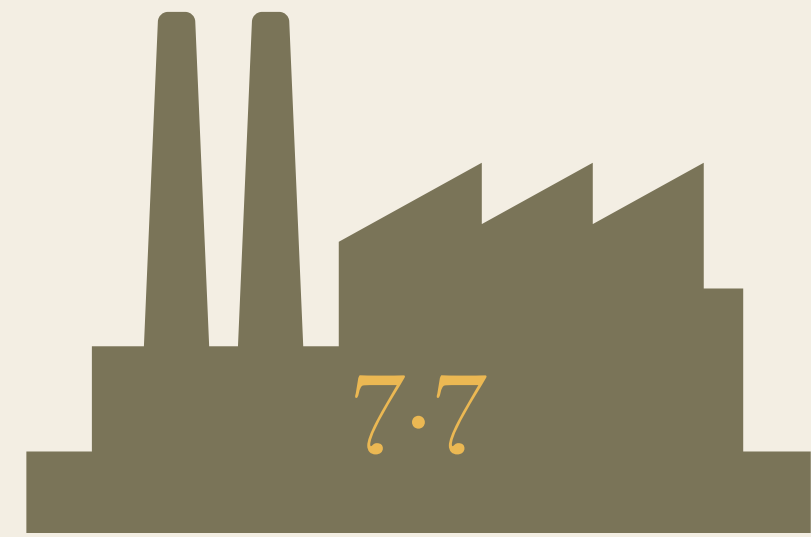
We acknowledge that event planners have a crucial role to play in making decisions for each event.



Every decision we make has an impact.

Do you know the impact of the UK Festival industry every year...?

(Benchmarks from Julie's Bicycle report: The Show Must Go On)



