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Case Study

ACF Events

contact@greengage.solutions
www.greengage.solutions

Company Overview

ACF Events is a team-building and corporate events company. Operating as a smaller team, they handle up to 40-50 events per month during peak periods and have doubled in size since first achieving ECOsmart certification in 2022.

ACF Events partnered with Greengage to achieve ECOsmart certification after a major client proposal demanded sustainability credentials.

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How did they do it?

Strategic Foundation

Partnered with Greengage to develop a comprehensive sustainability strategy from scratch, providing the framework and policies the company previously lacked beyond basic Health and Safety requirements.

Operational Transformation

Eliminated wasteful practices, including single-use cardboard activities and motorised vehicle events, while developing creative material reuse systems using recycled scaffolding and scrap metal for equipment.

Sustainable Sourcing

Implemented green venue selection processes using certified location filters and developed skills within the operations team to repurpose waste materials into reusable resources.

Embedded Integration

Made sustainability a core part of business operations by incorporating discussions into every management meeting and ensuring all new team members are onboarded with sustainability principles.

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Challenges

While ACF Events achieved significant progress, there were challenges along the way:

Every sustainability journey has its moments of challenge, but it's in overcoming these obstacles that the most transformative outcomes emerge.

Time Constraints

During peak months with 40-50 events, finding time for long-term sustainability goals while maintaining service delivery was difficult. This was managed by breaking initiatives into bite-sized chunks and prioritising actions.

Operational Control

Working from rented office space initially limited their ability to control environmental impact, though moving to new premises provided more control.

Resource Management

Balancing immediate event demands with sustainability implementation required ongoing management meeting integration to maintain focus.

Greener Events

Since becoming certified, ACF Events have been championing greener events. We were proud to work with them to create the PlanetWise Events Brochure.

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Outcome

ACF Events became ECOsmart certified in 2022, confirming its commitment to sustainability. Key accomplishments identified throughout the survey process included:

- Company doubled in size post-certification, with sustainability becoming part of employee onboarding.
- Won a major tender with a large engineering firm, with sustainability credentials being a key selection factor.
- Clients increasingly request sustainable team building exercises, allowing the company to steer toward more environmentally conscious offerings.
- Material reuse and upcycling initiatives generate direct cost savings while reducing waste.
- Working toward B Corp certification, expanding all activities to be sustainable, and developing client education resources including green event checklists.

> “When becoming a more sustainable business felt like an overwhelming mission, Greengage provided clarity and support. The online portal allows us to independently improve our operations overtime. Greengage’s expert knowledge in event sustainability has meant that they can provide us with relevant recommendations to aid us on our sustainability journey. ACF Events would recommend Greengage to anyone in the events industry.”

Amy Stevenson
Sustainability Lead at ACF Events

AGENCY Greengage ECOsmart 2025 SUSTAINABILITY CERTIFICATION

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ECOsmart

by Greengage

ECOsmart is the leading certification system for hotels, meeting venues, short stay apartments, event agencies, and TMCs. It is increasingly recognised as the credible and affordable marque that organisations can display to demonstrate their commitment to environmental sustainability and achievement of recognised standards.

Proud to be Certified B Corporation

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