



***In Pursuit of a Green Difference
Reusing, Recycling Event Wastes
Towards a Green & Healthy Tomorrow..***

#greengratitude is an Initiative to prevent event wastes from polluting the environment.

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CONTEXT

Event business is a blend of **Experience & Innovation**. In pursuit of creating unique experiences, event designers consume a variety of materials some of which are not eco friendly. The sheer volume of the event wastes, piles up not just the residues, but guilt as well.

Media Point, the Chennai based **Global Experiential Design Agency**, led by its professional and dynamic team at the cusp of turning 25 and with a proud milestone of **4500+ events** took upon itself to inspire the industry to turn events into a green initiative. In pursuit was born the **#greengratitude** drive, that aims at minimizing usage of polluting materials in events as also implementing the concept of **Recycling-Downcycling-Upcycling** the event residues. We at Media Point firmly believe that change is ever dynamic and remaining sensitive to Mother Earth is not a task, but a deep commitment.

This dossier shares innovations implemented by Media Point from their event wastes which has won wide appreciation and with a deep rooted mission to be environmentally sensitive, the **#greengratitude** mission has being initiated.

The aim of this dossier is to inspire event designers and managers to explore more ways in optimizing event residues and further the cause by designing green events that will make India **green, healthy and prosperous**.

Goodness of GREEN

Green represents Nature, Growth, Rebirth, Health, Hope, and many positive things related to overall well being. One can sense the feeling of belonging and tranquility whenever one sees this soothing color.

It perfectly resonates nature, cycle of birth, blossoming, and then rebirth with transformation and new beginnings. Green represents the state of remaining in continuity. Green defines peace and health.

#gratitudegreen

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"if you have Media Point on board then you can peacefully attend to other works as the event will be on an auto mode"

- Voice of Clients

25 years of Media Point *Meaningful celebrations*

A tale of small dreams built step by step by a committed team, that is Media Point. As we turn 25, we realise that we have successfully survived 4 business cycles which gives us the renewed confidence to face many more.

We are one of the few experiential design houses in India to have seen the evolution of the event business right from 1998. From the days of using thermocol cutouts moving on to painted backdrops, landing on Flex prints, using up sunboards, then to projectors to watch-out and now with state-of-the-art LED walls with immersive experiences.

This journey has been possible with the unstinted faith and confidence our clients have in us. To quote the famous lines of our clients **"if you have Media Point on board then you can peacefully attend to other works as the event will be on an Auto mode"** is the biggest recognition we have won.

At 25, the matured MPians realize the need to give back and thus the idea of this dossier - **#gratitudegreen**

The ideas in this book are tried and have been put to practice by our teams and we take the biggest joy of dedicating this pioneering initiative **(another first from Media Point)** to our Clients, Partners, Stakeholders, and to the event fraternity.

If this effort helps in transforming the way events In India are designed and paves the way for many green events, we would be truly humbled.

Wishing Green and prosperous Eventing !!

Deepak Swaminathan

Founder - Media Point



“The Biggest Gift from God is a World full of Green and it is our foremost responsibility to keep it truly Clean”.

#gratitudegreen



Proudly Unveiling #gratitudegreen

A Media Point Initiative

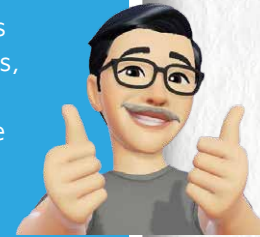
www.mediapointevent.com

Saving our environment is not just a responsibility but a deep rooted Pride!



#gratitudegreen – Team Media Point

What started as a one room agency in 1998, has today blossomed into a globally acclaimed experiential design house with over 100+ talents across our verticals. Blessed with 25 years of designing 4500+ experiential events, the joy of being a forerunner has its own share of introspection and that springs up new avenues to innovate. The number of years and the volume of events gave us recognition, inspiring us to remain ahead of the curve. **#gratitudegreen** is another pioneering initiative born out of deep concern for Mother Nature, love for India and our strong Patriotism. This effort is our way of giving back to Mother Earth for the immense opportunities and blessings endowed upon us. Committed we remain to our Clients, stakeholders, Country and Mother Earth.



-Deepak Swaminathan

Our innovative event planning emphasizes on sustainability by creatively upcycling non-biodegradable materials used in events. By acknowledging the environmental impact of traditional materials and embracing upcycling, we aim to position our Brand as "Both Creative yet Environmentally Sensitive."



- Anandhi Kumar



Mission Green Credits. Setting the Narrative for Green Tomorrow

A Media Point Initiative



Good Health & Well being



Affordable Green Energy



Life above Land



Clean Water and Sanitation



Life below water



Sustainable Cities and Community

#gratitudegreen – Team Media Point

At Media Point, we excel in managing large outdoor events with 3000+ attendees. We've tackled litter issues by leveraging technology and collaborating with stakeholders for efficient waste collection, segregation, and recycling. Our commitment to green event planning has evolved from a small concept into a standard practice.



Vijay Balah

To establish a process for inventories and storing the materials after dismantling from events. Having a system in place to sort and categorize materials by type and condition can make it easier to identify potential reuse opportunities for future events or projects. Need to start from the basics of educating the ground force people.

R.Soundararajan



In our industry, we strive to minimize waste and re-purpose discarded designs. Connecting work-life balance to eco-balance, we pioneered sustainable events, achieving India's first paperless registration in 2019 for an International Conference using facetag. Identifying upcycled products from event residues, our team preserves these ideas for posterity. Celebrating 25 years of Media Point, we present our green initiatives dossier-a humble submission for the next generation.
#gratitudegreen #Upcycle #Recycle

Murali Shankaran



#gratitdegreen – Team Media Point

Transitioning from Print Media to Virtual and LED content in Media, our focus at Media Point, since 2017 has centered on a holistic Green Initiative in Events. This shift allows for tailored, captivating content for LED and Virtual mediums, exploring diverse textures and colors that align with human perception. Each event design undergoes thorough research for meticulous attention to detail and brand alignment."



Sandeep



I had the opportunity to work in one of the finest events designed and executed by Media Point - Large Expos, Conferences and stalls building assignments, where we had deliberated with client and recommended solutions that save the environment. This effort is to protect the surrounding and guarantee the well being of the economy and society. Media Point Method events with Originality and sustainability in Intellect by transforming waste material that cannot decompose into new and functional items.

Neshanthini Devikarani



Transitioning celebrations and Events into Sustainable and Eco Friendly practice is very inspiring. Embracing a green environment in Events industry is a significant milestone and it is indeed a privilege to be part of this Transformation. Thank the management & my colleagues at Media Point for giving me the joy to be part of the change.

Anuksha Venkatesh

#gratitudegreen – Team Media Point

Our Technology division aims at developing Made In India smart branding and collateral solutions for events that are designed with dynamism at core, easy to use, plug and play mode. This effort of ours since 2017, has helped reduce a vast amount of paper and printing. We strive to strengthen the cause by innovation at play.

P. Bharanidharan



Media Point's Green initiative strikes a balance between sustainability-focused partners, venues, and client needs. We advocate achievable green practices such as Virtual & Hybrid Events, Recyclable name badges, paperless agendas, digital ticketing, AI Engagement, reusable material donation, recycling, sustainable F&B, waste management, and reduced printed materials. Our vision is widespread green sustainability embraced by all events industry stakeholders.

R. Praveen



Moving to paperless accounting has been a direction from our leaders and we have proudly moved to digital and we have reduced paper consumption by 95% by training our partners and associates to adopt paperless accounting systems. We take pride in doing our might for #gratitudegreen

Sathish & Ranjith



VOICE OF GREEN AMBASSADORS

Integrating upcycling, recycling, and green solutions into event planning is an excellent initiative. Here's a concise approach to implementing these practices for your upcoming events: Utilize wood as the primary material for stall construction to reduce the carbon footprint. Prioritize the recycling of food waste, paper, and wood materials to minimize environmental impact.

**Ajay Mahajan - Head,
Trade Fairs, IEEMA**

Sustainability should be a company-wide process to reflect in events. Often, venues lack adherence to sustainable norms like waste and water management or using sustainable materials. As event partners, prioritize materials that can be recycled or reused extensively. Track carbon footprints and suggest sustainable solutions for reducing environmental impact.

**Suman Bhowmik - Country Head &
Portfolio Director, Constellar**

VOICE OF GREEN AMBASSADORS

Upcycling and Recycling are crucial today. Every step of waste management, from placement to disposal, must be carefully planned like the event itself. Ensuring waste reaches proper disposal sites, instead of relying on Government Authorities, is key. Shifting responsibility to event organizers for effective waste management is vital for sustainability.

**Latha Pandiarajan - Co Founder,
Ma Foi Group**

Environmental, Social and Governance considerations are pivotal in today's business, shaping culture and success. As leaders, it's our responsibility to prioritize sustainability for a better future. Green events reflect this commitment, integrating sustainability seamlessly, showcasing our role as a catalyst for positive change. These events aren't just branding opportunities but strategic platforms for a sustainable future, fostering long-term business resilience.

**Subrata Sengupta - Marketing &
Communication Specialist**

VOICE OF GREEN AMBASSADORS

Upcycling and Recycling are crucial, especially given the substantial waste from events. Promptly addressing this by prioritizing reusable materials minimizes waste. Banning specific materials can significantly reduce event-generated waste.

**Anil Saboo - CHO,
Elektrolites**

A Great idea! Implementing upcycling and recycling for event waste is crucial. Using modular, eco-friendly materials allows for easy assembly and removal. By separating branding elements in a designated corner, the focus remains on sustainability while maintaining the brand's presence.

**Ranganathan Ke - Managing Director,
Roca India**

VOICE OF GREEN AMBASSADORS

Upcycling and Recycling event waste are pivotal for the future, aligning with the direction many organizations are heading. Let's delve into recycling ideas and devise effective implementation strategies for our events.

**Shyam Kalyanasundaram, Executive Vice President &
National Head - Leasing, Indospace**

Repurposing event waste fosters creativity and resourcefulness while alleviating land fill. Collaboration among corporates, venues, agencies, and stakeholders is vital for sustainable event management. This involves adopting eco-friendly materials, optimizing waste management, and cultivating a sustainability-driven culture industry-wide.

**Preetha MC - Senior HR,
Business Partner, FRESHWORKS**

VOICE OF GREEN AMBASSADORS

Upcycling and Recycling is the need of the hour. Consciously, we need to avoid water being served in plastic bottle, and any other material used in events can be replaced with Eco Friendly Substitutes.

