

Step 5 Setting Circular Event Targets

Key performance indicators and targets are important for event management as they can concisely communicate your expectations as an organiser to the event work and performance. This section focuses on helping you to formulate circular event targets. For the event targets to be meaningful, the organiser can follow the SMART principle:

- Specific – Get into the specifics of the desired results
- Measurable – Put a number associated with the target to make it measurable
- Achievable – A realistic target that makes sense to the set timeframe and investment
- Relevant – Create target that is relevant to the event's and / or company's purpose
- Time-bound – Adding a clear timeframe to keep the working team accountable

With the examples given below, this part provides you with an idea of how circular event targets can be established.

Examples of the Key Components for Different Types of Resources Circularity Targets

| Targets Related to Input Material | | |
|---|--|---|
| The Origin of the Input Material | Types of Input Material | Target Pattern |
| <ul style="list-style-type: none"> • Virgin material • Non-virgin material • Renewably produced • Regeneratively produced • Sustainably produced | <ul style="list-style-type: none"> • Plastic • Paper • Wood | <p>(Action) + (Origin of the input of material) + (Types of input material) + (Measurable results) + (Timeline of the target)</p> <ul style="list-style-type: none"> • Increase the usage of sustainably produced paper by 50% at the [Insert event name] • Reduce the usage of virgin plastic material by 20% in [Insert organiser name]'s exhibition portfolio by end of 2024 |

Targets Related to Operational Waste

| Types of Operational Waste | Circular Channels to Return Waste into Resources Loop | Target Pattern |
|--|--|--|
| Overall event operational waste | <ul style="list-style-type: none"> R0: Refuse – Make product redundant by abandoning its function or by offering the same function with a radically different product R1: Rethink – Make product use more intensive R2: Reduce – Increase efficiency in product manufacture or use by consuming fewer natural resources and materials | <p>(Circular channels) and / or (Action) + (Measurable results) + (Types of operational waste) + (Timeline of the target)</p> <ul style="list-style-type: none"> Reduce the overall operational waste generated from [Insert event name] by 20% compared to 2023 |
| <p>Waste by category</p> <ul style="list-style-type: none"> Plastic wrappings Wooden pallets Food waste Wastewater Disposable cups Disposable cutlery | <ul style="list-style-type: none"> R3: Reuse – Reuse by another consumer of discarded product which is still in good condition and fulfils its original function R4: Repair – Repair and maintenance of defective product so it can be used with its original function R5: Refurbish – Restore an old product and bring it up to date R6: Remanufacture – Use parts of discarded product in a new product with the same function R7: Repurpose – Use discarded product or its parts in a new product with a different function R8: Recycle – Process materials to obtain the same (high grade) or lower (low grade) quality R9: Recover – Incineration of material with energy recovery | <ul style="list-style-type: none"> Refuse all disposable cutlery in [Insert organiser name]'s exhibition portfolio by end of 2024 Recycle 50% of wooden pallets generated from the logistics at the [Insert event name] Increase the repurpose rate of food waste by 10% compared to 2023 |

Targets Related to Circular Outputs

| Output Material | Circular Channels for Reapplying the Output Materials | Target Pattern |
|---|--|---|
| <ul style="list-style-type: none"> • Stands • Plastic panels • LED lights • Carpet • Furnishing • Electronic devices • Lanyards • Printed promotion materials | <ul style="list-style-type: none"> • R3: Reuse – Reuse by another consumer of discarded product which is still in good condition and fulfils its original function • R4: Repair – Repair and maintenance of defective product so it can be used with its original function • R5: Refurbish – Restore an old product and bring it up to date • R6: Remanufacture – Use parts of discarded product in a new product with the same function • R7: Repurpose – Use discarded product or its parts in a new product with a different function • R8: Recycle – Process materials to obtain the same (high grade) or lower (low grade) quality • R9: Recover – Incineration of material with energy recovery | <p>(Circular channels) and / or (Action) + (Measurable results) + (Types of output material) + (Timeline of the target)</p> <ul style="list-style-type: none"> • Reuse 100% of the exhibition stands at the [Insert event name] • Increase the recycling rate of used carpets by 50% at the [Insert event name] compared to 2023 • Increase the refurbish rate of furnishing by 10% in [Insert organiser name]'s exhibition portfolio by end of 2024 |

Targets Related to Circular Products, Services and Solutions

| Circular Products, Services and Solutions | Metrics Related to Adoption / Revenue / Engagement | Target Pattern |
|--|--|--|
| <ul style="list-style-type: none"> Rent-a-coffee-mug system Reusable stands programme Furnishing rental programme Electronic devices rental programme Renewable energy Water refill stations Paperless communication Low-carbon transportation | <ul style="list-style-type: none"> Adoption rate No. of companies adopted Engagement rate No. of companies engaged Amount of revenue generated Percentage of revenue generated compared to other source of revenue | <p>(Action) + (Metrics related to adoption / revenue / engagement) + (Types of circular products, services and solutions) + (Measurable results) + (Timeline of the target)</p> <ul style="list-style-type: none"> Increase the adoption rate of [Insert organiser name]'s reusable stands programme by 50% compared to 2023 Engage 100 exhibitors to promote [Insert organiser name]'s electronic devices rental programme in 2024 Increase the revenue generated from water refill stations rental to exhibitors by 10% at the [Insert event name] compared to 2023 |

Your circular event targets:

- _____
- _____
- _____
- _____
- _____

Next Steps

After setting the targets, you as an organiser can now make use of them at various event planning stages by:

- Designing initiatives and soliciting innovative circularity ideas that are effective to achieve the targets
- Engaging suppliers further on collectively improving the event's resource circularity performance
- Continuously monitoring and communicating the event's circularity progress