

## A Study on Preference of Green Event Practices in Chennai City

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### ABSTRACT

As global warming becomes unbreakable to pay no attention to, green event planning is suitable a gradually added significant focus in the industry. When on earth a huge group of people collects, the sum of paper, food, and energy waste can be high. According to ISO 20121, maintainable event management is the procedure of join in eco-friendly and social charge problems into event preparation. On the other hand, we take stages to decrease important undesirable effects, or harm, such as solid waste. The goal of green event planning is to minimize this waste and decrease the whole carbon footprint, while still making a meaningful and exceptional involvement for attendees. The objective of research paper is to study the first choice of green event practices in Chennai City.

**Keywords:** Green Events, Sustainable Events, Preference, Eco-friendly Event Practices.

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### I. INTRODUCTION

Affording to the Resolution Industry Council (CIC), a green meeting or green event combines ecological concerns into the entire planning procedure to reduce the event's negative effect on the setting. In fact, a truthfully green event is one that takes a inclusive method from decreasing the number of resources used to reusing reprocessed resources to certifying event waste of a mind of correctly by recycling or composting as much as possible Professional and corporate event developers are now being tasked with related green event goals. Therefore an effort has been made to study the first choice of green event practices in Chennai city.

There are several areas where organizers can have an optimistic influence when holding an event. Mainly the following greening practices should certainly be considered:

- Eco-procurement
- Waste minimization and management
- Water conservation
- Energy efficiency
- Productions reduction
- Biodiversity conservation
- Social and economic development

## II. REVIEW OF LITERATURE

### **Shawna McKinley (Nov 2018) “New Sustainable Event Management: A Free Guide to Better Green Meetings” An International Journal.**

It helps the corresponding events to achieve and make routine to the whole database in the network. It decreases the human effort and creates the task of worker, customer and administrator easier. It is efficient to use and easy to work on it. Thus care in mind the leads and presentations; we are rising an Event management software which has total management control of consumer and employee, corresponding service of changed events.

### **Christoph Spangenberg (Oct 2017) “Green Meetings: 50 tips for more sustainable events”**

The writers put questions to happening managers and hosts and traveled areas of concern in relative to ecological management/risk, the accessibility of data relating to direct and indirect costs of management possible eco-friendly effects/possibilities and the actual/observed prosperities of using an environmental checklist. The learning showed four key findings. Firstly, the growth of an ecological list could possibly be of use to event hosts, who displayed high awareness than the event manager’s interviewed.

### **Rachel Kirkpatrick Boucher (Oct 2015) “Three trends shaping the evolution of green events”**

While that is still true today, the meaning has extended greatly. Event industry select few are enchanting a complete approach to the issue, looking at sustainability in terms of the whole life cycle of an event and the trickle-down effect shifts in thinking can have on the whole event footprint, the local economy and the world.

#### **2.1 Objective of the Study**

- To Study on Preference of Green Event Practices in Chennai City.
- To find the preference of green event practices among customers.
- To find the most preferred green event practices among consumers.

#### **2.2 Scope Of The Study**

This paper helps to know the preference for green event practices at the Chennai city for event management companies. These in turn helps them to design and promote greener event management practices in upcoming to save and protect our environment. So this research definitely helps to promote sustainable event practices for future generation to create better and best event management practices.

## III. RESEARCH METHODOLOGY

This research project takes on for the learning is expressive in natural surroundings. The people for this reading were the Customers (i.e.) the clients of various event management organizations in Chennai city. The sampling method adopted for the study is convenience sampling. The present study has employed both Primary and Secondary Data. Primary data for the reading is collected through using a organized survey. Secondary data for the study are composed from websites, Journals and from books relating to green event practices.

#### **3.1 Hypothesis of the Study**

There is an important variance among the clients preference towards the various green event practices.

#### **3.2 Analysis and Discussion**

In order to test the preference of green event practices among clients Cochran’s test is used as a statistical tool.

### 3.3 COCHRAN'S Q TEST

**Null Hypothesis:** There is no significant dissimilarity among the clients preference towards the many green event practices.

**Alternate Hypothesis:** There is major change between the clients preference towards the various green event practices.

Green Event Practices	Yes	No
Usage of Fabric/Cloth Banners instead of Vinyl/Plastic Banners	136	17
Eco-friendly decorations	102	51
Usage of zero waste products (recyclable)	119	34
Providing registration and conference information digitally	119	34
Energy Saving events	102	51
Providing refilling water bottles instead of plastic bottles	102	51
Usage of china glasses and silverware instead of disposables	102	51
Food and beverages to be served in bulk to avoid small packaging for each attendees	85	68
Information on Donating left over foods	153	0
Grow your own / Give back to nature	102	51

Test Statistics	
N	153
Cochran's Q	169.393 <sup>a</sup>
Df	9
Asymp. Sig.	.000

P value < 0.05

Reject Null Hypothesis

Accept Alternate Hypothesis

### 3.4 Decision

From the Cochran's Q test, the P value is 0.000, which is a lesser amount of than 0.05, hence discard null theory and accept alternative assumption.

### 3.5 Inference

There is major modification among the customers first choice towards the a lot of green occurrence performs.

### 3.6 Discussion

Form the study it is found that popular of the respondent have a preference to adopt green event practices like usage of Fabric/Cloth Banners instead of Vinyl/Plastic Banners and Eco-friendly decorations and recyclable products and prefer to display their data through digital mode, ready to use energy saving products and renewable energy. The study also reveals that majority of the defendants are wish to use china glass and silverware plates instead of disposables, and also they would like to work for

food and infusions in bulk to avoid small packaging for both attendees and they know about information where to donate the left over foods in events. Most of them desire to give back to nature or interested to grow their own by giving seeds and plants to the participants.

#### **IV. CONCLUSION**

It's each and every one of our responsibility and duty to protect our environment and earth. This is the right time to think and act to save and protect our environment and earth. So it's our responsibility to protection our universe by adopting and creating awareness about green events practices. The government and society should come forward to implement proper policy and support and inventiveness to save the universe in prospect.

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