How to make your events more sustainable

Positive Impact
AIBTM, 23rd June 2011

Katy Carlisle
Who is in the events industry?

printers  av suppliers  hotels
caterers  stand builders  

... and many more!

event organisers  conference centres

Positive Impact  @pievents
What is sustainable development?

“A process that provides an enduring, balanced approach to:

- **economic** activity,
- **environmental** responsibility,
- and **social** progress”

- BS 8901
What is sustainable development?

“Development that meets the needs of the present without compromising the ability of future generations to meet their own needs”

-Brundtland Report
Importance for events industry?
Importance for events industry?
Importance for events industry?
BS 8901
British standard for sustainable event management

ISO 20121
International standard for sustainable event management
APEX - Voluntary standards for green meetings and events

The pie comparison: nine different "pies" or sectors

- Accommodation
- Destinations
- Meeting Venue
- Audio Visual
- Exhibits
- On-Site Office
- Communications
- Food & Beverage
- Transportation

The pie comparison originated from Amy Spatrisano, chair of the APEX Green Meetings and Events Practice panel.
Each “pie” or sector has eight “slices” or categories. There is a supplier and planner score for each category.
GRI

Global Reporting Initiative

Provides a framework for writing a sustainability report

Different levels depending on number of indicators used to report
GRI Reporting

Asks you disclose your:
• Company information
• Management approach

Asks you to address and report on indicators including the following:
• Environmental
• Human Rights
• Labour Practices
• Society
• Product Responsibility
• Economic
GRI Reporting

- Identify the level of report you will produce
- Decide how often you will report
- Identify which indicators you will report on
- Identify what information you will gather
- Start monitoring and measuring
- Write your report
Who is reporting using GRI?
WRAP Resource Management Plan
FREE Online Tool

• Free online tool to support event organisers to manage 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
What does it involve?

• Event information
• Identify your waste streams
• What materials is 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
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
• Free to MPI and GMIC members

http://mpi.sustainableeventtool.com
What does it involve?

- Event information
- Accommodation
- AV
- Communications
- Destination

- Exhibitions
- Food and Drink
- Venue
- Office
- Transport

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What do you need to do?

- Identify what you need to measure
- Start monitoring and measuring
- Talk to your stakeholders to obtain their support
- Input your data
What does BS 8901 (future ISO 20121) involve?
What does BS 8901 (future ISO 20121) involve?
What does BS 8901 (future ISO 20121) involve?

Plan

Implement

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 proactivity.

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 respond 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 Petham

Signed: Fiona Petham, Managing Director
Date: 15.05.09
Last reviewed: 28.06.10

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# Sustainability Policy

This should include:

<table>
<thead>
<tr>
<th>Commitment to leadership in event sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business purpose, mission and values</td>
</tr>
<tr>
<td>Commitment to comply with applicable legal requirements</td>
</tr>
<tr>
<td>Commitment to continual improvement</td>
</tr>
<tr>
<td>Significant sustainable development issues</td>
</tr>
</tbody>
</table>
What does BS 8901 (future ISO 20121) involve?
# Issues into objectives

Objectives should be SMART

<table>
<thead>
<tr>
<th>Issue</th>
<th>Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental: Waste and Recycling</td>
<td>Reduce all waste to landfill by 10% by next year</td>
</tr>
<tr>
<td>Social: Community Engagement</td>
<td>Volunteer 100 staff hours every quarter</td>
</tr>
<tr>
<td>Economic: Time and Performance Demands</td>
<td>Recruit three new employees within three months</td>
</tr>
</tbody>
</table>
What does BS 8901 (future ISO 20121) involve?

- **PLAN**
- **IMPLEMENT**
- **REVIEW**

**Stakeholder Engagement**

A person or organisation who has an interest in or influence over how your business is run.
What does BS 8901 (future ISO 20121) involve?

- PLAN
- IMPLEMENT
- REVIEW
## Monitoring and Measuring

Here are examples of some questions you can ask:

<table>
<thead>
<tr>
<th>Category</th>
<th>Measuring question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy</td>
<td>How much energy is used for heating, cooling, lighting etc.? How much energy is generated from renewable sources?</td>
</tr>
<tr>
<td>Transportation</td>
<td>How many miles have staff, delegates and speakers travelled? How have they travelled?</td>
</tr>
<tr>
<td>Waste</td>
<td>How much waste is sent to landfill? How much waste is recycled?</td>
</tr>
<tr>
<td>Economic</td>
<td>What was the return on investment? Has the event brought money to the local economy?</td>
</tr>
<tr>
<td>Stakeholders</td>
<td>How many delegates attended your event? What methods were used to engage stakeholders?</td>
</tr>
</tbody>
</table>
What does BS 8901 (future ISO 20121) involve?

- PLAN
- IMPLEMENT
- REVIEW
Practical Tips: Waste

• Run a recycling awareness campaign

• Choose display materials without a date so that they can be reused

• Speak to your waste management supplier about recycling options

• Donate materials to local community groups or schools
Practical Tips: Food

• Choose locally sourced, organic food whenever possible

• Find out if leftover food can be given away (e.g. to homeless shelters)

• Buy fairtrade produce to ensure producers are paid a fair wage

• Obtain accurate delegate numbers to reduce waste
Practical Tips: Water

• Use tap (not bottled) water

• Install water saving devices such as tap aerators

• Fix leaking taps

• Consider rainwater or grey water harvesting
Practical Tips: Energy

- Use an energy monitor to find where your consumption is greatest
- Run an awareness campaign to ensure lights, computers etc. are switched off when not in use
- Choose energy efficient lights such as LEDs
- Consider renewable energy sources
Practical Tips: Carbon

