

BSG
LIVE'26
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Sustainability at **BSG LIVE'26**

22nd – 25th June 2026 | ACC Liverpool



Policies / initiatives for 2026

Minimal conference material produced with a non-plastic recyclable badge, lanyards and foldout guide made from recycled materials that are also recyclable, and enhanced use of technology to help attendees navigate the event.

Encouraged minimal use of international speakers and any that did attend were given multiple roles.

City centre location with good public transport links. Social event venue within walking distance.

Section added to the Exhibitor Manual to encourage exhibitors to think about the materials on their stand including giveaways.

Delegates encouraged to bring their own water bottle to fill up from the water stations. No single use plastic throughout the venue.

Questions on travel distances and modes in the registration form to help track impact of the event.

Only vegetarian food served on two days of the event.

Carpet used throughout the congress was either recycled, reused, repurposed.

Virtual attendance. Three streams broadcast live so that delegates could experience the conference live without travelling.

On-demand content library. Opportunity to view content without travelling and attending in person. Also, gives delegates who did attend in person the option to catch up on sessions they couldn't attend.

Partnership with Event Cycle who upcycled and redistributed the materials created for branding and directional signage.

E-poster screens switched off between poster sessions to save on power usage.

Partnership with Event Cycle 2026



Partnership with Event Cycle to help minimise the environmental impact of the event.

When delegates arrived at Liverpool's LEX for BSG LIVE'26, they expected the usual array of pharma booths, high-tech scanners, and corporate roller banners. Instead, we gave them needle, thread, and a sewing machine.

In a bid to bring interactive social impact directly onto the exhibition floor, the team from Little A.R.K., a charity that trains volunteers to manufacture useful items out of waste, were invited to set up a live workshop space. The raw materials? A massive supply of surplus textiles and cushions salvaged by Event Cycle from previous events.

The goal was to get passing doctors, consultants, and nurses to sit down and physically stitch medical comfort aids themselves. Medical presidents, chairs and chiefs queued up alongside nurses to chat with the volunteers, learn to sew, and take photos of all the action.

Beyond the Fabric: The Stories from the Floor



The true power of the activation emerged within the first few hours of the machines starting up, proving that the footprint of an event can be deeply personal.

By the time the event lights went out, the combined efforts of the delegates and the workshop team had produced 151 completed drain-bag carriers. These were packed up and donated directly to major frontline centres, including the Royal Liverpool University Hospital, Oxford University Hospitals, Shrewsbury and Telford Hospital, and Devon University Healthcare.

Dignity for Prostate Cancer Patients:

One nurse spent her morning sewing a specialized drain-bag carrier from flexible stretch graphics for a close mutual friend who suffers from prostate cancer. Because of his long-term use of a medical drain bag, the man had completely stopped going out socially or travelling. She knew this custom-sewn carrier would give him the confidence and dignity to leave the house again.

The Comfort of a Heart Cushion:

an exhibitor named Amanda, a breast cancer survivor herself, stopped dead in her tracks when she saw what the workshop was making. She shared that when she underwent a mastectomy the previous year, she had received a seatbelt cushion and a handmade heart-shaped pillow to protect her chest. Discovering that the “Aunties” at the booth were the exact type of makers behind those gifts, she tearfully explained that she still uses her heart cushion whenever she feels sore under her arm.

The Second Act: Where the Banners Went Next

The sustainability story didn't end when the exhibition closed. Once BSG LIVE'26 was over, the event's branded material was collected, including several square metres of printed stretch graphics.

Instead of heading to a disposal facility, these materials were instantly routed out to regional community hubs:

Calluna Upcycling & The 4 All Foundation:

Calluna Upcycling took the used event banners and remanufactured them into 30 heavy-duty draught excluders. These completed excluders were then shipped straight to the 4 All Foundation in Shropshire and Telford to be used across their four community centres, providing vital, practical warmth for local residents living in areas of significant need during the colder months.

Crate Stuff CIC (West Midlands):

Claimed the entire remaining haul of vibrant stretch fabrics, including 14.4m² of solid blue graphics, 14.4m² of purple and blue backdrops, a 6-metre red stage graphic, and unique white and brick-patterned panels.

This massive, colourful collection went straight into their youth club creative workshops to support activities in some of the region's most deprived communities.

By moving past passive corporate handouts and designing a live, human-centred experience, BSG LIVE'26 demonstrated that event sustainability can be deeply emotional, entirely practical, and profoundly impactful.



Venue caterer

Liverpool Experience Campus (LEX — formerly ACC Liverpool Group) integrates catering sustainability into its carbon-neutral event operations through plant-based menus, regional sourcing, and strategic culinary partnerships.

