

CASE STUDY: SUSTAINABLE EVENTS COMPANY

Green
Tourism



Audit Year: 2010

GTBS Award: GOLD

Business Name: Maximillion Events

Business Type: Communications, Event Management & Team Building

Location: Edinburgh, SCOTLAND

Website: www.maximillion.co.uk

Maximillion Events works with clients to organise events, run team building days and manage communication activities across central Scotland & beyond. The management at Maximillion recognise the importance of sustainability in relation to corporate responsibility and because it makes good business sense. On moving to their current offices five years ago, the company took the decision to significantly invest in efficiency measures.

Green Events Management

Maximillion Events has designed its very own environmental events plan called the 'Greener Events Management' programme which is applied to every event the company manages. There are three levels of management: all events are subject to the first level, while clients can opt into the second and third tiers to consider sustainability in more detail.

The programme covers the major and minor environmental and social impacts associated with running an event. These include the venue, catering, waste management, travel options and carbon offsetting. Following an event, clients are asked to complete an online survey to rate the levels of sustainability and service.

Office & Warehouse Design

As part of Maximillion Event's new office development a number of energy efficiency measures were introduced. Heat loss is minimised by the installation of high levels of wall and roof insulation and the offices and warehouse are heated with an Okofen wood pellet heating system and a solar thermal system.

Low energy lighting was fitted throughout: T5 fluorescent tubes in the office and meeting rooms and compact fluorescents lights (CFLs) in smaller rooms. A motion sensor was installed in the kitchen which is visited frequently but often only for short periods of time.

Keeping vehicles and event equipment clean uses large amounts of water so water is collected through a rainwater harvesting collection and an environmentally sensitive cleaner used such as Ecover.

Staff Awareness

New staff are given a comprehensive induction session that highlights the company's environmental and social commitments. The company organised an event for staff on green living in conjunction with the Energy Saving Trust.

To keep learning fun, the office holds regular environmental film nights and has an in-house green library with environmental books and films staff can borrow. Film screenings have included *The Eleventh Hour*, *End of the Line* and *The Age of Stupid*.

Web Links

Biomass Boiler manufacturers: www.organicenergy.co.uk, www.treco.co.uk
Greener chemical ranges: www.ecover.com, www.biodegradable.biz
Energy Advice: www.energysavingtrust.org.uk, www.carbontrust.co.uk