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A GUIDE TO DELIVERING A SUSTAINABLE EXPERIENCE



INTRODUCTION

As we entered 2020 consumer consciousness around sustainability reached an all-time high. Recent data shows that the number of Britons who are 'very concerned' about climate change has tripled in the past six years (Ipsos Mori, 2019), with **85% of people trying to live more sustainably**.

Changing consumer attitudes are being reflected in changes to brand behaviour; with companies like McDonalds, L'Oréal and Unilever all pledging to use only reusable, recyclable or compostable packaging by 2025.

As the conversation around sustainability grows, consumers are expecting brands to respond in a proactive way. With an increasing number of consumers **choosing brands based on their eco-credentials**.

Live experiences provide a unique opportunity to engage an audience, create a memorable experience and lead the way for behaviour change.

Yet despite the lasting impact of events, many brands do not consider the environmental implications of the experiences they create. The latest MetGreen data shows that typically **41% of event materials go to landfill** – and we want this to change!

At **SEEN** we're passionate about reducing the environmental impact of live experiences. This guide combines our understanding of consumer behaviour and environmentally conscious production practices to show you **how to deliver a sustainable live experience**.



CONSUMER ATTITUDES
TO SUSTAINABILITY

GEN Z

GEN Z VALUE VALUES

For Gen Z, authenticity and action is key. 94% of Gen Z's believe that people need to come together to make progress on environmental issues. They are passionate about the role that government and business must take in order to drive positive change. Gen Z choose their brands on a values led basis, with 58% choosing products which align with their personal values.

SPEAK LOUD AND SHARE FAST

The first digital native generation, Gen Z are highly connected and are able to quickly share their views. This connectivity means that many of the issues which are important to this generation have a trickle-down effect to wider society and become part of the mainstream. The passion and influence that Gen Z have for sustainability makes them an important audience to engage and empower through live experience.

