

Can a Personal Passion for the Environment Create a Shift in the Event Industry?

Presented by Emily Latshaw
December 9th, 2020




Introduction

- » Global warming effects are more prominent
- » Eco-friendly events increasing
 - Recycling, composting, reusing, etc.
- » Event companies geared towards sustainability
- » Study looked at sustainable event company managers



Why?

- » Social trend of being eco-friendly
- » Concern for climate change regarding events
- » Outdated literature

A watercolor illustration of a wind farm. In the foreground, a large wind turbine is depicted with blue and purple hues. The background shows a series of smaller wind turbines stretching across a landscape under a vibrant sunset sky with orange, yellow, and pink tones. The overall style is artistic and painterly.

“ How are event organizers with a personal passion for the environment able to impact the event industry as a whole in regards to sustainability?

Research Question



Goal of Study:

- Find if these managers are helping the event industry become more focused on the environment
- See if they encourage others to consider sustainable efforts as important
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Literature Review



Environmental Issues & Mitigations

- » Carbon Footprint (Heck, 2019)
 - Public transit & bicycle facilities (Daley, 2018;Ye et al., 2020)
- » Waste (Almadani, 2012)
 - Waste minimization (Daley, 2018;Lockerbie, 2014)
 - Incentive programs



Participants' Views on Event Sustainability

- » Adopting behaviors – critical (Ye et al., 2020)
 - Push & Pull factors
- » Accessibility
 - Public transportation (Brennan et al., 2019)
- » Opposing perceptions



Event Manager Focus

- » Financial vs. Environmental
- » Minimal standards (Brennan et al., 2019)
- » Those with passion – operational/middle management levels (Li & Wu, 2020)
- » Specific companies – interaction (Zelenika, Moreau, and Zhao, 2018)



No previous literature:

- Managers of sustainable event companies
 - Intrinsic motivation
- Zero-waste/sustainable event companies



Methodology



Design & Procedure

- » Qualitative research – structured interviews



Sample Participants - Companies

Participant 1

Event planning, design, and coordination company that focused on sustainable practices

Participant 2

Company that provided pre-event consultations, onsite management through recycling and composting, and post-event reports for clients

Participant 3

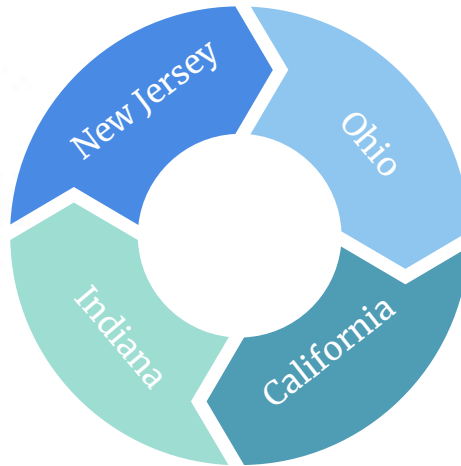
Vegan event company that worked with nonprofits

Participant 4

Sustainable event consultation company that also spoke to event professionals about implementing sustainable practices

Sample Participants - Locations & Company Ages

Locations



Company Ages



A watercolor illustration on the left side of the slide. It features a vibrant green leaf with detailed vein patterns, set against a background of soft, blended colors including light blue, white, and hints of yellow and brown. Below the leaf, a hand is depicted holding a brown, textured rock. The overall style is artistic and painterly.

Materials

Google searches

Phone interviews

Transcriptions

Interview Questions

1. Briefly describe the company you work for and your position in it.
2. Why did you want to work for this type of company?
3. How do you understand the relationship between your work and its effects on the environment?
4. Do you think there has been a bigger focus on climate change/the environment/sustainability recently? If so, how or why?
5. How has this shift impacted your organization and/or the individuals/groups with which you work?
6. Do you think your personal views on the environment in regards to events are significant to this shift?



