



Awareness and Commitment to Environmental Sustainability in Event Planning: A Study of Small Event Planners in Lagos, Nigeria

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Abstract

As the event industry continues to grow, concerns about its environmental impact have become more prominent, particularly in cities like Lagos, Nigeria. This study focused on understanding how aware and committed small event planners in Lagos are toward adopting environmentally sustainable practices. The research aimed to evaluate their awareness, measure their commitment, and identify the main challenges preventing the use of sustainable methods in event planning.

The study used a cross-sectional survey approach, with a structured online questionnaire distributed through social media channels. The survey collected both numerical and descriptive data, which were analyzed using descriptive statistics and correlation analysis to examine the link between awareness and commitment.

The findings showed that individuals with higher awareness of environmental sustainability tend to demonstrate greater commitment to it. However, the relationship is not strong enough to imply a direct influence, indicating that other factors like high costs, difficulty finding eco-friendly suppliers, and a lack of clear guidelines, play a more significant role.

Keywords/tags (subjects)

Sustainability, Environmental Sustainability, Events, Event Planners, Commitment, Awareness

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1 Introduction

Events are an important part of cultural, social and economic life worldwide. It provides opportunities for people to celebrate, connect and build communities. Over the years, the event industry has grown rapidly and now contributes a lot to the global economy. As events continue to grow, concerns about their harmful environmental effects also increase. (Laing & Frost, 2010.) Events often produce waste, deplete natural resources and consume significant energy.

This study examines the awareness and commitment of small event planners in Lagos State, Nigeria, towards environmentally responsible practices. The focus is to understand their awareness of environmental sustainability and the practical steps they may or may not take to minimize the environmental impact of their activities. This study will answer the questions:

- 1) To what extent are small event planners in Lagos, Nigeria, aware of environmental sustainability?
- 2) In regard to environmental sustainability, are the awareness and commitment of small event planners related?

The theoretical foundation of this thesis starts by defining sustainability and sustainable development and continues to explain some of the theories of sustainability and how they connect to the United Nations Sustainable Development Goals (SDGs). It goes further to discuss the complexities of event planning, some sustainability trends in the event industry, the benefits, challenges of sustainable events and the concept of environmental sustainability. Finally, it gives some analysis of event planning in Lagos, Nigeria, and explored some of the challenges faced by event planners in the area.

In this research, awareness refers to the state of being informed or knowledgeable about a particular subject. In terms of environmental sustainability, it is understanding the ways in which human actions influence the earth and acknowledge the necessity to adopt practices that minimize environmental damage. According to Kollmuss & Agyeman (2002), awareness is often the first step towards effective action.

In addition, commitment refers to a dedication or obligation to engage in specific actions or uphold certain principles over time. In the context of this study, commitments mean actively incorporating responsible practices into decision-making and operations. Commitment is shown through consistent practices, even when these practices require extra effort or resources (Stern, 2000).

2 Knowledge Base

2.1 Environmental Sustainability and the Concept of Sustainable Development

2.1.1 Sustainability and Sustainable Development

Sustainability means keeping a balance between environmental, social, and economic systems. It aims to meet today's needs without harming future generations. This concept is important for creating fair systems that can support life in the long run. It is based on the idea that human well-being is closely linked to the health of the planet and the fairness of social systems. (Richard et al., 2009.)

On the other hand, Sustainable development involves using sustainability principles in policies and actions. In the Brundtland Report of 1987, the World Commission on Environment and Development introduced sustainable development as providing for the existing population while still empowering future populations to address their essential needs. Sustainable development seeks to balance economic growth, social inclusion, and environmental protection for the benefit of both present and future generations. (United Nations, 1987.) For example, urban planning that includes green spaces, affordable housing, and efficient transport is a practical example of sustainable development.

2.2 The Theories of Sustainability

Sustainability is a multidimensional concept that draws from various theoretical foundations to explain how individuals, organizations, and societies interact with the environment. The following theories explain some of the motivations that guide sustainable decision-making.

2.2.1 The Extinction Avoidance Theory

This theory highlights the potential for both natural and human-created resources to be exhausted or lost if they are not properly managed, excessively used, or ignored. The theory stresses the importance of protecting these resources, promoting their responsible use, and ensuring that they are available for current and future populations. On the other hand, it is important to consider that resources may not entirely disappear but instead undergo transformation. Rather than being completely eradicated, they often shift into different forms or adapt to serve new purposes, continuing to exist in an altered state. This perspective suggests that resource depletion does not always equate to total extinction, but rather a change in their natural use. (Peterson, 2025.)

2.2.2 The Collective Stewardship Theory

This theory is rooted in the belief that the earth's resources are finite and require collaborative efforts to manage and conserve them effectively. It explains that every person has a role to play to protect and maximise these resources, promoting their responsible use to benefit both society and the environment. (Peterson, 2025.)

A major challenge of this theory is its overly optimistic perspective on human behaviour, as it overlooks the possibility of selfish actions and the exploitation of resources for individual benefit. It assumes that when people are empowered to make decisions, they will prioritize ethical actions and the collective welfare of society over personal interests. It also assumes that people recognize the importance of efficiently using and sustainably managing resources to make sure that they are accessible to both present and upcoming generations, and that all people will voluntarily collaborate and align their efforts toward common objectives. It does not consider the varied interests, priorities, and motivations that can often challenge this. (Peterson, 2025.)

2.2.3 The Rogue Agent Theory

This theory focuses on the behaviour of individuals or agencies entrusted with managing resources for the benefit of society and the environment. These individuals or agencies are assumed to act in the common interest of the collective community and ensure that resources are used sustainably. However, they may also have negative intentions to use the resources in their management for their own good alone. The result of this will be the irresponsible or harmful use of resources, and this will

ultimately hinder sustainable development. To address this, the theory emphasizes the need for several accountability mechanisms to ensure that resources are managed ethically and sustainably. (Peterson, 2025.)

The limitation of this theory is that it assumes that individuals or agencies are the primary drivers of resource depletion or misuse. Assuming only this overlooks other factors. For example, the degradation of some resources may occur due to natural processes, environmental changes, or external factors beyond human control. (Peterson, 2025.)

2.2.4 The Divine Intervention and Providence Theory

This theory suggests that natural resources are sustained and replenished through the actions of a higher power rather than human efforts. It argues that humans have a limited ability to protect, preserve, or restore natural resources and life. For example, many endangered species and resources have been preserved for ages without any direct human involvement. It is rooted in a strong ideology that God exists and is actively concerned for both humanity and nature. (Peterson, 2025.)

One concern of this theory is that it may encourage the irresponsible use of natural resources, as individuals might assume that God will always replenish depleted resources regardless of their actions. In return, this could lead to a lack of accountability and care for the environment, undermining efforts toward sustainability. Additionally, this theory raises questions about the occurrence of natural disasters. For example, if God is actively involved in preserving natural resources, events like earthquakes and hurricanes should not exist because they often result in the destruction of the very resources the theory claims God protects. (Peterson, 2025.)

