



**Academic  
Venue Solutions**  
Connecting event organisers with exceptional spaces

# Greengage

Sustainability in business travel, meetings and events





Climate Change

Sustainability

Zero Carbon

Carbon Neutral

Net Zero Carbon

Carbon Offsetting







# Greengage

*Our mission is to advise organisations who want to help the planet, satisfy their stakeholders and gain competitive advantage through a sustainable strategy*



Greengage

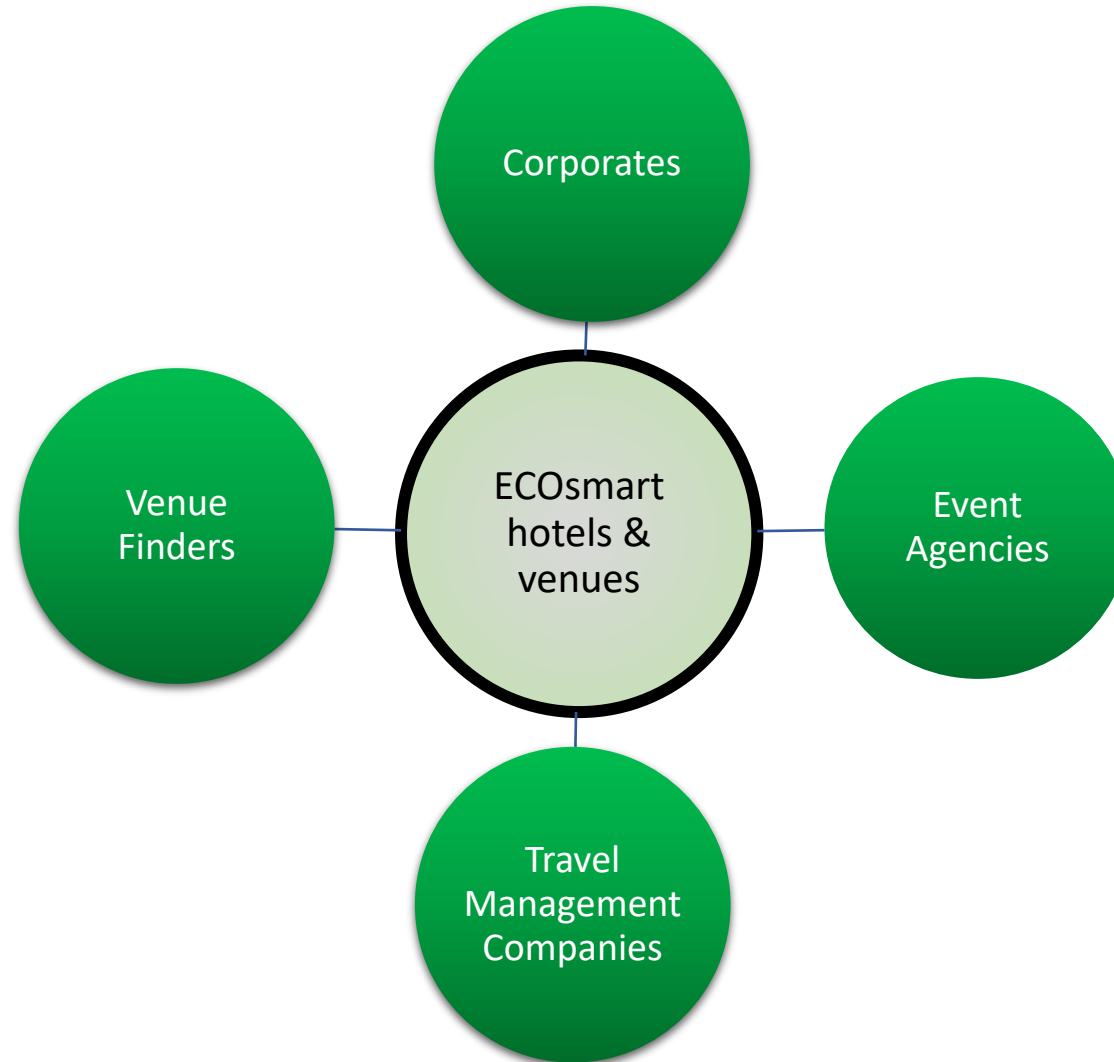
THREE SIXTY °



**ECOsmart**  
by *Greengage*



# Enabling Green Connections







## What makes us happy?

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It's when we can tick three boxes for an ECOsmart partner. Helping to:

