



Sustainable Sport and Event Planning: Landscape Analysis

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Introduction

To assist the VANOC sustainability team, the Centre for Sustainability and Social Innovation (CSSI) at University of British Columbia's Sauder School of Business has prepared the following report. The objective of this brief is to assess the landscape for sustainable event planning, and to find and evaluate leading sustainable event management software tools.

The organizations and websites assessed all focus a significant effort on sustainable event planning. For some of the organizations it is their main focus and primary objective; for others, it is a part of their overall agenda. In all cases the information they display, the services they offer, and the tools and resources they provide share similar themes to the Sustainable Sport and Event Toolkit (SSET), which was developed by VANOC's sustainability team in partnership with the International Academy of Sport Science and Technology (AISTS).

Analysis

Overview

We selected ten organizations offering sustainable event planning services and operating a website with extensive sustainable event planning information and resources. These organizations offer a range of services and resources including consulting, 'how-to' guides and manuals, toolkits, carbon calculators, and supplier guides. In addition, four of the selected companies offer online software management systems for sustainable event planning.

The criteria for selecting these companies was based on an extensive search of English language websites for organizations that have a predominant focus on sustainability, and that offer some functionality or consulting service beyond just information. We did not include organizations that included information about sustainable events on a limited basis, or are a small part of a larger non-sustainable consulting or planning firm.

We wanted organizations that:

- a) Had sustainability as a core business principle; and,
- b) Offered more than simply a single page worth of basic information on a website.

Organizations:

1. The David Suzuki Foundation, Vancouver
2. Sustainability Solutions Group, Vancouver
3. Organise This, Manchester, UK
4. Sustainable Event, Online
5. Green Meeting Industry Council, Chicago, USA
6. EcoGatherings – San Francisco, USA
7. Seven Star Events
8. Sustainable Event Solutions – Sydney, Australia
9. Australian Centre for Event Management – Sydney, Australia
10. Sustainable Living Foundation – Melbourne, Australia

Information about these websites can be found in Table 1. Additionally, Table 2 in Appendix A records the content of the websites based on: the overall objectives of the website pertaining to sustainable event planning, the website's information content and tools, and the list of key clients and partners.

Sustainable Event Planning:

A. Content

We evaluated the ten websites based on the following criteria:

1) The overall objectives

The websites have a focus on education, consulting, or their software management system. Some of the sites like the David Suzuki Foundation and the Green Meeting Industry Council are predominately education focused, meaning that they provide information about sustainable events and sustainable event planning within their website, but do not offer a software management system, or consulting services. Alternatively, Sustainability Solutions Group (SSG) in Vancouver offers just consulting services for sustainable event planning. They have limited online resources and no software system, however, they do have detailed sustainability page outlining their approach, focus and mission. A number of the websites, including all the sites offering event management software, use their websites to accomplish multiple objectives. Companies such as Organise This in Manchester and the Sustainable Living Foundation in Sydney operate comprehensive websites that include extensive educational information, consulting services and a software management tool. In the case of Organise This, they operate two distinct parallel sites – www.eventsustainability.com and <http://positiveimpactevents.co.uk/> to achieve their sustainable event goals. Event Sustainability is the platform for their consulting and software services, while Positive Impact Events handles the education component. The scope of action, depth of resources, and number of services made available by Organise This, positions them to potentially be one of the stronger players in this field.

2) Website content

We chose to identify whether the following elements were included in the website:

- **A software management system**

There are four companies developing and providing sustainable event management software:

- i. Sustainable Living Foundation: Sustainable Events Planner [SEP]
- ii. Sustainable Event Solutions: Sustainable Event Management System [SEMS]
- iii. Event Sustainability Ltd.: Event Sustainability Tool [EST]
- iv. The Australian Centre For Event Management: Event Carbon Calculator [ECC]

See Section B for a complete analysis.

