



Wisdom
on Wellness
the community of wellness experts

Our commitment to environmental and social responsibility

We are committed to, and very passionate about, reducing our environmental impact, being socially responsible and generally, being as kind to the environment around us as we possibly can be. This is a really important part of what we do and it runs through the core of all our activities and events. We feel so strongly about it that we even extend these principles to the companies we work and collaborate with.

One of the ways we offset our environmental impact is by planting trees. However, rather than offsetting the impact, we are keen to minimise the impact in the first place.

Here is just a few examples of how these values guide WOW operations.

Reuse, recycle and minimise waste

Recycling is a must! No matter how big or small an event, a lot of waste is produced and we will ensure there is always an opportunity for everyone to recycle where possible. However, our efforts in terms of recycling don't end there. We will reuse and recycle wherever we can. For example, at WOWFest 2022, did you notice the welcome sign was made from repurposed pallets?

Also, did you notice that we used QR codes for you to access WOWFest 2022 information electronically on the day? The whole reason behind going digital was to minimise waste in the first place by not printing everything out on paper.

You will also be pleased to hear that after WOWFest 2022, we kept and stored a lot of the items that can be reused at future events, so when you next attend a WOW event you'll definitely recognise lots of things that we have either reused or repurposed.

Minimising our carbon footprint

We are proud to say that we do what we can to ensure we are minimising the carbon footprint associated with our events. It isn't always the easiest route but we make it work. For example, at WOWFest 2022, we only used power where it was absolutely necessary. This meant that there was no power to any of the exhibitor stands within the marketplace.



Yes, it may have been more difficult to charge our phones, but it massively reduced our energy consumption across the two days and it did not compromise the event experience at all – proved by the fantastic feedback we received from everyone, including exhibitors!

We also stipulate that all catering points associated with a WOW event must provide biodegradable cartons and packaging.

Sustainability

When we need to purchase things for WOW business, we will always opt for higher quality items made from recycled and/or sustainable organic materials where possible. This ensures items last longer and can be reused multiple times, which means less waste in the long run. Even the uniform provided for our team and the volunteers is all sourced in this way, which means it can be worn time and time again!

We also try to provide plant-based catering at our events – It is just as tasty and is a more sustainable option for our planet.

Social Responsibility

This is not just a phrase to us. We understand and appreciate the social impact of our events too. For example, we always aim to support independent local businesses through our events and we sincerely hope this outreach into the local community can make a positive difference.

It also extends to our charity partners that we collaborate with to raise awareness within the WOW community. Our events can provide a big opportunity for exposure and fundraising and this is often something more 'local' charities can find challenging. For that reason, we generally choose to work with local charities with a relevant cause, where we feel we can help to make a big difference. It also means we can connect local charities with our WOW community members who may benefit from their work.