



TIPS FOR INTERNAL CONVERSATIONS

The purpose of this document	To provide guidance for conversations with event teams to make sure you communicate all the information they need to know on the waste strategy before the event takes place.
Who it is for	The Waste Lead - to share in briefings with staff.
How to use it	Read through this document and apply to planning conversations, communications and materials to share in briefings with staff.

WHAT TO SHARE

For your waste management plan to be successful it needs everyone to be on board. This means communicating in a way that engages people at the right time with the right information.

Provide people with what they need to know at the relevant stages rather than overwhelming them with everything all at once:

People to communicate with are the leads for:

- › Booking food traders / bars (concessions)
- › Creative Production / production
- › Site Management / Coordination
- › Procurement related to onsite infrastructure

Communicate your targets

Share your targets on waste for suppliers and staff so they have something to work towards. These targets can include:

- › A percentage of production materials to be reusable or recyclable
- › A ban on problematic materials (e.g. no single-use plastics).

You can consider specific targets for different groups, depending on what they are responsible for e.g targets for bar staff.

Use images & icons

Icons are processed 60,000 times faster than words so include them in as many materials as you can (see how we have done it in these documents).

Keep it actionable

Make it easy for people to make changes by providing them with the information they need to take actions to meet your ambitions:

- › Provide a list of suppliers who can provide preferred materials so people don't have to do the research
- › Provide checklists of what they should and shouldn't do at each stage
- › Share any relevant documents provided in this resource.

Speak in person

There is no guarantee that people will read an email. Plan to speak with people in person or in virtual meetings about the waste strategy.