

# **Skinny Kitten Events Sustainability policy**

## **Mission statement**

Our mission is to deliver events sustainably and ethically.

This means we are conscious of the social, economic and environmental impact in all that we do.

We seek to reduce the negative effect of what we do as much as possible and to find ways in which to make a positive difference through our actions and through seeking to influence the actions of others.

This policy explains our approach to sustainability, showing how we live our values and clearly communicates our approach to sustainability to our clients, venues and suppliers.

## **Scope**

This policy covers:

- Skinny Kitten's values and operations as a company;
- Our core business activity which is event management.

As a company, we want to embody our values and ensure that our own practice as a company supports our aims.

Every event we work on is different, with different clients, priorities, locations and suppliers. Our sustainable approach is tailored to each specific situation. For this reason, we do not set out here a rigid set of requirements as a one size fits all approach. Instead we provide clear guiding principles that aid our planning and decisions.

## **Skinny Kitten's Standards**

### **1 Energy use**

- We work remotely from home offices and our main source for working is email, online messaging and telephone. As much as possible we try and comply with the following to ensure we are all doing our bit.
- Energy efficiency is a key consideration when acquiring new electrical equipment.
- Our office is lit by ample natural daylight and low energy lights. We turn off all lighting and electronic equipment when not in use,
- We favour venues where possible with energy efficient lighting systems and policies, natural daylight and who source their energy from renewable sources.
- Where additional energy is required, such as for outdoor events, we strongly recommend the use of solar panels or biodiesel generators
- We specify the use of the most energy efficient options for AV requirements, including specifying LED lighting wherever suitable.
- On site at the event, our staff are diligent in checking that lighting and equipment are turned off when not required, and we ask our suppliers to do the same.

### **2 Transportation**

- Wherever possible, we travel on foot, by bicycle or by public transport to events and meetings.
- Air travel is to be avoided as far as possible and seen as a last resort.
- We encourage telephone or virtual meetings where possible.
- We favour venues and locations that are local to the audience, accessible via public transport, and welcoming to those arriving by bicycle or on foot.
- We favour venues with suitable in house AV supplies where possible, to reduce the need for shipping these in.
- We aim to provide the audience and suppliers with information and encouragement to enable them to travel in a sustainable manner to events, including public transport and walking directions.
- Proximity to an event is a key factor in influencing our choice of suppliers. We aim to use only supplier within a 50-100mile radius dependant on the size of the

event and check where deliveries are coming from, if ordered through a central booking system.

### **3 Air emissions**

- The energy and transport policies outlined above are also important in minimising damaging air emissions.

### **4 Waste and recycling**

- We take every opportunity to recycle and reuse. .
- We ensure that as far as possible, all recyclable waste from events is recycled, either by the venue or by bringing in external waste companies.
- We use monitoring records as benchmarking information, and work to reduce the amount for future similar events
- We recycle all of our office paper, card, glass, cans and printer cartridges
- We recommend the use of electronic communication methods as much as possible, such as for invitations and bookings.
- We seek to reuse event materials as much as possible, either through their design (i.e. not including the event date on banners) or through using recycled or reusable materials such as wooden signs which can be repainted.

### **5 Water use**

- We try to always supply tap water or filtered tap water at events. Failing this, we ask for an ethical brand of bottled water, such as Belu or Frank.

### **6 Land Use**

- We favour the use of existing event venues where possible and the use of brownfield over greenfield sites.
- When using biodiesel for energy or transport, we aim to ensure that it is not grown from crops replacing food production, instead using that produced from waste cooking oil.
- When organising outdoor events, we aim to uphold the highest standards of land use, carefully assessing and minimising risks of contamination and ensuring a good standard of clean up after the event.

### **7 Sourcing Locally**

- Where possible we try and source suppliers close to the event venue, taking account of where staff will be travelling from to work at the event and where equipment is located.
- When ordering merchandise and/or event materials we will look at where the item is produced, where it is printed (if applicable) and how it is transported at each stage.
- When ordering catering we will endeavour to make sure that all produce is as locally and sustainably sourced as possible

### **8 Security and safety**

- We provide a safe and secure working environment for our staff.
- We assess our events for potential risks to safety and security, and instigate the necessary measures to minimise these.

### **9 Equality and diversity**

- We have a positive outlook that recognises the contributions made by all.
- As we work remotely we ensure wherever we hold our meetings that the venue is fully accessible.
- Where appropriate, we ask guests in advance of the event if they have special access or dietary requirements and ensure these are accommodated
- We assess venues to check they are comfortable, welcoming and accessible for all including wheelchair access and access requirements for partially sighted and Deaf or hard of hearing people, and look for rest areas.

- We recommend that where appropriate, a prayer room is provided.
- We recommend that where appropriate, crèche facilities are provided.
- Where appropriate, we monitor the ethnic, age and gender mix of guests, and suggest ways to improve diversity.

### **10 Community impact**

- We work on a pro-bono basis to support a number of local Charities and community based events.
- Our work with charities has given us the opportunity to provide events specifically for local communities taking account of different cultures and providing diversity through the choice of different activities and entertainment
- We assess our events for potential risks of negative impacts on local communities, such as congestion, litter or noise pollution, and implement the necessary measure to minimise these.
- Where appropriate we use volunteers to support some of our events and commit to providing them with a positive experience and learning environment
- We look for ways that events can have a positive impact including allocating a number of free or discounted places for the local community and local charities and including activities in the event programme for local performers.

### **11 Financial Impact**

- Skinny Kitten Events is a Limited Company. Our company registration number is 7892482.
- We are committed to offering fair pay and conditions for all our contracted staff
- We aim to ensure best value for money for all our clients, and bring events in on budget.
- We show clients exactly where their money is being spent by sending accurate and clear budgets, accounts and mark our fees separately.
- We operate a “no hidden commission” policy.
- We are open and fair in the contracts and terms we issue to clients and suppliers.
- We believe that a sustainable approach to events doesn’t have to cost more money.

### **12 Stakeholder communications**

- We communicate regularly with our clients and other stakeholders on actions we are taking to make their event as green as possible.
- We commit to discuss sustainability with all our clients and suppliers.
- We hold virtual and face to face meetings when appropriate to keep everyone involved.
- Where appropriate, we will include clauses in supplier contracts which hold them accountable for actions relating to sustainability.

### **13 External communications**

- We aim to foster a network of likeminded people interested in event sustainability, to share ideas and best practice, and to drive sustainability forward in the sector.
- We regularly update our website, blog and twitter feed with news, tips and ideas.
- Where appropriate, we develop PR plans for events and communicate to a wider audience about how we made them sustainable

### **14 Monitoring and feedback**

- Where appropriate we hold de-brief sessions following each event with staff and clients to ensure lessons are learned
- We comply where possible with ISO20121 and use tools from Julies Bicycles to monitor and record this process