Results & Discussion



Question #2

- » Involvement with sustainability from young age
- » Enjoyed outdoor activities
- » Worked with events in college
- » Saw so much waste at events
- » Wanted to form own company
- » Needed to be the change
- » Turning point



Question #3

- » All different specific practices/aspects of sustainability
- » Concrete reasoning behind work
- » Bring awareness to communities
- » Wanted overall change



Questions #4 & #5

- » Yes, saw a shift
- » People are taking notice and are more understanding of sustainability
- » Saw shift from when companies first began
- » Increased awareness



Question #6

- » Growing change
- » Businesses at the forefront
- » Up to industry as a whole
- » Not the only one putting in work
- » One person can make a difference



Themes

Defining Moments

- » Interview Question 2
- » Understood waste at events
- » Worked with events
- » Turning points

Clear Values

- » Interview Question 3
- » Community & development
- » Company goals
- » Awareness

Positive Changes

- » Interview Questions 4-6
- » Overall change in industry
- » Wanted to make a difference
- » Felt a shift



Discussion

- Study findings – three themes
- Previous research
- Expansion
- New ideas
- Contradicting ideas
- Limitations of study



Conclusions



Research Question

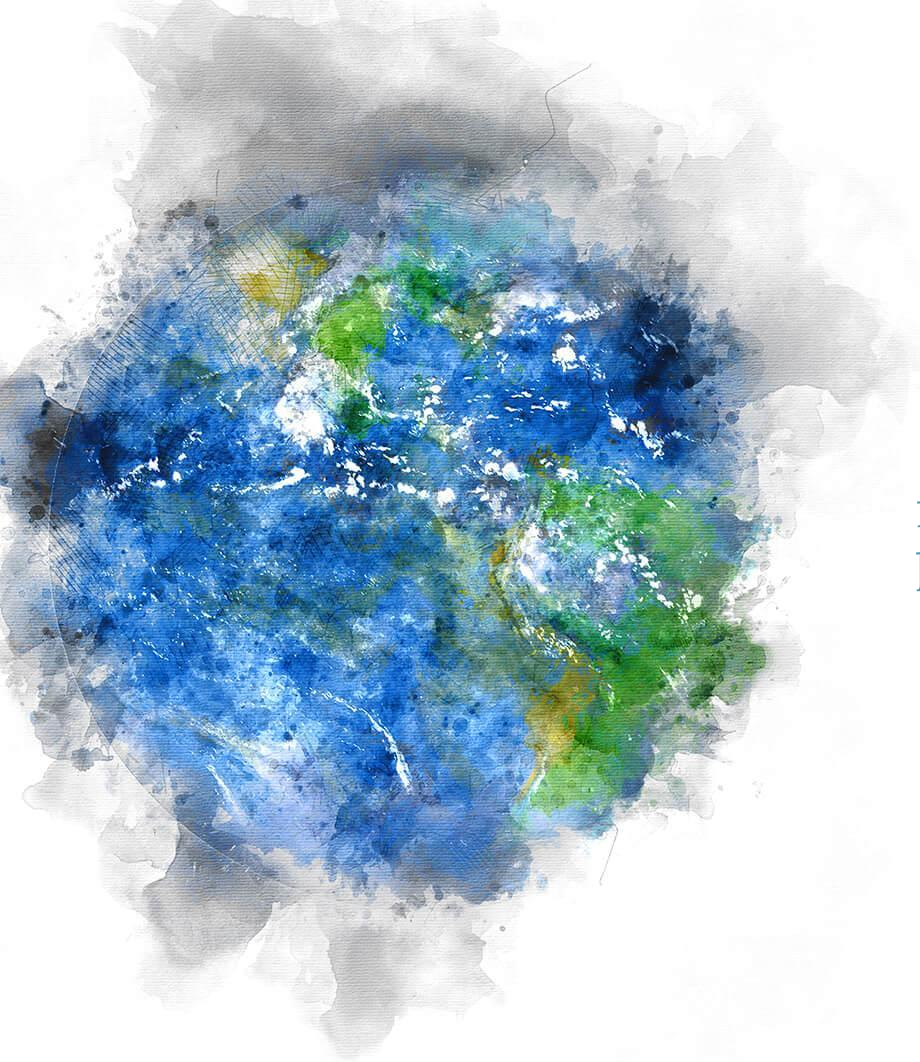
How event organizers can create a shift in the industry

Key Findings

Defining moments, clear values, positive changes

Outlook

Shift in event industry, further research



“It is interesting to see just how much of a shift this will create, and how the event industry will change as a result of that”

A watercolor illustration featuring several blue solar panels in the foreground, tilted towards the left. Above the panels, there are large, expressive blue and white watercolor clouds. The background is a plain white. The overall style is artistic and clean.

Thank you!

Any questions?

Emily Latshaw