



THE FUTURE-FIT EVENT FRAMEWORK

A framework for organising events that are environmentally regenerative, socially just and economically inclusive

This Future-Fit Event Framework is structured around the Future-Fit Business Benchmark's vision of an environmentally restorative, socially just, and economically inclusive future. The guiding questions and principles help event organisers assess whether their event is truly future-fit — not just minimising harm, but actively driving positive, systemic change.

The Guiding Principles

- 1 Purpose-driven by design**
Principle: Every event should serve a meaningful purpose that advances long-term societal, environmental, and economic well-being.
- 2 Regenerative, not just sustainable**
Principle: Events should contribute more than they extract—restoring nature, strengthening communities, and leaving a positive legacy
- 3 Inclusive and equitable for all**
Principle: Events must be accessible, fair, and representative of diverse voices, cultures, and perspectives.

- 4 Responsible resource stewardship**
Principle: Every decision about materials, energy, water, and transport should minimise environmental impact and prioritise circularity.
- 5 Ethical and transparent decision-making**
Principle: Events must be planned with integrity, ensuring transparency in reporting impact, costs, and commitments.
- 6 Catalysts for systemic change**
Principle: Events should inspire attendees, partners, and industries to shift towards a thriving, future-fit world.

Key steps

Future Fit Business Benchmark - Mapping to Event Value Chain

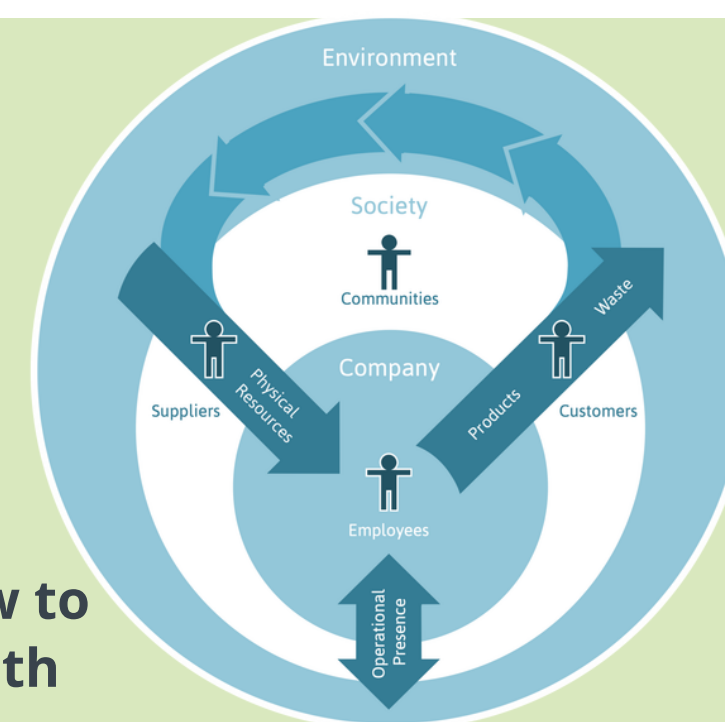
Understand how relevant Future-Fit Business Benchmark 23 Break-Even Goals can be mapped to the stages of the event value chain. Not all goals will apply, but key ones can guide sustainability and across each phase as shown in the following slides. We've identified **three key stages** of the Events value chain - Event planning and design, Operations and execution, and Post-event evaluation and follow-up.

Rank tasks by potential impact and difficulty

Rank each task by its potential impact, then difficulty. Pick the activities from the first step and determine their value based on the difficulty it implies for your organization.



The Future-Fit Business Benchmark is a holistic, science-based, open-source methodology which is designed to drive systemic change and show companies how to be truly sustainable by equipping them with the right tools and skills to build credible strategies. Find out more using the link below!
<https://futurefitbusiness.org/benchmark/>



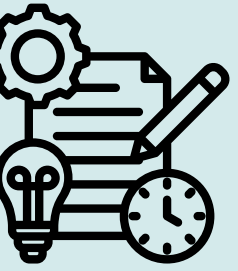


FUTURE-FIT EVENT FRAMEWORK - VISION AND PURPOSE

Stage 1: Event Planning and Design

Core steps / activities

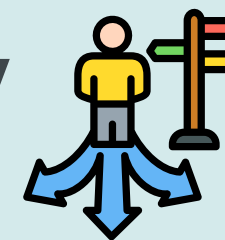
- Define event purpose and sustainability objectives
- Select venue and suppliers based on sustainability criteria
- Establish logistics for travel, accommodation, and catering with minimal impact
- Ensure accessibility and inclusivity
- Design a waste minimisation and circularity plan
- Develop event communications and marketing with responsible practices



Event planning and design - Should this event even happen?

