

New sustainability initiatives in the event industry

Rebecca Saunders

Positive Impact Events

www.positive-impact-events.com



Positive Impact

Objective

To understand what the new initiatives are available to support you to implement sustainability at your events

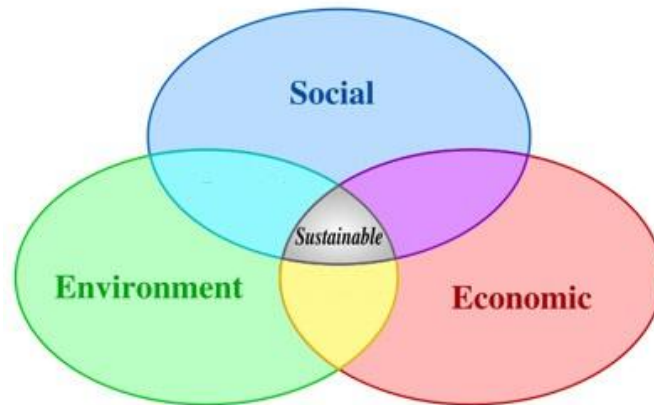


Positive Impact



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 the event industry?

1. ISO 20121, the International Standard for Sustainable Event Management
2. The Global Reporting Initiative Event Organiser Sector Supplement
3. WRAP Resource Management Plan Online Tool
4. MPI Sustainable Event Measurement Tool



1. ISO 20121

- International Standard for Event Sustainability Management
- Due to be published Summer 2012
- Starting draft = BS8901
- Suitable for venues, event organisers and suppliers
- A way of working to consider sustainability throughout operations

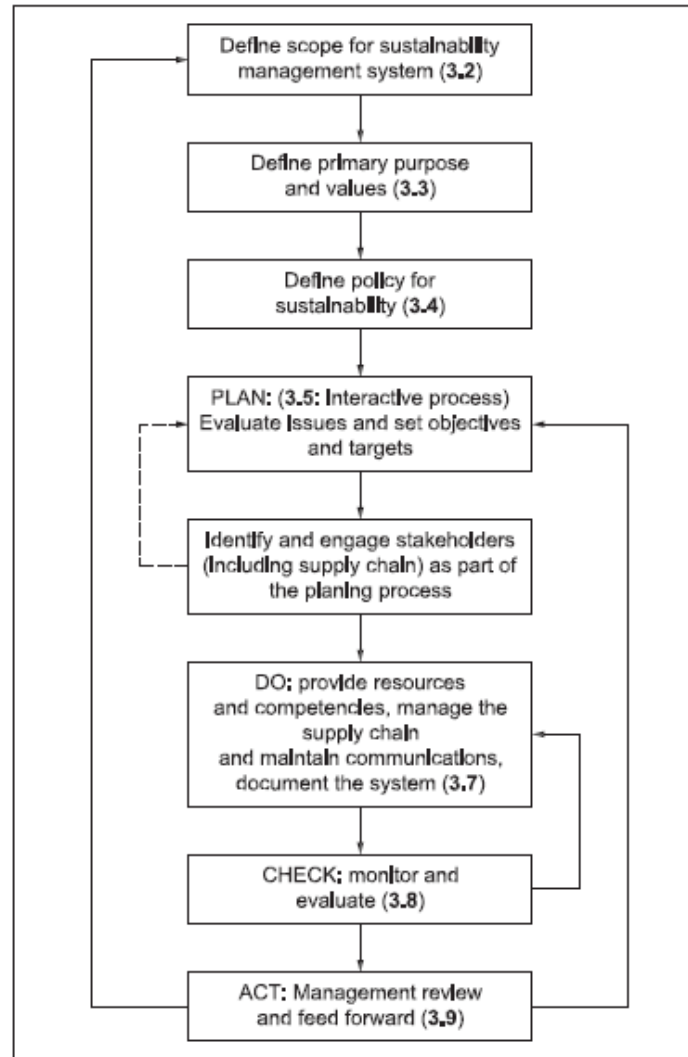


ISO 20121

**Opportunity to be the 1st event/venue/supplier
operating and certified to the International
Standard for Event Sustainability
Management**

What will ISO20121 involve?

