

An Introduction to Event Sustainability Standards

Rebecca Saunders
Positive Impact Events





Rebecca Saunders

BS 8901 & ISO 20121 Consultant

GRI Report Writer

Sustainability Advisor

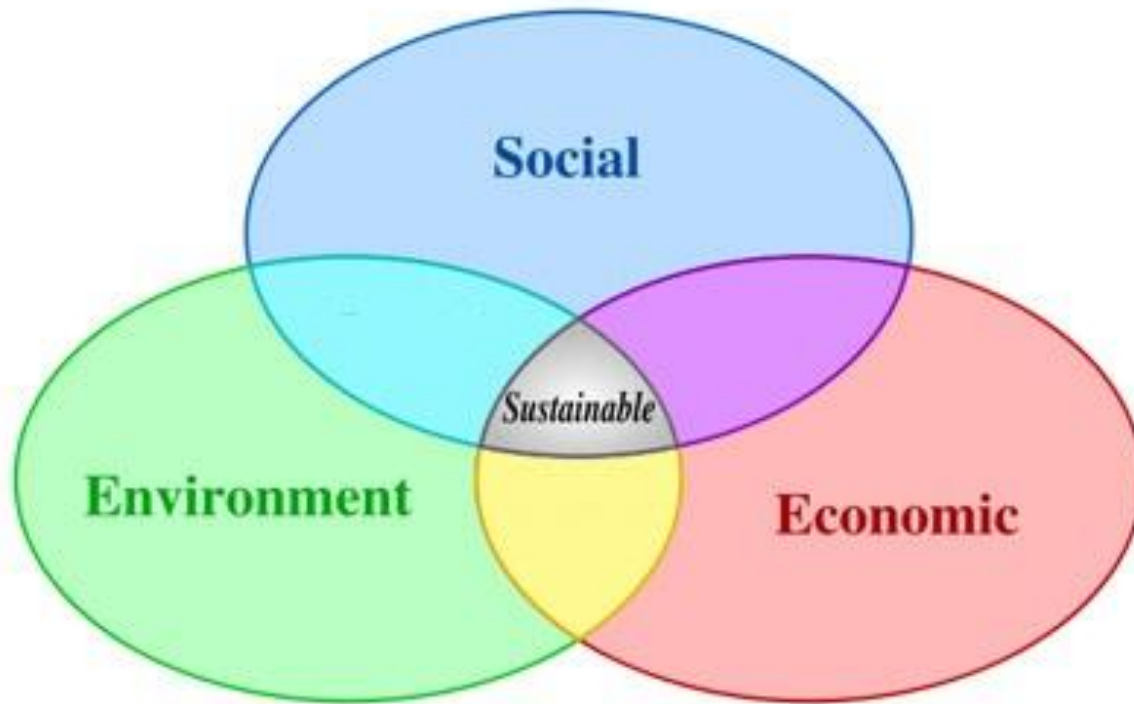
Sustainable Events Ltd & Positive Impact

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)**
- **APEX/ASTM Green Meetings and Events Standard**
- **Global Reporting Initiative Event Organiser Sector Supplement (GRI EOSS)**



What is the history of ISO 20121?

- BS8901: Sustainable Event Management System
- Management system
 - framework for implementing sustainability at events
- Suitable for: venues, organisers & suppliers
- Industry specific
- Launched November 2007
- 2nd draft September 2009
- Catalyst London 2012 Olympics
- 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
 - Operating using APEX
 - Reporting using GRI
- Creating efficiencies
- Added unique selling point
- Communication opportunity
- Increased transparency
- Demonstrating leadership



Who's doing BS 8901?



OWEN BROWN



MANCHESTER
INTERNATIONAL
FESTIVAL

What does ISO 20121 involve?

- Setting your scope
- Identifying your purpose & values
- Identifying your issues
- Setting out your objectives
- Creating a policy
- Stakeholder engagement
- Allocating resources
- Training
- Monitoring and measuring
- Audit

