



**NUST**  
NATIONAL UNIVERSITY OF  
SCIENCES & TECHNOLOGY

# Sustainable Event Guide

Guiding Sustainable Practices in Campus  
Event Planning



**Developed by**  
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# INTRODUCTION

## Sustainability at NUST

At the National University of Sciences & Technology (NUST), our commitment to sustainability is woven into every aspect of our institution. Through the Sustainability Office of NUST, we are aligning our goals with the United Nations' Sustainable Development Goals (SDGs) and setting a precedent for universities nationwide.

This guide provides practices to embed sustainability in event planning and evaluation, supporting our mission to:

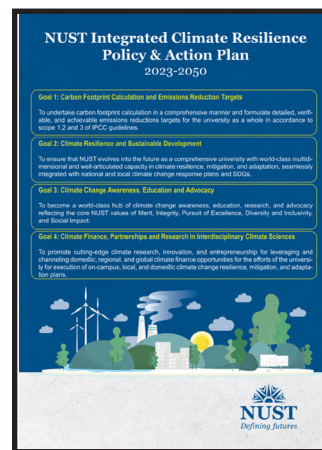
**1. NUST 2030 Sustainability Strategy:** A comprehensive roadmap for achieving long-term sustainability goals.

**2. NUST Climate Action Plan:** A detailed plan for reducing our carbon footprint and mitigating climate change impacts.

NUST annually hosts numerous national and international conferences, seminars, and symposiums, bringing together experts, scholars, and thought leaders to exchange ideas and explore solutions to global challenges. These large-scale events attract diverse audiences and create opportunities for collaboration and innovation.



### NUST 2030 Sustainability Strategy



Target	Year	Target	Year
Develop comprehensive climate resilience framework for NUST and Campus	2023	Conduct comprehensive climate resilience assessment	2024
Identify potential emissions sources	2024	Identify potential mitigation and adaptation initiatives	2024
Establish greenhouse gas and air pollutant emissions policy for NUST and Campus	2024	Conduct extensive weather risk assessment	2024
Assess energy needs and plans from micro-climatic and energy transition	2024	Establish energy efficiency measures	2025
Develop plans for existing food wastage	2024	Develop plans for green buildings	2025
Develop food loss prevention strategies	2024	Develop and execute communication plan for mitigation and adaptation actions	2025
Develop food loss prevention strategies	2024	Establish food loss prevention strategies	2025
Develop and execute implementation plan for renewable electricity generation	2027	Develop and execute implementation plan for mitigation and adaptation actions	2025
Develop NUST Climate Resilience as a risk management system coupled with proactive capability to respond to climate-related incidents, monitoring, and adaptive management	2027	Develop implementation of water resource management	2025
Develop an open source comprehensive climate resilience framework	2027	Establish implementation of plans for green buildings and infrastructure	2025
Develop NUST emissions inventory for all other significant facilities and satellite campuses of NUST	2029	Establish monitoring systems for green buildings and infrastructure	2025
Establish greenhouse gas and air pollutant emissions policy for all other significant facilities and satellite campuses of NUST	2029	Establish 100% water and wastewater management	2025
Establish and launch NUST Climate Resilience and Adaptation Fund	2029	Establish 100% water and wastewater management	2025
Ensure that all campuses of NUST are net zero	2050	Ensure that all campuses of NUST are net zero	2050

### NUST Climate Action Plan

# Why Choose Sustainable Event Planning?

In addition to these conferences, over 40 student clubs and societies organize a variety of activities throughout the year, including workshops, cultural festivals, sports events, and awareness campaigns. NUST also facilitates various other academic and institutional events that further its mission of societal impact and sustainability. Collectively, these activities have a significant environmental footprint, involving extensive resource consumption, travel emissions, and waste generation.

Sustainable event planning ensures that these impactful gatherings not only achieve their objectives but also contribute positively to environmental and social well-being, aligning with NUST's 2030 Strategy and the UN SDGs.



# About This Guide

This guide is designed to assist you in planning sustainable events at NUST, fostering lasting positive change. By embracing sustainable practices, you contribute to building a legacy of environmental responsibility for future generations. A separate Sustainability Event Checklist is available to ensure your events are planned with sustainability in mind, providing practical steps to create more eco-friendly and responsible gatherings



## Sustainable Event CHECKLIST



## Who Is This Guide For?

This guide is designed for everyone involved in organizing and managing events at NUST, ensuring that sustainability is at the forefront of all activities

1. Event Organizers: Facilitating knowledge exchange and innovation through impactful conferences, seminars, and workshops.
2. Student Societies and Clubs: Hosting dynamic activities that engage diverse audiences across campus.

