Sustainability without greenwashing

06 · Design & Guest Experience · about 10 minutes

Reduce the big three (food waste, single-use, travel), measure it, and say only what you did.

Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

Work through the objectives

1. Cut the three biggest waste sources

2. Measure and report one sustainability metric

3. Avoid greenwashing claims

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

The largest waste source at most events is

A credible sustainability claim is

Answers are on the lesson page after you take the quiz.

One line to remember