



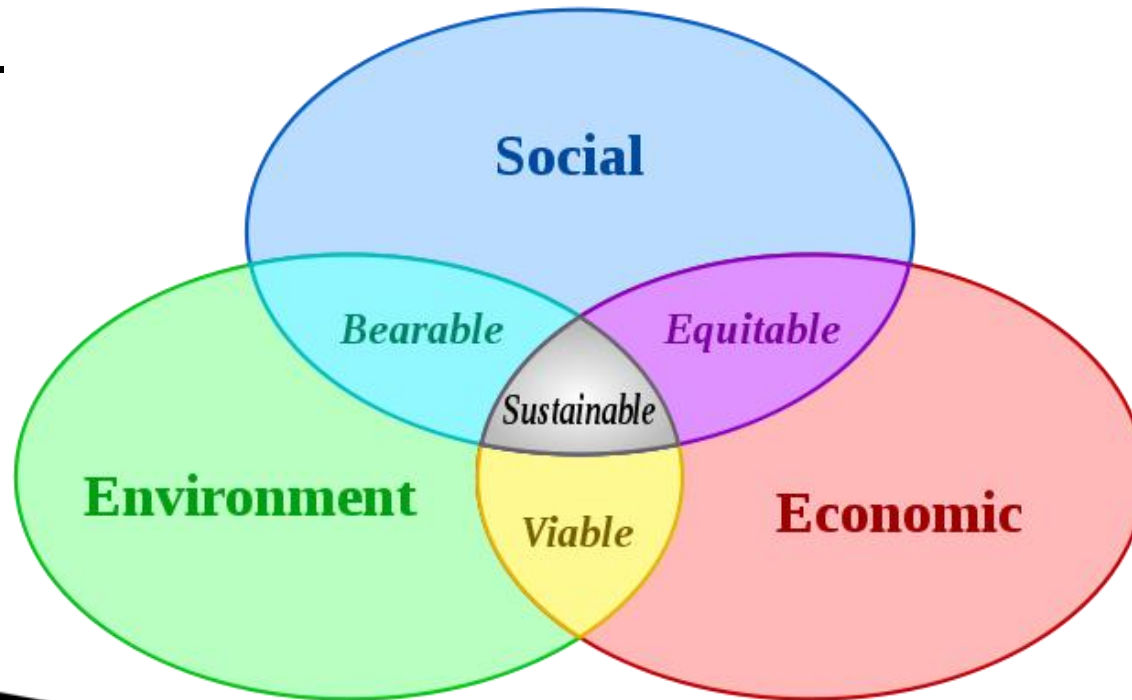
Sustainable Event Standards: Integrated!

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Diana Graling, Helms Briscoe
Midori Connolly, Pulse Staging & Events

What is a Green/Sustainable Event?



Sustainable meetings integrate the business needs of the organization with respect to the environmental, economic and social impacts of the event.



Key Elements of a Sustainable Event:



- Leadership and Vision
- Identify and Define Measureable Objectives
- Engagement of Stakeholders
- Integration into Operational Procedures
- Measurement
- Transparency and Reporting



