



THE BULB

MANIFESTO

WE ARE THE BULB,
AND WE'RE A CREATIVE
EVENTS AGENCY.
WE'RE CALLED
THE BULB
BECAUSE WE'RE ALL
ABOUT THINKING
BIG, BEING BRILLIANT
AND SHINING
BRIGHTLY.

THE BULB WAS SET UP
TO PRODUCE
CREATIVE AND MEANINGFUL
EVENTS THAT
EDUCATE AND EMPOWER
AUDIENCES,
INSPIRE CHANGE AND LEAVE
A POSITIVE MARK ON OUR
PLANET AND
ON PEOPLE.



Events are exciting. Events have big potential. Events bring people together and create opportunities for collaboration. Events birth movements. Events can change the world.

How an organisation produces an event highlights what matters to them and what they value. It is a public statement of how conscious they are of their approach to using resources, exceeding employee and customer expectations and creating a legacy.

But far too often, events are still planned and delivered with 'old fashioned' perspectives and practices. Approaches from the past still dominate, before we really understood the negative impact our actions can have on the planet, communities and our economy.

We work differently. This Manifesto tells you who we are, how we work, what we're going to do and why this is all a good thing for our clients and for the world.

THE BULB IS DRIVEN BY PASSION

FOR GREAT EVENTS, FOR PEOPLE, FOR PLANET AND GOOD BUSINESS

we create innovative, fun, unforgettable events

WE ARE DRAWING A LINE

REJECTING 'OLD-FASHIONED EVENTS' WITH THEIR AFTERMATH OF FOOD WASTE,
UNCONSCIOUS ENERGY USE, THROWAWAY SETS AND SHORT-TERM FOCUS

WE ARE ON A MISSION

TO LIVE LIKE TOMORROW MATTERS EVERYTIME WE GO TO WORK

we deliver amazing events that leave a positive legacy

WE INVITE OTHERS TO JOIN US

COLLABORATORS . CO-CONSPIRATORS . DISRUPTORS
CHAMPIONS . WORLD-CHANGERS

WE ARE THE BULB

WE CAN HELP YOU SHINE

OUR NORTH
STAR-
OUR GUIDING LIGHT - IS
LEGACY.
LEGACY MEANS
PRODUCING
GREAT
EVENTS
THAT CHANGE
PEOPLE'S
MINDS
AND LIVES

HOW WE WORK

**Some people think we live in uncertain times.
At The Bulb, we think we live in exciting times.**

The thriving businesses of the future - including events companies and those who commission events - will be those who do great things with less.

- ❖ LESS FOOD WASTE
- ❖ LESS WASTE TO LANDFILL
- ❖ FEWER CARBON EMISSIONS
- ❖ LESS INEQUALITY

AND LESS IS MORE.

- ❖ MORE BUDGET AVAILABLE FROM COSTS SAVED
- ❖ BETTER ABILITY TO ADAPT TO ENVIRONMENTAL CHANGES
- ❖ MAINTAINING VALUE FROM MATERIALS USED, USING CIRCULAR ECONOMY APPROACHES
- ❖ MORE BUSINESS FROM MILLENNIALS

On that point, millennials are more likely to expect and demand that sustainability is core to their employers, services and products. They are no longer the future. They're already our clients, the guests at our events and our trusted advisors. We work with many millennial-focused organisations and clients, because it just makes sense.

To ensure we are delivering on what we've set out to do, we've set clear targets with practical steps to create measurable positive social, environmental and economic impact.

With transparency as one of our core values, we report regularly on how we're doing. It keeps us accountable, drives us forward, allows us to share what we've learned and will hopefully inspire others. We know our approach will develop, grow and adapt as the world changes, as we learn and as our business matures. We're excited about that and about what comes next.