- **Sustainability guidelines and principles**

Guidelines and principles are a definition and description of a sustainable event. The majority of the organizations defined sustainability and a sustainable event in a similar manner to VANOC – an overlapping of environmental, social, and economic interests. Each website presented this information in various ways, but only Sustainable Events Solutions failed to provide a description. Sustainable Event Solutions identifies sustainable event planning as a core service offered, but failed to adequately identify the guiding principles or a definition on their site.

On the other eight sites detailed descriptions of sustainability and sustainable events were positioned as lead content. On all these sites key information about sustainability could be found in an 'About Sustainability' section or a section of similar description. Navigating to this information was easy and direct and the pages all contained links to further information or further reading on the issues of sustainable business practices and sustainable event planning.

- **Sustainable event toolkit**

A toolkit is a 'how to' guide for sustainable event planning. It is a resource for planners to track objectives, action items, and performance indicators. The more elaborate toolkits were similar to the SSET and provided much of the elements of the software management systems, however the software systems we analyzed were much more extensive than any of the toolkits available from the other sites.

The software management systems (SMS) are the most complete toolkits, but the toolkits provided by Sustainable Event and EcoGatherings are also interactive detailed guides sustainable event planning. In the case of EcoGatherings they offer nine separate solutions to six aspects of planning. When combined these solutions, which include – a footprint calculator, a cost-benefit analysis, an impact planning report, sustainable vendor directory, and a ROI report - they make a very complete toolkit for sustainable event planning.

- **Event planning checklist**

Many of the websites provided a simple checklist of what makes a sustainable event. They identified key procedures necessary to make an event sustainable and provided a printable checklist for organizers to follow. In most cases this checklist was part of the website's toolkit, but in the case of the David Suzuki Foundation, only a checklist was provided without the inclusion of a more extensive planning toolkit.

The websites that included a checklist as part of their basic toolkit were Sustainable Event, Green Meeting Industry Council, and EcoGatherings. All of the Software Management Systems have a

checklist. The most incomplete is the Event Carbon Calculator from the Australian Centre for Event Management.

Sustainable Solutions Group and Seven Star Events were the only two organizations that did not include a checklist at all. Again this was consistent with the approach of both companies who offer sustainable event consulting services but provide little information about, or tools for, planning through their website.

- **Carbon calculator**

A carbon calculator was included in some of the management software, but only EcoGatherings and Sustainable Events provided a carbon calculator on their websites that was separate from any software management system. This tool is provided free on both sites for event planners to assist their carbon management. In both cases the calculator is simple and straight-forward and not as complete and detailed as the calculator provided the Australian Centre for Event Management.

- **Links to offset providers**

As part of the recommended practices most organizations recommended offsetting carbon emissions as part of an event's sustainability strategy. A couple sites were thorough enough to include links to offset providers. The list of providers depended on jurisdiction, but the David Suzuki Foundation, Green Meetings Industry Council and Seven Star Events all provide a handful of links to offset providers. In addition the Green Meetings Industry Council promises to expand the list in the future.

- **Guide to sustainable suppliers and/or a consumer report**

These guides help organizers source needed products from sustainable suppliers. Sustainable Events, Green Meetings Industry Council, EcoGatherings, and the Sustainable Living Foundation all provide detailed guides to help their customers find the most sustainable products and supplies possible. The most extensive guide was on www.sustainableevent.com which has the supplier guide positioned as one of their main tools offered.

- **Case studies**

While case studies were included in many websites, the studies themselves were somewhat limited. Not many of these organizations are yet planning large-scale events, nor were the reviews very extensive. In most cases this organizations are young, so their body of work pertaining to sustainable event planning is still limited. Perhaps the best case study is the 'Sustainable Games 2010' study done by the David Suzuki Foundation.

3) Clients and partners

- We included a list of clients and partners to provide some information about the types of organizations these companies are working with.

Only three websites failed to provide some client and partner list. In some cases the list was extensive so we included only a limited selection. Again, Organise This in the UK demonstrated that they are significant player in this field as their client list includes Google, Lloyds TSB, and the Manchester International Festival. Also of note, the Green Meetings Council in Chicago has a number of Canadian Clients including Travel Alberta and the Vancouver Convention Centre.