**Pramod Baleri- Director,
Apollo Paints Pvt LTD.**

Definitely...Green Initiative in Events is a great Move. My recommendation for Green- initiated Events involves prioritizing venues like conference halls or convention centers that are aligned with sustainability principles. Therefore, choosing a venue should include considering its commitment to green practices as a key criteria".

**Venkatasubramani Palanidurai - Lead Engineer,
GE Power Conversion.**

VOICE OF GREEN AMBASSADORS

I am pleased to commend the excellent initiative taken by a pioneer in the event industry to recycle and reuse event residues. This initiative underscores the importance of leaving a green legacy for future generations. I hope it will inspire Media Point to broaden its efforts by engaging a wider range of stakeholders. I believe that with corporate and eco-conscious support, this initiative could make a substantial impact.

**R. Venkatesh - Entrepreneur,
Startup Investor**

Recycling and Upcycling event waste is a fantastic initiative. I'm fully committed to being part of this effort and eager to discuss strategies to minimize event waste.

**Jose Raj - SVP & Head HR,
World Line**



LIFE ABOVE LAND

Blending modernity yet retaining the cause of green makes this World a great place.





INSPIRATION

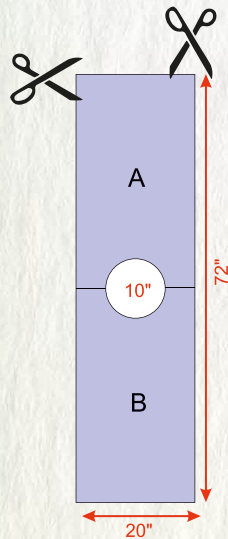


An informal exchange at an Annual Conference

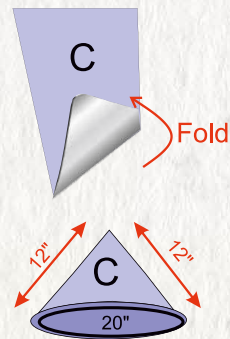


RAINCOAT made from used flex

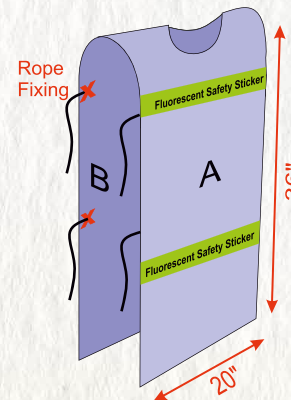
Step 1 - Cutting & Resizing



Step 2 - Head wear design



Step 3 - Binding



Step 4 - Final product



Materials required

- Flex sheets
- Seaming for fixing the periphery
- Cutter & stitching machine
- Binding ropes

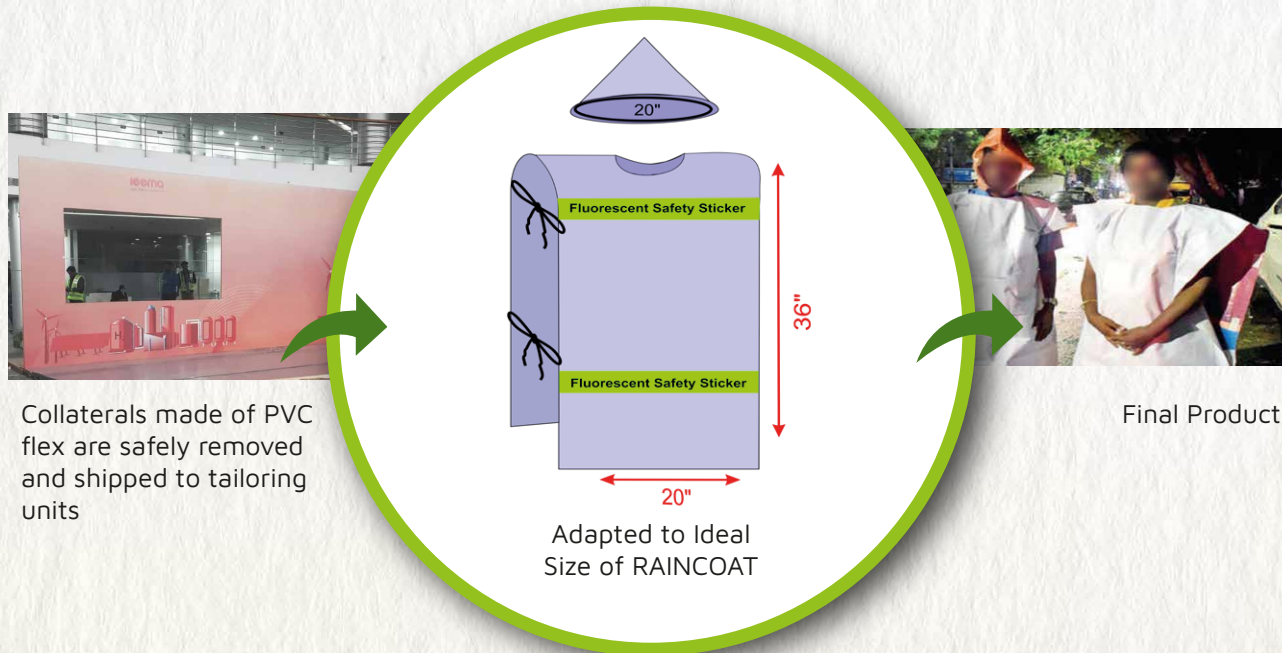
Steps involved in converting flex into raincoats

- Step 1 - Select non damaged portion of flex. Cut it to size as required.
- Step 2 - Fold & roll a piece of flex to make the head wear as shown. Heat seam the lining to make the headwear intact.
- Step 3 - Fold the flex, attach rope strips on the sides and fasten to avoid getting drenched. Reflective safety stickers are recommended to be pasted.
- Step 4 - A 'flex'ible raincoat is now ready to wear.



UPCYCLE OF PVC FLEX

Objective – To design **RAINCOAT** for sanitation workers, hawkers. Repurposing of used event flex



FACT CHECK: PVC FLEX takes 450 years to Completely Disintegrate. This Upcycling protects our environment and Extends the life of the flex from turning an immediate pollutant.

Advantages

- Long durability and easy to store & maintain.
- Washable and can be sun dried.
- Unisize design to fit within ordinary range.

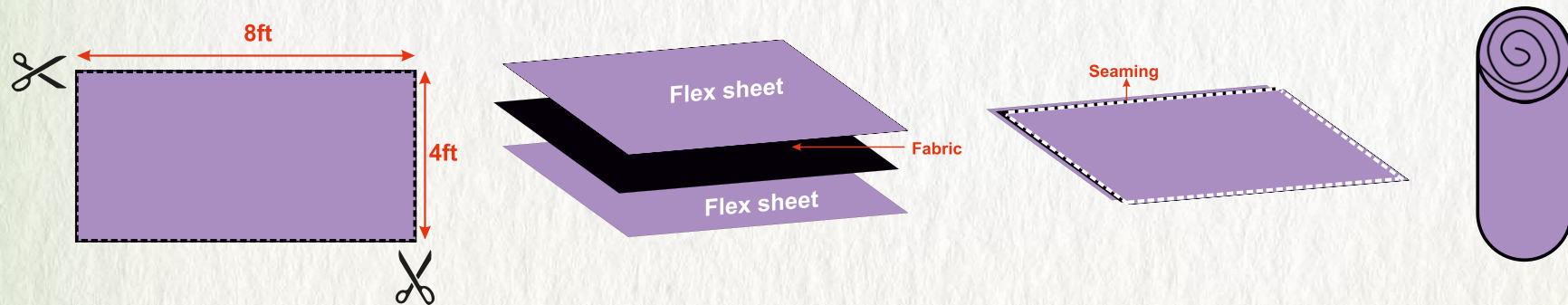
SLEEPING MAT made from used flex

Step 1 - Cutting & Resizing

Step 2 - Assembly

Step 3 - Seaming

Step 4 - Final product



Materials required

- Flex sheets
- Fabric
- Cutter, heavy duty sewing machine, synthetic adhesives

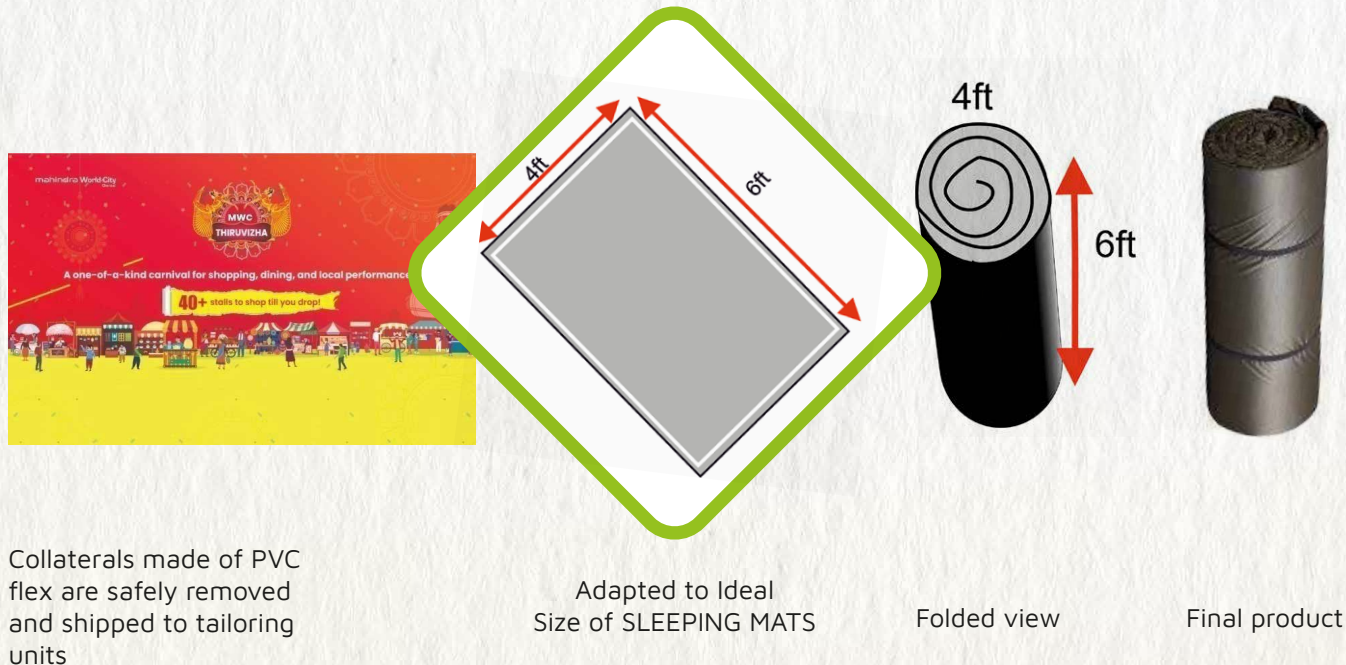
Steps involved in converting flex into sleeping mats

- Step 1 - Select non damaged portion of flex and cut it to size (2 no's for the top and bottom layer)
- Step 2 - Place the bottom flex on the floor and then place the fabric on top of it. Place the top flex above the fabric. The fabric is sandwiched between the 2 flex sheets and stitch the fabric along with the flex at the inner periphery.
- Step 3 - Heat seam the top & bottom flex together.
- Step 4 - The Final product, the water proof sleeping mat is now ready for use.



