

An Introduction to Event Sustainability

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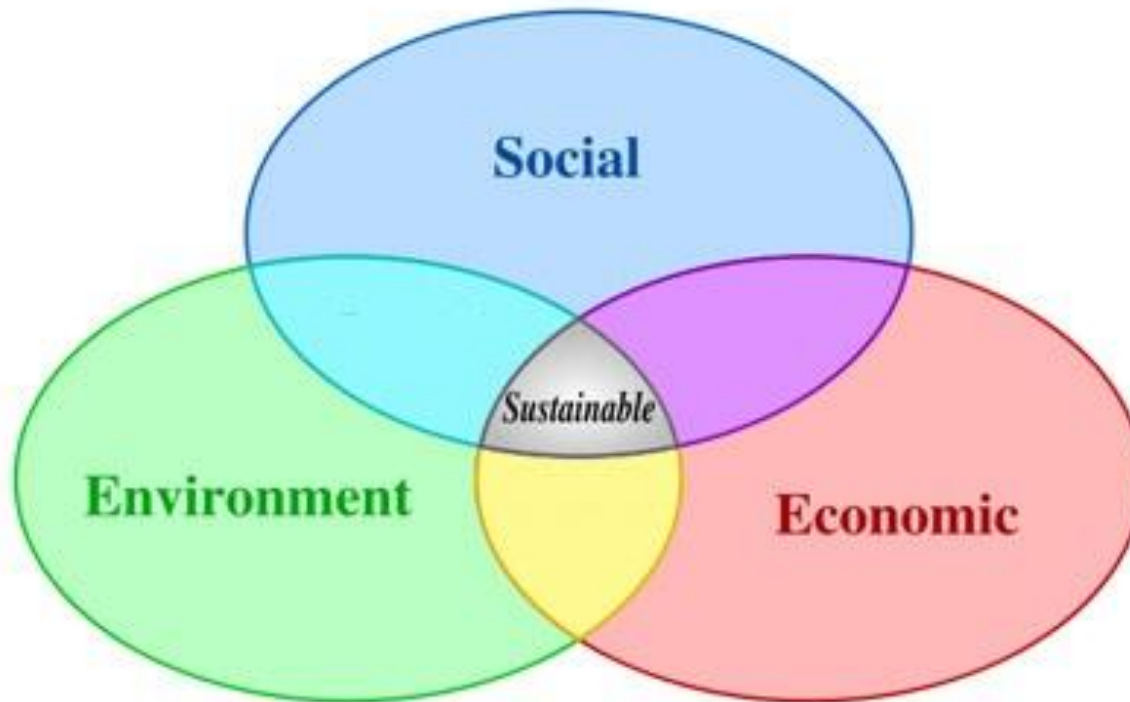
Sustainable Events Ltd & Positive Impact

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)



What is the history of ISO 20121?

- BS8901: Sustainable Event Management System
- Launched November 2007
- 2nd draft September 2009
- Catalyst London 2012 Olympics
- Management system
 - framework for implementing sustainability at events
- Suitable for: venues, organisers & suppliers
- Industry specific
- Certification: 1st/2nd/3rd party

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



Who's doing BS 8901?



What does ISO 20121 involve?

- Setting your scope
- Identifying your issues
- Setting out your objectives
- Creating a policy
- Allocating resources
- Monitoring and measuring
- Audit
- Reviewing your progress

Planning

Implementation

Review

Smyle Creative

- Event production company

Implemented BS 8901 for the event management Headquarters

- Implemented initiatives to inspire and train staff
- Saved 50% of energy usage
- Have BS 8901 sustainability team
- 3rd party certified
- Aim to incorporate events next year and achieve ISO 20121



AVIVA Stadium

- National stadium of Ireland
- Implemented BS 8901 for all venue operations
 - Have a sustainability champion
 - Hold stakeholder engagement events
 - Part of their way of working
 - Collaborated with 3 key service providers
 - 3rd party certified
 - Aim to achieve ISO 20121