B. Sustainable Event Management Software

A sustainable event management tool will allow an organization to evaluate and minimize the total energy and waste created by an event, such as a festival or sporting competition. A good tool will track energy and waste for all participants, including office staff, allow the organization to benchmark the event internally and externally, and offer suggestions on the most appropriate areas to improve.

We have evaluated four online sustainable event management tools. They are discussed below.

The tools are not classic event planning software. They are more “evaluators” of carbon and waste usage for events. We examined seven of the most popular event planning software tools, and none of them had any sustainability components. A sustainable event planner will need to use regular event planning software, and combine it with a sustainability tool to manage a sustainable event.

One item to consider is that Sustainable Event Solutions is looking into partnering with Certain Software, Inc; a provider of classic event management software.

We recommend the Sustainable Event Solutions’ SEMS tool, as it covers all of our “must-have” features, though it is the most expensive at \$6000 AUD (just under \$6000 CAD) for an annual license. However, it is cheaper than the EST tool, if more than 6 events are managed per year.

Sustainable Event Solutions is a small company and is enthusiastic about bringing the product to Canada, and partnering with new organizations. They were amenable to customizing the product to bring it to Canada, such as a French translation, and updating their database with Canadian sustainability standards.

For small events, or organizations with a limited budget, we recommend the Event Carbon Calculator tool, as it is free for now, and covers the basics of sustainable event management.

i. Sustainable Living Foundation - Sustainable Events Planner [SEP]

SEP is a free electronic checklist. Once you have supplied information about your event, it provides suggestions for improvement. It has a guide, directory, top 40 list, and user forum.

ii. Sustainable Event Solutions - Sustainable Event Management System [SEMS]

SEMS is the most feature-filled of the reviewed tools. It is a web-based management system, with highly detailed tracking of sustainability measures, though with an intuitive interface. It allows for internal and external benchmarking, and is setup to facilitate outside sustainability auditing. It also has a useful feature that allows the manager to assign and track questions to outside parties, as often many parties will have the required information about an event.

iii. Event Sustainability Ltd. - Event Sustainability Tool [EST]

This tool includes check-lists, communication templates and best practice advice. The tool generates a report, which can be given to clients or used as evidence regarding compliance with BS 8901. It also has an FAQ.

iv. The Australian Centre For Event Management - Event Carbon Calculator [ECC]

This is an event management carbon calculator, and is free. However, it is still in its "testing phase", so may not remain free. It has a wizard-like interface that takes the user through the various sustainability-related parts of an event. It calculates the carbon usage, and carbon offset cost, and allows you to pay for your offsets online.

*Note: For further information about the event management software see Appendix B.

Summary

Sustainable event planning websites are operated by organizations in Canada, the UK, the USA and Australia. While the key aspects and information about sustainable event planning is consistent across geographical location, the majority of the software management software is being developed in Australia. There is not one Canadian or American organization that has developed a software management system for sustainable event planning, and only one in the UK – Organise This (www.eventsustainability.org). The other three systems we evaluated were from Australia. These companies have, to date focused their business growth and operations on the Australian market; however, the tools they have developed, especially the Sustainable Event Solutions' SEMS tool from Sustainable Event Solutions, show great potential for large scale international event planning.

The strongest websites for content were Organise This (www.organisethis.co.uk) and EcoGatherings (www.ecogatherings.com). Organise This greatly benefits by operating two sustainable event focusing organizations in www.eventsustainability.org and Positive Impact (<http://positiveimpacetevents.co.uk/>). This allows Organise This to focus their messaging and provide expansive educational information and programming, and event planning services, including their software management system – Event Sustainability Tool (EST).

EcoGatherings' strength comes from the scope of their website and the presentation of the information. The site is easy to navigate and the solutions offered are shown on the front page. The page is set up with an 'Eco-logical Event Planning Timeline' with six key questions to ask before planning a sustainable event. Under each question along a horizontal timeline is the corresponding solution/tool offered.

