

Sustainable Light Knights

Madelynne Greathouse Spring 2023
Morgan Leon Guerrero Spring 2023
Rebeca Rodriguez Spring 2023
Kirby Skoric Spring 2023

Lighting the Way to Sustainability: A Materiality Assessment and Action Plan for the Leukemia and Lymphoma Society's Light The Night Events

Leukemia and Lymphoma Society | Light the Night Event
Fall 2022 - Spring 2023



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Executive Summary

The Leukemia and Lymphoma Society (LLS) is a nonprofit organization with a mission to fund research for cures and treatments for blood-related cancer. Light The Night is one of the largest peer-to-peer (P2P) fundraising events, with approximately 1 million participants in 140 locations throughout the United States and Canada. Participants walk with illuminated lanterns to commemorate survivors, friends, family, and supporters.

Sustainability has become a recent concern for the organization's corporate partners and participants. LLS has shown an increased dedication to sustainability by creating an Environmental Social Governance (ESG) council and has started taking steps toward creating a national plan for sustainability at its Light The Night events.

In order to extend sustainability efforts to all Light The Night events, the client requests the Sustainable Light Knights team to:

1. Perform a materiality assessment for the Light The Night event, accounting for the recent changes that seek to minimize sustainability practices.
2. Rank the event's most material activities, considering food and beverage, waste, lanterns, and t-shirts.
3. Assess the best practices for managing the highest material impacts.
4. Identify short, medium, and long-term goals to help LLS plan for the next steps.

The Sustainable Light Knights consist of four Arizona State University graduate students from the Masters of Sustainability Solutions program. The team undertook an analytical approach to understand P2P events, including conducting a landscape analysis, identifying best practices, and completing a TOWS (threats, opportunities, weaknesses, and strengths) analysis. This served as the foundation for the materiality assessment for Light The Night, which guided what impact topics were most relevant.

To bring the findings of the materiality matrix to life, The Sustainable Light Knights created a sustainable event planning checklist, procurement guidelines, and a vendor pledge for use by Light The Night staff. We grouped the recommendations for sustainable actions into low, medium, and high priority and short, medium, and long-term goals. While this assessment focused on Light The Night, the recommendations outlined in this action plan can extend to other fundraising events organized by LLS. The design of the action plan is to help LLS leadership and staff take steps to lower the impact of Light The Night events nationwide and transform LLS into a leader within sustainable events that can serve as an example for other nonprofit organizations to follow.

Background

I. Fall 2022

The development of the materiality assessment and actionable, sustainable event checklist, procurement guidelines, and vendor contract followed a multistep process involving research, stakeholder engagement, online surveys, and a mapping exercise.

A. Landscape Analysis

Organizations use a landscape analysis framework to understand and identify key players in their field, classify them by relevant characteristics, and better understand potential solutions for sustainability problems (Darnall, n.d.). We assess the Light The Night event at two levels. The first level includes major outdoor events in the P2P sphere and other general large outdoor events. The second level of assessment focuses on the four key areas of concern identified by LLS: Food and beverage, waste, lanterns, and t-shirts.

We include other P2P fundraising events, music festivals, green event certifications, and green event planning guides to complete a comprehensive landscape analysis. The research extended to include music festivals due to the similarity in metrics they share with P2P events. Both tend to see high volumes of event participants and vendors, often using temporary, rented locations. Additionally, both event types are subject to municipal rules and regulations, solid waste procedures, and weather conditions.

B. Best Practices

A best practice is a working method or set of working methods that are officially accepted as the best to use in a particular business or industry (Cambridge, 2022). When performing a best practice analysis, qualitative data is taken from the landscape analysis to understand the best method for a given area of interest (Cambridge, 2022).

The Sustainable Light Knights performed the landscape analysis, which resulted in valuable information regarding current practices of other P2P events and organizations that successfully plan large outdoor events. Additionally, the Sustainable Light Knights incorporated information and practices from sustainable event guides after assessing P2P events and organizations. The landscape analysis led to compiling the best practices

from the events and sustainability event guides. These best practices focused on the four major focus areas, and they are incorporated into our final deliverables.

C. T.O.W.S (Threats, Opportunities, Weaknesses, and Strengths) Analysis

Conducting a TOWS (Threats, Opportunities, Weaknesses, and Strengths) analysis of LLS and Light The Night is used to explore how the Sustainable Light Knights can best support LLS's goals. Through our TOWS analysis, we established how LLS could utilize their strengths to take advantage of their current opportunities, how they can utilize their strengths to overcome potential threats in their environment, how LLS can use their current opportunities to mitigate their weaknesses, and how LLS could create strategies to manage any risks that become magnified by current threats. Completing a TOWS analysis has helped us to establish internal and external factors that impact LLS's ability to incorporate sustainable recommendations in their events and organizations. See Appendix J for the STOWS Analysis.

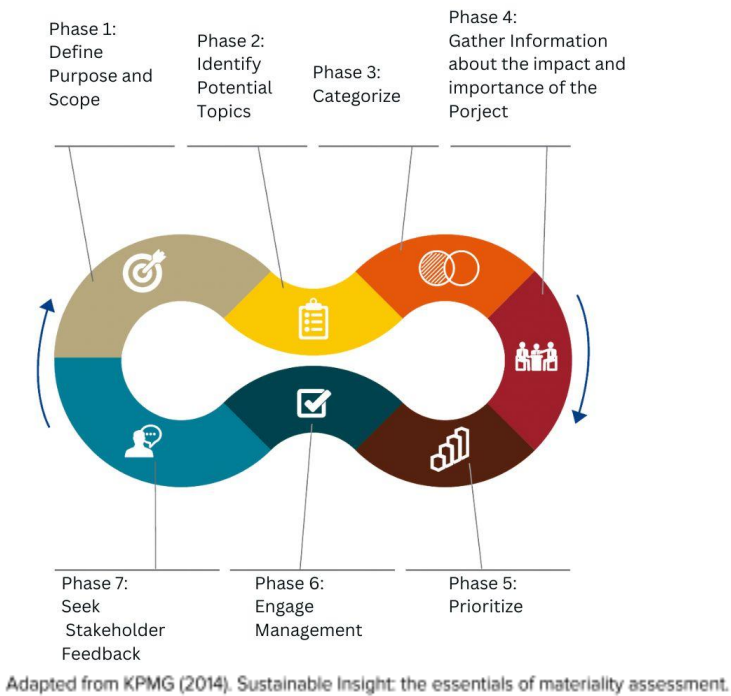
II. Why conduct a materiality assessment for Light The Night

As LLS increases the presence of sustainability within its organization, it is essential to look at its practices to improve its overall impact. A materiality assessment helps understand the issues that matter most to an organization's internal and external stakeholders. The assessment addresses social, economic, and environmental factors along the value chain to see how it can address risks and opportunities today and in the future (Novartis, n.d.). The goal is to become a leader in the nonprofit sector in planning for sustainability. The materiality assessment will benchmark and assess their journey to becoming a sustainable leader.

III. Materiality approach

A. How Materiality is Defined

Materiality is a concept within sustainability reporting that highlights important or relevant information to various stakeholders (GRI, 2022). Material information can influence stakeholders to make decisions about the organization and its operations internally or externally (GRI, 2022). What an organization deems material is up to interpretation and depends on the organization's identified key stakeholders (GRI, 2022).



B. Double Materiality

Several leading sustainability standards and frameworks are used for sustainability reporting (GRI, 2022). The Sustainable Light Knights chose the GRI standards to define impact topics for the Light The Night event as they consider multiple stakeholders based on double materiality (GRI, 2022). Double materiality considers financial materiality and impact materiality (GRI, 2022). Financial materiality provides relevant information on how it can create economic value for the organization and its investors or, in this case, sponsors (GRI, 2022). Impact materiality involves relevant information on the organization's impact on the economy, environment, and society for various stakeholders, including investors, employees, participants, and the local community (GRI,

2022). The team has taken this double materiality approach for Light The Night as the impacts of the events have already or will become financially material.

IV. Definition and measurement of impact topics

An impact topic is an Environmental, Social, or Governance (ESG) issue on which the organization has an effect or which affects the organization. (Bartels, 2014). In our case, an impact topic is an ESG issue that is relevant and important to Light The Night.

The Sustainable Light Knights team approached the materiality assessment in seven (7) phases.

Our materiality assessment helps us understand the knowledge employees and participants have regarding sustainability practices and address potential areas of change within the planning and operation of Light The Night. The team can identify internal and external issues relevant to Light The Night and its operations through this process. The team consulted the Event Organizers GRI Sector Disclosure to establish 12 impact topics that have the most significant potential impacts on Light The Night operation.

