

LEADING SUSTAINABILITY & NETZERO STRATEGY FOR EVENT PROFESSIONALS & EVENT VENUES

LEARNING & DEVELOPMENT PROGRAMMES FOR BEAM MEMBERS

Online, via zoom, plus learning platform



The Circular Life
for a different kind of business



LEADING SUSTAINABILITY & NETZERO STRATEGY FOR EVENT PROFESSIONALS & VENUES

Confidently lead your events towards a positive impact.

Leading Sustainability and NetZero Strategy for Event Professionals is a unique learning and development programme that combines sustainability, event management, culture change and leadership development.

Across six modules, you will:

- Learn sustainable theory and best practices in the events industry
- Access tools and techniques to develop your sustainable event strategy and engage your team and stakeholders
- Boost your leadership qualities to drive positive change
- Be supported throughout to implement action.

We curated the programme from our combined experience of:

- 15 years designing, implementing and coaching others to lead sustainability and culture change strategy
- 12 years in the event industry, delivering all types of event formats and knowing the challenges you face - from tight budgets to even tighter deadlines!

There are six interactive learning workshops, including NetZero, Waste & Circularity, Influencing Workplace Culture and Managing Supply Chains. After each workshop, we host a group coaching and development session to dive deeper into topics, problem-solve, and foster leadership qualities.

What you learn in the classroom transitions to everyday practice.

Who is this for?

If you are responsible for leading or delivering sustainability in your organisation/events in some way, and one or more of the following resonates, this programme is for you.

- Your sustainable events strategy or programme is at a standstill, and you're unsure which direction to take next.
- You feel overwhelmed by the complexity of sustainability and feel unconfident in making decisions.
- You recognise that your sustainable events strategy lacks commitment from the wider team and stakeholders.
- You want to build a well-rounded strategy focusing on lasting impact while still producing excellent events.

Outcomes and benefits

- **Evolve and impact sustainable event strategy** through structured theory, experiential learning, and takeaway tools and exercises.
- **Nurture and mature green leadership qualities** through coaching-inspired practices and neuroscience-backed techniques
- Find **space to connect, share, problem-solve** and innovate with peer coaching, introspection and empowerment.
- Be **guided by experienced facilitators, and coaches** who specialise in sustainable development, event management and culture change programmes.



MOTHER NATURE IS OUR
GREATEST TEACHER

OUR LEARNING AND DEVELOPMENT PROGRAMMES WORK ACROSS THREE LEVELS

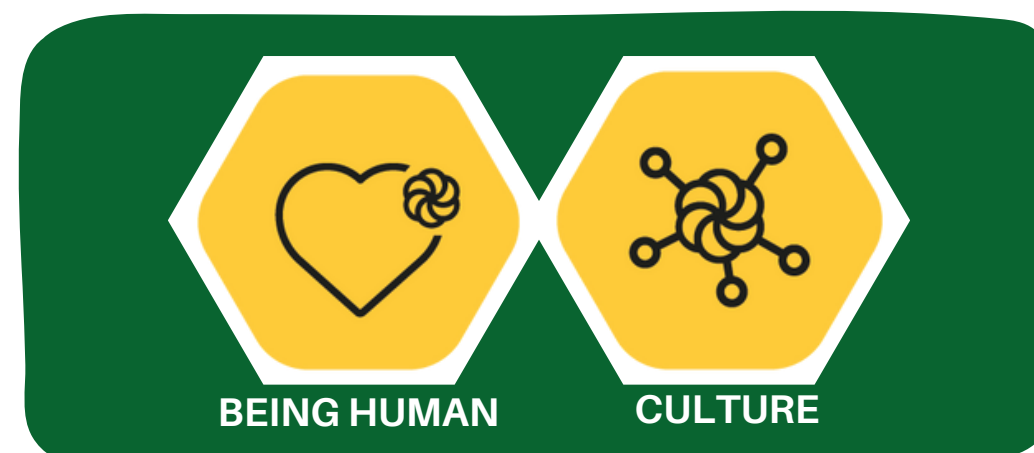
MINDSET & DIRECTION

- Strengthen green leadership qualities, including emotional and cognitive intelligence
- Build confidence in your ability to design and lead change programmes with longevity and impact
- Get your mindset and direction (personal and company) locked in and ready for success.



PEOPLE & CULTURE

- Learn leading and latest insights from culture, behaviour change and neuroscience research and how to build this into your organisation and your events
- Learn tools and techniques to shape your organisational culture and encourage growth and development
- Build a solid foundation for change and empower your people to deliver with impact



TECHNICAL & IMPACT

- Get specific and technical insights with tailored learning to improve your impact and sustainable event journey.
- Learn from best practice and *next-practice* in the events industry
- Collaborate with your peers and colleagues and encourage industry and organisational change



SCHEDULE

Online, via zoom, plus learning platform

SIX learning and development modules.

