



# Unleashing creativity the sustainable way

**Sustainability is an overused term often associated with recycling, reusable material and sourcing Food & Beverage locally. These are all great initiatives supporting a greener and more sustainable cause and, usually, events contain enough smart touches to remain engaging. But, in the end, do these tactics add more value? And furthermore, do people still find them inspiring?**

**I**t is important to remember that nowadays sustainability isn't just about ticking off boxes on a green list, nor is it solely a unique selling point. It is paramount to offer a memorable and unique experience that will keep the audience, as well as the organisation,

engaged to a financially, socially and environmentally responsible cause.

With this in mind, this article is meant to inspire you to think outside those ticked-off boxes, using sustainability as a catalyst for more creative and impactful events.

## MOVE YOUR WAY TO SUSTAINABILITY

Turning regular power outlets of the venue into generators of kinetic energy (or more simply, the energy produced by motion) is a vital step towards more innovative sustainable strategies. It can vary from using motion to charge mobile phones to mixing smoothies by biking. Also, encouraging attendees to dance on a colourful floor to create energy. This does not only

drive their attention to something that they have never thought of noticing before - the floor - but it contributes to a dazzling décor and overall awe-inspiring ambiance. Leaders in the industry support that by making the audience feel as an integral part of sustainable initiatives, such as generating energy from movement, you can drastically increase engagement.

#### THINK BEYOND THE USUAL SUSPECTS

Choosing the staff is a process that covers a significant pillar of sustainability; the human well-being. Here it's worth to consider stimulating employment, where you create meaningful and constructive work opportunities for socially vulnerable groups. For instance, by hiring refugee artists for the decorations, employing elderly to host the wardrobe, or partnering up with organisations that offer work-orientated rehabilitation services or sheltered employment, your event can have a substantial social impact. Organisations support that such initiatives have high impact as they help decrease the threshold for including diversity in the workforce.

#### PUT SOME RED IN YOUR GREEN EVENTS

No one can teach people the importance of sustainability other than themselves. So, try to make people aware of their decisions and prompt them to see that their actions can really make a difference. Even though all efforts are usually focused on greening an event, consider utilising other colors as well. Let's take red for example. Red is a strong color; a symbol of extremes and an international symbolism for stop. Who would want to go for red-labelled food & beverage choices that were not locally sourced, among all other fellow green supporters? Or who would be bold

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Thus, our strategy is based on the concept of a balanced triple bottom line: People, Planet, Profit. Our focus is to use sustainability as a lens to help us drive economic, social and environmental performance.

enough to walk on a red-colored lane leading to the printed brochure, instead of downloading the paperless version in the green area?

This subtle – and yet powerful – way to raise awareness on the choices people make, sometimes even unconsciously, has been exponentially adapted by both associations and corporates. Realising the benefits of implementing such tactics has become a significant part of their engagement strategy.

The idea of a more sustainable world has been roaming venue halls and puzzling event managers for quite some time now. Looking at sustainability through a conventional and widely common lens can only get you so far. Like all things that reach a certain point of depletion, it is crucial to breathe new life into sustainability strategies and tactics not only to create standout moments, but more importantly, to set new standards to what's considered green and yet innovative.