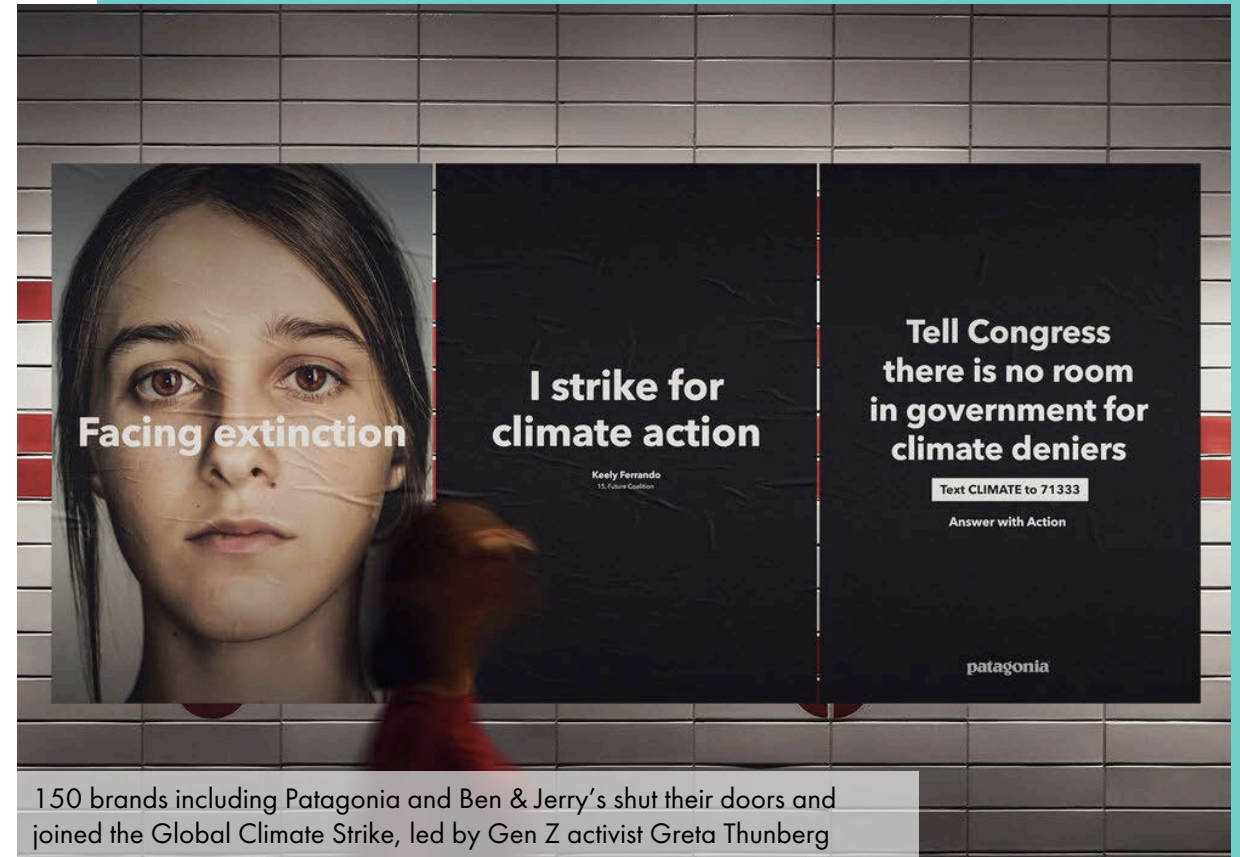
MAKE A CHANGE

This audience is willing to get involved with sustainable initiatives and can be called on to take action alongside a brand.

Interactive experiences which create the opportunity for them to make a difference are well received by this audience.

key take outs

- Climate change is their number one concern
- They select brands who align with their values
- Gen Z are keen to get involved and make a change



MILLENNIALS

key take outs

- Millennials are passionate about climate change and support sustainable brands
- They opt for brands who make sustainability simple for them and will pay more for conscious products

CONVENIENCE IS KING

Millennials may have paved the way for the conversation around climate change, but their increasingly **busy lives** now make it difficult for them to behave as sustainably as they'd like to. 83% of Millennials aspire to live a more sustainable lifestyle however 53% admit to making unsustainable choices out of convenience. This **desire to live more sustainably** creates an opportunity for brands to innovate and engage Millennials with environmentally conscious products and initiatives.

PUTTING A PRICE ON SUSTAINABILITY

Engaging Millennials and demonstrating a brand's eco credentials can be highly profitable, with **73% willing to pay more for sustainable products**.



Everlane's ethical production practices, clean factories and transparent pricing make shopping sustainably simple for Millennials

GENERATION X

TRUST IS KEY

Generation X demonstrate lower concern about climate change than other audiences, with only 16% saying that they follow the issue of climate change very or moderately closely (The Generation X Report, 2011). Gen X's purchasing decisions are far less motivated by brand sustainability and they demonstrate low engagement with value led messaging. They are instead motivated by messages which focus on **quality, convenience** and that build brand **trust**.

INNOVATE AND ENGAGE

To engage Gen X, messaging should have a **clear and direct** connection to their daily lives in order to have impact. For example they are significantly more likely to invest in green technologies for their home, where sustainable initiatives have a positive effect on their pocket!

Gen X are **innovative and entrepreneurial**, they value experiences which are interactive but also provide valuable information about the product.

So ensure that sustainable initiatives are seamlessly built into a brand experience to show this audience that your brand is **authentic and responsible**.



Tesla's positioning as the 'new technology for clean energy' appeals to Gen X as it combines performance and responsible production

key take outs

- Gen X are less concerned about sustainable living than other audiences
- They value quality and brand experience and trust brands who behave responsibly

Morrisons' zero packaging greengrocers provide consumers more control over the quantity and quality of the products they select. Saving shoppers money and removing 9,000 tonnes of plastic packaging per year.



