



THE GREEN MANUAL

A Practical Guide to
Greener Celebrations

Issued by the
Event and Entertainment
Management Association.

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NEC NOTE

As we take bold steps into the future of the event and experiential industry, it becomes imperative that we pause to reflect on our footprint - on the choices we make, the resources we consume, and the legacy we leave behind. It is in this spirit of responsibility and renewal that we are proud to present the **EEMA Green Manual**, a vital framework to guide our industry towards more sustainable, conscious, and regenerative practices.

This manual is more than a set of environmental guidelines. It is a call to action, a collective invitation to reimagine our events not just as moments of celebration and spectacle, but as vehicles of positive impact.

We extend our sincere gratitude to the stakeholders of the Committee, led by passionate champions of change, who have worked tirelessly to curate this document. Their efforts reflect deep industry understanding, global best practices, and a resolute belief that our sector can lead the way in creating greener, cleaner, more responsible experiences.

Sustainability is no longer a trend - it is a necessity. And as creators of large-scale events that influence perceptions, behaviours, and ecosystems, we hold the power and the duty - to embed sustainability into our DNA. Let us use this manual not just to reduce environmental harm, but to actively inspire climate-positive innovation across our industry.

As we release this Green Manual alongside our Health & Safety and Code of Conduct manuals, EEMA proudly affirms its commitment to building a more resilient, equitable, and sustainable future for our businesses, our audiences, and our world.

Let this be our pledge to green not just our events, but our entire way of thinking.

Warm regards,

National Executive Committee - 2024/26

FOREWARD

I am honoured to introduce The Green Manual—a landmark guide for transforming India's vibrant event industry into a model of environmental stewardship and social responsibility.

In recent years, the Indian events ecosystem has grown exponentially in scale, diversity, and impact. With this growth comes a heightened responsibility to ensure that our celebrations reflect not only our creative energy but also our collective commitment to a sustainable future.

This manual is the result of thoughtful collaboration and evidence-based insights, **bringing together best practices from global standards, Indian regulatory frameworks, and the lived experience of event professionals across the country. It offers practical, step-by-step strategies**—whether you are planning a bustling music festival, an intimate wedding, or a high-profile corporate summit.

The guidelines emphasize action: reducing waste at the source, championing resource circularity, engaging every stakeholder, and fostering innovation in event delivery. Importantly, they recognize India's unique social landscape—including the vital contributions of informal waste workers, the potential of local artisans, and the diverse realities of urban and rural infrastructure.

As we look ahead, I urge all members of the event community—organizers, vendors, clients, attendees, and partners—**to see these guidelines not as a regulatory burden, but as an opportunity**: to inspire change, set new industry standards, and leave a positive legacy for generations to come.

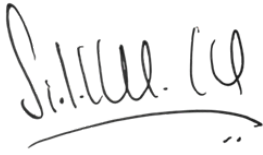
Let this manual be both a call to action and a symbol of our shared purpose. Together, we can ensure that each event not only dazzles and delights, but also nurtures our planet and uplifts our communities.

I thank everyone in the committee, specially Sumant Jaykrishnan who contributed to this initiative.

My deepest gratitude to our **President - Samit Garg , General Secretary- Ankur Kalra and the entire NEC** for their complete support.

A big shout out to **Divya Ravichandran, our committee member, from Skrap Waste Management Solutions, our knowledge partner** in this key endeavour to have drafted this document in such simple and easy way for everyone to understand and adopt.

I invite our entire industry to embrace this journey towards zero waste and a sustainable future.

A handwritten signature in black ink, appearing to read 'Siddhartha Chaturvedi', with a horizontal line underneath and a small flourish at the end.

Siddhartha Chaturvedi
Chair- HSE Committee, EEMA

1. INTRODUCTION

India's events industry is a vibrant tapestry. It's buzzing with creativity, colour and culture. From pulsating music festivals and opulent weddings to government summits and immersive brand activations, events have become a powerful platform for expression, celebration and connection.

But behind the glamour and excitement lies a quieter reality. Our events often leave a heavy environmental footprint. Mountains of mixed waste, discarded decor, surplus food discarded and unchecked energy use. These are the hidden costs of our celebrations. As the spotlight turns toward sustainability globally, the events industry has a unique opportunity to lead by example and reimagine what it means to celebrate responsibly.

Many event organisers find sustainability overwhelming. Where do you start, what does it really mean, and how do you integrate it without compromising on experience?

The good news: you don't need to be a sustainability expert to begin. With a bit of curiosity, a willingness to make thoughtful choices, and this manual by your side, you're already in the right direction. Because great events don't just impress, they inspire. And with the right approach, they can be both memorable and meaningful, kinder to the planet and richer in purpose.

So what do we mean by sustainability? The United Nations Brundtland Commission defines it as:

"Meeting the needs of the present without compromising the ability of future generations to meet their own needs."

This forms the foundation of how we think about sustainability in events. And how we plan events that are thoughtful in the way we design experiences, are mindful of resource use, treat materials as resources rather than waste, and consider the legacy they leave behind.

1.1 Objective of the Manual

The focus of this manual is on *Zero Waste Events*. From weddings and corporate gatherings to music festivals and public celebrations, you'll find practical ideas to reduce your event's waste footprint and move towards a circular, low-impact model.

The EEMA Green Manual is a hands-on resource to help you create events that are not only memorable, but also mindful of their environmental impact. Whether you're

just starting out on your sustainability journey or already integrating green practices into your events, this manual equips you with real-world tools, actionable strategies and clear guidance to integrate zero waste principles into your event.

1.2 Disclaimer and Legal Note

This manual is intended to provide general information and best practices for implementing zero waste principles for events. It is not a substitute for professional legal advice or regulatory requirements. Users are responsible for ensuring compliance with all applicable local, state, and national laws in India, as well as any international standards relevant to their operations. The information presented in this manual is subject to change. Users should refer to the latest official regulations and consult appropriate experts when necessary.

1.3 Why Do Events in India Need to Go Green?

India's events are becoming bigger, bolder and more immersive. The scale is spectacular, but so is the environmental cost. Each event can generate massive amounts of waste, consume vast amounts of resources, and leave behind materials that often end up in landfills or unmanaged dumpsites.