The impact topics include:

- | | | |
|---------------------------------------|---------------------------|-----------------------|
| 1. Energy | 6. Compliance | 11. Marketing |
| 2. Procurement and Sourcing Practices | 7. Transportation | Communications |
| 3. Water | 8. Training and Education | 12. Food and Beverage |
| 4. Emissions | 9. Local Communities | |
| 5. Waste | 10. Inclusivity | |

VII. Strategic objective of Light The Night materiality assessment

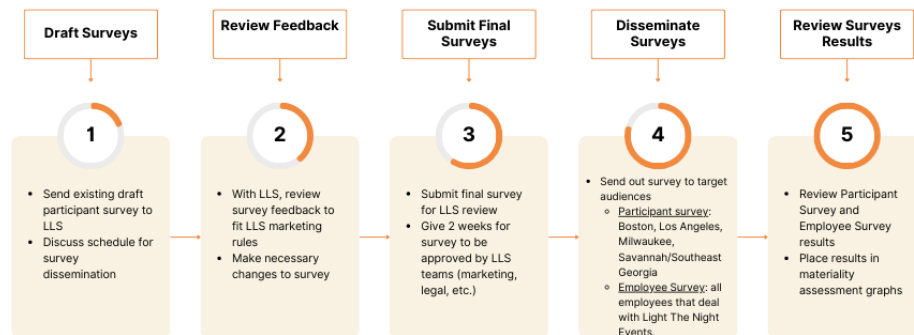
The team conducted a materiality assessment to highlight key areas of risk and opportunity within the four impact areas identified in the original communication with LLS. These four impact areas included food and beverage, waste, lanterns, and t-shirts. The team conducted the materiality assessment with these four focus areas as a starting point and then identified impact topics relevant to each area. Completing a materiality assessment intends to identify and understand various ESG impacts that could be

categorized within the four focus areas. The team identified the impact topics with the intention of using this information to inform relevant recommendations for each focus area.

Through the landscape analysis, the team identified 61 specific subcategories of sustainable actions within the 12 impact topics. The sustainable actions bring to life the impact topic findings and will help LLS incorporate the Sustainable Light Knight's recommendations. Additionally, the research will provide LLS with a path forward when addressing ESG concerns within the four areas of impact.

Results

I. Survey Summary



Graphs inspired by Novartis Global Materiality Assessment (2021)

Another component of conducting a materiality assessment is surveying stakeholders to understand better their perspectives on the organization's sustainability plans and their perception of impact topics to Light The Night. The Sustainable Light Knights team created two surveys, one given to participants and the other to LLS Light The Night employees. The team developed two surveys to get a general understanding of the sustainability knowledge and experience of Light The Night participants and employees. The surveys qualitatively assess the perspectives on sustainability and check the potential effects certain impact topics have on present and future Light The Night planning. By conducting the surveys, the team can prioritize and target impact areas deemed more critical and relevant by internal stakeholders (e.g., Light The Night employees) and external stakeholders (Light The Night participants).

The Sustainable Light Knights believe focusing on these twelve (12 impacts) topics will help LLS reach its sustainability goals established by the ESG Council. With these goals in mind, Light The Night employees will receive a sustainable event planning checklist, procurement guidelines, and vendor pledge to further progress sustainability initiatives during events.

Through this process the following results were gathered:

Participant Survey (Light The Night Attendees)	Employee Survey (Light The Night Employees)
Survey period: March 14, 2023 - March 31, 2023	Survey period: March 14, 2023 - March 31, 2023
Markets Invited to Participate: Boston, Los Angeles, Milwaukee, and Savannah/Southeast Georgia	Number of Invited Participants: 12
Number of Responses: 122 Responses	Number of Responses: 7
Response Rate: Unknown	Response Rate: 58%
<i>Response rate: number of responses/number of invited participants</i>	<i>Response rate: number of responses/number of invited participants</i>

Table inspired by Novartis Global Materiality Assessment (2021)

With the help of LLS employees, the team reached four Light The Night markets, including Boston, Los Angeles, Milwaukee, and Savannah/Southeast Georgia. With input from LLS employees, the Sustainable Light Knights developed the participant survey. The participant survey looked to gather demographic information, an understanding of participants’ attitudes toward sustainability, and their interaction with food and beverage, waste, lanterns, and t-shirts at the Light The Night event. The Sustainable Light Knights developed the employee survey to seek input in ranking the impact topics relevant to Light The Night operations. Both surveys were distributed through email by the project sponsor via Formsite and Google Forms. In total, the team received 122 responses for the participant survey and seven responses for the employee survey. The surveys are crucial to understanding both stakeholders and increasing transparency which is a significant first step towards accountability and how LLS will implement the recommendations to make Light The Night more sustainable.

II. Participant Survey Results

The following information from the participant survey provides a better picture of Light The Night participants' basic understanding of sustainability, sustainable practices at events, and what they hope to see at future events.

Key takeaways include:

- Appendix A: Age Results, Appendix B: Participant Location, Appendix C: Years Attending LTN, and Appendix D: Team Type: A summary of demographic information of respondents. This information provides LLS with a general understanding of who is attending Light The Night events and what markets can be targeted in future initiatives.
- Appendix E: Level of Sustainability Knowledge: Over 95% of survey respondents have a basic understanding of sustainability and are interested to do more when it comes to sustainability at Light The Night events.
- Appendix F: Transportation: Majority of respondents take personal, motor vehicles as a means to get to event sites.
- Appendix G: Participant Lantern Practices: About 14.8% of respondents throw lanterns away, 20.5% return them to LLS to be reused for the next event, and 64.8% keep the lantern and bring it home.
- Appendix H: Sustainability Practices at Light The Night: Current practices of participants include: bringing personal water bottles, saving promotional items, participating in remembrance pavilion, eating the food provided at events, wearing the Light The Night t-shirts, and using waste and recycling bins at events. These responses reveal potential areas LLS can target to implement additional sustainability initiatives.

III. Employee Survey Results

The purpose of the employee survey was two-fold. First, ask Light The Night Employees to rank the 12 impact topics based on their idea of the impact topic's relevance to Light The Night. For example, one respondent indicated Energy as a "Highly Relevant" impact topic based on our provided definition. Second, this survey allowed for the consideration of stakeholder feedback and for employees to begin to think more about potential sustainability initiatives at Light The Night. After collecting the responses, the Sustainable Light Knights performed a mapping exercise with the project sponsors to establish the

perceived impacts of the 12 impact areas on Light The Night operations. See Appendix I: Employee Survey Results.

IV. Materiality Assessment Results

A. Materiality Matrix

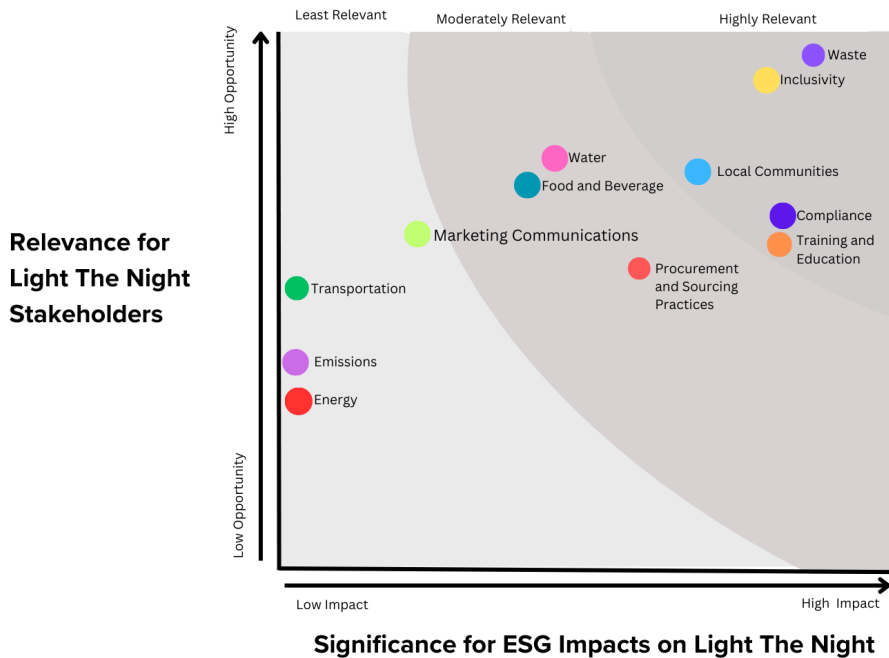
The chart below shows the relationship between the ranked impact topics, LLS Value Chain, and the Sustainable Development Goals (SDGs), which the LLS ESG Council highlights. The value chain consists of the four focus areas provided by LLS and the processes and individuals involved in making Light The Night Events successful. The SDGs columns show readers how addressing these impact topics offer additional benefits by addressing aspects within each SDG. The impact topics column, separated by economic, environmental, and social focuses, represents areas where LLS can address sustainability concerns. Lastly, the ranking column shows the readers the high, medium, and low-priority impact topics established through participant and employee surveys. Creating this chart illustrates potential areas of improvement and where The Sustainable Light Knights should make recommendations for more sustainable practices.