Generally the most useful websites combined education with the practical resources needed to help plan and execute a sustainable event. Again, this is why Organise This has potential to be very strong in this field. By deciding to separate their sustainable event planning and their education into two distinct sites operated by two different subsidiaries each site can be very thorough. Equally, the balance of education and functionality will put EcoGatherings in good stead. Other websites that contained most of the key elements we identified were the Sustainable Living Foundation and Sustainable Events. Both of these sites have

Alternatively, Sustainable Solutions Group (SSG) and Seven Star Events have the weakest website when it comes to planning tools. However, both organizations provide solid sustainable event planning consultation with a great track record and an impressive client list. SSG should be considered as an especially good example of a leading sustainable consulting firm with strong potential. SSG offers sustainable consulting far beyond events, and articulates a strong commitment to sustainability on their site. SSG provides building, planning, and strategic services. The website explains in detail their work in each area and the services and tools they offer to support each area. In addition, SSG has started a parallel site - [www. Cutcountcompel.com](http://www.Cutcountcompel.com) - as a potential planning tool, but to date the site just offers information and links to additional resources, it does not offer any of its own tools or resources.

Appendix A

Evaluation Framework for Website Content

We evaluated the ten websites based on the following criteria:

- The overall objectives of the website pertaining to sustainable event planning
- The website's content
- Clients and partners

We chose to identify whether the following elements were included in the website:

- A software management system
- Sustainability guidelines and principles (what is sustainability, what is a sustainable event).
- A sustainable event toolkit
- An event planning checklist
- A carbon calculator
- Links to offset providers
- A guide to sustainable suppliers and/or a consumer report to help organizers source needed products from sustainable suppliers
- Case studies

Table 1. Website Content

Organization	Mission for Sustainable Event Planning	Website Content		Clients/partners
		Elements:	Included?	
David Suzuki Foundation Website: www.davidsuzuki.org www.davidsuzuki.org/Climate_Change/What_You_Can_Do/carbon_neutral_events.asp Location: 219-2211 West 4th Ave. Vancouver, BC V6K 4S2 T: 604-732-4228 E: contact@davidsuzuki.org	<ul style="list-style-type: none"> • Education 	Software Management System	No	<ul style="list-style-type: none"> • None listed on website
		Guidelines/principles	Yes	
		Toolkit	No	
		Checklist	Yes	
		Carbon Calculator	No	
		Links to offset providers	Yes	
		Supplier guide	No	
		Case Studies: <ul style="list-style-type: none"> • Vancouver 2010 – 'Meeting the Challenge: A Carbon Neutral 2010 Winter Games Discussion Paper 	Yes	
Sustainability Solutions Group (SSG) Website: http://www.sustainabilitysolutions.ca/ Location: #109-5 West Pender Street, Vancouver, BC V6B 1R3 T: 604 484 4504 E: info@sustainabilitysolutions.ca	<ul style="list-style-type: none"> • Consulting services 	Software Management System (SMS)	No	<ul style="list-style-type: none"> • UBC • U. of Concordia • Royal Roads University • Vancity • City of Calgary • Build Green Consulting • Discovery Channel • BC Housing • Vancouver Island
		Guidelines/principles	Yes	
		Toolkit	No	
		Checklist	No	
		Carbon Calculator	No	
		Links to offset providers	No	
		Supplier guide	No	
		Case Studies: <ul style="list-style-type: none"> • Review of all past and current projects 	Yes	

