

Implementing Sustainability

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MD Organise This Ltd



Background

- Organise This sustainable event management
- Chair CSR MPI UK Chapter
- Chair BS8901 sustainable event management system
- Positive Impact not for profit education and EventSustainability online tool



Implementing Sustainability

- Introduction to sustainability
- What sustainability means for our industry- case study examples
- The future of sustainability and the event industry- case study example
- Q&A



What is Sustainability

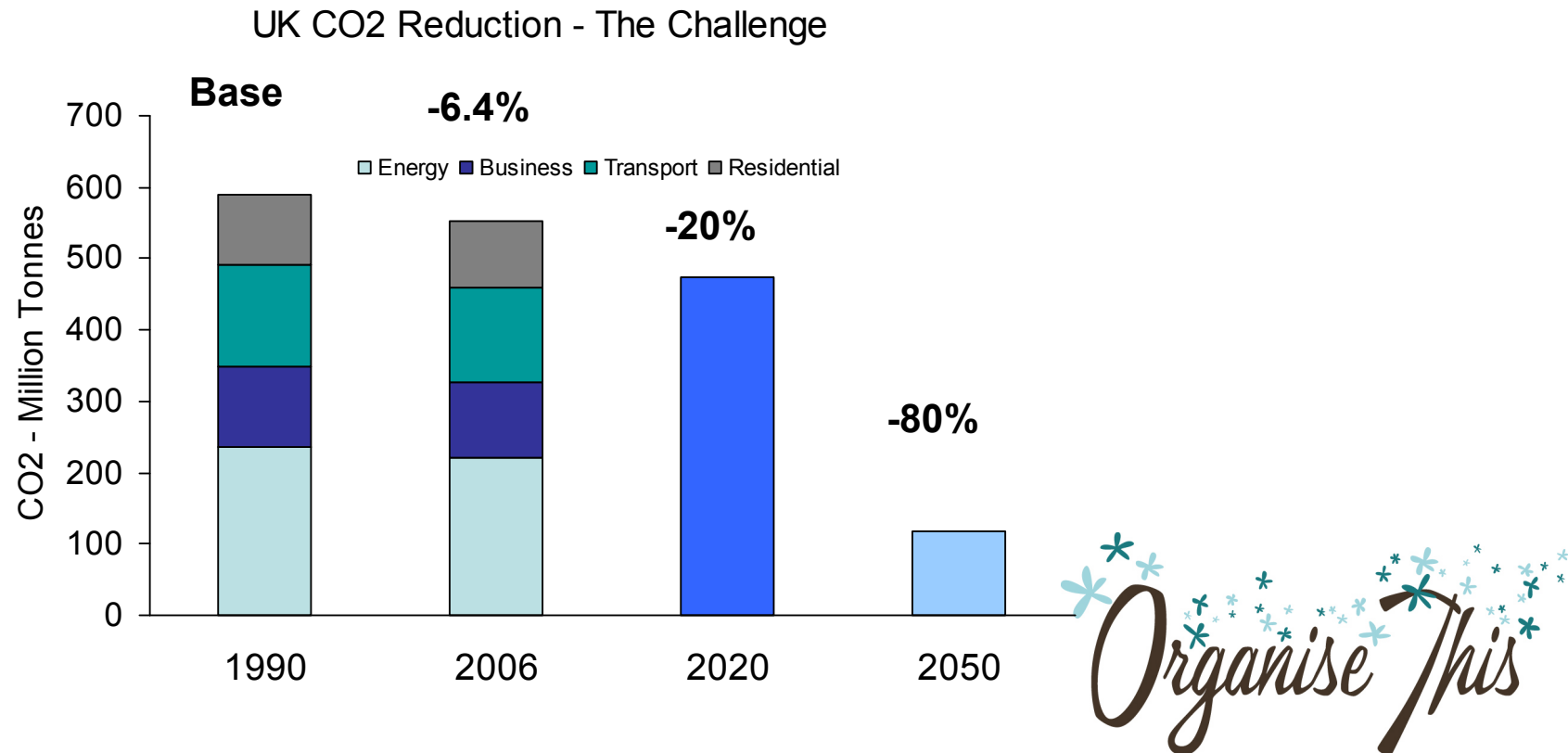
The British Standards Institute definition of sustainability is: 'An enduring, balanced approach to economic activity, environmental responsibility and social progress'.



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Why ?

For environmental reasons:



Why?

For economic reasons:

UN report:

By 2020 Germany's renewable energy sector will employ more people than the automobile industry

By 2020 Britain's wind turbines will create 160,000 jobs

To meet lowering of 50% emissions by 2050 \$45 trillion will have to be spent (International Energy Agency)



Why?

For social reasons:

The war for talent

Flexible working



What does this mean for our industry?

Manchester- An Educated Destination

- Green Your Event Guide
- Education series for venues, planners, suppliers
- Trialing sustainability standards



What does this mean for our industry?



- Switzerland- Infrastructure for Sustainability
- Public transport for delegates
- Recycling facilities
- Local produce



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What does this mean for our industry?