Each module includes:

- A 2 hr online workshop to explore different elements of creating and delivering sustainable events
- A 1.5hr online group coaching session to support leadership development and implementation.
- Toolkits and handouts, and 'homework' assignments to help you implement the learning
- Online support throughout

Level and expectations

- You have some knowledge and understanding of sustainability (this is about how to do it, not why)
- You have the time and capacity to implement the learning as we go through the programme.
- You are ready to explore and improve your leadership qualities along the way.

If you have any questions about suitability, please email us on info@circularlife.co.uk, or [book a call](#).

Dates and Time s

All workshops are 10am -12pm

All coaching sessions are 10am-11.30am

Module 1

Workshop Thursday 8th June 2023

Coaching Thursday 22nd June 2023

Module 2

Workshop Thursday 6th July 2023

Coaching Thursday 20th July 2023

Module 3

Workshop Thursday 3rd August 2023

Coaching Wednesday 16th August 2023

Module 4

Workshop Thursday 31st August 2023

Coaching Thursday 14th September 2023

Module 5

Workshop Thursday 28th September 2023

Coaching Thursday 12th October 2023

Module 6

Workshop Thursday 26th October 2023

Coaching Thursday 9th November 2023

Throughout the programme, participants can access an online support group to post questions or call for help. This will be through a private LinkedIn group that we will monitor regularly whilst also open for participants to support each other



SUPPORT
GROUP

MODULES 1-3

MODULE ONE: LOCATION, DIRECTION & FOUNDATIONS FOR CHANGE

WORKSHOP

Prepare your foundations for lasting change, success and impact.

- **Mindset matters:** get ready to stop ticking boxes and start leading change
- **Horizon scan:** where are we globally and as an industry, and where are you as an organisation?
- **Roadmap and ambition:** What do you want to achieve, and how will you get there
- **Organisational culture:** how to nurture and influence it
- **Reframe responsibility:** Making governance and compliance conducive to changing behaviours and creating impact.
- **Sustainability Taskforce:** govern the strategy and bring the whole organisation into the delivery.

GROUP COACHING

Explore your leadership qualities and needs in a supportive and empowering group environment.

- How does this enable or challenge your strategy?
- Where are the priority opportunities to help you and your strategy flourish and evolve

(Plus space to troubleshoot from the workshop)

MODULE TWO: UNPACKING NET ZERO & REACHING BEYOND

WORKSHOP

What does NetZero mean, what does it include, and why NetZero should not be the end goal.

- **Netzero explained:** A concise introduction.
- **Set your parameters:** manage and utilise your data effectively
- **Carbon accounting & impact reporting:** you can't manage what you can't measure
- **Helpful tools and systems:** From free to managed, plus an introduction to ISO 20121
- **Collaborative ambitions:** making NetZero a shared value within your workplace, supply and customer chains
- **Offsetting reframed:** An overview of offsetting, its significance and priority, and beyond planting trees.

GROUP COACHING

Building and nurturing a climate-positive mindset.

Giving space to overwhelm and climate anxiety
Tapping into your *why* and using it daily
Includes meditations and breathwork

(Plus space for challenges and troubleshooting)

MODULE THREE: GREAT PRODUCTION, SMALL IMPACT

WORKSHOP

Getting to the granular detail of great practice from both sides of event production as we dive into key areas of emissions – and how to reduce them.

- **Energy:** Managing the building – green power, low energy fixtures, natural light and ventilation
- **Food & Drink:** Best practice for catering and other regular suppliers
- **Low-pollution transport** and supporting guests to use it.
- **Accreditations and certifications**, including ISO, BREEAM, LEED and Ecosmart
- **Behaviours on-site** – and how to encourage the desired ones (attendees, crew and Kit)
- **Education and support** for staff, clients, guests and visitors.

GROUP COACHING

Building your roadmap

- Where are your priorities given what you've learnt so far?
- Where are the gaps, and how will you fill them?
- Where do you need more support?

MODULES 4-6

MODULE FOUR: ZERO WASTE & CIRCULARITY

WORKSHOP

Explore the root of waste, the scale of the problem and uncover some of the vast opportunities that arise when we reframe how we perceive it.

- **The scale of waste:** what is the big picture for the events industry
- **Prevention first, then getting circular:** exploring circularity, learning from best practice and defining next practice
- **Our wasteful culture:** Why do we waste it? And what does it cost us?
- **Practical Action:** learn to use a tool that supports circular decision making

GROUP COACHING

What happens when we challenge the status quo?

- When is doing nothing a viable alternative?
- Reframing convenience
- Can we hack the time/quality/price conundrum?

(includes space to troubleshoot from the workshop)

MODULE FIVE: BUILDING & LIVING YOUR VALUES

WORKSHOP

A well-rounded view of social- and community-led sustainability in events, including positive and negative impacts and unintended consequences, and aligning your goals to your business values to support delivery.

