

# Best Sustainable Solution

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**OVERVIEW:** When the pandemic threat passes, climate change will continue to be the defining issue of our time and the events industry has a huge responsibility to play its part in creating a more sustainable future. This new category will recognise a virtual/hybrid event that has sustainability at its heart and part of the brief from the outset rather than as an afterthought. Companies or organisations that have developed sustainable tools or products to help others deliver more sustainable virtual/hybrid events (E.G., measurement tools or frameworks) are also invited to enter. Judges will look for innovation and a clear commitment to sustainability. The winning event or solution will need to demonstrate how it has positively impacted people, profit, and planet.

Please try to cover as many of the following points as possible in your entry, **where relevant**. (Please note they do not have to be included in any particular order).

## BACKGROUND & BRIEF

1. If it was an event, please provide key details such as client, date, project, platform/venue, audience, lead time, brief etc. Did you have to pitch for the event? Was it a new or existing client?
2. Objectives – why was the event being held and what was the desired outcome? Was the event planned as virtual/hybrid from the outset or transitioned from live. Was sustainability included in the client brief, or are you an agency that proactively put forward a more sustainable solution for your client? Was it difficult to get client/stakeholder buy-in?
3. If you are entering a product or tool – please give an overview of the product, how it was developed, tested, and how it helps event professionals deliver more sustainable events.

## DETAIL & DELIVERY

1. Solution – what was the proposed sustainable solution to the brief and why. Give a short overview of the actual event that was delivered. How did you make the best use of the budget available?
2. Technology – please include a brief overview of the virtual platform selection and why, plus details of any innovative use of technology/tools that helped make the event more sustainable.
3. Sustainability - if the event was hybrid, how did you make sure the in-person element was as sustainable as possible? E.g., choosing sustainable a destination and/or venue(s), sourcing local/sustainable suppliers, materials, and F&B, reducing, reusing and recycling, using digital communications and signage, measuring and offsetting carbon impact etc. Did you measure/offset the impact of the carbon impact of the virtual element? Did you use a sustainable framework or certification?
4. Community/social impact – as well as reducing the environmental impact of the event, what other sustainable initiatives did you include in the planning/delivery of this event? For example, did you consider accessibility, diversity, and inclusion? If the event was hybrid, did you do anything positive for the local community?
5. Challenges – did you have to overcome any specific challenges regarding sustainability? Any other challenges of note to mention?

6. Aside from sustainability, what else made this a great event? How did you make the content and overall experience engaging, interactive and memorable for the attendees?
7. If you are entering a product or tool, give examples of clients that have used it. Please provide two short case studies of the solution in use (the events need to have taken place between April 2021- March 2022).

### **IMPACT & ROI**

1. Did the event meet its overall objectives? Include any data or stats that can show registration numbers, dwell time, engagement levels, interactivity, ROI and any other key metrics. Please include feedback from both the client and attendees.
2. How did the sustainable practices implemented help reduce the environmental impact of the event? If an annual event, have you set targets to reduce the impact further in future years? How have you used the experience to shape other sustainable events?
3. Did the event leave a positive legacy for attendees, local community, others?
4. If a product, please provide results for how it has helped clients make their events more sustainable and include client testimonials. How has your product benefited the wider industry?

**SUBMISSIONS:** Entries can either be presented as a video submission **or** a written entry. **Video submissions should be no longer than 5 minutes** and can be as simple as a piece-to-camera presentation filmed on a smartphone, through to a fully produced showreel piece. You may support your video submission with a written entry. **Written entries should be 1,500 WORDS maximum and no more than 5 pages/slides** and can be supported by video/imagery.

In addition to your written and/or video entry, **you will need to provide a submissions overview (1,200 CHARACTERS max)** to give a brief outline of your entry, which can be used in the winners' book and on the night itself, when introducing the winner.

**You will not be judged on the quality of your video or written entry, but purely on the quality of the work that you are presenting.** All event categories are open to corporate brands, agencies, charities, and associations and apply to events that were both planned as digital from the outset or live events that were adapted to virtual or hybrid formats during the pandemic. **Events must have been delivered between April 2021 and March 2022.**