

How to practically implement sustainability at your events

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Agenda

- What is sustainability?
- Why is it important for events?
- Benefits of implementing sustainability
- Who else is doing it?
- Challenges
- Key next steps
- Useful resources
- Q&A

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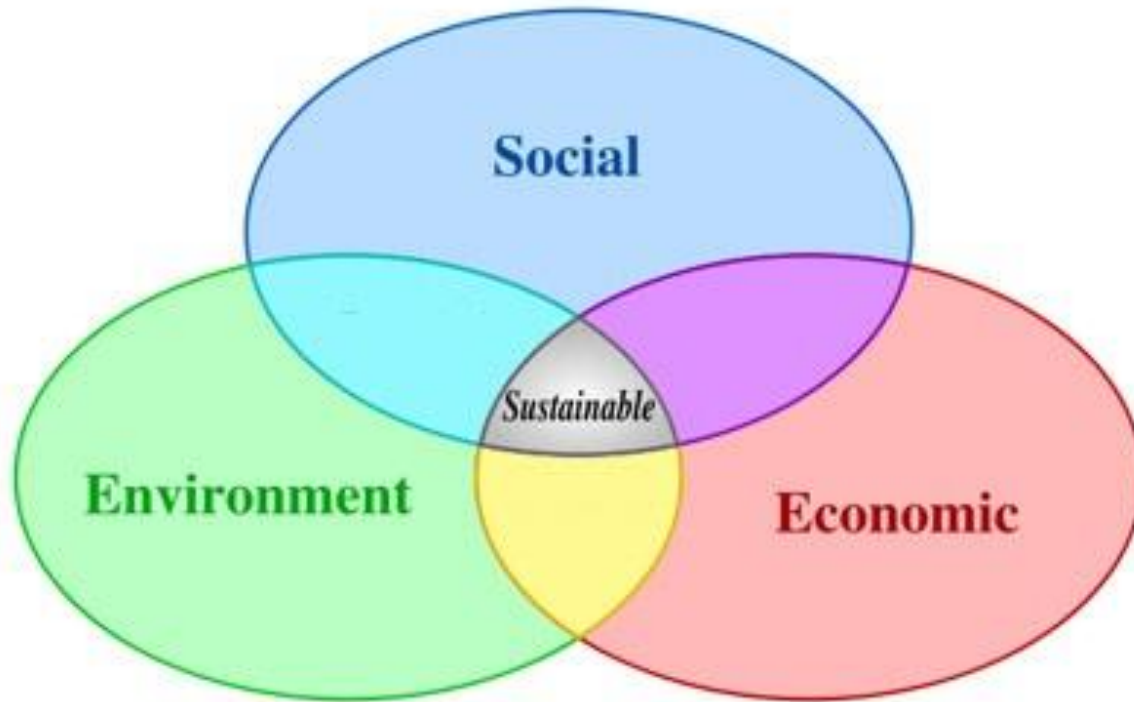
- Not for profit project established 2004 to provide education to the event industry on sustainability
- Run practical workshops on event sustainability
- Run Leeds Metropolitan University Approved Course
 - Sustainable Event Management
- MD Fiona Pelham:
 - Chaired BS8901
 - Co-chairs ISO 20121 with Brazil
 - Lead consultant developing Event Organiser GRI Framework
 - Current MPI President – UK & Ireland Chapter
 - Sustainability technical advisor to England 2018 world cup bid
 - Developing WRAP event industry online tool to manage waste

Sustainable Development

- ‘An enduring, balanced approach to **economic** activity, **environmental** responsibility and **social** progress’ - British Standards Institute



Sustainability



Importance?