IMPACT TOPICS	LLS VALUE CHAIN						PRIMARY SDGs (3, 5, 10, 12)	ADDITIONAL SDGs	Priority (Low, Medium, High)
	Lanterns	T-Shirts	Waste	Food & Beverage	Event Planning	Participants			
ECONOMIC									
Procurement/ Sourcing Practices							 3 GOOD HEALTH AND WELL-BEING 10 REDUCED INEQUALITIES 12 RESPONSIBLE CONSUMPTION AND PRODUCTION		Medium
ENVIRONMENTAL									
Energy							 7 AFFORDABLE AND CLEAN ENERGY 12 RESPONSIBLE CONSUMPTION AND PRODUCTION	 11 AFFORDABLE AND CLEAN ENERGY	Low
Water							 3 GOOD HEALTH AND WELL-BEING	 6 CLEAN WATER AND SANITATION	Medium
Emissions									Low
Waste							 3 GOOD HEALTH AND WELL-BEING 12 RESPONSIBLE CONSUMPTION AND PRODUCTION		High
Compliance								 17 PARTNERSHIPS FOR THE GOALS	High
Transportation								 7 AFFORDABLE AND CLEAN ENERGY 13 CLIMATE ACTION	Low
SOCIAL									
Training and Education							 5 GENDER EQUALITY 10 REDUCED INEQUALITIES	 8 DECENT WORK AND ECONOMIC GROWTH 17 PARTNERSHIPS FOR THE GOALS	High
Local Communities								 11 AFFORDABLE AND CLEAN ENERGY 16 PEACE, JUSTICE AND STRONG INSTITUTIONS	High
Inclusivity							 5 GENDER EQUALITY 10 REDUCED INEQUALITIES	 8 DECENT WORK AND ECONOMIC GROWTH 17 PARTNERSHIPS FOR THE GOALS	High
Marketing Communications								 17 PARTNERSHIPS FOR THE GOALS	Low
Food and Beverage							 3 GOOD HEALTH AND WELL-BEING 10 REDUCED INEQUALITIES		Medium

Graphs inspired by Kellogg's Materiality Assessment

B. Materiality Map

Through research and collaboration with project sponsors, the team provides a framework of action that LLS can implement for each specific impact topic. Through the participant and employee survey results, the team can indicate how the impact topics drive the sustainability recommendations. After reviewing the results of the surveys, the team placed the impact topics on the graph below based on how the internal and external stakeholders see their influence on Light The Night's decisions and their potential significant impacts on Light The Night's operations. The Sustainable Light Knights then rank the impact topics based on how high or low their opportunity of influence will be on Light The Night planning and operation. Although some impact topics may rank high in impact and opportunity, LLS may deem those topics not material to Light The Night. The Materiality Map below allows for a better understanding of stakeholders' points of view and opinions.



These results shaped the ranking and scoring totals for the event planning guide as well as set which impacts were concerned with short-, medium-, and long-term solutions.

Recommendations

I. Impact Topics

The GRI Event Organizers Sector Disclosures categories revealed the following points as the identified impact topics for Light The Night. Each section includes the impact topic and its definition, the impact on Light The Night, and feedback from the surveyed stakeholder groups. Short-, medium-, and long-term goals have been identified for each impact topic. The impact topics are labeled as high, medium, or low materiality. The materiality rankings take into consideration the stakeholder survey results and research.

High Priority

1. Waste

Definition: Waste generated from event planning through to execution. This includes waste, recycling, and compostable materials such as event signage, food and beverage, water bottles, etc.

Impact on Light The Night: Without prior planning to minimize waste and accommodate its disposal, the Light The Night events have a high potential to produce waste (COSH, 2023). Regarding signage, Light The Night can continue its practice of recycling event signage year after year. If any new signage is needed, it is important to consider recycled materials or those from a certified environmentally friendly source (University Sustainability Practices, 2023). To mitigate food and packaging waste, LLS can work with vendors through contracts outlining commitments to minimize waste and ensure its proper disposal (MSEC, 2023). Vendors can be required to provide cutlery and dishwares that are compostable (University Sustainability Practices, 2023). It is also important to have clear signage and waste disposal stations, including receptacles for composting, recycling, and the landfill (COSH, 2023). Volunteers can be stationed at the disposal stations to help facilitate the proper disposal of waste (MSEC, 2023).

Stakeholder Feedback: Based on the employee survey and the materiality map, this impact topic was scored to be highly relevant, which indicates that it has a high relevance to the Light The Night stakeholders and is seen to have a high impact on Light The Night operations.

Short, Medium, and Long-term Goals:

Short-term goals include:

- Use event signage that is made from post-consumer, recycled, durable materials or is printed in a way that can be reused the following year.
- Landfill, recycling, and composting bins are included at the event with clear signage on how to sort waste. Signage and information is based upon local city/state guidelines.
- Ensure that event vendors and staff are aware of the location of the nearest recycling station and landfill bins.

Medium-term goals include:

- Place landfill bins in close proximity to recycle and compost bins.

Long-term goals

- Use unbleached, recycled content, and chlorine-free paper products (napkins).
- Offer reusable beverage containers with water refill stations.
- Set up lantern return stations with appropriate signage.
- Use washable, recyclable, or compostable products and serveware.

2. Compliance

Definition: Initiatives or policies from LLS, local governments, and venue organizers that ensure compliance with local environmental laws and regulations.

Impact on Light The Night: Implementing policies regarding waste and using certain materials, including plastic, at events, have gained traction within certain cities. Researching sustainability compliance will help Light The Night ensure that the organization operates in an environmentally responsible and ethical manner that is in line with that of local regulations. This is important for the long-term viability of the Light The Night, as well as for the protection of the environment and the health and safety of its employees, customers, and other stakeholders. It is important for the Light The Night team to research and be aware of these best practices in host cities in order to ensure staying within any enacted policies.

Stakeholder Feedback: Based on the employee survey and the materiality map, this impact topic was scored to be highly relevant, which indicates that it has a high relevance to the Light The Night stakeholders and is seen to have a high impact on Light The Night operations.

Short, Medium, and Long-term Goals:

Short-term goals include:

- Appoint a leader to conduct research on local ordinances related to sustainability.

Medium-term goals include:

- Ensure your products are reusable, compostable and recyclable by State/County/City standards or made of recycled materials

Long-term goals

- Research local ordinances related to the sustainability of your event. Ensure that all apply.

3. Training and Education

Definition: Procedures related to training and raising awareness on sustainability practices and goals to employees, volunteers, and participants involved in Light The Night.

Impact on Light The Night: Light The Night has a robust team, including employees involved in the ESG Council and the Territory Campaign Development Directors. To ensure consistency across events and sustainability practices implementation, it is beneficial to identify a sustainability representative from within the organization. The sustainability representative can be the Light The Night sustainability point of contact, answer questions, and continue to receive more training on how to effectively implement sustainability practices (USP, 2023).

Stakeholder Feedback: Training and education is a high opportunity impact area identified by the Light The Night team. The more educated staff and participants are in the topic of sustainability, the more likely they are to support the goals of the organization.

Short, medium, and long term goals:

Short term goals include:

- Advertise, promote, and market event to a diverse audience
- Share event sustainability efforts with attendees in pre-event literature, signage, announcements, media, and marketing

- Inform attendees and request their help in meeting waste diversion and event sustainability goals
- Ensure that event planning staff communicates the sustainability goals or objectives to staff/volunteers, and clearly assigns sustainability duties to staff/volunteers
- Offer event information in different languages specific to event location and demographics
- Display and define sustainability terms and concepts in a comprehensible manner at the event
- Educate attendees about sustainable practices through activities/ demonstrations, such as waste and/or recycling demonstrations, composting talks, or hands-on activities
- Educate attendees about sustainable food practices when serving food. This can be done by appropriate signage, menu notes, or by food servers

Medium term goals include:

- Meet with stakeholders, event owners, site owners, vendors, and contractors to let them know the goals of the sustainable event guideline. Invite their input and advise them of any sustainability expectations and requirements

4. Local communities

Definition: Engaging with the local community to develop Light The Night and discussing any negative or positive impacts. Including diverse voices from the community and encouraging attendance from those who traditionally do not attend Light The Night.

Impact on Light The Night: With over 100 in-person events across the United States and Canada, Light The Night has the opportunity to positively impact the local community in the local society, environment, and economy (COSH, 2023). Incorporating sustainability practices into each event allows for a more diverse audience to be included, involved, and heard, leading to diversity and inclusion (MSEC, 2023).

Stakeholder Feedback: Local communities will always be a high priority for the Light The Night team. The employees and the project sponsors agree that

reaching different audiences at their level to support their mission is highly relevant to the work the nonprofit is doing.

