



SUSTAINABILITY STATEMENT 2023

PEOPLE

PLANET

PROGRESS

The Pink Elephant is a London-based event styling brand that creates bespoke, luxurious events for clients across the globe. As we grow, our intention is to embed social and environmental sustainability into every aspect of our business. With our three pillars, People; Planet; and Progress forming the base of everything that we do, The Pink Elephant's initial sustainability strategy will focus on these six areas:

Suppliers

The Pink Elephant supports small, independent businesses within the hospitality and entertainment industries. We are building a global network of diverse local suppliers, prioritising working with those whose missions are aligned with ours: those with high labour standards; those that are expanding supply chain traceability and transparency; and those that are committed to their own sustainability learning journeys.

Produce

At The Pink Elephant, we recognise the impact that our grazing platter menu choices have on the environment. We thus commit to prioritise using local and seasonal produce in our platters; to offering more vegetarian and vegan options in the future; to fine-tuning our meal planning processes to reduce the potential for food waste; and to educating our clients about how to responsibly manage leftovers and food waste.

Decor

Likewise, we aim to marry aesthetics and ethics in all that we create. The Pink Elephant will thus strive to prioritise use of local and seasonal flowers as much as possible and will seek out local donation opportunities to ensure that our floral arrangements last and bring joy to people for more than just one event. Similarly, we will work to ensure that all decorations and tablescaping components used and textile merchandise sold are reusable and made from natural and certified responsibly sourced materials.

Packaging

As an event styling company, reducing and responsibly managing packaging waste is one of the most impactful things we can do to minimise our environmental footprint. To this end, we will endeavour to utilise single-use packaging and utensils only when absolutely crucial; we will aim to use the most “eco-friendly” products available to us; and we will do our best to ensure that what is used is correctly recycled or composted.

Transportation

The Pink Elephant will work to keep transportation emissions as low as possible by transitioning to the use of the most eco-friendly delivery services in whichever locale we are working. In addition, we will work with our suppliers to identify possible joint transportation emissions reduction opportunities. This might include, for example, consolidating orders to reduce the frequency of deliveries or regionally bundling deliveries to cut down on the number of trips made.

Education and Community

The Pink Elephant is embarking on a sustainability learning journey, and we are bringing our whole community along for the ride. By mapping and measuring the social and environmental impact of our current operations, and seeking out local and industry best practices, we will look to make the most mindful choices in all areas of our business as we grow. By building strong relationships with our vendors and engaging them on topics in sustainability and supply chain traceability, we will learn with and from each other to meet our shared *green* goals. And, finally, by documenting our process and our progress, we'll be including you in all the fun!