Melville

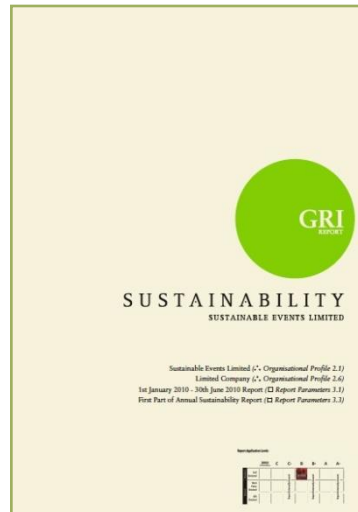
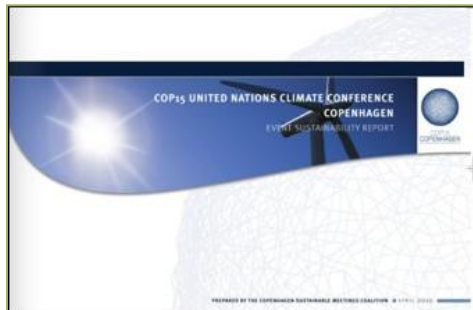
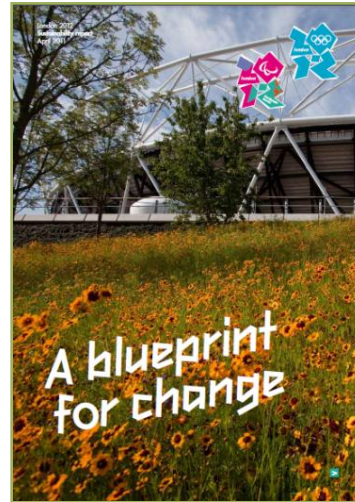
- Event services provider
 - Have a sustainability team
 - Made sustainability visual in office
 - Trained all staff
 - Reviewed supply chain
 - 3rd party certified
 - Aim to achieve ISO 20121



Zurich insurance

- Events team
- 3 day conference + gala dinner in Lucerne
 - Saved 20% of event budget
 - Created efficiencies
 - Trained staff
- ENWORKS environmental organisation
- 1 day conference in Manchester
 - Saved 20% of budget
 - Enhanced reputation

Who's reporting?



What does it involve?

- Identifying your indicators to report on
- Creating an action plan
- Gathering your measurements
- Drafting report
- Publishing report

Identify what to report on

Monitor and measure

Produce report

Indicators

- Environment
- Society
- Product responsibility
- Human rights
- Labour
- Economic
- Event Organiser

Reporting levels:

Application Level Table:

Report Application Level	C	C+	B	B+	A	A+
G3 Profile Disclosures output	Report on: 1.1 2.1 - 2.10 3.1 - 3.8, 3.10 - 3.12 4.1 - 4.4, 4.14 - 4.15	Report Externally Assured	Report on all criteria listed for Level C plus: 1.2 3.9, 3.13 4.5 - 4.13, 4.16 - 4.17	Report Externally Assured	Same as requirement for Level B	
G3 Management Approach Disclosures output	Not Required		Management Approach Disclosures for each Indicator Category		Management Approach Disclosures for each Indicator Category	
G3 Performance Indicators & Sector Supplement Performance Indicators output	Report on a minimum of 10 Performance Indicators, including at least one from each of: Economic, Social and Environmental.		Report on a minimum of 20 Performance Indicators, at least one from each of Economic, Environmental, Human rights, Labor, Society, Product Responsibility.		Report on each core G3 and Sector Supplement* Indicator with due regard to the Materiality Principle by either: a) reporting on the Indicator or b) explaining the reason for its omission.	

*Sector supplement in final version

What are your next steps?

1. Nominate someone to lead with this
2. Get management buy in
3. Set the scope of your management system
4. Identify your key issues to address
5. Set objectives and targets for your first year
6. Start monitoring and measuring
7. Regularly review your progress
8. Create a sustainability report

Potential issues to address

- Waste
- Energy
- Water
- Training
- Communications
- Social responsibility
- Legacy
- Procurement
- Return on investment



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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