UPCYCLE OF PVC FLEX

Objective – To design water proof **SLEEPING MAT** for the economically weaker sections. Repurposing of used event flex.



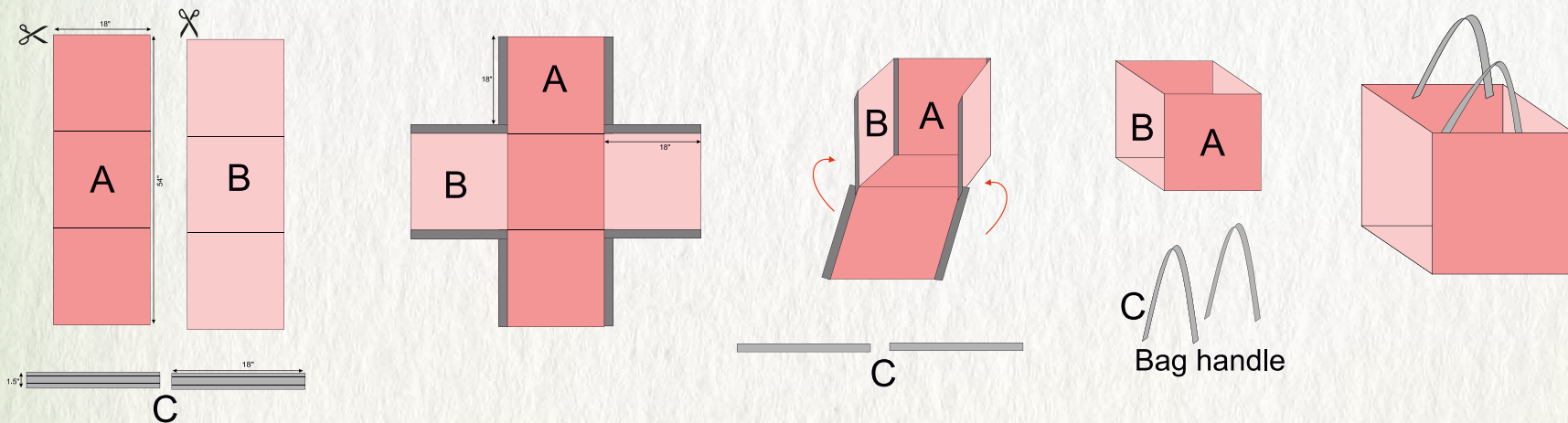
FACT CHECK: PVC FLEX takes 450 years to Completely Disintegrate. This Upcycling protects our environment and Extends the life of the flex from turning an immediate pollutant.

Advantages

- Long durability and easy to store & maintain.
- Washable and can be sun dried.
- Compact size and multi purpose.

CARRY BAGS made from used flex

Step 1 - Cutting & Resizing | **Step 2 - Assembly** | **Step 3 - Fold & seam** | **Step 4 - Handle fastening** | **Step 5 - Final product**



Materials required

- Flex sheets
- Cutter & synthetic resin
- Adhesive bond

Steps Involved to make the flex carry bags :

- Step 1 - Select non damaged portion of flex and cut it to size (Bag & handle). While cutting , make provision for enough bleed to aid support for seaming .
- Step 2 - Overlap and align the pieces for folding .
- Step 3- Fold and heat seam the linings.
- Step 4 - Cut and attach the handle to the bag using heat seaming.
- Step 5 – Waterproof flex bag is ready for use.

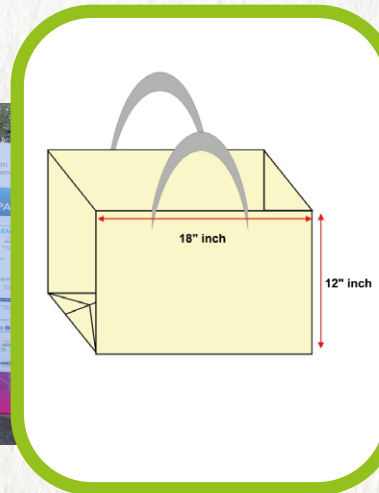


UPCYCLE OF PVC FLEX

Objective – To design, make **CARRY / STORAGE BAGS** for daily use.
Repurposing of used event flex



Collaterals made of PVC flex are safely removed and shipped to tailoring units



Tailor Made



Final Product

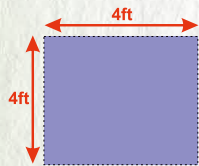
FACT CHECK: PVC FLEX takes 450 years to Completely Disintegrate. This Upcycling protects our environment and Extends the life of the flex from turning an immediate pollutant.

Advantages

- Long durability and easy to store & maintain.
- Washable and can be sun dried.
- Compact size and multi purpose.

COVERSHEET made from used flex

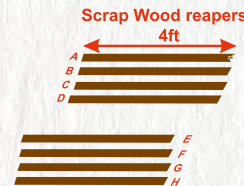
Step 1 - Cutting & Resizing of flex as per need (ideal size 4ft X 4ft)



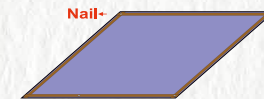
Step 2 - Fold & seam the flex



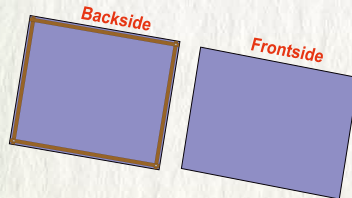
Step 3 - Cut 8 pcs of the reaper to a size of 4 feet length each



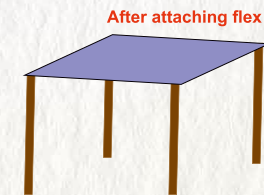
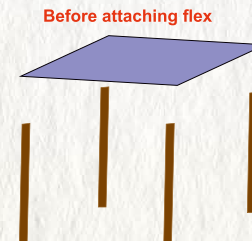
Step 4 - Join the reapers to make frame



Step 5 - Fix the Flex on Frame with Adhesive bond (like a hat Over the square frame)



Step 6 - Flex and Frame Fix the seamed flex on top of the Reapers E-H (Ref Step 3)



Materials required

- Flex sheets
- Scrap Wood reapers
- Adhesive bond
- Nail and Hammer

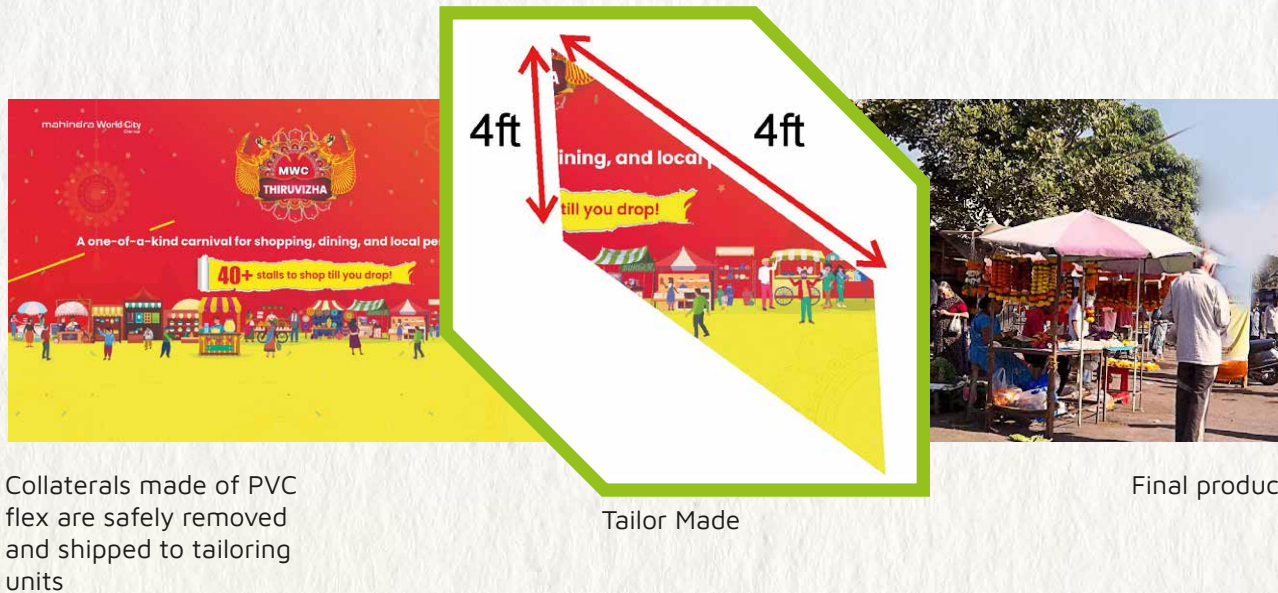
Steps involved to make the flex cover sheet

- Step 1 - Select non damaged portion of flex and cut it to size (4ft x 4 ft top sheet or as per the size required)
- Step 2 - Fold and seam the four corners (around 6 inches each on all sides) using adhesive bond
- Step 3 - Cut 8 nos of wood reaper to the length of 4 ft Each
- Step 4 - Join the Reaper A - D in step 3 to form a Frame
- Step 5 - Fix the Flex on the Frame with Adhesive bond (Like a hat atop the frame)
- Step 6 - Fix the Framed Flex on the reaper E-H (Marked in Step 3)



UPCYCLE OF PVC FLEX

Objective – To design, make Top **COVER SHEET** for road side hawkers & flower sellers. Repurposing of used event flex.