OUR TARGETS

2017 - 2020

WE PLAN TO DO BIG THINGS



Our three year targets reflect our ambition and are in the five areas where we can have the biggest impact - **Social and Legacy, Food Waste, Materials and Production, Energy and Transport.**

Our targets also align us strategically and practically with a global movement of organisations working toward similar aims. In 2015 the United Nations launched 17 Sustainable Development Goals (SDGs). From eliminating poverty to building sustainable cities, health and wellness to economic growth, they aim to create a world that works for everyone, well into the future.

Several of our targets incorporate three particular SDGs: **Zero Hunger, Gender Equality and Responsible Consumption and Production.**

We've taken the [Ellen Macarthur Foundation](#) circular economy model to guide us in setting targets that are 'restorative and regenerative by design,' ensuring materials maintain their highest value before, during and after we use them. Several of our targets focus on reducing or eliminating waste. Some waste is inevitable, but managing it with a circular economy mindset sets us apart and saves our clients money because we waste less and reuse whatever we can.

[The Global Reporting Initiative \(GRI\)](#) is a widely-respected global sustainability reporting framework. In 2012 they created a tailored version for the event sector, which has fundamentally shaped our approach and is woven into many of our targets and metrics.

We have created practical Key Performance Indicators (KPIs) to serve as the stepping stones toward achieving each of our targets. We can't stand to keep good things to ourselves, and we want to help our whole sector produce events more sustainably, so we'll be sharing our progress and what we learn as we go via case studies on our website, blogs and our annual review.



BENCHMARKS

IN ORDER TO BE ABLE TO MEASURE AND CONSTANTLY IMPROVE OUR IMPACT, WE NEED BENCHMARKS IN EACH OF OUR KEY AREAS.

IN 2017 WE WILL BE CREATING THESE BENCHMARKS SO WE CAN MAP OUR PROGRESS MOVING FORWARD.

KEY AREAS

SOCIAL AND LEGACY



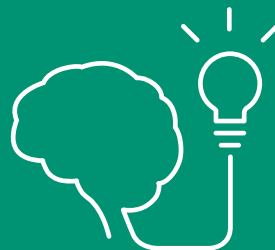
Noting the makeup of speakers, suppliers and workers at our event, to set a target from 2018 to ensure all of these areas reflect the diversity of our society (gender, ethnicity, sexual orientation, religion, disability, age).

FOOD



Measuring the amount of food waste produced during our events, to work toward producing zero food waste by 2019.

MATERIALS AND PRODUCTION



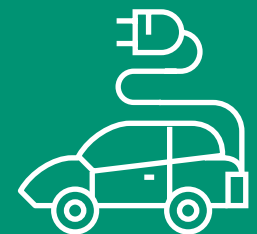
Measuring the reusability, recyclability and printing of all production materials at our events in 2017 to improve upon each year to reach our target.

ENERGY



Measure energy used at all our events in 2017 to help us steadily reduce this.

TRANSPORT



Measuring how guests arrive at and leave our events, to improve the amount using low carbon or public transport in future, as well as understanding how our suppliers transport equipment, to find better ways in future.

SOCIAL AND LEGACY

EVENTS OFFER THE OPPORTUNITY TO EMPOWER, EDUCATE AND MOTIVATE AUDIENCES. MIX IN THE ENERGY CREATED BY THE PEOPLE COMING TOGETHER AND YOU HAVE A POTENT COMBINATION THAT CAN TAKE AN EVENT FROM BEING JUST A ONE-OFF ENTRY IN A CALENDAR TO SOMETHING THAT HAS A REAL POSITIVE LEGACY.

LITTLE GUYS WITH BIG IDEAS BECOME KEYNOTE SPEAKERS AND LEADERS OF MOVEMENTS, GIVEN THE RIGHT STAGE.

EVENTS THAT ARE PLANNING WITH CONSIDERATION OF 'WHAT HAPPENS NEXT' ADD VALUE. THAT'S WHAT WE DO.

PEOPLE - AND THE COMMUNITIES THEY BELONG TO - ARE AT THE HEART OF EVERY DECISION WE MAKE AND EVERY EVENT WE RUN.