Reviewing your progress



Planning



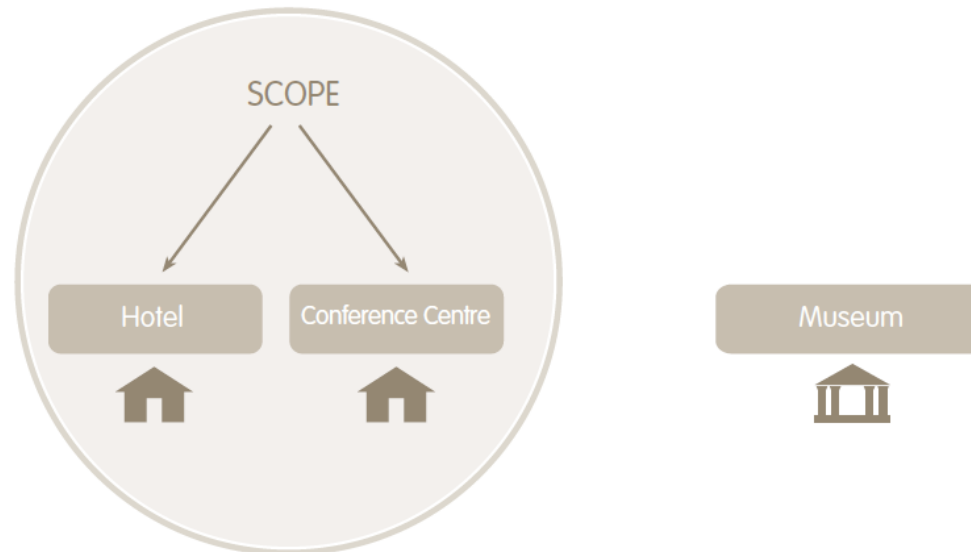
Implementation



Review

Where to start?

1. Set your scope



eventsustainability*
www.eventsustainability.com

This is a visual explanation of the scope of a venue organization, which is made up of a hotel, conference centre and museum. Although all 3 are owned by the same organization when setting your scope you can choose to exclude parts of the organization, as this diagram demonstrates.

Where to start?

2. Identify your issues and prioritise them (use the APEX framework)

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



Where to start?

3. Create objectives

Issue	Challenge	Opportunity	Objective

Where to start?

4. Write out your commitment in a policy
5. Start communicating it to your stakeholders



Sustainability Policy

Positive Impact Events understand that our event management operations and processes impact both positively and negatively on the environment, social and economic issues.

Our purpose and mission is to promote and support the development of sustainability in the event industry.

We are committed to show sustainability leadership within all of our event management operations and processes.

Our core principles and values are honesty and integrity, professionalism, leadership, a partnership approach, positivity and pro-activity.

We are committed to upholding these principles and values in all of our event management operations and processes.

We strive to continually improve and develop to leave a positive legacy.

We recognise that event management can have positive, long term social, environmental and economic impacts and therefore sustainability is core to the foundation of all of our event management operations and processes, including products and services.

We will ensure that this policy is communicated to all of our stakeholders and supply chain with regards to our event management operations, products, services and processes which includes the whole event lifecycle from event conception to post event review.

We will ensure we listen and record any feedback from stakeholder engagement and our end users.

Positive Impact Events will ensure that we adhere and comply with all applicable legal and other requirements to which Positive Impact Events subscribes.

The Positive Impact Events Sustainable Objectives are:

- To grow income levels to allow sustainable growth
- Provide unique leadership for the implementation of sustainability
- Develop our way of working structure to maximise potential

These objectives address our key issues of: business growth and improving industry training.

This policy is available to all staff, clients, suppliers and other interested parties and will be reviewed annually.

The nominated sustainability champion for Positive Impact Events is Fiona Pelham

Signed: Fiona Pelham, Managing Director

Date: 15.01.09

Last reviewed: 28.06.10

Where to start?

6. Implement your actions and measure your impact

Target	Action	Responsible person	GRI indicator	Measurement

Where to start

7. Audit and management review

What worked?

What didn't?

Where to start

8. Report

- 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 <small>output</small>	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	Report Externally Assured
G3 Management Approach Disclosures <small>output</small>	Not Required		Management Approach Disclosures for each Indicator Category		Management Approach Disclosures for each Indicator Category	
G3 Performance Indicators & Sector Supplement Performance Indicators <small>output</small>	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

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

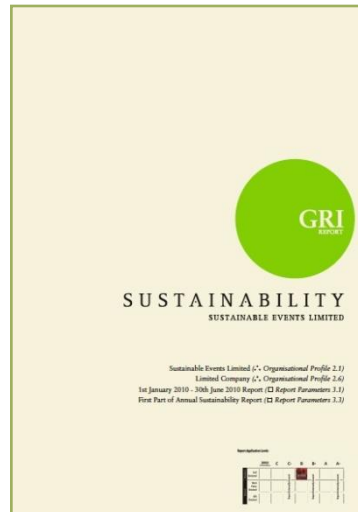
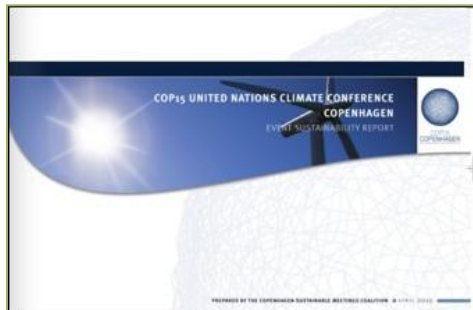
- Event services provider
 - Have a sustainability team
 - Made sustainability visual in office
 - Trained all staff
 - Reviewed supply chain
 - 3rd party certified
 - Aim to achieve ISO 20121



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 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

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?

Rebecca Saunders

Positive Impact Events

0161 273 5107

rebecca@positiveimpacetevents.co.uk