



Sustainability & Ethics in Experiential Events

Sustainable and ethical values are no longer optional - they're at the core of audience expectations. From zero-waste design to regenerative practices, brands are expected to deliver purpose-driven experiences with real-world impact.

Here's what's trending – and how it's reshaping the events landscape.



Sustainable Production & Materials

WHY IT MATTERS

Conscious consumers demand brands reduce their environmental footprint through tangible, visible changes.



Micro Trends



Natural & Disposable Décor

Dior's Jumeirah Beach Pop-Up

Dior's Jumeirah Beach pop-up used 3D-printed structures made from recyclable natural materials - stylish, modular, and low-impact.



Plastic-Free Events & Local Sourcing

Wonderfruit Festival (Thailand)

Created an entire "pop-up city" using natural materials, with all structures biodegradable, reusable, or locally sourced. Worked with the Permaculture Association of Thailand to improve land health year on year.



Paperless Operations & Purposeful Merchandise

Examples

Mushroom leather card holders, USB-rechargeable aromatherapy diffuser sticks, plantable event badges and seed bookmarks.



What This Means For Brands

- ✓ Collaborate with sustainable and ethical suppliers
- ✓ Design waste-conscious environments
- ✓ Replace giveaways with reusable or meaningful takeaways

EVENT MARKETER INSIGHT

"Waste isn't invisible anymore — the modern audience sees everything, from the wristband to the bin liner."



BRAND CASE STUDY

Aesop x Melbourne Design Week



Rebel Lens 



Prime Minister's
Garden Party, SG

Alvin Loh - 3D Production Wizard @ R&S

"Recycled material sculptures made by schools and local organisations added a powerful, creative touch to the sustainability message."

Temporary installations made entirely from compostable plywood and recycled paper-based packaging.

A hand is shown on the left side, planting a small green seedling into dark soil. In the background, several other similar seedlings are growing. A white line graph with glowing circular markers at each data point is overlaid on the scene, showing an overall upward trend. The background is a soft-focus green, suggesting a natural setting.

No Greenwashing, Just Action

WHY IT MATTERS

Today's audiences are educated and unforgiving — vague claims damage trust.



Micro Trends



Verifiable Sustainability

Biodegradable Race Bags

At the Chicago Marathon, 40,000 kits were handed out in sugarcane-based bags that self-destruct into wax and include recycling and carbon-saving info.



Public Facing Metrics

Smart Water Bottles

At PCMA, 3,800 attendees used QR-coded refillable bottles that tracked individual impact like plastic saved and water conserved.



Sustainability As Education

Reusable Totes Made With AWARE™

Firebrand's recycled cotton totes include tracer tech showing water saved (860 L) and donate 2% to Water.org.

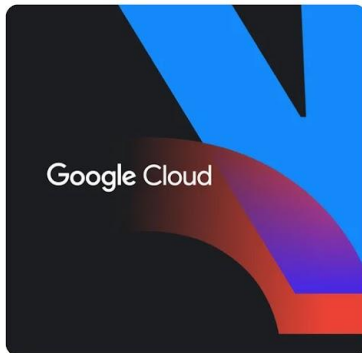
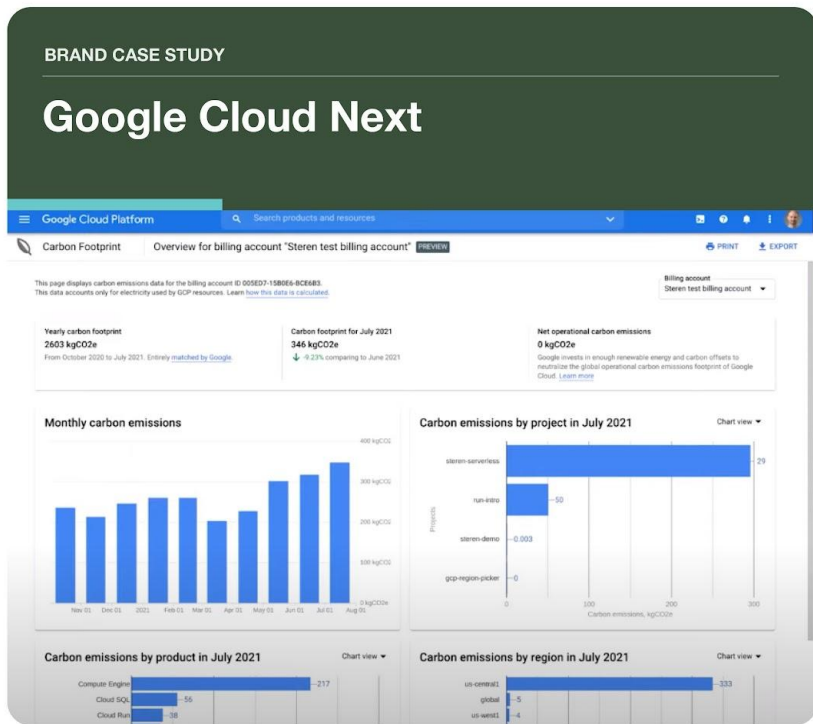


What This Means For Brands

- ✓ Avoid vague terms like “eco-friendly” without proof
- ✓ Share tangible data on impact
- ✓ Involve attendees in sustainability processes

EVENT MARKETER INSIGHT

*“Brands that track and report sustainability see results:
77% boost customer loyalty and 63% increase sales.”*



Rebel Lens



Katy Mo - Events Director @ R&S

"We increasingly create permanent or semi-permanent pieces for clients, a recent example being the reusable, green backdrop and signage created for JLL - blending sustainability with long-term brand presence."