Be kind to the planet



Win more business



Reduce costs







1. STOP rising global temperatures



2. Protecting natural ecosystems



3. Conserve natural resources

**Sustainability** – “meeting the needs of the present without compromising the needs of future generations”



# Greenhouse Gas Emissions







**UN CLIMATE  
CHANGE  
CONFERENCE  
UK 2021**

IN PARTNERSHIP WITH ITALY

1. Net zero carbon by mid-century
2. Limit temperature increase to 1.5 degrees C
3. Protect communities and natural habitats
4. Mobilise Finance
5. Work together to deliver



# UN CLIMATE CHANGE CONFERENCE UK 2021

IN PARTNERSHIP WITH ITALY



## Agreements ....

- End deforestation by 2030
- Cut methane by 30% by 2030
- Shift away from coal
- \$100b. p.a. for poorer nations
- No agreement on electric cars





**No one can do  
everything, but everyone  
can do something.**

Max Lucado





# THE SHARED VALUE OPPORTUNITY



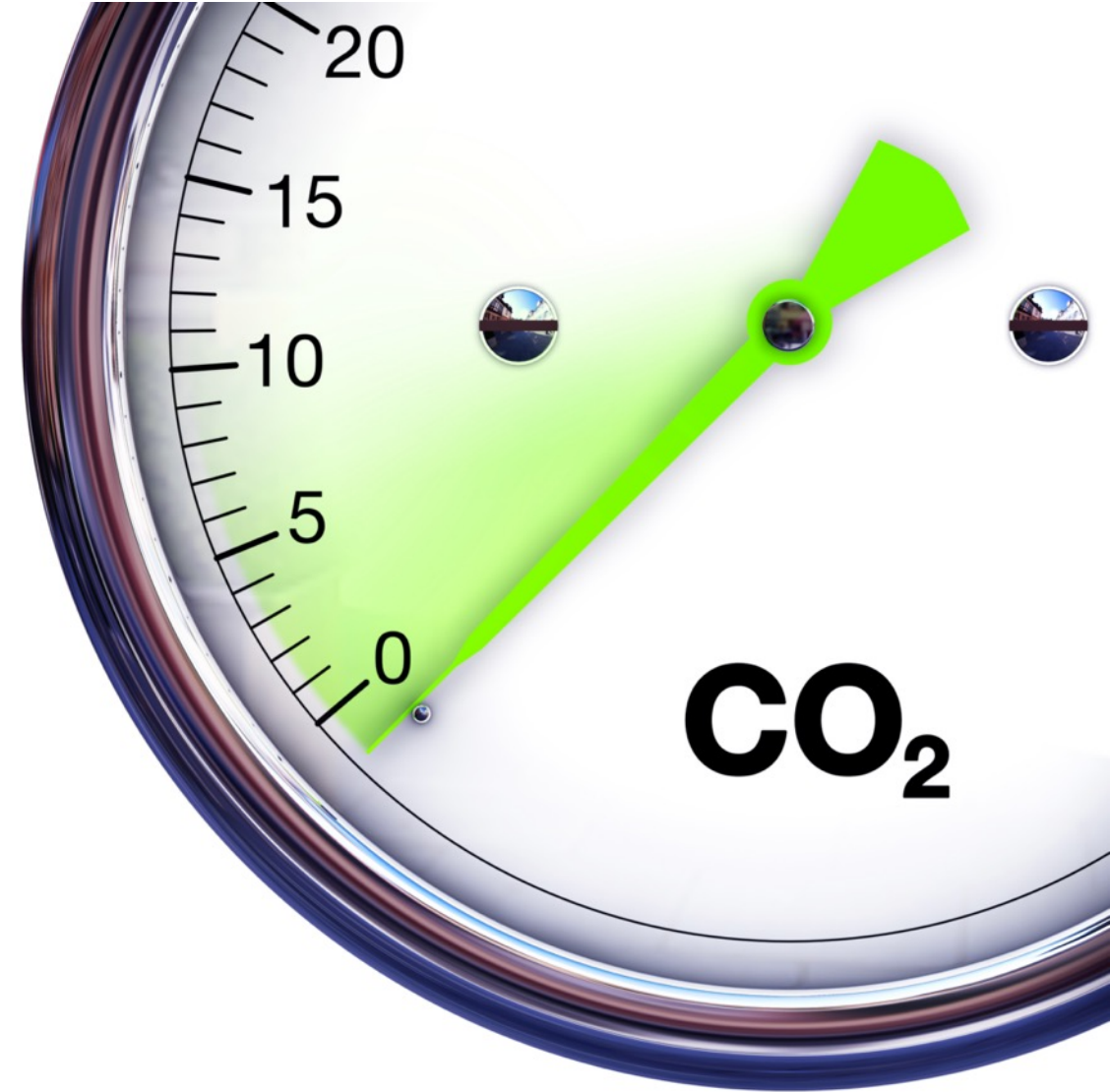
- |                                                                               |              |
|-------------------------------------------------------------------------------|--------------|
| 1. Are you concerned about your company's travel & meetings carbon footprint? | 1. Yes – 71% |
| 2. Has sustainability changed in priority for your company in the past year?  | 2. Yes - 50% |
| 3. Do you ask sustainability related questions in RFPs?                       | 3. Yes - 56% |
| 4. Are you making decisions based on this?                                    | 4. Yes – 57% |



