



THE
GUIDEBOOK

How to run a sustainable event



Smart choices

Events bring people together, but they can also generate a significant environmental footprint if not planned thoughtfully.

From food waste and energy use to travel emissions, the impact can add up. The good news is that with a few smart choices, event organisers can reduce costs, cut carbon emissions, and create memorable experiences that are kinder to the planet.

Here's our guide to help you run your own sustainable events – alongside some of our sustainable achievements to date.



Zero food waste

Leftover food is converted into renewable energy through anaerobic digestion



Ethically sourced products

Including third-party certified ingredients such as Fairtrade and Rainforest Alliance



Zero waste to landfill

All waste is recycled or used to generate green energy, with nothing sent to landfill



90% sensor-controlled lighting

PIR/LED lighting with motion sensors installed in 90% of venue spaces



Locally sourced products

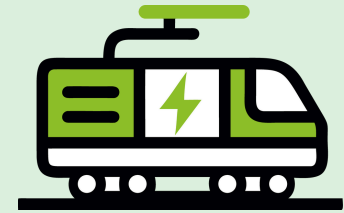
60% sourced within 50 miles (2024), with an 80% local sourcing target by 2030

Is the venue accessible by public transport?

A centrally accessible venue is a huge advantage as it reduces the need for delegates to travel to the venue by car. The Mermaid London is conveniently situated at Blackfriars in the heart of the city of London, making it easily reachable by public transport.

We're just 2-minutes from Blackfriars Station and 6-minutes from St Paul's station. We're also a short tube ride from all of London's mainline train stations, connecting the venue to the rest of the UK. For international delegates, we're approximately 40-minutes from London's City Heathrow and Gatwick Airports.

A Santander bike and hire station is located two-minutes' walk away, by Blackfriars station.



Excellent public transport links

Just 2 minutes from Blackfriars Station and 6 minutes from St Paul's



Active travel options nearby

Santander bike hire station located 2 minutes' walk away



Internationally accessible

Approximately 40 minutes from London City, Heathrow and Gatwick

Does the venue offer live streaming?

Delegate travel is often the single biggest contributor to an event's environmental footprint. Consider whether adding a live-streaming element to your event could reduce some of the more unnecessary travel and potentially help your event reach a larger audience.

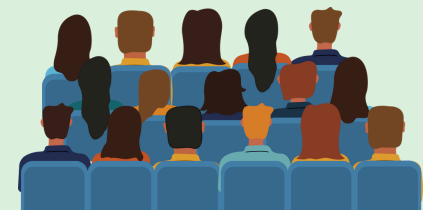
Our AV partners, Rockit, can create a bespoke live-streaming package which reduces the need for excessive travel. Rockit can tailor this to the customers' requirements, depending on how interactive they require this to be. It can be a straightforward stream, an audience Q&A or we can even stream virtual speakers.



Live streaming available
Bespoke live-streaming packages tailored to your event format



Reduced delegate travel
Live streaming helps minimise unnecessary travel and related emissions



Flexible event formats
Options include live stream, audience Q&A and virtual speakers

Is the food and drink sustainably sourced?

Event catering offers an incredible opportunity to cut carbon from an event, while offering delegates new tastes and flavours. Consider offering a vegetarian or vegan menu to keep carbon emissions low. Vegan meals can have 14 times less environmental impact than meat-based meals, and vegetarian meals have 11 times less impact than meat-based meals.*

Sometimes a few simple tweaks can make all the difference. For example – make sure that the food and drink is served in reusable crockery or packaging. In addition, ask the venue if the produce on their menu is locally sourced, in season, and organic.

At The Mermaid, we work with Seasoned, who specialise in seasonal and locally sourced products. We use tea and coffee from social enterprise and Rainforest Alliance Certified Nemi Teas, and London-based social enterprise Spike coffee. Our Alpro non-dairy milk alternatives include soya, almond and oat options.



*www.sciencedirect.com/science/article/pii/S0959652622043542



Seasonal menu planning

Menus designed around seasonal produce to reduce food miles



Reusable serving ware

Food and drink served using reusable crockery and glassware



Responsible drinks sourcing

Tea and coffee sourced from certified and social enterprise suppliers

How does the venue process waste?

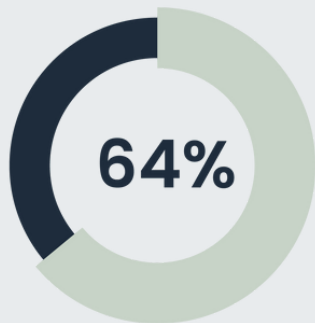
Minimising waste at source is the most effective strategy and should always come first. For items that cannot be eliminated or reduced, consider whether they can be reused at your next event. If reuse isn't possible, recycling should be the final step.

We recommend keeping printing to a minimum by sending digital communication instead or using the digital screens around the venue to display event information.

We discourage single-use plastic items such as branded pens and merchandise and encourage planners to use sustainable alternatives wherever possible.

We partner with First Mile recycling and waste management providers and do not send any waste to landfill. Anything that can't be recycled generates green energy rather than going to landfill.

Recycling Rate



Services Order over Past 12 Months

- ✓ General Waste
- ✓ Dry Mixed Recycling
- ✓ Food Recycling

KG'S ANAEROBIC DIGESTION



3447

TONNES CO2 SAVED



5.98

KG'S WASTE TO ENERGY



4250

KG'S RECYCLED



4165

TREES SAVED



43.36

KWH'S GENERATED



2337.5



How does the venue process food waste?

Ordering more food than needed doesn't just increase costs, it also leaves a heavy carbon footprint. To help tackle this issue, we suggest confirming guest numbers carefully and planning realistic portion sizes, with the option for seconds rather than oversized servings. Carefully consider the demographic profile and preferences of your delegates to tailor the menu as precisely as possible. Finally, review food usage after each event to help improve accuracy for future planning.

At The Mermaid London, any food waste that is left over after an event is collected by First Mile, who feed the waste into an anaerobic digester, where microbes digest the compostables. The decomposition process produces methane gas which is caught and used to generate electricity.



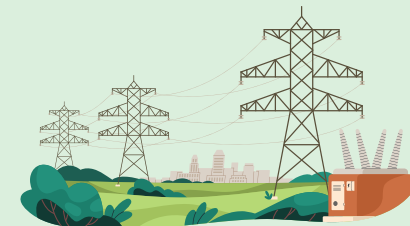
Food waste recycled

All leftover food is collected by First Mile and diverted from landfill



Waste turned into energy

Food waste is processed through anaerobic digestion to generate renewable electricity



Renewable energy generated

Methane is captured and used to generate electricity

Does the venue have strong sustainability credentials?

Choosing a venue with strong environmental standards is half the battle. At The Mermaid London we are committed to reducing our environmental impact through our everyday actions.

We are proud to have earned the Gold EcoSmart certification, which reflects our ongoing efforts to meet recognised environmental standards.

In addition, we have a nominated sustainability champion, Victoria Haydon, who can help to guide clients to make more sustainable choices.



Gold ECOsmart certified

Recognised sustainability standards



Named sustainability champion

Dedicated support for sustainable event planning



Everyday operational commitment

Sustainability built into daily venue operations

Measurement

Our event bookers can use Greengage's free Impact Portal which will provide them with carbon calculations using DEFRA government emission factors, providing standardised, government-approved carbon footprint data.

events.myecosmart.co.uk/create/5e91783c-35b4-466a-3f0f-08db14b7b83f



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