The development of standards for sustainable event management

Take away points

- Understanding of BS8901
- What ISO20121 is
- How to get involved

Standards

- BS8901: specification for a sustainable event management system
- ISO20121: international standard for event industry currently being developed
- ISO14001: environmental management
- ISO26000: social responsibility
- Green Tourism Business Scheme
- Green Globe: international tourism standard
- Apex Green Meeting Standard

BS8901 'Specification for a sustainable event management system'

Launched November 2007
2nd draft September 2009
Catalyst London 2012 Olympics
Management system
Suitable for: venues, organisers & suppliers
Industry specific

Positive Impact

What's involved?

- Setting your scope
- Identifying issues
- Setting achievable targets
- Developing sustainability policy
- Engaging with stakeholders
- Recording/measuring results – benchmarking?
- Reviewing & updating process

pi
Positive Impact

London 2012 Olympics

- Sustainability embedded at every step of the event process
- Working towards BS8901 compliance
- Measuring to benchmark and report
- Considering: venues, transport, procurement, printing, catering, energy, waste and office policies

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Positive Impact

Google

Issue - Waste

Objective - Identify & Measure

Target - All waste streams (100%)

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Positive Impact

How they did it

Plan

- – Supplier engagement
- – Onsite monitoring and measuring
- – Delegate data capture

Positive Impact

Results

Item	Measurement
Linen	7264 pieces travelled 20 miles
Refuse waste (landfill)[1]	0.75 tonnes
Electricity	1595 Kw H
Gas	7640 Kw H
Water	661 cm3
Paper recycling	0.21 tonnes
Aluminium recycling	0.011 tonnes
Plastic recycling	0.028 tonnes
Glass recycling[2]	0.84 tonnes
Overseas delegate travel mileage[3]	840,388 miles
UK delegate mileage[4]	14,474 miles
Speaker mileage	837 miles
Food mileage	1092 miles
Onsite mileage	8,082 miles

ISO 20121

- ISO20121: International Standard for event industry currently being developed
- 30 countries involved
- Expected in 2012
- Will lead sustainable management practices
- Global framework to encourage sustainability

ISO 20121 Sustainability in event management.

- UK and Brazil Chair
- Expert Organisations: MPI, MeetGreen, GMIC, UFI
- Public comment
- 2nd public comment
- 2012 release

Positive Impact

How to be involved

- Mirror committees
- Jose.alcorta@bsigroup.com (UK Secretaire)
- Press releases
- See me!

Now you know

- Brief overview of BS8901

- Introduction to ISO 20121

- How to find out more information