

Green Meetings

5 ways to increase sustainability in meeting

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Clients include: Manchester United, Coca-Cola,

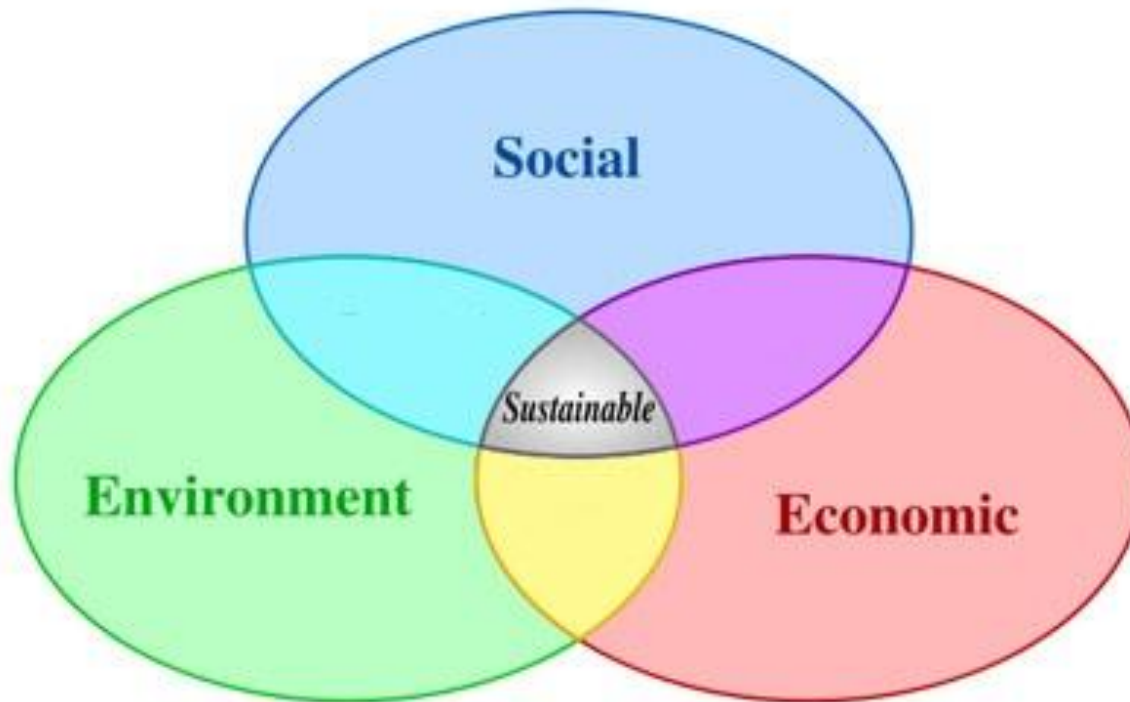
Reed Exhibitions, MPI & AOL

MPI speaker and SEA accredited

Agenda

- Overview of sustainability in the event industry
- 5 practical steps to integrate sustainability in your meetings
- Resources
- Q&A

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)



What is the history of ISO 20121?

- BS8901: Sustainable Event Management System
- Launched November 2007
- 2nd draft September 2009
- Catalyst London 2012 Olympics
- Management system
 - framework for implementing sustainability at events
- Suitable for: venues, organisers & suppliers
- Industry specific
- Certification: 1st/2nd/3rd party

The business case:

- Opportunity to reduce the impact of events without effecting the quality of the event
- to be the 1st event/venue/supplier certified to ISO 20121
- to be the 1st 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?



OWEN BROWN



MANCHESTER
INTERNATIONAL
FESTIVAL

What does ISO 20121 involve?