ECO-ELDERS

Emerging from the Baby Boomer audience is the sub group of 'Eco-Elders', retired people who commit time to volunteer for environmental projects such as plastic fishing and beach clean ups. Older audiences can often be overlooked by brands and it is important to remember that Boomers remain keen to engage and often have the time to dedicate to more in-depth experiences – and money to spend!

BABY BOOMERS

Baby Boomers may declare a lower concern for climate change than younger audiences but they are more likely to practice sustainable living through their behaviour and product choices. A recent study showed that 85% of Boomers have made changes to reduce energy consumption in their homes. They also demonstrate eco-consciousness through their packaging choices, with **60% changing their buying habits** in favour of products with less packaging.

...IF THE PRICE IS RIGHT

Baby Boomers are less willing to pay more for products marketed as sustainable, with only 42% willing to pay more in comparison to 73% of Gen Z.

key take outs

- Boomers have the time and resource to engage with brand activities
- They are willing to make changes to live more sustainably
- They are less willing to pay more for products marketed as sustainable

SUSTAINABILITY
TRENDS



SUSTAINABILITY TRENDS

As consumers become more engaged with sustainable living,
it's impacting on their behaviour.

There are some key trends which bring these shifts to life and
can inform the way that brands design and deliver live
experiences

TRENDS TO WATCH

1. GREEN PRESSURE
2. PRE-CYCLING
3. PURPOSE LED BRANDS

UNILEVER'S 'SUSTAINABLE LIVING'
BRANDS DELIVERED OVER 60% OF
THE COMPANY'S GROWTH IN THE
PAST TWO YEARS



GREEN PRESSURE

As public awareness around the issues of climate change becomes mainstream we see audience attitudes shifting from sustainability being an option to a must-have.

Trend forecasters 'Trend Watching' list Green-Pressure as being the number one consumer trend for 2020, as responsible consumption becomes less about the status of opting in and more about the shame of opting out.

This attitude shift is crucial, as consumers now expect brands to be actively taking steps to be more sustainable and notice those who don't.



When collaborating with Gen Z influencer Lava La Rue, **Converse** ensured that their launch party created zero-waste. No cups were provided as guests needed to 'BYOC' bring your own cup to the bar in order to enjoy a cocktail.



Elsewhere eco-cleaning brand **Method** turned attention to the wasteful nature of fashion and retail pop-ups with the 'Method Slow Fashion Store'. The pop-up encouraged people to consider their shopping habits and reinvigorate shopper interest in second hand clothing. Selling clothing gifted from celebrities, shoppers were encouraged to donate and customise existing items to give their clothes a longer life.

PRE-CYCLING

With consumers becoming more committed to living a sustainable lifestyle we are seeing an increased willingness for people to engage in pre-cycling and circular consumption.

PRE-CYCLING

The avoidance of creating waste by taking action beforehand e.g. by bringing a reusable cup or tote bag.

CIRCULAR CONSUMPTION

Minimising the amount of new products or materials that are created and extending the lifespan of products by sharing, hiring, reusing, repairing, refurbishing and recycling existing materials.

Providing services such as water fountains and refillable coffee stations are simple ways to incorporate pre-cycling into your event. These small actions empower guests to act more sustainably and show that your brand is taking active steps to reduce waste.



Coca-Cola engaged a Gen Z audience within universities by removing plastic and introducing freestyle vending machines. The machines allow students to refill and pay using RFID enabled reusable bottles.

Glastonbury demonstrated the significant impact that pre-cycling can have at an event by banning the sale of single use plastic in 2019. The move reduced the consumption of over one million plastic bottles and saved the festival over £200k in associated clean-up costs.

PURPOSE LED BRANDS

58% of Gen Z state that they actively seek out brands whose values align with theirs and will reject those who don't.

In response to this we are seeing a rise in purpose-led brands who build their company around a core value. In many instances these core values are centred around sustainable living.