Overview of Standards



BS 8901 and ISO 20121

Provides information required for creating an event management system



APEX/ASTM Env Sustainable Meeting Standards

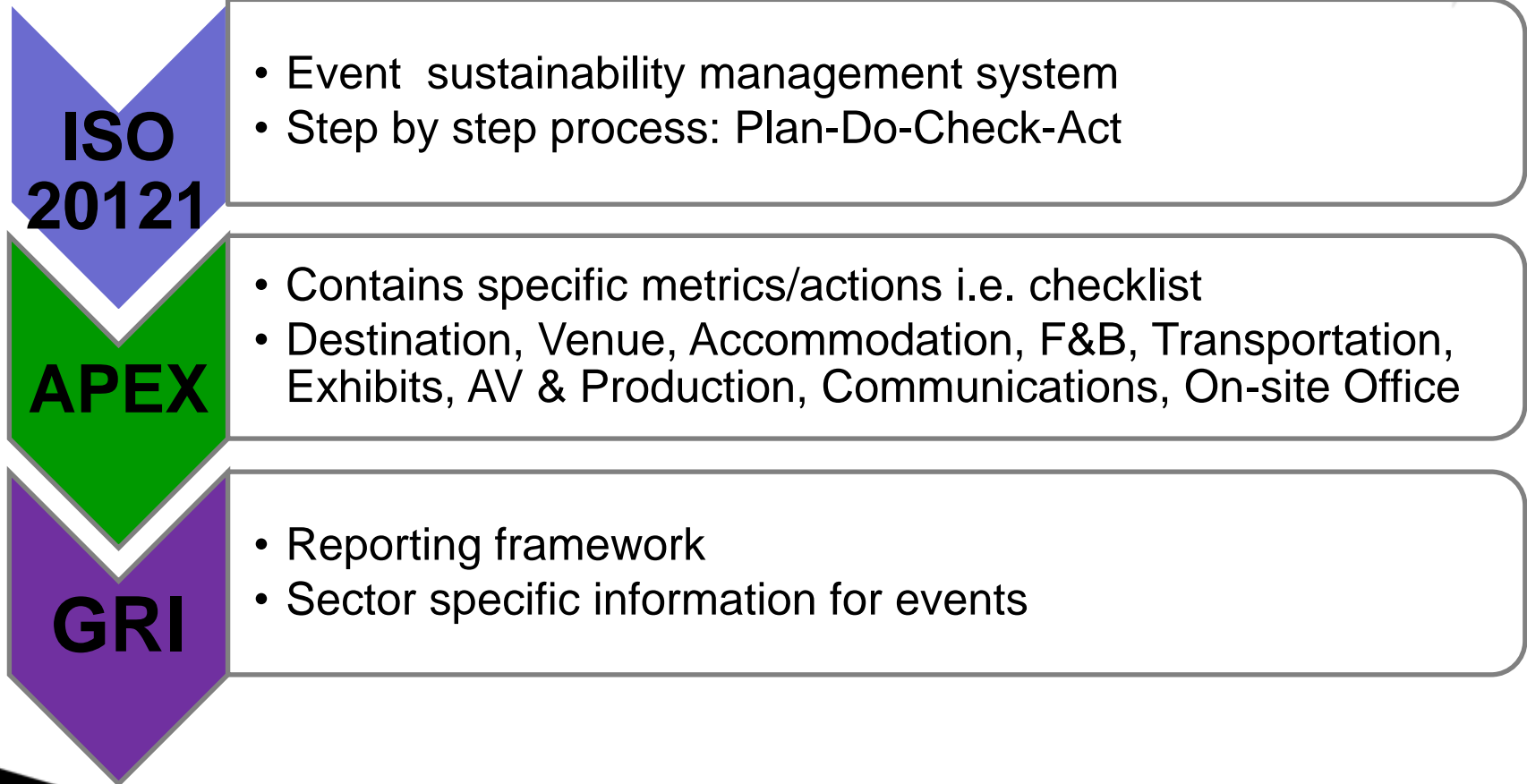
Collects data required for planner and supplier standards compliance in 8 areas, across 9 sectors