Road map for implementation of BS 8901



Planning

Implementation

Review



Need to document:

- Scope
- Purpose & Values
- Sustainability Policy
- Issues
- Objectives, targets & plans
- Set roles & responsibilities
- Stakeholder engagement
- Audit system
- Management review



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

Who is currently leading?



MANCHESTER
INTERNATIONAL
FESTIVAL

Quadrant



Google™



2. Global Reporting Initiative Event Organiser Sector Supplement

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



What does it involve?

Asks you to disclose your

- Company information
- Management approach

Asks you to address & report on the following indicators:

- Environmental
- Human Rights
- Labour practices
- Society
- Produce Responsibility
- Economic

GRI Sustainability Reporting Guidelines—Reference Sheet

Principles for Defining Report Content

principle 1 The information a report should cover should be relevant to the wider context of sustainability. Coverage of the report boundary should be clear, consistent, significant, comparable, and useful to other stakeholders.

Principles for Ensuring Report Quality

principle 2 The report should reflect positive and negative aspects of the organization's performance in a balanced, complete and impartial manner. Reporting information should be presented in a manner that enables stakeholders to make a judgement on the organization's performance over time and across different indicators to other organizations.

principle 3 The report should be clear, concise and easy to understand. It should be accessible to all stakeholders and should be available in a format that is accessible to all stakeholders.

principle 4 Reporting should be regular, include material information and be available to all stakeholders.

Standard Disclosures: Profile

Strategy and Analysis

11 Disclose how the organization's business model and strategy are aligned with the organization's sustainability strategy and the wider context of sustainability. The disclosure should include the organization's mission, vision, and values, and how these are integrated into the organization's strategy and operations.

12 Disclose the organization's material sustainability issues, including the organization's materiality assessment process and the organization's response to these issues.

13 Disclose the organization's governance structure, including the organization's board of directors, senior management, and other key stakeholders.

14 Disclose the organization's policies, including the organization's sustainability policy, and how these are integrated into the organization's strategy and operations.

15 Disclose the organization's performance on its material sustainability issues, including the organization's key performance indicators (KPIs) and the organization's targets for these KPIs.

16 Disclose the organization's risk management process, including the organization's risk assessment process and the organization's response to these risks.

17 Disclose the organization's stakeholder engagement process, including the organization's stakeholder identification process and the organization's response to these stakeholders.

18 Disclose the organization's reporting process, including the organization's reporting framework and the organization's response to these reporting requirements.

Report Parameters

19 Disclose the organization's reporting period, including the organization's reporting start and end dates, and the organization's reporting frequency.

20 Disclose the organization's reporting scope, including the organization's reporting boundary and the organization's reporting units.

21 Disclose the organization's reporting methodology, including the organization's reporting standards and the organization's reporting process.

22 Disclose the organization's reporting assurance, including the organization's assurance process and the organization's assurance providers.

Organizational Profile

23 Disclose the organization's name, including the organization's legal name and the organization's trade name.

24 Disclose the organization's industry, including the organization's primary business and the organization's secondary business.

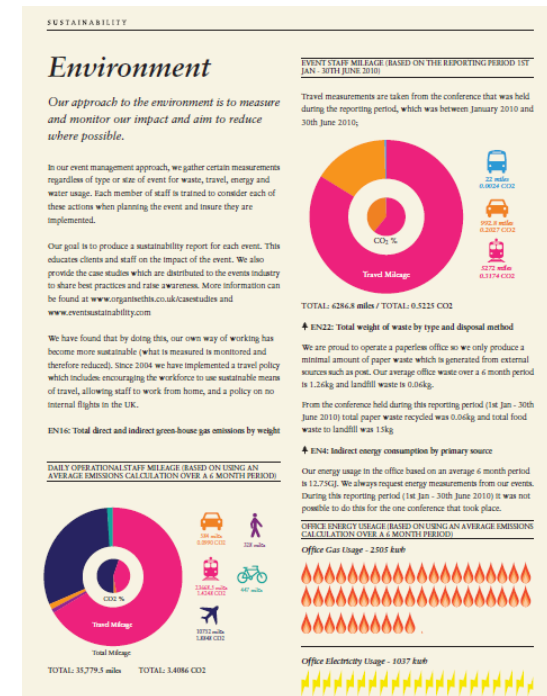
25 Disclose the organization's size, including the organization's revenue, employee count, and other key metrics.

