

An aerial photograph of a fairground event. On the left, there is a large Ferris wheel and a colorful carousel. In the center and right, a large grassy area is filled with people sitting on the grass or at small tables. A blue and white ice cream van is parked on the left. In the background, a river flows through a town with various buildings and a bridge.

SUSTAINABLE EVENTS TOOLKIT

**EVENTS
MEDWAY**

www.medway.gov.uk/eventsmedway

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INTRODUCTION

EVENTS
MEDWAY

Welcome to the Events Medway Outdoor Sustainable Events Toolkit, designed to assist you in planning and executing environmentally friendly events in Medway. This comprehensive toolkit is divided into key sections, each addressing specific aspects of sustainable event management. Additionally, it provides tailored recommendations for events that we class as small to medium in size, which is an audience of up to 499.

Climate change is one of the most urgent issues facing us all today. In response to this, Medway Council declared a climate emergency in 2019 and has committed to achieving net zero carbon across Medway “the place” by 2050. Users of this guide can help to make this happen by reducing the environmental impact of their event. This policy also supports the ambition of Medway’s Climate Change Action Plan.

Read more here: <https://www.medway.gov.uk/climatechange>

While it's true that events have a significant impact on the environment, that doesn't necessitate bringing them to a halt. Rather, it underscores the imperative for events to evolve and become more sustainable. By embracing low or zero carbon practices and adopting responsible event management strategies, we not only minimise the environmental footprint of these public gatherings, but also contribute to the long-term well-being and ecological integrity of our community.

Switching to sustainable events isn't just about being eco-responsible; it's a testament of our commitment to achieving net zero carbon by 2050. Through these concerted efforts and the implementation of best practices, events can continue to thrive and provide enjoyment for Medway residents, as well as making it an attractive place to visit.

Medway Events Team will be on hand to assist and guide you throughout your event application, which will include feedback on your sustainability plans and policies.



ABOUT THIS GUIDE

EVENTS
MEDWAY

This guide should be read in conjunction with our pre-application information for event organisers. <https://www.medway.gov.uk/info/200728/pre-application-information-for-event-organisers>

We have included several requirements within each section of this guide that all organisers must take on board and adhere to. The guide comprises of straightforward and realistic standards that all organisers are expected to follow.

While we acknowledge that meeting these standards might not always be feasible, we highly encourage all organisers to make an effort and take them on board during their planning process.

You have the option to conduct a carbon audit for each segment of your event and assess its carbon footprint utilising readily accessible online calculators, such as those provided by [Myclimate](#) or [Julie's Bicycle Creative Climate Tools](#), as well as the option to apply for [A Greener Festival](#) certification.

SUSTAINABLE TRAVEL

By actively promoting and advocating walking, cycling, public transport and car sharing, we aim to encourage a sense of environmental consciousness among event attendees, staff, contractors, traders and volunteers. Encouraging these alternative modes of transportation is a strategic move toward a collective reduction in carbon emissions and alleviation of traffic congestion.



Promote Sustainable Travel Options

Promote routes to and from your event that minimises environmental impact. This can be done through all of your promotional channels.

Encourage use of Public Transport

Provide clear directions and information on accessible transport options to and from the event venue. Collaborate with local authorities to increase the public transport offering before, during and after the event.



Designated drop-off and pick up points

Create a designated drop-off and pick up points for taxis and accessible vehicles.

Encourage car sharing

Discourage the use of personal cars and single-occupancy journeys.



Promote Cycling & Walking

Allocate free secure cycle parking. Ensure it is well advertised in advance, as well as clear signposting at the event.

Promote the use of electric or hybrid vehicles

Promote the use of electric or hybrid vehicles for event-related transportation, including information about charge point locations.



Plan delivery and collection journeys

Plan your contractor/supplier delivery and collection journeys to avoid peak times and minimise impact on rush hour congestion and transport emissions.

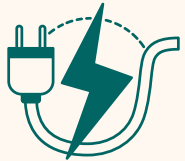
Staff and Clients

Encourage and facilitate active travel to your staff and clients.



SUSTAINABLE ENERGY

In addition to the integration of sustainable energy sources, we encourage event organisers to switch off non-essential lighting and equipment when not in use. This simple yet impactful measure serves to minimise energy wastage, contributing to a more efficient and eco-friendly event operation. By adopting such sustainable energy practices, events not only enhance their operational efficiency, but also showcase a robust commitment to environmental responsibility.



Use mains power where possible

If mains power is available at event locations, this must be used to replace some, if not all, generators.