Organization	Mission for Sustainable Event Planning	Website Content		Clients/partners
		Elements:	Included?	
Organise This Website: www.organisethis.co.uk www.eventsustainability.com/ www.positiveimpactevents.co.uk/?page_id=109 Location: The Stables, Paradise Wharf, Ducie St, Manchester, UK M1 2JN T: +44 (0) 7980 651 781 E: info@organisethis.co.uk	<ul style="list-style-type: none"> • Event Management Tool • Education • Consulting services 	Software Management System (SMS)	Yes	<ul style="list-style-type: none"> • Google • Reed Exhibitions Ltd • MPI • Lloyds TSB • Manchester International Festival 2007 • Switzerland Convention and Incentive Bureau 2007
		Guidelines/principles	Yes	
		Toolkit	Yes – part of SMS	
		Checklist	Yes – part of SMS	
		Carbon Calculator	No	
		Links to offset providers	No	
		Supplier guide	No	
Case studies	Yes			
Sustainable Event Website: www.sustainableevent.com	<ul style="list-style-type: none"> • Education • Consulting services 	Software Management System (SMS)	No	<ul style="list-style-type: none"> • Ecosystem 1.0 • Lovebox Weekender • Sunrise Celebration
		Guidelines/Principles	Yes	
		Toolkit	Yes	
		Checklist	Yes	
		Carbon Calculator	Yes	
		Links to offset providers	No	
		Supplier guide	Yes	
Case Studies • For each client	Yes			
Green Meeting Industry Council Website: www.greenmeetings.info Location: Administrative Office 4064 N Lincoln Ave Suite 430 Chicago, IL 60618 T: 888.450.2098 T: 312.789.5970 E: info@greenmeetings.info	<ul style="list-style-type: none"> • Education 	Software Management System (SMS)	No	<ul style="list-style-type: none"> • Vancouver Convention Centre • Visitdenmark.com • US Green Building Council • Fairmont Hotels • MeetGreen • Travel Alberta • Travel Portland • Green Ride Global • Media Loft
		Guidelines	Yes	
		Toolkit	Yes	
		Checklist	Yes	
		Carbon Calculator	No	
		Links to offset providers	Yes	
		Supplier guide	Yes	
Case Studies	No			
EcoGatherings San Francisco, USA	<ul style="list-style-type: none"> • Education • Co-operative of sustainable event planner • *The links to their resources to not all work at this time. Could provide strong tools well all active 	Software Management System (SMS)	No	<ul style="list-style-type: none"> • 8Petal Creative Media • Art d'Eco • Sustainable Living Roadshow • Change of Atmosphere • Symbiosis Events
		Guidelines	Yes	
		Toolkit	Yes	
		Checklist	Yes	
		Carbon Calculator	Yes	
		Links to offset providers	No	
		Supplier guide	Yes	
Case Studies	Yes			

Organization	Mission for Sustainable Event Planning	Website Content		Clients/partners
		Elements:	Included?	
Seven Star Inc. Website: www.sevenstarevents.com Location: PO Box 2837 Asheville North Carolina United States of America 28802 T: 828.236.0324	<ul style="list-style-type: none"> • Consulting • Green Event Planners 	Software Management System (SMS)	No	<ul style="list-style-type: none"> • United Nations Environmental Programme • United Nations Green Cities Expo • US Sustainability Finance Leadership Summit • Volvo
		Guidelines	Yes	
		Toolkit	No	
		Checklist	No	
		Carbon Calculator	No	
		Links to offset providers	Yes	
		Supplier guide	No	
		Case Studies	No	
Sustainable Event Solutions Website: www.sustainableeventsolutions.com.au Location: 21/358a Victoria St. Darlinghurst, Sydney, NSW, Australia, 2010 T: +61 2 9360 6448	<ul style="list-style-type: none"> • Event Management Tool • Consulting services 	Software Management System (SMS)	Yes	None Listed
		Guidelines	No	
		Toolkit	Part of SMS	
		Checklist	Part of SMS	
		Carbon Calculator	Yes	
		Links to offset providers	No	
		Supplier guide	No	
		Case Studies	No	
Australian Centre for Event Website: www.business.uts.edu.au/acem/index.html School of Leisure, Sport and Tourism University of Technology, Sydney PO Box 222, Lindfield 2070 T: + 61 2 9514 5116	<ul style="list-style-type: none"> • Event Management Tool • Education 	Software Management System (SMS)	Yes	None listed
		*Website currently being updated. We have evaluated the event management tool, but are unable presently to evaluate the remainder of the website.		
Sustainable Living Foundation Website: www.slf.org.au/ www.slf.org.au/eventplanner/ Location: Level 2, 140 Bourke Street Melbourne, Victoria 3000 Australia T: (03) 9249 1888 E: info@slf.org.au	<ul style="list-style-type: none"> • Event Management Tool • Education • Consulting 	Software Management System (SMS)	Yes	<ul style="list-style-type: none"> • Sustainability Victoria • City of Melbourne • Media Insights
		Guidelines	Yes	
		Toolkit	Yes	
		Checklist	Yes	
		Carbon Calculator	No	
		Links to offset providers	No	
		Supplier guide	Yes	
		Case Studies		