Short, medium, and long term goals:

Short term goals include:

- Communicate sustainable efforts, requirements and suggestions to vendors

Medium term goals include:

- Research local ordinances related to the sustainability of your event. Ensure that all apply

5. Inclusivity

Definition: Developing and running Light The Night to be a socially inclusive event, held at an accessible environment for all, and able to accommodate requests.

Impact on Light The Night: Light The Night's reach across the United States and Canada presents an opportunity for events to deliberately include underrepresented communities and the ability to address accessibility needs and requests (MSEC, 2023). Information regarding the participants' accessibility needs can be asked for ahead of time in order to ensure an event with the least amount of barriers. The selection of event venues can also take into consideration the accessibility of its facilities and restrooms (MSEC, 2023). Using diverse marketing channels can ensure a broader potential participant group is reached (COSH, 2023).

Stakeholder Feedback: Survey participants saw inclusivity as a topic to have a high social impact on the communities that Light The Night serves. Along with waste, it was the only topic where all employee survey respondents agreed it was highly relevant to Light The Night.

Short, Medium, and Long-term Goals

Short term goals:

- Hold your event at a time that considers a majority of your audience and avoids major religious holidays

Medium term goals:

- Set diversity targets and measure your progress. This can include sourcing minority-owned vendors or attendee demographic.
- Use inclusive language, images, and graphics in marketing
- Develop a customized land acknowledgement and practice pronunciation beforehand

Long term goals:

- Make sure the entire venue, or a significant portion, is accessible for persons with reduced mobility

Medium Priority

6. Water

Definition: Includes the water used during Light The Night and how it is distributed to employees, volunteers, and participants (e.g. water bottles, water refill stations). Also includes any water-saving initiatives.

Impact on Light The Night: A significant source of waste at events can be the use of water bottles made out of plastic. Light The Night has the opportunity to mitigate this impact by offering water refill stations and encouraging participants to bring their reusable water bottles (COSH, 2023). LLS has indicated health concerns for the most vulnerable attendees regarding water refill stations. With clear and consistent messaging, water bottles can be made available for vulnerable populations, and water refill stations can be provided for the remainder of the attendees. Such an approach would minimize single-use plastic water bottles at Light The Night. Another approach would be to use water bottles made out of other non-plastic materials that can be recycled or composted within the city the event is held (COSH, 2023).

Stakeholder Feedback: Based on the employee survey and the materiality map, this impact topic was scored to be moderately relevant which indicates that it has medium relevance to the Light The Night stakeholder and is seen to have a medium impact on Light The Night operations.

Short-, Medium-, and Long-term Goals:

Short-term Goals include:

- Appoint volunteers to monitor water stations to reduce wasted water
- Encourage event attendees to bring their own refillable beverage container

Medium-term Goals include:

- Eliminate bottled water sales or giveaways. Provide alternative sources of water (e.g. from bulk water taps)
- Choose venues with drinking fountains or hire temporary water stations. Ensure the water refill stations are centrally and strategically located with clear labeling

7. Food and beverage

Definition: Access to food and beverages at Light The Night that are locally sourced, accommodate a variety of diets, and include organic, seasonal, local, and/or fair trade food and beverage options. This includes access to sustainable food and beverage packaging options and a plan for dealing with food surplus at the end of the event.

Impact on Light The Night: Light The Night's reach across the United States and Canada allows for the opportunity to work with a variety of food and beverage vendors. Food and beverage options have an impact on greenhouse gas emissions and water use (COSH, 2023). One way to mitigate the environmental impact is to provide vegetarian and vegan options (MSEC, 2023). Light The Night can also work with local, organic, and fair trade options (MSEC, 2023). Each event can also make a plan for dealing with leftover food, whether it be composting or donating to a local organization (COSH, 2023).

Stakeholder Feedback: The survey and materiality matrix revealed the food and beverage topic to be moderately relevant to Light The Night stakeholders. The employee survey results indicate the food and beverage topic has a medium impact on Light The Night operations.

Short, Medium, and Long-term Goals

Short term goals:

- Educate attendees about sustainable food practices when serving food. This can be done by appropriate signage, menu notes, or by food servers.
- Ensure vendors use Fair Trade, Direct Trade, Rainforest Alliance, or organic products

- Require vendors to partner with a local charities, food banks, or compost services to collect leftover food post event

Medium term goals:

- Choose vendors that provide vegetarian and vegan options

Long term goals:

- Have a contract with food providers to ensure sustainable practices. (For example, zero waste practices, vegan/vegetarian options, local/seasonal etc.)

8. Procurement and Sourcing Practices

Definition: Addresses the extent to which The Leukemia & Lymphoma Society (LLS) and Light The Night employees are compliant with sustainable sourcing policies. This also includes LLS contracted and extended supply chain (i.e., direct suppliers, venues, sponsors) that provides promotional items, event spaces, and food and beverage vendors.

Impact on Light The Night: Light The Night events are made possible through the collaboration of multiple stakeholders, including sponsors, suppliers, and vendors (COSH, 2023). The Light The Night events can implement procurement and sourcing practices that vet national and local sponsors, suppliers, and vendors and prioritize those with a reputation for social and environmental sustainability (COSH, 2023).

Stakeholder Feedback: Based on the employee survey and the materiality map, this impact topic was scored to be moderately relevant which indicates that it has medium relevance to the Light The Night stakeholder and is seen to have a medium impact on Light The Night operations.

Short, Medium, and Long-term Goals:

Short-term goals include:

- Order with a request for no-excess packaging

Medium-term goals include:

- Styrofoam products are not purchased or used
- Ask food vendors to only provide recyclable or compostable containers. When choosing compostable items they should be BPI-certified and have no fluorinated chemicals

Long-term goals include:

- Ask vendors only hand out SWAG that's either made with sustainable materials including organic cotton, recycled materials, etc.
- Event supplies are borrowed, purchased secondhand, rented or reused

Low Priority

9. Energy

Definition:The energy mix (non-renewable, renewable, or both) that is provided by the venue organizers for Light The Night events. This also includes energy-saving initiatives.

Impact on Light The Night: The amount of energy used and its sources can have a negative impact on the environment and communities due to greenhouse gas emissions (Concordia Office of Sustainability and Hospitality, 2023). One way to mitigate this impact is to hold events outside, as seen during the Light The Night events (COSH, 2023). However, there are opportunities to improve through the selection of event venues using non-fossil fuel energy sources within the renewables family, including solar and wind for outdoor and facilities lighting (COSH, 2023). The selection of event venues can also take into consideration the conservation of electricity through the facilities available, like energy-efficient faucets, toilets, and lighting (COSH, 2023). Overall, choosing event venues with facilities featuring LEED-certified buildings can help address energy waste (COSH, 2023).

Stakeholder Feedback: Based on the employee survey and the materiality map, this impact topic was scored to be least relevant which indicates that it has low relevance to the Light The Night stakeholder and is seen to have a low impact on Light The Night operations.

Short, Medium, and Long-term Goals:

Short-term goals include:

- Choose buildings/venues that have LEED certifications or certifications that ensure the building/venue is green
- Choose venues that have EV charging stations available for use
- Use LED lights for all stage and venue lighting

Medium-term goals include:

- Create a method for tracking and measuring GHG emissions at Light The Night Events
- Ensure your event runs on renewable energy (either by the event organizers or through the local energy grid system)

10. Emissions

Definition: Carbon dioxide and other greenhouse gasses that are released directly or indirectly into the atmosphere. An example includes event emissions which are typically associated with employee/volunteer/participant travel, energy usage, and production.

Impact on Light The Night: Light The Night events are held at various locations, which require participants to travel to the events. The use of transportation to the event has an impact on the environment due to emissions, especially from the use of a single person riding a personal vehicle to the event. Light The Night can help lower participants' carbon footprint by ensuring events are accessible by public transportation (McGill Sustainable Events Certification, 2021). Consistent and clear messaging encouraging participants to take alternative modes of transportation or carpooling can be an effective strategy (COSH, 2023). Additionally, the construction and maintenance of event venues, as well as the use of equipment such as generators, can result in emissions. Light The Night can help mitigate this issue by purchasing and becoming involved in carbon offsetting programs.

Stakeholder Feedback: Based on the employee survey and the materiality map, this impact topic was scored to have a low relevance, which indicates that it has a low relevance to the Light The Night stakeholders and is seen to have a low impact on Light The Night operations.

Short, Medium, and Long-term Goals:

Medium-term goals include:

- Create a method for tracking and measuring GHG emissions at Light The Night Events

Long-term goals

- Offset the emissions produced by Light The Night events by purchasing carbon credits or investing in renewable energy projects.

11. Transportation

Definition: The transportation of products, goods and materials, employees, volunteers, and participants which may have an impact on the surrounding environment

Impact on Light The Night: Light The Night events include the participation of many people from a general geographical area. To help reduce the participant's carbon footprint, Light The Night can encourage participants to walk, bike, take public transportation, or carpool to the event (COSH, 2023). Providing participants with specific details before the event regarding the closest public transportation stops to the events and the availability of bike racks can help reduce barriers for participants (USP, 2023). On the vendor side, transportation emissions mitigation can happen by working with local vendors who source environmentally friendly or certified sustainable materials (COSH, 2023).