FACT CHECK: PVC FLEX takes 450 years to Completely Disintegrate. This Upcycling protects our environment and Extends the life of the flex from turning an immediate pollutant.

Advantages

- Long durability and easy to store & maintain.
- Washable and can be sun dried.
- Can be interchanged and refixed.

**DOING NOTHING IS
VERY DIFFERENT FROM
HAVING NOTHING TO DO**

12322

PATTISON

Inspiration for Repurposing discarded PVC Flex

Raincoat



Sleeping mat with Pillow

Bike Cover



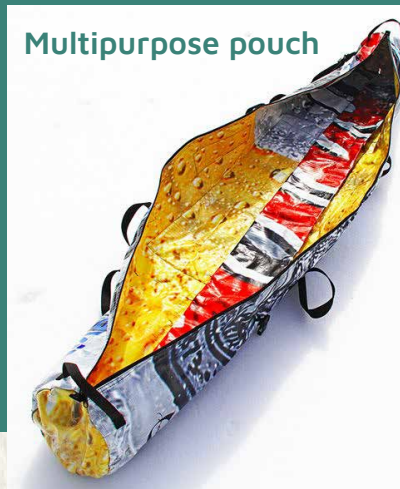
Bag & Multipurpose Basket



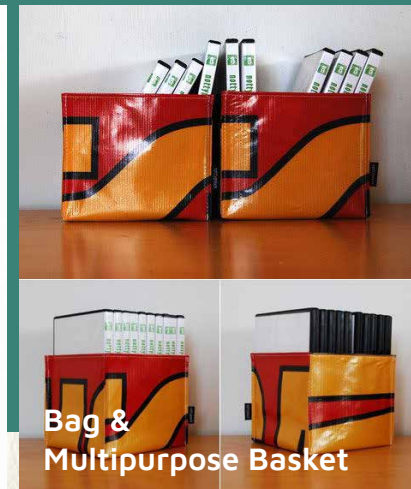
Bag & Multipurpose Basket



Multipurpose pouch



Bag & Multipurpose Basket



Colourful TEA COASTER KIT Upcycled from used sunboard

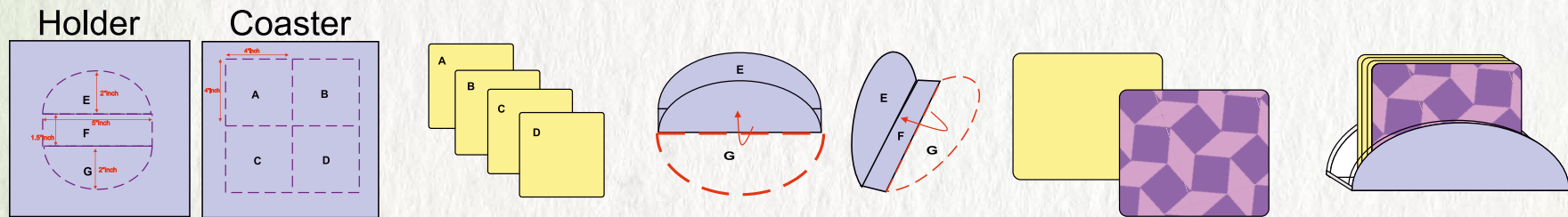
Step 1 - Cutting & Resizing

Step 2 - Shaping

**Step 3 - Holder.
Fold & Fabricate**

**Step 4 - Vinyl stickering
(Optional)**

Step 5 - Final product



Strip heater

Materials required

- Used 5mm Sun board with vinyl sticker on it (Recommended)
- Strip Heater (Available with plastic & acrylic fabricators)
- Cutter & synthetic resin /adhesive bond

Steps involved in designing tea coaster kits

- Step 1 - Select non damaged portion of sun board. Cut the coaster and the holder to appropriate size as required.
- Step 2 - Cut & Shape the individual coasters to size (4 nos).
- Step 3 - Bend the sunboard to required shape to make the holder using a strip heater (Strip heater is a device mounted on a surface used to heat and bend materials to shape).
- Step 4 (Optional) - For branded coasters, customized designs of recycled paper can be pasted.
- Step 5- Upcycled tea coaster kit is ready.



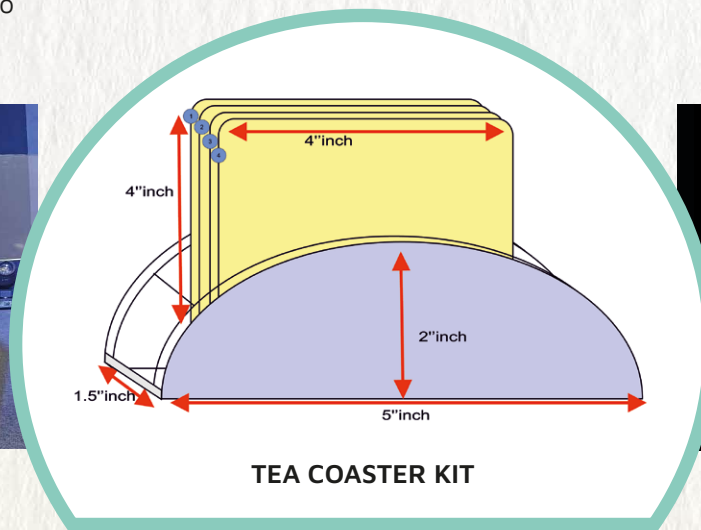
UPCYCLE OF SUNBOARD

Objective – To design, colorful **TEA COASTER KIT** for Gifting purposes.

Sunboard collaterals from events are safely removed and shipped to production hub

Adapted to Ideal Size of **TEA COASTER KIT**

Final Product



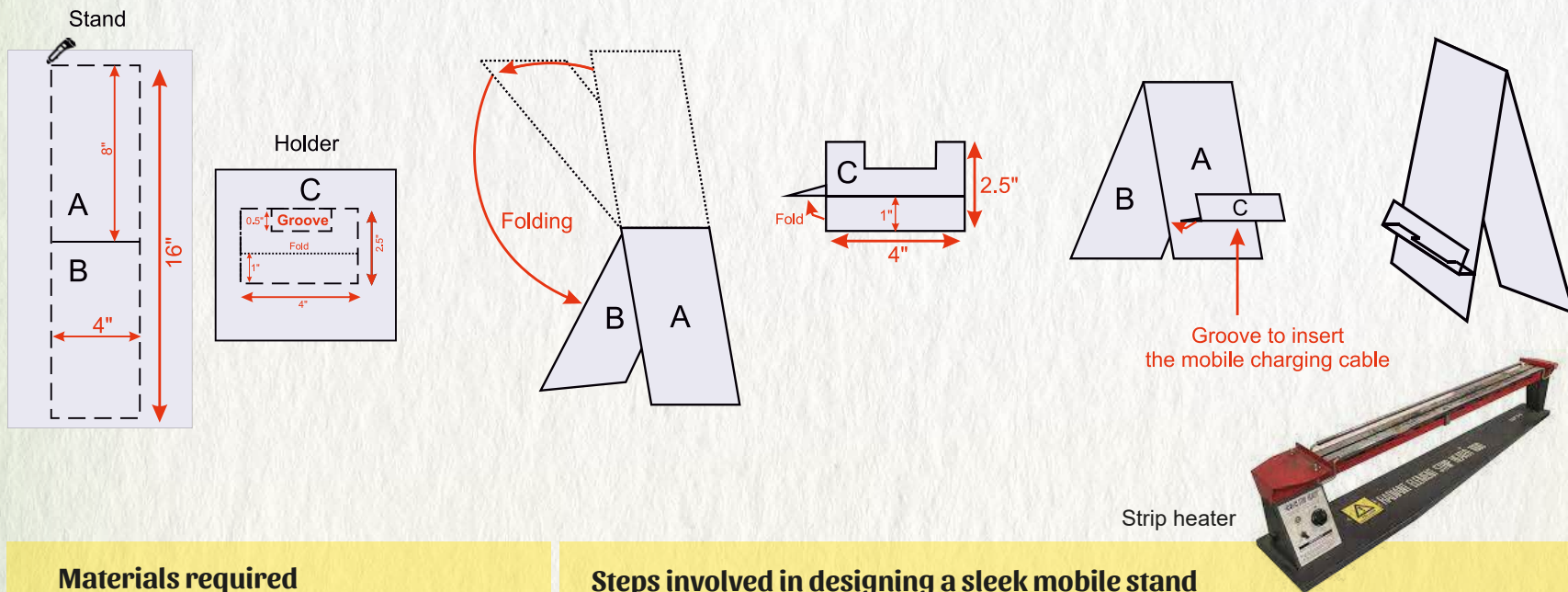
FACT CHECK: SUNBOARD takes 300 years to Completely Disintegrate. This Upcycling protects our environment and Extends the life of the discarded sunboard from turning an immediate pollutant.

Advantages

- Event memorabilia to retain.
- Long durability and easy to store & maintain.
- Washable and can be wiped dry.

MOBILE HOLDER from used sun board

Step 1 - Cutting & Resizing | **Step 2 - Stand fabrication** | **Step 3 - Holder fabrication** | **Step 4 - Assembly** | **Step 4 - Final product**



Materials required

- Used 5mm Sun board with vinyl sticker on it (Recommended)
- Strip Heater (Available with plastic & acrylic fabricators)
- Cutter & synthetic resin / adhesive bond

Steps involved in designing a sleek mobile stand

- Step 1- Select non damaged portion of sun board. Cut it to appropriate size. Post cutting, the resized sunboard features the stand and holder component with a groove.
- Step 2 & 3- Bend the sunboard as described in the illustration, using a strip Heater (Strip heater is a device mounted on a surface used to heat and bend materials to shape).
- Step 4- The holder is fixed to the stand using adhesive bond.
- Step 5- A handy mobile holder is now ready for use.
- (Optional) – For mobile holders, customized designs of recycled paper can be pasted.



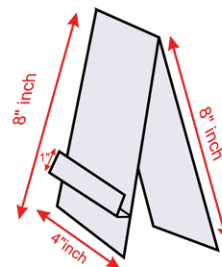
UPCYCLE OF SUNBOARD

Objective – To design, colorful table top **MOBILE HOLDER** for Gifting purposes.