The events industry is not just a contributor to climate change, it is also one of its most vulnerable sectors to climate change. From extreme heatwaves disrupting outdoor festivals to unseasonal rains damaging infrastructure and increasing safety risks, climate unpredictability is already impacting how events are planned and executed across India. Rising temperatures, water scarcity and stricter environmental rules are reshaping everything from venue availability to logistics and attendee comfort. As climate risks intensify, the industry must adapt. Not only to reduce its footprint but to build resilience for the future of live experiences.

The urgency to go green is no longer just environmental. It's also being driven by people, policy and purpose:

- **Audiences are evolving.** India's younger generation is increasingly aware of the climate crisis. They're looking for experiences that align with their values. For them, sustainability is no longer optional, it's expected.
- **Brands are taking a stand.** Sustainability is becoming central to brand identity. Clients want their events to reflect their environmental and social values. As expectations rise, event organisers will be increasingly expected to deliver experiences that reduce environmental impact without compromising on quality.
- **Government rules will get stricter.** India's Solid Waste Management (SWM) Rules, 2024 require waste segregation, composting, and minimised landfill

use. Many states are also banning single-use plastics, PVC flex banners and mandating on-site waste management plans for large events. These rules are only going to become more stringent.

- **Global standards are in play.** International companies hosting events in India follow their own environmental guidelines, often aligned with global best practices. Event agencies working with global brands are expected to comply with these standards. For example, international artists like Coldplay include sustainability riders in their concert agreements, requiring organisers to meet specific environmental impact criteria.

In short, going green is no longer a niche ask. It's a necessity. It strengthens the event's credibility, aligns with client and audience expectations, and ensures compliance with government rules.

1.4 What Do Green Events Even Mean?

Terms like *zero waste*, *sustainable*, *carbon neutral* and *net zero events* are often used interchangeably, but each has a distinct meaning and set of actions associated with it. Understanding these differences can help teams set clearer goals and communicate their intentions more effectively. Here's a breakdown to clarify what each term means in practice:

Term	Primary Focus	Definition	Key Features
Sustainable Events	Environmental, social and economic aspects	Designing, organising and implementing in a way that minimises potential negative impacts and leaves a beneficial legacy for the host community and all involved.	Implement waste management, reduce carbon emissions, ensure health & safety, accessibility and inclusivity, adopt fair labour practices, source locally
Zero Waste Events	Waste reduction and waste diversion from landfills & incinerators	Minimising waste and diverting at least 90% of waste from landfills and incineration (by reusing, recycling or composting)	Avoid single-use plastics, use reusable or compostable materials, set up waste sorting stations, deploy waste sorting team, ensure composting & recycling
Carbon Neutral Events	Measuring and offsetting carbon emissions	Offsetting the total GHG emissions by an equivalent amount of carbon removal or reduction, resulting in a neutral carbon footprint	Undertake comprehensive carbon audit covering energy, travel, waste, food, etc; purchase verified carbon credits and transparent reporting
Net Zero Events	Carbon emission reduction combined with offsetting residual emissions	Significantly reducing GHG emissions at source and only offsetting the remaining unavoidable emissions	Transition to renewable energy, plan low-carbon travel and logistics, offer sustainable food options, offset unavoidable emissions

Let us now turn to the core focus of this manual: **Zero Waste Events**.

It is important to note that *Zero Waste* does not imply the complete elimination of waste. Rather, it acknowledges that generating some waste is inevitable. And focuses instead on reducing waste and diverting it from landfills and incineration through thoughtful planning. The goal is simple: rethink how we use materials so they can be reduced, reused, recycled or composted rather than thrown away. This means:

- Reducing single-use items like plastic bottles and multilayered packaging
- Reusing materials like décor, props and signages
- Recycling waste stream such as cardboard, paper, metal, glass and certain types of plastics
- Composting organic waste like food scraps and biodegradable servewares

The Zero Waste International Alliance (ZWIA) defines Zero Waste as:

“The conservation of all resources by means of responsible production, consumption, reuse, and recovery of products, packaging, and materials without burning and with no discharges to land, water, or air that threaten the environment or human health.”

A Zero Waste Event is generally accepted as one that diverts 90% or more of its waste away from landfills or incineration through waste reduction measures and responsible waste management.

It’s not about being perfect. It’s about making better choices, wherever possible. For example:

- Instead of single-use plastic bottles, can you set up water stations with reusable cups?
- Can your event decor be reused instead of being trashed?
- Can you ensure a food donation program to reduce food waste?

These small shifts, when implemented together, can lead to a big environmental impact.

This manual is your step-by-step guide to making those choices. Whether you’re planning a music festival in Goa or a corporate summit in Delhi, sustainability will add to your event’s sheen.

2. SUSTAINABILITY FRAMEWORKS

You don't need to reinvent the wheel to plan sustainable events. There are well-established frameworks (both global and Indian) that offer clear guidance and best practices. Understanding these enables you to:

- Speak the language of sustainability with clients, vendors and partners
- Define clear parameters to set and measure your event's impact
- Align your practices with industry standards and growing client expectations

Let's break down the most relevant frameworks in a way that's practical and easy to apply.

2.1 Global Sustainability Frameworks

Here are some global sustainability standards that you can adopt at your events:

A. ISO 20121: Sustainable Event Management

ISO 20121:2024 is an international standard that helps event planners integrate sustainability into the event lifecycle, from planning to execution to post-event wrapup. ISO 20121 is aimed at helping you, as an event organiser, to:

- Identify your event's environmental, social, and economic impact. Understand which parts of your event create the most waste or use the most resources.
- Set realistic goals to improve sustainability. Define measurable targets, like reducing plastic use by 50% or sourcing 80% local materials, that suit your event's size and context.
- Monitor and report progress. Track what worked (and what didn't), so you can show clients, attendees, sponsors, or your own team how sustainability goals were achieved.

Even if you're not officially certified, you can use the ISO 20121 approach as a checklist or guide. To know more about the ISO guidelines, [click here](#).