Appendix B

Evaluation Framework for Management Software

We evaluated the four tools based on the following criteria:

- Cost
- Must-have features (red font, italic, in the table)
- Nice-to-have features

We chose the following features as must have:

- Technical Support: As many stakeholders will be involved, trying to use new software, strong technical support by the vendor will be crucial
- Waste Management: This means that the tool has a feature for tracking waste, such as cups or food waste, at the event.
- Venue: This means that the tool has a feature for tracking energy usage at the venue(s)
- Transportation: Total mileage and transportation method is tracked for all, or classes of, participants, to calculate their carbon usage.
- Accommodations: The number of rooms and the distance to the venue is stored and used to calculate the carbon used.
- Carbon Calculator: Calculates total carbon usage at the event
- Benchmarking: Allows the manager to compare the energy and waste at an event with either internal or external benchmarks.
- Reporting: Basic tool that shows the event's carbon and waste in a report format.
- Suggestions for Improvement: Detailed instructions on which areas to improve, and how.

Table 2. Management Software

	SEP - Sustainable Living Foundation	SEMS - Sustainable Event Solutions	EST – Event Sustainability Ltd. (Organise This)	ECC – Australian Centre for Event Management
Cost	Free	unlimited annual license: \$6200 AUD one-time license: \$999 AUD/simultaneous user	£500 GBP per event	Free, though it is in "testing phase"
<i>Technical Support</i>	No	\$150 AUD/hour	Email-based, free	Unknown
In-line help	No	Yes	Yes	No
Document storage (as evidence for auditing)	No	Yes	No	No
Multi-Language	No	Yes, may be a charge	No	No
Event Objective/Goal	No	Yes	Yes	No
Social Sustainability	Yes	Yes	Yes	No
Directory of Sustainable Vendors	Yes	No	Yes	Yes
Cleaning Products	Yes	Yes	Yes	No

Waste Management	Yes	Yes	Yes	No
Office Carbon/Energy	Yes	Yes, very granular	Yes	No
Assign Questions To Other Parties	No	Yes	No	No
Training (staff)	No	\$1500 AUD/4 hrs (group) \$150 AUD hour/person webinar	No	No
Training (participants)	Yes	No	No	No
Signage & Promotional Material, Tickets	Yes	Yes, but not paper (coming version 2)	No	No
Venue	Yes	Yes	Yes	Yes
Venue Furnishings	No	Yes	No	Yes
Water	Yes	Yes	Yes	No
Food	Yes	Yes, very granular	Yes	Yes
Energy	Yes	Yes	Yes	Yes
Computers & IT	Yes	No (under electrical)	No	No
Stage, Light, Sound	Yes	Yes	Yes	Yes
Transportation	Yes	Yes	Yes	Yes
Materials Reuse	No	Yes	No	No
Accommodations	Yes	Yes	Yes	Yes
Gifts to guests	Yes	Yes	No	Yes
Auditing	Yes	Yes	No	No
Certification	No	Yes	No	No
Carbon Calculator	No	Yes	No	Yes
Offset Calculator	No	No	No	Yes
Pay for offsets online	No	No	No	Yes
Reporting	No	Yes, GRI	Yes	Basic
Standards Compliance	No	BS8901	BS8901	No
Benchmarking	No	Yes, national average & industry benchmark	Yes	No
Suggestions for Improvement	Yes	Yes	No	No
Basic Event Wizard	No	Yes	No	No
Hosting	Hosted at their company	Hosted at their company	Hosted at their company	Hosted at their company
Co-branding / Private Label	Unknown	SEMS only for now	Unknown	Co-branding

