

PURE COMMUNICATIONS GROUP  
sustainability white paper



# ECO-SMART EVENTS

IMPLEMENTING  
A SUSTAINABILITY STRATEGY

Pure Communications Group is an award-winning corporate events & strategic communications agency based in London and delivering experiences globally.

## Introduction

Welcome to Pure's first Sustainability White Paper. We have grown exponentially as a business over the last two years, and so has our ESG strategy. We want to take this opportunity to share our journey, give our best tips, and inspire our partners to reframe their approach to environmentally sustainable events.

The topic of sustainability has become increasingly prominent as we face the stark reality of our impact on the Earth. At Pure, we believe it is our prerogative to ensure our planet is here, as we know it, for future generations. Whilst the events industry has made positive progress to date, there is still a long way to go. Hence, it is important for us to be part of the debate driving change in practices and supporting other members of the industry on their sustainability journey.

Read on to meet our newly appointed Sustainability Team and learn about the specific initiatives we, as a business, have implemented to define and meet our sustainability goals.



## Meet our Sustainability Lead

Jade Woodall joins Pure as the company's first full-time Sustainability Lead. Her role centers on building the agency's sustainability policy and liaising with clients to integrate their ESG commitments into project delivery.

### What motivated you to get into sustainability?

I am passionate about protecting our planet. The thought of the Earth's environmental beauty fading away as our climate conditions worsen deeply saddens me. To me, it comes down to making climate-conscious decisions in my personal life, helping to raise awareness, and encouraging eco-conscious practices in the workplace.

### How did you become a Sustainability Lead?

I started by educating myself on important climate topics. David Attenborough's "A Life On Our Planet" was a real eye opener for me. I read more widely about climate change and sustainability, and when an opportunity arose at my previous company, for someone to take the lead on the sustainability policy, I jumped at the chance!

Being able to educate others on the importance of protecting our planet and its resources is a role I thrive in.



## What is the most important first step for a business looking to introduce a sustainability strategy?

Appoint someone in the business who is responsible for (and passionate about) sustainability. Having that single point of contact for internal teams, as well as clients, and external stakeholders will make your strategy much smoother to implement.

## Is there a sustainability trend you've seen that you're excited to try on an event?

Digital delegate badges. Instead of having to print out hundreds of delegate name badges and attach them to lanyards, you can go paperless and simply program them with names, job titles and even add some event content, such as agendas/ QR codes, etc., There's no need for any printing or waste.

## What is your favourite quick win for making an event more sustainable?

Asking attendees to travel by public transport, and providing plant-based catering!

*J Woodall*  
**Jade Woodall**

Sustainability Lead & Account Director





## Meet our Sustainability Ambassadors

**Sashoy Beckford**  
Senior Event Manager

### **Why did you want to become a Sustainability Ambassador at Pure?**

Events are traditionally a big source of waste, they tend to have a lot of single use items that are not recycled. From printed programmes, to badges, to signage. Not to mention the food waste that events generate! There has been a lot of change over the last 8+ years to make events more sustainable and limit the impact they have on our planet. But when you consider the sheer volume of events that are being run annually worldwide and the historical waste that events have generated, it is important to make a conscious and consistent effort to make the most environmentally & socially responsible calls when planning new ones. This is why I was so keen to become a Sustainability Ambassador at Pure.

### **What is your favourite sustainable feature you have executed at an event?**

I ran a small conference for 100 attendees in London. Due to unforeseen travel issues, we had a lot of drop outs on the day. It was too late to make any cancellations to the catering but I managed to set up a collection with a third-party organisation, who helped us donate all the leftover food, turning food waste into a charitable donation.



## Meet our Sustainability Ambassadors

**Alice Davies**  
Event Coordinator



### Why did you want to become a Sustainability Ambassador at Pure?

I applied to be a Sustainability Ambassador at Pure because I wanted the opportunity to learn more about sustainability and the interaction between events and climate change. It is my goal to help both Pure and our clients promote more sustainable practices and contribute to creating a positive change within the industry.

### Why are you passionate about the planet?

I've been very lucky to have done a lot of travelling which has allowed me to see just how beautiful the Earth is, from the wildlife, through the landscapes, to the people. I have seen how some countries are implementing environmental practices into everyday life and I have also witnessed the life-changing impact of climate change, especially in third world countries. I am keen to play my part in making a positive difference, big or small, and helping to preserve our planet and wildlife for future generations to enjoy.





## Meet our Sustainability Ambassadors

**Debora Sepetkova**  
Marketing Coordinator

### Why did you want to become a Sustainability Ambassador at Pure?

I applied to be a Pure Sustainability Ambassador because I believe our actions should match our words when it comes to offsetting the environmental impact of our events. I wanted to be part of the team that will push our delivery to the next level when it comes to sustainability.

### Is there anything you'd like to implement into Pure's sustainability strategy?

I look forward to seeing Pure use a carbon measurement tool (Trace) for our events. It will be great for clients, as well as the team, to see how small changes, such as selecting local suppliers, or using recyclable materials can impact our footprint.