IOC receives ISO 20121 certification for sustainability performance at corporate events

The International Olympic Committee (IOC)'s efforts to systematically and continually improve the sustainability performance across its corporate events has resulted in it receiving certification to the international standard ISO 20121:2012 for its corporate events.

B. TRUE Certification for Events

Green Business Certification Inc's TRUE Certification (Total Resource Use and Efficiency) offers a globally recognized framework to help events define, pursue, and achieve their zero waste goals. The certification emphasises:

- Systems-first approach that prioritises redesigning processes to prevent waste
- Flexible, credit-based model tailored to different event contexts and goals
- Global credibility

Here's a [case study](#) of SON Estrella Galicia Posidonia, a TRUE certified music festival in Spain.

To know more about the TRUE guidance and certification for events, [click here](#). This document is for events that would like to certify as a TRUE Event, and can be used as a handy guide.

C. Zero Waste International Alliance's (ZWIA) Zero Waste Events Guidelines

ZWIA has a Recognition Program for Zero Waste Events that offers a framework for planning and executing events that significantly reduce waste and promote circular resource use. ZWIA's guidelines help you:

- Prevent waste at the source. Eliminate single-use items, choose reusables, and work with aligned vendors.
- Aim for 90% waste diversion. To meet ZWIA's benchmark, divert at least 90% of event waste from landfills and incinerators through composting, recycling, and reuse.
- Engage your ecosystem. Ensure vendors, staff and attendees understand and support your zero waste goals.

To know more about the ZWIA guidelines, [click here](#). This provides a handy guide for planning and reporting.

2.2 National Sustainability Rules and Guidelines

Indian Frameworks and Laws you should know:

- [Solid Waste Management \(SWM\) Rules, 2024](#): The Ministry of Environment, Forest and Climate Change (MoEFCC) has rolled out the Draft SWM Rules, 2024, revising the 2016 rules to tighten waste management. *For events or gatherings of more than 100 persons, the SWM Rules mandate that the*

organiser shall ensure segregation of waste at source and handing over of segregated waste to waste collector or agency as specified by the local body.

- **Plastic Waste Management (PWM) Rules, 2022:** India has banned several single-use plastic items to reduce plastic pollution. Event organisers must ensure compliance by eliminating banned items such as plastic straws, cutlery, and plates, and replacing them with approved alternatives.
- **Swachh Bharat Mission - Urban:** Promotes cleanliness and waste-free public spaces. This national movement is all about making India's cities garbage-free and sanitation-focused, and your event plays a role in that vision.

The SBM-U 2.0 outlines [Standard Operating Procedure for zero waste events](#). This provides an indicative SOP with Do's and Don'ts for Urban Local Bodies to ensure that any public event in their jurisdiction is a zero waste or Swachh event.

3. PRE-EVENT PLANNING

Before the lights come on and the crowd walks in, the groundwork for a Zero Waste Event must be laid. Thoughtful pre-event planning is important for the implementation to be successful.

3.1 Setting Zero Waste Goals

Before diving into logistics, define what success looks like for your event from a zero waste perspective. Setting clear, measurable goals gives your event direction, builds accountability and motivates your team and stakeholders to take meaningful action.

How to set effective zero waste goals:

- Define specific and measurable targets: Avoid broad statements like “go green” or “be eco-friendly”. Instead, set tangible goals that can be tracked and achieved. Examples include:
 - Reduce single-use plastic usage by 90%
 - Divert 80% of total waste from landfills through reuse, recycling and composting
 - Source at least 70% of food from local vendors within a 100-km radius
- Make Your Goals Visible: Communicate your zero waste targets across event platforms, such as your website, event invites or venue signage. A simple message like *“This event is working towards Zero Waste - please join us in reducing waste”* builds trust, inspires participation and may attract sustainability-focused sponsors or partners.
- Offer Incentives: Encourage attendees and vendors to support your zero waste goals by offering simple incentives. For example:
 - Provide discounts to attendees for reusing their cups at the bars
 - Offer free water refills for attendees using their own reusable bottles/cups
 - Recognise and reward vendors who meet your zero waste criteria, such as using compostable or reusable serving ware, and properly sorting waste
- Track Your Progress: Use a basic tracking tool or spreadsheet to monitor progress. Track key data such as waste volume collected, waste diverted, and participation levels. This helps in reporting outcomes, improving future events, and demonstrating impact to stakeholders.

3.2 Assign or Hire a Green Team

Event organisers already juggle multiple priorities such as logistics, programming, production, sponsors, and more. To ensure sustainability gets the attention it

deserves, it's essential to assign or hire a dedicated Green Team responsible for planning and executing your zero waste strategy. This team will lead efforts such as:

- Setting and tracking sustainability goals
- Coordinating with vendors, caterers and staff on waste management practices
- Managing waste stations, monitoring waste segregation at venue during the event
- Collecting post-event data for waste audit reporting

You can build this team from your internal staff, trained volunteers or partner with an external sustainability organisation. Based on your event size, you can also have green volunteers to help monitor waste stations and guide attendees.

It's important to have clearly defined roles and accountability, because sustainability, like production or security, requires focused and consistent attention.

Also plan for a Waste Sorting Team, comprising trained workers who can properly segregate and sort waste further. Their role is critical to ensure materials are recovered effectively and your event stays on track to meet its diversion goals.

3.3 Incorporating Zero Waste into Your Event Cost Sheet


Zero waste implementation must be treated as a core line item in your event budget, not as an afterthought. When sustainability is left to the end, there's often no funding allocated, making it difficult to put meaningful systems and planning in place. To ensure effective execution, zero waste implementation costs should be included during the budgeting stage - just like production, logistics or hospitality. This includes expenses for waste management partners, waste segregation stations, trained volunteers and waste sorting staff, transportation of sorted materials to Material Recovery Facilities, reusable materials, etc. By building these costs into the main event cost sheet from the start, organisers can plan holistically, avoid last-minute compromises, and ensure that sustainability goals are realistically met.