Institutional Stakeholders: Leading initiatives that align with NUST's sustainability goals.

This resource empowers all contributors to plan events that prioritize sustainability while reflecting NUST's leadership in sustainable practices.

## How to Use This Guide?

### PLENTY OF TIME?

Start early and follow the comprehensive strategies in this guide to integrate sustainability into all event aspects

### SHORT ON TIME?

Use the quick-reference checklist for fast, effective alignment with NUST's sustainability objectives



# CHOOSING A SUSTAINABLE VENUE





Selecting the right venue is crucial for minimizing an event's environmental impact. NUST offers a variety of venues, from auditoriums and conference rooms to meeting spaces and outdoor grounds, all of which can be utilized for sustainable events. By prioritizing venues with energy-efficient facilities, natural lighting, and waste reduction practices, we can significantly reduce energy use, waste, and improve overall event outcomes.

## Key Considerations

Here are key factors to consider

### CONSIDERATION

### SUSTAINABLE PRACTICE

#### Virtual vs In-Person Events

Prioritize virtual or hybrid formats to reduce emissions; choose in-person venues only when necessary

#### Proximity and Public Transport

Select venues with easy access to public transport; encourage short commutes, electric shuttles, or carpooling

**Indoor vs Outdoor Venues**

Choosing energy-efficient indoor venues for evening events; select outdoor venues for daytime events

**Energy & Water Efficiency**

Choose venues with LED lighting, efficient HVAC systems, and water conservation measures

**Fire Safety & Emergency Plans**

Ensure venues have comprehensive emergency evacuation protocols

**Accessibility**

Ensure venues are fully accessible and provide necessary amenities

# Lessons from NUST Summer School for Climate Change (NSSCC) 2024

The **NUST Summer School for Climate Change (NSSCC) 2024**, was Pakistan's first ever summer school aimed at advancing knowledge and actions on climate change.

For this, the School of Interdisciplinary Engineering and Sciences (SINES) as the venue for NSSCC 2024 due to features like

- Solar energy
- Separate prayer areas
- Nearby medical facilities
- Digital seminars with international professors
- Electric shuttles for eco-friendly transportation

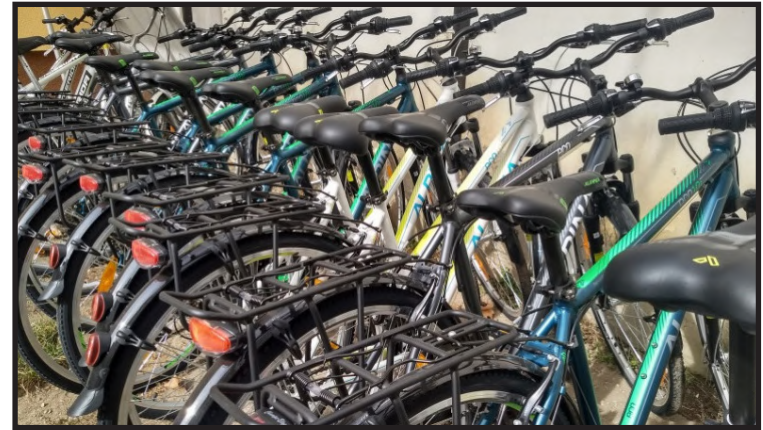


# TRANSPORT



Transportation is a crucial element in the NUST Sustainable Event Guide, as it significantly influences the environmental impact of events. With participants often traveling from various locations, the way they commute to and from events can either contribute to or reduce the overall carbon footprint.

Many of NUST’s events attract a diverse range of participants, including international and national guests, whose travel needs must be carefully considered. Ensuring access to eco-friendly and efficient travel options is vital to accommodate these attendees while minimizing emissions.