Work with chosen suppliers

Work closely with your chosen supplier to monitor and report energy use from all generators at your event. Use data as a benchmark to improve efficiency in future years.

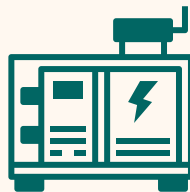


Accurately assess your power demand

Ask power users for a list of equipment, power ratings and running times. This is so your supplier can assess needs and avoid over-specifying generators.

EU Stage V Generators as a minimum standard

Stage V is the 5th iteration of the emission standard as part of the EU's Non-Road Mobile Machinery Legislation. The legislation sets out criteria for levels of CO₂, hydrocarbons and oxide.



Implement energy-saving measures across the site

This could be using LED lights instead of standard, ensuring equipment is rated B or high on Energy Label Scheme.

Turn off when not using!

Ensure that generators are not idling unnecessarily and power them off when not in use.



Concessions

Educate concessions about the importance of conserving energy during the event.

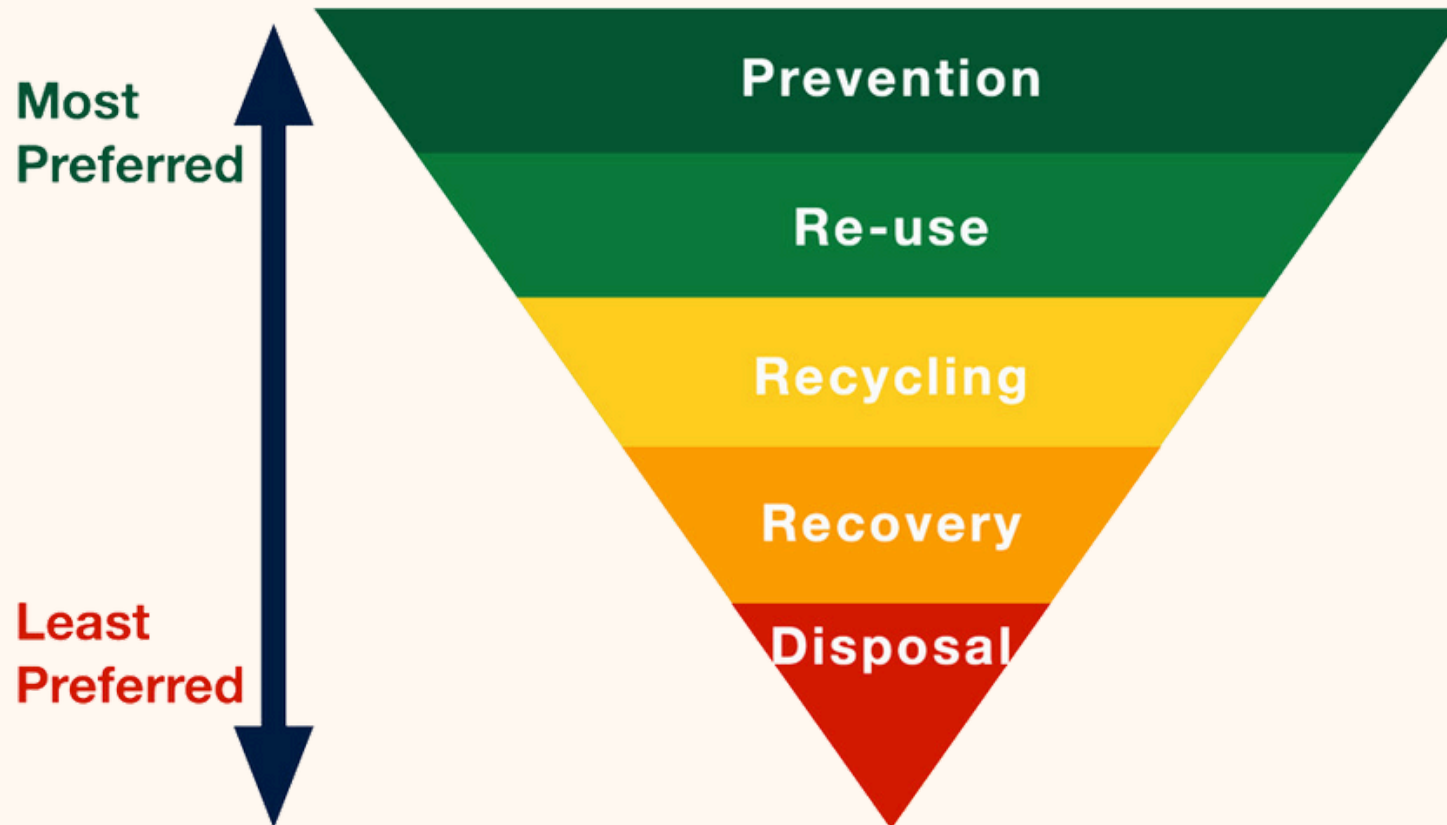
Poor weather

Consider impacts of poor weather on energy supply. Work with your chosen supplier to make your energy more resilient to extreme weather.