## JMIC COP 26 Events Pledge

“Cut CO2 50% by 2030..

...and hit net zero by 2050”



# Meetings & Events

## The issues...



Energy Consumption



Travel and Transport



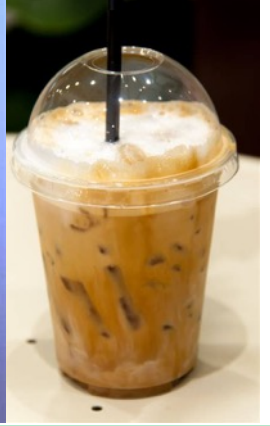
Waste





EVENTS - A MOUNTAIN OF WASTE





ELIMINATING SINGLE-USE PLASTIC





1/3 of all food produced globally goes to waste









Waste of our times QUIZ

How many  
trees worth of  
paper does  
each person  
throw away  
each year?

Waste of our times QUIZ

How many trees worth of paper does each person throw away each year?



X 6

Waste of our times QUIZ

How many  
face masks  
per day go to  
landfill per  
day?



Waste of our times QUIZ

How many  
face masks  
per day go to  
landfill per  
day?



30 million +

Waste of our times QUIZ

How many  
times can  
aluminium  
cans be  
recycled?

Waste of our times QUIZ

How many  
times can  
aluminium  
cans be  
recycled?



Unlimited....



What is the  
best way to  
deal with our  
rubbish?

Waste of our times QUIZ

1. Reduce it
2. Reuse it
3. Recycle it

Waste of our times QUIZ

What is the  
best way to  
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A BETTER WAY...



## LINEAR ECONOMY



TAKE

MAKE

DISPOSE

## CIRCULAR ECONOMY



MAKE

USE

RECYCLE

A REGENERATIVE REVOLUTION

2022 Year of Change

Meetings & Events







WHAT DOES A SUSTAINABLE VENUE LOOK LIKE?





## 1. Energy and Water Conservation

A focus on reducing utility bills as well as a property's environmental footprint. Energy smart management systems to reduce consumption such as energy efficient lighting, motion sensors and water flow constrictors.

## 2. Waste Management & Recycling

An estimated average 29% of food in hotels is wasted. Limit the amount of waste generated onsite and reduce the amount of waste going to landfill by recycling. Measures such as eliminating single use plastics, embedding recycling processes and using eco-friendly cleaning products.



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1. Identify / Measure Food waste
2. Set targets
3. Get staff on board
4. Smarter Ordering
5. Smarter Menus
6. Reduce Portion Size
7. Engage Customers
8. Deal better with surplus food







### **3. Rooms and Facilities**

Adjusting the guest and meeting room environment and facilities to incorporate eco-friendly elements that do not detract from the guest / delegate experience. Such as re-use of linen and towels, eco-friendly bathroom toiletries and specific green meetings and events services.

## 4. Food and Beverage

Adopt F&B practices that support a sustainable approach and that visibly add to guest choice and experience. Such as vegetarian and vegan meal options, locally sourced produce and avoiding endangered fish species.





## **5. Corporate and Social Responsibility**

Have in place an environmental sustainability plan (and monitoring) to engage and educate hotel staff. Supported by pro-active engagement of guests and the local community. Initiatives could include a documented sustainability mission statement, staff training and support of local community initiatives.





