

Trailblazing Environmentally Friendly Events

"We are pioneers in the field of environmentally-friendly events," says Richard Penhaligon of Penhaligon Business Consultants, "Unfortunately there's a lot of waste in the events industry. For many years we have led the way in reusing, recycling, and ethically disposing of waste. This is not only responsible, but also offers cost-savings to our clients, so in today's difficult economic times, it makes business sense too."

Penhaligon BC build sets, stages and other temporary structures for business conferences, product launches and retail business openings. Their prestigious list of clients includes Fiat, Nissan, and the brand new shopping complex One New Change in London.



They have joined the Carbon Managers Trees4Business programme, starting with planting 100 trees then upgrading to 250, to ensure that there are UK woodlands for the future. Britain has amongst the lowest woodland of any European country and for a number of reasons, including absorbing carbon, reducing topsoil loss, creating biodiverse environments, and of course aesthetics, the UK needs to increase its woodlands. Penhaligon BC see the Tree250 project that they have sponsored as an important part of their ethical and marketing strategy which aims to keep their environmental footprint as low as possible.



Planting trees at Alladale

Richard Penhaligon outlined their 3 step programme to minimise environmental impact:

1. They reuse sets and materials already built, instead of landfilling them as is the norm in the events industry. This often means that sets are less costly for the clients.
2. They source materials themselves from responsible suppliers with strong environmental accountability.
3. High efficiency: Penhaligon build sets in their own workshop which is heated by a state of the art - fossil fuel free - wood waste burner which means fewer scraps go into landfill and thus reduces their carbon emissions.



Richard and the specialist team he manages enjoy the respect that reducing their carbon footprint generates, and intend to continue to act responsibly while they put together future events with splendid design and solid practicality to showcase the latest generation of cutting-edge products.

Richard Penhaligon says, "We see planting trees in the T4B Programme as an important part of our ethical and marketing strategy and will always seek to improve and develop the relationship with all of our partners. It continues to provide our clients with the guarantee that they are working with an ethically active company and keep them with us."

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