Stakeholder Feedback: There is a small level of opportunity when it comes to Transportation. The employees identified this as having medium opportunity compared to the other impact topics, however, the project partners identified this as low impact due to the challenging nature of transportation. Transportation is heavily dependent on the community and infrastructure available in the area, but there are a few recommendations to improve.

Short, Medium, and Long-term Goals:

Short term goals include:

- Encourage participants to arrive using sustainable transportation

Medium term goals include:

- Share information on local public transportation and include information on stops located near the venue in the with participants

Long term goals include:

- Choose a venue with secure bicycle parking or offer a bike valet to watch over attendee's bikes during the event

12. Marketing communications

Definition: Ensuring public-facing materials regarding sustainability initiatives are based on factual information and backed up by actions taken by the organization and vendors participating in Light The Night.

Impact on Light The Night: Light The Night participants are engaged with each other and with LLS. Clear and consistent communication with participants and vendors regarding sustainability practices at Light The Night can ensure factual information is shared and LLS avoids greenwashing. Light The Night can contribute to factual sustainability practices by first setting up awareness before and during the event and informing the community how they can be involved (COSH, 2023). Light The Night can follow up with participants and vendors after the event to share sustainability practices, successes, and where to make future improvements (COSH, 2023).

Stakeholder Feedback: The surveys and materiality matrix reveal the marketing communications topic to be of medium relevance to Light The Night stakeholders. The employee survey indicates the marketing communication topic has a medium impact on Light The Night operations.

Short, Medium, and Long-term Goals:

Short term goals:

- Share event sustainability efforts with attendees in pre-event literature, signage, announcements, media, and marketing
- Include promotion of key sustainability actions in your marketing plan
- Distribute event maps, guides, agendas, programs, etc. electronically prior to the event
- Clearly communicate objectives to staff, suppliers, contractors, volunteers and enforce contract clauses
- Use signage and electronic media to inform participants about event sustainability practices and initiatives
- Prominently display objectives and achievements at key areas and touchpoints pre, during and post event, to raise awareness, engage and encourage behavior change
- Distribute surveys to attendees post event on sustainable topics to document their views, values, barriers and aspirations

Medium term goals:

- Appoint a spokesperson who can talk about the sustainable features of the event

Next steps

As The Leukemia & Lymphoma Society strives to become innovators of sustainability in the nonprofit sector, the Sustainable Light Knights recommend the following next steps for the organization:

Hire a Sustainability Coordinator for Light The Night Events

The team recommends adding a Sustainability Coordinator position to the Leadership of Light The Night events to support the organization's goals. To ensure the dedication to carrying out these responsibilities, the recommendation is the addition of an additional employee. Their duties would include carrying out the following steps outlined below. To make this transition easier, this position could be a part-time position to start. Once LLS sees an increase in demand, they could expand to a full-time position, then multiple regional sustainability coordinators for all events. If, at this time, hiring a sustainability coordinator is not feasible, the following responsibilities would go to another position in the organization, ideally a person within leadership.

Begin Tracking ESG and Materiality Topics to Inform Goals

A recommendation is to set up an ESG and Materiality tracking plan to be able to set better goals for the organization. This will also require training for event coordinators but is critical to the success of sustainability. (this would be the responsibility of the sustainability coordinator)

Distribute the Sustainable Event Checklist, Procurement Guidelines, and Vendor Pledge

The team has created an all-inclusive event planning checklist for the event coordinators of Light The Night events, using the impact topics from the materiality assessment. This event guide can be completed by each event regardless of their level of participation or unique practices. Event organizers can use the event checklist to score each event to understand their level of commitment to The Leukemia & Lymphoma Society's sustainability goals. It will help them become a leader in the nonprofit fundraising space regarding sustainable practices. To promote these sustainability changes within the diverse Light The Night markets, the event checklist includes a score sheet that allows organizers to benchmark their sustainability success with other Light The Night Events and receive a sustainability badge from LLS as a reward for the implementation of items contained in the Event Checklist.

Some event practices are not decided by the individual markets but by the national team. The procurement guideline will be a crucial resource for the national team at Light The Night. It provides information on sourcing a more sustainable product for items like T-shirts and marketing materials.

In addition to the event checklist and procurement guideline, the Sustainable Light Knights recommend using a vendor pledge to have third-party vendors comply with the sustainability goals of each event. An example of this is in the event planning document packet created for the LLS team.

The following steps for the Light The Night team will be to distribute this checklist to each Light The Night planner across their organization, adopt the procurement guideline, and introduce the vendor pledge. To ensure the impact of this checklist, procurement guideline, and vendor pledge, education will be required to adopt these practices. In addition, it is necessary to allow Light The Night planners to review the checklist and then ask questions about how to use it or to provide clarification on different categories.

See the event planning checklist, procurement guideline, and vendor pledge.

Host Sustainable Event Planning Trainings for all Light The Night Event Planners

With a checklist as extensive as the one the team provides, education must come with it to ensure the highest and best use of the tool. Event coordinators can ask questions and learn more about sustainable event planning by hosting an event planning training. This will help bolster their understanding of the expectations needed for sustainable change.

Set and Achieve Short, Medium and Long Term Goals Related to Sustainability

The final step would be to consider the goals recommended by the team and the suggested timeline to improve sustainability at the events and work to achieve set goals.

Conclusion

Our assessment of Light The Night highlighted the importance of inclusivity and waste reduction as top priorities. Through conducting surveys and a materiality assessment, we found these areas that needed the most attention to ensure the event can move towards a sustainable future and positively impact the environment and communities in which it

operates. Using our surveys and materiality assessment results, our team developed short-, medium-, and long-term recommendations for Light The Night event organizers to implement sustainable practices. Our team delivered our recommendations through three main deliverables: our Sustainable Event Planning Checklist, Procurement Guidelines, and Vendor Contract.

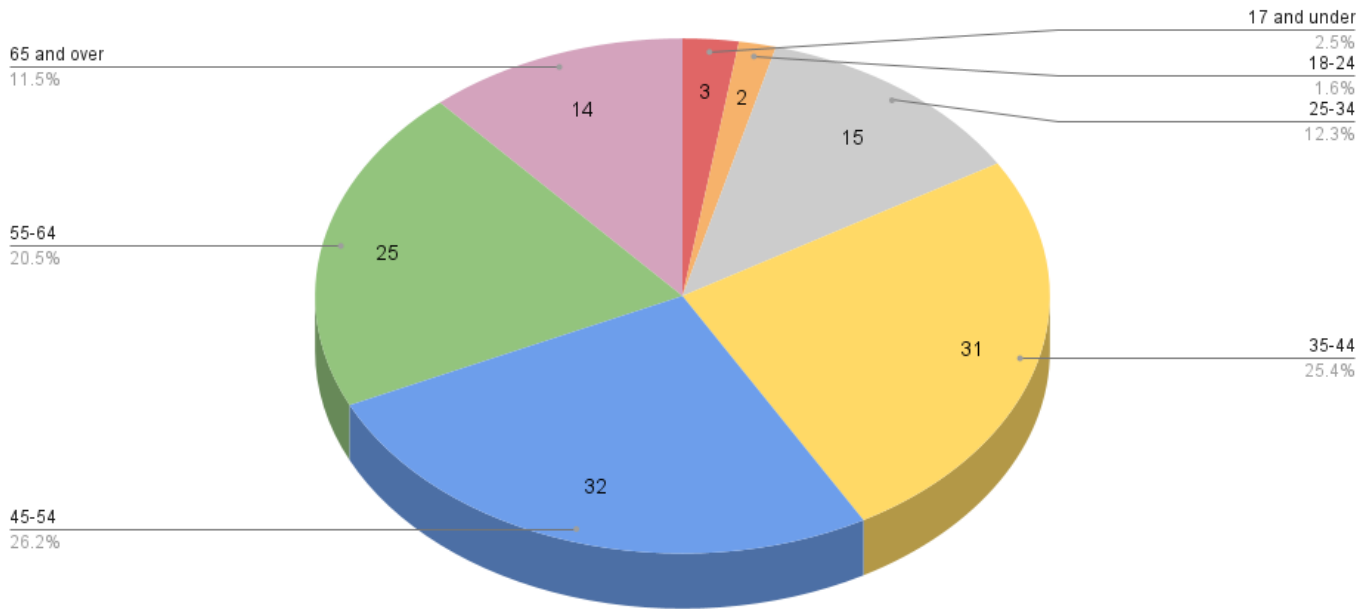
The deliverables that our team created for Light The Night will help the organization move towards a sustainable future in several ways. The Sustainable Event Planning Checklist will provide the organization with a comprehensive framework to prioritize practices with high materiality. The Procurement Guidelines will provide clear guidance to the organization's procurement team to ensure they source sustainable and environmentally-friendly products and services for their events. Finally, the sustainable vendor contract will ensure that the organization can work with vendors who share their commitment to sustainability, thereby helping reduce the events' environmental impact. Overall, these deliverables will help the organization prioritize sustainability in its events and operations, reduce its environmental footprint, and inspire others to follow suit.

