

Sustainable Speaking Initiative

Chris' commitment to sustainability runs deep, from her home life to sitting on boards of environmental organizations to training and volunteering to help reduce our collective carbon footprint.

As a professional speaker, it was time to be more hands-on in helping to create a more earth-centered, sustainably focused approach to the meetings and events industry. Thus, Sustainable Speaking was born with a skin-in-the-game approach to supporting organizations and individuals like you making more intentional, sustainably focused decisions around the events you host.

The good news? It's a win in all directions. Our industry has the power to influence significant change, where carbon-neutral events become the norm. Our reach is wide. At the same time, these shifts help you deliver an aligned and powerful experience for your attendees.

Doing This Will:

- Create outstanding attendee engagement and connection by including them in making the sustainability goals possible
- Increase your brand loyalty as more people want and expect sustainable practices
- Meet DEI values and goals by supporting local businesses and reducing the environmental impact that adversely affects lower income communities
- Boost your budget
- Intrigue, impress, and inspire stakeholders
- Align with Millennial and Gen Z values around conservation and the environment

One Step at a Time

Research shows that picking a few steps and applying them across all of your events for the year and adding a few more the next year makes sustainability more manageable and results in long-lasting success.

Our Sustainable Speaking Checklist helps you identify some practical ways to make your events more eco-friendly. This activity aims to support you in expanding the toolbox of resources you can use to reduce greenhouse gasses and eliminate waste from your event. It is a “Choose Your Own Adventure” activity where you can build on whatever sustainability efforts you already have in place.

Planners report that the steps were easier than they anticipated, sharing they found it relatively easy to build on their success and add more steps in the following years (Courtney Lohmann of Caretta Impact, at MPI WEC workshop, June, 2022).

Participation in our “Sustainable Speaking Initiative” is optional. It is our way of supporting your efforts and partnering with you in designing sustainable meetings and events.



[Download The Checklist](#)