2.2.5 The Resource-Resilient World Theory

This theory focuses on the idea that the resources currently being depleted are essential for addressing both present and future global challenges, whether they arise from internal or external sources. It argues that the world already has the necessary resources to either withstand or recover from both man-made and natural disasters, and it emphasizes the need for collective efforts of humans to preserve existing resources. While this theory provides a valuable framework for resource

management, it does not fully address the possibility that recovery from severe or catastrophic events may be challenging, even when abundant resources are available. (Peterson, 2025.)

2.2.6 The UN Sustainable Development Goals

The 2030 Agenda for Sustainable Development, established by the United Nations Member States in 2015, serves as a comprehensive global framework for encouraging cooperation and prosperity among nations for present and upcoming generations. Central to this agenda are the 17 Sustainable Development Goals (SDGs). These goals emphasize the need to address world problems and create lasting solutions while empowering economic growth. (United Nations, n.d.)

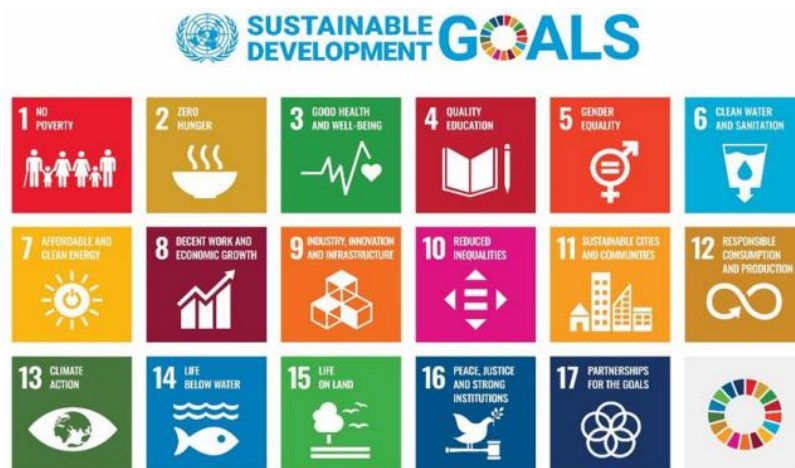


Figure 1. Agenda 2030 UN Sustainable Development Goals. (United Nations, n.d.).

2.2.7 Environmental Sustainability

Environmental sustainability implies a harmony between human needs and the health of ecosystems. It builds on the framework of sustainable development by emphasizing that resources and services must be provided without harming the ecosystems that sustain them. In addition, it describes a state of balance, where human society meets its needs without harming ecosystems' ability to reproduce resources. (Morelli, 2011.)

2.3 Relationship Between Event Planning and Sustainability

2.3.1 Events

Events are occurrences or happenings that involve multiple people and are often accompanied by a noticeable increase in human flow (Zhang et al., 2015). They can take various forms, such as festivals, concerts, shows, conferences, sports events, and movie launches (Madisetty, 2019). Every successful event has one or multiple event planners.

Event planners are individuals who organize and manage every detail of an event. They oversee the technical and logistical aspects of events, making sure they align with the client's goals. (Allen et al. 2008.)

2.3.2 Event Planning Process

Event planning often involves complex decision-making that requires the consideration of multiple factors. When planning an event, event planners must consider their economic impacts, understand their client behaviour, and consider a broader context of destination marketing and branding. Additionally, event planning has expanded in today's world to include online platforms for organizing social gatherings, which present unique challenges in optimizing social welfare and managing user preferences. (Lee & Goldblatt, 2020.)

According to Reid & Ritchie (2011), event planning is crucial for the success and sustainability of events. It requires a systematic approach that balances various elements such as safety, compliance, professionalism, and risk management. This means that event planners must possess the necessary skills for managing an event in a sustainable way.

According to Lee and Goldblatt (2020), all successful events must follow these five main steps: research, design, planning, coordination and evaluation. They also emphasize that event planners should focus on sustainability and stay up to date on technology because this attitude should be included in all five steps.

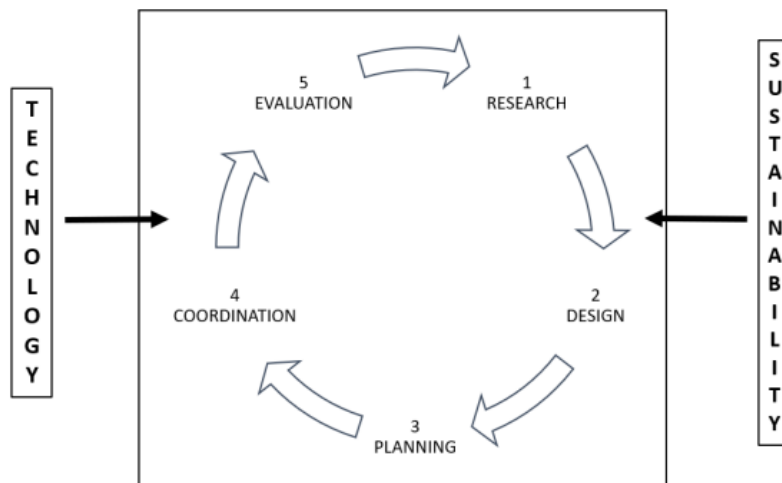


Figure 2. The Five-Phase Process of Event Planning. (Lee & Goldblatt, 2020, p. 44).

In the event planning process, the first stage is research. Research should be done to understand the event's purpose, target audience, budget, and location. Both qualitative and quantitative methods can be used to gather data. A useful tool in this phase is a SWOT analysis. The analysis identifies the strengths, weaknesses, opportunities and threats to the event and helps to understand the factors that might affect the event's success. (Lee & Goldblatt, 2020.)

The second phase is the design phase. This phase focuses on creativity and innovation. In this phase, event planners generate ideas that align with the event goals, which affect several aspects of the event, like budget, capacity and social impact. Before the design phase, it is important to confirm that there are enough resources, such as funding and people, to make the event happen. (Lee & Goldblatt, 2020.)

After gathering ideas, the planning phase starts. The planning phase is where the research and design are turned into actionable steps. Skills like project management and team collaboration can help facilitate this phase. Planning involves a structured approach to keep everything organized and effective. (Lee & Goldblatt, 2020.)

The next stage after planning is coordination. Coordination means executing the event plan. Everything moves faster during the event, and it is necessary to manage each unforeseen challenge effectively. It is important to use skills, experience, and a strong positive mindset to make decisions. When a decision is made, it is also important to consider the financial, moral, and ethical implications. (Lee & Goldblatt, 2020.)

The final stage is evaluation. This is when stakeholders reflect on the event outcomes and identify areas for improvement. Creating surveys is a good way to collect feedback. Observation can also be done during the event, as it provides valuable data. More importantly, it is necessary to consider the event's cultural and social impact. By following these steps, event planners can systematically plan, execute and assess events to ensure their success and continuous improvement. (Lee & Goldblatt, 2020.)