On November 26 2009:

1 Canadian dollar = 1.03 Australian dollars (AUD)

1 Canadian dollar = 0.57 British pounds (GBP)

Screenshots

1. Sustainable Events Planner - Sustainable Living Foundation

The screenshot shows a web application interface for a Sustainable Events Planner. The layout is as follows:

- Left Sidebar:** Contains two main buttons: a blue one labeled "SOS" with sub-options "evaluate my event", "post directory listing", "post issue topic", and "my account"; and a green one labeled "SOS video" with a video thumbnail and the text "Learn More About Us".
- Central Questionnaire:** Titled "Waste & Clearing", it contains four sections of questions, each with radio button options for "Yes", "Sometimes", and "No":
 - Clearing:** "Does the event plan to eliminate the use of chemical cleaners for all of its onsite cleaning requirements? For example toilets, showers, food service and production areas?" (Options: Yes, Sometimes, No)
 - Composting:** "Does the event plan to compost all foodorganic waste generated at the event and have in place a relevant waste stream and system to ensure that?" (Options: Yes, Sometimes, No)
 - Waste Management:** "Does the event update and review its waste management plan to adapt, adjust and improve its planning in response to current best practice?" (Options: Yes, Sometimes, No)
 - Waste Management:** "Does the event's waste management plan have the support of the venue provider?" (Options: Yes, Sometimes, No)
 - Waste Management:** "Does the event have a plan or training program for all staff and users engaged with the waste management program?" (Options: Yes, Sometimes, No)
- Right Sidebar:** Features two promotional images. The top one is titled "ASK THE COACH OF SUSTAINABILITY THE TOUGH QUESTIONS" and shows a man in a white tank top. The bottom one is titled "Book to Inspire Change" and shows a red heart, with the text "Category Winner" below it.

At the bottom left of the application window, the word "Done" is visible.

2. Event Sustainability Toolkit - Event Sustainability Ltd. (Organise This)

Operational Control: Venue Selection

Progress:

70%

The next stage is to complete a series of measurements, to monitor and evaluate against your objectives, this step is operational control.

The purpose of operational control is to provide a procedure to ensure correct and timely controls are in place to ensure sustainable event management, is implemented.

To gather the information you may have to ask 3rd parties for example venue operations staff.

Helpful hint – you may not be able to gather all these measurements but complete the areas where you have information

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

No.	Issue	
1.	What is the electricity usage for the period of your event sourced from non renewable sources? Remember to include power from external generators. More Info	<input type="text"/> KWH
2.	What is the electricity usage for the period of your event sourced from renewable sources? Remember to include power from external generators. More Info	<input type="text"/> KWH
3.	What is the gas usage for the period of your event? More Info	<input type="text"/> KWH
4.	What is the water usage for the period of your event? More Info	<input type="text"/> M ³
5.	Based on waste transfer notes what is the amount of waste collected and sent to landfill? More Info	<input type="text"/> Tonnes
6.	Based on waste transfer notes what is the amount of waste collected and recycled? More Info	<input type="text"/> Tonnes
7.	Based on waste transfer notes what is the amount of hazardous waster generated from the event? More Info	<input type="text"/> Tonnes

[Save and Next >>](#)

4. Event Carbon Calculator - Australian Centre for Event Management

Outdoor Event Spaces

The use of outdoor event spaces creates greenhouse gas emissions through 2 processes: the combustion of fuels in generators and the use of electricity to power lights and amenities on site.

This section of the calculator computes the greenhouse gas emissions from fuel and electricity used in powering your outdoor event spaces.

Using the fields below, please enter the details of all fuel and electricity that you use to run your outdoor event spaces. You can add more than one outdoor space per event if applicable.