Key Catering & Sustainability Details



Catering Partners:

Levy leads food and beverage services in partnership with regional specialist Horseradish Catering to deliver localized, high-tier delegate menus.



Plant-Based & Low-Carbon Menus:

The campus emphasises plant-based recipes and options—offering menus that can range from carbon-neutral selections to vegan dishes—to significantly lower food-related carbon emissions.



Local Procurement:

Menus feature local produce and regional suppliers to minimise food miles and support the Liverpool City Region economy.



Waste Tracking & Reduction:

Event organisers can utilise waste-monitoring programmes (such as food-waste tracking initiatives) to measure, reduce, and prevent avoidable kitchen and plate waste.



Food & Equipment Donation:

Unused or leftover food and event equipment coordinated for donation to local charities.



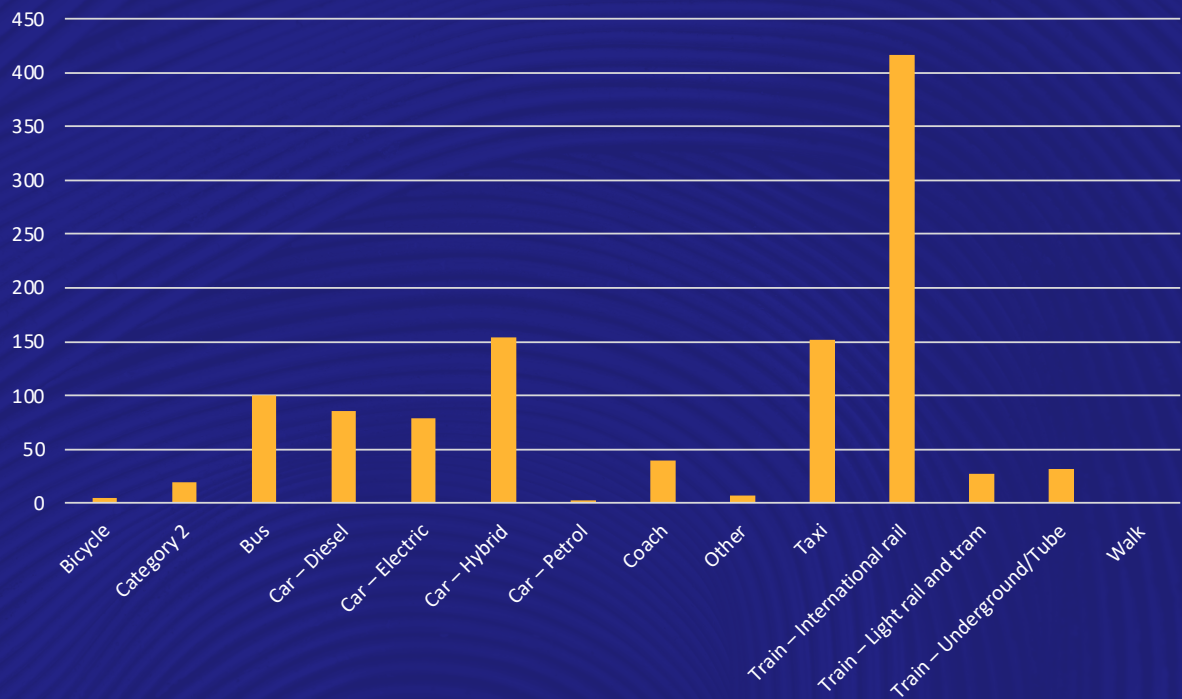
Carbon Tracking & Packaging:

Capped with campus-wide carbon-neutral certifications (working toward Net Zero by 2030), catering supports tools like carbon labelling (such as Klimato) and sustainable/ smart packaging like Vegware.



Data from the registration

Please indicate your main mode of transport to BSG LIVE'26



Country of residence as indicated on the registration form (excludes virtual only attendees).



Recommendations for 2027

All sessions to be live streamed (up from 3 out of 7 streams in previous years).

Further work with Event Cycle, to focus on items currently outside of the BSG's control, such as exhibition build.

Thorough review of all areas of the event, for example, e-posters vs paper posters printed by a sustainable printer.

Maintain only vegetarian food being served on certain days.

Stronger messaging to exhibitors earlier on in the process to get them to think about the materials on their stands including giveaways.

BSG will provide recommendations to industry on how they can contribute to a more sustainable BSG LIVE.

Check and discuss sustainability policies with any potential venue and supplier. er on in the process to get them to think about the materials on their stands including giveaways.

Consider carbon offsetting. industry on how they can contribute to a more sustainable BSG LIVE.

Work with the venue, SEC Glasgow, to track food waste, power usage, and water usage. cies with any potential venue and supplier. er on in the process to get them to think about the materials on their stands including giveaways.