The Wider Effect

BY LUMINAIR SYSTEMS

FOR COUNCIL AND ORGANISERS FREE GUIDE

What 200,000 attendees told us

Evidence from a two-year state event pilot

Built on 2,700 survey responses from a multi-agency state pilot, presented internationally at COP29.

Audiences are ahead of most events on sustainability. Organisers want to catch up, but few have the systems to measure and improve. This guide shares what a two-year state pilot found, and what it means for the councils that support events.

01 Why we created this

Decisions about event support are too often made without evidence about what audiences expect and how organisers perform. This pilot gathered that evidence at scale, across events with more than 200,000 attendees and 2,700 survey responses.

We are sharing the headline findings because they change the conversation: this is not about asking audiences to accept less, but about helping events meet expectations audiences already have.

02 What it's built on

2 years

A multi-agency state pilot across events of different types and sizes.

200,000+

Attendees across the events in the pilot.

2,700

Survey responses from audiences and organisers.

COP29

Findings presented internationally at the UN climate conference.

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03 What the evidence shows

Headline findings from the pilot.

Up to 80%
of attendees would choose a more sustainable event

Up to 95%
considered sustainability before attending

80%
of audiences took part in sustainability initiatives

91%
of organisers want to improve

4 / 10
organisers' own rating of their practices

79%
of event general waste could have been diverted

0%
of organisers carbon footprinted their event

0%
tracked waste year on year

Under 30%
had sustainable procurement policies

28%
minimised waste

04 What we've found

Audiences are ready.

Most attendees consider sustainability, and most take part when an event makes it easy.

Organisers want to improve.

Almost all organisers want to do better, but rate their own practices well below where they want to be.

Measurement is the missing link.

Without year-on-year data, organisers can't see progress, and councils can't see the return on their support.

05 What it means for council

Support can lift practice	Conditions and guidance attached to council support can make better practice the easy option.
Measurement needs to be shared	A common set of measures lets every event, and council, track progress year on year.
Waste is the quickest win	Most event general waste could be diverted with planning, the right bins and clear guidance.

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06 Questions to consider

01 Do your event support conditions ask organisers to plan for waste and sustainability?

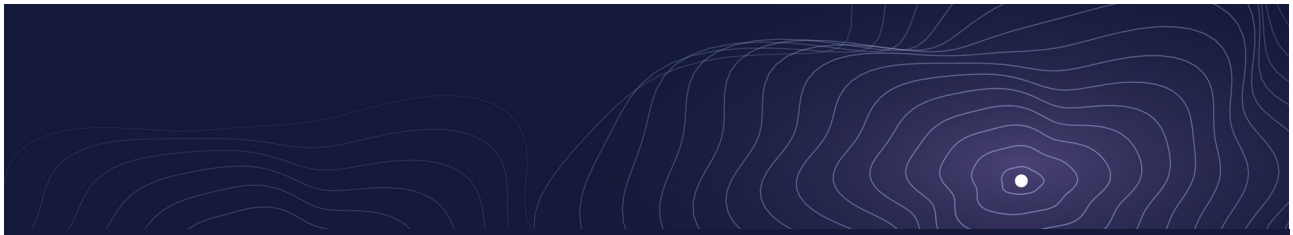
02 Could your council compare the sustainability performance of the events it supports this year with last year?

03 What would it take for organisers to measure and report the same things every year?

04 How could council recognise the events making the most progress?

07 How we help

Strengthen your organisers	The Waste and environment and Impact reporting packs, licensed by council for every event it supports.
Responsible Sponsor	Sponsorship conditions and reporting that lift standards.
Measure the results	Consistent measures and leaderboards across events and councils.



YOUR NEXT STEP

Turn audience expectations into better events

Our Facilitated Workshop and Discovery Session brings your council's teams together to agree priorities and the few changes that will make the biggest difference, set out in a written Discovery Summary.

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