

# Eco-Friendly Event Planning



Events such as conferences and workshops often generate significant waste and carbon emissions. This challenge focuses on organizing eco-friendly events, aiming to minimize environmental impact, reduce waste, and promote sustainable practices within event planning. It encourages cost-effective solutions while adhering to event regulations.

## Objective

Organize a sustainable entrepreneurship workshop with a focus on minimizing environmental impact, reducing waste, and promoting eco-friendly practices.

## Constraints

1. The event should stay within budget.
2. It should emphasize the use of reusable materials and sustainable catering options.
3. It must follow any regulations and guidelines for public events.
4. It should address all three bottom lines: people, planet, and profit.

## Design Thinking Steps

1. Empathizing: Research and understand the expectations and needs of event attendees in terms of sustainability.
2. Re-defining to understand: Identify the key areas where sustainability can be integrated into event management.
3. Ideating: Explore how you might adapt eco-friendly solutions for making events more sustainable.
4. Prototyping: Develop simple representations of your sustainable event management ideas.
5. Evaluating: Pilot the selected practices and gather feedback/feedforward from stakeholders. Adjust the practices as needed.
6. Implementing: Plan how you could monitor the impact of your sustainable practices.