

Event Sustainability Online Tools

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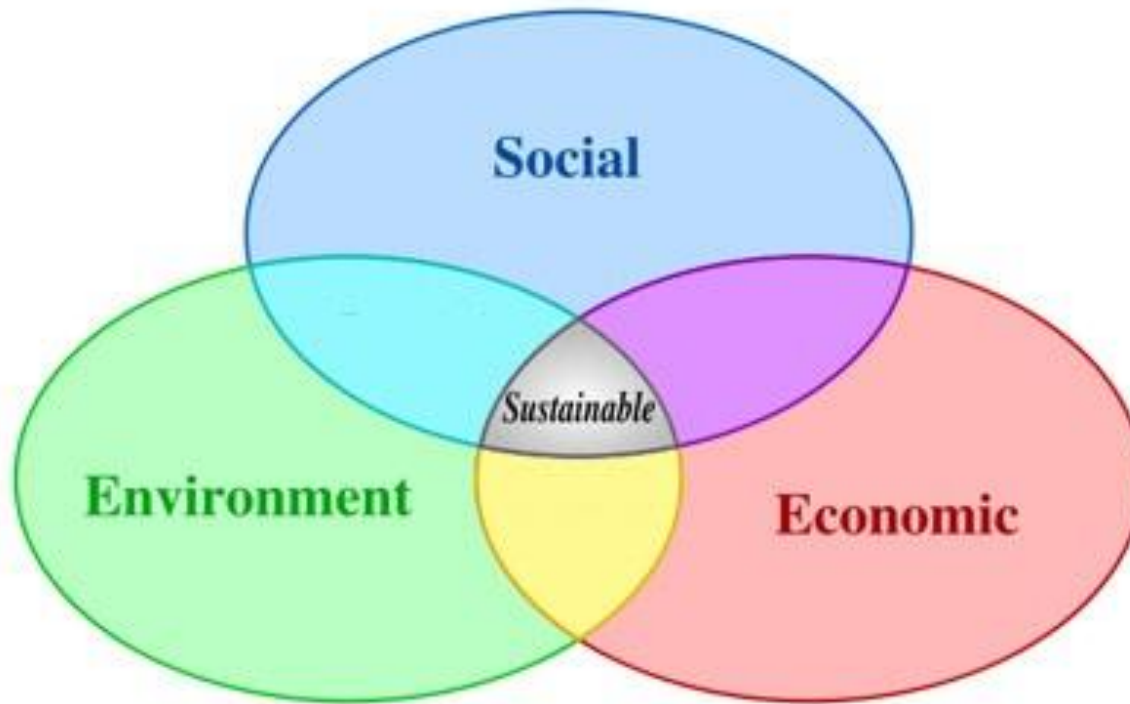
Sustainable Events Ltd & Positive Impact

Clients include: Manchester United, Coca-Cola,

Reed Exhibitions, MPI & AOL

MPI speaker and SEA accredited

What is sustainability?



Defined as:

- “An enduring and balanced approach to **economic** activity, **environmental** responsibility and **social** progress” (BSI, 2007)



Why is it important for the event industry?

- Opportunity to reduce the impact of events without effecting the quality of the event



What is happening in the event industry?

- **The British Standard for Sustainable Event Management (BS 8901)**
- BS 8901 is currently being developed into the **International Standard for Event Sustainability Management (ISO 20121)**
- **Global Reporting Initiative** Event Organiser Sector Supplement (GRI EOSS)



The business case:

- Opportunity to reduce the impact of events without effecting the quality of the event
- to be the 1st event/venue/supplier certified to ISO 20121
- to be the 1st event/venue/supplier reporting using the GRI Event Organiser framework
- Creating efficiencies
- Added unique selling point
- Communication opportunity
- Increased transparency
- Demonstrating leadership



What online tools are there?