Timberland use experiential to show their commitment to making a greener future. They empower their consumers to make a difference through their 'eco-hero' initiative, which invites the public and influencers to join together to take part in events.

As part of a pledge to plant fifty million trees over five years, Timberland host urban greening events which turn disused spaces into community gardens.

A close-up photograph of a person's hand, wearing a silver ring, touching a large quantity of bright blue wood shavings contained within a light-colored wooden tray. The shavings are piled high and appear to be made of a soft wood. The background is slightly blurred, showing more of the tray and the person's arm.

HOW TO DELIVER A SUSTAINABLE EVENT

A GUIDE





HOW TO DELIVER A SUSTAINABLE EVENT

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THE GUIDE AT A GLANCE



As part of their ongoing commitment to make their products in a more innovative and sustainable way Converse launched 'Renew', their first sneaker to be made from 100% recycled materials. Converse's challenge to us was to deliver a zero-to-landfill event which launched Converse renew to trade, press and consumers.

In response to the brief we delivered a multi-function pop-up which was made entirely from recycled and recyclable materials.

Within this guide we use the Converse Renew event as a real world example to demonstrate how our recommendations can work in practice to deliver a sustainable event.

CONVERSE RENEW

Over the course of three days the Renew pop-up housed multiple events, including a retailer training session, press launch night, consumer workshops and a pop-up shop - to name a few!

Upcycling workshops were hosted in collaboration with the NiNE8 Collective. Consumers were invited in to turn their waste plastics into bespoke sneaker tags, with the help of recycling innovators Precious Plastics.

The pop-up shop helped consumers avoid the need to buy new shoes, as sneaker care experts Jason Markk were on hand to renew old Converse.

In addition, a gallery space showcased local talent from the UAL Material Futures course. The installation displayed new approaches to sustainability and conscious design



1. LOCATION

Although often overlooked, location selection can play a vital role in reducing the environment impact that your event has.

Through collaboration with the landlord and local community it's possible to not only **minimise the impact** an event has, but also **positively contribute** to the surrounding location.



UTILISE EXISTING MATERIALS

Consider using existing spaces and materials to minimise the amount you build. For Converse we used a vacant retail space and collaborated with the landlord to utilise on-site kit. This reduces the need to transport additional materials to site.

MINIMISE TRAVEL DISTANCE

Consider venue accessibility to public transport and the proximity of the location for guests. Choosing an accessible and convenient location minimises travel emissions.

SOURCE LOCAL

Think about how you can get the most out of local suppliers. Sourcing from local suppliers reduces delivery distance and has a positive economic impact on the surrounding community. For Converse we partnered with local community gardens and charity shops to source materials and donate unwanted goods post event.

2. SET BUILD

To deliver a zero-waste event approach set design with sustainability in mind...

HIRE OVER PURCHASE

Identify which items can be hired over purchase. Hiring event materials is an easy and cost effective way to minimise impact. Using furniture hire companies who offer carbon neutral deliveries, recycled packaging and furniture made from recycled materials further reduces impact.