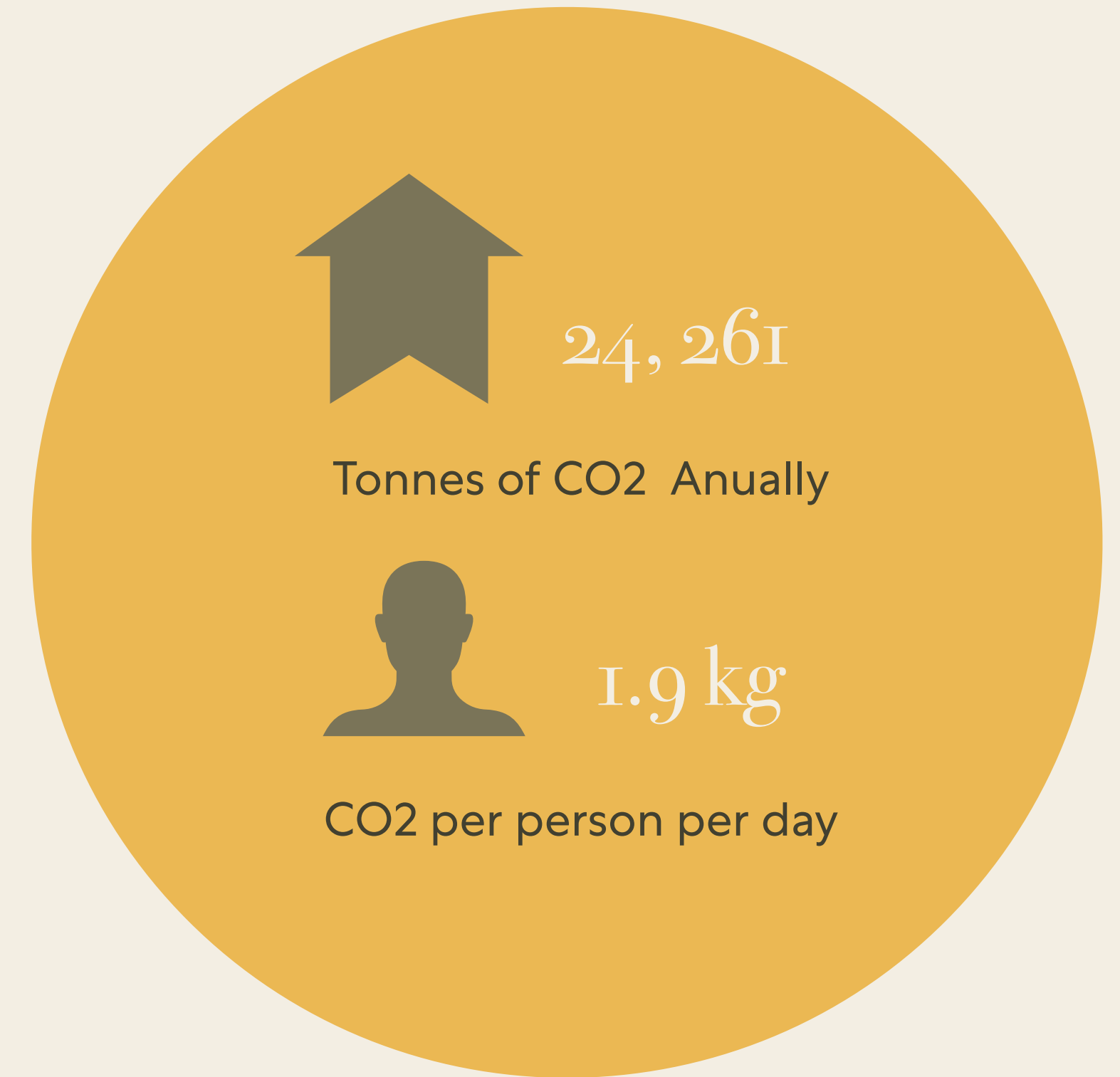
Million Litres of Fossil Fuels



Million Litres of Water



Tonnes of Waste



And that's just the impact of the festival industry...imagine the impact of weddings, parties, corporate events etc...

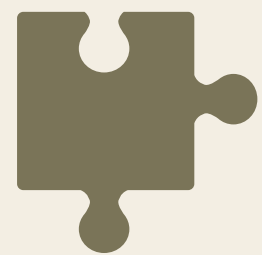
What is the aim of this guide?

The sustainability ecosystem is complex and overwhelming but that isn't a reason to not act. To ensure this report is read and followed by as many outdoor event planners as possible we have formed a **digestible 5 point plan**, each point covers:



The Issue

Understand the potential largest negative environmental impacts of your event



The Solutions

Learn about the solutions, tools and resources available to address this challenge



The Conversation

Use our tips on how to communicate with clients or with others involved in your event

I. DITCH THE FOSSIL FUELS

Our dependence on burning fossil fuels to provide energy is the largest contributor to global warming - over 75%. We cannot keep a livable planet unless we move away from fossil fuels.

THE SOLUTION

It's easy...100% renewable energy

- Need a generator? Hire an electric or solar generator
- Need fuel for a firepit? Hire or purchase biofuel fire pits or use logs outdoors
- Need a heater? Hire electric heaters and don't forget they need to be plugged into a renewable source, so ask venues if they use 100% renewable energy

Use less energy!

- Use 95% less energy by tapping into the national grid instead of using diesel generators
- Use LED lighting
- Charge traders for energy use per kWh
- Ensure someone is responsible for turning off power sources!



Saving energy saves you money! Using renewable energy means machines (e.g generators) are quiet, smoke-free, pollution free and odourless for your guests, it's an expense worth investing in.

2. THINK TRANSPORT & TRAVEL

Travel and transport emissions continue to grow, polluting our air and warming our planet. Travel and transport is usually the biggest emitter for events so building awareness and facilitating greener options is paramount.

THE SOLUTION

- Encourage your guest, crew, talent and suppliers to plan their travel ahead using public transport or car-sharing
- Organise (free or affordable) coaches or shuttle buses for your event, electric if possible, from main cities or nearby stations.
- Encourage guests to use electric cab options as a last resort (e.g Uber Green)
- Choose local suppliers and crew members for the event
- Choose venues with public transport links
- Provide subsidised tickets or other benefits to local people if it is a public event e.g a secure bike lock up



Every journey makes a difference to climate and air quality, so please plan your journey ahead and do your best to travel using public transport. If you can't take the train make sure you car share. Have you seen Uber 'Green' option at the point of booking? Providing shuttle buses in peak hours avoids queues and is less disruptive for the locals in cases where people may choose to walk.

