

# An Introduction to Event Sustainability Reporting

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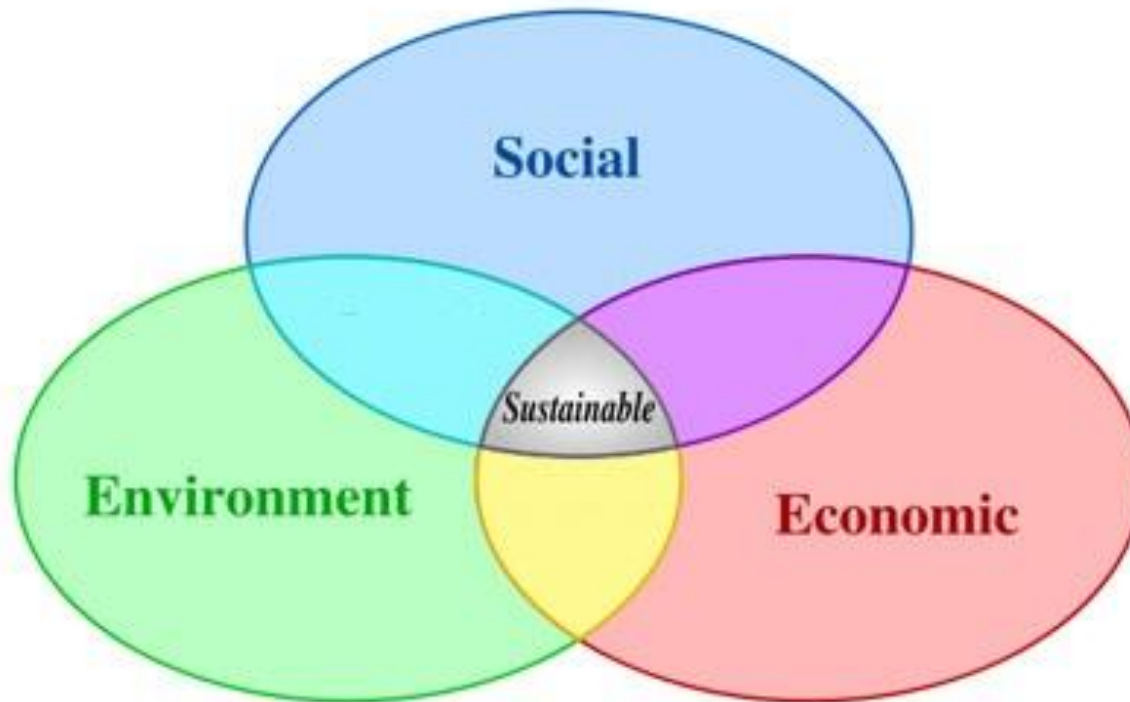
**Sustainable Events Ltd & Positive Impact**

**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 1<sup>st</sup> event/venue/supplier certified to ISO 20121
- to be the 1<sup>st</sup> 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?



# Anyone familiar with GRI?

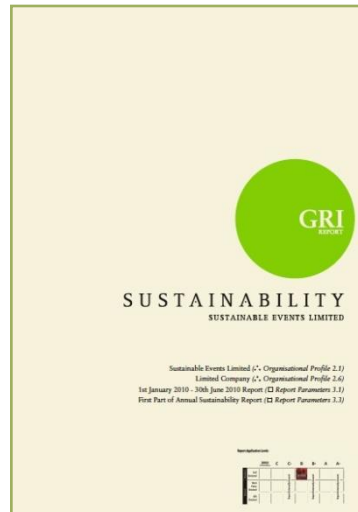
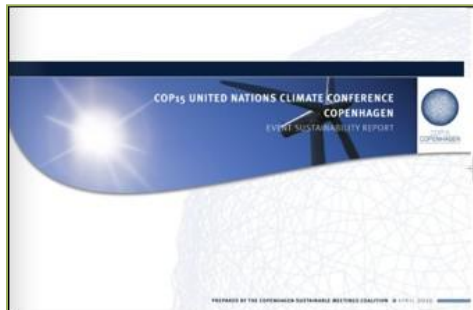
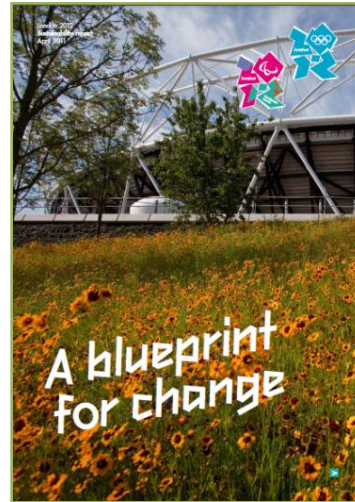


# Who are they?

- 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



# Who's reporting?



# Why do you need to know? Sector Supplements



Event organiser sector supplement  
- due to be published spring 2012



# What do you need to do?

Select which indicators you can report on:

- Level A: Report on all indicators
- Level B: Report on minimum of 20 indicators
- Level C: Report on minimum of 10 indicators
  - Some may be not applicable & that's OK!
  - Do any align with your management system?
- GRI Organisational Stakeholder Group can support you with certification

# What are the benefits of reporting?

- Industry leaders
- Reputation enhancement
- Increased comparability
- Transparency and honesty in sector



# What do you need to do?

- Identify your indicators to report on
- Monitor & measure
- Create a plan

<b>GRI Indicator</b>	<b>What are we measuring?</b>	<b>Responsible person</b>	<b>Actions to get measurement</b>

# Key questions?

Do you:

- know where your products come from?
- run initiatives to create a legacy after your event?
- measure delegate mileage?
- make your event accessible to anyone?
- send out an event feedback survey?
- have a sustainable food policy?
- record any incidents that occur?
- receive commissions?
- engage with your stakeholders on sustainability?
- review lessons learned & transfer knowledge after events?