3.4 Identify and Tie up With Material Recovery Facilities

While crafting a zero waste event, it's important to plan ahead for what happens after waste is collected. That's where Material Recovery Facilities (MRFs), Dry Waste Collection Centres and Biodegradable waste processing facilities come in. These are the back-end partners who ensure source-separated waste is actually processed and diverted from landfills. MRFs and similar facilities play a key role by ensuring source-separated materials (like paper, plastics, glass and metals) are collected and forwarded for recycling. They enable segregated biodegradable waste (such as food scraps) to be sent for composting or biomethanation.

Steps to incorporate waste collection and recycling facilities into your event planning:

- **Map local MRFs:** Identify local government-approved or private material recovery centres, dry waste centres, composting sites or biogas plants near your venue.
- **Understand their capacity:** Confirm that the facility can accept and handle the types and volume of waste your event will generate.
- **Tie up in advance:** Formalise the partnership with the facility before the event, including scope, logistics and any documentation.
- **Plan logistics:** Work out waste pick-up schedules, transportation, access and contact points at the venue.

 **Pro Tip:** In rural areas or smaller cities and towns where formal composting or biogas infrastructure may not exist, explore partnerships with local farmers who may accept source-separated organic waste as animal feed or compost input.

3.5 Stakeholder Engagement & Communications

It takes collaboration across every part of your event ecosystem to move towards zero waste. From vendors and brand partners to local authorities and your crew, engaging stakeholders early and clearly is key to making zero waste work on the ground.

Here's how to you can get everyone aligned:

- **Local Authorities:** Connect early with your municipal corporation or local pollution control board. They can guide you on waste permits, approved vendors for waste collection, and local recycling or composting facilities.
- **Vendors:** Share clear expectations and guidelines. Provide each vendor (whether they're food vendors, merch stalls or decor teams) with a simple one-pager explaining waste segregation (recyclable waste, biodegradable waste, hazardous waste). Add guidelines on banned plastics and approved materials.
- **Housekeeping Team:** Train your housekeeping staff on how to identify and collect recyclable, biodegradable and hazardous waste separately. Hold briefings to reinforce practices prior to the event. Importantly, brief them to drop off waste at the designated waste collection area and not dump waste elsewhere in and around the venue.
- **Attendees:** Involve your audience through online and offline communications. Promote your goals online with posts like: *"After every bottoms up, reuse your cup"*. Design clearly labelled waste segregation signages for your event.
- **Crew:** Host a brief all-hands meeting prior to the event to align everyone on your zero waste goals. A shared sense of purpose goes a long way in building ownership and enthusiasm.



3.6 Eco-Friendly Materials

Sourcing the right materials is key to your event's zero waste goals. Here's how to make smart, zero waste sourcing choices across different aspects of your event:

- **Food and Beverage:**
 - What to Avoid: Single-use plastics like straws, cutlery, and cups are banned under India's Plastic Waste Management Rules. Eliminate sachets for sauce and condiments, as these are often non-recyclable. Also avoid bioplastics serving wares as these are not accepted at most composting facilities.
 - Alternatives:
 - Opt for reusable serving wares (such as ceramic, stainless steel, tupperware) or compostable serving wares (such as sugarcane bagasse, areca palm, bamboo cutlery, banana leaves).
 - Consider bulk dispensers for serving sauce and condiments
- **Water:**
 - What to Avoid: Single-use plastic water bottles and disposable cups.
 - Alternatives:
 - Setup water refill stations or water dispensers
 - Encourage guests to bring their own bottles with signs or messaging like 'Refill, Not Landfill'

- **Merchandise:**

- What to Avoid: Single-use or flimsy plastic merchandise that will likely end up in landfills. Skip polyester clothing and non-woven bags. Avoid having merchandise in individual plastic packaging
- Alternatives:
 - Choose upcycled cloth or jute bags
 - Explore upcycled, recycled or zero waste products (such as notebooks or paper made from elephant poo)
 - Merchandise that supports local artisans and tells a sustainability story.

- **Banners and Signage:**

- What to Avoid: Flex banners are banned in some Indian cities. Avoid thermocol for signages and decor.
- Alternatives:
 - Adopt digital displays where feasible
 - Cloth or sunfabric banners
 - Wooden signage or recycled paper/ cardboard

- **Decor:**

- What to Avoid: MDF and chemically treated materials. Paints and adhesives that emit harmful toxins.
- Alternatives:
 - Reusable decor elements that can be rented or reused across events
 - Reclaimed wood, bamboo or fabric-based backdrops
 - Upcycled decor elements made from scrap metal, cardboard, cloth, etc

- **Accreds & RFID cards:**

- What to Avoid: Single-use accreds for your team, vendors or audience.
- Alternatives:
 - Reusable lanyards (such as those made from cork, recycled plastics, silicone, etc) that are reusable for your team and vendors, across multiple events
 - RFID cards with your company branding and without event-specific or year-specific branding

4. EVENT EXECUTION

This is where all your planning comes to life. From food stalls to decor, waste segregation stations to communications, every detail matters when it comes to delivering a zero waste event that leaves a lasting impression.

4.1 Waste Management

Waste management is one of India's biggest challenges, and one of the most basic steps your event can adopt. Effective waste management starts with systems for waste sorting, recycling and composting, supported by clear communication and trained teams.

- **Waste Segregation Stations:** Set up an adequate number of waste segregation stations at high-footfall zones, such as at the F&B area, near venue entrance, walkways and back stage areas.
 - Identify whether your event requires a 2-bin or 3-bin setup. Use color-coded bins or neutral colour bins.
 - Green for Wet Waste (a.k.a. Biodegradable waste or Food waste or Organic waste). This includes food scraps, vegetable peels, fruit peels, flowers, compostable plates and cutleries.
 - Blue for Dry Waste (a.k.a. Recyclable waste): This includes paper, plastic, metal, glass, etc.
 - Red for Hazardous waste: This includes sanitary waste, medical waste, mixed waste, etc
 - Calculate the number of colour-coded bins, bin liners and waste segregation signages required based on the venue size, event layout, expected number of attendees, high footfall zones and waste generation estimates.
 - Ensure signages are placed at eye-level, above every bin
 - Include icons or images (e.g. for food scraps, plastic bottles) in the waste segregation signages for easy comprehension
 - Include text in local language, if required
 - Assign trained green volunteers to guide attendees on proper waste disposal, answer queries at waste segregation stations, and ensure bins are cleared and relined regularly, especially during peak hours.
 - Monitor the waste segregation bins regularly through the event. Ensure that no bins are overflowing and that waste segregation is being followed.