Low Carbon Event Tips

Ensure your outdoor event has sufficient wastemanagement – engage a reputable contractor who has a proven track record of successfully managing the collection of recyclables.

Explore greener on-site power generation options such as solar, wind, pedal-power, biodiesel or hybrid generators.

For large public outdoor events, employ a "spoke and hub" system where participants park cars at various locations and are transported by bus to the central event location to save traffic and parking congestion.

ACEM Resources
Available at www.acem.org.au

Festival & Special Event Management 4th Edition By Ian McDonnell, Johnny Allen, William O'Toole, Rob Harris. Published by John Wiley and Sons, 2008 Topics inc. Event Creation & Development, Event Marketing & Management, Event Administration & Event Coordination.

Proceedings of the 4th International Event Management Research Conference (Melbourne, July 2007) Re-venting the City: Event as Catalysts for Change. The Conference Proceedings include copies of all refereed papers, and abstracts of working papers accepted by the conference.

Description

Hours

Minutes

Number of People

Amount of Electricity Used Local Currency kilowatt-hours

Select Fuel Type

Amount of Fuel Used Local Currency Litres

Total Emission : 0.0 Tonnes of CO2 (no emission from this section)

Appendix C

Standards

International

ISO 14001:2004

Requirements for an environmental management system to enable an organization to develop and implement a policy and objectives which take into account legal requirements and other requirements to which the organization subscribes, and information about significant environmental aspects. It applies to those environmental aspects that the organization identifies as those which it can control and those which it can influence. It does not itself state specific environmental performance criteria.

ISO 14001:2004 is applicable to any organization that wishes to establish, implement, maintain and improve an environmental management system, to assure itself of conformity with its stated environmental policy, and to demonstrate conformity with ISO 14001:2004 by

- a) making a self-determination and self-declaration, or
- b) seeking confirmation of its conformance by parties having an interest in the organization, such as customers, or
- c) seeking confirmation of its self-declaration by a party external to the organization, or
- d) seeking certification/registration of its environmental management system by an external organization.

All the requirements in ISO 14001:2004 are intended to be incorporated into any environmental management system. The extent of the application will depend on factors such as the environmental policy of the organization, the nature of its activities, products and services and the location where and the conditions in which it functions.

UK

BS 8901:2007 Specification for a Sustainable Event Management System

A new British Standard specifically for the Events Industry was introduced on the 30th November 2007. BS 8901:2007 sets out the requirements for planning and managing sustainable events of all sizes and types. It provides a framework for a Sustainable Event Management System that will communicate credibility and confidence, thus sending a strong message to your stakeholders that you operate your business in a sustainable manner.

A Sustainable Event Management System provides a framework for managing environmental responsibilities so that they become more efficient and more

integrated into overall operations. This framework allows an organisation to understand, describe and control its significant impacts on the environment, ensure compliance with environmental legislation and continually improve its business operations.

Who is it relevant to?

BS 8901 maybe adopted by event organisers, venues and organisations in the supply chain, large or small to deliver cost savings through reducing carbon emissions, waste and improving the resource efficiency of the entire event supply chain.

What are the benefits?

Benefits include:-

- Help to improve sustainable performance within available budgets
- Reduce carbon emissions and waste, improving the resource efficiency of the entire event supply chain
- Present opportunities for more efficient planning and encourage the re-use of equipment and infrastructure. The standard covers:
- educe environmental impacts such as carbon usage, waste management and effects on biodiversity
- Improve social impacts such as community involvement and fair employment
- Establish economic impacts such as local investment and long-term viability

BS 8901 certification can be used as an effective sale and marketing tool, giving your company the competitive edge. By demonstrating an innovative and forward thinking approach to environmental issues, you will not only improve morale within your company, but will also lead to a better public perception of your company.

Publicising your commitment to sustainable events will raise your companies profile and also lead to better community awareness of environmental activities. It will also demonstrate your commitment to the environment and provide confidence and credibility to your customers, trade partners, stakeholders, regulators and local authorities.