Key decision point: Is this event necessary, and can it be designed to restore the environment, promote social justice, and ensure economic inclusivity?

Decision Pathway



Step 1: Define Purpose and necessity

- Does this event create long-term value, or could the objective be met another way (e.g., hybrid format, local hubs, digital solutions)?
- Define and envision the lasting positive impact the event can create
- Is the format accessible, inclusive, and engaging for all stakeholders?
- Are we bringing in underrepresented voices?



Step 3: Commit to a regenerative vision

- Can we positively impact local communities, nature, and future events?
- What legacy will this event leave behind?
- How do we make this event a model of well-being (mental, physical, emotional)? So that attendees feel restored and inspired when they leave



Step 2: Choose and impact-aligned approach



- Assess/understand which FF BE goals and PP are relevant to the event?
<https://sbc.futurefitbusiness.org/lp/ff-sbc-landing-page>
- Can we design waste out from the start? (e.g., circular materials, no disposables)
- How will we minimise energy, travel, and resource footprints? Is food local, plant-forward, and low-waste?
- Are all workers paid fairly and treated ethically?
- Are we selecting ethical, diverse suppliers? Are vendors sustainably certified, diverse, and aligned with our values?
- Where is the money flowing - who benefits, and who gets left out?

Decision Outcome



Proceed with a Future-Fit event → Move to Stage 2



Redesign or cancel → Adjust the approach for a better-aligned format

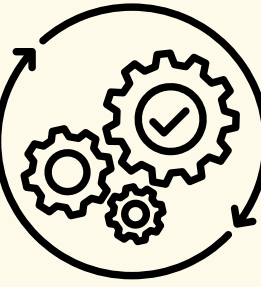


FUTURE-FIT EVENT FRAMEWORK - OPTIMISING OPERATIONS

Stage 2: Event Operations and Execution

Core steps / activities

- Implement energy-efficient operations (e.g., LED lighting, smart technology)
- Manage on-site waste and recycling effectively
- Provide sustainable catering (local, low-emissions, plant-based options)
- Monitor real-time resource consumption (energy, water, materials)
- Ensure inclusivity and accessibility for diverse participants
- Engage attendees in sustainability actions (e.g., carbon offsetting, donations)



Event Operations and Execution - Are we walking the talk?

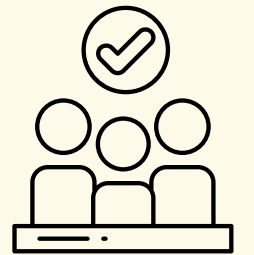
Key decision point: Does every operational decision support a regenerative, just, and inclusive event experience?



✓ Step 1: Check supplier compliance and resource impact (On-site)

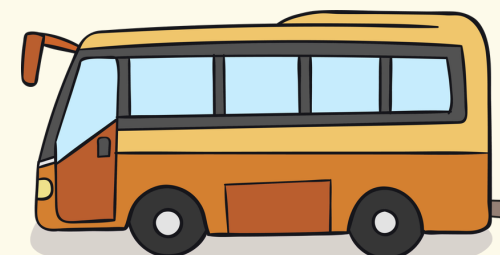
- Verify that vendors are meeting agreed sustainability commitments.
- Confirm food is local, plant-forward, and minimising waste.
- Ensure fair wages and ethical treatment of all workers.

✓ Step 3: Engage attendees in sustainability



- Are we educating attendees on sustainability choices (e.g., behavior nudging, gamification)?
- Do we have clear signage and support for waste sorting and responsible actions?
- Are accessibility and well-being fully considered?

✓ Step 2: Optimise travel and logistics



- Can we reduce travel emissions through remote access, local venues, or incentives for public transport?
- Are we offsetting unavoidable emissions in a meaningful way? Track and report travel choices, consolidate freight, and minimise unnecessary trips.
- Is there a plan for real-time waste tracking and reduction?

