



NOODLE LIVE SUSTAINABILITY MANIFESTO





Noodle Live was founded in **2012** on the idea that event professionals should be able to gather great data at their events to demonstrate their success, prove their impact and compete with other marketing channels for a fair cut of the marketing budget.

More so than that though, Clemi Hardie, Noodle Live's founder as well as an avid surfer and nature lover, determined from the beginning that the solution should operate **as environmentally ethically and sustainably as possible.**

Aside from using the tool itself to reduce waste by onsite printing, here are some of the ways we're working to have a positive impact for people and planet.

This is our **Noodle Live Sustainability Manifesto:**



Our Ethos

We are a team of passionate event professionals from multiple cultures, countries, and sectors.

We are **100%** home working to minimise our operational footprint and maximise our tech expertise delivering low carbon, event tech services using the most **environmentally friendly** materials and processes available. We truly care about what we do and how we do it – taking full responsibility for the impact of our business and its ability to have a positive impact both socially and environmentally.

Becoming a Regenerative Business

We aspire to be a truly **regenerative business** – one that improves and enhances the ecosystems and communities where we work.

To us, being **regenerative** means –

- Operating and making decisions for the good of all – from our customers to our partners and the communities within which they live and do business
- The way we manage and develop our people creating healthy, innovative environments within which they can thrive
- The way we collaborate with our customers and partners to deliver cutting edge events in carbon friendly ways
- How we evolve and innovate our products and services, so we ensure we are always using the latest technologies and most environmentally friendly materials and production processes, having a positive impact from cradle to grave

Global Partners, Local Impact

We have pledged to work with only
International Partners.

At Noodle Live, we require partners to deploy Hardware, Consumables and at times onsite staffing. We understood that the best we could do here was to only work with partners with **global warehouses** to ensure that local shipping and travel will be used for most of our events. With collectively **60 offices globally**, our partners allow us to ensure that your items arrive not only in a timely fashion, but also reducing the impact of transportation and travel across the board.

We have also worked closely with these partners to ensure packing of this equipment is as **effective, efficient and environmentally friendly as possible**, reducing the volume of shipping that will be required and the recyclability of our packaging.

Our Journey to Net Zero

We are taking our environmental impact seriously and as such are working with **Planet Mark** to measure, manage and offset the carbon footprint of our operations and events. We have begun our journey to carbon certification and are working on a tangible plan to take us to Net Zero carbon emissions by **2025**.

This will include us looking at our scope 1, 2 and 3 carbon emissions and identifying Gold Star offset partners in the countries where we deliver events most frequently so we can become carbon neutral and then carbon negative.

Reducing the Impact of Our Data Storage

As part of our research into reducing our overall environmental impact, we identified that we needed to factor in the energy used to store all of the awesome data collected using the **Noodle Live platform**.

We looked at the efficiency of our data storage solutions to ensure they're as **energy-efficient** as possible. We opted for cloud storage provider AWS, which runs large-scale facilities that are able to provide world-class storage with specialist equipment, cooling systems, and facility design to increase efficiency and decrease waste. In fact, AWS claims that storing data with them results in an average **84% reduction** in the amount of power used.

AWS have also committed to moving towards **a 100% renewable energy supply** and currently uses an energy supply by 2025 (90% in 2022).

Data Storage That Gets Maximum Use from Its Hardware

As well as looking at the operating energy used to power each data center, we also took a look at the impact of the hardware that is being used. Hardware is made using a variety of materials, and some of them have a very high environmental impact. AWS opt to purchase **high-end hardware**, have introduced efficiencies to extend the life of hardware components and programmes in place to repurpose rather than discarding infrastructure once newer items have been purchased. That way, the hardware has a much **longer use life** than at other data storage facilities.

Looking at Waste Responsibly

Aiming for Reusability Recycle Where That's Not Possible

We embed our **RFID chips** into name badges so that delegates can tap their badge to instantly perform a function, such as registering, checking in for a session, or swapping contact details with an exhibitor. Understanding how to reduce the impact of these event name badges and the lanyards that hold them is a **key to our sustainability pledge**. We're starting by increasing reusability and then looking at recycling for those items that have reached their end of life. If **#EventProfs** are running several events per year, we'll always suggest using company-specific branding on the lanyards instead of event-specific branding. This ensures that the lanyards can easily be reused and used again and again.

Reducing the Impact of the Materials Used to Make Our Badges and Lanyards

We constantly work with our suppliers to look at ways to make production more sustainable and offer some great options for including **recycled and recyclable materials** in the design.

For example, we can provide recycled lanyards which made from old plastic bottles. If clients are happy to opt for this product and choose generic branding, then these products can be used again and again, making them a great use of waste plastic.

For the badges, we offer eco Pulper badges for both standard name badges and our RFID smart badges. Pulper is made from wood pulp which has been sourced from sustainable forests. It is chlorine-free and has been tested, so once the chip is removed, it's **recyclable**.

Our PVC name badges are made from recycled plastic and are printed on carbon-neutral presses to minimise the impact of producing these badges and keep our production chains **as circular as possible**.

We also include **bamboo RFID wristbands and credit card size badges** in our offering.

Promoting Post-Event Recycling of PVC Badges & Lanyards

As part of our service to clients, we offer a recycling scheme for event consumables. We have a specialised partner who offers a recycling service for event name badges and lanyards. All consumables and packaging are collected, sorted and separated by material composition. The separated items are then cleaned, shredded, and made into new recycled products such as outdoor furniture and decking, playgrounds, benches, or watering cans. Clients who are interested in taking part in this recycling scheme can ask us for further details.

Reducing Paper Waste

When thinking about our environmental impact, we factored in event tech's role in reducing paper waste at events. Via our RFID name badges and wristbands, we can drastically **reduce the amount of paper** that is created at live events.

If you're running an exhibition or conference, our event tech allows exhibitors to send multiple PDFs via email, rather than printing off hundreds of copies. Delegates can also tap their name badge or wristband to register interest in a particular exhibitor or company, rather than exchanging business cards.

So, there it is. **The Noodle Live Sustainability Manifesto**. We're excited to be able to reduce our impact and offer our clients a more sustainable approach to event badging. If you want to talk to us about sustainable event registration systems or RFID name badges, feel free to **give us a call**.

[Learn more about us](#)