## Key Considerations Here are key factors to consider

CONSIDERATION	SUSTAINABLE PRACTICE
<b>Proximity and Public Transport</b>	Select venues with easy access to public transport; encourage short commutes, electric shuttles, or carpooling
<b>Active Travel</b>	Encourage walking, cycling, or scootering for nearby departments with secure facilities
<b>Shared Transport</b>	Facilitate carpooling schemes or arrange shuttle service for larger events
<b>Inter-city or International Travel</b>	Promote trains or buses for inter-city travel; recommend eco-friendly airlines for international travel
<b>Advertise Transport Options</b>	Highlight bicycles, e-bikes, metro routes, and shuttle services to reduce car usage
<b>Collect Data</b>	Survey attendees about travel modes and distances to track carbon emissions and encourage mindset change

# Hybrid Events: The New Normal?

The pandemic shifted academic events online, and now hybrid formats; combining online and in-person options are popular for their broader reach. Even though face-to-face events are necessary for interactive workshops or farewells, they have a greater environmental impact. Online and hybrid formats, on the other hand, reduce costs and emissions. The hybrid option can sometimes be costly and complex, making fully online events a more sustainable option for smaller gatherings. In short, choose the format that fits your event's needs while keeping sustainability in mind!

## EVENT PLANNING FOR HYBRID FORMATS

- Choose appropriate event format and equipment.
- Plan for setup, testing, and technical challenges.
- Consult AV teams and consider borrowing equipment to manage costs.



## ACCOMMODATION

- **Students:** Staying on-campus hostels reduces travel emissions, compared to staying outside the campus.
- **Guests:** Nearby hotels minimize travel for international speakers and visitors however the best option would be to accommodate the guests on campus.

By optimizing transport choices and accommodations, you can significantly lower the event's environmental impact.



# MERCHANDISE



Merchandise enhances the attendee experience and promotes events and sponsors, but to minimize environmental impact, sustainable options should be prioritized. If mer-

chandise is not necessary, it should be skipped to reduce waste. Focusing on eco-friendly materials and ethical production aligns with environmental responsibility.



## Event Merchandise Does Not Have to Cost the Environment

Traditional merchandise contributes to waste and resource depletion. Eco-friendly alternatives improve event reputation, attract eco-conscious audiences, and reduce the carbon footprint.

# Key Considerations

Here are key factors to consider

CONSIDERATION	SUSTAINABLE PRACTICE
<b>Sustainable Materials</b>	Use recyclable, eco-friendly materials like organic cotton, bamboo, or recycled plastics. Avoid single-use plastics
<b>Quality and Reusability</b>	Prioritize high-quality, reusable items to promote long-term sustainability
<b>Local Sourcing</b>	Engage local suppliers to reduce transport emissions and support the local economy
<b>Circular Economy</b>	Implement a take-back program for merchandise, encouraging recycling or repurposing to close the loop

Sustainable merchandise helps reduce environmental impact, meets consumer demand, and promotes responsible practices. Click to take a look at a few questions you can ask from potential merchandising partners.

## Local Sourcing at NUST Cultural Fest 2022

The Cultural Fest organized by NUST in 2022 featured NUST Bazm-e-Pakistan, which showcased sustainable shawls crafted by local artisans. This highlighted both cultural significance and environmental value, promoting Pakistan’s rich heritage with an emphasis on sustainability.



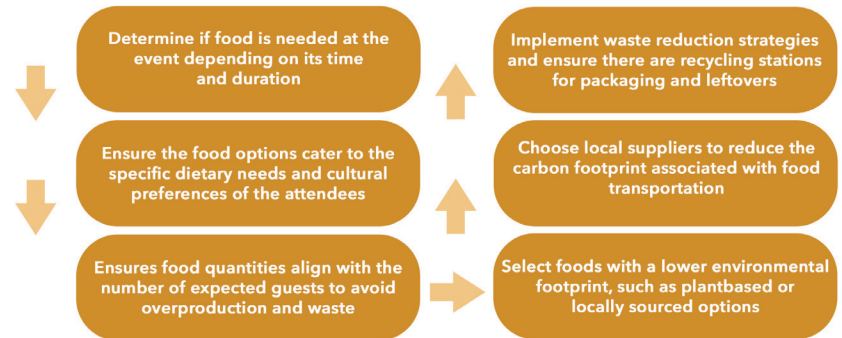
# CATERING & REFRESHMENTS



Sustainable catering practices help reduce the environmental impact of food production, which is a significant contributor to greenhouse gas emissions. By selecting locally sourced, seasonal ingredients and minimizing food waste, events can lower their carbon footprint. Sustainable food choices also promote water conservation and reduce transportation emissions.

