

How to practically implement sustainability at your events

Charlie Banks

Positive Impact Events

Charlie@positiveimpacetevents.co.uk

0044 (0) 161 273 5107

www.positiveimpacetevents.co.uk

Twitter: pievents



Positive Impact



Agenda

- What is sustainability?
- Why is it important for events?
- The future
- Who else is doing it?
- Challenges and Rewards
- Planning a sustainable event: Issues and targets
- Key next steps
- Tools to help you
- Q&A



Positive Impact



Positive Impact

- Not for profit project established 2004 to provide education to the event industry on sustainability
- Run practical workshops on event sustainability
- Online education with free resources and templates to help get you started
- Run Leeds Metropolitan University Approved Course: **'Sustainable Event Management'**

Sustainable Development

- ‘An enduring, balanced approach to **economic** activity, **environmental** responsibility and **social** progress’ - British Standards Institute



Importance for events

- Sustainability was at the heart of the London 2012 Bid
- 2018 World Cup Bid – Sustainability chapter
- BS 8901 (future ISO 20121)
– often the precursor to legislation
- Creating efficiencies can lead to financial savings in economic downturn
- Opportunity to demonstrate leadership
- Reporting using international framework GRI EOSS creating unique communications to stakeholders

Future of sustainable events

- ISO20121, International Standard for Sustainable Event Management
 - Due to be published Summer 2012
 - Starting draft BS8901
 - Industry specific
 - 1st/2nd/3rd party certification
 - Framework for implementing sustainability & addressing your issues – not a checklist
- Global Reporting Initiative Event Organizer Sector Supplement
 - Framework for writing an event sustainability report
 - Due to be published next year



Who else is doing event sustainability?



What are your challenges?

- Resources – time/staff/funding
- Management buy in
- Checklist vs. Management System
- ISO14001 vs. ISO20121
- Certification
- Where to start?



Positive Impact



Rewards

- Motivated staff are happy staff
- Financial rewards
- More efficient internal systems
- Community outreach
- Recognition
- Industry leaders

Planning a sustainable event: Identifying your Issues

Item	Sustainable Considerations
Destination	Where are your delegates based?
Venue Selection	Does your venue consider sustainability?
Accommodation	Do your hotels consider sustainability?
Transportation	Can you advertise the use of public transport?
Food & Drink	Where's your food coming from? Is it healthy food? What happens to your food waste?
General Office Procedures	Do you have an energy efficiency policy? Are your staff trained on sustainability?
Communications & Marketing	Do you use recycled paper? Do you print double sided? Do you use vegetable based inks?
Procurement	Do you procure sustainable items and from responsible suppliers?
Exhibition Production	Can you encourage your exhibitors to be more sustainable? Can they reduce their marketing materials? What are their stands made from? Are they reusable?

Target setting

- Specific
- Measurable
- Achievable
- Realistic
- Time frame



Positive Impact



Example

Communicating sustainability policy to 100% of our stakeholders by the end of Q2

Marketing Manager to complete



Positive Impact



Your Next (easy) Steps:

- Nominate a sustainability champion
- Get management buy in
- Identify your issues
- Consider sustainability at every step of the way
- Document your actions
- Share your results

Any step you take is the right step to take!

Tools to help you:

- Free templates, online education and case studies for inspiration at www.PositiveImpact.co.uk
- Online measuring tools: EventSustainability, MPI Sustainable Events Tool.
- London 2012 Sustainable Event Guidelines:
<http://www.london2012.com/documents/locog-publications/london-2012-sustainability-events-guidelines.pdf>
- GRI Reports: Cop15, Sustainable Events Ltd, VANOC.
www.globalreporting.org
- BSI Guide Book to BS8901: 'Making Events More Sustainable'
www.bsigroup.com
- Take some time to look at the tips on the EIBTM stand.

Any questions?

Thank you!

Charlie Banks

Positive Impact Events

0044 (0) 161 273 5107

charlie@positiveimpacetevents.co.uk

www.positiveimpacetevents.co.uk

Follow us: pievents