WHY ACADEMIC VENUES?

## An industry standard accreditation for sustainability

**ECOsmart**

Hotels & Venues



Awarded to hotels and meetings venues that demonstrate  
an eco-friendly approach



## Who is ECOsmart for?



- Hotels
- Meeting venues
- Short stay apartments
- Event Agencies
- Travel Management  
Companies





## Designed for the corporate market

### Corporates like

Objective sustainability benchmark



### Hotels and Venues like:

Help to identify gaps



Certified status = competitive advantage.







“We see sustainability as a journey, not a destination”





1. Energy & water conservation
2. Waste management & recycling
3. Rooms, facilities & consumables
4. Food & beverage
5. Environmental & social responsibility



# BRONZE

A variety of steps taken to establish green practices in key areas



# SILVER

Advanced steps taken to achieve a wide range of eco-focussed actions



# GOLD

Extensive measures taken to fully embrace environmental sustainability



# PLATINUM

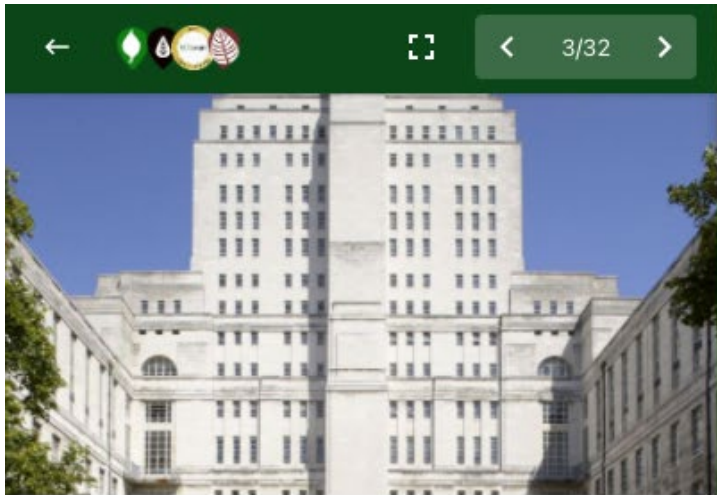
Outstanding approach with the highest possible standards of environmental sustainability applied











## University of London

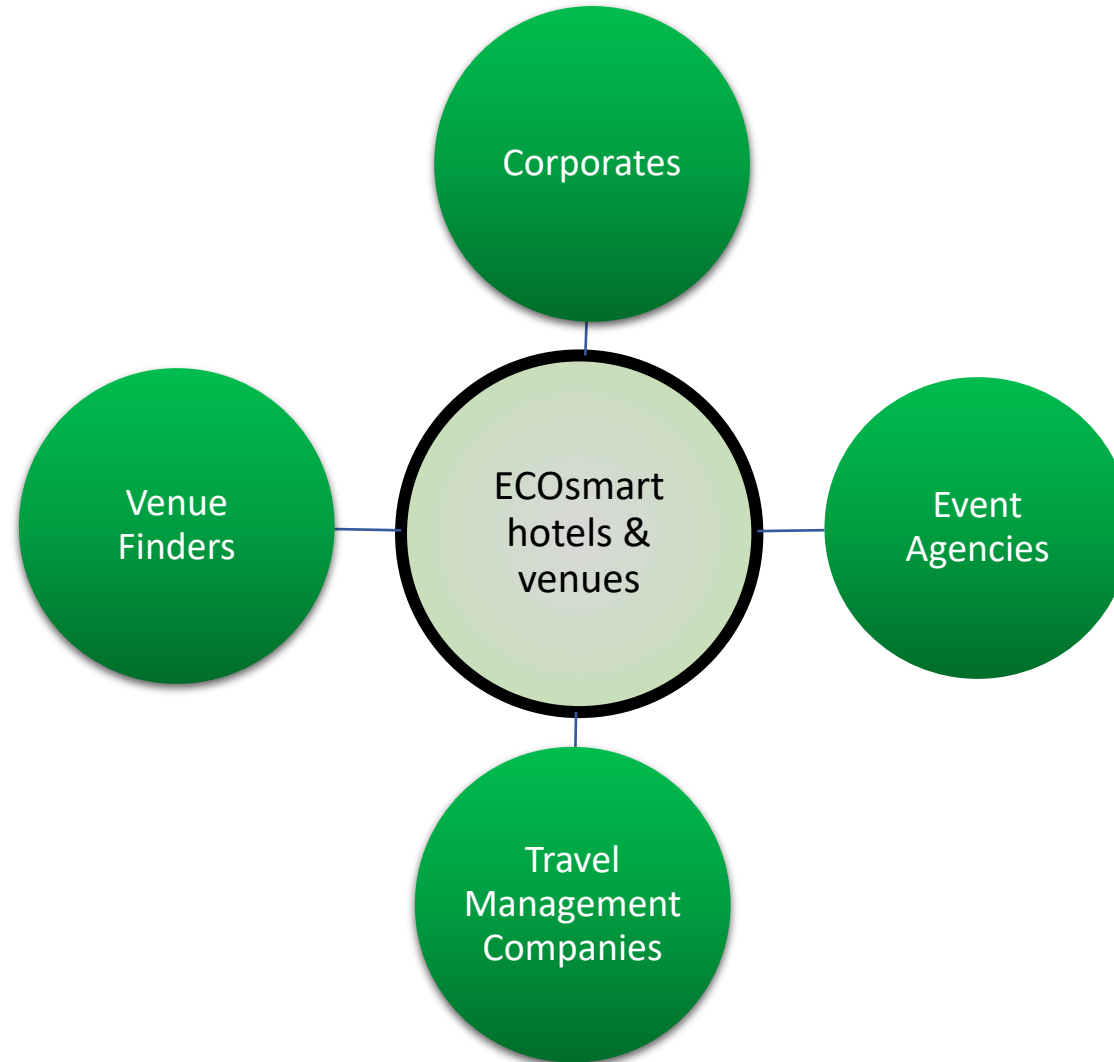
◆ Senate House, Malet St, Bloomsbury, London WC1E 7HU, UK

