

SPOTLIGHT ON SUSTAINABILITY

Speaker Series

As part of our 'Spotlight on Sustainability' Speaker Series, we spoke with Bethan from 'Little Green Book' on sustainability, the event industry & life beyond Covid-19.



WHO ARE YOU & WHAT DO YOU DO?

"I'm Bethan, founder of sustainable events supplier directory, **Little Green Book**. I've worked in the events industry managing a range of events for over eight years across the charity, corporate and wedding industries.

I have always found myself hunting for more eco-friendly ways to work and have found it extremely difficult to find sustainable **suppliers** without spending hours searching the web!"

WHAT WAS THE KEY DRIVING FORCE IN BECOMING A SUSTAINABLE BUSINESS?

"I have always been incredibly aware of my impact on the **environment**, turning vegetarian in my teens and working for animal charities during my career.

After seeing event after event creating needless amounts of **waste**, it led me to studying a university course in Green Logistics & Procurement, and subsequently launching Little Green Book in November 2019."



@fawn_and_folk_



...the most important thing we can take away from the pandemic is to live more mindfully...

WHAT IS 1 CHALLENGE YOU HAVE WORKING IN THIS INDUSTRY?

"Reach. There are individuals planning events all over the world, every single day. We built this platform for them, so the challenge is getting it in front of them

I want to become their go-to directory when they are looking to find **suppliers** for their next event that tick the boxes of being visually stunning and environmentally conscious."

Sustainability in 1 word?
Mindful.

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CAN YOU RECOMMEND ANOTHER SUSTAINABLE BUSINESS WHO INSPIRES YOU?

"Absolutely. One of our very first suppliers was green florist **Floral Roots**.

Having just finished their first year in business, they are already making a big impact with beautiful unique and naturally untamed floral designs. They are foam-free and use **British grown flowers**, striving to run their business as sustainably as possible."

@floral.roots

First thing to do when lock-down is lifted? Hug my family, I cant wait to see them all!

IF YOU COULD GIVE 1 PIECE OF ADVICE, WHAT WOULD IT BE?

"Pick your **suppliers** wisely. Booking like-minded suppliers with a core business value of sustainable working will automatically set you on an environmentally conscious path when planning your event.

These professionals are the **experts**, and will be able to tailor your vision to ensure it meets your sustainable targets."



@cakemebysurprise



HOW OPTIMISTIC ARE YOU ABOUT LIVE EVENTS POST COVID-19?

"I'm optimistic that live events will resume post-pandemic and be just as **impactful** as they were before, however I do believe that their format, logistics and planning will change.

I can see a lot of events blending both live and digital elements together, in a new **hybrid** style of event. Watch this space for a Little Green Book Live event!"

...I think the natural move post-pandemic will be to a more sustainable working method for all businesses and people...