



Green Events Guideline

1. Purpose

The Institute of Business Management (IoBM) is committed to reducing the environmental impact of university events and promoting sustainable practices across all campus activities.

This Guideline provides recommendations for planning and organizing events in a manner that minimizes waste generation, conserves resources, and supports the University's sustainability objectives.

2. Scope

This Guideline applies to:

- Academic events
- Conferences and seminars
- Student activities
- Sports tournaments
- Career fairs
- Exhibitions
- Alumni events
- Community engagement activities
- Official university functions

organized or supported by IoBM.

3. Guiding Principles

Event organizers should seek to:

- Reduce waste generation.
- Minimize resource consumption.
- Promote reuse and recycling.
- Reduce single-use plastics.
- Encourage responsible behavior among participants.
- Support sustainable procurement practices.

4. Event Planning Requirements

Event organizers shall consider sustainability during the planning stage by:

- Selecting venues that support waste segregation.
- Estimating attendance accurately to reduce waste.
- Using digital registration and communication methods.
- Minimizing unnecessary printed materials.
- Incorporating sustainability considerations into vendor selection.

5. Paper Reduction

Event organizers are encouraged to:

- Use online registration systems.
- Utilize digital invitations.
- Share event programs electronically.
- Use QR codes instead of printed handouts where practical.
- Reduce printed promotional materials.
- Minimize the use of temporary printed branding materials such as standees, banners, panaflex backdrops, and disposable signage.
- Utilize digital screens, LED displays, projection systems, and reusable event branding materials where practical.
- Design event branding elements for repeated use across multiple events whenever possible.

Where printing is necessary, double-sided printing is encouraged.

6. Waste Management

Event organizers should:

- Provide clearly marked waste segregation bins.
- Separate recyclable and non-recyclable waste.
- Minimize disposable materials.
- Coordinate waste collection with the Maintenance Department.
- Encourage responsible waste disposal by attendees.

7. Single-Use Plastic Reduction

Event organizers are encouraged to:

- Avoid unnecessary use of single-use plastics.
- Utilize reusable serving materials where practical.

- Encourage participants to bring reusable water bottles.
- Make use of existing campus drinking water and refill facilities.
- Reduce the distribution of bottled water whenever suitable alternatives are available.

8. Food and Catering

When catering is provided, organizers should seek to:

- Estimate food quantities responsibly.
- Minimize food waste.
- Prioritize reusable serving equipment where practical.
- Encourage vendors to reduce excessive packaging.
- Support donation of excess food where feasible and permitted.

9. Sustainable Giveaways and Materials

Event organizers should prioritize:

- Useful and reusable items.
- Locally produced products where practical.
- Sustainable packaging.
- Digital alternatives to physical giveaways when appropriate.

Items likely to become waste immediately after the event should be avoided.

Sustainable Event Branding

Event organizers are encouraged to prioritize reusable and digital branding solutions over single-use printed materials.

Examples may include:

- Digital welcome screens
- LED backdrops
- Projection-based stage branding
- Reusable modular signage
- Reusable directional signs
- Multi-event branding structures

The University shall seek to progressively reduce the use of single-use panaflex backdrops, disposable banners, and event-specific printed materials where suitable alternatives exist.

10. Energy and Resource Efficiency

Event organizers should:

- Use energy-efficient equipment where available.
- Switch off unnecessary lighting and equipment after use.
- Minimize unnecessary electricity consumption.
- Utilize natural lighting where practical.

11. Transportation Considerations

For large-scale events, organizers should:

- Promote ride-sharing among attendees.
- Encourage public transportation use where practical.
- Utilize designated campus parking areas.
- Avoid unnecessary vehicle movement within campus.

12. Awareness and Engagement

Event organizers are encouraged to:

- Communicate sustainability expectations to participants.
- Include sustainability messaging during events.
- Encourage environmentally responsible behavior.
- Highlight relevant sustainability initiatives of the University.

13. Green Event Recognition

The University may recognize events that demonstrate exemplary sustainability practices.

Recognition may be based on:

- Waste reduction efforts.
- Recycling initiatives.
- Reduction of single-use plastics.
- Innovative sustainability practices.
- Participant engagement in sustainability activities.

14. Roles and Responsibilities

Event Organizers

- Incorporate sustainability considerations into event planning.

- Comply with this Guideline.
- Coordinate with relevant departments as necessary.

Maintenance Department

- Support waste management and recycling arrangements.

Sustainability Office

- Provide guidance and awareness materials.
- Monitor implementation and recommend improvements.

15. Green Event Checklist

Event organizers should consider the following before approval:

- ✓ Digital registration utilized
- ✓ Minimal printing planned
- ✓ Digital or reusable branding materials considered
- ✓ Waste segregation bins arranged
- ✓ Refillable water facilities available
- ✓ Single-use plastics minimized
- ✓ Sustainable catering considered
- ✓ Parking and transportation arrangements reviewed
- ✓ Sustainability messaging included

16. Effective Date

This Guideline shall take effect upon approval by the competent authority of the Institute of Business Management.

Approved By:  _____

Name: Nabhan Shah Karim

Designation: Head of Marketing and Communications

Date: December 1st, 2025

Version: 1.0