

A large event hall with a stage and a large audience. The stage features a large screen displaying a logo and the text "CRYSTAL CLUB XXXII". The hall is filled with round tables covered in red cloths, each with a table number (e.g., 1, 2, 3, 15, 18). The stage has a red backdrop and a large red car prop. The ceiling is high with many small lights.

MASTERKANOPY

SUSTAINABILITY ADVISORY FOR **EVENT PROJECTS**

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OVERVIEW

Sustainability Advisory for Event Projects embeds sustainability expertise directly into an event company's project lifecycle from early planning through execution advising on how each project can be made more sustainable as decisions are actually being made. Rather than a one-time audit, this is ongoing, project-based guidance: reviewing plans, flagging opportunities, and advising the team in real time as sourcing, logistics, and design decisions unfold. Masterkanopy operates solely as an advisor and doesn't take part in the planning and execution.

HOW IT BENEFITS YOU

- **Reduces cost** through better sourcing and waste decisions made early, rather than retrofitted later
- **Strengthens client pitches and proposals** with credible sustainability input built into the project from the start
- **Positions the company competitively** for corporate/government clients who now score sustainability criteria in RFPs
- **Builds internal capability over time**, as project teams learn sustainable practices through repeated collaboration

SERVICE PROCEDURE

1. PROJECT BRIEFING & SCOPE REVIEW

- Review project brief, client requirements, and initial plans
- Identify where sustainability considerations apply (venue, catering, materials, logistics, waste, energy)

2. ADVISORY INPUT DURING PLANNING

- Advise on sustainable sourcing, vendor selection criteria, and material/design choices as plans develop
- Flag higher-impact decisions early, with practical lower-impact alternatives

3. ONGOING PROJECT SUPPORT

- Remain available for advisory input as the project progresses and decisions evolve
- Review updated plans or vendor proposals as they come in

4. POST-PROJECT REVIEW

- Assess what worked well and what to carry into future projects
- Provide a short summary the company can reuse for client reporting or case studies

Note: This is a general representation of our process. Actual steps and sequencing may be adapted to suit your organisation's specific needs. The phases above are indicative of our typical approach and may be adjusted based on your company's size, complexity, and individual requirements.



WIDEN

MASTERKANOPY

TIMELINE

This service runs alongside the event company's own project timeline rather than following a fixed schedule. Advisory input typically begins at project kickoff and continues through to post-event review; the intensity of involvement scales with project size and complexity.

DELIVERABLES



**Sustainability input
log/recommendations across
the project lifecycle**



**Post-project sustainability
summary**



WHO THIS SERVICE IS FOR?

- Event management and MICE companies wanting sustainability expertise embedded in live projects
- Corporate event agencies pitching sustainability-conscious clients
- Wedding and hospitality planners wanting an ongoing sustainability advisor rather than a one-time consultation
- Venue operators or agencies managing multiple concurrent projects needing flexible advisory support

OTHER SERVICES THAT MAY BENEFIT YOU



ENVIRONMENTAL COMPLIANCE GUIDANCE

Navigate Environmental Regulation with confidence

THE MASTERKANOPY TEAM



RAHIL VERMA
FOUNDER AND CEO

Rahil is an Energy and Sustainability Consultant with international experience across four continents, specializing in energy efficiency and Net-Zero strategy **with a strong focus on behavior-driven performance**. He delivers measurable savings by pairing technical analysis with workforce engagement and organizational behavior insight.



JINAL ZAVERI
SUSTAINABILITY CONSULTANT

Jinal Zaveri is an award-winning sustainability consultant at Masterkanopy, based in Dubai, specializing in GHG accounting, UAE Climate Law compliance, and ESG reporting. She holds an MSc in Sustainability, Entrepreneurship and Design (First Class, Brunel University, UK) and previously worked as a Sustainability Officer at Aston Group in London, where she delivered a 33.29% reduction in emissions against a 20% target.

MASTERKANOPY

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