2.3.3 Sustainable Development Goals (SDGs) and Events

In the context of this study, the SDGs that are particularly relevant to event planning are:

SDG 11 (Sustainable Cities and Communities) is centered on transforming cities and communities into safe, sustainable spaces. Event planning contributes significantly to this goal by organizing gatherings that encourage community engagement, encourage cultural exchange, and drive economic growth. Through sustainable events, communities can become more inclusive and sustainable, as they serve as an opportunity for social connection, cultural appreciation, and local economic activity. (United Nations, n.d.).

SDG 12 (Responsible Consumption and Production) can be connected to event planning in the way that it advocates for the sustainable use of resources and the adoption of environmentally friendly practices. It is important that event planners actively support this goal by incorporating sustainable measures into their work (United Nations, n.d.) For example, they can prioritize reducing resource consumption, minimizing waste, and choosing eco-friendly materials. By doing so, event planners can contribute to this SDG and set an example for responsible practices.

While these two SDGs are most directly related to event planning, the interconnected nature of the SDGs means that events can potentially impact or be influenced by all 17 goals. For example,

sustainable events also contribute to SDG 8 (Decent Work and Economic Growth) by creating responsible employments.

2.3.4 Sustainability in Events

In 2018, the Event Industry Council (EIC) held a meeting called the Global Sustainable Event Standards Forum in Frankfurt, where sustainability experts discussed sustainability standards and guidelines for making eco-friendly events and how these principles could be applied worldwide. They defined sustainability in events as actions to protect our natural environment, build a fair and healthy society and help the economy grow. They also created four main principles to guide sustainable event practices. These principles align with all 17 United Nations Sustainable Development Goals. (Events Industry Council, 2018.)



Figure 3. The Four Principles of Events sustainability (Events Industry Council, 2018).

2.3.5 Sustainability Trend in the Event Industry

There is a clear rise in how people care about sustainability in event planning. More and more clients are demanding sustainability, and it is becoming a big trend. A survey by IMEX NatureWorks showed that 90% of people in the tourism and events industry think sustainability is important,

with 79% saying they've focused on it more over the past year (Global Destination Sustainability Movement, 2020).

Mega-events are setting an example by creating long-term benefits for the cities that host them. Local governments can help by supporting or encouraging responsible practices for smaller events. However, there are still areas of the industry and parts of the world that haven't stepped up yet to make their events more sustainable or to leave a positive, lasting impact. (Meegan, 2010.)

2.3.6 Benefits of Sustainable Events

Events and meetings can have a significant influence on local communities and the destination where they take place. Companies in the industry are under growing pressure to adopt responsible business practices and align their values with those of their customers who prefer to engage with brands that reflect these sustainability principles. (CWT Meetings and Events, 2020.)

Events often bring benefits to local communities by creating jobs, boosting the local economy, and creating destination attractions. Some events attract tourists, and these tourists contribute both directly and indirectly to the local economy. For example, when a tourist shares positive feedback about an event, it reflects well on the destination as well. Additionally, events provide valuable ways for residents to develop expertise and gain experience as event workers. Events also serve as a platform for different cultural and social groups to showcase their heritage and promote understanding and acceptance of diversity within communities. (Holmes & et. al., 2015.)

2.3.7 Challenges for Sustainable Events

One of the main challenges in organizing sustainable events is the perception that they are more expensive. This belief has become a significant barrier to adopting eco-friendly practices. According to the EIC Sustainability Survey in 2018, sustainable events often lead to a break-even and sometimes budget surplus event organizers often expect sustainability to either break even on cost or save money. While certain responsible practices might initially increase expenses, the EIC highlights that adopting sustainable methods can ultimately lower overall costs in the long run. (Events Industry Council, 2018.)

Another challenge of sustainable events is the concept of green business. Many companies have claimed to be green without fully understanding or practicing what it truly means (Delmas & Burbano, 2011). Companies that use sustainable-related terms to mislead and appear more environmentally friendly than they are do this to their disadvantage. Companies need to base their sustainability claims on real, measurable actions.

Micro, small and medium-sized businesses (MSMEs) are often faced with resource limitations, which can make adopting sustainability strategies more challenging. However, SMEs are typically more flexible than larger companies, with simpler structures that allow for quicker implementation and change. (Ausra & Nikolina, 2023.) This flexibility gives them an advantage when embedding responsible practices into their operations.

2.3.8 Environmental Sustainability in Event Planning

Environmental sustainability in event planning is becoming increasingly important. Eco-friendly supply chain practices play an important role in enhancing the sustainable performance of events. Implementing eco-design principles, green purchasing, and green information systems can significantly reduce the environmental impact of events. (Ahmad et al., 2022.) For instance, sourcing sustainable materials, using energy-efficient equipment, and leveraging technology for paperless communication can contribute to more environmentally friendly events.

Environmental sustainability in event planning requires multiple approaches. Event organizers should consider collaborating with environmentally conscious suppliers and venues. By implementing these practices and continuously seeking innovative solutions, event planners can significantly reduce their environmental impact while potentially enhancing the overall event experience for attendees. (Changalima et al., 2020.)

2.3. The Socioeconomic and Environmental Impact of Events in Nigeria

2.3.9 Events as an Economic Factor in Lagos State, Nigeria

Nigeria's event industry is worth an estimated \$20 billion, making it one of the most dynamic and profitable industries in the developing world. Lagos alone hosted more than 20,000 events per month in 2015. (Adamu, 2024.) It is important to note that due to rapid urbanization, population

growth, and evolving economic conditions in Nigeria, these numbers are likely to have shifted considerably, either increasing due to higher demand or decreasing due to external factors.

The Lagos State Government reported that the 2024 Detty December festivities generated over \$71.6 million in revenue. This revenue came from tourism, hospitality, and entertainment (Sobowale, 2025). Detty December is a festive period that features a wide range of events that attract large audiences and highlight Nigeria's diverse cultural heritage.

2.3.10 Environmental Challenges in Nigeria

Nigeria is a country located in western Africa. The most enjoyable aspect of Nigeria is its diverse population. Its formal capital, Lagos State, is a busy city located in the southwest of Nigeria. It is one of the fastest-growing cities in the world. The city has a population of over 20 million people, and the city is known as a host for various events, from weddings and corporate events to festivals and conferences. (THIS DAY LIVE, 2018.)

Nigeria makes up about 2.91% of the world's total population and is the 6th most populated country in the world, with a growth rate of 2.12% (World Population Review, 2024). As the population grows, there is more pressure on natural resources, leading to environmental challenges. These challenges mainly come from human activities. A major challenge is that many people are not fully aware of how to manage the environment properly. Another major cause of the country's environmental challenges is industrialization. Many industries are in cities, near residential areas, exposing people to pollution. Factories dump waste into rivers, making the water unsafe for people and aquatic life. Industries built in rural areas also destroy wildlife habitats. (Emmanuella Onyenechere, 2023.)

