

How to make your event more sustainable

Rebecca Saunders

Positive Impact Events

www.positive-impact-events.com

Objective

To understand what you can practically do to make your event more sustainable

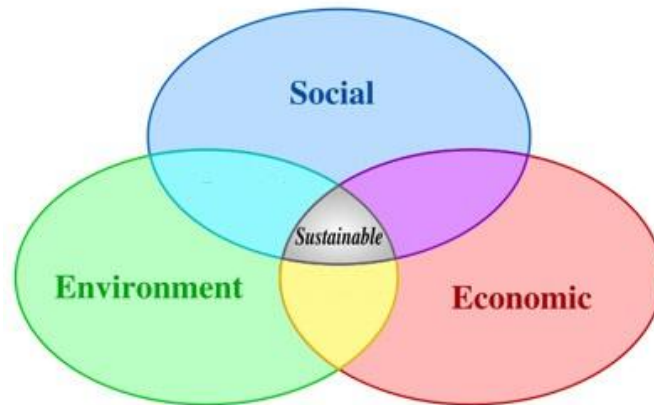


Positive Impact



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 happening in event industry?

- ISO 20121, International Standard for Event Sustainability Management
 - Framework for implementing sustainability
- GRI Event Organiser Sector Supplement
 - Framework for writing a sustainability report



Who else is doing this?



MANCHESTER
INTERNATIONAL
FESTIVAL

Quadrant



Reed Exhibitions

- Started to implement BS 8901 at 4 shows
 - Now expanded to 12 shows
- Independently certified in Feb 2009
- Nominated sustainability champion for each event
- Reduced waste
- Saved money
- Benchmarked for future reporting



Zurich

- Implemented BS 8901 at large European conference
 - Now expanded to 15 events
- Self certified in 2010
- Nominated sustainability champion for each event
- Saved money
- Benchmarked to be able to set SMART targets



Manchester United Old Trafford Stadium



- Started BS 8901 in preparation for London 2012
- Created sustainability team
 - Representatives from each department
- Focussed on waste, energy, education and events
- Providing sustainability education for each department



Manchester International Festival

- Started BS 8901 with 4 events at festival
- Now 3rd party certified for all operations
- All staff received sustainability education
- Working with key stakeholders to create a more sustainable event



MANCHESTER
INTERNATIONAL
FESTIVAL

Practical tips:



- Focus on the 9 recognised areas for planning an event:

1. Destination

2. Venue

3. Accommodation

4. Transport

5. Food & drink

6. Exhibitions

7. AV

8. Communications & Marketing

9. Office procedures

Areas to investigate:

- Materials – what are they made of?
- Quantity – how much do you actual need?
- Travel – where are your products travelling from and how?
- Suppliers – what are your suppliers doing to become more sustainable?

What are your next steps?

- Nominate a sustainability champion
- Get management buy in
- Identify your issues
- Consider sustainability at every step of the way
 - add it to your meeting agendas!
- Document your actions

Any step you take is the right step to take!



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
- 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>



Any Questions?

Thank you!

Rebecca Saunders

Rebecca@positiveimpacetevents.co.uk

www.positiveimpacetevents.co.uk

0044 (0) 161 273 5107

0044 (0) 7540 723 269

@Plevents