- **Setup a Waste Sorting Area:**

- Setup a designated waste sorting area at the venue backend, where the segregated waste can be collected, sorted, weighed and stored. The size of this space would be based on the estimate of waste generation and duration of the event. For large events or large venues, consider setting up multiple waste sorting areas.
- The waste sorting area should be covered (to prevent animals and birds from entering).
- Hire a waste sorting workers team to further sort the waste into paper, plastics, metal, glass, food scraps, etc. Ensure workers are provided with safety wear such as gloves and masks when handling waste.
- All sorted waste should be weighed before loading onto tempos destined for the material recovery facilities.


- **Staff & Vendor Training:** Prior to the event, conduct a 15-minutes briefing session with the housekeeping team, food stalls and volunteers.

- Demonstrate the waste materials that are Biodegradable waste, Recyclable waste and Hazardous waste. Showcase to them the waste segregation signages set up at the venue.
- Highlight banned materials like plastic straws or thermocol
- Assign team members and volunteers to oversee key zones

- **Attendee Awareness:** Help attendees participate in your zero waste efforts with simple, fun approaches:

- Use creative posters and campaigns to catch attention
- Add friendly reminders through emcees, hosts, or digital screens during breaks

- Station volunteers near bins to guide attendees and improve waste segregation

 **Pro Tip:** Place a *Trash Talk* volunteer at key waste segregation stations during peak hours. A warm smile, a quick thank you, and helpful guidance go a long way in encouraging participation.

4.2 Food

Food is the soul of any Indian event, from piping hot samosas to hearty biryanis to pizzas. The good news? It can be delicious, local and low waste. With the right planning, your catering strategy can significantly reduce your event's environmental footprint while also supporting local communities.

Here's how you can make adopt a zero waste approach to your event's food & beverage:

- **Share guidelines early:** Start by aligning food vendors with your zero waste goals.
 - Add a clause in vendor agreements disallowing single-use plastics, mandating proper waste segregation and encouraging food donations.
 - Share a one-page guideline document that clearly outlines the materials and steps to be followed at your event.
- **Train Food Stall Staff:** Conduct a short training before the event, followed by a refresher on the event day to improve compliance. Below are the key aspects you can focus on:
 - **Materials Check:** Ensure vendors use reusable serving wares (e.g. ceramic plates or stainless steel cutlery) or compostable serving wares (e.g. sugarcane bagasse plates), avoiding single-use plastics. Flag any single-use or non-recyclable serving ware being used.
 - **Backend Bins:** Set up and monitor backend bins for proper waste segregation. Assign staff or volunteers to check the food stall bins regularly during the event to prevent overflow and ensure correct sorting.
 - **Encourage Food Donations:** Your event along with the food vendors can adopt a food saving program and share excess edible foods with local low-income communities. Brief the food vendors to set aside safely any excess edible foods, if you have a food donation initiative in place.
- **Donate Excess Food:** Food donations are a powerful way to give back and reduce waste.

- Get food vendors approval prior for excess edible food donations.
 - Identify and tie up with food donation organisations such as Feeding India, Robinhood Army or other local NGOs, communities or shelter homes near your venue.
 - On the event day, coordinate with food vendors to estimate excess surplus foods before closing time.
 - Once the event ends and attendees exit the venue, coordinate with the food stalls for packing and transportation of the excess foods to the local NGOs/ communities. Collect only edible foods that are safe for consumption and won't spoil quickly. In case any foods are close to spoilage, do not accept this for food donations; instead discard this in the food waste bin for composting.
 - Have a dedicated team ready to collect and pack the surplus foods immediately after the event ends.
 - Have food-grade bags and food containers handy.
 - Pre-arrange transport to ensure timely pickup and inform the NGO to ensure prompt food distribution.
 - Food distribution partners should perform a quick taste/smell check before distribution.
- **Menu Planning:** Thoughtful menu design can minimise waste and reduce emissions.
 - For corporate events and weddings, planning the menu and portions thoughtfully can significantly help minimise food wastage.
 - You can also incorporate vegetarian and vegan options to lower your carbon footprint.
 - For buffet events, opt for smaller serving batches to avoid over-preparation.
 - **Additional tip:** Choose Local and Organic. Sourcing locally helps cut transport emissions and supports Indian farmers.
 - Source ingredients from nearby farms or producers to reduce food miles and support local communities
 - Include dishes made with millets, seasonal vegetables or traditional grains, offering options that are healthier for guests and the planet
 - Showcase your local and organic partners on menus, placards, or digital screens to engage attendees in your zero waste story

4.3 Drinking Water

Disposable plastic water bottles are one of the most common waste items at events in India, and one of the easiest to avoid. A zero waste water dispensing plan not only

reduces waste, but also can save costs and supports your zero waste goals. With a bit of planning, you can keep your attendees hydrated without creating a mountain of plastics.

- **Install Water Dispensers or Water Refill Stations.** Place refill stations at key zones such as at food and beverage areas, entrances, lounges and backstage. Ensure dispensers offer safe, filtered drinking water and regularly maintained. Label refill stations with clear signage in local languages and visual icons (e.g. water droplet symbol).
- **Provide Reusable Cups to attendees and crew.** Offer reusable plastic or stainless steel cups that can be purchased or rented and returned. You can include a reusable bottle as part of the entry kit or use a token-deposit system where attendees pay a small refundable amount for the reusable cup.
- **Encourage attendees to BYOB - Bring Your Own Bottle.** Promote a 'Bring Your Own Bottle' campaign in your pre-event communication. For corporate events, encourage attendees to bring their own reusable bottles to the venue. At weddings, encourage family and friends to bring their beloved bottles along or opt for reusable cups. Large music festivals such as Lollapalooza India too encouraged fans to bring empty, clear (non-metal) reusable water bottles to the venue and offered free water refills.