Another challenge is the heavy use of fossil fuels. As energy demand rises, oil drilling and refining increases, polluting the air and harming both the environment and human health. Gas flaring, oil spills, and illegal crude refining also contribute to pollution. Nigeria is among the top 10 gas-flaring countries, wasting valuable resources that could be used for electricity. (Emmanuella Onyenechere, 2023.) If fossil fuel use continues at this rate, energy costs will rise, and this will lead to more poverty.

Urbanization and migration are also major challenges. With cities growing fast, forests are being cleared for development. Many people move from villages to cities in search of jobs and better living conditions, which leads to overcrowding and waste buildup. (Emmanuella Onyenechere, 2023.) A good example of a city experiencing this is Lagos State. Lagos State produces over 14,000 metric tons of waste every day; this amount of waste is comparable to filling 490 trailers. (Punch Newspaper, 2024). Poor waste management causes flooding, while old, poorly maintained vehicles and generators contribute to air pollution. Rapid urbanization also leads to unplanned housing, causing frequent floods. (Emmanuella Onyenechere, 2023.)

2.3.11 Nigeria's Environmental Protection Efforts

The Nigerian government has been involved in environmental protection since the 1960s. In 1968, Nigeria joined other United Nations (UN) members in signing the African Convention on Conservation of Nature and Natural Resources. The country also participated in key world environmental conferences, such as the Stockholm Conference in 1972 and the Rio Earth Summit in 1992, where nations agreed to monitor environmental conditions and establish environmental agencies. (Emmanuella Onyenechere, 2023.)

In 1980, a non-governmental organization (the Nigerian Conservation Foundation) was created to help protect natural resources. However, it was not until 1989 that Nigeria introduced a national environmental policy. This was triggered by the 1988 waste dumping incident in Koko village in the Niger Delta Region, and it gave rise to the creation of the Harmful Waste Act and the Federal Environmental Protection Agency (FEPA). FEPA was given the power to oversee environmental issues and enforce laws. Also, the National Resource Conservation Council was established in 1989, and the government introduced the Environmental Impact Assessment Act to prevent environmental harm in 1992. (Emmanuella Onyenechere, 2023.)

In 1960 and 1970, managing waste in Lagos State was done by burning (Yakubu, 2017). However, during the economic and urban growth era of the 1970s, Lagos State generated significantly more waste than before. By 1977, during the FESTAC '77 event, they had gained a reputation as the dirtiest capital. (Mondo4Africa, 2024).

In response to this declaration, the Lagos State Refuse Disposal Board was created. This board in 1991 evolved into the Lagos State Waste Management Authority (LAWMA). The LAWMA Act of 2007 granted the agency significant power to manage waste and promote recycling for economic benefits. (Etim et al., 2024.)

2.3.12 Entrepreneurship and the Use of Social Media in Nigeria

According to the SMEDAN National Survey of MSME (2020, as cited in International Finance Corporation, 2022), there are approximately 39.7 million Micro, Small, and Medium Enterprises (MSME) in Nigeria. Out of this total, 39 million are micro enterprises, while 670,447 are small and medium enterprises. These numbers show a decrease compared to the earlier Micro, Small and Medium Enterprises (MSME) National survey 2017 report, which recorded 41,543,028 MSME with Lagos State accounting for 8,395 SME. (National Bureau of Statistics, 2019). This change may reflect shifts in business activity, economic challenges, or differences in data collection methods. It is also expected that these numbers have continued to increase or decrease since 2020, especially considering the impact of global and local economic events. In addition, Lagos State is still likely to hold a significant share of these enterprises due to its large population and commercial activity.

The informal sector in Nigeria contributes substantially to both job creation and the nation's economy. In 2017, it represented around 65% of Nigeria's National GDP (K, 2022). The informal sector refers to economic activities that operate outside government regulation or taxation. It includes a wide range of small-scale businesses and workers, many of whom are self-employed or family-run enterprises. (Onwo & Ohazulike, 2021.)

Many individuals choose to work in the informal sector to avoid strict regulations, taxes, or because of limited access to formal employment opportunities (Onwo & Ohazulike, 2021). For example, in a country like Nigeria, where the population is large and formal job opportunities are limited, the informal sector has become a necessary alternative for survival. This sector continues to grow, not just because of necessity, but also because of its flexibility and ease of entry, especially for those with fewer resources or formal qualifications.

Social media has made a significant impact in Nigeria, with platforms like WhatsApp, Facebook, Instagram, and Twitter used across the country. WhatsApp is the most popular platform used within

the country, with over 95% of internet users using it to stay connected with friends, family, and colleagues (Sasu, 2024). Facebook and Instagram are mostly used for sharing updates, photos, and engaging with communities.

According to Kemp (2024), by early 2024, Nigeria had reached 103 million internet users, making up approximately 45.5% of its total population. Additionally, the country counted 36.75 million social media users, representing around 16.2% of the population. More so, it reported 205.4 million active mobile connections, equating to roughly 90.7% of its population.

3 Methodology

3.1 Data Collection Method

In this study, a quantitative and qualitative cross-sectional survey design was used to examine the awareness and commitment of small event planners in Lagos, Nigeria, toward environmentally responsible practices. Quantitative data focuses on numerical, statistical, and measurable information, while qualitative data is used to understand how and why people think, behave, or their opinions about certain issues. (Australian Bureau of Statistics, n.d.). Cross-sectional data, on the other hand, is collected at a specific point in time rather than over an extended period (Wang & Cheng, 2020).

This study collected data through a structured digital questionnaire, created using Webropol Forms. The questionnaire consisted of 16 questions divided into five sections. It included multiple-choice questions, scale questions, and open-ended questions to gather data. Closed-ended questions were used to measure awareness and commitment, while open-ended questions were included to gain deeper insights into how event planners define awareness and their personal views on responsible practices.

The survey link was distributed through online platforms. It was shared alongside a structured message introducing the researcher and the research. The message and link were distributed to personal contacts on WhatsApp involved in event planning. On Instagram, keywords such as "event planners in Lagos, Nigeria" were used to find individuals and businesses within the target group. These users were then contacted with the message and the survey link. The same approach

was used on Facebook and TikTok, where profiles and pages related to event planning in Lagos were identified and reached out to, and the survey was open for three weeks.

3.2 Population and Sampling

The population for this study are small event planners operating in Lagos, Nigeria. A total of 582 respondents opened the survey link. Of these, 174 began responding to the survey, resulting in an achieved sample of 114 completed responses. This represents a completion rate of 65% (114 out of 174) and a non-response rate of 35% (60 respondents who started but did not complete the survey). Participation was limited to event planners operating within Lagos State.

