

SUSTAINABILITY GUIDE FOR SPONSORS AND EXHIBITORS AT MONASH UNIVERSITY EVENTS

Introduction

Monash University is a global organisation, committed to excellence, quality and community leadership in all our activities. As a signatory to the Talloires Declaration, Monash University recognizes the importance of sustainability leadership in facing environmental challenges such as water scarcity and climate change. The University supports activities which contribute to environmental awareness, social justice, human rights and a sustainable environment. This includes environmental sustainability considerations in our event management practices and we encourage sponsors and exhibitors at our events to incorporate similar principles to contribute to overall event sustainability, including;

- Reducing consumption of resources and generation of wastes and pollution,
- Minimising the environmental impacts and maximising opportunities for positive social and economic development associated with the products and services procured for Monash University events ,
- Raising environmental awareness by actively engaging all involved in the Monash University events through sustainable promotions and communications.

Why should sponsors and exhibitors take part?

Sustainability criteria is becoming increasingly important in procurement decisions at both corporate and community levels. By taking part sponsors and exhibitors will reduce their own environmental impact, demonstrate their commitment to environmental sustainability and support the development of markets for sustainable products.

What do sponsors and exhibitors need to do to take part?

As a minimum, Monash University expects that sponsors and exhibitors:

- Have a documented Environmental Sustainability Policy
- Have a commitment to continual environmental improvement by establishment of environmental sustainability objectives, targets and management programs
- Comply with Monash University requirements for;
 - ⇒ Waste management
 - ⇒ Energy conservation
 - ⇒ Water conservation
 - ⇒ Use of approved materials and 'Green' promotional products

There are additional guidelines and tips over the page for sponsors and exhibitors. Please do what you can, when you can, and if you do—let everyone at the event know!

SUSTAINABILITY CHECKLIST FOR SPONSORS AND EXHIBITORS

Event Promotion

- Electronic communications are prioritised instead of printing
E.g. pdf files available to download via a USB port or memory keys given away loaded with company information
- Where printing is necessary, it is double-sided on recycled paper with at least 80% post-consumer content and vegetable or soy based inks or waterless printing used
- Total number of copies required estimated to avoid excessive printing
- Print materials are generic for reuse (event specific information and dates avoided)
- Compliance with Monash University Plastic Bag Free Zone requirements
- Sustainable/green show bags and promotional products selected
E.g. made from recycled materials, reusable and recyclable/biodegradable, non-toxic, minimally packaged or not packaged at all
- Sustainable measures taken on your stand and/or by your company are highlighted
- Staff are trained/briefed about sustainable measures for the event

Waste

- Supplies are reusable and retained at the end of the event for subsequent events
- Participation in the event recycling program

Energy Efficiency

- Only essential lighting and electrical equipment for the stand selected
- Use of energy efficient lighting and electrical equipment, e.g. ENERGY STAR
- Responsibility assigned to ensure no unnecessary lighting and equipment use during the event (Switch off when not in use)

Transport

- Use of local suppliers for equipment/supplies
- Travel routes planned to collect/deliver equipment and supplies
- Contacted the host organisation about equipment already available at the site
- Staff encouraged to take public transport, walk or cycle to the event

For more information see the Monash University Sustainable Events and Catering Guides available at <http://www.monash.edu.au/green>