Sunboard collaterals from events are safely removed and shipped to Production Hub



Side view



MOBILE HOLDER

Final product



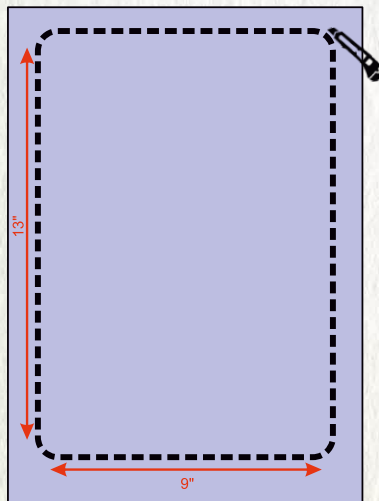
FACT CHECK: SUNBOARD takes 300 years to Completely Disintegrate.
This Upcycling protects our environment and Extends the life of the discarded sunboard from turning an immediate pollutant.

Advantages

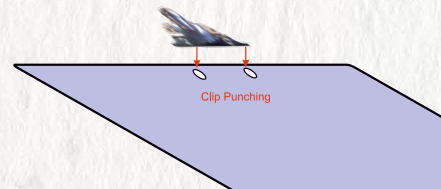
- Event memorabilia to retain.
- Long durability and easy to store & maintain.
- Washable and can be wiped dry.

An EXAM PAD Upcycled from used sun board

Step 1 - Cutting & Resizing



Step 2 - Fix the Clip



Step 3 - Final product



Materials required

- Used 5mm Sun board with vinyl sticker on it (Recommended)
- Cutter & Clip

Steps Involved to make the exam pad :

- Step 1 - Select non damaged portion of sun board. Cut it to appropriate size as required. Round the edges using a cutter.
- Step 2 - To fix the clip , manually punch the rivet on the clip using a hammer. The placement of the rivet and holes is based on the size and model of the clip.
- Step 3 - An exclusive , simple exam pad is now available for gifting to students.



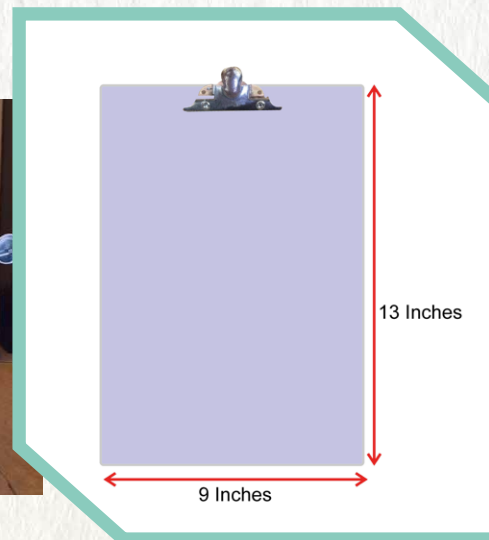
UPCYCLE OF SUNBOARD

Objective – To design **EXAM PADS** Upcycled from used sun board (an idea for CSR Initiatives).

Sunboard collaterals from events are safely removed and shipped to production hub



Adapted to Ideal size of **EXAM PAD**



Final Product



FACT CHECK: SUNBOARD takes 300 years to Completely Disintegrate. This Upcycling protects our environment and Extends the life of the discarded sunboard from turning an immediate pollutant.

Advantages

- Event memorabilia to retain.
- Long durability and easy to store & maintain.
- Washable and can be wiped dry.

PEN STAND upcycled from used sun board

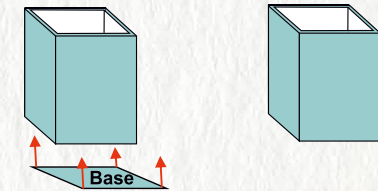
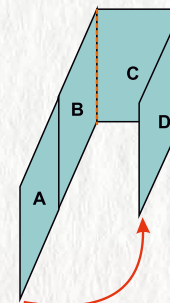
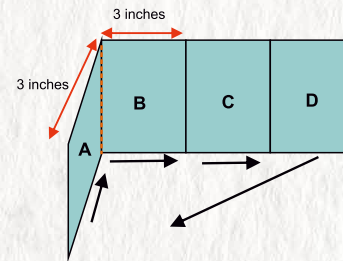
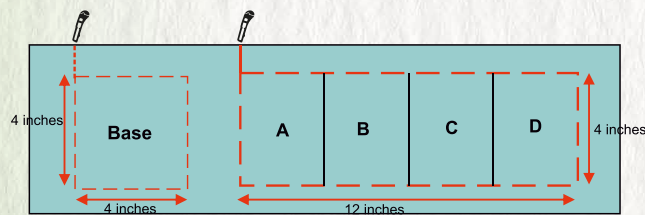
Step 1 - Cutting & Resizing

Step 2 - Fold

Step 3 - Assembly

Step 4 - Base assembly

Step 5 - Final product



Strip heater



Materials required

- Used 5mm Sun board with vinyl sticker on it (Recommended)
- Strip heater (Available with plastic & acrylic fabricators)
- Cutter & synthetic resin / adhesive bond

Steps involved in designing a sleek pen stand

- Step 1 - Select non damaged portion of sun board. Cut it to appropriate size.
- Step 2 - Use the Strip heater (Strip heater is a device mounted on a surface used to heat and bend sunboard to shape) and bend the sun board as required to size and fold to shape.
- Step 3 - Side 1 and side 4 are fixed together using adhesive to form a hollow box.
- Step 4 - Fix the base to the hollow box using adhesive.
- Step 5 - Your pen stand is ready and thank you for this nature saving initiative. .(Optional) For branded pen stand , customized designs of recycled paper can be pasted.



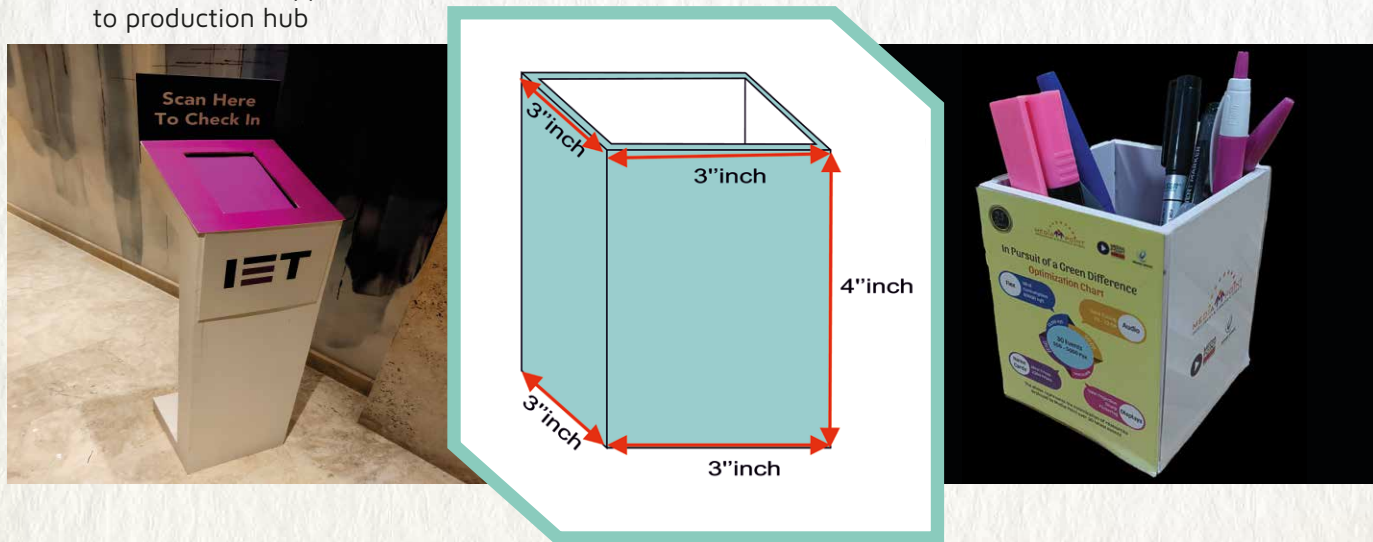
UPCYCLE OF SUNBOARD

Objective – To design branded **PEN STAND** either for gifting or for CSR initiative

Sunboard collaterals from events are safely removed and shipped to production hub