26 Disclose the organization's location, including the organization's headquarters and the organization's other key locations.

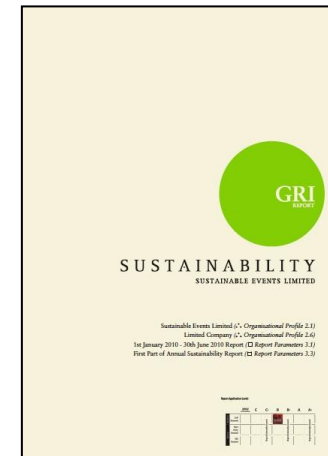
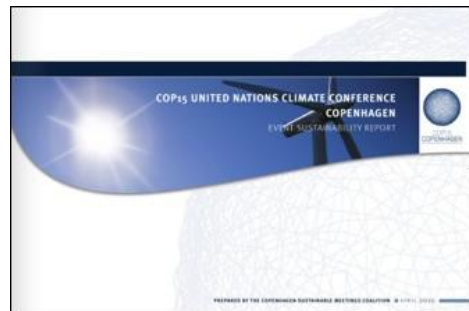


What do you need to do?

- 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
- Write your report



Who is currently leading?



3. WRAP Resource Management Plan

FREE Online Tool

- Free online tool to support event organisers to manage their event waste
- Developed by the UK Waste Resource Action Programme (WRAP) for London 2012 Olympics
- Supports organisers to work with suppliers to reduce event waste
- <http://rmp.wrap.org.uk>



WRAP

Material change for
a better environment

pi

Positive Impact

What does it involve?

- Event information
- Identify your waste streams
- What materials are supplier bringing to the event?
- Commit to actions to reduce waste
- Implement your action plan



What do you need to do?

- Identify your waste
- Engage with your venue and suppliers
- Measure the event waste
- Input your data
- Review for your next event



4. MPI Sustainable Event Measurement Tool

- Online tool to help you measure your sustainability performance
- Calculates carbon emissions
- Supports your supplier engagement programme
- Creates a report for your event
- <http://mpi.sustainableeventtool.com>



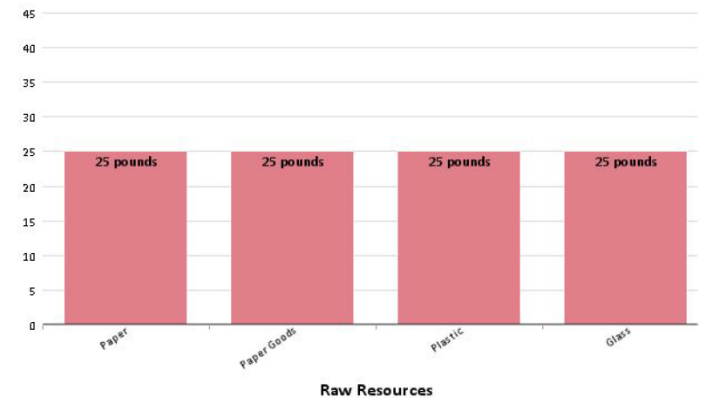
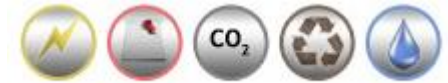
What does it involve?

- Event information
- Accommodation
- AV
- Communications
- Destination
- Exhibitions
- Food & Drink
- Venue
- Office
- Transport



What do you need to do?

- Identify what you need to measure
- Start monitoring & measuring
- Talk to your stakeholders to obtain their support
- Input your data



Benefits of these initiatives?

- Creating efficiencies
- Added unique selling point
- Increased transparency
- Unique communications opportunities
- Leadership



MANCHESTER
INTERNATIONAL
FESTIVAL



What are your next steps?

- Identify your issues?
 - Where is your greatest impact?
- Create a strategy
 - What is your vision for sustainability in your company?
- Any step you take is moving you in the right direction!



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!

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