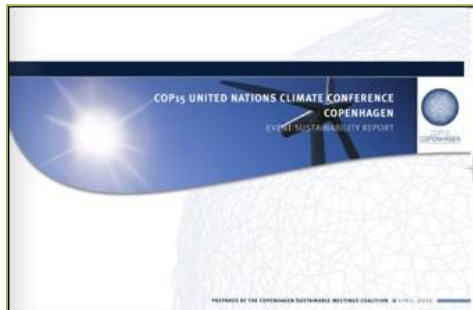
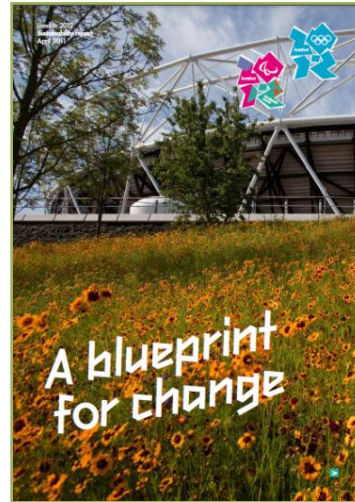
- Setting your scope
- Identifying your issues
- Setting out your objectives
- Creating a policy
- Allocating resources
- Monitoring and measuring
- Audit
- Reviewing your progress

Planning

Implementation

Review

Who's reporting?



What does it involve?

- Identifying your indicators to report on
- Creating an action plan
- Gathering your measurements
- Drafting report
- Publishing report

Identify what to report on

Monitor and measure

Produce report

Indicators

- Environment
- Society
- Product responsibility
- Human rights
- Labour
- Economic
- Event Organiser

Reporting levels:

Application Level Table:

| Report Application Level | C | C+ | B | B+ | A | A+ |
|--|--|---------------------------|--|---------------------------|---|---------------------------|
| G3 Profile Disclosures output | Report on: 1.1 2.1 - 2.10 3.1 - 3.8, 3.10 - 3.12 4.1 - 4.4, 4.14 - 4.15 | Report Externally Assured | Report on all criteria listed for Level C plus: 1.2 3.9, 3.13 4.5 - 4.13, 4.16 - 4.17 | Report Externally Assured | Same as requirement for Level B | Report Externally Assured |
| G3 Management Approach Disclosures output | Not Required | | Management Approach Disclosures for each Indicator Category | | Management Approach Disclosures for each Indicator Category | |
| G3 Performance Indicators & Sector Supplement Performance Indicators output | Report on a minimum of 10 Performance Indicators, including at least one from each of: Economic, Social and Environmental. | | Report on a minimum of 20 Performance Indicators, at least one from each of Economic, Environmental, Human rights, Labor, Society, Product Responsibility. | | Report on each core G3 and Sector Supplement* Indicator with due regard to the Materiality Principle by either: a) reporting on the Indicator or b) explaining the reason for its omission. | |

*Sector supplement in final version

1. Identify your issues

- What are **your** challenges?
- These will be different for every organisation and every event...
- Let's brainstorm some potential issues

Potential issues to address

- Waste
- Energy
- Water
- Training
- Communications
- Social responsibility
- Legacy
- Procurement
- Return on investment



What should I do?

- Prioritise between 3 and 5 issues to focus on addressing for your event
- Consider the following:
 - Look for your opportunity!

| | | | |
|--------------|------------------|--------------------|---------------|
| Issue | Challenge | Opportunity | Action |
|--------------|------------------|--------------------|---------------|

2. Communicate your commitment

- Create your sustainability policy
- Set out what you are committed to achieving over the next year with regards to your event and sustainability
- Communicate this to all of your stakeholders
 - Via e-shot?
 - Via your website?
 - Via your brochure?

Sustainability policy

- We are committed to leadership
- Our objectives are: xyz
- We will implement the following initiatives...
- We have a dedicated sustainability champion
- You can find our more by emailing x@company.com
- Get signed by senior management



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

What should I do?

- Write out what you are committed to
 - This could be from your issues you have just brainstormed?
- Keep it short, readable and make it engaging
- Make your commitment available to all stakeholders, internal and external

3. Education

- Education is the key to integrating sustainability
 - Education for you the sustainability champion
 - Education for your team around you
 - Education for your temporary staff
 - Education for suppliers
 - Education for your clients
- You will educate each group differently
- You have the opportunity to inspire them and change behaviour!

