



Vidhyayana - ISSN 2454-8596

An International Multidisciplinary Peer-Reviewed E-Journal

www.vidhyayanaejournal.org

Indexed in: Crossref, ROAD & Google Scholar

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“Assessment of the Sustainable Practices – A Specific Study on Green Event Management”

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Abstract:

This research paper delves into the increasing significance of eco-friendly event management practices within the framework of sustainable development. Through a critical analysis of present trends, obstacles, and advancements in the field, the paper seeks to offer insights into how green event management can potentially alleviate environmental impacts, encourage social responsibility, and bolster economic resilience. Utilizing an in-depth examination of literature, case studies, and empirical data, the paper identifies essential strategies and optimal approaches for successfully implementing green event management initiatives. Furthermore, it explores the influence of stakeholders, policy frameworks, and technological progress in shaping the trajectory of sustainable event planning and execution.

Keywords: Green event management, Sustainable development, Environmental impact, Social responsibility, Economic resilience, Stakeholder engagement, Policy frameworks, Technological advancements.

1. Introduction



Events that are planned with an emphasis on environmental friendliness are often referred to as "green event management," also known as "event greening" or "sustainable event management." These kinds of events try to keep the environment safe and have no harmful effects on the local ecology.

The method utilized to organize an event with a special focus on environmental, social, and economic issues is called sustainable event management, or event greening.

When it comes to organizing, participating in, and planning an event, sustainability in event management encompasses making decisions that are both socially and environmentally appropriate. The objective is to guarantee that an event is hosted responsibly by integrating sustainable development principles and practices into all facets of event organization.

Based on trade-offs between the per capita carbon footprint and in-person participation level, a recent study demonstrates that the trend of shifting events from in-person to virtual and hybrid modes can reduce the carbon footprint by 94% (virtual mode) and 67% (hybrid mode with over 50% in-person participation rate).

In 2015, the United Nations unveiled the 2030 Agenda for Sustainable Development, a global program endorsed by all UN member states. The centrepiece of this agenda are the Sustainable Development Goals (SDGs), which address issues including environmental degradation, poverty, inequality, and climate change.

1.1 Significance of Green event management

Green events not only contribute to reducing CO2 emissions but also advocate for equal opportunities, inclusion, and the support of local economies.

As per the United Nations, a sustainable event is one that is planned and executed with the dual purpose of minimizing any potential adverse effects on the environment.

It's a task that needs a lot of organization and planning to accomplish particular objectives and activities that are periodically evaluated and eventually validated by the appropriate agencies.



- **Environmental impact**

Events that are sustainable can reduce their environmental effect significantly. As a result, less trash is produced (SDGs 11 and 13), effective waste management is ensured, water and power usage are decreased (SDG 12), and air, noise, and light pollution are lessened (SDG 7). Natural light and clean air are important for these kinds of events. The catering companies selected must also avoid packaging, use reusable dishes and tableware, give priority to using bulk dispensers and jars for food and beverages, and promote seasonal, local, organic, or Fair Trade produce.

Reducing CO2 emissions is also advantageous. Consequently, numerous environmentally conscious events strive to be carbon neutral.

1.2 Justification for researching eco-friendly event planning techniques

The idea of "going green" has gained popularity across a number of industries, and the event planning sector is no exception. The event management sector is seeing a surge in the popularity of sustainable event planning as people become more conscious of how human activity affects the environment.

To arrange an event in a way that minimizes its impact on the environment, one must possess skills in sustainable event design, organization, and administration. This entails using less energy and waste in order to use building materials and transportation options that are better for the environment.

Planning an event sustainably is important for a number of reasons, including:

- **Brand Positioning**

Right now, the world is going black and white. People are becoming more and more adamant about what they stand for. It requires bravery to position a brand in this political environment.

Reducing waste and carbon emissions at an event is not controversial.



- **Corporate Image Improvement**

Events are a great way to demonstrate that your business "walks the talk," particularly if you offer eco-friendly goods or services. Organizing a green event demonstrates your company's active commitment to taking on the issue head-on. I'm sure your visitors will appreciate you for going above and above, so this is a terrific opportunity to enhance your company's reputation.

- **Unique Selling Proposition**

In the upcoming years, environmental regulations will only become more stringent, particularly in the event industry where plastic cutlery is used. You must act quickly to include sustainability into your unique selling proposition before the government starts making decisions.

