



SUSTAINABLE IDEAS PLAN

CREATED FOR
GOGO EVENTS

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Sustainable decor ideas

- **Biodegradable and Reusable Materials:** Use decor items from biodegradable materials like bamboo or recycled paper. We can opt for reusable items such as wooden tableware and eco-friendly linens to reduce waste (Events, 2023).
- **Upcycling and Repurposing:** Transform old items into new decor. For example, wine bottles can serve as candleholders, and pallets can be converted into furniture. This not only reduces waste but also adds a unique touch to the event (Events, 2023).
- **Living Plant Displays:** Create a living plant wall or use potted plants as centerpieces. These serve as beautiful decorations and can be repurposed or donated after the event. Seasonal and locally sourced flowers are another great option, as they support local growers and reduce transportation emissions (Maybee, 2024) (Events, 2023).
- **DIY Workshops:** Host workshops where attendees can create their eco-friendly decor, such as terrariums or succulent planters. This interactive element engages guests and provides them with a lasting memento from the event (Maybee, 2024).
- **Natural Lighting:** Utilize natural light to enhance the ambiance. For evening events, opt for energy-efficient LED bulbs or solar-powered lights to minimize energy consumption (Events, 2023).
- **Eco-Friendly Candles and Lanterns:** Use candles made from natural wax and decorative lanterns that can be reused. Solar LED lighting can also create a cozy atmosphere while being environmentally friendly (Goddard, 2023).
- **Garlands and Banners:** Create garlands from natural materials like greenery, dried fruits, or recycled paper. These can be both decorative and biodegradable, adding a festive touch without harming the environment (Goddard, 2023) (K, 2023).
- **Interactive Displays:** Set up displays that educate attendees about sustainability practices. This could include information on the materials used in decorations or tips for reducing waste at home (Events, 2023).

Some Ideas



Sustainable Marketing Plan



Pre-Event Strategies

- **Digital Campaigns:** Utilize social media platforms, email newsletters, and your company website to promote the event, reducing reliance on printed materials (Gevme, 2024) (Greenfield, 2024).
- **Eco-Friendly Content:** Create content that emphasizes the company's commitment to sustainability, such as blogs, videos, and infographics (Gevme, 2024) (Greenfield, 2024).
- **Virtual Engagement:** Organize online contests, webinars, or virtual tours to engage a wider audience without the environmental impact of travel (Taimela & Taimela, 2024).
- **Green Partnerships:** Collaborate with eco-conscious vendors and partners to enhance the event's sustainability profile and credibility (Roberts, 2022) (Greenfield, 2024).
- **Sustainable Messaging:** Ensure all promotional materials highlight the event's eco-friendly aspects and align with ethical standards (Gevme, 2024).

During Event Strategies

- **Live Social Media Updates:** Use platforms like Instagram and Twitter for real-time updates and interactions, minimizing the need for printed programs (Taimela & Taimela, 2024) (Greenfield, 2024).
- **Digital Signage:** Implement digital displays for event information, reducing paper use and allowing for dynamic content updates (Gevme, 2024).
- **Encourage User-Generated Content:** Motivate attendees to share their experiences on social media using a dedicated hashtag, fostering community and engagement (Taimela & Taimela, 2024).
- **Highlight Sustainability Efforts:** Use social media stories and posts to showcase sustainable practices in action, such as waste reduction and energy efficiency (How Do You Make Your Event Marketing Strategy Sustainable and Socially Responsible?, 2023).
- **Feedback Collection:** Utilize digital surveys and feedback forms to gather attendee input, minimizing paper usage and facilitating quick data analysis (Roberts, 2022) (Greenfield, 2024).

Post-Event Strategies

- **Sustainability Reporting:** Share the outcomes of the sustainability initiatives through blogs, newsletters, and social media, highlighting successes and areas for improvement (Roberts, 2022) (Greenfield, 2024).
- **Celebrate Contributions:** Acknowledge and reward participants, partners, and stakeholders who contributed to the event's sustainability efforts (How Do You Make Your Event Marketing Strategy Sustainable and Socially Responsible?, 2023).
- **Continuous Learning:** Reflect on the event's sustainability outcomes and seek feedback to improve future initiatives (Gevme, 2024) (Taimela & Taimela, 2024).

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