

OVERCOMING THE BARRIERS IN THE GREENING OF SMALL-SCALE EVENTS

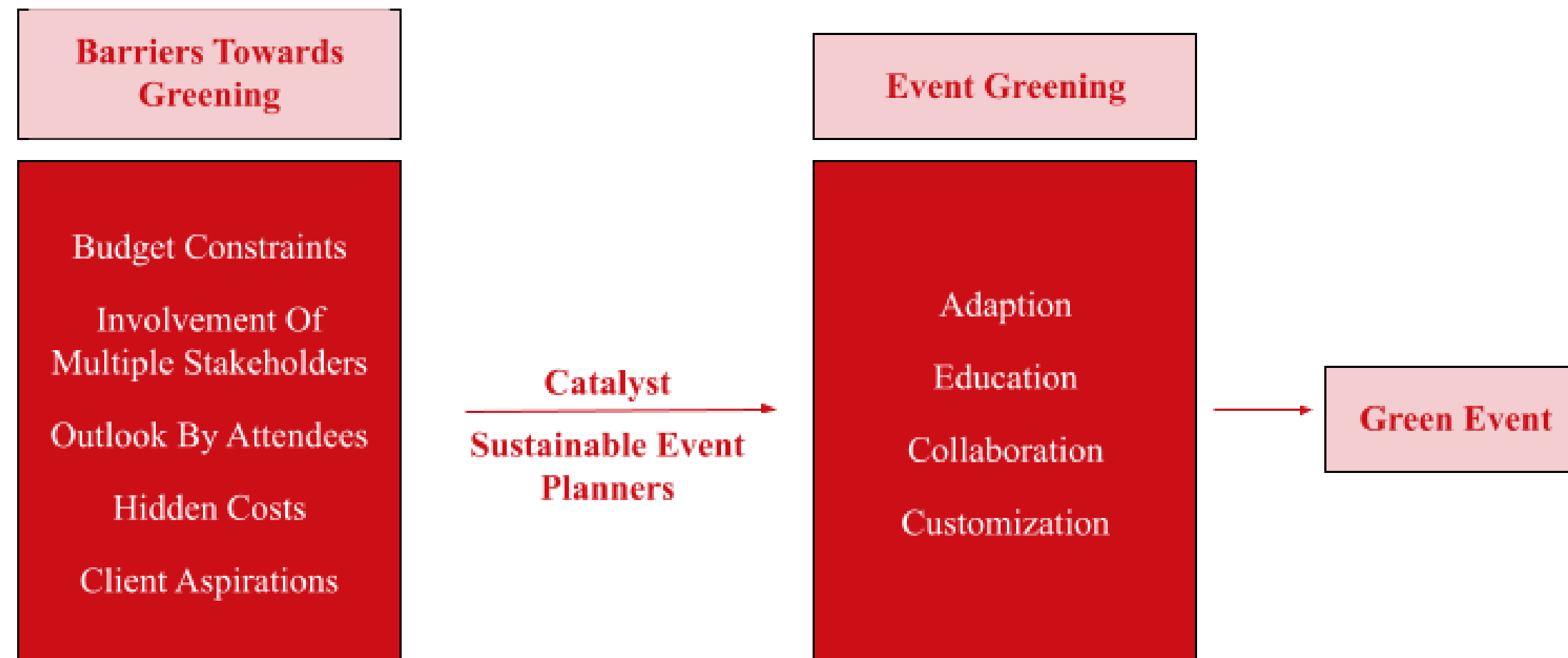
Background

- A three-day event for up to a thousand people generates an average of 5760 kg of discarded waste and 530 metric tons of CO₂
- The global event industry is expected to reach a whopping \$1552.9 billion by 2028 with a CAGR of 11.2%
- Most of the investment made by the event sector in environmentally sustainable practices is for image manipulation and to be seen as green
- Small-scale events have a more minor ecological and economic effect than mega-events, they are more in number, are hosted more frequently, and constitute a large part of the event management industry
- An event which is designed, organised, and implemented in a way that minimises negative environmental impact and leaves a positive legacy for the host community can be termed as a green event
- Studies have proven that the barriers and drivers for event greening are the same in the East and the West
- Studies have also proven that there are similarities between the barriers and drivers of different kinds of events, i.e professional and entertainment
- Most of the studies have been done in the context of greening of mega or hallmark events

Research Question

How can event management organisations overcome the greening barriers and make small-scale events more environmentally sustainable?

Results



Methodology

- Research Design
- Inductive
 - Qualitative
 - Cross Sectional
- Data Collection
- Six semi structured interviews
 - Sample via internet search
 - Event Management Companies that organise small scale events sustainably
 - Online interviews with founders
- Data Analysis
- Thematic Coding

Conclusion

- The barriers identified in this study are rooted in the need for more education and awareness regarding sustainability among the various stakeholders
- By leveraging design aesthetics and diversification, the gap between inculcating sustainability values amongst people and ensuring people have a leisurely experience can be bridged
- Sustainability-organised events can stimulate pre-environmental behaviour amongst various stakeholders
- Small-scale events need to be localised and customised as per the need of the client, location, economy and vendors
- To make small-scale events greener, the entire business model of the industry need not be changed, various adaptations to existing infrastructure and practices can resolve the issue in the long term