University of London Venues encompassing three outstanding event venues in the heart of Bloomsbury, London. Extensive measures are in place to fully embrace environmental sustainability.

### Sustainability Highlights:

- Purchasing management practices give preference to sustainable, local and

# Enabling Green Connections








[Enquire Now](#)

## Green Venues

When our clients are booking events there is an increased demand to look for green and sustainable venues. The spaces that have invested in green and corporate social responsibility are being chosen by event bookers to demonstrate and emulate their own companies green and sustainable values.

Academic Venue Solutions Members work in partnership with Greengage Solutions, a company that provides ECOsmart certification to venues that can demonstrate an eco-friendly approach. Many do this by showing they've embarked on a sustainable journey and that they're implementing steps that will allow event planners to measure the impact of their events. Typically, venues will focus on reducing their carbon footprint through energy reduction measures alongside water conservation, waste recycling, eliminating single use plastics, sustainably sourced catering and eco-friendly meeting facilities.

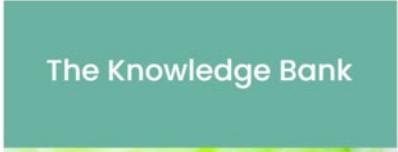
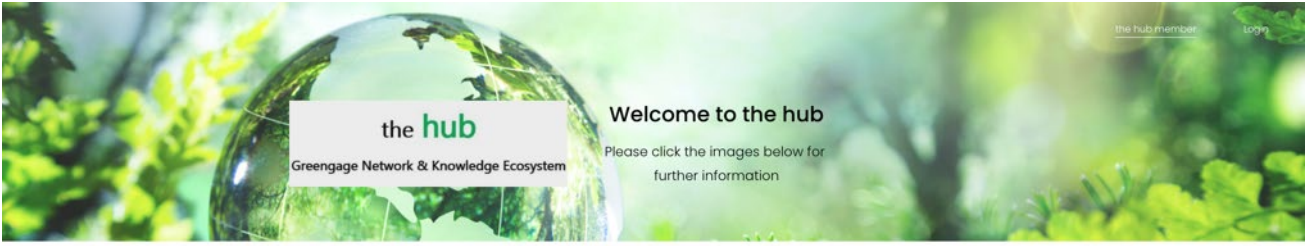
 <b>Accommodation Available</b>	 <b>Good Transport Links</b>	 <b>Green Venue</b>	 <b>Outdoor Space</b>	 <b>Unique Spaces</b>	 <b>We're Good To Go</b>	<b>1&amp;2 Zones 1 &amp; 2</b>
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# the hub

Greengage Network & Knowledge Ecosystem





# the hub

Greengage Network & Knowledge Ecosystem



## Welcome to our Directory...

Our team is continually scouring the market for innovative green products and services that will add value in the travel and meetings sector - with the launch of a comprehensive Greengage catalogue in Spring 2021.