3.3 Data Analysis

The survey data were analyzed using descriptive and inferential statistics. The average scores for awareness and commitment were found by multiplying each response by its percentages, adding them up, and then dividing by 100.

To explore the relationship between awareness and commitment, Pearson's correlation coefficient was calculated. Additionally, the qualitative data were analyzed to find patterns in barriers to responsible practices.

3.4 Interpretation Framework for Quantitative Data

3.4.1 Interpretation of Scale Data

To guide the interpretation of responses collected through scale questions, this study used the framework developed by Lindner and Lindner (2024). This model provides a clear interpretive range for understanding mean scores derived from scale data, ensuring consistency and validity of analysis in social research.

Five Point Scale		Four Point Scale	
<i>Vague Quantifier</i>	<i>Values</i>	<i>Vague Quantifier</i>	<i>Values</i>
Strongly Agree	5.0 – 4.51	Strongly Agree	4.0 – 3.51
Agree	4.5 – 3.51	Agree	3.5 – 2.51
Neither Agree nor Disagree	3.5 – 2.51	Disagree	2.5 – 1.51
Disagree	2.5 – 1.51	Strongly Disagree	1.5 – 1.00
Strongly Disagree	1.5 – 1.00		

Figure 4. Vague Quantifiers and Associated Values. (Lindner & Lindner, 2024, p. 160)

3.4.2 Interpretation of Correlation Coefficients

To interpret the strength of the relationship between awareness and commitment, this study used the guidelines established by Cohen in 1988. His framework classified correlation coefficients as small ($r = 0.10$), medium ($r = 0.30$), and large ($r = 0.50$), providing a basis for understanding the strength of the relationship between variables (Cohen, 1988).

ES	d	$r_p \times 1.253 = r_b$	r
Small	.20	.100	.125
Medium	.50	.243	.304
Large	.80	.371	.465

Figure 5. Cohen's Interpretation of Correlation Coefficients. (Cohen, 1988, p. 82)

3.5 Mean

The mean, also referred to as the arithmetic average, serves as a key indicator of central tendency in statistical analysis. It is determined by adding up all the data points and then dividing the total by the count of observations. It is particularly useful in contexts where data is symmetrically dis-

tributed, as it tends to lie at the center of the distribution. However, the mean is sensitive to extreme values, or outliers, which can skew its value and make it less representative of the dataset (Weisberg, 2014.) If this limitation occurs, it becomes preferable to use complementary measures of central tendency, like the median or mode.

3.6 Pearson's Correlation

Pearson's Correlation is a tool in statistics used to understand how two variables are related. A positive correlation means both variables increase or decrease together, and a negative correlation occurs when as one variable goes up, the other goes down. However, correlation does not mean that one variable causes a change in the other. (Bhandari, 2023.) For instance, there might be a positive correlation between reading time and exam success, but this does not imply that reading for long hours leads to exam success. Instead, both reading long hours and exam success may be affected by a third factor, access to reading materials, which increases understanding and thereby leads to exam success. The correlation coefficient (r) measures the strength of correlation, varying from -1 to +1. The formula is represented as:

$$r = \frac{\sum f_{ij}(X_i - \bar{X})(Y_j - \bar{Y})}{\sqrt{\sum f_{ij}(X_i - \bar{X})^2 \cdot \sum f_{ij}(Y_j - \bar{Y})^2}}$$

Where:

r = Pearson's Correlation

X_i = Variable 1

Y_j = Variable 2

\bar{X} = Mean of Variable 1

\bar{Y} = Mean of Variable 2

f = Frequency

4 Findings

4.1 Calculating the Mean for Awareness

To determine the average level of awareness of environmental sustainability among small event planners in Lagos, Nigeria, the mean score for the statement "I am aware of various responsible practices (e.g., waste reduction, energy efficiency) that can be applied in event planning" was calculated from the data collected from 110 respondents. The respondents rated their awareness on

a scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The percentages of responses for each Likert scale option from the data were:

- Strongly Disagree: 12%
- Disagree: 5%
- Neutral: 30%
- Agree: 32%
- Strongly Agree: 21%

The mean score was calculated using the following formula:

$$\text{Mean} = \frac{\sum(\text{Response Value} \times \text{Response Percentage})}{100}$$

Substituting the values:

$$\text{Mean} = \frac{(1 \times 12) + (2 \times 5) + (3 \times 30) + (4 \times 32) + (5 \times 21)}{100} =$$

$$\text{Mean} = \frac{12 + 10 + 90 + 128 + 105}{100} = \frac{345}{100} = 3.45$$

The calculated mean score for awareness is 3.45 on a five-point scale. Based on the interpretive framework by Lindner and Lindner (2024), this value falls within neither agree nor disagree (3.5-2.51) category, and it is notably above the midpoint of that range (3.005). This suggests that while respondents did not strongly agree, they demonstrated a slight inclination toward awareness of responsible practices.

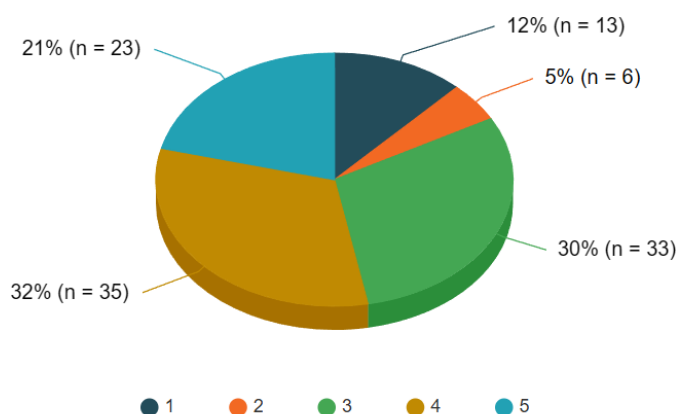


Figure 6. Bar Chart Showing Percentages of Respondents' Awareness

4.2 Calculating The Mean For Commitment

To determine the average level of commitment to adopting environmentally responsible practices among small event planners in Lagos, Nigeria, the data collected from 105 respondents were analyzed. The respondents were categorized into four commitments levels, and the percentages of responses for each commitment level were:

- Not committed: 12.4%
- Slightly committed: 22.9%
- Commitment: 51.4%
- Highly committed: 13.3%

The mean score was calculated using the following formula:

$$\text{Mean} = \frac{\sum(\text{Response Percentage} \times \text{Response Value})}{100}$$

Substituting the values:

$$\text{Mean} = \frac{(1 \times 12) + (2 \times 23) + (3 \times 52) + (4 \times 13)}{100} =$$

$$\text{Mean} = \frac{12 + 46 + 156 + 52}{100} = \frac{266}{100} = 2.66$$

The calculated mean score for commitment is 2.66. According to the interpretive framework by Lindner and Lindner (2024), this value falls within the agree category (2.51 to 3.50). However, it is slightly below the midpoint of this range (3.005). This suggests that while respondents did not strongly agree, they exhibited a general leaning toward commitment to environmentally responsible practices.