WASTE HIERARCHY

It is essential for all event organisers to implement the waste hierarchy in their waste management practices. By adhering to this hierarchy, not only do you ensure compliance with waste legislation, but you can also realise substantial cost savings for your event. This proactive approach also prevents waste from ending up in landfills.



SUSTAINABLE WASTE

We understand that effective waste management is not merely about disposal but rather about adopting circular economy principles that prioritize reducing, reusing, and recycling. By embracing a holistic approach, we aim to guide event organizers in creating experiences that not only captivate attendees but also champion sustainability through mindful waste practices.



Produce a Waste Management Plan

Work with your chosen waste management supplier to produce a waste management plan for your event.

Adopt measures to minimize waste

Adopt proactive measures to minimize and prevent waste throughout the entire lifecycle of your event, starting from the planning stages through to delivery. Curtail material usage by implementing strategic and intentional practices, emphasising efficiency and sustainability in your event planning and execution.



Provide marked recycling points

Provide clearly marked recycling points throughout the event venue. Make sure bins are easy to see from anywhere on site.

Have separate bins

Have separate bins for different waste streams at all bin locations that are clearly marked: Paper / cardboard, Cans, Glass, Food & compostables and General waste.



Coordinate with local recycling facilities

Coordinate with local recycling facilities to ensure proper disposal and recycling of separated event waste.

Ban single-use items

Ban the sale of single-use sachets, plastic stirrers and milk jiggers to remove from the waste stream altogether. Same applies for plastic water and other soft drink bottles. Openly discourage the use of single-use vapes and e-cigarettes.



Engage in open communication with your audience

Engage in open communication with your audience to actively raise awareness about the climate emergency concerning waste and its disposal.

Water Pollution

Avoid water pollution by ensuring oils and fats are separated, correctly stored and disposed of appropriately.



SUSTAINABLE SINGLE USE PLASTIC

This includes promoting the use of reusable water bottles and providing water refill stations, encouraging vendors to use compostable food packaging and educating attendees about the negative impact of single-use plastics on the environment. By actively reducing single-use plastics, events can be leaders in the fight against plastic pollution.



Reduce single-use plastics

Encourage visitors to reduce their use of single-use plastics in every day situations.

Reusable water bottles

Promote the use of reusable water bottles and provide water refill stations.



Refill Scheme

Promote Medway's [Refill Scheme](#).

Compostable food packaging and utensils

Concessions must use compostable food packaging and utensils.



Promote Awareness

Promote awareness about the negative impact of single-use plastics on the environment.

Collaborate with local recycling facilities

Collaborate with local recycling facilities to ensure appropriate disposal and recycling of single-use plastics.



Sustainable Materials

Use lanyards and wristbands made from sustainable materials only.

Single-use Merchandise

Do not sell or supply single-use merchandise, such as flags or ponchos.



SUSTAINABLE SERVE-WARE & PACKAGING

We want to recycle and compost as much as possible. Serve-ware is generally not easily recycle-able due to being covered in food stuff, therefore the best approach is to ensure it is compostable with the food. All serve-ware including cutlery, plates, meal boxes etc. must be 'compostable'. If you have any queries about whether you are using the correct materials, contact your supplier and check that what you are buying conforms to EN13432.

Permissible Serve-ware

- Wooden cutlery
- Compostable paper and cardboard cups
- Compostable paper plates and bowls
- Wooden stirrers

Permissible Packaging

- Paper carrier bags
- Compostable or card clothing/accessory tags

PROHIBITED Items

- Cornstarch or bio-plastic allowed to be used on site (they are often confused with plastic cups/glasses or compostable waste leading to confusion and lower recycling rates).
- Expanded polystyrene.
- Plastic cutlery and straws.
- Plastic carrier bags.
- Single sachet servings of salt, pepper, sugar, milks or sauces.
- Disposable plastic bottles of any type, including water.
- Plastics of any type including PET or HPDE.
- Glitter.
- Plastic clothing tags and/or labels.

SUSTAINABLE TRADERS

Beyond reducing waste and adopting eco-friendly practices, the Council champions the use of local produce from ethical suppliers. This not only supports the event's sustainability initiatives but also forms a vital link in supporting the community and local businesses within Medway. The collaborative efforts of event organisers and traders can create a marketplace rooted in sustainability.