# Event Organiser Sector Supplement

Asks you to report on:

- Sourcing
- Legacy
- Direct economic impacts
- Impacts of transport
- Inclusivity
- Feedback from stakeholders
- Food and beverage that meets international standards.
- Number of incidents.
- Performance as a result of implementing sourcing initiatives
- In kind commissions received
- Number of initiatives to raise awareness in event stakeholders.
- Extent of knowledge transfer of best practice and lessons learned from the event.
- Number, type and impact of legacies

# What do you need to do?

- Start measuring & monitoring
  - What you are not measuring you do not have control over
  - Once you are measuring & monitoring you have control
- Stakeholder engagement
- Ask questions
  
- Also provides evidence of ISO20121 implementation

# Monitoring & Measuring

- Need to capture quantitative & qualitative data
- Qualitative = your processes (your management system)
- Quantitative = the numbers (your measurements)



Item (What's in the room?)	What is it made of? (Does it have any credentials?)	Where has it come from?	What mode of transport has it come by?	Where is it going afterwards?	What will happen to it?
2 x Cardboard signs	100% recycled cardboard	Sign company, Dubai	Van	Waste Transfer station, Abu Dhabi	Recycled

# OK, So what?

- **What do you do with this data?**
  - Capture it in a report
  - Use it to baseline
  - Aim to reduce (without impacting on your experience

# What does a report look like?

- It's entirely up to you!
- Some indicators may be not applicable
  - and this is OK
- Do any align with your management system?
- Remember your report could be a simple case study including some indicators...

# Report template

Company Name

Mission/purpose:

Company values:

Commitments:

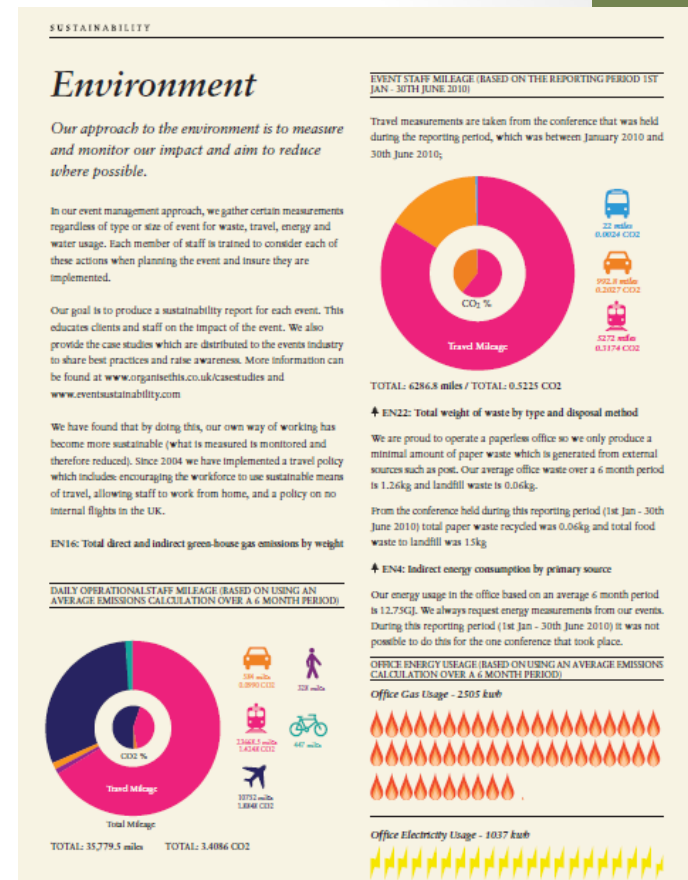
Management buy in:

Last year we committed to...

Our results: x, y & z

Next year we are committed to...

Summary



# Resources

- 'Sustainable Event Management Course – Leeds Metropolitan University: [www.leedsmet.ac.uk](http://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](http://www.organisethis.co.uk)
- BSI Book 'Making Events More Sustainable' by Phil Cumming & Fiona Pelham [www.bsigroup.com](http://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](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](http://www.eventsustainability.com)
- GRI Report Template: [www.postiveimpactevents.co.uk](http://www.postiveimpactevents.co.uk)
- Global Reporting Initiative G3 Guidelines: [www.globalreporting.org](http://www.globalreporting.org)
- GRI Report: [www.sustainableeventsltd.com](http://www.sustainableeventsltd.com)
- Vancouver 2010 Winter Olympics Sustainability Report:  
[http://www.vancouver2010.com/dl/00/12/12/sustainabilityreport\\_42d-eh.pdf](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](http://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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