



The 5 R's: Sustainable Events Assessment Checklist

Use this checklist to evaluate and improve the sustainability of your incentive travel programs and events.

1. REFUSE - What can you eliminate entirely?

- ☐ Single-use plastic water bottles (provide reusable bottles instead)
- ☐ Printed materials that can be digital (agendas, menus, maps)
- ☐ Unnecessary swag items that will be discarded
- ☐ Over-packaging for gifts and materials
- ☐ Non-essential transportation (combine activities, choose walkable venues)
- ☐ Vendors without sustainability certifications

Score: ____/6

2. REDUCE - What can you minimize or scale down?

- ☐ Flight distances (choose closer destinations when possible)
- ☐ Food waste (accurate headcounts, smaller portions, family-style service)
- ☐ Energy consumption (LED lighting, natural lighting when possible)
- ☐ Water usage (drought-resistant venues, shorter programs)
- ☐ Print quantities (digital-first approach, print on demand only)
- ☐ Transportation emissions (group transfers, efficient routing)

Score: ____/6

3. REUSE - What can be used again for future events?

- ☐ Decorative elements (flowers, centerpieces, signage)
- ☐ Name tags and lanyards (collect at end)
- ☐ Welcome bags and totes
- ☐ Audio-visual equipment and staging
- ☐ Branded items that aren't event-date specific
- ☐ Digital content and presentations for future programs

Score: ____/6

4. RECYCLE - What waste streams can you sort and process?

- ☐ Paper and cardboard collection stations
- ☐ Plastic bottles and containers
- ☐ Electronic waste (batteries, old devices)
- ☐ Food waste for composting programs
- ☐ Fabric and textile materials
- ☐ Metal items (cans, equipment)

Score: ____/6

5. RETHINK - How can you approach this differently next time?

- ☐ Local sourcing for food, entertainment, and vendors
- ☐ Carbon offset programs for unavoidable emissions
- ☐ Digital-first communication and materials
- ☐ Venue selection based on sustainability certifications
- ☐ Community partnerships that support local economy
- ☐ Participant engagement in sustainability goals

Score: ____/6

Your Sustainability Score: ____/30

25-30: Sustainability Superstar - You're leading the way!

20-24: Green Champion - Great foundation with room to grow

15-19: Eco Explorer - Good start, focus on biggest impact areas

10-14: Sustainability Starter - Pick 3 easy wins to begin with

Under 10: Opportunity Zone - Lots of potential for positive impact!

Quick Action Steps:

1. Pick your lowest-scoring R - focus there first
2. Choose 3 check boxes you can implement in your next program
3. Set a goal to improve your score by 5 points within 6 months

Want the complete framework for sustainable incentive travel?

Learn the detailed strategies in our comprehensive course: Incentive Travel: Plan it For The Planet or any of our other sustainable event courses!