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What does this mean for our industry?

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 Part of CO ₂ Calculator	[Add] [Edit] [Delete]
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 Part of CO ₂ Calculator	[Add] [Edit] [Delete]
3.	What is the gas usage for the period of your event? More Info	<input type="text"/> KWH Part of CO ₂ Calculator	[Add] [Edit] [Delete]
4.	What is the water usage for the period of your event? More Info	<input type="text"/> M ³	[Add] [Edit] [Delete]
5.	Based on waste transfer notes what is the amount of waste collected and sent to landfill? More Info	<input type="text"/> Tonnes	[Add] [Edit] [Delete]
6.	Based on waste transfer notes what is the amount of hazardous waster generated from the event? More Info	<input type="text"/> Tonnes	[Add] [Edit] [Delete]
Save and Next >>			

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What does this mean for our industry?

EIBTM:

Supply chain education

Measurement

IMEX:

Sustainability awards

CSR stand onsite



Question

- What do you think is the most important thing, which the event industry could do to be more sustainable?
- What do you think is the easiest thing, which the event industry could do to be more sustainable?



What is BS8901

- British standard
- First child 8900
- Management system
- Launched November 2007
- Self or 3rd party certified



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Where did BS8901 come from?

- Olympics 2012
- British standards
- Industry consultation
- Industry and technical panel
- Trials
- Industry comment



What is BS8901

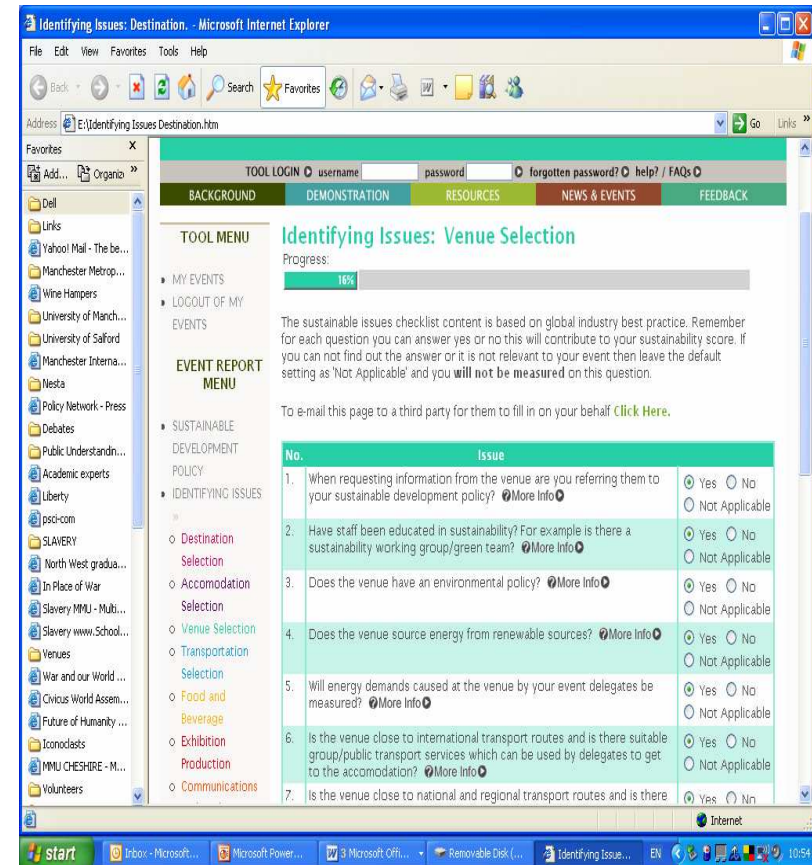
- Planning: Policy, Stakeholder engagement, Objectives
- Implementation: Procurement, Onsite evidence,
- Review: Compliance, Performance



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BS8901 is not

- A checklist
- A set of targets which must be met
- Only in Britain
- Impossible
- Easy to achieve



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Where is BS8901 going

- Ongoing Panel
- ISO
- High profile events
- Procurement strategy
- Education
- Accredited certification
- Common practice



leading venues for leading events



Examples of Delivering Sustainability- The European Meetings and Events Conference

1) BS8901 Ph 1, 2, 3 3rd party compliant

2) Sponsor

Reduce- reuse- recycle: bags, décor

Onsite volunteer team for sustainability

Offset programme

3) Measurements including: Food miles, Delegate travel, energy and waste

CO-CREATED BY:



HOSTED BY:



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Pre Event Educating Staff

Positive Impact event series

- Waste and Energy, Community involvement, Transport, Carbon emissions,
- Free for event suppliers
- Start of sustainability strategy for one business
- Onsite measurements



Onsite sustainability volunteers:



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Community Involvement Project:



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MPI and sustainability

- BS8901 at international events
- Measurement at events
- Education for members
- Industry research



Group Questions

- What 2 things could you do to implement sustainability in your working practices?



Resources

- <http://www.mpiweb.org>
- <http://www.eventsustainability.com>
- <http://www.positiveimpactevents.co.uk>



Questions and Answers

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