- **More Money**

This is a noteworthy statistic regarding business events: According to studies, Millennials and Generation Z are prepared to spend extra for products that have lower environmental impact. You may want to consider increasing the cost of tickets if you're throwing a green event.

1.3 Objectives of the Research Paper

In order to thoroughly assess and examine how sustainable techniques are being used in green event management, determining the patterns of the present and the future that will lead to sustainability in events.

2. Literature Review

2.1 Sustainable Event Management

The word "sustainable event management" has been developed over many years.



A fundamental prerequisite for a responsible, professional event in the twenty-first century is a conceptual framework that has developed over the previous 10 years from event planning and management.

According to Jones and Scanlon (2010), sustainable event management is a combination of sustainability and event management, but both must be handled carefully if we are to get the greatest outcomes. Both event planning and sustainability are currently becoming more and more well-liked among experts and scholars. (Holmes et al., 2015; Jones & Scanlon, 2010; Getz, 2009). Events can have a variety of effects, including those on the environment, business, tourism, biophysical, social, political, and economic fronts (Holmes et al., 2015).

Vol. 2(1), 49–64 in the Tourism and Sustainable Development Review Journal (TSDR) An analysis of sustainable event management techniques in Sri Lanka from the viewpoint of event managers Participation of the community to support and preserve the destination's appeal and the event experience A.M.D.B. Nawarathna, R.S.S.W. Arachchi⁵² | ISSN 2722-2152 (online). Three elements comprise the notion of sustainability: environmental, economic, and social aspects, together referred to as the Triple Bottom Line (TBL).

Intangible impacts include non-material consequences such socio-cultural benefits and costs as well as socio-economic advantages and costs, whereas tangible impacts are associated with material outcomes (Dwyer, L., Mellor, R., Mistilis, N., & Mules, 2000). The sustainable event was defined as a way to manage economic activity, climate responsibility, and social progress by the British Standards Institution (2012).

Sustainable event management, according to Tzila (2007), is the fusion of sustainability with the event management project planning process.

Consequently, it's critical to understand and practice such event strategies that encourage responsible behaviour from event stakeholders and advance development.



3. Current Trends and Challenges

It's evident that sustainability is now a necessary element of global business, including the events sector. As part of our aim to create truly eco-friendly events, Zentive focuses on creating experiences that not only feel good but also do good.

3.1 Lack of national guidance, globally

Our industry, like many others, is currently essentially winging it, holding ourselves accountable to various targets in the absence of government-enforced environmental protection regulations. This issue basically overlaps with a lot of the other issues we will discuss since, in the absence of a government agency to set standards, offer guidance or define goals, there will be a great deal of variety in sustainability policies and a high risk of greenwashing, whether deliberate or not.

3.2 Abundance of 'green' accreditations

Certifications and honors such as ECO smart, Green Mark, Planet Mark, Green Key should be encouraged. Nonetheless, each with a different level of concrete, sustainable behaviours required to reach them. If a buyer doesn't conduct adequate research, they may be duped by a supplier who claims to have an accreditation that may not have much of an impact on sustainable operations.

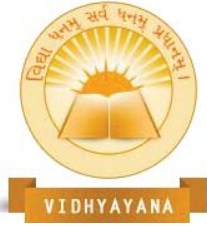
4. Best Practices and Case Studies

4.1 Supply and demand

Our sector has plenty of options when it comes to sustainable suppliers who have impact and reduction policies in place, as well as a transparent supply chain and unambiguous evaluation! As a result, larger costs are being charged to those who do succeed.

4.2 Support from event attendees

A sustainable event will likely appear a little different from what attendees may be accustomed to, and change can occasionally cause dissent. A plant-based cuisine, for



instance, will significantly lessen an event's ecological footprint, but many guests could be accustomed to meat and find it offensive to be forced to consume this alternative. One simple solution to this is to clearly state your objectives in all event communications and outline the modifications attendees can anticipate.

4.3 Reliance on offsetting

The secret to using offsetting effectively is to combine it with a sustainable event strategy that proactively makes sustainable adjustments throughout the event's conception, planning, and execution. Offsetting should only be considered during the event assessment phase in order to offset any emissions that were truly unavoidable.

The events sector is full of challenges, but as usual, we view them as opportunities for growth rather than as barriers to overcome. Reliance business has a plethora of players who are making great strides toward developing sustainable services, and the more we promote our work, the more probable it is that others will follow suit.