USE RECYCLED MATERIALS

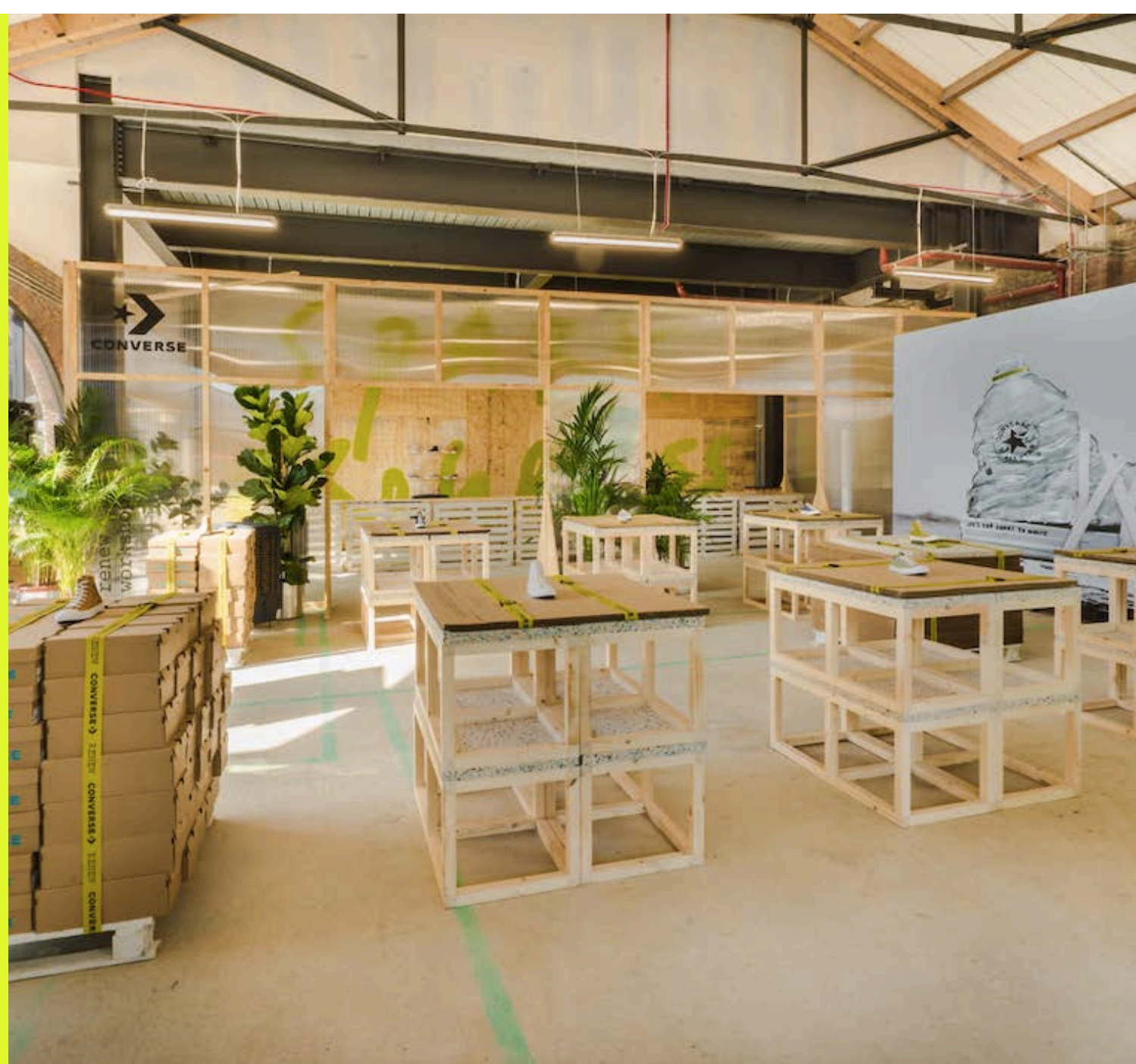
Use reclaimed, recycled and recyclable materials within your build. For Converse we utilised waste materials from local building sites and plastics fished from the neighbouring Regents Canal within the set design. Incorporating recycled and recyclable materials keeps the production process circular.

MULTI-FUNCTION

When designing a set consider how each item can have a multi-function and be adapted for use post event. By designing with multi-function in mind you minimise the amount of items which need to be built and extend the life-span of the kit. For example, the Converse display plinths pictured can be easily adapted to become bench seating for guests.

FUTURE USES

During the planning stages consider whether items can be designed to make them suitable for additional purposes post event. We removed the need to create additional POS displays by re-using the Converse kit for upcoming in-store displays.



3. CONSUMER TOUCH POINTS

Consumer touch points leave a memorable impact on guests. Consider how the touchpoints can be used to communicate your brand story and minimise environment impact.