Trader Sustainability Policy

Event organiser to author a Trader Sustainability Policy specific to your event, including all conditions set out in this section.

Application Process

Operate a stringent application process to select only the best concessions that demonstrate only the best sustainable practices.



Concessions Manager

Event organiser must employ a Concessions Manager to check and enforce the following conditions.



Opening Checks

“Readiness To Open” checks to be conducted to ensure that concessions are adhering to all conditions.



Seasonal Produce

Menus should be based on seasonable British produce, where possible.

Provide info to customers

Concessions to provide basic info to customers about ethical and environmental standards at their stall and on menu boards e.g. ‘Free Range Moroccan Chicken Tagine’, or displaying any certification.



Local Food Charities

Event organiser to partner with a local food charity to donate surplus food post event day(s).

Non-food Traders

Non-food traders should not stock cheap, mass produced, high carbon footprint products. The focus should be on handmade, fair trade and environmentally conscious products.



TYPE OF WASTE	HOW TO RECYCLE
Mixed dry recyclables: Plastic, cans, tins, tetra pak and glass	Provide traders with a re-usable container for mixed dry recyclables and collect daily from stalls.
Food waste, compostable serve-ware and compostable packaging.	Traders to bring their own food waste kitchen bins; these can be decanted into 240L-lidded wheelie bins behind each cluster of stalls or individual stalls where food waste collection is higher. Plastic liners are not to be used.
Cardboard	Traders to be provided with dumpy sacks behind each cluster of stalls - please break down/fold boxes and deposit on a daily basis.
Cooking Oils/Fats	Please store used oils and fats in your original container or own container with lid on until the end of the event, and request for it to be collected by the Recycling Team.
Waste Water	Use the water waste storage containers provided. You will need a container at your stall to store and transfer waste water to the central tank.

SUSTAINABLE WATER

By promoting water conservation measures such as installing water-efficient taps and toilets, and by raising awareness among event attendees about the importance of rational water use, we aim to reduce water consumption.

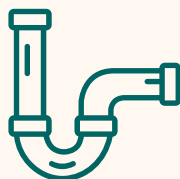


Water Management Plan

Work with your temporary water supplier to produce a Water Management Plan and monitor your use of water.

Mains water standpipes

Use mains water standpipes, where possible, to access water or to use as drinking stations at your event. Consent from the events team must be given in advance.



Record and Report

Record and report on the volume of water used. Ensure this is part of the contract with your chosen supplier.

Water-saving techniques

Encourage the use of water-saving techniques during cleaning and waste management processes.



Briefings

Conduct comprehensive briefings for your contractors, staff, and volunteers, emphasising the critical importance of minimising water wastage. Provide detailed information, guidelines, and insights regarding efficient water usage practices.

Oversee and vigilantly monitor

Continuously oversee and vigilantly monitor the operational status of designated free drinking water stations. Regular inspections will help guarantee that the infrastructure supporting free drinking water provisions is well-maintained, promoting efficiency and preventing inadvertent water loss.



Reduce flow taps

Ensure water stations have reduced flow taps with timed release to prevent taps being left on.

Accessible water points

Accessible water points to have a lever system.



SUSTAINABLE FOOD + DRINK

Beyond reducing waste and adopting eco-friendly practices, the Council champions the use of local produce from ethical suppliers. This not only supports the event's sustainability initiatives but also forms a vital link in supporting the community and local businesses within Medway. The collaborative efforts of event organisers and traders can create a marketplace rooted in sustainability.

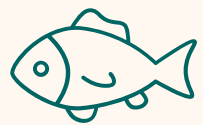


Meat Products

All meat products must be sourced from outdoor-reared animals at the very least, and preferably certified Organic or RSPCA's Freedom Foods scheme.

Eggs

Free range eggs only, preferably organic.



Fish

Only fish on Marine Conservation Society's 'fish to eat' [list](#) - which includes Marine Stewardship Council ([MSC](#)) certified fish.

Seasonal Produce

All menus should be based on seasonal produce, where possible.

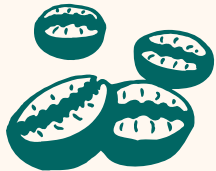


European Produce

Required items not available locally should be grown within Europe.

Fair Trade

Tea, coffee, hot chocolate, sugar and bananas must be certified Fair Trade. All milk must be organic.



Single use plastics

Sugar, salt & pepper, sauces and milk must not be available in single sachets. No bottled water or drinks of any type in plastic disposable bottles are permitted to be sold at the event.

