

We help event businesses
implement **sustainable solutions**
with a **lasting social legacy.**

The logo for 'event cycle' is a green circle containing the words 'event' and 'cycle' stacked vertically in white lowercase letters.

event
cycle

WHO WE ARE

We're Event Cycle and we're here to help project planners **implement sustainable solutions** and **create a lasting social legacy** in the process.

With first-hand experience of the events industry, we champion sustainable change that protects the planet and the people on it. We do this by providing practical solutions, integrating social strategies and determining repurposing and redistribution routes for event materials right from the start of your project.

Ultimately, we want to change mindsets, reduce event waste and encourage a change to a more circular economy.



WHAT WE DO



Policies, Procurement & Communications

Writing sustainability and social impact policies, helping your greener procurement strategy and shouting about what you do



Production

Waste and carbon reduction consulting from concept to project completion across one or multiple projects.



Social Value

Supporting the communities in and around the area your project takes place in



Asset Dissolution

Identifying recycling, repurposing and redistribution routes for leftover event materials with charities, community groups and social enterprises.

You can call us in at the final curtain or maybe halfway through if you need help.



Don't know where to start?
Bring us in from the beginning.

WHAT WE DO

Build social strategies and charitable donations into your event right from the beginning.

From working with reclaimed wood enabling job creation for those who might find it difficult to get into employment, to hiring from the local workforce to benefit the community around your project, Event Cycle can help you to design with social purpose in mind.

We can help you to design donations into your project, get allotment plants made into centerpieces, find local services to fund, or find an education facility that would love a pro-bono skills workshop or lecture.

**DESIGN WITH
SOCIAL PURPOSE
IN MIND**

From reclaimed wood..



...to event planters...



...to school allotment troughs



REPORTING

We track the causes that you support with your donations and the SDGs the recipient organisations align with.

SDGs and causes supported

kgCO₂ savings from landfill

Carbon Emissions avoided by items not going into landfill (in kg CO₂e). This relates to your direct carbon footprint.

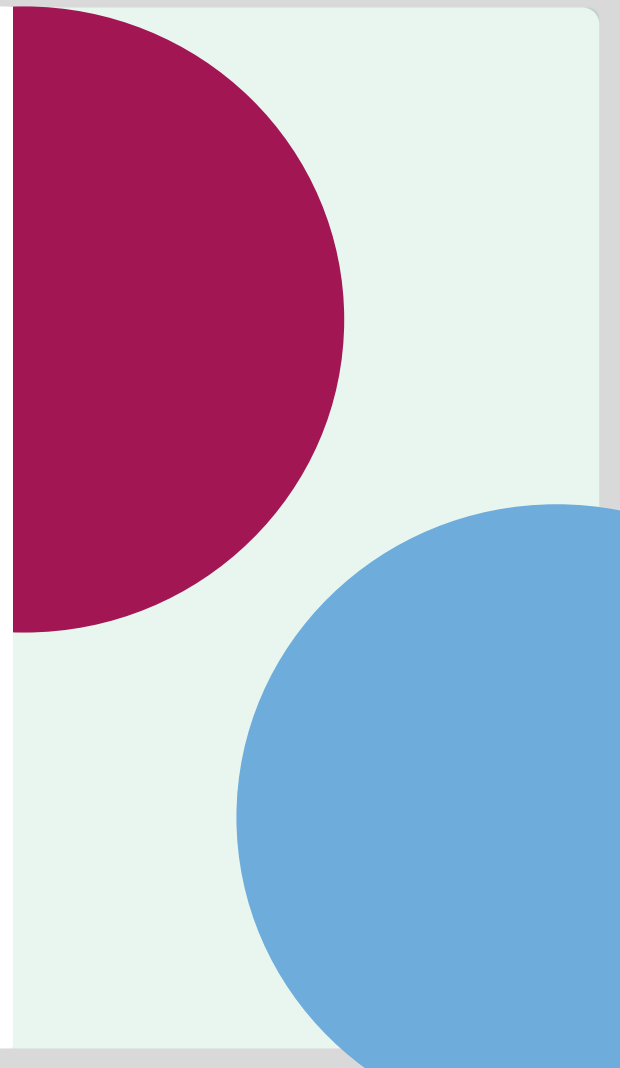
Carbon Emissions avoided by items not being made out of new materials (in kg CO₂e)
This relates to the carbon emissions avoided from charities, community groups and social enterprises, being able to reuse items, and not having to buy items new.

kgCO₂ savings from production

Social value in £

This equates to the value of the items you are donating to charities, community groups and social enterprises. This is equivalent to the amount of money that the charity then saves, by not having to buy these items new, and the money they can then use on their local causes instead.

3 MAIN TAKE AWAY POINTS



1. COLLABORATION IS KEY

Work together with all stakeholders

Communities are an important part of all our workings. Whether that is the local communities that surround you, or whether that is other people in your industry. True innovation and social impact can only come through a network of everyone pulling together. Collaboration is key.

Share your findings, share resources, educate and inspire. When it comes to sustainability its all about PEOPLE, planet and profit.



2. THINK BEFORE YOU BUY

We have implemented an accountability tracker

Before you purchase an item, see whether it can be something pulled from storage, whether it can be made from reclaimed or recycled materials, whether it can be recycled, and what is going to happen with the items post exhibition or event.

Make it a public document that encourages transparency and helps find joint solutions if the answer is "landfill". That way you know way before the time onsite what is happening with every item you purchase before a transaction is made.



3. REPURPOSE & DONATE

Work with partners like Event Cycle to help repurpose items you no longer need

Whether you call us at the end of your exhibition, or whether you plan us in from the start, we are always there to help. Have a look at left over items, can these be repurposed or donated with the local community? Can you really ramp up your social impact and legacy by supporting local people and projects?

Whether that is integrating the local community into your exhibitions and projects from the get go, or whether it is asset dissolution post exhibition, we at Event Cycle are always happy to help.

Join us and sign up to our network at www.eventcycle.org if you are a charity, community group, not for profit, school or social enterprise



EXAMPLES

- **AI kits, robots, droids and AR and VR educational toys** donated by an event agency as part of their "Innovation Lab" to a primary school where the donation has motivated the school to start a new STEM project.
- **Vuzix Blades** donated by tech and network company Verizon to Meditech to support training courses for surgeons in low-income countries, advancing healthcare education in the community.
- **Wooden Paneling** donated by an alcohol brand as part of an exhibition and shop, to the Cardinal Vaughan Memorial School's Design and Technology department to make a display soap box car.
- **15,000 m2 of Carpet, 8 pallets of Office Materials, 2,000 m2 of graphics** donated from COP26 to support more than 45 charities in the local area
- **£261,901 of social impact, 9,205m2 of graphics, 453 individual pieces of furniture** donated from the Birmingham Commonwealth Games to 64 charities, community groups and social enterprises in the local area



Thank you.

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www.eventcycle.org