OUR SOCIAL AND LEGACY TARGETS ARE:

- ❖ BY 2020, WE WILL BE LEADERS IN CREATING EVENTS THAT REFLECT AND PROMOTE THE DIVERSE MAKEUP OF OUR SOCIETY.
- ❖ LOCAL COMMUNITY IMPACT AND MITIGATION PLANS WILL BE PART OF ALL OF OUR EVENTS.
- ❖ BY 2020, 80% OF SUPPLIERS AND STAFF FOR OUR EVENTS WILL BE LOCAL - LOCATED NO MORE THAN 100KM/62 MILES FROM WHERE AN EVENT IS BEING HELD.
- ❖ BY 2018, WE WILL LAUNCH THE TRIBE, A COMMUNITY OF LIKE-MINDED SUPPLIERS WHO THEMSELVES CHAMPION SUSTAINABLE PRACTICES AND CAN ENSURE SUSTAINABLE PRACTICES THROUGHOUT THE PROCESS OF PLANNING AND PRODUCING OUR EVENTS.
- ❖ WE WILL BE AN EXEMPLARY EMPLOYER, PRO-ACTIVELY INCLUDING DIVERSITY IN OUR RECRUITMENT AND HIRING PRACTICES, PROVIDING FLEXIBLE WORKING OPTIONS AND ENSURING ANYONE WHO WORKS WITH THE BULB HAS ACCESS TO TRAINING AND SUPPORT SO THEY CAN RUN ANY EVENT WITH THE HIGHEST STANDARDS OF SUSTAINABILITY UNDERPINNING IT.

WE WORK IN AND WITH LOCAL COMMUNITIES IN PLANNING AND DELIVERING EVENTS. WE ALSO ASPIRE TO LEAD THE CHANGE TOWARD A MORE EQUAL SOCIETY, FROM CONSIDERING OUR OWN APPROACH AS A BUSINESS TO THE MIX OF OUR SUPPLIERS AND HOW OUR EVENTS REFLECT OUR SOCIETY'S MIX OF ETHNICITIES, AGES, ABILITIES, SEXUAL ORIENTATION AND GENDER BALANCE.

FOOD

UP TO HALF OF ALL
FOOD GROWN
EACH YEAR -
1.3 BILLION
TONNES - NEVER
GETS EATEN.

PICTURE AN OLYMPIC
SWIMMING POOL.
NOW PICTURE
520,000

OF THEM (NOPE, WE CAN'T
PICTURE THAT EITHER)
AND THAT'S HOW MANY
SWIMMING POOLS
COULD BE FILLED WITH FOOD WASTE.
MIND BLOWING.



OUR FOOD TARGETS ARE:

- ❖ FROM 2017, ALL FOOD AND BEVERAGES USED AT THE BULB EVENTS WILL MEET OUR STRICT SOURCING GUIDELINES TO ENSURE THEY ARE LOCALLY AND ETHICALLY SOURCED AS MUCH AS POSSIBLE.
- ❖ BY 2019, OUR EVENTS WILL PRODUCE ZERO FOOD WASTE.
- ❖ BY 2020 WE WILL REDUCE RELATED WASTE, LIKE DISPOSABLE CUTLERY AND DRINKING VESSELS, BY 80%, BASED ON OUR 2017 BENCHMARK.

A LOT OF THIS FOOD ROTS IN LANDFILLS AND PRODUCES METHANE, THE GREENHOUSE GAS THAT CONTRIBUTES TO CLIMATE CHANGE. EVENTS CAN PRODUCE A LOT OF FOOD WASTE, SOMETHING NO EVENT PLANNER OR CLIENT WANTS AS THEIR OWN PERSONAL LEGACY. AS WE HAVE SAID BEFORE, SOME WASTE IS INEVITABLE, BUT THIS CAN BE MINIMISED THROUGH GOOD PLANNING AND CREATIVE, COLLABORATIVE APPROACHES.