Measurement aligned to Ideal Size

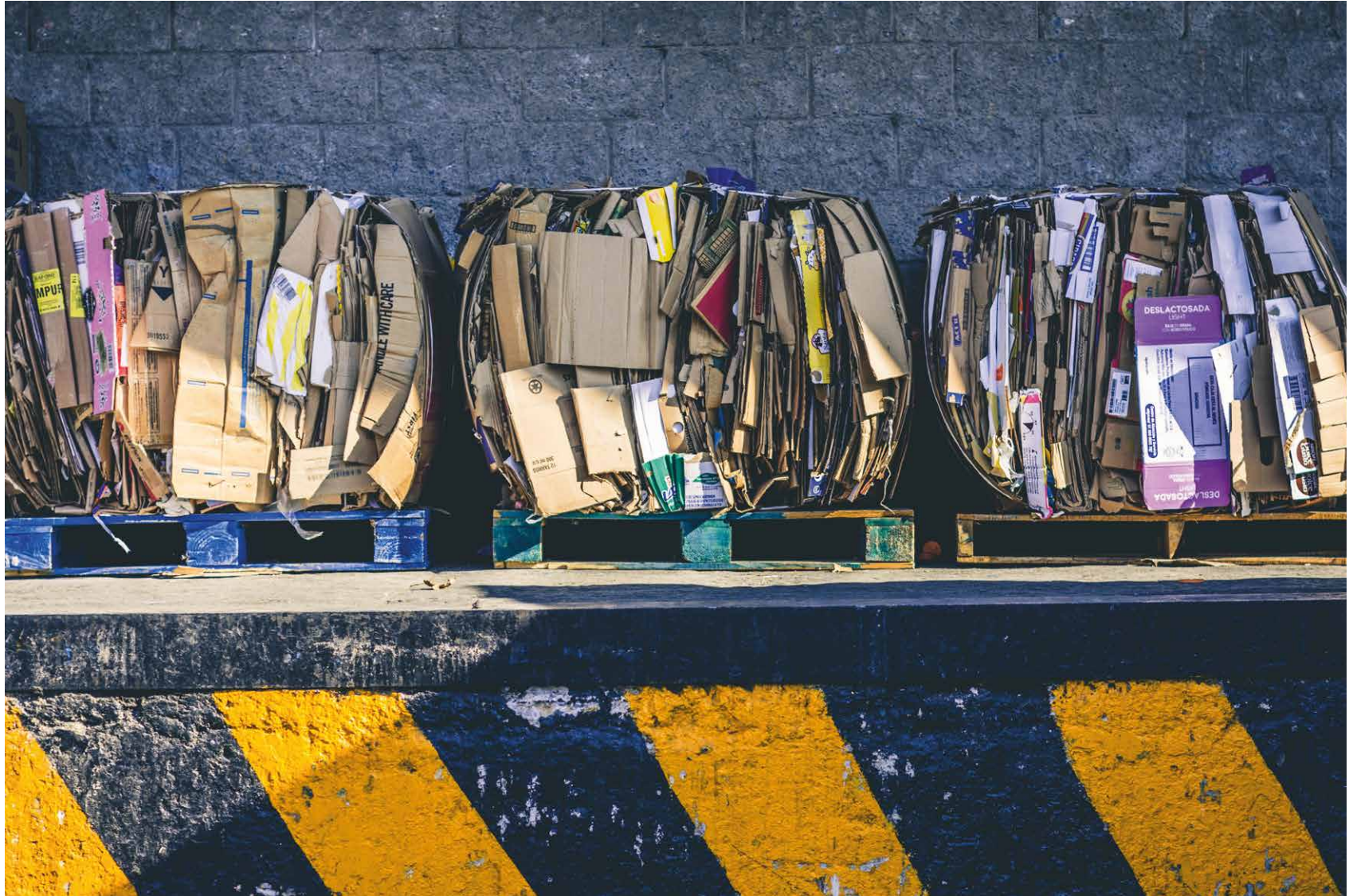
Final product



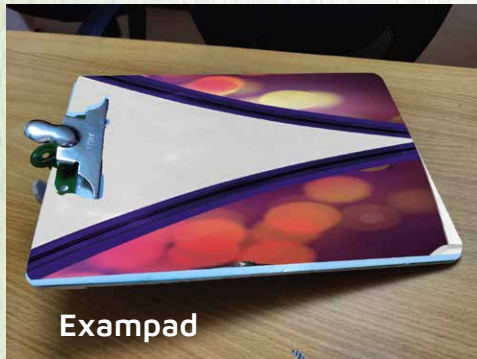
FACT CHECK: SUNBOARD takes 300 years to Completely Disintegrate. This Upcycling protects our environment and Extends the life of the discarded sunboard from turning an immediate pollutant.

Advantages

- Event memorabilia to retain.
- Long durability and easy to store & maintain.
- Washable and can be wiped dry.



Inspiration for Repurposing discarded Sunboard Used in Events



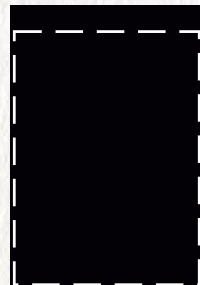
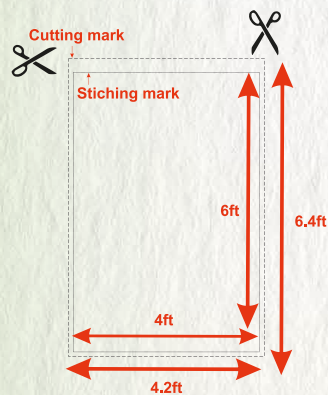
CURTAINS from used black fabric

Step 1 - Cutting & Resizing

Step 2 - Corner stitching

Step 3 - Rod Pouch stitching

Step 4 - Final product



Materials required

- Event waste black fabric
- Scissors and Sewing Machine

Steps Involved to make fabric curtain :

- Step 1 - Select non damaged portion of event fabric. Cut it to size of the door or window frame that needs to be covered.
- Step 2 - Stitch along the edges of the black fabric.
- Step 3- Fold and stitch the rod pouch at the top for the curtain. Ensure the rod pouch is 0.5 inches bigger than the curtain rod .
- Step 4 - The curtain is now ready to adorn an OTC shop .(To make it look better, you can stitch the fabric with pleats)



UPCYCLE OF BLACK FABRIC

Objective – To resize and reuse event fabrics across micro retail counters like salon, pharmacy & grocery shops.



Black cloth and other fabric used in events are safely removed and shipped to tailoring units

Screens and blinds

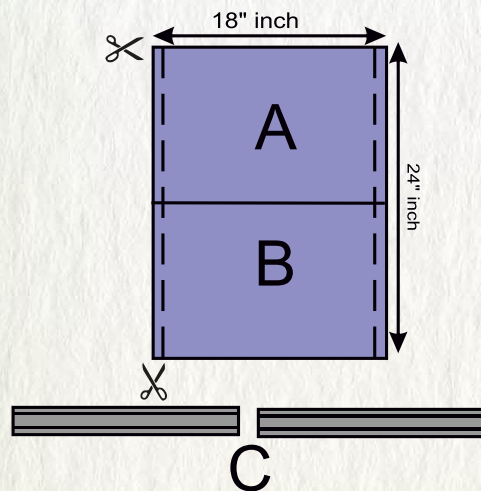
FACT CHECK: Waste FABRIC takes 250 years to Completely Disintegrate. Upcycling protects our environment and Extends the life of the waste fabric from turning an immediate pollutant.

Advantages

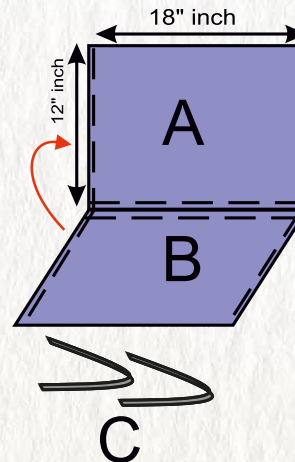
- Event memorabilia to retain.
- If handled with care longer the durability.
- Good gifting solution that spreads awareness of upcycling.
- Employment opportunity to the neighborhood tailor.

CARRY BAGS from used fabric

Step 1 - Cutting & Resizing



Step 2 - Align & Stitch



Step 3 - Final product



Materials required

- Event waste fabric
- Scissors and Sewing machine

Steps Involved to make fabric carry /storage bags:

- Step 1 - Select non damaged portion of fabric and cut it to size.
- Step 2 - Align the fabric and stitch alongside the fold with handles.
- Step 3 - Multipurpose fabric bag is now ready.

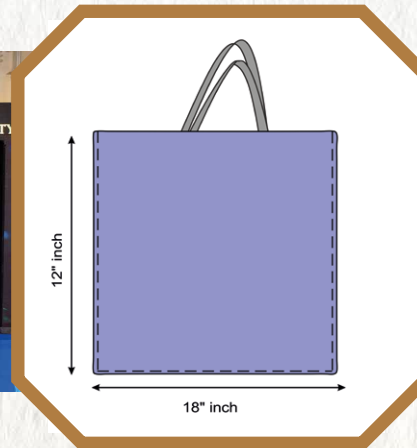


UPCYCLE OF FABRIC USED IN EVENTS

Objective – To redesign **EVENT FABRICS** into smart shopping bags that can either be gifted or used in-house.



Fabric used in events are safely removed and shipped to tailoring units



Tailor Made



Final Product

FACT CHECK: Waste FABRIC takes 250 years to Completely Disintegrate. Upcycling protects our environment and Extends the life of the waste fabric from turning an immediate pollutant.

Advantages

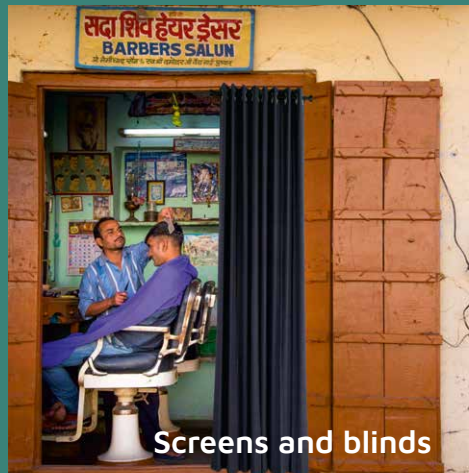
- Event memorabilia to retain.
- If handled with care longer the durability.
- Good gifting solution that spreads awareness of upcycling.
- Employment opportunity to the neighborhood tailor.



Inspiration for Repurposing Used Fabric



Carry Bag



Screens and blinds

Sling Bag



Table cloth



SUSTAINABLE CITIES AND COMMUNITIES

**Creating smart cities responsibly defines the love we
have for Mother Earth.**



Conversation at a smoking lounge..



STATUTORY WARNING



SMOKING AND ALCOHOL CONSUMPTION IS
INJURIOUS TO HEALTH



RECYCLE OF CIGARETTE STUBS

Objective – To recycle **CIGARETTE STUBS** into beautiful lounge pillows and household utilities for gifting.



Cigarette stubs left behind by smokers are collected



synthetic polymer in cigarette is cleaned, treated and recycled to make toys for children

FACT CHECK: CIGARETTE STUBS takes 10 years to Completely Disintegrate.
Recycling protects our environment and Extends the life of the discarded cigarette stubs from turning an immediate pollutant.

Advantages

- Event memorabilia to retain.
- If handled with care longer the durability.
- Good gifting solution that spreads awareness of recycling.



RECYCLE OF CIGARETTE STUBS

Objective – To recycle **CIGARETTE STUBS** into beautiful lounge pillows and household utilities for gifting.

Cigarette Stubs trash collected and shipped to production hub for treatment and recycling

Cushions made to size

Modas, Seat covers and Cushion fillers from the plastic stubs



FACT CHECK: CIGARETTE STUBS takes 10 years to Completely Disintegrate.
Recycling protects our environment and Extends the life of the discarded cigarette stubs from turning an immediate pollutant.

Advantages

- Event memorabilia to retain.
- If handled with care longer the durability.
- Good gifting solution that spreads awareness of recycling.

Recycled Products from Cigarette Stubs Courtesy- Code Effort Private Limited





Code Effort Pvt Ltd - Established in 2018
Founders Mr. Naman Gupta & Mr. Vipul Gupta
India's #1cigarettebuttsrecycler

Process to Collect Cigarette Butts - Across India

Anybody can volunteer and send/donate their cigarette butts to us for recycling. Every volunteer gets gifts and incentives for their support. To hasten the process we have engaged 2000+ rag-pickers across India to collect cigarette butts. It helps us increase our collection rate and foster livelihood opportunities for these rag-pickers. Lastly, we do end-to-end sustainability campaigns for companies to maximize our impact and quantities.