By implementing our recommendations, Light The Night will reduce its environmental impact and promote a more inclusive and sustainable culture. We hope our findings will inspire similar efforts in other large fundraising events to prioritize sustainability and positively impact the world. We anticipate our deliverables will serve as a valuable resource for Light The Night event organizers to create a culture of sustainability in their events.

Appendix

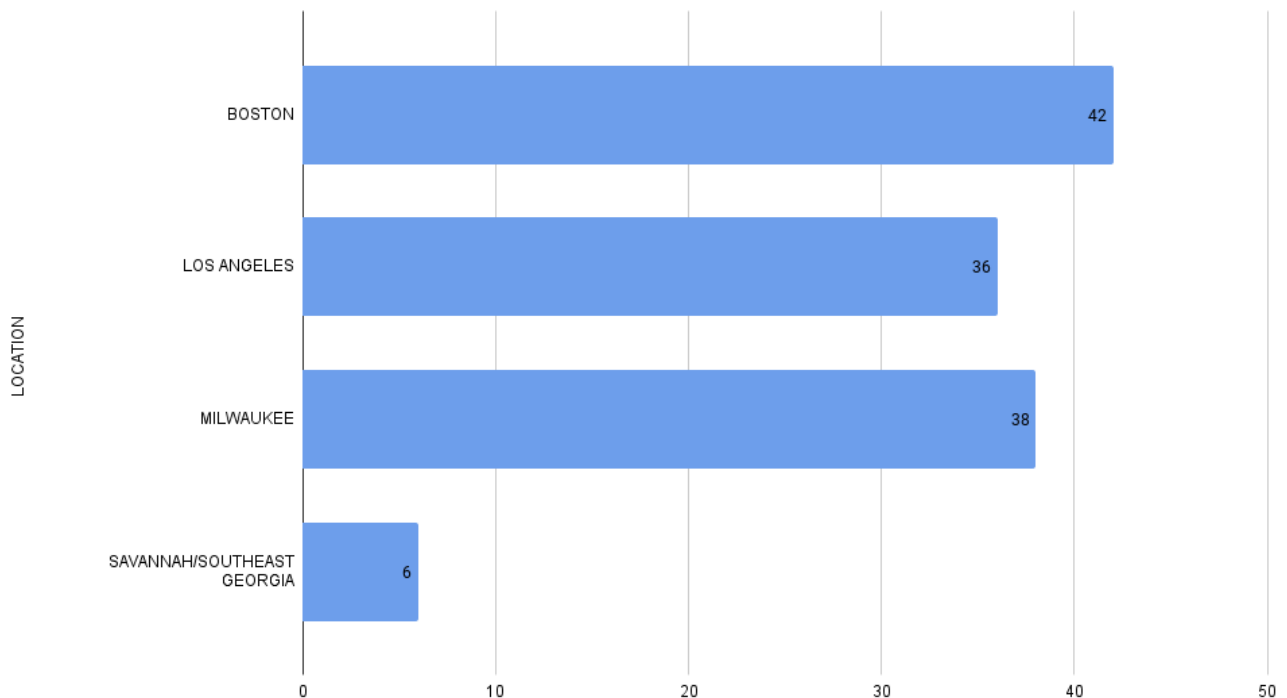
Appendix A: Participant Age

AGE RESULTS (OUT OF 122 RESPONSES)