### STEPS TO FOLLOW

The following sequence outlines sustainable catering practices that can be implemented to minimize environmental impact and promote responsible food consumption at events



## Key Considerations

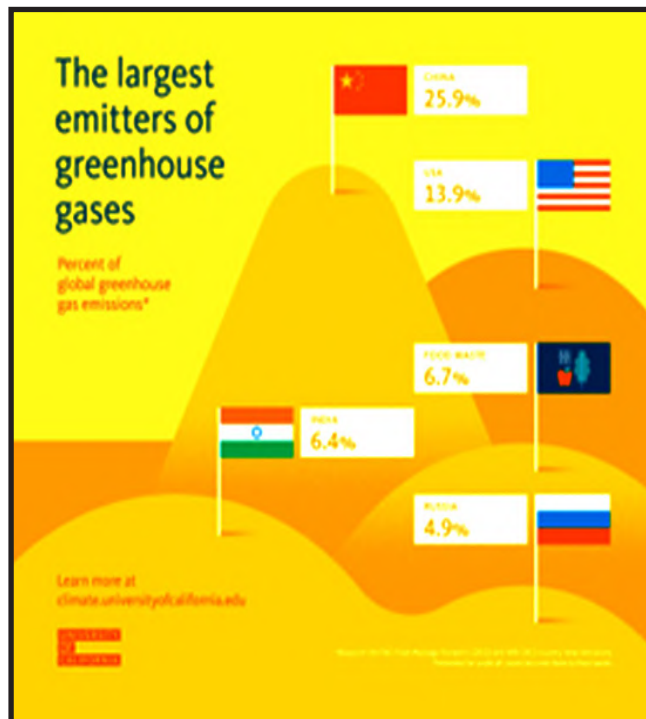
Here are key factors to consider

CONSIDERATION	SUSTAINABLE PRACTICE
<b>Food &amp; Drink</b>	Prioritize local, and seasonal foods. Avoid red meat and processed items
	Use NUST’s messing services to reduce transport emissions
<b>Crockery &amp; Cutlery</b>	Use reusable or biodegradable options, as demonstrated at NSSCC 2024 with refill stations
<b>Waste Management</b>	Provide labeled bins for recycling and waste

## What if Food Waste was a Country?

When we think about climate pollution, our minds usually jump to power plants, cars, and factories. But what often slips under the radar is wasted food. Shockingly, 6.7 percent of all GHGs come from food waste, according to FAO. Now, if 6.7 percent doesn't

sound like much, consider this: if all the world's food waste were a country, it would be the third-largest GHG emitter, right behind China and the U.S.



# PROMOTIONS





Marketing and promotional materials can have a significant environmental impact. By focusing on digital promotions and responsibly sourced materials, NUST ensures that its

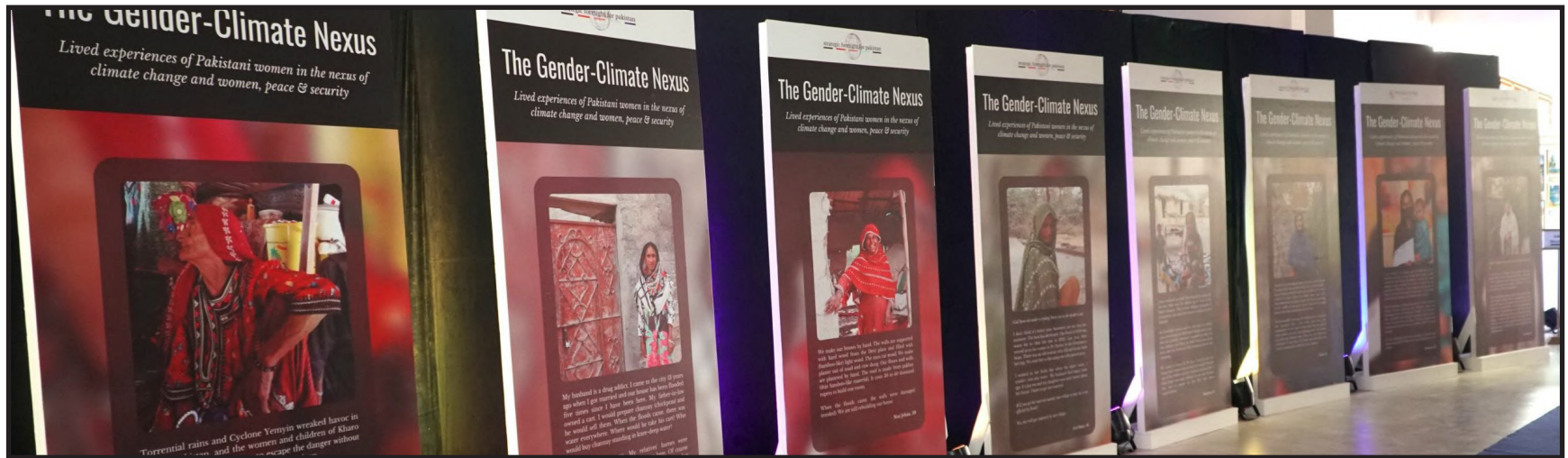
events contribute to the university's sustainability goals and reduce environmental impact. Here are some of the things to consider

