

How to write a GRI Report

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Agenda

- What is GRI?
- Why do you need to know?
- Benefits of using GRI Framework
- Who else is doing it?
- Process for writing a report
- Monitoring and measuring
- Key questions to ask
- 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

Global Reporting Initiative

Who are they?

- NGO set up by the UN
- Conceptualised in 1997 & first published in 1999
- World's most widely-used sustainability reporting framework
- Multi-stakeholder consensus approach



Why do you need to know? Sector Supplement



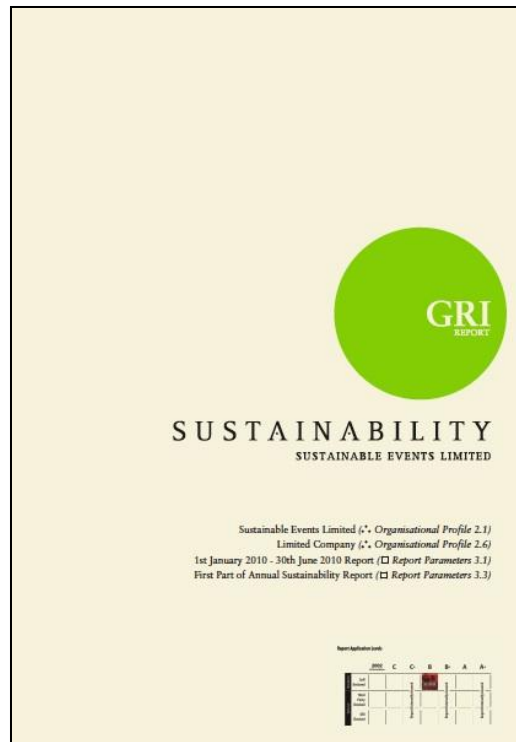
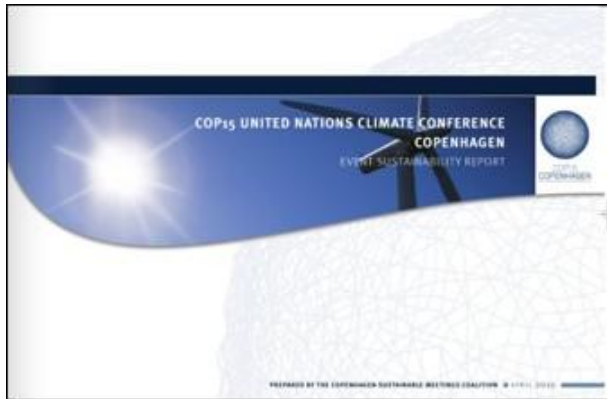
Event organiser sector supplement due to be published mid 2011

What are the benefits of reporting?

- Industry leaders
- Creating efficiencies can lead to cost savings
- Reputation enhancement
- Increased comparability
- Transparency and honesty in sector



Who is reporting using GRI in event industry?



What do you need to do?

- Level A: Report on all indicators
- Level B: Report on minimum of 20 indicators
- Level C: Report on minimum of 10 indicators

- GRI Organisational Stakeholder Group can support you with certification



Where to start?

Monitoring & Measuring

- Need to capture quantitative & qualitative data
- What is in the room?
 - Where did it come from?
 - Where is it going?
 - What will happen to it after the event?
- Stakeholder engagement
- Also provides evidence of BS 8901 implementation



What to measure? A few key questions to ask:

Item	Measuring question
Destination	How many staff/delegates /speakers attended your event?
Accommodation	How many hotel nights were filled for your event?
Venue Selection	How much electricity was used for the period of your event? How much gas was used for the period of your event? How much water was used for the period of your event? How much waste was collected and reused/recycled/sent to landfill?
Transportation	How many miles have your delegates/staff/speakers travelled by car/boat/bus/rail?
Food & Drink	What % of your menu is vegetarian? How far has your food travelled to the event by car/boat/bus/rail?
General Office Procedures	How much waste was collected and reused/recycled/sent to landfill?
Communication & marketing	What is the % of materials used that are recycled input materials? How many marketing materials are being printed?
Exhibition Production	What is the total amount of material used by weight/volume?

www.eventsustainability.com

- Support for event managers working to create sustainable events
- Aligns with BS 8901
- Generates an event sustainability report
 - given to clients or used as evidence towards BS 8901.
- Includes measurement check-lists, communication templates and industry best practice
- Contains Co2 Calculation based on measurement input (DEFRA conversion rates)

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TOOL MENU

Progress: 85

Use the interactive form below to identify your potential sustainability issues.

To e-mail this page to a third party for them to fill in on your behalf [Click Here](#).

You can add another 'Destination' page if you have more than one for this event.
[Add/Edit "Destination"](#).

No.	Issue	Yes	No	Not Applicable
1.	When requesting information from the destination and suppliers at the destination are you referring them to your sustainable development policy? More Info	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
2.	Does this destination match the event purpose and delegate demographics? More Info	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
3.	Are delegates able to travel by public transport around the destination? More Info	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
4.	Are over 50% of the delegates attending this event local (within a 100 mile radius)? More Info	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
5.	Can the destination offer suppliers for the event from within the local area? (within 100 mile radius) More Info	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
6.	Is the destination located in a certified Fair Trade Town/area? More Info	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
7.	Does the destination provide the opportunity to take part in specific activities which will allow the event to make a positive impact on the local environment and local community? More Info	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
8.	Does the destination have hotels which are certified for sustainability? More Info	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
9.	Does the destination have suppliers which are certified for sustainability? More Info	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

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TOOL MENU

Progress: 45%

The fifth section for you to fill in is the Food and Beverage page. Fill in the measurements that you have, or you can email this section to a 3rd party to fill in.

To e-mail this page to a third party for them to fill in on your behalf [Click Here](#).

You can add another 'Food and Beverage' page if you have more than one for this event.
[Add/Edit "Food and Beverage"](#).

No.	Issue	Value	Unit
1.	What is the amount of food (including beverage) miles - travelled by air? More Info	<input type="text" value="0"/>	Miles Part of CO ₂ Calculator
2.	What is the amount of food (including beverage) miles - travelled by train? More Info	<input type="text" value="0"/>	Miles Part of CO ₂ Calculator
3.	What is the amount of food miles (including beverage) travelled by car? More Info	<input type="text" value="0"/>	Miles Part of CO ₂ Calculator
4.	What is the amount of food waste which will go to landfill? More Info	<input type="text" value="0"/>	Tonnes
5.	What is the amount food waste which will be recycled? More Info	<input type="text" value="0"/>	Tonnes
6.	What is the amount of food waste to be composted? More Info	<input type="text" value="0"/>	KG
7.	What is the amount of food miles (including beverage) travelled by car? More Info	<input type="text" value="0"/>	Part of CO ₂ Calculator
8.	How many additional measurements beyond those listed above, have you provided to meet the event's sustainability objectives? More Info	<input type="text" value="0"/>	
9.	What is the total amount of food used by weight or volume? More Info	<input type="text" value="0"/>	

How can you get involved?

- Public commentary via online survey:
Jan -March 2011
- **Have your say on the new indicators!**
- Launch of the Supplement by mid - 2011
- Join the practitioners network
email: guidelines@globalreporting.org
Put 'Subscribe Events' in the subject line

Where can you learn more?

- 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>
- Online Tool: www.eventsustainability.com

Any questions?

Thank you!

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