PRODUCTION
AND MATERIALS
WE ARE
SERIOUS
ABOUT GETTING
CLEVER
ABOUT HOW WE
USE RESOURCES
IN DESIGNING AND
DELIVERING
OUR EVENTS.
EVENTS CAN PRODUCE
A HUGE AMOUNT
OF WASTE -
THE 'OLD FASHIONED
APPROACH' TO
BUILDING SETS,
CREATING DECOR AND STAGING -
WHICH COSTS EVENTS COMPANIES
AND THEIR CLIENTS,
AS WELL AS DOING
LONG-TERM DAMAGE
TO SOCIETY AND
THE ENVIRONMENT.



OUR PRODUCTION AND MATERIALS TARGETS ARE:

60% OF PRINTED MATERIALS FROM EVENTS ARE THROWN AWAY AFTERWARD,
WHICH IS AN INCREDIBLE WASTE OF BUDGET AND RESOURCES.

- ❖ BY 2020, 90% OF MATERIALS USED FOR STAGING AND DRESSING OUR EVENTS WILL BE MADE FROM RECYCLED MATERIALS, BE REUSABLE OR DIGITAL.
- ❖ WE WILL REDUCE PRINTED MATERIALS AT OUR EVENTS BY 10% EACH YEAR, BASED ON A 2017 BENCHMARK, MAKING PRINTED MATERIALS THE EXCEPTION RATHER THAN THE RULE.
- ❖ WHERE PRINTING IS UNAVOIDABLE WE'LL ALWAYS USE RECYCLED AND RECYCLABLE MATERIALS WITH THE LOWEST CARBON IMPACT.

WHEN PLANNING OUR EVENTS AND MATERIALS, WE MAKE SURE WE STAY
TRUE TO OUR COMMITMENT BY ALWAYS ASK OURSELVES:

- ☑ DOES A MATERIAL'S PRODUCTION ALIGN WITH OUR SUSTAINABILITY PRINCIPLES, IS IT FIT FOR PURPOSE AND COST-EFFECTIVE?
- ☑ WHAT IS THE LIFE CYCLE OF THIS MATERIAL OR PRODUCT - HOW IS IT PRODUCED, USED AND DISPOSED OF?
- ☑ IS THE ITEM BUILT TO LAST AND CAN WE REUSE IT?
- ☑ DOES THIS MATERIAL, PRODUCT OR SERVICE HAVE A VERIFIABLE ECO-LABEL AND/OR CERTIFICATION?
- ☑ WILL THIS PURCHASE SUPPORT THE LOCAL COMMUNITY?
- ☑ ARE THERE BETTER ALTERNATIVES TO THIS ITEM OR MATERIAL?

ENERGY

MICROPHONES,
SPEAKERS,
LIGHTING
AND ALL THE THINGS
THAT HELP TO
MAKE EVENTS
BEAUTIFUL,

CREATIVE AND MIND-BLOWING
CAN ALSO USE A LOT OF

ENERGY

THIS HAS A BIG IMPACT ON THE
ENVIRONMENT
(AND ON BUDGETS).



OUR ENERGY TARGETS ARE:

- ❖ BY 2020, 70% OF ENERGY USED AT EVENTS BY THE BULB WILL BE FROM RENEWABLE SOURCES.
- ❖ WE WILL REDUCE AVERAGE ENERGY USE AT ALL THE BULB EVENTS BY 30% ON OUR 2017 BASELINE BY 2020.

THE GOOD NEWS IS THAT MINIMISING THE IMPACT OF ENERGY USE AT EVENTS IS RELATIVELY SIMPLE, BY CREATIVELY REDUCING THE NEED FOR LOTS OF ENERGY TO BE USED AND SWITCHING TO RENEWABLE ENERGY WHEN THE JUICE HAS TO BE SWITCHED ON.