Tracks and shares carbon emissions per attendee; real-time dashboards at the event itself.



Luxury Goes Low-Impact

WHY IT MATTERS

Premium audiences now expect indulgence with a conscience.



Micro Trends



Regenerative Hospitality

The Ethos Summit In Costa Rica

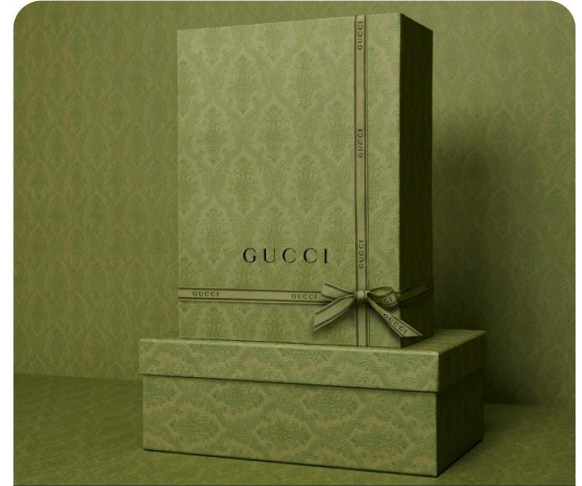
The event brought regenerative hospitality to life - combining solar-powered infrastructure, indigenous-led storytelling, and rainforest restoration to leave the land and community better than they found it.



Locally Sourced, Refillable, & Slow-Crafted Elements

Capella Singapore – Eco-Luxury In Practice

Partners with Singaporean artisans and Southeast Asian producers for in-room amenities, ceramics, and décor, showcasing regional craftsmanship.



Sustainability Woven Into Luxury Touchpoints

Gucci Packaging

Gucci proves that sustainability doesn't dilute luxury - it deepens it, with tactile, eco-conscious packaging that enhances the unboxing ritual.



What This Means For Brands

- ✓ Redefine luxury around sustainability
- ✓ Choose eco-luxe over excess
- ✓ Integrate cultural and community value into premium experiences

EVENT MARKETER INSIGHT

*“Sustainability has become part of the premium experience
— quiet, seamless, and deeply intentional.”*



BRAND CASE STUDY

Six Senses Hotels & Resorts



Known for eco-luxury hospitality, regenerative travel programs, and plastic-free operations.

Rebel Lens 



The Macallan Experience

Kristy Castleton - Chief Memory Maker @ R&S

"All of the brand assets, from bespoke bars to signage and store fit outs, everything that can be designed to be reused, we build to last, then store and reskin, rebrand or repurpose."



Inclusive Sustainability

WHY IT MATTERS

Ethical events must be designed for everyone — access is part of impact.



Micro Trends



Autism-Certified Travel

Autism-Certified Travel Emirates Airlines (2025)

First Autism Certified Airline™,
featuring sensory travel rehearsals and trained crew.



Vegan & Climate-Positive F&B

The Gentle Festival

Quiet zones, vegan catering, and neurodiverse-friendly guides offered a truly inclusive experience.



Community-First, Give-Back Experiences

RockCorps Concert

Tickets earned through volunteering
— over 900,000 hours of community service delivered globally.



What This Means For Brands

- ✓ Design for sensory, dietary, and mobility needs
- ✓ Include all bodies and brains
- ✓ Make your sustainability accessible, not abstract

EVENT MARKETER INSIGHT

*"Inclusivity is no longer an optional layer
– it's part of the sustainability spec."*



BRAND CASE STUDY

Lush Creative Showcase



Rebel Lens 



Mastercard Global Board Event

Karishma Khanna - Senior Events Producer @ R&S

"Every design element was created from recycled thread or paper, and we used potted plants instead of cut flowers — a subtle but meaningful shift toward circular design."

Fully inclusive event design, including low-sensory zones, vegan-only catering, and sign language interpreters.



Bio-Innovation & Circular Design

WHY IT MATTERS

Innovation is fuelling the next leap in sustainability — across design, beauty, and food.



Micro Trends



Bio-Identical Materials & Biotech-Based Ingredients

Glastonbury's 6° Mycelium Pavilion (2023)

Built from mushroom-based structures
grown on site using agricultural waste.



Upcycled Décor & Waste-To-Product Approaches

Waste to Wonder - Ecosphere Organics Block Party

At a neighbourhood circular design event, artists transformed local waste into striking upcycled installations — turning discarded materials into community art.



Closed-Loop Systems & Regenerative Brand Ecosystems

Patagonia's Worn Wear

Retail-as-service model offering repairs, resales,
and recycling — embedding circularity at scale.