• Provide public transport information to delegates to reduce car usage

• Switch your energy supply to a renewable tariff

• Use local suppliers and produce

• Check out “How Bad Are Bananas?”
Practical Tips: Economic

• Calculate your return on investment

• Make cost savings through efficiencies

• Promote local businesses through your event

• Consider ethical investments
Practical Tips: Social

• Involve local communities in your event

• Consider accessibility issues

• Be aware of religious or cultural sensitivities

• Involve delegates in a “community outreach” project as part of the event
Practical Tips

• Start with the low cost, high impact actions
• Focus on behaviour change before technology
• Begin by addressing issues relevant to your business
• Concentrate on the issues that you can control
Who is implementing sustainability?
Reed Exhibitions

- Started to implement BS 8901 at 4 shows
- Scope increased to 12 shows
- Independently certified in Feb 2009
- Sustainability champion for each event
- Reduced waste
- Saved money
- Benchmarked for future reporting
Zurich

- Implemented BS 8901 at large European conference
- Expanded to 15 events
- Self certified in 2010
- 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 with representatives from each department
• Focused 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
Next Steps

• Nominate a sustainability champion
• Get management buy in
• Identify your issues
• Document your actions
• Start monitoring and measuring
• Regularly review your progress

... and remember, Rome wasn’t built in a day!
Resources
www.positive-impact-events.com
Resources

www.positive-impact-events.com
# Destination

Progress: 8%

Use the interactive form below to identify your potential sustainability issues.

To e-mail this page to a third party for them to fill in on your behalf [Click Here].

You can add another 'Destination' page if you have more than one for this event.

*Add/Edit "Destination".*

<table>
<thead>
<tr>
<th>No.</th>
<th>Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>When requesting information from the destination and suppliers at the destination are you referring them to your sustainable development policy? <a href="#">More info</a></td>
</tr>
<tr>
<td>2.</td>
<td>Does this destination match the event purpose and delegate demographics? <a href="#">More info</a></td>
</tr>
<tr>
<td>3.</td>
<td>Are delegates able to travel by public transport around the destination? <a href="#">More info</a></td>
</tr>
<tr>
<td>4.</td>
<td>Are over 50% of the delegates attending this event local (within a 100 mile radius)? <a href="#">More info</a></td>
</tr>
<tr>
<td>5.</td>
<td>Can the destination offer suppliers for the event from within the local area? (within 100 mile radius) <a href="#">More info</a></td>
</tr>
<tr>
<td>6.</td>
<td>Is the destination located in a certified Fair Trade Town/area? <a href="#">More info</a></td>
</tr>
<tr>
<td>7.</td>
<td>Does the destination provide the opportunity to take part in... <a href="#">More info</a></td>
</tr>
</tbody>
</table>

- Yes
- No
- Not Applicable
Sustainability Policy

Progress: 4%

A sustainable development policy shows your commitment to sustainability.

You can email your sustainable development policy to suppliers and stakeholders to ensure they understand that sustainability is a key factor from the start to the end of your event.

Before you decide your sustainability objectives it is important to understand your sustainability issues.

See the page: Identifying issues for an interactive way to work with your stakeholders to identify your sustainability issues, also remember to consider your supply chain and event lifecycle.

When deciding your sustainability objectives, consider your current level of sustainability and issues which could be raised by your suppliers and stakeholders.

Finally, your sustainability issues and objectives should also be your event issues and objectives. The definition of sustainability is ‘an enduring and balanced approach to economic activity, environmental progress and social responsibility.’

Remember, you can press [Save] and return to this at any time.

Scroll down to below the input form to view the completed document. Should you choose to print only this lower document will print.
Identifying Stakeholders

Progress: 24%

Stakeholder engagement refers to your procedure for identifying and communicating your sustainability issues to your stakeholders. Below is a list of suggested organisations you may wish to contact.

Use the table on this page to identify your stakeholders on the table below.

Just click the [Add], [Edit] or [Delete] button to edit stakeholders.

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>E-mail</th>
<th>Contact</th>
<th>More</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venue</td>
<td><a href="mailto:venue@anycompany.co.uk">venue@anycompany.co.uk</a></td>
<td>Mr Smith</td>
<td>Details..</td>
<td>Add</td>
</tr>
</tbody>
</table>

Potential List of Stakeholders

Below is a list of groups that you may wish to include a contact for.

- Event Client
- Suppliers - Event Organiser
- Suppliers - Contractors
- Event Customers/Delegates/participants
- Event Workforce including volunteers
- Event Participants/Speakers
- Event Partners
- Event Sponsor
- Trade Bodies
Roles and Responsibilities

Roles and responsibilities refers to who is responsible for specific sustainability activities within your scope. There may be one sustainability champion responsible for everything or a different champion for different parts of the scope.

This table can also be used to record improvements, which could be suggested to top management to help with the implementation of sustainability and the management system for your event.

Just click the [add] [edit] or [delete] button to edit roles and responsibilities.

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Area Of Responsibility</th>
<th>More</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>MD</td>
<td>Top Management</td>
<td>The implementation of the management system and the appointment of a sustainability champion</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Useful resources:

- 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’
- Online Tool: [www.eventsustainability.com](http://www.eventsustainability.com)
- GRI Report Template: [www.positiveimpactevents.co.uk](http://www.positiveimpactevents.co.uk)
- Global Reporting Initiative G3 Guidelines: [www.globalreporting.org](http://www.globalreporting.org)
- GRI Report: [www.sustainableeventsltd.com](http://www.sustainableeventsltd.com)
- England 2018 World Cup Bid GRI Report [www.positiveimpactevents.co.uk](http://www.positiveimpactevents.co.uk)
- Free online tool for event industry to manage waste: [http://rmp.WRAP.org.uk](http://rmp.WRAP.org.uk)