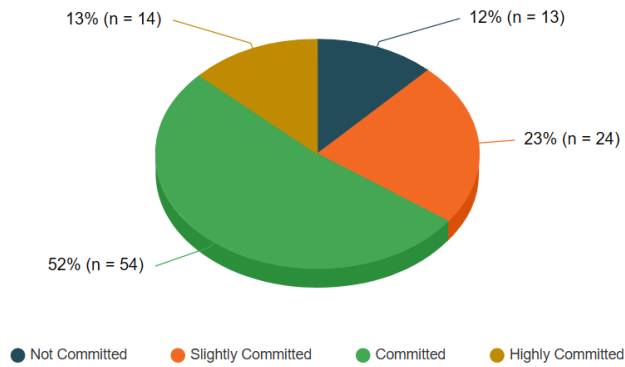


Figure 7: Bar Chart Showing Percentages of Respondents' Commitment

4.3 Calculating For Pearson's Correlation

A contingency table was drawn up to organize the categorical data and visually display the frequency distribution between the variables. Following this, Pearson's correlation coefficient was calculated to examine the relationship between awareness of environmental sustainability and commitment to adopting environmentally responsible practices. The analysis was based on data collected from 103 respondents.

Formula:

$$r = \frac{\sum f_{ij}(X_i - \bar{X})(Y_j - \bar{Y})}{\sqrt{\sum f_{ij}(X_i - \bar{X})^2 \cdot \sum f_{ij}(Y_j - \bar{Y})^2}}$$

Where:

r = Pearson's Correlation

X_i = Awareness scores

Y_j = Commitment scores

\bar{X} = Mean of Awareness

\bar{Y} = Mean of Commitment

f = Frequency

Table 1. Contingency Table

Awareness / Commitment	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total
Not Committed(1)	3	0	8	1	1	13
Slightly Committed (2)	2	3	11	7	1	24
Committed (3)	4	2	11	22	14	53
Highly Committed (4)	1	0	2	4	6	13
Total	10	5	32	34	22	103

Table 2. Calculating the variables

X_i	Y_j	fX_iY_j	$(X_i - \bar{X})$	$(Y_j - \bar{Y})$	$(X_i - \bar{X})(Y_j - \bar{Y})$	$(X_i - \bar{X})(Y_j - \bar{Y})fX_iY_j$	$(X_i - \bar{X})^2$	$(Y_j - \bar{Y})^2$	$(X_i - \bar{X})^2fX_iY_j$	$(Y_j - \bar{Y})^2fX_iY_j$
1	1	3	-2.45	-1.66	4.067	12.201	6.003	2.7556	18.0075	8.2668
1	2	2	-2.45	-0.66	1.617	3.234	6.003	0.4356	12.005	0.8712
1	3	4	-2.45	0.34	-0.833	-3.332	6.003	0.1156	24.01	0.4624
1	4	1	-2.45	1.34	-3.283	-3.283	6.003	1.7956	6.0025	1.7956
2	2	3	-1.45	-0.66	0.957	2.871	2.103	0.4356	6.3075	1.3068
2	3	2	-1.45	0.34	-0.493	-0.986	2.103	0.1156	4.205	0.2312
3	1	8	-0.45	-1.66	0.747	5.976	0.203	2.7556	1.62	22.0448
3	2	11	-0.45	-0.66	0.297	3.267	0.203	0.4356	2.2275	4.7916
3	3	11	-0.45	0.34	-0.153	-1.683	0.203	0.1156	2.2275	1.2716
3	4	2	-0.45	1.34	-0.603	-1.206	0.203	1.7956	0.405	3.5912
4	1	1	0.55	-1.66	-0.913	-0.913	0.303	2.7556	0.3025	2.7556
4	2	7	0.55	-0.66	-0.363	-2.541	0.303	0.4356	2.1175	3.0492
4	3	22	0.55	0.34	0.187	4.114	0.303	0.1156	6.655	2.5432
4	4	4	0.55	1.34	0.737	2.948	0.303	1.7956	1.21	7.1824
5	1	1	1.55	-1.66	-2.573	-2.573	2.403	2.7556	2.4025	2.7556
5	2	1	1.55	-0.66	-1.023	-1.023	2.403	0.4356	2.4025	0.4356
5	3	14	1.55	0.34	0.527	7.378	2.403	0.1156	33.635	1.6184
5	4	6	1.55	1.34	2.077	12.462	2.403	1.7956	14.415	10.7736
		103	-6.1	-2.88	0.976	36.911	39.85	20.961	140.1575	75.7468

Substituting the values:

$$r = \frac{36.911}{\sqrt{(140.1575)(75.7468)}} = \frac{36.911}{\sqrt{10616}} = 0.36$$

The calculated Pearson correlation coefficient is r 0.36, indicating a medium positive correlation between awareness and commitment. This suggests that individuals with higher awareness of en-

environmental sustainability tend to demonstrate greater commitment to it. However, the relationship is not strong enough to imply a direct influence. The medium correlation implies that while awareness may play a role in shaping commitment behaviours, other variables are likely to contribute more significantly. According to Cohen's (1988) Interpretation of Correlation Coefficients, a correlation coefficient of r 0.36 falls within the medium effect size range.

4.4 Additional Insights from Survey Data

A large number of respondents in this study were female. This may reflect a gender dynamic within the event planning industry in Lagos State, Nigeria. Men may also be less interested or less likely to engage with topics such as environmental sustainability in event planning, or with research participation more generally. As a result, the gender dynamic in this study may reflect the industry's structure and potential differences in interest, awareness, or willingness to participate in such studies.

Most respondents identified high costs as the most significant barrier to adopting responsible practices. Other barriers included uncertainty about vendor practices, lack of clear guidance, and limited access to eco-friendly suppliers. Despite these challenges, they expressed intentions to adopt more responsible practices when planning future events. However, only a few had received training or education in responsible practices, which highlights a significant gap in professional event planning skills.

Most respondents primarily planned social events like birthdays and anniversaries, with fewer focusing on weddings or corporate events. Social media was the primary source for learning about new trends in the industry, and only a few relied on training workshops or industry publications.

5 Discussion

The findings of this study indicate a medium positive correlation between awareness and commitment to environmental sustainability in event planning among small event planners in Lagos State, Nigeria. This suggests that individuals with higher awareness are more likely to show higher commitment to adopting responsible practices when planning an event. While this relationship is not strong enough to conclude that awareness directly drives commitment, it does indicate that

awareness may play a notable role in shaping commitment. This implies that increasing awareness could be a meaningful step towards encouraging responsible practices, especially when supported by other motivating factors.

Several previous studies support the idea that awareness, although not sufficient, can significantly contribute to environmentally responsible behaviours. Frick, Kaiser, and Wilson (2004) emphasized the role of knowledge in enabling individuals to commit to environmentally responsible behaviours. They argue that when individuals not only understand environmental issues but also understand how to act, awareness becomes a stronger predictor of commitment.