4.4 Decor

Decor brings your event's identity to life. It sets the mood, draws in the crowd, and creates Instagram-worthy moments. But it also comes with an environmental cost. Since most of the decor we produce is non-recyclable. Materials like flex banners, MDF pieces, thermocol props and synthetic props are designed for single use and often end up in landfills within hours of the event ending.

The good news? With some foresight and creativity, you can craft decor that's not just beautiful, but reusable, non-toxic and unique.

Here's how to make your decor zero waste and planet-friendly:

- **Minimise Flex banners.** Flex banners are non-recyclable and banned in many Indian cities such as Bangalore. It is likely that the ban will be adopted by more cities in the future. You can also switch to digital displays, cloth banners or sunfabric banners. For smaller signages, you can also consider reusable signages such as wooden placards or chalkboards.
Also consider reducing the use of banners where it can be avoided. This leads to added cost savings. Events such as the Mahindra Kabira Festival have made efforts to reduce their flex banner usage over the years.
- **Reuse and rent decor elements** where feasible. Renting props from local vendors saves money and reduces one-time use.
- **Consider modular decor structures** that can be reused across events with minor modifications. Structures like Bars often require one-time setup for the event and include hazardous paints.
- **Avoid MDF, thermocol, and toxic paints**, which are difficult to recycle and hazardous during disposal. Use natural dyes and water-based paints for safe, eco-conscious aesthetics.



Source: Spoken Fest



Source: Ziro Festival

💡 Pro Tip: When using natural materials like jute and cloth, avoid fusing them together with adhesives. This makes it difficult to separate and makes it non-recyclable waste.

4.5 Virtual and Hybrid Event Options [Additional Tip]

Offering virtual and hybrid event formats (especially for corporate events) offer a powerful way to reduce your environmental impact. It cuts down on travel emissions, material use, and event waste, while expanding access and inclusivity.

- Use platforms like Zoom, Google Meet or WebEx to host panels, performances, workshops, or conferences. Ensure high-quality streaming, good lighting, and professional sound for a seamless experience.
- For hybrid events, set up live-streaming for key sessions and interactive Q&A tools. Use virtual tools to reach global audiences.
- Set up a dedicated virtual engagement team to moderate online chats, troubleshoot tech issues, and foster real-time interaction.

💡 Pro Tip: Create a branded microsite or event app to integrate schedules, live-stream links, speaker bios, and chat functions in one place. This reduces the need for printed materials and enhances attendee experience.

4.6 Mobility and Transport [Additional Tip]

Audience travel can be one of the biggest contributors to an event's carbon footprint. Encourage attendees to reduce their travel emissions by promoting public transport routes on your event's website.

You can consider offering:

- For large public events, promote metro, bus, train or carpooling options in your event invites. Include a map in your event app showing public transport routes and meet-up points.
- Offer priority parking for carpools or EVs.
- Consider arranging shuttles from key pickup points such as metro stations, to your venue.
- Brand your shuttles or e-rickshaws with the event's sustainability messaging to create buzz and awareness.

5. POST-EVENT ACTIVITIES

The event's over, but your green journey isn't! Post-event actions are your opportunity to walk the talk - ensuring that your venue is left behind clean, your waste is handled responsibly. And your event leaves behind a positive impact, not a trail of trash.

5.1 Waste Disposal and Cleanup

Ensure your event leaves the venue, especially outdoor spaces, just as you found it, if not better. Consider adopting a 'Leave No Trace' policy for your event.

Here's how to make your cleanup count:

- Implement a 'Leave No Trace' approach: Before exiting the venue, conduct a final, thorough site sweep, including stages, food courts, restrooms, seating areas and parking lots. Take before-and-after photos to document your efforts for internal records or public sharing.
- Ensure Proper Waste Disposal: As per India's SWM Rules, 2024, waste must be segregated at source and handed over to authorised collectors. Sort waste on-site into biodegradable waste, non-biodegradable waste and reject waste. Partner with local municipal bodies or authorised waste management agencies to ensure safe and responsible processing.

5.2 Measuring and Reporting Impact

Data brings your zero waste story to life. Measuring and reporting your event's environmental performance helps build credibility and keeps you accountable. A well-documented waste audit report can strengthen trust with clients, attendees and partners; and can inspire others to follow your lead.

Below are recommendations of what to measure, how to measure it, and how to report your impact effectively across departments.

- **Waste Management:**
 - Metrics:
 - Total waste generated (kgs)
 - Waste composted, recycled or reused/ donated (kgs and as % of total waste)
 - Waste sent to landfills or incineration (kgs and as % of total waste)
 - Single-use plastics avoided (units or kgs)
 - How to Measure: Weigh waste at backend bins using portable scales. Record the sorted waste under different material types before sending

this to the recycling facilities. Quantify single-use plastic items avoided (e.g. bottles or cups) by tallying reusable or compostable alternatives used.

- How to Report: For example: *“Generated total 1,000 kgs waste across 2 days. Of which, 90% was diverted. This includes 500 kgs or 50% recycled, 300 kgs or 30% composted, 100 kgs or 10% excess food shared with local NGO. 100 kgs or 10% was handed over to the Municipality as Hazardous waste. The event avoided 2,500 single-use plastic bottles by setting up water stations and reusable cups.”*

- **Food and Beverage:**

- Metrics:
 - Total food wastage (kgs)
 - % composted or donated
 - Single-use plastic serving wares avoided (number of items)
- How to Measure: Weigh excess food wastage. Weigh the food collected for donations and leftover foods discarded for composting. Record compostable items used by tallying vendor supplies.
- How to Report: For example: *“Recorded 100 kgs of food wastage, of which 70% was donated to NGO Khaana and 30% was composted. Avoided 1,000 pieces of plastic cutlery by replacing it with reusable cutlery.”*

- **Merchandise:**

- Metrics:
 - Number of eco-friendly giveaways (e.g., upcycled tote bags, upcycled books, bamboo pencils)
 - Estimated plastic waste avoided (kgs)
 - % merchandise locally sourced
- How to Measure: Use inventory data to count items (e.g. 500 upcycled tote bags). Estimate plastic waste avoided by multiplying the number of items by average plastic swag weight (e.g., 0.1 kg per bag). Verify local sourcing by the place of manufacture.
- How to Report: For example: *“Distributed 1000 upcycled tote bags and 500 bamboo pens. Avoided 100 kgs of plastic merchandise waste. 80% sourced from local vendors.”*