Decision Outcome



On Track → Execute with confidence!



Gaps identified → Implement immediate course correction



FUTURE-FIT EVENT FRAMEWORK - IMPACT AND INSIGHTS

Stage 3: Post-event Evaluation and Follow-up

Core steps / activities

- Measure and report on event impact (carbon footprint, waste reduction, energy use)
- Assess attendee experience and sustainability engagement
- Offset remaining environmental impact (carbon credits, biodiversity support)
- Share learnings and best practices for future events
- Evaluate supplier and stakeholder adherence to sustainability goals

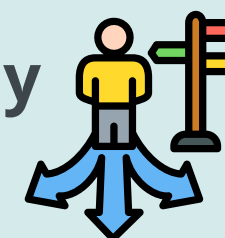


Post-event Evaluation - Did we deliver a Future-Fit event?

Key decision point: Did the event advance the transition to an environmentally restorative, socially just, and economically inclusive future?



Decision Pathway



Step 1: Measure and report impact

- How did we perform against Future-Fit Break-Even Goals?
- What was the total carbon footprint, and was it effectively mitigated?
- How much waste was diverted from landfill?



Step 3: Commit to future improvement

- What key lessons can be applied to the next event?
- Can this event inspire systemic change in the industry?
- What ongoing initiatives can continue beyond the event itself?
- Can we use our event revenue to seed future impact (e.g., fund community projects, regenerative initiatives)?



Step 2: Assess inclusivity and economic impact

- Did the event support local, diverse, and ethical businesses?
- Were attendees from all backgrounds able to participate meaningfully?
- Did we contribute positively to the community?
- How do we define event success beyond profit and attendance numbers?



Decision Outcome



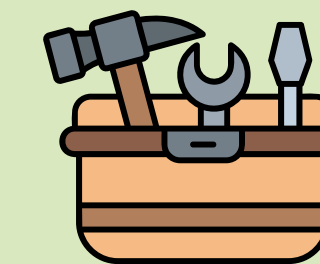
Future-Fit Success → Publish & share insights, set a benchmark for future events



Room for Improvement → Create an action plan for the next event



FUTURE-FIT EVENT - SAMPLE TOOLKITS



A practical toolkit to help organisations design, deliver, and evaluate regenerative, socially just, and economically inclusive events.

Procurement and Supplier management tools

Supplier Evaluation Matrix

- Alignment with Positive Pursuits
- Emissions profile
- Waste minimisation commitments
- DEI and accessibility compliance
- Cost-effectiveness
- Regenerative or circular practices



Sustainability Contract Commitments

Add-on clauses event teams can paste directly into contracts:

- Zero waste or low-waste commitments
- Mandatory emissions reporting
- Ethical labour verification
- Material reuse policy
- Transport emissions reduction
- Right to audit sustainability claims

Food, Beverage and Venue tools

Event Food Charter

A branded one-page policy:

- Plant-based menu minimum percentage (e.g. 80%)
- Seasonal & local sourcing requirements
- No single-use plastics
- Water stations instead of bottled water
- Leftover redistribution plan
- Composting standards



Venue Sustainability Requirements Checklist

For assessing locations:

- Renewable energy use
- Accessibility compliance
- Lighting efficiency
- Composting and recycling facilities
- Public transport access
- Waste separation and reporting

Operations tools

Waste Minimisation & Management Plan

Detailed plan covering:

- Waste streams to be captured
- Bin placement maps
- Vendor waste responsibilities
- Monitoring and reporting
- Staffing (waste educators)
- Signage templates
- Decontamination protocols

Low-Carbon Logistics Plan

- Travel hierarchy (public transport first)
- Carpooling app template
- Electric vehicle prioritisation
- Emissions budget per attendee
- Freight and materials emissions tracking



Attendee Engagement and Improvement tools

Attendee Engagement Toolkit

- Pre-event sustainability briefing
- On-site signage
- Interactive positive pursuits activation (e.g., tree donations, community projects)
- Behaviour nudges
- Accessibility guidance
- A "Do No Harm" event behaviour code

Post-event Survey templates

- Attendee survey
- Supplier survey
- Staff survey
- Community/stakeholder survey