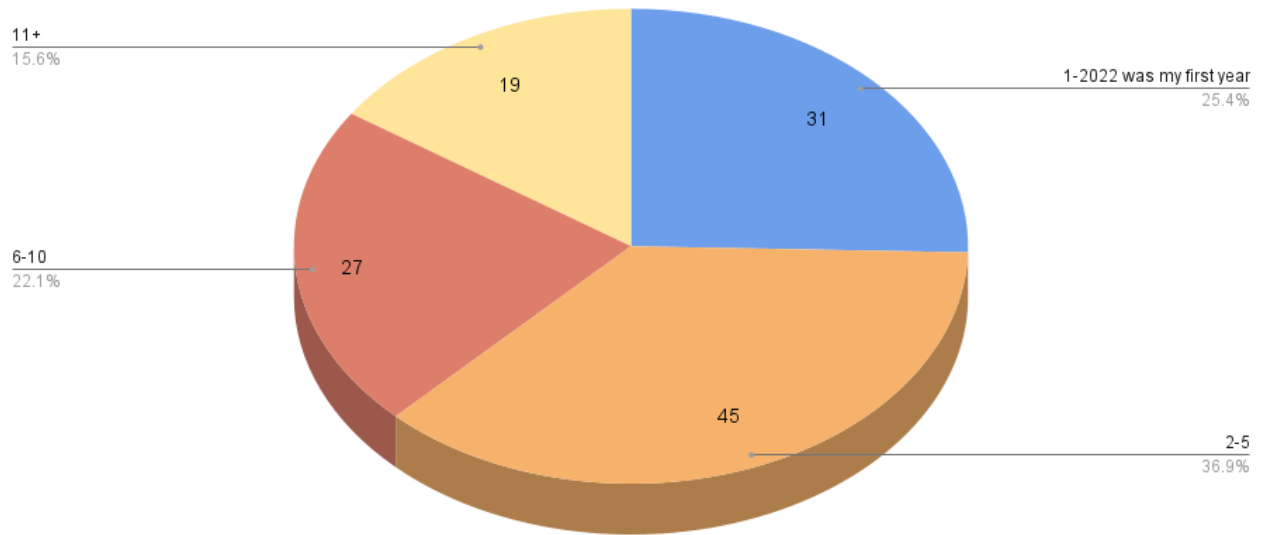
Appendix B: Participant Location

PARTICIPANT LOCATION



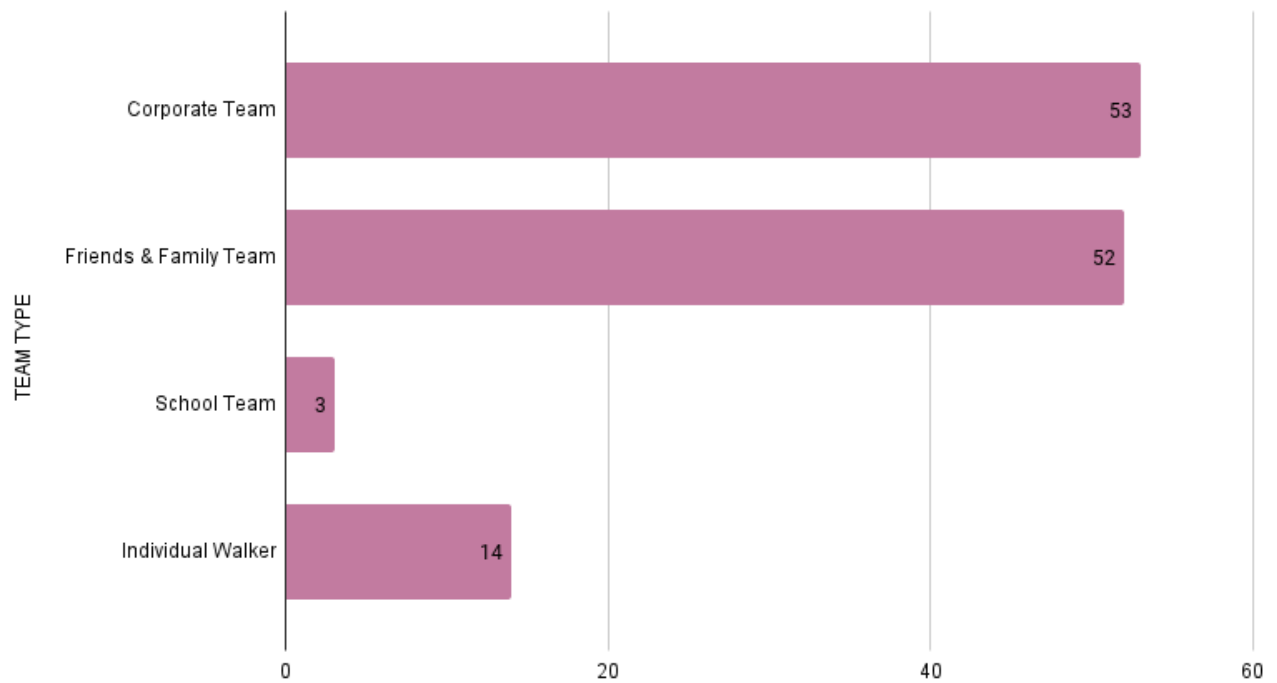
Appendix C: Years Attending LTN

Years Attending LTN



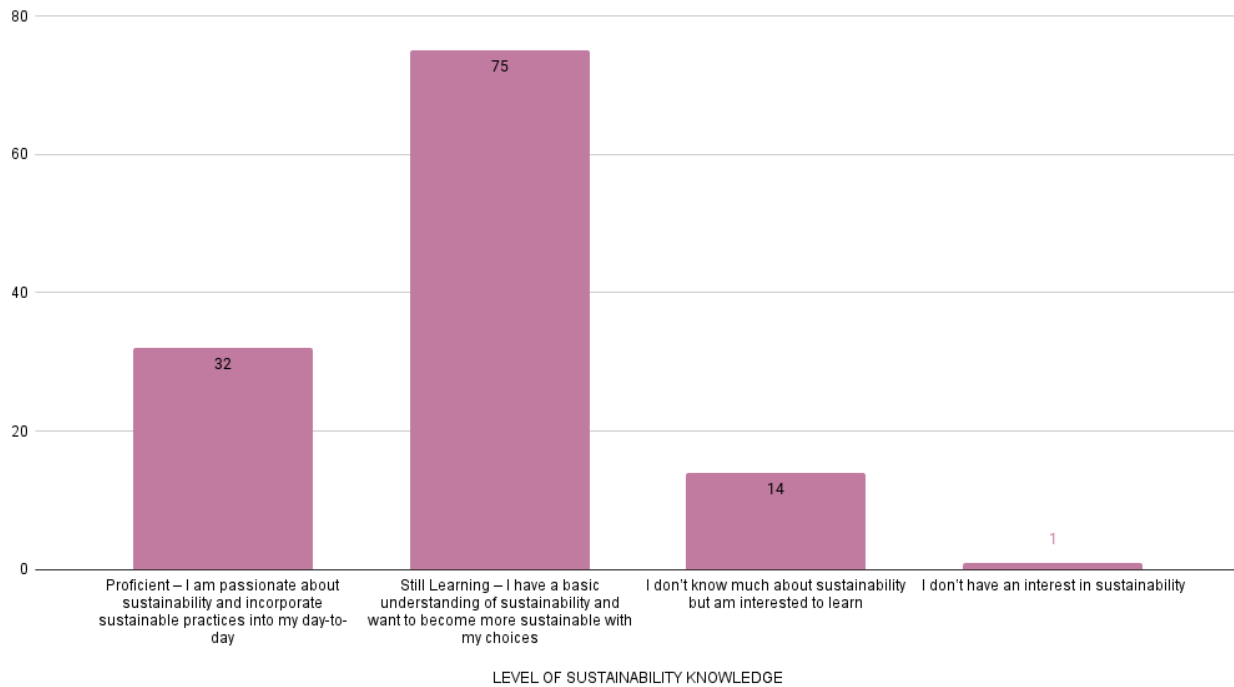
Appendix D: Team Type

TEAM TYPE



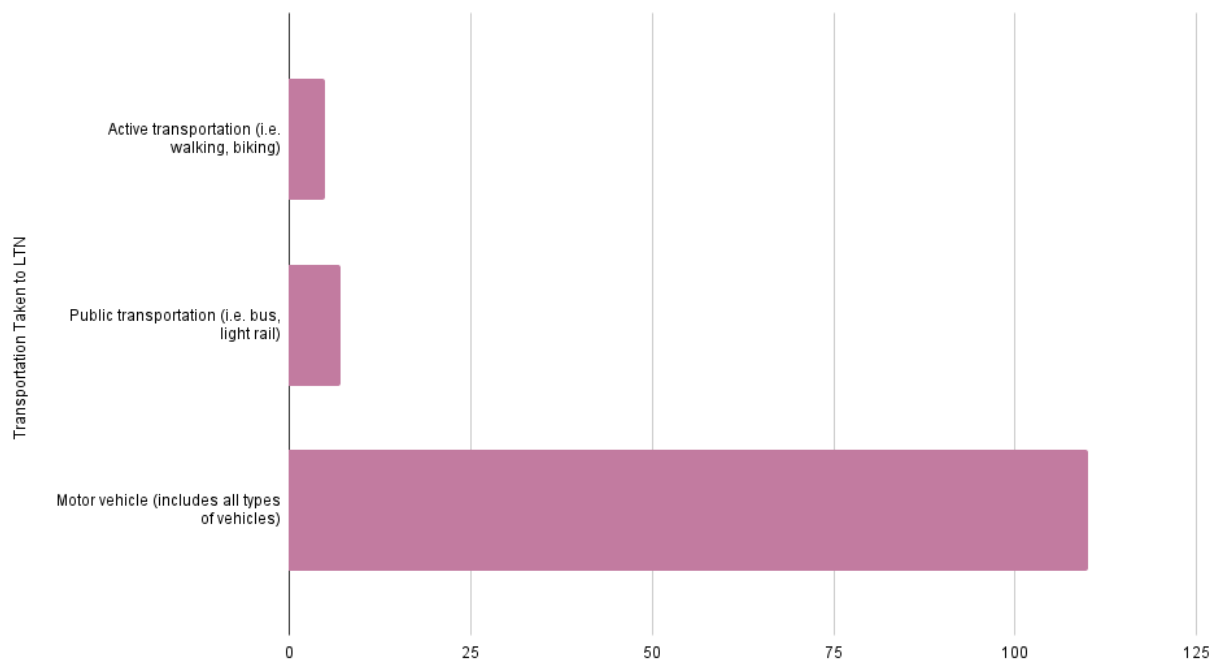
Appendix E: Level of Sustainability Knowledge