Plant Based

Ensure all food traders offer a plant based option on their menu.



SUSTAINABLE PROCUREMENT

By prioritising the purchase of locally sourced and eco-friendly items, we not only support local businesses, but also reduce the carbon footprint associated with transportation. We promote the use of reusable items instead of single-use plastics, and we urge event organisers to collaborate with sustainable suppliers who operate in the same way. By making sustainable procurement decisions, events contribute to a greener and more sustainable future.



Suppliers

Only procure from suppliers that have a clear and achievable Environmental Policy and Sustainability Action Plan in place.

Supplies and Materials

Prioritise the purchase of environmentally friendly and locally sourced event supplies and materials.

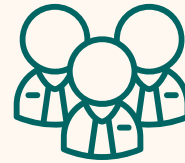


Reusable or compostable items

Encourage suppliers to use reusable or compostable items instead of single-use plastics.

Sustainable businesses and suppliers

Collaborate with local sustainable businesses and suppliers for event-related needs. Consider ethical and fair-trade options when sourcing food and beverages for the event. Favour suppliers that avoid zero-hour contracts.



Employees

Have a strategy to employ local people for event roles.

Planning Meetings

Hold advance planning meetings with suppliers online to reduce non-essential travel, where possible.

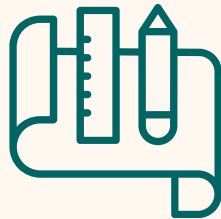


Ticketing Companies

Only work with a ticketing company that provides online e-ticketing to avoid unnecessary print-at-home tickets.

Production & Set Designers

Production and set designers to use hired, borrowed, reclaimed or recycled materials rather than buying new. Venues and stages to be designed for re-use, where possible.



SUSTAINABLE COMMUNICATIONS

By utilising digital platforms and minimising printed materials, events can reduce paper waste and promote environmental responsibility. However, it is still important to recognise and understand the need for inclusive traditional communication channels for those that may not have access to digital channels. By adopting eco-friendly communication methods, events can effectively reach their audience while minimising their environmental impact.



Promotion

Promote the event through online platforms and social media to minimise printed materials.

Event Updates

Encourage event attendees to sign up for electronic event updates and notifications.



Provide information to event stakeholders

Provide clear information on sustainable practices and guidelines to all event stakeholders. This creates a sense of shared responsibility.

Date marking

Avoid date marking printed communication so materials can be re-used, where possible, such as generic banners.



Healthy Food Options

Using healthy food options across event promotion supporting the councils vision to normalise healthy food across Medway.

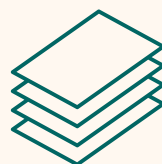


Conserving water

Encourage event attendees to conserve water by providing educational materials and signs.

Social Responsibility

Promote social responsibility by ensuring that the event is accessible to people with disabilities and accommodating diverse attendees' needs.



Consider ways to reduce paper

Consider building an event app instead of printing timetables and maps.

Support local community projects

Actively support local community projects that may be affected directly by your event.



USEFUL RESOURCES

Medway Council Links

[Cycling](#)

[Climate Change](#)

[Plastic Free Medway](#)

[Medway Food Partnership](#)

[Food Support in Medway](#)

[Advertising and Sponsorship Policy](#)

Awards & Certifications

[A Greener Future](#)

[Creative Green Certification](#)

Organisations, Tools & Resources

[Julies Bicycle](#)

[Kambe Events](#)

[Powerful Thinking](#)

[Fuels](#)

[Environmental Policy and Action Plans](#)

[Vision 2025](#)

[Sustainable Travel Guide for Festivals and Events](#)

[Meet Green](#)

[The Purple Guide](#)

[Hope Solutions](#)

Carbon Footprinting

[Creative Climate Tools](#)

[Co2 Event Calculator](#)

[Carbon Footprint](#)

[Energy Management Assessment Tool](#)

Carbon Offsetting

[Ecologi](#)

[Make it Wild](#)

[Become a Carbon Neutral Business](#)

Food & Food Waste

[Fare Share Centres Kent](#)

[Sustainable Food Trust](#)

[Fairtrade](#)

[Good Fish Guide](#)

[NCASS Training](#)

[Food for Life Handbook](#)

[Wrap](#)

Food & Food Waste

[Olio App](#)

[Love Food Hate Waste](#)

[Recycle Now](#)

Suppliers

[The Whole Leaf Co](#)

[Stroodles](#)

[Vegware](#)

[Green Goblet](#)

[Zero Plastic Cans](#)

[Event Cup Solutions](#)

[Water Refill](#)