## Key Considerations Here are key factors to consider

CONSIDERATION	SUSTAINABLE PRACTICE
<b>Minimize Materials</b>	Minimize unnecessary materials in promotional efforts
<b>Digital Marketing</b>	Use digital marketing (social media, emails, websites)
<b>Reuse and Share</b>	Share resources like banners and reuse signage

# PARTNERS, INCLUSIVITY, & COMMUNITY





## PROCUREMENT

### Why Source Locally?

Sourcing locally promotes sustainability by

- **Reducing Shipping:** Minimizes long-distance transportation and associated emissions
- **Lowering Carbon Footprint:** Supports eco-friendly practices
- **Ethical Supply Chains:** Ensures transparency, fair labor, and reduced exploitation
- **Strengthening Communities:** Boosts local jobs and economies

**Unique Products:** Encourages individuality and craftsmanship, offering more creative and personalized items. Local procurement not only supports environmental

goals but also fosters community growth and ethical business practices.

## PARTNERSHIPS

- **In-house Partners:** Co-host events with other NUST departments or societies to pool resources
- **Ethical Sponsors:** Choose brands committed to sustainability and ethical practices, avoiding those with exploitative labor or controversial political ties. Collaborate with those already committed to sustainability to increase reach and reduce environmental damage

# INCLUSIVITY AND COMMUNITY

Inclusive events ensure everyone, regardless of age, race, gender, or ability, feels valued. Diversity, equity, and inclusion (DE&I) are essential for fostering new perspectives and empowering all participants.

## DE&I Questions to Ask Yourself

- **DIVERSITY:** Are we recognizing and respecting differences in race, ethnicity, gender, age, ability, etc?
- **EQUITY:** Are we ensuring fair access to opportunities and resources?
- **INCLUSION:** Are we creating an environment where all feel welcomed and able to contribute meaningfully?

## How to Ensure the Global Practice of Social Sustainability and Inclusion (SSI)

**FORM A DIVERSE TEAM** Bring a diverse group in your planning table. Different perspectives can help spot potential issues and opportunities you might miss

**START WITH YOUR AUDIENCE** Is your event open and appealing to a diverse range of backgrounds, experiences, and perspectives? Think about the people you want to reach to create inviting marketing strategies

**SHOWCASE DIVERSE VOICES** Prioritize a mix of perspectives among speakers and panelists, reflecting a range of ethnicities, genders, and professional backgrounds

**COMMUNICATE INCLUSIVELY** Ensure everyone understands and feels welcome, no matter their language preference. If your audience is diverse, consider being bilingual while moderating

**DESIGN FOR ALL INTERESTS** Include interactive sessions, workshops, and activities that are dynamic and engage the interests of different groups

**CREATE WELCOMING SPACES** Ensure that your conduct, space and activities encourage participation from everyone, so no one feels left out

**ENSURE SAFETY AND COMFORT** Set clear guidelines on behavior, and have anonymous reporting mechanisms as well as plans in place to swiftly handle any issues of discrimination, harassment or exclusion

**BE CULTURALLY AWARE** Acknowledge and honor different cultures. From the food you serve to the language you use, cultural sensitivity should guide your decisions

**MAKE ACCESSIBILITY A PRIORITY** Whether it is physical access, sensory considerations, or language support, make sure everyone can access your venue, materials, and activities

**ENGAGE WITH THE COMMUNITY** Partner with organizations that can help you reach out to a broader audience beyond NUST to make your event a part of the community

**EDUCATE AND RAISE AWARENESS** Use your event as a platform to educate attendees on DE&I by integrating it in your sessions, panels, or materials

**LISTEN AND IMPROVE** After the event, gather feedback specifically on your diversity and inclusion efforts. Use this input to continuously improve, ensuring each event is more inclusive than the last



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