Strong on Sustainability Future Proofing the Event World SPACES | BRANDS | PERCEPTIONS ASSOCIATES

Going from Zero to Hero

The pandemic has provided an unprecedented catalyst for sustainable innovation, accelerating programmes for change. From celebrities to world leaders, environmental activists dedicated their platforms to tackle the global problem of climate change, inciting action in governments and businesses worldwide and the events industry was no exception.

Against the background of the recent COP 26 summit, we are all being urged to act before it is quite simply too late – for our planet, for our climate, for today as well as for future generations. The evidence is hard-hitting and life-threating.

Environmental policies are no longer a tick box exercise, but a vital business activity reducing the impact we have on the environment and focusing on a more sustainable approach for the future. We are putting sustainability at the centre point of our corporate objectives, recognizing that only by adopting a ground-up approach can we hope to make a difference.



Sustainability in Action

At the end of 2020, the World Meteorological Organisation (WMO) reported that there had been little impact on the continued rise in atmospheric concentrations of CO2. The effects of covid-19 meant travel by and large went out of the window with carbon emissions falling dramatically during the lockdown periods. But-and it's a big one- a handful of months, represents a tiny drop in the ocean in terms of the damage we have wrought over the decades.

The past year of near physical inactivity for the event industry allowed an opportunity of hindsight, the cut in the industry's carbon emissions provided time to recalibrate and refocus our efforts into prolonging the importance of sustainability long after the return to the show floor.

The key is not to try and turn the clock back to where we were, but to tackle environmental and sustainability issues head on, integrating physical solutions as well as online and hybrid models as intrinsic elements.





The pandemic demonstrated to us that there is a hope, in the sense that if we need to take action, we are capable to take massive actions.

– Oksana Tasova, CO2 emissions scientist.



Sustainability on the Show Floor

We work in a business that has some inherent challenges – for example, lots of travel around the world for global events, including sometimes the need to transport large volumes long distances.. Our work has been on scrutinising each and every one of these areas, as part of an overall reassessment of our in-house sustainability policy and our commitment to support our clients' strategies.

Hybrid events tick many boxes for sustainability, contributing to two of the four main pillars – environmental and economic. Hybrid events can help reduce travel, with in-person visitors travelling shorter distances. Food and drink can be locally sourced, reducing the impact further. Even plant-based catering, can be part of the quest to achieve sustainability goals.

Our global supplier network is the key to reducing airmiles for crew and shipping materials, and we continue to establish new relationships as our global reach extends to new countries. Even every piece of timber that goes into our builds are from recycled or well-managed sustainable sources!



Putting in the Practice



Recycling materials throughout exhibits and offices.



Supporting Regeneration projects for carbon offsetting.



Minimising energy consumption.



Using our local supply network.



Avoiding use of travel where possible.



Hybrid Integrations



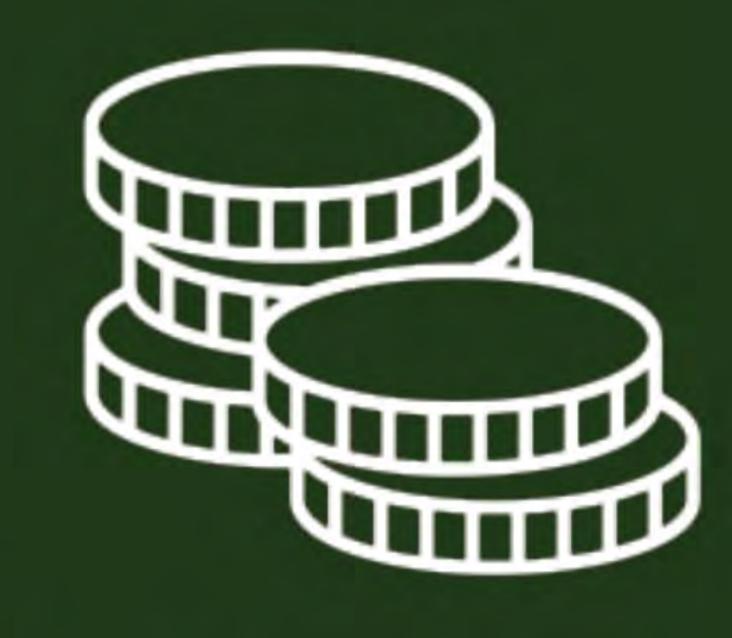
Calculating travelling and storage logistics.



Source suppliers with sustainability and durable materials



We suggest and provide sustainable intiatives and solutions.



We give you the best economical sustainability.



Passing the Policies to our Clients

Many companies use the UN Sustainable Development Goals (SDGs) as their corporate guide, and their event strategies need to conform. From our perspective, we focus on SDGs 9, 11 and 12 as key components in our design and planning process:

- + SGD 9: Industry innovation and infrastructure
- + SDG11: Sustainable cities and communities
- + SDG 12: Responsible consumption and production.

We apply a sustainable approach at every stage of our creative process and encourage our clients to think the same. Suggesting a variety of sustainable initiatives such as modular reusable installation designs, low-emission LED lighting, eco-friendly furniture, biophilic design and even innovations in the hybrid world. We also encourage clients to get involved with our dedication to carbon offsetting through the rebuilding of the Coral Reef and tree planting projects.

Our material-sourcing policies, calculated logistics and on stand practices like recyclable assets and things as simple as coffee cups, all help contribute to the overall sustainable game plan.



The Long Term Goal

The real lesson here is the philosophical one, while there is no single "hero" gain, there are many elements that we can piece together to make a positive difference. We do need to think "big" collectively but that doesn't mean that small steps are not important. Above all, we need to act and nurture the green shoots that we had so much time to think about in the past year.

Our aim is to share awareness and action on the ongoing fight for sustainability to ensure the generations of the future can enjoy events just as much as we have. By encouraging our clients, suppliers, employees and associates across the globe to rethink their corporate and personal operations to have a more sustainable approach.

Sustainability is both a corporate and an individual responsibility, and we can all make a difference in everything we do. We have no time to waste!

Check out our sustainability policy here.



Let's Start the Conversation

Got any thoughts or ideas on sustainability? We're always open to new ideas, contact us to find out more.

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