- **Banners and Signage:**

- Metrics:
 - Reusable/ recyclable banners used (kgs, units or sq ft)
 - Flex banners avoided (kgs or sq ft)

- How to Measure: Count banners and signage during installation (e.g., 25 cloth banners of size 10' x 15'). Estimate waste avoided for flex banners.
- How to Report: For example: *"Used 40 cloth banners, avoiding 80 kgs of flex banners waste."*
- **Water:**
 - Metrics:
 - Litres of water served via refill stations
 - Plastic bottles avoided (count or kgs)
 - How to Measure: Use dispenser flow meters or vendor estimates. Tally bottles avoided by dividing total liters by bottle size (e.g., 0.5 liters per bottle).
 - How to Report: For example: *"Served 5,000 liters via water stations, avoiding 10,000 bottles (200 kgs plastic waste eliminated)."*
- **Ticketing:**
 - Metrics:
 - Number of e-tickets vs paper tickets
 - Paper waste avoided (kgs)
 - How to Measure:
 - Pull data from ticketing platforms
 - Multiply paper tickets avoided by average ticket weight (e.g., 2 grams)
 - How to Report: For example: *"Issued 12,000 e-tickets, saving 24 kg of paper waste."*
- **Overall Reporting:** Create a concise Zero Waste Event report, combining department metrics into a table or bullet points. Publish on your event website and social media handles. Acknowledge your zero waste partners and team for their support.

5.3 Communication

Post-event communication lets you share your sustainability success with attendees, clients, and the industry, boosting your event's reputation and inspiring others in the events industry to follow suit.

To keep the buzz going and make your zero waste event a talking point, consider:

- **Social Media Updates:** Post about your green achievements on Instagram, X or LinkedIn.

- Client Report: Share a one-page report with clients, highlighting key zero waste metrics (e.g., total waste generated and waste diverted). Add visuals like before-and-after venue photos to show your impact.
- Event Website Post: Update your event website with a zero waste impact section, summarising the overall data and impact of the zero waste efforts.
- Attendee Follow-Up: Send a post-event email to attendees, sharing zero waste highlights and encouraging them to join your next green event.

5.4 Feedback and Learnings

Collecting structured feedback is key to refining your zero waste strategy, identifying what worked, and uncovering areas for growth. It also helps build credibility with clients and positions your team as a leader in green event management.

- Attendee Surveys: Conduct a quick survey with attendees asking, “How easy was it to use our water stations?” or “Did you notice our waste segregation signages”.
- Vendor Feedback: Collect input from vendors asking about dustbin accessibility or material sourcing challenges. This feedback can help refine logistics and improve future vendor collaborations.
- Staff and Volunteer Input: Conduct a post-event debrief with your team to discuss what worked (e.g., waste segregation signages, plastic-free food zones) and what didn’t (e.g., last-minute food donation confusion). Encourage honest feedback. Use this insight to address recurring issues and highlight areas for improvement.
- Analyse Feedback: Review survey and debrief responses to spot trends. For example, if attendees struggled to find bins, plan for more signage or better placement at your next event.
- Client Feedback Session: Schedule a call with clients to discuss their take on your zero waste efforts and any suggestions they may have.
- Improvement Action Plan: Create a checklist of improvements based on feedback.

6. CHECKLISTS FOR ZERO WASTE EVENT PLANNING

Ready to make your next event a zero waste one? This Zero Waste Event Planning Checklist is your handy guide. The checklist includes simple, clear, actionable steps across every stage of the event from pre-event planning to post-event reporting.

Planning Checklist

- Define specific and measurable zero waste goals
- Assign an internal sustainability team or onboard a professional waste management partner to implement and monitor your zero waste plan.
- Incorporating zero waste into Your Event Cost Sheet
- Identify and Tie up With Material Recovery Facilities
- Brief the venue team on the waste management plan and request a designated area for waste sorting
- Create a concise, one-page guideline document outlining requirements around material use, waste segregation, and banned items. Share this with all vendors (especially food vendors) before onboarding.
- Conduct a material assessment (across key aspects such as food & beverage, water, merchandise, gifting, banners, decor). Identify single-use plastics and non-recyclable materials. Identify what can be eliminated, reduced, or replaced with eco-friendly alternatives.

Waste Management Checklist

- Map key locations for placing waste segregation stations across the venue
- Calculate the number of colour-coded bins, bin liners and waste segregation signages based on venue size, event layout, expected number of attendees and high footfalls areas
- Design custom waste segregation signages for the event
- Setup a designated Waste Sorting Area at the venue backend (size would be based on estimate of waste expected)
- Deploy a trained waste sorting workers team
- Train and deploy a team of green volunteers
- Undertake venue walkthrough to verify bin placement and signage visibility
- Monitor food stalls' backend waste segregation bins to ensure proper waste segregation

Food and Beverage Checklist

- Add a clause in vendor agreements mandating waste segregation, use of compostable or reusable serving wares and prohibiting banned single-use plastics.
- Ensure food vendors use reusable or compostable food serving wares plates.
- Coordinate with vendors to estimate meal counts based on expected footfall to minimise overproduction and food waste.
- Finalise tie-ups with local NGOs, community kitchens, or shelter homes at least 1 to 2 weeks before the event. Confirm drop-off locations and protocols.
- Organise vehicles or partner logistics for timely pickup of excess edible food. Inform NGO partners in advance to ensure timely and safe distribution.
- Conduct a brief training for food vendors staff on waste segregation, banned single-use plastic items and food donation protocols.
- Conduct serving wares materials check on event day to ensure reusable or compostable food serving wares are used. Any banned single-use plastics at the venue can be removed.
- Ensure waste segregation stations are set up at the food vendors kitchen/ stall backend.
- Monitor the food vendors' backend bins regularly to ensure proper waste segregation.
- Before event closing time, check with food vendors if they have any excess edible foods for donation.