Code Effort - Differentiator

Environment

Environment - Recycled 2,5 Billion Tons across India.

Water - Saved 5 Billion water from Contamination.

Under Water - Species saved from Pollutions.

Aided offset 96 billion grams of CO2 from the Environment.

Social Impact

Stationed 1,00,000 Vbin for Collection across India foster segregation at one source.

Instilled Indirect impact on society to QUIT smoking as a habit.

Economy

1. Established Job Opportunities for 2000 + limited skill individuals.
2. Developed income generating opportunities for women and local artisans.
3. A network of opportunities established through partnership, collaborations, Employment initiatives and purpose Driven Projects for India's Youth.

Code Effort Pvt Ltd.. can be reachout

Galli No. 3, Nangli Village, Sector- 134, Noida, Gautam Budh Nagar, Uttar Pradesh- 201 304 (IN)
www.codeefforts.com



+91- 9205423008 | 9205423004



GOOD HEALTH AND WELL BEING

Good health is an outcome of a healthy environment.



Casual chat during cocktails at an event



STATUTORY WARNING



SMOKING AND ALCOHOL CONSUMPTION IS
INJURIOUS TO HEALTH



RECYCLE OF GLASS BOTTLES

Objective – To recycle the waste **GLASS BOTTLES** into personalized gifting solutions.



Used glass bottles collected & sent to units for washing and Treatment.



Daily use products and curios are designed

FACT CHECK: GLASS takes 4000 years to Completely Disintegrate.
Recycling of glass bottles protects our environment and Extends the life of the discarded glass bottles from turning an immediate pollutant.

Advantages

- Event memorabilia to retain.
- If handled with care longer the durability.
- Good gifting solution that spreads awareness of recycling.



Inspiration for Repurposing used Liquor Bottles



Garden Vase



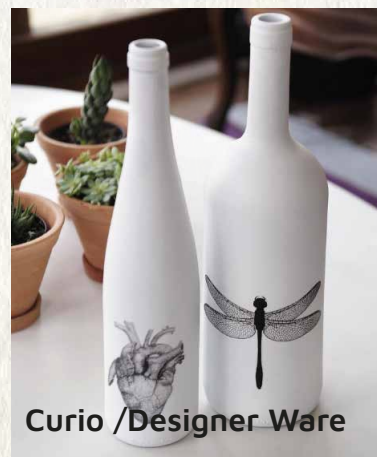
Glass Tumbler



Egg Holder



Lamp Shade



Curio /Designer Ware



Candle Holder



CLEAN ENERGY – ENVIRONMENT

Green energy binds us together for a sustainable future.





RECYCLE OF PET BOTTLES

Objective – To recycle the waste **PET BOTTLES** into garments and utility products.

Used Pet Bottles in events collected and shipped to crushing unit for treatment & recycling



Made as per Standard Size
(T-shirts and Caps)



Pavement tiles,
Flower pots



FACTCHECK: PET BOTTLES takes 250 years to Completely Disintegrate. Recycling protects our environment and Extends the life of the discarded PET bottles from turning an immediate pollutant.

Advantages

- Event memorabilia to retain.
- If handled with care longer the durability.
- Good gifting solution that spreads awareness of recycling.

Inspiration for Repurposing used Pet Bottles





Vegetable and food waste transform into nutrient-rich humus, a stable and hygienic product that enhances soil conditions. This cycle nurtures plants, resulting in the production of high-quality vegetables and fruits.

IDEAL APPROACH FOR EFFECTIVE FOOD MANAGEMENT

A concise breakdown of the approach to managing event food and beverage services with a focus on sustainability and waste reduction.



SAY NO TO PAPER WASTES !

Objective – To reduce usage of printed stationery, writing pads and plastic badges



Plastic badges and conference stationery cause a lot of litter. Media Point took it upon itself to address this issue.

An Event app was developed by Media Point to address issues like registration, disbursing event brochures, tech sheets and lunch coupons. We further stepped up with providing real time audio dumps and key presentations and thus reduced printing substantially.

FACT CHECK: It takes 200 years for badges to Disintegrate. While initial adoption of technology was slow, our user friendly platform is today a permanent stay across many conferences & summits.

Advantages

- Credible data with real time dashboard.
- Wastage of food drastically reduced.
- E -gifts ensured less wastage of gift costs.
- On demand services helped client with more enquires.

Gab between house keeping staff at an event venue





CLEAN WATER AND SANITATION

Clean Water and sanitation is the foundation for prosperity.



NATURE'S AGENDA

JANUARY



World Environmental Education Day
January 26

FEBRUARY



World wetlands day
February 2

MARCH



Global recycling day – March 18
International Day of Forests - March 21
World Water day- March 22
Zero waste day – March 30

APRIL



World health day - April 7
World Atmosphere Day - April 10
Earth day – April 22
Stop Food Waste Day - April 27

MAY



World Biodiversity Day - May 22
World anti-tobacco day – May 31

JUNE



World environment day – June 5
World Oceans Day - June 8

JULY



International Plastic Bag Free Day
July 3
World nature conservation day
July 28

AUGUST



International Biodiesel Day
August 10

SEPTEMBER



World Clean-up Day - September 15
World Ozone day – September 16
World environmental health day – September 26
Awareness of food loss and waste day – September 29
World Rivers Day - September 29

OCTOBER



World Food Day
October 16

NOVEMBER



World Paper Free Day
November 4

DECEMBER



World Pollution Prevention Day
December 2
World soil day
December 5

Earth Recycler - Give Life to your Trash Process



1
The Organic Waste Converter machine helps us process food waste and turn it into compost.



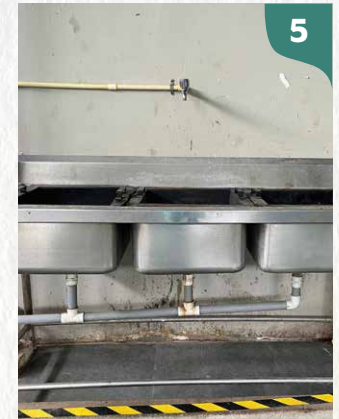
2
Enzymes and saw dust are added to the process to enhance it.



3
Workers conduct secondary segregation to separate different types of recyclables.



4
We ensure PPE is worn by all our labourers on site.



5
Food waste is checked for contaminants like plastic before it is put into the OWC machine.



6
Processed compost is removed once or twice a day depending upon the machine.



7
Workers segregating waste on a table.



8
An inside look into the OWC machine.



9
We have boards educating workers on segregation in our sites.



10
Our workers are given training frequently.



Earth Recycler - Give Life to your Trash
Incorporated - 06, Aug 2013
Pan India Presence

We provide custom designed waste management solutions and service, for various sectors from Corporate Organizations, Educational Institutions, Residential apartments, Urban Local bodies to the general community.

Technology we follow: _____

- Advanced and modern waste Management Applications / solutions that minimize time and space
- Tailor-made solutions to fit clients needs.
- Ability to divert even the toughest waste going to (in terms of recycling) Landfill for Recycling.
- Integrated Waste Management, Onsite and Offsite.

Our Services

Decentralised waste Management Yard

Tailored waste solution: Efficiently manage diverse waste types, integrate on-site processing for both wet and dry waste, ensuring continuity.

Waste Collections

Efficient waste removal and recycling with zero waste zones. Tailored programs for sector-wise collection, addressing space constraints.

Biogas

Earth Recycler ensures a reliable, sustainable biogas production process, overseeing every step from setup, operation, waste disposal to final product delivery.

Organic & Food Waste Compositing

Transforming food and organic waste into valuable products. Different composting methods can be employed in-house based on available space.

- Conventional Composting Center
- Semi Automated Organic Waste Convertor
- Fully Automated Organic Waste Convertor

Confidential Paper shredding

Customized, professional, secure document disposal solutions by Earth Recycler.

Recycle your Trash

Effortless recycling for homes, businesses, and industries. Use our container, and we'll handle waste sorting sustainably.

For assistance Contact

Head Office : No. 58/1 Ground Floor, M.A.R. Avenue, Woothucattan Street, Periamet,
Chennai – 600003, Tamil Nadu, India.