The workshop explores three pillars:

- **Equity (being fair and kind):** such as proper working conditions and living wages
- **Diversity and inclusion:** ensuring everyone feels welcome and catered for regardless of ethnicity, background, or accessibility needs.
- **Community cohesion:** how does your event impact the local community, and how to give back in a meaningful way

GROUP COACHING

Action Learning supports problem-solving and taking action in a peer development setting. It helps organisations develop creative, flexible and successful strategies for pressing problems.

- Experience and participate in an Action Learning Circle
- Learn tools and techniques to run a peer learning network. Includes takeaway tools and templates

MODULE SIX: SUPPLY CHAINS, COLLABS & PEER DEVELOPMENT

WORKSHOP

The cornerstone to successful collaboration is regular, meaningful engagement - with your suppliers, customers, partners... *and even* your competitors. This workshop will explore how to:

- Put people, not targets, at the heart of collaboration.
- Mandate *shared* sustainability goals into procurement processes and manage suppliers by aligning values and ambition.
- Learn techniques for effective engagement, including preparation and pre-engagement, the art of listening intuitively and asking powerful questions
- Toolkits and guidance: support to help people achieve collective goals.

GROUP DEVELOPMENT

A space to debrief, celebrate success, and design a future development plan - for you and your strategy.

- Reflect on learning and achievements from across the programme,
- Identify gaps and troubleshoot challenges
- Explore and commit to opportunities for continued peer-development
- Shape your roadmap, goals and ambitions for the next six to twelve months



The Circular Life

for a different kind of business

Culture change from within, where YOU own the transformation to a sustainable future.

- We help companies pivot their Sustainability, NetZero & ESG strategy from Bolt-On to Built-In
- We help you to stop checking boxes ✕ and start LIVING your values ☆☆☆
- We guide your transformation journey through Strategy, Coaching, Engagement and Facilitation
- We expand through a trusted network of partners and associates giving you access to a range of quality talent.
- This programme is delivered in partnership with

reward
SUSTAINABLE EVENTS

MEET YOUR PROGRAMME FACILITATORS



Briony Pete
Founder & Director
The Circular Life

I'm an experienced strategist, coach and facilitator, and over the past 15 years, I've guided hundreds of organisations to design and implement sustainability and culture change strategies.

My approach is to put people first - develop the person while supporting them to develop the strategy or organisation. You learn the skills and techniques, and you own the transformation. I build a sense of playfulness and curiosity in my work because humans learn faster and with more impact when they enjoy the journey.

In 2019, I retrained as an Executive Coach and continue this learning in neuroscience, culture and behaviour change and somatic coaching practices. Combining my background in sustainable development with more recent studies in human behaviour and transformation allows me to support both your strategy development - and you while you're leading it.

I am an experienced event manager with over twelve years of corporate event management experience on a mission to make every event a sustainable event.

Frustrated with the reliance on single-use items and a need for serious change, I launched reWARD Events to help businesses rethink how they design and deliver their events with purpose: events that not only reduce the negative impact on the environment but also drive positive change.

As an ECOsmart accredited agency, I also work with event venues to help them on their sustainability journey, as well as providing full carbon measurement and footprint reports for events.

Sustainability is huge, and we're all learning, so I like to keep it simple, realistic, and practical with no judgement and no jargon. I am a big believer that sustainability is not about compromise - you can still have an amazing event just without the "bad bits".



Danielle Ward
Founder & Director,
reWARD Events



WHAT OUR CLIENTS SAY

"(Working with) the Circular Life is fun, engaging, supportive and collaborative, and added real value and direction to our work. Briony works with kindness and compassion whilst challenging us about how we work as a system."

NetZero Programme Manager NHS NE London"

"Working with Danielle educated us in making better choices that had the least negative impact on the environment, and made the event something we could be proud of. Danielle is a natural leader, with a clear ambition to help businesses understand sustainability."

Stuart Tanton, Director, The Kent Foundation

"... a safe and stimulating learning environment through sharing knowledge and insights, together with very skilful facilitation."

Kate Clinton, Past Programme Participant

PROGRAMME COSTS

LEADING SUSTAINABILITY STRATEGY **FOR EVENT PROFESSIONALS & EVENT VENUES**

SIX live workshops and Six Group coaching sessions filled with sustainability gold to:

- Learn sustainability theory and best practices in the events industry
- Access tools and techniques to develop your sustainable event strategy and engage your team and stakeholders
- Boost your leadership qualities to drive forward positive change
- Be supported throughout to implement action

£950 PP

minimum ten people to run the programme

Early Bird £875 with code EARLYSUST

BOOK YOUR PLACE OR BOOK A CALL TO
FIND OUT MORE ON OUR WEBSITE



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*in partnership
with*

re/ward
SUSTAINABLE EVENTS