

Step 1**Creating Resource Circularity
Event Goal**

This part will assist you in establishing an overarching event goal for resource circularity. The goal is going to be the north star that you will revisit from time to time when planning, running and evaluating your business event. It enables you as an organiser to envisage the event's level of contribution to a circular economy, facilitating your strategy formulation, action plan design and implementation, value chain partner communications as well as post-event review at subsequent stages. Hence, setting the tone right is the essential first step for a circularity-minded event.

**What is Event Goal?**

An event goal is a general, vision-oriented and often short statement that an organiser can form to precisely depict the desired condition one wishes to achieve in the event. An event can have more than one event goal, as shown in the examples below:

FHA-Food & Beverage's Goals (n.d.)

- The conversion of FHA-Food & Beverage into a Zero Waste Event.
- The conversion of FHA-Food & Beverage into a Carbon Neutral Event of international distinction.
- The delivery of an enduring Legacy of Knowledge, catalysing the swift assimilation of sustainable event practices throughout the region.

25th World Congress of Dermatology (2022)

- The decision to produce the 25th World Congress of Dermatology as a green event aims for efficiency, a good "waste reduction, reuse, recycling, recovering and repairing strategy" and, a positive impact on the community.

IMEX Frankfurt Sustainability Goals (n.d.)

- Measure our event footprint
- Deliver net zero events by 2030
- Make sustainability education accessible to all
- Share what we learn and amplify best practice
- Give back to our local communities
- Champion the positive impacts of meetings and events

From them, you can also see that the structures for a similar event goal vary. In this part, for ease of setting a resource circularity goal for your event, the PSLB team suggests expressing your goal with:

- a **verb** that indicates the action or direction of change; and
- a **noun phrase** that encapsulates the desired condition or delineates the resource circularity focus

A selection of possible words is listed below for you to consider and play around. You can think out of the box and add in more.

Verb		Noun Phrase
Increase / Drive / Create / Stimulate / Enhance / Promote / Encourage / Support / Foster / Maximise	+	Zero waste event / Circular event potential / Innovative circular solutions / Cross-sectoral collaboration / Value chains collaboration / Emergence of circular economy / Diverse and resilient economy / Public awareness of circularity
Reduce / Decrease / Slow down / Eliminate / Mitigate / Avoid / Minimise	+	Virgin raw material extraction / Natural resource depletion / Single-use material / Greenhouse gas emissions / Carbon emissions / Waste generation / Landscape and habitat disruption / Damage to local environment

An example is created below with reference to Knowledge Primer 7 organised by the PSLB team:

Knowledge Primer 7 Resource Circularity Goals

As the organiser of Knowledge Primer 7, we have identified three resource circularity goals as listed below:

- **Avoid** using **single-use material** as much as possible at Knowledge Primer 7
- **Foster** **collaboration between value chain partners**
- **Support** the growth of **innovative circular solutions** in Hong Kong market

Your event's resource circularity goal(s):

1. _____
2. _____
3. _____

Next Steps

With at least one resource circularity goal set, you now have a direction to follow through in your event. While you can announce the goal internally at this stage, you should remember that an event's circularity performance depends on how effective the communications and execution are on the working level. To get rid of the intention-action gap, concrete guidelines and instructions that target at frontline personnel are needed. These will be covered in the next two steps.