3. CHOOSE SUPPLIERS AND PARTNERS WISELY

Every supplier has an environmental impact on your event, so who you choose to work with is critical. Suppliers and partners have the potential to leave an impression - and we just hope it's a positive one!

THE SOLUTION

- Do your research: who are the most ethical and environmentally friendly suppliers out there? How do they align with this report? Look out for Carbon Footprint Reports, Sustainability Policies, B Corp Certification, ISO certificates, and other policies on their website.
- Use [Our Little Green Book of Sustainable Suppliers](#) or use [Vision 2025's Green Suppliers Directory](#) for assessed suppliers.
- Don't be afraid to ask questions if you can't find what you're looking for on their website. You can look at [Raw Tipis Sustainability Policy](#) to compare it with what your suppliers give to you, there should be action not just words.
- Create a list of who you would not work with. What industries or businesses do not align with your mission of delivering more sustainable events? E.g do not take sponsorship from a fossil fuel company or partner with a company known for exploitative labour.



"I really like the look of your service/product. We are trying to improve the environmental impact of X event, this means choosing suppliers who share our commitment. Please could you provide us with your Sustainability or CSR Policy or share what positive environmental changes you have made to your business?"

4. WASTE NOT

Waste is the most visible sign of human impact. Addressing waste, means considering the extraction, production, consumption and disposal of every product and understanding the exploitation of our natural resources.

THE SOLUTION

- Choose suppliers with waste systems in place and which use local, organic, natural and seasonal products where possible. Prioritise suppliers with a Zero Waste to Landfill Policy through regenerative practices or circular products.
- Use products like Vegware to avoid single-use plastic products, there really is no excuse! For larger events use reusable cups and crockery options.
- Provide clearly labelled bins that match the consumption options e.g. Food and packaging together for a Vegware collection. Ensure there is a site clean-up team as well as a waste collection/disposal plan/service organised for each waste type.
- Put in place a re-use or donation system for materials after the event (circular)
- Ensure any toxic or harmful waste is taken away by suppliers and assess the risk of the supplier to people and the natural surroundings - Ask for hazardous waste policies and certificates



Waste management is an easy win for every event and ensures the site or venue is treated with respect and left clean and tidy for locals, animals and land owners. Signs throughout the event can help remind guests to pick up their rubbish and use the bins 'Please respect the wildlife and use the bins provided'

5. YOU CAN MAKE A DIFFERENCE

The urgency of the climate crisis needs everyone to act before it is too late. We all have the opportunity to be the change we want to see in the world and as an event planner you can influence those around you, through each event.

THE SOLUTION

Every event has guests, suppliers, and crew who can be positively influenced by your messaging, suggestions and actions:

- Talk about it. Everyone needs to start somewhere with sustainability so learn from those around you, ask questions and engage with other event organisers and vendors around impactful topics.
- Utilise communications. Use emails, marketing materials and social media to raise awareness of sustainable behaviours regarding events (Point 1-4). [Count Us In](#) is a brilliant free tool for people to take environmental pledges.
- Set a good example through the suppliers and services you choose for your event - encourage them to share their environmental commitments in your comms.
- Create your own sustainability policy that you can then share with colleagues, crew, partners etc. so they can align with your commitments and understand how to be better.
- Make it fun and be creative. What artists, musicians or acts can also spread the message of the climate crisis and inspire climate action?

5. YOU CAN MAKE A DIFFERENCE

THE CONVERSATION



- **To Guests:** The events industry is doing their bit to protect the people and the planet that we love. X Event will be doing X to reduce its negative impact on the environment. As our guests, we encourage you to:
 - Travel responsibly by planning your journey ahead and using public transport...
 - Pick up your rubbish and use the bins provided...
 - Consider the veggie and vegan food options available...
 - Buy second-hand clothes or rent your outfit for the event...
- **To clients/partners:** We have an opportunity to make some simple changes to improve the impact of X event, this could mean a higher spend on suppliers however we feel this will be recognised by our guests and partners and will help future-proof our event and relationships.
- **To promote your service:** Through some simple changes and conscious decisions we can dramatically improve how we do things as an industry, I feel responsible for making this change happen.



For any questions or comments please email: sustainability@rawtipis.co.uk

Let's protect the people and planet that we love through conscious event planning