4.4 Virtual and Hybrid Events

Virtual events are here to stay, having gained popularity during the COVID-19 pandemic. Virtual events provide an accessible and affordable means of reaching a worldwide audience. Virtual trade displays, internet conferences, and webinars are a few examples. On the other hand, hybrid events—which blend virtual and in-person components—are becoming more and more common. This makes it possible for the organizers to provide a more inclusive experience for both in-person and virtual guests.

4.5 Augmented and Virtual Reality (AR/VR)

The way people experience events is being revolutionized by AR and VR technologies. By adding digital overlays to physical venues, event planners may employ augmented reality to create immersive and engaging environments. Virtual reality (VR) can take attendees to virtual worlds, increasing the realism and engagement of distant events. In addition, these



technologies are being utilized for event design, enabling planners to virtually tour sites and see layouts and venues before the big day.

4.6 Artificial Intelligence (AI)

AI is becoming into a really useful tool for event organizers. AI-driven chatbots can respond to visitors' inquiries and offer immediate customer service. Using predictive analytics, event planners can make data-driven choices on session scheduling and venue selection. At events, facial recognition technology is utilized for easy check-ins and security. AI is enhancing the overall event experience by optimizing operations.

4.7 Sustainability and Green Initiatives

Nowadays, sustainability is an essential component of event planning rather than a niche fad. Reducing the environmental impact of events is a growing priority for organizers. This involves implementing eco-friendly transportation choices, reducing waste, and obtaining sustainable resources. Additionally, attendees are favoring events that emphasize sustainability, so event planners must take this into account.

4.8 Contactless Technology

The usage of contactless technologies at events has surged due to the epidemic. Mobile apps are available for e-tickets, payments, and check-ins by attendees. Physical interactions are reduced via contactless credential scanning. These solutions decrease wait times and increase convenience, which not only improves safety but also the whole experience for attendees.

5. Technological Innovations and Future Directions in Green Event Management

5.1 Facilitating Collaboration and Knowledge Sharing

Promote collaborative efforts and the exchange of knowledge within the industry. Establish platforms, conferences, or online forums where professionals specializing in green event management can exchange best practices, insights, and success stories.



5.2 Development of Education and Training Programs

Create and advocate for education and training initiatives tailored specifically to green event management. Provide professionals with the essential skills and knowledge required to incorporate sustainable practices into event planning and execution.

5.3 Investment in Research and Development

Allocate resources to research and development initiatives aimed at exploring innovative technologies and methodologies that can further enhance the sustainability of events. Stay abreast of the latest trends and advancements in sustainable practices.

5.4 Advocacy for Policy Development

Shaping policy development related to sustainable event management, collaborating with government bodies and industry associations to formulate guidelines and regulations that encourage environmentally friendly practices.

5.5 Promotion of Technology Integration

Encouraging the incorporation of sustainable technologies in event execution leveraging, digital solutions, smart systems, and eco-friendly materials to minimize the environmental impact.

5.6 Establishment of Metrics and Reporting Standards

Define standardized metrics for measuring the environmental, social, and economic impact of events. Encourage event organizers to report on these metrics, fostering transparency and accountability.

5.7 Encouragement of Supplier Collaboration

Promote collaboration with suppliers prioritizing sustainable practices. Form partnerships with vendors and service providers dedicated to eco-friendly solutions, spanning from catering to transportation.



5.8 Inclusion of Local Communities

Involve local communities in green event initiatives by seeking input from residents, supporting local businesses, and implementing programs that positively contribute to the well-being and sustainability of the host community.

5.9 Emphasis on Continuous Improvement

Cultivate a culture of continuous improvement by routinely evaluating and enhancing green event management practices.

By putting these recommendations into practice, the field of green event management can progress towards its sustainability objectives and actively contribute to a more environmentally conscious and socially responsible event industry.

6. Conclusion

To sum up, an intricate landscape that integrates social, economic, and environmental factors is revealed by evaluating sustainable methods in the context of green event management. The events sector embraces sustainable methods in order to lessen its negative effects on the environment and advance larger societal and financial objectives.

Green event management is a multifaceted field that includes community involvement, energy efficiency, trash reduction, and carbon footprint mitigation. The results of this study demonstrate that cooperation between event managers, guests, vendors, and local communities is necessary for the successful adoption of sustainable practices.



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Vidhyayana - ISSN 2454-8596

An International Multidisciplinary Peer-Reviewed E-Journal

www.vidhyayanaejournal.org

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