TRANSPORT
TRANSPORT IS
OFTEN THE
ELEPHANT
IN THE ROOM
IN SUSTAINABLE
EVENTS
CONVERSATIONS.
TRANSPORT OF
PEOPLE
AND GOODS TO AND
FROM EVENTS IS THE
LARGEST CULPRIT
FOR OUR INDUSTRY'S
GREENHOUSE
GAS EMISSIONS.



OUR TRANSPORT TARGETS ARE:

- ❖ BY 2020, AT LEAST 70% OF GUESTS AT OUR EVENTS WILL HAVE ARRIVED VIA LOW EMISSION VEHICLES OR PUBLIC TRANSPORT.
- ❖ BY 2020, AT LEAST 70% OF THE EQUIPMENT, FOOD, MATERIALS AND OTHER SUPPLIES FOR OUR EVENTS WILL HAVE BEEN BROUGHT BY SHARED TRANSPORT BETWEEN TWO OR MORE SUPPLIERS. WE WILL ASK OUR SUPPLIERS TO COMMIT TO USING FUEL EFFICIENT DRIVING METHODS.
- ❖ BY 2020, AT LEAST 70% OF THE EQUIPMENT, FOOD, MATERIALS AND OTHER SUPPLIES FOR OUR EVENTS WILL HAVE BEEN SOURCED FROM NO MORE THAN 100KM/62 MILES AWAY, TO REDUCE TRANSPORT MILES.

IT'S NOT AN EASY ONE TO TACKLE, BECAUSE IT OFTEN MEANS TRYING TO INFLUENCE BEHAVIOUR TAKING PLACE OUTSIDE OF THE EVENT. BUT THAT DOESN'T MEAN WE CAN'T AND WON'T HAVE A CRACK AT THIS. SOMEONE HAS TO, AND FOCUSING ON TRANSPORT HAS THE POTENTIAL TO TRULY TRANSFORM THE IMPACT OF THE EVENT INDUSTRY.

OUR CREDENTIALS

LONDON 2012 OLYMPICS

One of our founders, Selina, worked on the Sustainability Committee for London 2012 Ceremonies - the production company set up to deliver the Opening and Closing Ceremonies for the London Olympics. The experience gave both us and the event industry a new benchmark. Not only did they show that events big or small can be both creative and responsible at the same time, they were recognised as the most sustainable Opening and Closing Ceremonies of any Olympic and Paralympic Games thus far. Whilst staying within the budget and without compromising the quality and impact of the show.

This wasn't about being an 'event.' It was about the delivering the greatest show on earth to the highest standard possible - a gold medal standard. And we did it.

On a personal level, it had a powerful impact on how we viewed the events industry and when the time was right, we decided to combine our personal passions for great events and positive legacy with a business model.

And The Bulb was born.

The London 2012 Olympics showed us that an event can have a legacy; inspiring and empowering people long afterward the curtain falls. That's how we run events.



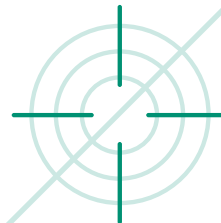
B CORPORATION

The Bulb supports the use of sustainable events management systems, as a useful tool for the event industry. We've set ourselves the task of operating in a wholly sustainable way, and are proud that from February 2017, we will have become the UK's first **B Corp** certified event agency.

B Corps are companies who have been certified by the nonprofit B Lab as having met strict standards of social and environmental performance, accountability, and transparency. At the core of B Corps is a 'Declaration of Interdependence,' a recognition that business can and should be a force for good.

Started in the US and launched in the UK in late 2015, there is a growing global community of nearly 2,000 Certified B Corps from 42 countries and more than 120 industries to redefine success in business.

It's like a Fairtrade label for a business, and requires regular progress in order to continue being B Corps certified. It will spur us to continue shooting for the stars.