In the meantime, we are pleased to share with you a small selection of great eco-friendly products and services that should particularly appeal to ECOsmart hotels and venues who want to boost their green credentials. From pasta drinking straws to living green roofs we've got it covered!













ECOsmart –  
social media and  
promotion









**UN CLIMATE  
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UK 2021**

IN PARTNERSHIP WITH ITALY

*Greengage*



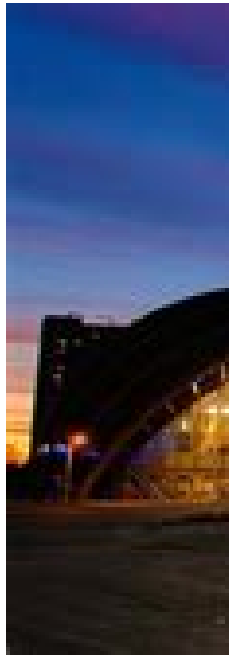
WHAT DOES A SUSTAINABLE EVENT LOOK LIKE?



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IN PARTNERSHIP WITH ITALY

Greengage



COP26 – THE EVENT



## A more sustainable events approach

# GREENGAGE 10 POINT GUIDE TO EVENT ORGANISERS

1. Be a green accredited venue
2. Offer reduced travel options
3. No single use plastics
4. Offer sustainable F&B options
5. Replace print with digital
6. Offer a waste management plan
7. Minimise CO2
8. Measure event carbon footprint
9. CSR - friendly approach
10. Influence and advise best practice





## Travel and transport

PRODUCING MORE SUSTAINABLE EVENTS



# Meeting Consumables

“Less Stuff....”!





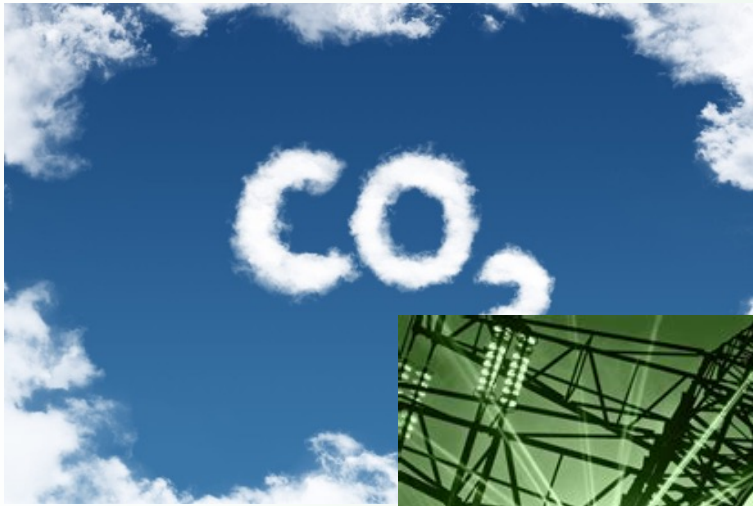
## Food and Beverage

PRODUCING MORE SUSTAINABLE EVENTS





## Waste and recycling



## CO2 and Energy





# Corporate and Social Responsibility

PRODUCING MORE SUSTAINABLE EVENTS





ACHIEVING CARBON NEUTRAL EVENTS



# Greengage

*The event carbon calculator is designed to measure the carbon footprint associated with each event*