Resources

- Many resources available

Online education Case studies How to guides Books
Workshops Online tools Presentations Templates

The screenshot shows the Positive Impact website. At the top left is the logo 'pi Positive Impact'. The navigation menu includes 'HOME', 'FAQS', 'CONTACT US', 'LOG IN', and 'SIGN UP'. Below the navigation is a secondary menu with 'ABOUT US', 'VISION', 'WORKSHOPS', 'RESOURCES', and 'BE THE CHANGE'. A search bar is located to the right of the secondary menu, with a green 'E-MENTORING' button and a 'SEARCH' button. The main content area features a large green box with the text: 'We believe that education on sustainability should be inspirational'. Below this text is a paragraph: 'Our face to face, online and tailored workshops use interviews, case studies and quizzes to explain sustainability including BS 8901 and the Global Reporting Initiative Event Organisers Sector Supplement.' At the bottom of this box are two buttons: 'FIND OUT MORE' and 'SIGN UP NOW'. To the right of the main content is a sidebar with a 'PREV' button, 'FEATURES', and a 'NEXT' button. Below these is a date '2. DEC 2011' and the title 'EIBTM 2011 Presentations'. The sidebar text reads: 'Presentations from the Sustainable Events Corner are now available.' Below the text is a photograph of a presentation board with the text 'LET'S START THE MOVEMENT' and the 'eibtm' logo.

What should I do?

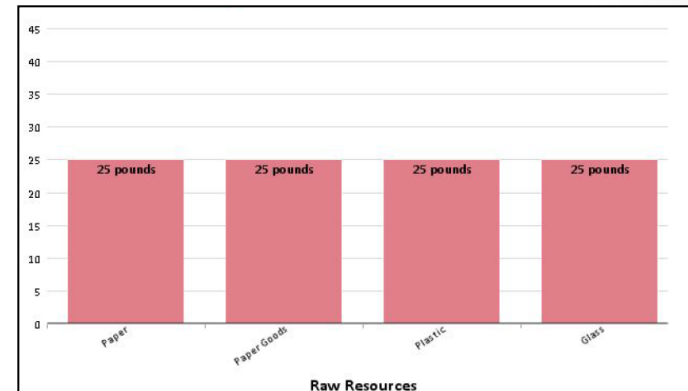
- Visit the www.positive-impact-events.com for lots of case studies, how to guides and resources
- Read the London 2012 Sustainable Events Guidelines
- Visit www.mpiweb.org and <http://www.greenmeetings.info/> for more practical information and educational resources
- Share these with your team
- Set up a sustainability team to discuss how you can build these ideas into **your** events

4. Monitor and measure

- Without knowing your impact it's impossible to measure and understand how to reduce
- Gathering benchmarking data will give you something to work from

What to measure?

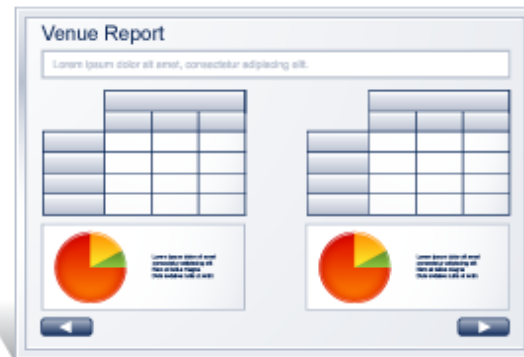
- Make sure your measurements are going to be useful for you!
- Commonly measured are:
 - Number of delegates
 - Amount of waste/energy/water
 - Travel footprint
 - Food mileage
 - Return on investment
- Measurements can be converted to Carbon footprint



What should I do?

- Create a monitoring and measuring plan
- Use online tools to support you
 - <http://wrap.org.uk/sustainableevents>
 - <http://mpi.sustainableeventtool.com>
 - www.eventsustainability.com

Review your data each year to monitor your improvements




5. Share your best practice

- Create a story
- Write a case study
- Demonstrate your leadership
- Tell people what you are doing
 - Unique communications opportunity


Case study

- About our event
- What we set out to achieve
 - Aim
 - Objectives
- Successes
- Weaknesses
- Our measurements
 - Link to GRI indicators
- Commitments for next event
- Conclusions



The PEA Awards 2011

The inaugural People Environment and Achievement awards took place at London's iconic National Geographic shop on Regent Street in March 2011. As the awards were focussed on celebrating those who have implemented initiatives to support our community and environment, it went without saying that the event organisers and associated partners wanted to ensure the event was run sustainably. They enlisted the support of Sustainable Events Ltd to audit and measure onsite at the awards ceremony.




