

# **How to implement BS 8901 (future ISO 20121) and report using the GRI framework**

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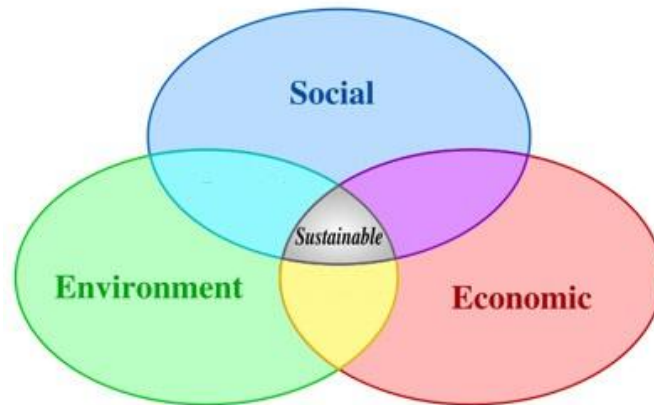


# Objective

- To understand what sustainability is and how you can implement the two leading frameworks to support you to implement sustainability at your events

# What is sustainability?

“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 BS 8901?

- Event specific framework for implementing sustainability
- Suitable for venues, organisers & suppliers



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# What is the future of BS 8901?

- International Standard for Event Sustainability Management
- Due to be published Summer 2012
- Starting draft = BS8901
- **Opportunity to be the 1<sup>st</sup> event/venue/supplier certified to the International Standard for Event Sustainability Management**



# What are the benefits of adopting a standard?

- Way of working to ensure sustainability is considered throughout operations
- Added unique selling point
- Leadership
- Unique communications opportunity
- Creating efficiencies can lead to cost savings

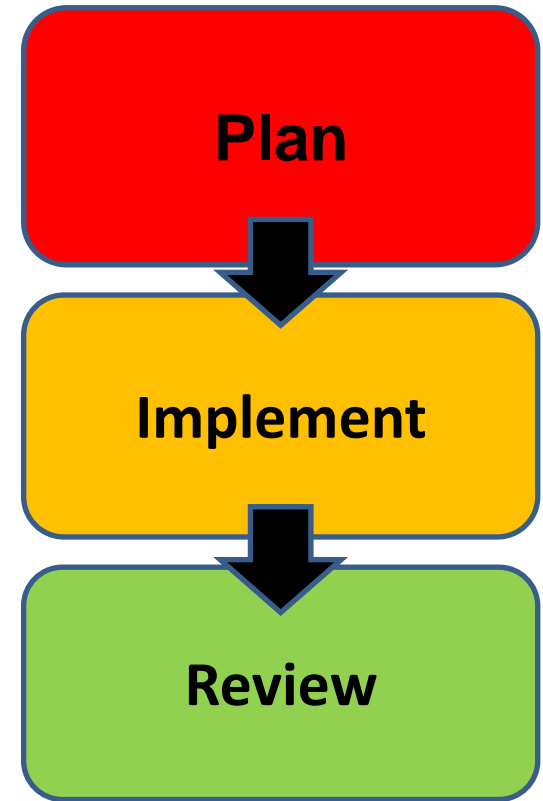


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# What are your next steps to implement the future ISO 20121?

- Define your scope:
  - what do you have control over?
- Identify your issues
  - What are your biggest areas of impact?
- Get top management buy in



# What is the Global Reporting Initiative?



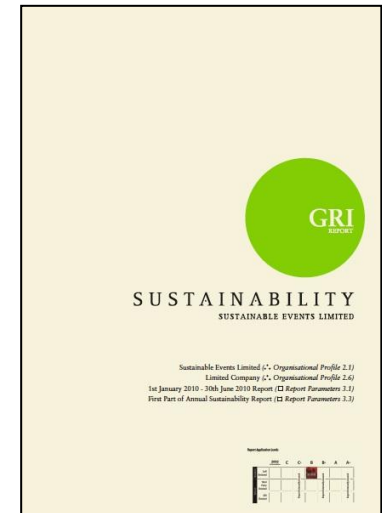
- World's most widely-used framework for writing a sustainability report



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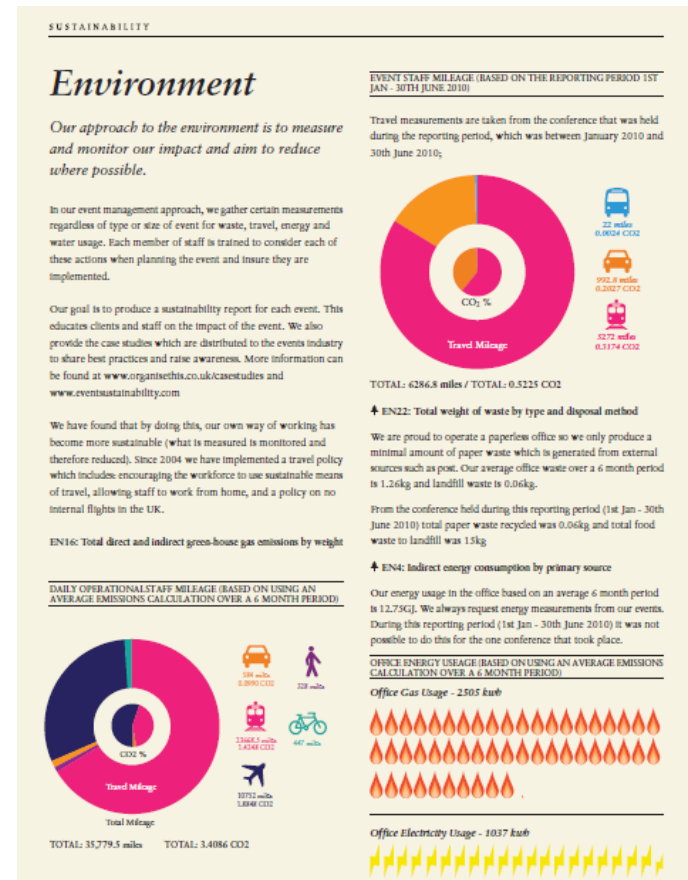
# Why is it important for the event industry?

- Event Organiser Sector Supplement
- Framework specific to the event industry for writing a sustainability report
- Due to be published in Autumn 2011



# How do you start to report on your events?

- Identify which level of report you'd like to produce
- Decide how often you will report
- Identify which indicators to report on
- Identify what information you will need to gather
- Start monitoring & measuring



# How can you measure your impact?

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

What are we measuring?	GRI Indicator	Actions to get measurement	Responsible person

# Key aspects to measure

- Waste
- Energy
- Gas
- Water
- Travel
- Materials
- Stakeholder engagement



# What are your next steps?

1. Set the scope of your management system
2. Identify your key issues to address
3. Set objectives and targets for your first year
4. Start monitoring and measuring
5. Regularly review your progress
6. Create a report



# Useful resources:

- 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>

# Any Questions?

Thank you!

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