Importance for events

- Sustainability was at the heart of the London 2012 Bid – sustainability at heart
- 2018 World Cup Bid – Sustainability chapter
- BS 8901 (future ISO 20121)
 - often the precursor to legislation
- Creating efficiencies can lead to economic savings
- Opportunity to demonstrate leadership
- Unique communication opportunity

Future of sustainable events

- ISO20121, International Standard for Sustainable Event Management
 - Due to be published Summer 2012
 - Starting draft BS8901
 - Industry specific
 - 1st/2nd/3rd party certification
 - Framework for implementing sustainability & addressing your issues – not a checklist
- Global Reporting Initiative Event Organiser Sector Supplement
 - Framework for writing an event sustainability report
 - Due to be published summer 2011



Who else is doing event sustainability?



Challenges

- Resources – time/staff/funding
- Management buy in
- Checklist vs. Management System
- ISO14001 vs. ISO20121
- Certification
- Where to start?



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Planning a sustainable event: Key questions

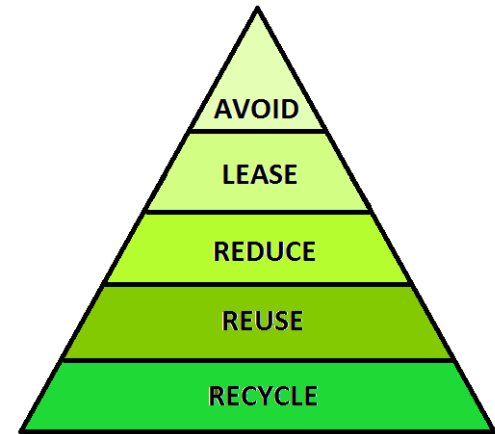
Item	Sustainable Consideration
Destination	Where are your delegates based?
Venue Selection	Does your venue consider sustainability?
Accommodation	Do your hotels consider sustainability?
Transportation	Can you advertise the use of public transport?
Food & Drink	Where's your food coming from? Is it healthy food? What happens to your food waste?
General Office Procedures	Do you have an energy efficiency policy? Are your staff trained on sustainability?
Communications & Marketing	Do you use recycled paper? Do you print double sided? Do you use vegetable based inks?
Procurement	Do you procure sustainable items and from responsible suppliers?
Exhibition Production	Can you encourage your exhibitors to be more sustainable? Can they reduce their marketing materials? What are their stands made from? Are they reusable?

Other key issues to address

- **Waste/Recycling:**

What waste streams do you have?

Where are they going?



Free event RMP Tool – due to be published in Jan 2011

- **Measurement:** once you know how much you are wasting/using you will monitor it and it will reduce
- **Communication/Education:** invest in training your staff. Their understanding will really improve your sustainability credentials

Next steps:

- Nominate a sustainability champion
- Get management buy in
- Identify your issues
- Consider sustainability at every step of the way
 - add it to your agendas!
- Document your actions

Any step you take is the right step to take!

Where can you learn more?

- 10 BS8901 Case Studies: <http://www.bsigroup.com/en/BSIGroup/Standards-and-Publications/Industry-Sectors/Environment/BS-8901-case-studies/>
- Organise This Case Studies: www.organisethis.co.uk
- BSI Book 'Making Events More Sustainable' www.bsigroup.com
- Meegan Jones' Book 'Sustainable Event Management'
- Manchester City Council 'Green Your Event Guide'
http://www.manchester.gov.uk/site/scripts/download_info.php?downloadID=2697&fileID=7951
- London 2012 Sustainable Event Guidelines
<http://www.london2012.com/documents/locog-publications/london-2012-sustainability-events-guidelines.pdf>
- Online Tool: www.eventsustainability.com
- Global Reporting Initiative G3 Guidelines: www.globalreporting.org
- GRI Report: www.sustainableeventsltd.com
- Vancouver 2010 Winter Olympics Sustainability Report:
http://www.vancouver2010.com/dl/00/12/12/sustainabilityreport_42d-eh.pdf
- Cop 15 Sustainability Report
<http://www.e-pages.dk/visitdenmark/469/>
- London 2012 Carbon Footprinting Methodology
<http://www.london2012.com/documents/locog-publications/carbon-footprint-study.pdf>

Any questions?

Thank you!

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