

How do I kick-start my sustainability program?

With lots of pressure from customers, trade bodies and the government to be more sustainable; how do you go about starting to become more sustainable, what do you do first, and how do you make sustainability work for you?

This free event ties in with Swindon Town's FC strategy to play its part in achieving net zero and protecting the planet for future generations. We have brought together a series of keynote speakers to provide insight into the importance of sustainability and why it is business critical to have the right strategy in place. Covering topics such as; cost saving ideas, attracting more customers, efficiency programmes, sustainability strategy and finally giving you a clear and easy to follow **10-point checklist** for you to start and maintain your own sustainability program.

WHEN

Wednesday 27th September from 9.30am - 12.30pm

WHERE

Legends Lounge, County Ground Stadium, County Rd, Swindon SN1 2ED

WHO FOR?

Hotels and hospitality linked businesses

THE SPEAKERS

- Heidi Alexander: Labour candidate for Swindon South and ex-deputy Mayor for Transport at the London Assembly.
- Larisa Birthwright: Business Development Manager, Travelife. A leading global accommodation sustainability certification body.
- Rob Angus: CEO, STFC.
- Michael Doughty: ex-STFC Player and new STFC Chief Sustainability Officer.
- Dave Morgan: MD, EvieLife. Lead Sustainability Partner of STFC and specialist EV Charge Point Operator.

Attendees will be entered into a free draw to win STFC tickets, a signed shirt, and other great prizes!



Places are limited and expected to go quickly.
To reserve your place, please contact Emma Rains:
emma.rains@evie-life.com