### Is there a sustainability trend you've seen that you are excited to try on an event?

If you know me, you know I love a good vintage find. Something I would like to see is event merch made out of pre-loved clothing.



# Blue-i

## Sustainable Supplier Spotlight



**Our commitment to sustainability stretches to our suppliers. Blue-i, a trusted partner of Pure, provides sustainable AV, set and scene solutions for events.**

**Adam Pike, Blue-i's Creative & Marketing Director, on implementing a sustainability strategy:**

At Blue-i Event Technology, sustainability is a core value ingrained in our operations.

Recognising the importance of sustainability and environmental impact, we embarked on our journey towards a greener future several years ago. It all began with a commitment to reducing our carbon footprint and minimising waste in all facets of our business.





We started simply by installing **solar panels** to our warehouse. We have since developed a comprehensive strategy to integrate sustainable practices into every aspect of our production, from sourcing **eco-friendly materials** to implementing energy efficient technologies. We have established a robust **sustainability policy**, headed by a dedicated board of directors, that guides our actions.

We regularly audit our supply chain to ensure compliance with **environmental standards**. We also prioritise ongoing training for our teams, to foster a culture of sustainability, ensuring that every member is equipped with the knowledge and tools to contribute to our collective **environmental goals**. As we continue on our sustainability journey, our focus remains steadfast on pioneering innovative solutions and leading by example in our industry.

In practice, we have found that one of the biggest areas we help our clients in, is the use of **sustainable fabrics** for set design and scene builds. Having a great supply chain in this area means we offer a range of alternatives, including **compostable graphics** and **recycled plastic** products.

Our **top tips** for day-to-day production are simple practices:

- Use **recycled or sustainable parts for scenes**, such as stock flats and staging sizes.
- Try and create AV room specifications that utilise **hired as opposed to purchased equipment**
- Keep crew travel minimal. From an environmental angle, **hiring crew locally** significantly reduces carbon footprints and costs

The biggest **challenge** we face, as an industry, is education:

- Many clients want to be sustainable but don't understand they will need to set up their **budget** accordingly.
- **Greenwashing** is still frequent in our industry, as we find a lot of so-called sustainable products that have no real traceability.

## Looking ahead

We have decided to align ourselves with the ESG rating matrix. We feel that, as a business, it allows us to measure our success across its various pillars, and create plans of action to keep building a sustainable business.

With ESG, we monitor our greenhouse gas emissions, landfill usage, water and renewable energy production, as well as our social impact. Last year, we had an increased score of over 40% across the matrix's disciplines - our highest to date!

For Blue-i, our future is all about taking small steps every day, so that sustainable practices become second nature to us. This way, we will remain at the forefront of our industry in environmental practices and our clients will always know their green credentials are in good hands.



*Adam Pike*

**Adam Pike**

Blue-i

Creative &

Marketing Director



# Pure's Top Tips

for implementing a sustainable strategy

## Start small and aim big!

- Sustainability doesn't need to be scary and you don't need to make drastic changes at the beginning
- Implement small changes and quick wins, and grow from there. Start with easy changes (like having more plant-based catering options) and work up to the bigger stuff like carbon measurement.

## Appoint someone to oversee sustainability

- This person can raise awareness, upskill the team and put in the adequate time and effort to overcome sustainability challenges.

## Plan across the event lifecycle

- Partner responsibly – use trusted suppliers who align with your sustainability goals and commitments
- Support local communities – research how you can limit the impact of the event on the local environment and leave a positive impact for the community. Find local charities to support, include CSR activities in your agenda and donate unwanted items. Companies like Event Cycle can help with this.

## Food and waste

- Reduce food waste as much as possible, plan for cancellations and drop outs, reduce portion sizes and don't offer self-serve buffets (go for plated dinners instead), donate anything left over
- Plan menus using seasonal ingredients and local suppliers that prioritise plant-based options.

## CO2 emissions

- Having data to show environmental impact is key for shifting mindsets within the industry and getting stakeholder buy-in.
- Use a carbon calculator to determine the carbon emissions and overall carbon footprint from your event. This can help you make informed decisions for future events. We recommend the Isla Trace platform for this.
- Whichever platform you use, ensure you capture location, number of attendees, attendee travel information, venue energy information, types and portions of food being served, production materials, waste management and other ad-hoc requirements such as print materials and overnight accommodation.

## Paper and plastic

- Reduce plastic items, an easy win is to run a “NO SWAG” event or ask attendees if they want to opt in to receive a gift if it’s essential.
- Utilise digital signage and registration kiosks so that badges are printed on demand rather than pre-printed, this helps reduce reliance on paper at events. Or better still, opt for digital delegate badges.

## Keep everyone informed

- If your delegates know why you are offering plant-based menus, asking everyone to travel by public transport, or stopping the giveaways you have previously offered, they are more likely to be on board with the changes/initiatives and want to get involved in helping to reduce their impact

Thank you for reading our Sustainability White Paper.



**For more information, please reach out:**

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