LEVEL OF SUSTAINABILITY KNOWLEDGE



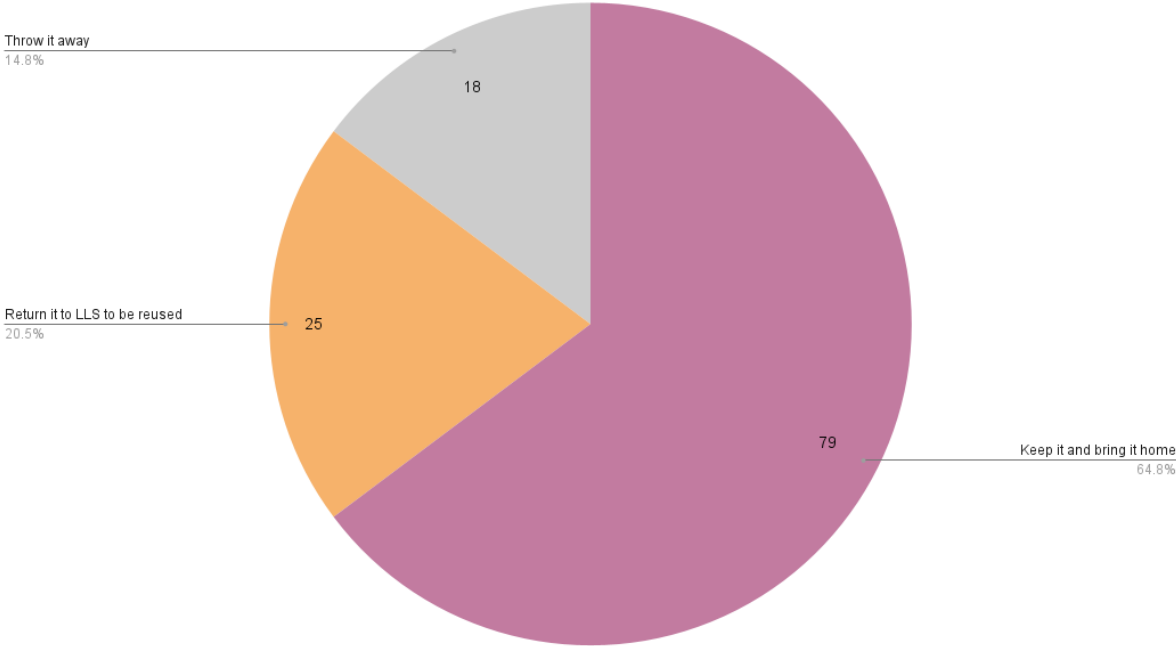
Appendix F: Transportation

Transportation Taken to LTN



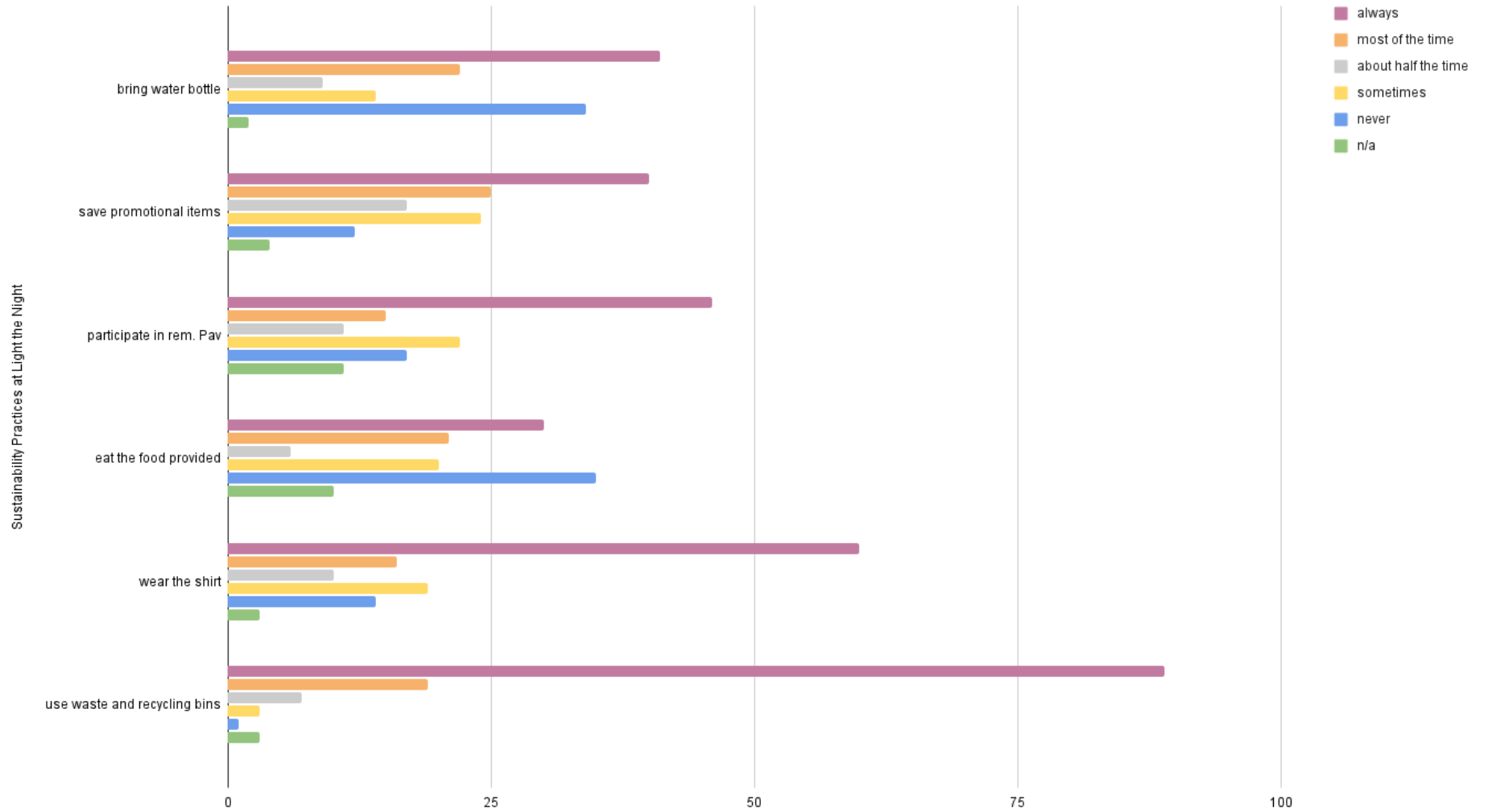
Appendix G: Participant Lantern Practices

PARTICIPANT LANTERN PRACTICES



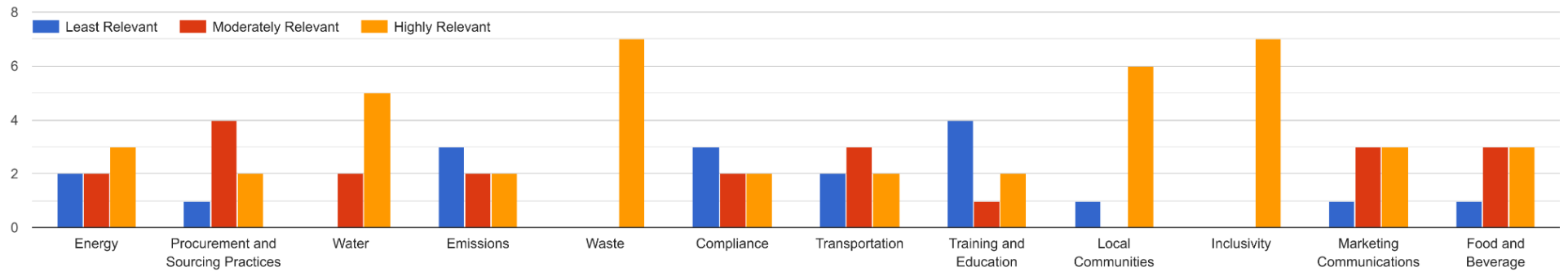
APPENDIX H: Sustainability Practices at Light The Night

SUSTAINABILITY PRACTICES AT LIGHT THE NIGHT



Appendix I: Employee Survey Results

Please rate the following impact area from being least relevant to the Light The Night events to being most relevant.



Appendix J: STOWs Analysis Results

		EXTERNAL FACTORS	
		OPPORTUNITIES	THREATS
INTERNAL FACTORS	STRENGTHS	<p>1. With the formation of the ESG council, LLS will be able to address external pressure from sponsors to move toward green event planning.</p> <p>2. Use high level governance engagement in sustainability efforts to create a governing body within management that oversees sustainability and ESG efforts.</p> <p>3. Ability to be first in class in green fundraising (first mover). The competition for nonprofit funding is highly competitive, and incorporating ESG practices into your nonprofit can make the difference between attracting investors or getting passed over.</p> <p>4. Ability to lower costs of swag and increase fundraising value</p> <p>5. Utilize current ESG momentum and green event certifications to aid regional managers in implementing sustainability best practices.</p> <p>6. Utilize the current financial growth and influence of LLS in the P2P field to cover increased costs from sustainability initiatives. Despite market trends (other large P2P fundraisers are losing money), LLS is increasing in sponsorship.</p>	<p>1. The ESG council and leadership will help mitigate the issues related to the negative views based on lack of sustainability at event.</p> <p>2. Leveraging the mission to promote sustainability would eliminate those who do not participate due to lack of sustainability</p> <p>3. Developing a framework for non profits could potentially change the overall regulations around non-profits and similar events.</p> <p>4. Becoming certified in green events would allow new sponsorships and donors to arise due to the sustainable mission and nature of the event</p> <p>5. Increased sponsorship would make incorporating sustainable practices a much smoother transition while contributing to the mission of LLS.</p> <p>6. The national reach of the organization will help LLS reach a new audience of those that can work, volunteer, source, and attend the event, further promoting the mission of eliminating cancer, and spreading awareness about sustainability.</p>
	WEAKNESSES	<p>1. External pressure from sponsor and community members pushes executive leadership to commit to incorporate sustainability in event planning.</p> <p>2. ESG reporting will show corporate sponsors and investors the need for a full time sustainability employee, who can ensure LLS and Light the Night minimizes green washing and targets new sponsorships focused on advancing sustainability within LLS and Light the Night.</p> <p>3. Obtaining green event certifications and following sustainability standards will help the ESG council better incorporate and prioritize sustainability in their future events. This will provide all Light the Night national coordinators a well thought, actionable plan that ensure sustainability is being done during Light the Night (especially in key focus areas of food and beverage, waste, t-shirts, and lanterns).</p> <p>4. with a committed employee(s) focused on sustainability, there is a possibility of increased sustainability education in headquarters. Doing this can potentially ensure sustainability practices are being done at every level of the company (executive leadership, managers, event coordinators, volunteers, etc.)</p> <p>5. Through the increased attention from internal and external stakeholders, LLS can shift the values of the company to include sustainability efforts. This will increase the need for ESG reporting, sustainability funding, and company support.</p> <p>6. Increased support from executive leadership, provides more opportunities for the ESG council to develop new ideas and solutions to reduce material consumption (in food and beverage, waste, lanterns, and t-shirts).</p>	<p>1. LLS to investigate an ESG reporting framework like GRI and start tracking required data to be prepared for any upcoming changes in legislation requiring nonprofits to disclose environmental impacts.</p> <p>2. LLS to create relationship with local community representative to provide insight into waste best practices and recommended waste management company appropriate for the location.</p> <p>3. LLS to research sponsors who would be onboard with implementing sustainability factors at events and willing to sponsor such activities.</p> <p>4. LLS to consider bringing onboard a board member or executive leader who is well versed in ESG and can provide feedback to proposed sustainability solutions.</p> <p>5. LLS to educate participants on sustainability practices through communication before, during, and after event to set good expectations as to what type of sustainability factors can be expected at the event.</p> <p>6. LLS to consider immunocompromised community and reassure safety of water stations by ensuring reputable vendor and hygienic setup for all in order to eliminate single use plastics from water bottles and encourage the use of reusable bottles brought by participants.</p>

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