Water Checklist

- Install water dispensers or water refill stations
- Provide reusable or compostable cups to attendees and crew
- Encourage attendees to BYOB (Bring Your Own Bottle)

Decor Checklist

- Minimise flex banners
- Reuse and rent decor elements where feasible
- Avoid thermocol and toxic paints

Staff and Volunteer Management Checklist

- Assign a green coordinator to oversee zero waste practices like waste segregation stations monitoring.
- Train volunteers with a pre-event session on waste sorting, guiding attendees and supporting food donations.
- Schedule shift rotations to cover waste checks and water station monitoring.
- Create a WhatsApp group for real-time staff updates on zero waste tasks.

Zero Waste Messaging Checklist

- Craft short, clear messages to use in attendee comms, signages, and social media. We recommend keeping the tone positive, inclusive and action-oriented.
- Share your event's zero waste commitments in invitations, event listings, and social media promotions.
- Draft stage announcements for the event reminding attendees to take zero waste actions (like using water refill stations or returning reusable cups)
- Highlight any sustainability perks (e.g. "Get ₹50 off at the bar when you reuse your cup!") through signages, social media, and stage announcements.
- Use LED screens, projector displays, or ticker messages to reinforce sustainability cues like waste sorting, refill station locations, or donation partners.
- Have volunteers hold up posters at key locations to nudge zero waste action
- Ask performers or speakers to include a quick shoutout about your zero waste efforts. Their influence drives attendee participation.
- Share your event's zero waste data and success on social media.

Post-Event Checklist

- Weigh all sorted waste and record waste data
- Ensure Proper Waste Disposal to authorised vendors
- Conduct a thorough site sweep and ensure no litter, as part of 'Leave No Trace' policy
- Create waste audit report with waste data, waste disposal and recommendations

7. APPENDIX

You've made it through the core of The Green Manual, packed with tips, tools to make your event zero waste and unforgettable. Now, let's wrap it up with some handy resources.

7.1 Glossary of Terms

Feeling overwhelmed by sustainability jargon? No stress! This glossary explains key terms related to sustainability and event planning in clear, simple language.

- Biodegradable: Capable of decomposing rapidly by microorganisms under natural conditions (aerobic and/or anaerobic). Most organic materials, such as food scraps and paper are biodegradable. [\(Source\)](#)
- Carbon Footprint: Total greenhouse gas (GHG) emissions caused directly and indirectly by an individual, organization, event, or product. [\(Source\)](#)
- Carbon Neutral: Carbon neutrality describes a state in which all emissions across the value chain have been calculated and reduced. Any remaining unabated emissions are addressed through the support of certified climate projects, such as reforestation or renewable energy investments. [\(Source\)](#)
- Circular Economy: A system where materials never become waste and nature is regenerated. Here, products and materials are kept in circulation through processes like maintenance, reuse, refurbishment, remanufacture, recycling, and composting. [\(Source\)](#)
- Compostable: Able to be broken down into carbon dioxide, water, and biomass within a specific time-frame under specific conditions. [\(Source\)](#)
- Eco-Friendly: Products, practices or behaviours that cause less harm to the environment.
- Food Miles: The distance food travels from where it is grown to where it is ultimately purchased or consumed by the end user. [\(Source\)](#)
- Incineration: The process of burning solid waste under controlled conditions to reduce its weight and volume, and often to produce energy. [\(Source\)](#)
- LEED-Certified: A globally recognized framework for green buildings that ensures health, efficiency, and cost-effectiveness by addressing energy, water, materials, waste, and indoor environmental quality, through a series of credit categories tailored for each rating system. [\(Source\)](#)
- Local Sourcing: It is the sourcing of products or materials within close proximity to your needs. [\(Source\)](#)
- Vegan: Foods made from plants (such as vegetables, grains, nuts and fruits) devoid of any food that comes from animals, including dairy products and eggs. [\(Source\)](#)

- Recyclable: Able to collect and process materials that would otherwise be thrown away as trash and turning them into new products. [\(Source\)](#)
- Renewable Energy: Energy from sources that are naturally replenishing but flow-limited; renewable resources are virtually inexhaustible, but they are limited by the availability of the resources. [\(Source\)](#)
- Reusable: Capable of being used again or repeatedly. [\(Source\)](#)
- Upcycling: Upcycling is the practice of reassessing waste and transforming it into something valuable. [\(Source\)](#)
- Zero Waste: The conservation of all resources by means of responsible production, consumption, reuse, and recovery of products, packaging, and materials without burning and with no discharges to land, water, or air that threaten the environment or human health. [\(Source\)](#)
- Zero Waste Events: Generally accepted as an event that diverts 90% or more of its waste away from landfills or incineration through waste reduction measures and responsible waste management. [\(Source\)](#)

7.2 References

- [Zero Waste International Alliance \(ZWIA\)](#)
- [TRUE Zero Waste certification](#)
- [ISO 20121:2024](#)
- [Zero Waste Events Recognition & Certification](#)
- [Net Zero Carbon Events](#)
- [IOC receives ISO 20121 certification for sustainability performance at corporate events](#)
- [Coldplay Sustainability Report](#)
- [Solid Waste Management \(SWM\) Rules, 2024](#)
- [Plastic Waste Management \(PWM\) Rules, 2022](#)
- [Swachh Bharat Mission - Urban](#)
- [Standard Operating Procedure for zero-waste events.](#)

8. CONTACT INFORMATION

Reach out to make your events greener, connect with eco-vendors or share your success stories to inspire the industry!

- Organization: Event and Entertainment Management Association (EEMA) & Skrap Waste Management Solutions
- Email: info@eemaindia.com and hello@skrap.in
- Social Media:
 - Instagram: [@eema.india](https://www.instagram.com/eema.india) , [@skrap.zerowaste](https://www.instagram.com/skrap.zerowaste)
 - LinkedIn: [EEMA](https://www.linkedin.com/company/eema) , [Skrap](https://www.linkedin.com/company/skrap)

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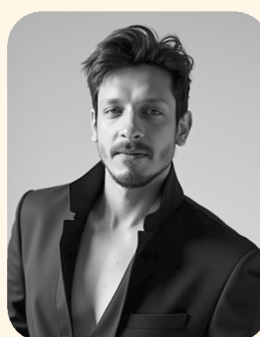
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