What This Means For Brands

- ✓ Source from biotech innovators and waste-conscious creators
- ✓ Consider cradle-to-cradle design - this is a circular design principle where products are made to be reused, recycled, or safely returned to nature — leaving no waste.
- ✓ Use sustainability as a storytelling strategy - 64% of customers report feeling happier when they buy sustainable products!

EVENT MARKETER INSIGHT

“Circularity turns the supply chain into a story — guests don’t just see the impact, they follow its arc.”



BRAND CASE STUDY

Stella McCartney x UN Climate Conference



Showcased mycelium leather, recycled aluminium seating, and post-event material reuse.



Rebel Lens 



*Nurturing Nature -
a UHNW Priceless Event*

Aayushi Mehrish - Creative Event Specialist @ R&S

"We used seed paper for our prints — plantable, purposeful, and kinder to the environment."



The Rebel Radar Takeaway

Sustainability is no longer aspirational — it's a baseline expectation. The most meaningful experiences in 2025 will be:



Measurable and intentional



Circular, not just recyclable



Luxurious and low-impact



Transparent, inclusive, and evidence-led

Want your next event to combine sustainability with soul?

Let's make this happen!



References

Page 3 – Micro Trends Footnotes

1. Dior's Jumeirah Beach Pop-Up
 - [3D WASP – 3D-Printed Pop-Up Store for Dior](#)
 - [3Dnatives – Dior Uses Eco-Friendly 3D Printing](#)
 - [MADE Architecture – Dior Pop-Up Store](#)
2. Wonderfruit Festival – Plastic-Free & Local Sourcing
 - [VICE – Wonderfruit's Sustainable Pop-Up City](#)
 - [Dazed – Sustainable Raves: Wonderfruit](#)
 - [Green Is The New Black – Sustainable Stages](#)
 - [Wonderfruit Official Site](#)
3. Paperless Operations & Purposeful Merchandise
 - [Vogue Business – Mushroom Leather and MycoWorks](#)
 - [Wikipedia – Mycelium-Based Materials](#)
 - [ID&C – Eco-Friendly Event Badges](#)
 - [PC/Nametag – Sustainable Conference Supplies](#)

Page 5 – Aesop x Melbourne Design Week

- [Design Week Melbourne – Aesop Case](#)
- [VoxelMatters – Dior Dubai Expo Pop-Up](#)

Page 7 – Micro Trends: Verifiable Sustainability

1. Biodegradable Race Bags – Chicago Marathon
 - [ASICentral – Self-Destructing Marathon Swag](#)
 - [PR Newswire – Lyfecycle Tech for BOA Marathon](#)
2. Public-Facing Metrics – PCMA Water Bottles
 - [Fill It Forward – PCMA Convening Leaders](#)
3. Sustainability as Education – Firebrand Totes
 - [AWARE Blockchain Tracer Tech](#)
 - [Firebrand Nation](#)

Page 9 – Google Cloud Next

- [Google Cloud – Carbon Footprint Dashboard](#)
- [SiliconANGLE – Google Cloud Tracks Emissions](#)
- [SDX Central – Google Cloud Emissions Data](#)

Page 11 – Micro Trends

1. Regenerative Hospitality – The Ethos Summit
 - [Regenera.Luxury – Diana Stobo Interview](#)
2. Capella Singapore – Eco-Luxury
 - [Smartflyer – Capella Wellness Experience](#)
3. Gucci Packaging – Luxury Touchpoint Sustainability
 - [Gucci Equilibrium – Packaging](#)
 - [Packhelp – Gucci Case Study](#)

Page 13 – Brand Case Study: Six Senses

- [Six Senses Official Site](#)
- [Forbes – Eco-Luxury Hospitality](#)

Page 15 – Micro Trends: Inclusive & Ethical Design

1. Emirates – Autism-Certified Travel
 - [Emirates Newsroom](#)
 - [CN Traveler – Autism Certification](#)
2. The Gentle Festival – Vegan & Climate-Positive F&B
 - [VogKit – Greenest Gigs](#)
3. RockCorps – Give-Back Model
 - [Wikipedia – RockCorps](#)
 - [The Guardian – RockCorps Volunteer Credits](#)

Page 17 – Lush Creative Showcase

- [Design Services – Lush Creative Showcase 2018](#)

Page 19 – Micro Trends: Circular & Regenerative Design

1. Glastonbury's Mycelium Pavilion
 - [Glastonbury Festivals – 6th Pavilion](#)
 - [Designboom – Mycelium Architecture](#)
 - [Vision Sustainable Events – Mycelium Report](#)
2. Ecosphere Organics – Waste to Wonder
 - [Ecosphere Organics](#)
 - [Detroit Month of Design](#)
3. Patagonia – Worn Wear Program
 - [Patagonia Worn Wear Repairs](#)
 - [CircularX Case Study](#)
 - [Patagonia – Circularity Story](#)

Page 21 – Stella McCartney x UN Climate Conference

- [Stella McCartney – Mylo™ Leather](#)
- [Stella McCartney – COP28 Sustainable Market](#)