+91 44 4301 0084, +91 9962 7777 55



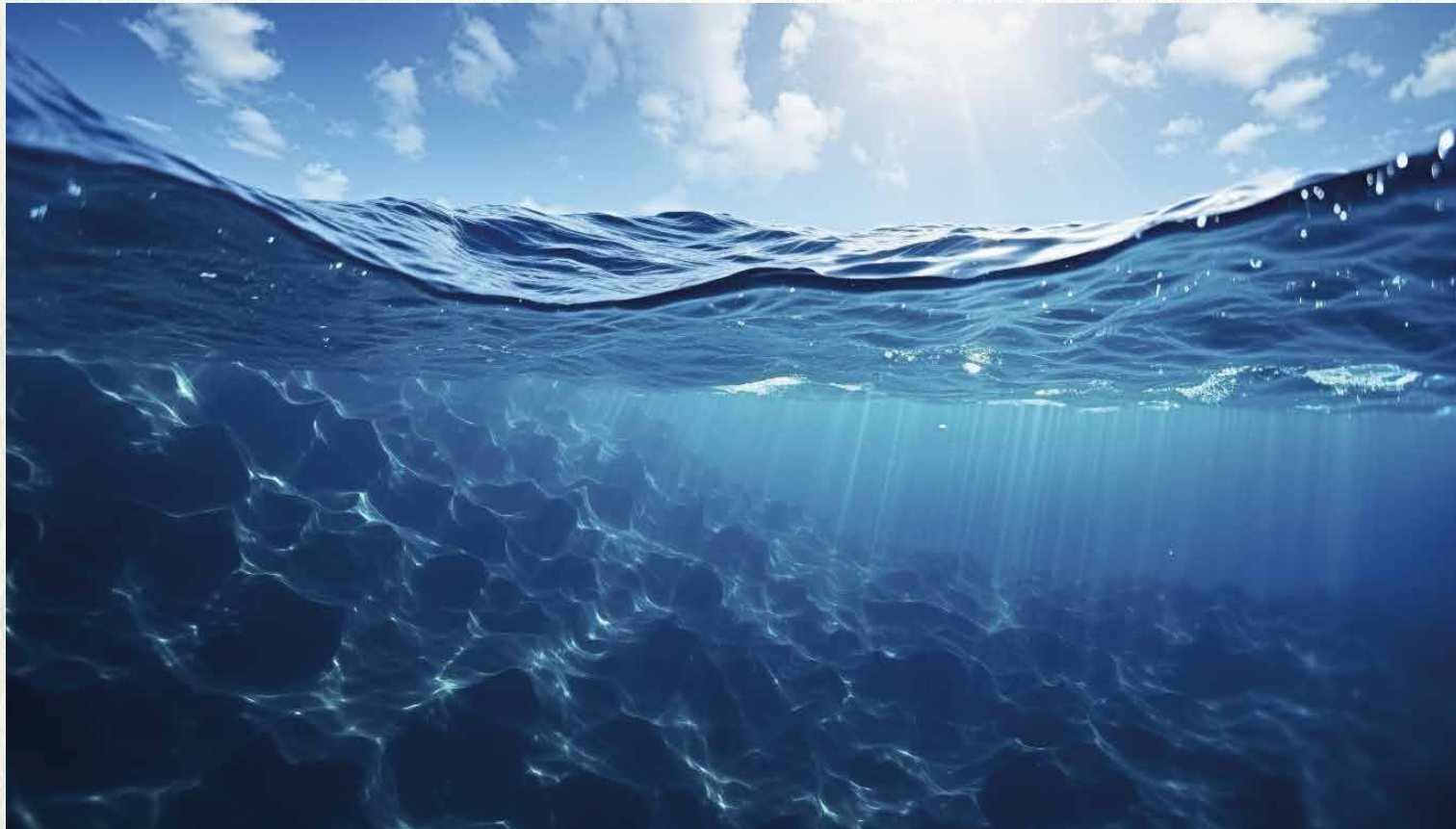
info@earthrecycler.com

A Media Point Initiative | www.mediapointevent.com



LIFE BELOW WATER

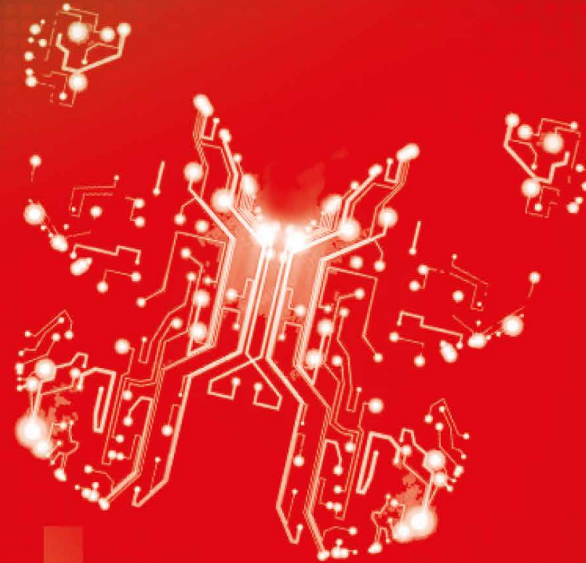
Water is an asset that we share with our future,
responsibility lies with us to leave this precious asset for
our future generations.



#gratitudегreen

A Media Point Initiative

Toward building a Green Nation



4500+ EVENTS

**A BRAND IS LIFELESS
WITHOUT EXPERIENCE**



OUR BRAND INSIGHTS

★ **Media Point Event – As Experiential Event design agency**

As a pioneer in the business of designing events and experiential, Media Point is a agency of rich heritage and legacy, with 25 years of being in the business and a bouquet of 4500+ events across geographies. We believe in the science of people-trust-action blended with a well entrenched process and a deep rooted passion for the craft.

★ **Media Works – Brand Studio**

Customized promotional videos, corporate AV's, and design solutions with a versatile team that delivers specialized experiential media content has been at the core of this business. Our pride lies in delivering marquee assignments like Musical Anthems, Brand promotion plays, Musical theater that adds a voice to a brand.

★ **Media Point Live – Hybrid Expo & Event Platform**

We proudly built and own India's first VIRTUAL state-of-the-art convention center developed by deploying gaming tools to create Hybrid summits and expos, which has been welcomed by leading associations and clients. Our product gave us over 100+ hybrid events since launched in 2020 and we continue to be preferred for our time bound delivery and consistency.

★ **Brand Space Virtual – AI managed Virtual Showrooms for businesses.**

Built listening to the needs of the MSME and Start-up World! BSV offers Customized solutions that reflect the Brand Personality blended with a stylish, robust solution. We at Brand Space Virtual offer sleek and smart virtual showrooms with immersive AR/VR capabilities built to enhance the reach of our Clients. A #MadeInIndia tech solution.

SCAN TO EXPLORE OUR BRAND PORTFOLIO



www.mediapointevent.com



www.mediapointlive.com



BRAND SPACE
VIRTUAL



www.brandspacevirtual.com



DIFFERENTIATION



Process driven Event Support from Ideation, conceptualizing, planning and executing makes our events class apart.



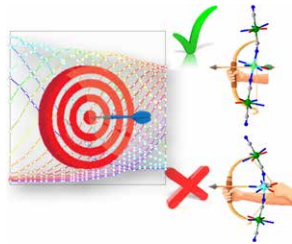
Standardized Operations. Our solutions are driven by process and purpose.



Our Professional team ensures a flawless experience blended with style and substance.



Valuing clients, partners, stakeholders has given us the valuable milestone of 4500+ events.



Zero Deviation. Our quality team works on the principle of micro planning and mitigating challenges, thus ensuring a seamless outcome.



Hybrid Events, with our own technology we deliver hybrid experiences that blends real and real time.



Expertise - tried, tested & perfected over 4500+ events, helps us retain the pioneer status.

SMART SOLUTIONS GUIDE

This Dossier is designed solely for the purpose of initiating the direction for building green events. Media Point has identified and worked with a variety of partners who facilitate and assist in the process of recycling, repurposing the event wastes and residues.

Presented below is the grid of repurposing that we at Media Point follow :

Residue Repurposing	Associates
PVC Flex	Reach out to Hasiru Dala, Earth Recycler & Media Point. (Designs done by Media Point on PVC Flex is featured in this Dossier).
Sunboards	Methodology of repurposing developed in-house and executed with a blend of in-house team and neighborhood book binding shops.
Event Fabric waste	Designs for Repurposing developed in house and executed with a blend of in-house team and neighborhood tailors.
Glass Bottles & PET Bottles	Reach out to Hasiru Dala, Earth Recycler.
Avoiding Paper & Stationery	Custom designed tech solutions for expos and events from www.mediapointlive.com
Cigarette stubs recycling	Reach out to "Code Effort", a leading cigarette stub recycling company (Details of Code efforts is featured in Media Point Website).
Dry / Wet Waste, Food Composting	Dry Waste, Solid Waste & Food Composting. Reach out to Agencies specialized in these areas: Hasiru Dala, Earth Recycler and Sahaas.

Waste management Partner Details are available in the website of Media Point.

VOICE OF ASSOCIATES

SAC VASANTH Illusionist

A conscious decision by all related to the industry to cut down on materials going to the landfill will help. Most of the time it's the flex and plastic printing. Back to Good old days where we create sets with clothes might help.

MURUGESH Business Support Service

A great initiative .We will support eco friendly environment to combat air pollution, creating less waste and green events.

MADHUSUDHANAN Artiste Classical Dancer

Green environment symbolizes health and prosperity. Advocating '**Live and Let Live**' for future generations, we will unite with Media Point in this cause. Another first by Media Point.

SACHIN MARWAHA Disc Jockey

Embracing green events is a wonderful approach to environmental protection. notably by reducing the use of special fx and gensets. Look forward to Media Point curate a lot of eco friendly events.

VOICE OF ASSOCIATES

SANOBAR SULTANA
Radio Presenter,
On Stage Anchor

Thrilled to contribute to green events, combating the event industry's waste issue amid the pressing reality of Climate Change growth path. Together let's make our city and country future-ready.

DRUMS MURALI
Drummer /Musician

Brilliant thought. Go green, go live! reuse and remodel. Shift majorly from physical prints to digital in events. Will be happy to join hands in your commitment to showcase a caring stance towards the society.

RAMANA BALAJI
Founder, Raack
Academy

The concept of **#greeninitiative** from Media Point is not a surprise, considering their magnitude of innovations they deliver since 1998. Raack Academy of dance has partnered with Media Point ever since inception and we take pride in strengthening the initiative. We commit ourselves to the **#gratitudegreen** initiative.

MANISHANKAR S
Poweron
Automations

Another Great Initiative from Media Point! Being in the rentals of LED Displays, we are glad to state LED is most environmental friendly as it does not emit carbon in the atmosphere. This way we have been able to play a small role towards contributing to the green events. We take pride in the innovations Media Point has brought to the Industry and this is another first from them. Proud to partner with Media Point.

Acknowledgement

This book is a culmination of efforts, passion and a deep concern toward making this World green.

A team of committed professionals from Media Point are at the core of this initiative.

Nesha & Anuksha, spent quality time in carefully mapping the recycling & upcycling process for each category making the play part purposeful.

Praveen, worked on the process chart, assimilation of content and was at the core of coordinating across departments to bring this dossier out.

Selvakumar, created stunning caricatures subtly explaining the context yet delivering a message in each frame.

Soundararajan, the craftsman of our team, carefully curated each of the samples upcycling the flex, sunboards, waste fabric and building a SOP.

Anandhi, who spearheaded the initiative putting together essentials, carefully planning the content, detailing at every step in ensuring this work stands testimony in celebration of our 25 years in delivering experiential events.

Baranidharan, who custom created numerous tech solutions that effectively arrest usage of paper and event stationery or solutions truly reflect our concern toward our environment.

This dossier is a reflection of collective efforts of our experiential team that has delivered the finest of event experiences. Special thanks to **Vijay, Murali, Prabhakar, Chitra, Janani, Sri Sutha, Fahim, Sandeep, Siva, Krishna** for their contribution.

Deepak, for conceptualizing this dossier and initiating the creation of props, connecting partners to present a holistic solution for the event and expo industry to benefit from.

With a deep passion in designing and delivering experiential events, we at Media Point take pride in being a true Indian Agency that has delivered **4500+ experiences** across geographies working with over 200 clients.

This dossier reflects our belief that ***A brand is lifeless without experience***





INDIA

Chennai ★ Bengaluru ★ Mumbai ★ Kolkatta ★ Delhi

GLOBAL FOOTPRINT

South Eash Asia ★ Middle East