Prior to the event the organisers engaged with their suppliers to ensure they understood the event needed to be wholeheartedly sustainable. Sustainable Events Ltd used the online tool www.EventSustainability.com to engage with the suppliers and identify the key challenges facing them and the event. The issues identified included:

- Waste
- Gift bags
- Travel
- Food & drink

Once issues have been identified it is possible to set objectives against reducing the impact of these. These steps are all key to achieving BS 8901, the British Standard for Sustainable Event Management.

The venue and catering supplier for the evening, The National Geographic Store, are committed to offering prime ingredients that are ethically sourced and their profit goes towards supporting International conservation and education programmes addressing.



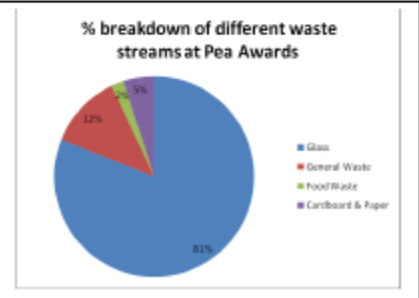
Canapés and drinks were served throughout the evening, all from responsible suppliers including Luscombe organic Soft drinks and Juniper Green Organic Gin.

As events are notoriously wasteful this was a key aspect to measure the event waste. Waste streams identified included:

- Glass
- Plastic
- Cardboard
- Paper
- Food
- General waste

Food waste was separated from the glass, cardboard and paper however plastic went in with the general waste. The venue managed all the event waste and their waste contractor was able to collect the waste during the event as waste storage space is limited outside the venue.

% breakdown of different waste streams at Pea Awards



| Waste Stream | Percentage |
|-------------------|------------|
| Glass | 81% |
| General Waste | 12% |
| Food/Waste | 5% |
| Cardboard & Paper | 2% |

The total waste from the event came to 241kg and the breakdown of this waste by stream can be seen above.

What should I do?

- Write up a case study about the initiatives you have implemented
- Create a story about what you have done for others to learn from
 - Include your commitments for next year!
- Send it to Positive Impact to upload on their website
- Info@positive-impact-events.com



pi
Positive Impact

Our very own case study

Who are we?

Positive Impact Events is a not for profit project providing education to the event industry on sustainability. We work very closely with two other companies Sustainable Events Ltd and Organize This. Sustainable Events Ltd provide bespoke support for the event industry to implement sustainability initiatives including the British Standard for Sustainable Event Management, BS 8901 (future International Standard, ISO 20121) and reporting according to the Global Reporting Initiative (GRI) Framework. Organize This is a sustainable event management company that organises community involved, environmentally friendly events in line with the BS 8901 standard.

All three companies are a unique group of organisations established by Fiona Pelham. They work together to achieve the aim of making their vision a reality:

Vision: A sustainable event industry

Our history:

In 2004 Organize This was established as a sustainable event management company to run community involved, environmentally friendly events. Soon after this Fiona realised there was a real need for education on sustainability for the wider event industry and Fiona went on to establish Positive Impact Events with leading partners including Manchester United Old Trafford Stadium and the Palace Hotel Manchester. In 2005, both companies were then positioned as leaders in the event industry and Fiona went on to chair the development of the British Standard for Sustainable Event Management, BS 8901. It went without saying that when the standard was published in 2007, that both companies should operate to this standard and in 2007 Organize This were the first event management company to be third party certified to BS 8901. Since then the standard has been so widely adopted that was put forward to become an international standard. In 2009 Fiona also became the chair of ISO 20121, the International Standard for Event Sustainability Management. As a leader in the industry Fiona recognised the demand for consultancy and established Sustainable Events Ltd to provide this support to the event industry. During 2009 it was also recognised that there was a need for events to report on sustainability and Sustainable Events Ltd became the lead project managers for the development of the Global Reporting Initiative (GRI) Event Organiser Sector Supplement. It went without saying that we expanded our BS 8901 scope to encompass all of our business operations and start reporting on our impact using the GRI framework.

