

Live·Team

Sustainable Staging

Case Study

2025 Staging, Europe – WINNER

Overview

Live·Team set out to transform the sustainability of temporary event infrastructure across three flagship tournaments: Genesis Scottish Open, Betfred British Masters and BMW PGA Championship.

Recognising that staging, branding and operational logistics are traditionally resource and carbon intensive, the approach focused on reducing material waste, lowering carbon emissions, and embedding circular design principles into event delivery.

Objectives

- Reduce carbon emissions across staging, logistics, and operations.
- Eliminate or replace high-impact materials with sustainable alternatives.
- Extend lifecycle of event hardware through reuse and circular design.
- Minimise operational emissions from transport, accommodation, and logistics.
- Deliver measurable, transparent sustainability reporting across all events.

Implementation

Material Innovation & Circularity

- Replaced Foamex with recyclable Akyprint, cutting emissions 79% (6.89 to 1.43 tCO₂e).
- Reused key materials: 29% of flags, 68% of bibs.
- Core infrastructure designed for long-term reuse.

Operational Efficiency & Logistics

- Introduced electric buggies and trailers, reducing fuel use and vehicle movements.
- Roadmap in place to expand EV adoption.

People & Travel Footprint

- Shifted to shared housing, reducing emissions ~60%.
- Replaced flights with rail, cutting travel emissions >80%.
- Carpooling reduced journeys.

Data & Transparency

- Implemented reporting framework tracking materials, emissions and reuse rates.

- By rethinking materials, logistics and operations we've proven that large-scale event staging can significantly reduce its environmental impact without compromising delivery. This is about building a scalable model for the future of sustainable events

James Willis
Senior Manager, Golf Client Services



Results and Activation

-  79% reduction in emissions through Foamex to Akyprint material transition.
-  6.3 tCO₂e avoided across 2025 events compared to previous projects.
-  29% of flags and 68% of bibs reused, extending product lifecycles.
-  Significant reduction in on-site vehicle usage through electric buggy adoption.
-  60% reduction in accommodation emissions via housing strategy shift.
-  >80% reduction in travel emissions by switching from flights to rail.
-  Established a fully measurable sustainability framework, enabling transparent reporting and future benchmarking.

This initiative sets a new benchmark for sustainable staging, proving that through innovation, collaboration and data led decision making, the environmental impact of global sporting events can be dramatically reduced while maintaining operational excellence.