Kaiser et al. (2010) found that when individuals have strong personal environmental values, awareness is more likely to translate into positively committed action. Their study suggests that awareness has a strong effect when combined with intrinsic motivation. This means that individuals who already value sustainability are more likely to act in favour of their knowledge. This suggests that the correlation found in this study may reflect a population of event planners who are not only aware of the concept of environmental sustainability but also feel some level of moral responsibility to implement it.

Similarly, Aragón-Correa et al. (2020) found that awareness-driven commitment was higher when businesses perceived sustainability as beneficial to their brand image and customer loyalty. This suggests that in event planning, awareness might be more effective in driving commitment when economic or brand image benefits are communicated and understood.

In addition, Kollmuss and Agyeman (2002) argued that while knowledge is important, emotions, habits, personal values and other external factors are also determining factors in whether individuals act responsibly or not. Their study explains that awareness of environmental issues is not always sufficient without internal motivation and external factors such as financial incentives, regulatory policies, or social pressure. Bamberg and Möser (2007) also argue that awareness must be combined with perceived behavioural control and social norms to result in meaningful action.

Boyes et al. (2009) also highlighted that individuals are more likely to commit to an action when they have not only awareness but also social support and a belief in their ability to implement

change. Steg and Vlek (2009), in their study, found that policies, financial help, and infrastructure are key to encouraging responsible practices. Their findings suggest that merely informing people about environmental issues does not equal actions; therefore, practical solutions and supportive policies must be in place.

6 Recommendations

One of the major findings in this study is the absence of clear guidance on how to implement environmentally responsible practices. Many event planners expressed their uncertainty about what steps to take in line with sustainability when planning an event. To address this, the Lagos State government should create easy-to-understand standardized guidelines tailored to the realities of event planning in Lagos State, Nigeria. These guidelines should explain responsible practices across all event planning stages. Doing this will provide event planners with structured knowledge on what to do when planning an event. For example, the Sustainable Event Quick Guide developed by the City of Melbourne demonstrates the effectiveness of such guidelines in helping event planners implement eco-friendly practices (City of Melbourne, n.d.). These guidelines should be made visible through workshops, social media, and industry publications to ensure accessibility.

In addition to standardize guidelines, there is a strong need for skill development. Only a small number of respondents had received training in responsible practices. This indicates a gap in knowledge and skills regarding the implementation of responsible practices and a possible lack of opportunities for event planners to learn how to apply responsible strategies when planning an event. To bridge this gap, the government should organize periodic training workshops and certification programs. These programs would empower event planners with the skills needed to understand and act responsibly. However, responsibility is not only with the government. Event planners must take personal initiatives to learn, adapt and promote environmentally responsible practices within their businesses.

While certification and recognition programs can motivate adoption, special consideration must be given to the informal sector. Nigeria's event industry includes a large number of unregistered businesses that still operate actively and serve a wide range of clients. If only formally registered businesses are eligible for government recognition, a large portion of the industry could be excluded. To avoid this, certification efforts should be flexible and inclusive, allowing informal event

planners to participate in training, gain visibility, and access support even if they are not officially registered. In the long term, such inclusive policies may encourage more informal businesses to properly register their businesses.

Digital solutions are also a practical alternative to reduce the negative environmental impact. Several respondents recommended the use of event apps, e-invitations, and other digital tools to minimize paper use. For example, sending invitations via email instead of print can help lower the use of paper and ink. Event planners could further support this shift by communicating these benefits to clients and encouraging the use of digital methods as a modern and sustainable option.

Since a good number of event planners already rely on social media platforms to learn about trends, these channels could continue to be used to share tips and campaigns that promote responsible practices. More importantly, awareness campaigns should not target only event planners but also the general public, who will become clients. When clients understand the value of sustainability, they are more likely to support and accept environmentally responsible ideas from event planners.

Responsibility also lies with manufacturers. Brands that supply snacks and event-related materials must ensure their products support sustainability goals without sacrificing usability. For example, while Capri-Sun now uses paper straws to reduce plastic waste, many consumers have expressed frustration that the straws melt quickly or become unusable before finishing the drink. This shows that sustainable alternatives must be thoughtfully designed to meet both environmental and functional standards.

Finally, clients themselves have an important role in enabling responsible practices. Even when event planners suggest eco-friendly solutions, clients may reject these options due to traditional preferences or perceived inconvenience. For example, an event planner may recommend reusable decor or biodegradable cutlery, but the client may insist on single-use plastic or printed materials. Clients must be open to change and understand that their choices have a long-term impact on the environment.

7 Research Ethics

This study was carried out with full consideration of the ethical principle by the Finnish National Board on Research Integrity. The framework enables research to be done in a responsible and ethically acceptable way. The framework emphasizes voluntary participation, informed consent, privacy, and the protection of participants' rights and well-being. (Finnish Advisory Board on Research Integrity, 2012).

For respondents, participating in this study was entirely voluntary. The digital survey was distributed through online platforms, and respondents were free to choose whether to participate or not. At the beginning of the questionnaire, participants were informed of the purpose of the study, the type of information that would be collected, and how their responses would be used. This ensured that they could make an informed decision before proceeding to answer the survey questions.

Respondents were also not required to provide any personal or identifiable information, and no part of the survey required them to disclose personal data. All responses were anonymous, and no tracking or follow-up was done. Furthermore, participants had the right to exit the survey at any time without completing it, and there were no consequences for doing so.

This study did not involve any physical, emotional, or psychological harm. It focused solely on exploring awareness and commitment toward environmental sustainability in event planning. No manipulation or persuasion was used to influence responses, and there was no pressure placed on participants to answer in any particular way. The research was conducted in a transparent, respectful, and ethical way, in accordance with responsible research practices by the Finnish Advisory Board on Research Integrity (2012).

Artificial Intelligence (AI) was used in this research as a supportive tool to enhance academic writing and understanding. After developing the content and structure independently, the researcher used tools like Chatgpt and DeepSeek to help improve clarity, polish grammar, and rewrite informal thoughts into formal academic language to ensure that this thesis met academic standards. In addition, all calculations in this study were carried out using Microsoft Excel.

8 Reliability and Validity

The reliability of research refers to the consistency of the measures used to assess key issues throughout the study. Measures here include questions and statements that consistently target the same key concepts. The validity of research refers to the extent to which the research measured what it intended to measure. (Osler, 2015.)

In this study, key concepts were defined based on existing and relevant literature. Additionally, the framework used for interpreting the means and correlation was from previous research. This provided appropriate context and a grounded basis for analyzing the data meaningfully.

To encourage consistency and ease of response, the questionnaire was structured into six categories and the survey was distributed online. This minimized bias and enabled respondents to complete the survey at their convenience. In addition, the questions were carefully designed to ensure that the data collected accurately reflected the objectives of the research.