INVITATIONS

Where possible go digital! Invitations and schedules can be shared digitally to avoid printing.

TAKEAWAYS

Use innovative materials and remove plastic from consumer takeaways. Avoid leaving guests with single use plastic to dispose and ensure that takeaways are both useful and low impact.

For Converse we made retail bags and flyers using plantable seed paper - a quickly degradable material which contains bee encouraging wildflower seeds. Rather than delivering gifted products to Influencers, guests were asked to collect their sneakers from the Kings Cross pop-up in order to reduce deliveries.

WORKSHOPS

Consider how event workshops can be forces for good. We incorporated recycling into the Converse workshops by inviting guests to take part in clothing upcycling and plastic repurposing classes.

Interactive experiences engage a Gen Z audience as they enjoy getting involved in the recycling process and making a positive change with their favourite brands.



4. GO PLASTIC FREE

The impact of single use plastics has dominated the headlines for the past few years and remains the primary concern for consumers.

Removing it from your event is a simple action with a highly visible impact.

Take these **4 simple steps**...

- 1** Switch out plastic cups for glass, metal or paper and don't provide straws
- 2** Remove laminated signs and lanyards
- 3** Work with sustainable hire companies who provide zero-plastic wrapped deliveries
- 4** Package guest gifts in reusable totes or paper bags

57% OF GLOBAL CONSUMERS STATE THAT THEY HAVE ACTIVELY WORKED TO REDUCE THEIR PLASTIC CONSUMPTION IN THE PAST YEAR.





5. CATERING

A memorable aspect of any event! Simple steps can be taken to ensure that catering leaves a positive impact on your guests and the environment...

SOURCE LOCAL

Source from local suppliers to minimise food miles. For Converse we worked with hyper-local producers to source food and wine.

ZERO-PLASTIC SERVEWARE

Replace single use plastics with bio-degradable serve ware and encourage guests to pre-cycle by bringing their own refillable cup for drinks.

SHARE THE SPARE

Apps such as Olio and Too Good to Go make sharing spare food easy and avoid generating waste. We donated surplus food from the Converse event to the local community using the Olio app.

6. PRODUCT JOURNEY

In order to eliminate waste from the event you should map the product journey for each element of the build upfront.

By mapping the product journey you can identify which items could go on to have another life at a future brand event and which could be locally donated or recycled back into the production system.

PRE

- Constructed materials with no future purpose are designed to be easily broken down for recycling
- Kit is designed to be adapted for use in upcoming retail displays or future events
- Hired materials are sourced in favour of building from scratch

DURING

- Guests are encouraged to bring recyclable items to exchange at the event
- Recycling bins are provided on site to capture waste
- Eco-friendly waste removal services are used to ensure that waste is recycled and not sent to landfill

POST

- Unwanted items are donated to local community projects
- Multi-functioning kits are transported to their next destination
- Reusable items are sent to storage for use in future events

THE GUIDE AT A GLANCE

LOCATION

- Minimise guest travel distance
- Utilise location kit/services
- Source from local suppliers

CONSUMER TOUCH POINTS

- Go digital where possible
- Build sustainability into the consumer experience

CATERING

- Source local
- Use bio-degradable serve-ware
- Donate surplus food

1

2

3

4

5

6

SET BUILD

- Hire over purchase
- Use recycled materials
- Design items to be multi-function
- Plan future uses for the kit

GO PLASTIC FREE

- Encourage guests to bring their own cup/bottle
- Use paper packaging
- Engage zero-plastic suppliers

PRODUCT JOURNEY

- Plan how to donate, re-use, store and recycle materials from the start

WANT TO KNOW MORE?

Thanks for reading our report. If you would like to know more about circular practices then keep in touch.

We will be hosting webinars early 2021 celebrating all things circular design. To be on the guestlist or to talk to us more then please contact us below.

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