# Greengage

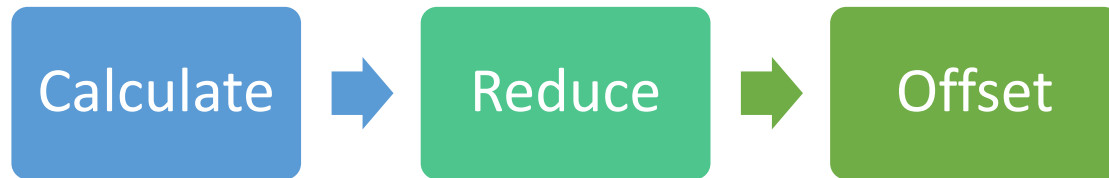
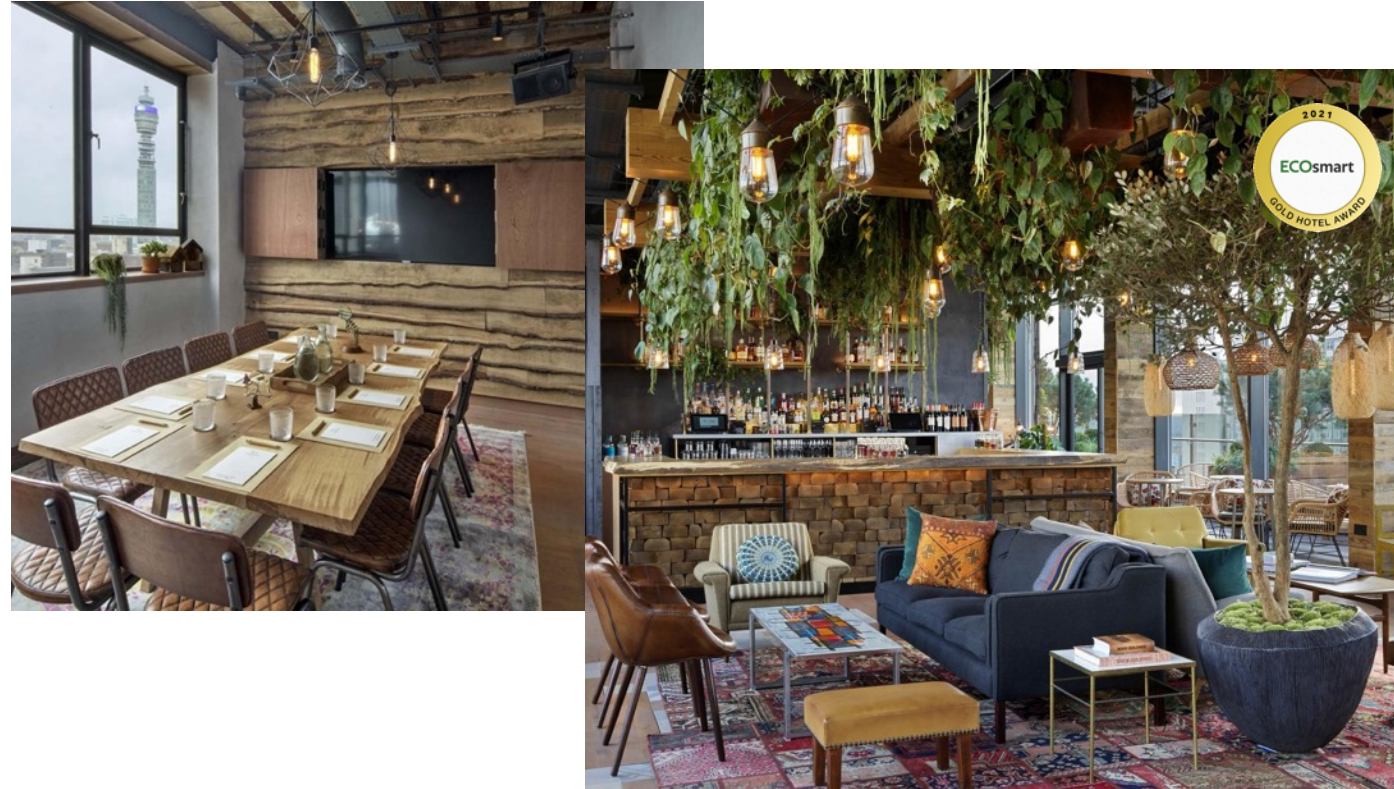
*This is designed to help reduce the event footprint and, where needed, to offset remaining carbon emissions*





# Measurement

1. **TRAVEL** – air, car, taxi, train, underground, coach/bus
2. **ACCOMMODATION** – hotel nights
3. **CATERING** – breakfast, lunch, dinner
4. **ENERGY** – electricity, gas
5. **EVENT SPACE**
6. **MARKETING MATERIALS** – Staging, stands, banners, gifts
7. **TRANSPORT**
8. **WASTE**





A MERRY ECO CHRISTMAS