WHY THIS MATTERS TO OUR CLIENTS

ASTRO TELLER FROM GOOGLE X SAYS

' OUR GOAL IS TO PROVIDE AS MUCH VALUE FOR THE WORLD AS POSSIBLE. PURPOSE IS THE POINT, PROFIT IS THE RESULT. GREAT VALUE CREATION LEADS LEADS TO MORE PROFIT. '

IF THAT APPROACH IS GOOD ENOUGH FOR GOOGLE X, IT'S CLEARLY GOOD FOR OTHER BUSINESSES.

THE WAY THE BULB RUNS EVENTS **SAVES OUR CLIENTS MONEY, CAN ENHANCE THEIR REPUTATION AND CAN REFLECT A CONSIDERED BUSINESS APPROACH THAT ATTRACTS NEW CUSTOMERS AND BRAND LOYALTY.**

What really sets us apart as an events company is our ability to reduce negative impact without losing any creativity.

We reduce energy and transport, reuse materials and recycle. What our clients gain is forward-thinking, creative, fun and memorable events that save them money. Ensuring an event is delivered with sustainability considerations woven in is good for a business's reputation. Even better if working with us reflects their fundamental approach to how they do business. But you don't have to take our word for it.

Companies like Patagonia, Ben & Jerry's and Etsy are looking ahead to see how natural resources, climate change, and energy can drive innovation and inspire new business models, products and services, which will determine future winners and losers in the marketplace. The Harvard Business Review recently outlined evidence that companies that make sustainability core to their business strategy are rewarded by loyalty from their employees, customers, investors and communities in which they operate.

Employees prefer to work at a company that actively addresses its environmental and social impacts engaged, committed employees are more productive and saves money in recruitment and training costs. We've already mentioned that millennials - anyone in your company born after 1980 - look for employers and brands who value sustainability. So why would any company not host a Christmas party that shows employees a good time and serves as a platform to show that their organisation cares about its legacy?

Our clients get great events with a great legacy, they save money, enhance their reputation as a good business and attract brand loyalty while doing it. It's a powerful combination and it's what we do every day.

Whether designing, delivering, commissioning or attending an event, we can all be the change.

ABOUT US



The Bulb was set up by Selina Donald and Ruth Weldon in January 2015. Since then, our team has continue to grow and we've established an ever-expanding network of collaborators, partners, suppliers and clients who love who we are, what we do and how we do it.

SELINA DONALD

Selina's epiphany moment came while working on the London 2012 Opening and Closing Ceremonies, which served as memorable bookends for the most sustainable Olympic Games to-date. It became clear to her then that that weaving sustainability considerations into all event aspects was the only way forward. Selina's path to setting up The Bulb has been varied and impressive. As well as London 2012, she's played a part in several high profile projects including England 2018 World Cup Bid, the British House during the Rio Olympics 2016 and as part of the senior management team for the ITV events team.

Selina is regularly asked to mentor and support young women who share her ambition to make the world a better place. She champions the power of peer-to-peer sharing and mentoring in the event and sustainability sectors as a shortcut to creating big impact and her energy is infectious. She is an avid follower of tech trends, which is useful when planning an event that is like nothing anyone has ever experienced before! Her mission is to create great events that leave the best legacy possible.

RUTH WELDON

Ruth is a party planning pro and has been doing it all over the world for over a decade. She's worked with clients like not-for-profit Barnardos and big corporations like Deloitte, Sky and Ericson. She's produced events for ITV at London and Cannes and managed festivals in Barcelona and Las Vegas for Redken. She has a unique ability to make events jaw-droppingly beautiful, having spent years learning dressing, styling and interior design. Imagine a pop-up 'Black Forest' Christmas set she produced for one client and that's Ruth. She knows events can be memorable, because she's the one who puts together the pieces to make them that way.

It's this love for beauty and creating events that inspire and stick with audiences that led Ruth to set up The Bulb with Selina, because an event that has a negative impact on the environment and on local communities isn't genuinely beautiful. So The Bulb events are planned and delivered to create maximum beauty before, during and after the event.



THANK YOU
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THE BULB

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