1. WRAP Resource Management Plan Online Tool
2. MPI Sustainable Event Measurement Tool
3. www.EventSustainability.com

WRAP Resource Management Plan FREE Online Tool

- Free online tool to support event organisers to manage their event waste
- Developed by the UK Waste Resource Action Programme (WRAP) for London 2012 Olympics
- Supports organisers to work with suppliers to reduce event waste
- <http://rmp.wrap.org.uk>



WRAP

Material change for
a better environment

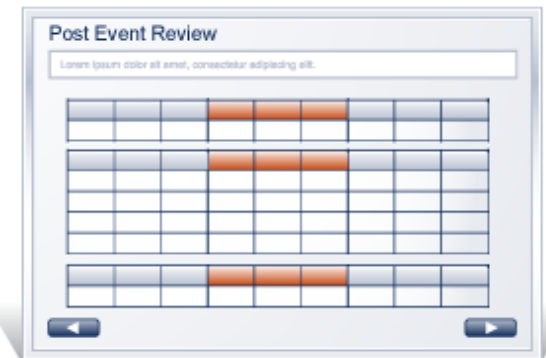
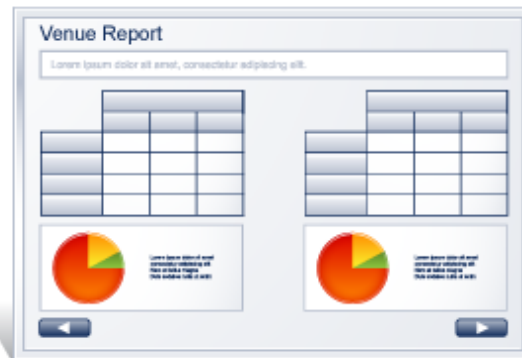
What does it involve?

- Event information
- Identify your waste streams
- What materials are supplier bringing to the event?
- Commit to actions to reduce waste
- Implement your action plan



What do you need to do?

- Identify your waste
- Engage with your venue and suppliers
- Measure the event waste
- Input your data
- Review for your next event



MPI Sustainable Event Measurement Tool

- Online tool to help you measure your sustainability performance
- Created to support planners to measure their impact
- Calculates carbon emissions
- Supports your supplier engagement programme
- Creates a report for your event
- <http://mpi.sustainableeventtool.com>

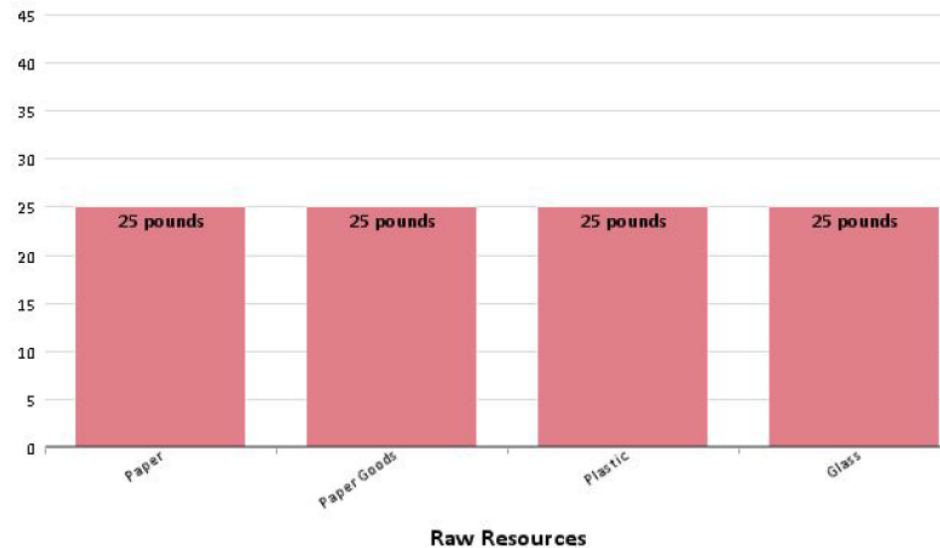
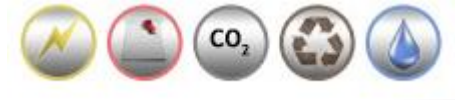
What does it involve?

- Event information
- Accommodation
- AV
- Communications
- Destination
- Exhibitions
- Food & Drink
- Venue
- Office
- Transport