5 top tips to make an immediate difference

1. Consider your marketing materials:

- How many do you need to produce?
- Do you need to print at all? Can you communicate electronically?
- Can you use recycled materials to print on with vegetable inks?

5 top tips to make an immediate difference

2. Consider what you are purchasing

- How many do you need to buy?
- What type of product are you buying?
- Is there a more sustainable solution?
- Can the produce be reused or recycled afterwards?

5 top tips to make an immediate difference

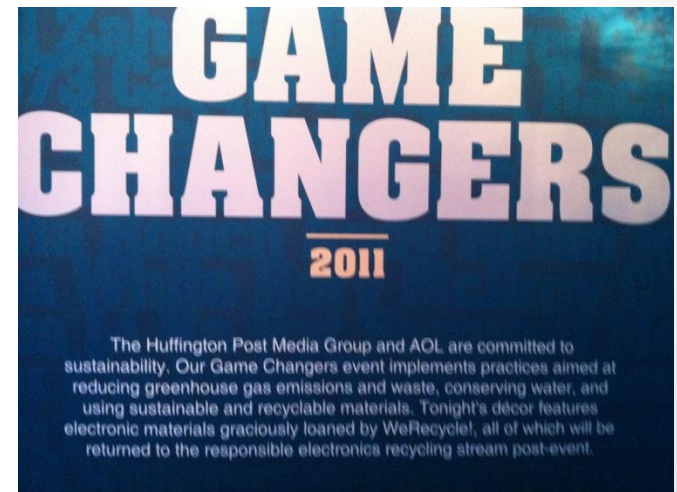
3. Look at your waste

- Identify your waste streams before your event
- Talk to your waste contractor/your venue to see what waste they can take
- Find out what they can recycle
- Make sure you avoid materials they cannot recycle
- Check out the free WRAP online tool to help you create an event waste resource action plan for your event
- <http://wrap.org.uk/sustainableevents>
- Crucially make your recycling bins visible at the event so you are encouraging delegates to change behaviour

5 top tips to make an immediate difference

4. Communications

- Label your products – including your food
- Put your policy in your event documentation
- Tell your staff to talk to people about this
- Make your event visually sustainable



5 top tips to make an immediate difference

5. Food and drink

- Are you sourcing local food?
- Is it seasonal?
- Can you consider having an all vegetarian menu?

- Where is it coming from?
- Is it portioned?
- Is it organic/Fairtrade?

- Can you donate left over food to a food donation scheme? Eg: www.foodbanking.org

Smyle Creative

- Event production company

Implemented BS 8901 for the event management Headquarters

- Implemented initiatives to inspire and train staff
- Saved 50% of energy usage
- Have BS 8901 sustainability team
- 3rd party certified
- Aim to incorporate events next year and achieve ISO 20121



AVIVA Stadium

- National stadium of Ireland
- Implemented BS 8901 for all venue operations
 - Have a sustainability champion
 - Hold stakeholder engagement events
 - Part of their way of working
 - Collaborated with 3 key service providers
 - 3rd party certified
 - Aim to achieve ISO 20121



Melville

- Event services provider
 - Have a sustainability team
 - Made sustainability visual in office
 - Trained all staff
 - Reviewed supply chain
 - 3rd party certified
 - Aim to achieve ISO 20121



Zurich insurance

- Events team
- 3 day conference + gala dinner in Lucerne
 - Saved 20% of event budget
 - Created efficiencies
 - Trained staff
- ENWORKS environmental organisation
- 1 day conference in Manchester
 - Saved 20% of budget
 - Enhanced reputation

What are your next steps?

1. Nominate someone to lead with this
2. Get management buy in
3. Set the scope of your management system
4. Identify your key issues to address
5. Set objectives and targets for your first year
6. Start monitoring and measuring
7. Regularly review your progress
8. Create a sustainability report

Resources

- 'Sustainable Event Management Course – Leeds Metropolitan University: 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
- 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>

Thank you

Any questions?

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