9 Limitations

This study has several limitations that should be acknowledged. First, the survey questions were self-designed, meaning they did not undergo expert validation or review. However, they were carefully developed based on insights gathered from the literature review to ensure that the responses received were relevant to the study's objectives.

Secondly, the exact population of small event planners in Lagos was not accessible. Due to the nature of the event planning industry in Nigeria, particularly in Lagos, a large number of practitioners operate within the informal sector without official registration. As a result, there is no centralised database or reliable figure to determine the full population of event planners. The sample size used in this study was therefore based on a reasonable assumption rather than precise data. This does not render the findings incorrect but suggests that the study may not fully capture the complete picture of the industry. Given this, future research could benefit from a larger sample size.

Furthermore, this study used a cross-sectional design approach, meaning that data were collected at a single point in time. This limits the ability to observe changes or trends in awareness and commitment over time. For future studies, longitudinal research is encouraged to assess how these behaviours evolve or respond to policy changes, public awareness campaigns, or industry shifts. In addition, the survey was distributed using online platforms, which means that event planners who did not have access to or were not active on these platforms at the time of distribution may have been excluded.

Finally, the focus of this study was specifically on small event planners in Lagos State, Nigeria. While Lagos is a major economic and cultural hub with a large concentration of events, the findings may not directly apply to other states in Nigeria, as other states may have different levels of environmental challenges, policy enforcement, or awareness of sustainability.

Despite these limitations, this study provides important insights into a relevant and timely issue. It highlights key challenges and opportunities in promoting sustainability in the events sector and sets a foundation for future research to build upon.

10 Conclusion

This study explored the awareness and commitment of small event planners in Lagos, Nigeria, toward environmentally responsible practices. The findings show that while awareness of sustainable practices is growing among planners, this does not always translate into consistent commitment. However, the moderate positive correlation between awareness and commitment found in this study suggests that awareness does play a meaningful role in shaping sustainable behaviour, even if other influencing factors remain significant.

Many respondents were willing to improve their environmental practices, especially when provided with the necessary support and resources. This indicates a readiness within the industry that can be further supported.

This study reinforces the idea that while knowledge is a critical foundation, it is not always enough to drive action. The findings of this study contribute to existing literature by showing that external

factors such as cost, access to resources, and infrastructure limitations may either strengthen or weaken the link between awareness and commitment. This study also offers valuable insights for various actors who directly shape the sustainability outcomes of events. The published thesis link will be provided to all respondents who previously expressed interest in the study's outcome.

The results of this study are useful to working life, as they highlight the need for both awareness and supportive conditions to drive commitment. The findings can guide event planners, policy-makers, and the general public at large in embracing practical solutions that make responsible practices more achievable in event planning.

Bridging the gap between awareness and commitment requires a collaborative approach between government intervention, industry regulation, continuous education, and social influence. As Lagos continues to grow as a major event destination, responsible event planning must become a standard practice for long-term environmental and economic sustainability.

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Appendices

Appendix 1. Screenshots of the Suvey

Making Events Eco-Friendly: Your Voice Matters!

Dear Participant, 😊😊

Thank you for taking the time to participate in this survey on environmental sustainability in event planning. This survey is part of my thesis research at JAMK University of Applied Sciences. The goal is to gather insights into current practices and perspectives in the industry.

Your responses are anonymous and will be used solely for academic purposes. Please answer the questions honestly, as your input is valuable in understanding sustainable event planning.

If you have any questions about this research or would like to receive the results later, feel free to contact me at (email address)

Thank you for your valuable time and participation! 😊😊

Section 1: Demography and Background Information

1.

Gender

Select one

- Female
- Male
- Prefer not to say

2. How many years of experience do you have in event management?

Select one

- Less than 1 year
- 1-3 years
- 4-6 years
- Over 7 years

3. What type of events do you primarily plan?

Select one

- Weddings
- Corporate events
- Social gatherings (e.g., birthdays, anniversaries)
- Others (Please specify) _____

4. How do you usually learn about new trends or practices in event planning?

Select all that apply

- Social media (e.g., Facebook, Instagram, LinkedIn)
- Industry publications or blogs
- Training workshops or seminars
- None (I am not interested in trends)
- Other (Please specify) _____

Section 2: Environmental Sustainability

5. Have you heard of the concept of environmental sustainability in event planning?

Select one

- Yes
- No

6. If yes, what does environmental sustainability mean to you?

7. Have you received training or education on environmental responsible practices in event planning?

Select one

Yes

No

8. Please indicate your level of agreement with the following statements.

Scale:

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

	1	2	3	4	5
I am aware of various responsible practices (e.g., waste reduction, energy efficiency, use of biodegradable materials, etc.) that can be applied in event planning.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that environmental sustainability is important for the success of events.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Event planning practices can impact the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a responsibility to minimize the environmental impact of the events i plan.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 3: Environmentally responsible practices

9. To what extent do you incorporate the following responsible practices in event planning?

Scale:

1 = Never, 2 = Rarely, 3 = Sometimes, 4 = Often, 5 = Always

	1	2	3	4	5
Using eco-friendly materials (e.g., biodegradable, reusable items)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utilizing energy-efficient equipment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encouraging guests to use eco-friendly transportation options.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partnering with vendors who practice environmental responsibility.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1	2	3	4	5
Preferring digital over printed materials.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encouraging clients to adopt responsible practices.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. What motivates you to incorporate responsible practices in events?

Select all that apply

- Client demand for eco-friendly event practices
- Enhancing the reputation and credibility of my business
- Awareness of the environmental impact of non-sustainable event planning
- Supporting the economy by sourcing materials and services from local vendors
- Others (Please specify) _____
- None

11. What discourages you from incorporating responsible practices in your events?

Select all that apply

- High costs or the perception that responsible practices are expensive
- Uncertainty about whether my vendors follow environmentally responsible practices
- Lack of clear guidance on which responsible practices to implement
- Limited access to eco-friendly suppliers and resources
- Others (Please specify) _____

Section 4: Commitment to Environmentally Responsible Practices

12. Overall, how committed are you to adopting environmentally responsible practices in event planning?

- Not Committed
- Slightly Committed
- Committed

Highly Committed

13. Do you plan to increase the use of responsible practices in your future events?

- Yes
- No
- Not sure

14. Please list any additional responsible practices you would like to adopt if given the opportunity or support.

15. What impact do these challenges have on your decision to implement environmentally responsible practices?

Scale:

1 = No Impact, 2 = Low Impact, 3 = Moderate Impact, 4 = High Impact, 5 = Very High Impact

	1	2	3	4	5
Lack of knowledge or training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of responsible/ eco-friendly products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Limited availability of eco-friendly vendors in your area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Client preferences for non-eco-friendly products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 5: Final Thoughts

16. What suggestions do you have to improve environmental sustainability in event planning in Lagos?