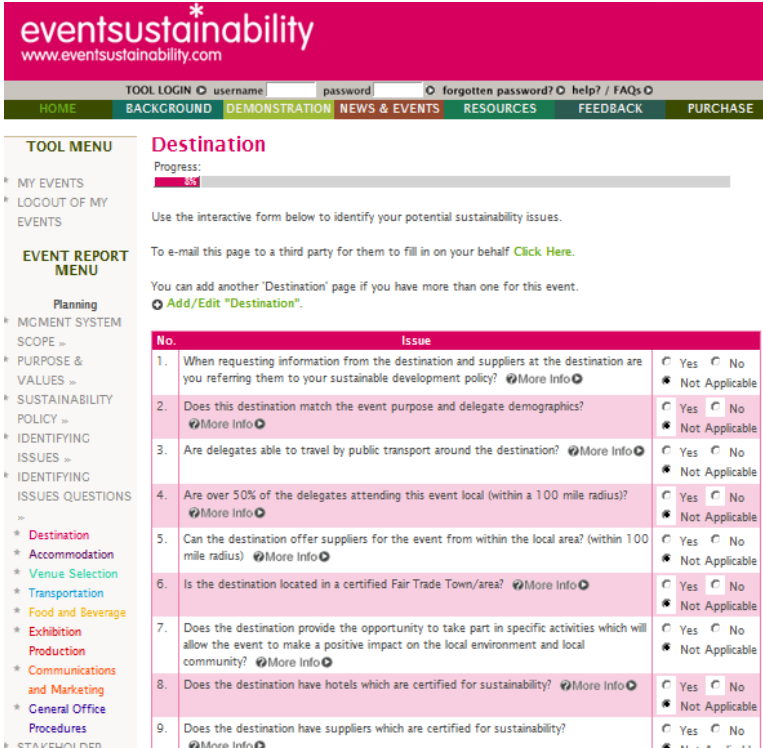
What do you need to do?

- Identify what you need to measure
- Start monitoring & measuring
- Talk to your stakeholders to obtain their support
- Input your data



EventSustainability.com

- Online tool to support organisers to comply with BS 8901 (future ISO 20121)
- Created to support organisers to easily comply with industry standards
- Aligns with GRI reporting
- www.eventsustainability.com



The screenshot shows the website interface for 'Destination' on EventSustainability.com. The page has a pink header with the logo and navigation tabs: HOME, BACKGROUND, DEMONSTRATION, NEWS & EVENTS, RESOURCES, FEEDBACK, and PURCHASE. A left sidebar contains a 'TOOL MENU' and an 'EVENT REPORT MENU' with various categories like Planning, MGMT SYSTEM, SCOPE, PURPOSE & VALUES, SUSTAINABILITY POLICY, IDENTIFYING ISSUES, and IDENTIFYING ISSUES QUESTIONS. The main content area is titled 'Destination' and includes a progress bar, instructions to use the form, and a table of sustainability issues.

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"/>

What does it involve?

- Complete an event template – about your events
- Send out to your suppliers and stakeholders
- Create your action plan
- It creates your sustainability policy
- Allows you to engage with suppliers
- Capture your event measurements
- Produces a publishable event report

The screenshot shows the 'eventsustainability.com' website interface. The main navigation bar includes links for HOME, BACKGROUND, DEMONSTRATION, NEWS & EVENTS, RESOURCES, FEEDBACK, and PURCHASE. The left sidebar contains a 'TOOL MENU' with options like MY EVENTS, LOGOUT OF MY EVENTS, and EVENT REPORT MENU. The main content area is titled 'Food and Beverage' and shows a progress bar at 15%. Below the progress bar, there is a table with 9 rows, each representing a different sustainability issue related to food and beverage. Each row includes a question, a 'More Info' link, and input fields for 'Miles' or 'Tonnes'.

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

What do you need to do?

- Identify your event
- Look at potential issues
- Complete your action plan
- Capture your event data
- Publish the report
- Review and develop for your next event

eventsustainability
www.eventsustainability.com

Reporting

Section 1 - Planning

Scope

The Scope of our management system encompasses
The AOL Award Show in October 2011

Purpose & Values

Benefits of these tools?

- Creating efficiencies
- Added unique selling point
- Increased transparency
- Unique communications opportunities
- Leadership



MANCHESTER
INTERNATIONAL
FESTIVAL



What are your next steps?

- Identify your issues?
 - Where is your greatest impact?
- Create a strategy
 - What is your vision for sustainability in your company?
- Look at what tool is best for you!
 - All three will work well together!
- Any step you take is moving you in the right direction!



Resources

- 'Sustainable Event Management Course – Leeds Metropolitan University: www.leedsmet.ac.uk
- 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' by Phil Cumming & Fiona Pelham 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
- GRI Report Template: www.postiveimpactevents.co.uk
- 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 & Sustainability Report
<http://www.london2012.com/documents/locog-publications/carbon-footprint-study.pdf>
- England 2018 World Cup Bid GRI Report www.postiveimpactevents.co.uk
- Free online tool for event industry to manage waste: <http://rmp.WRAP.org.uk>
- MPI online tool to measure event sustainability: <http://mpi.sustainableeventtool.com>

Thank you

Any questions?

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