GRI Event Sector Supplement

Supplies data required for GRI indicators for sustainability reporting

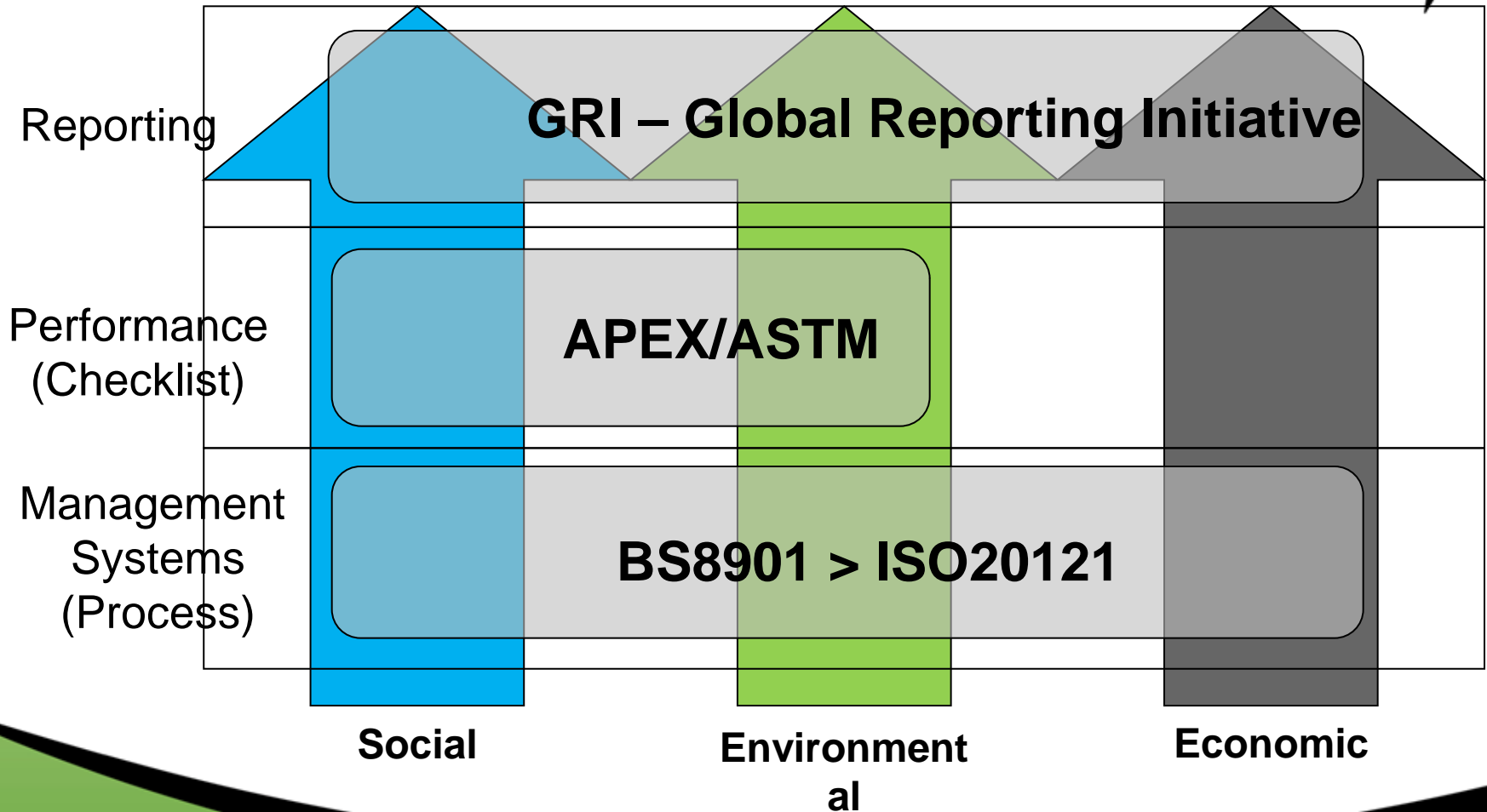
How the Standards Work Together



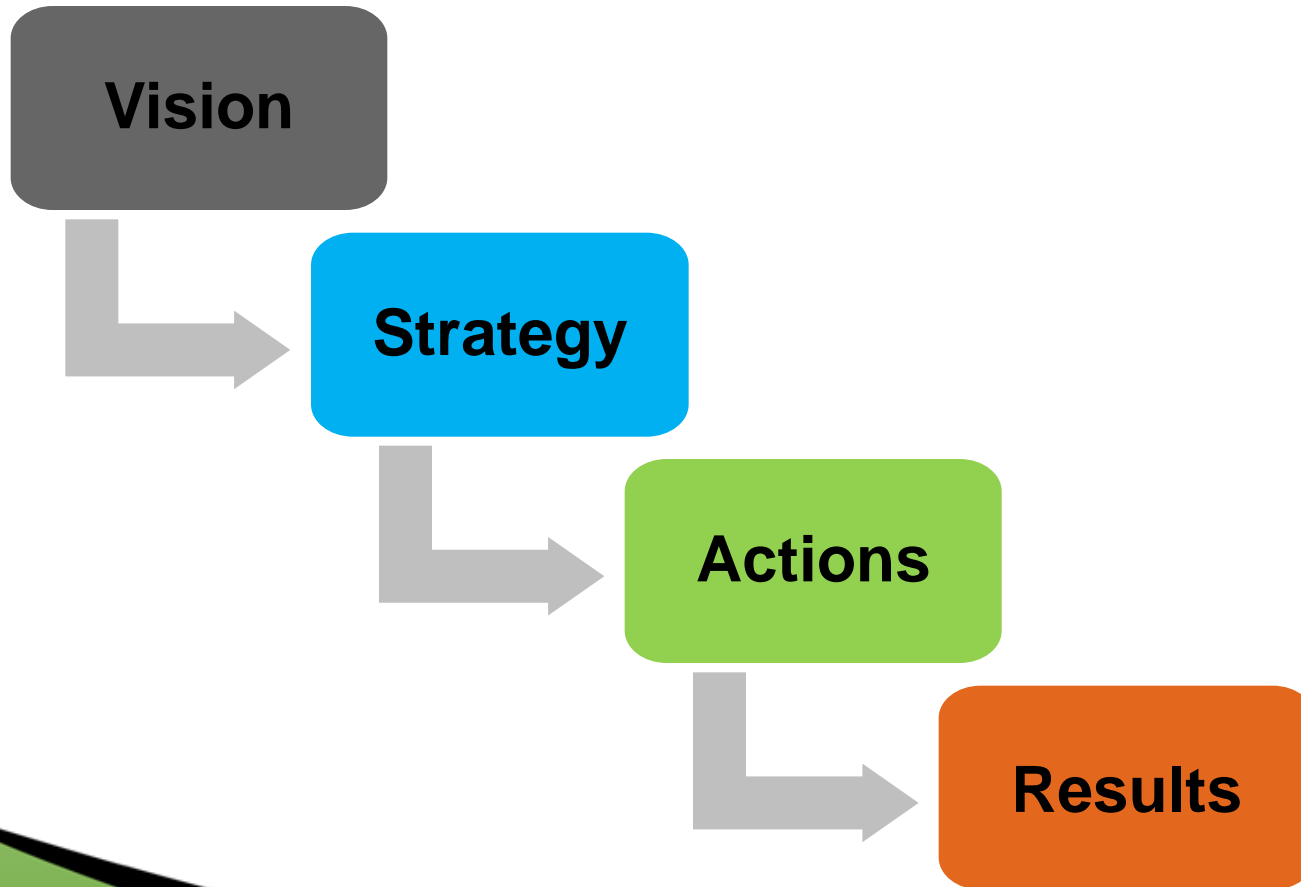
Event Sustainability Standards



People + Planet + Profit



Systems Thinking



Event Sustainability System



BS 8901 and ISO 20121



Strategy

Phase 1 – Plan

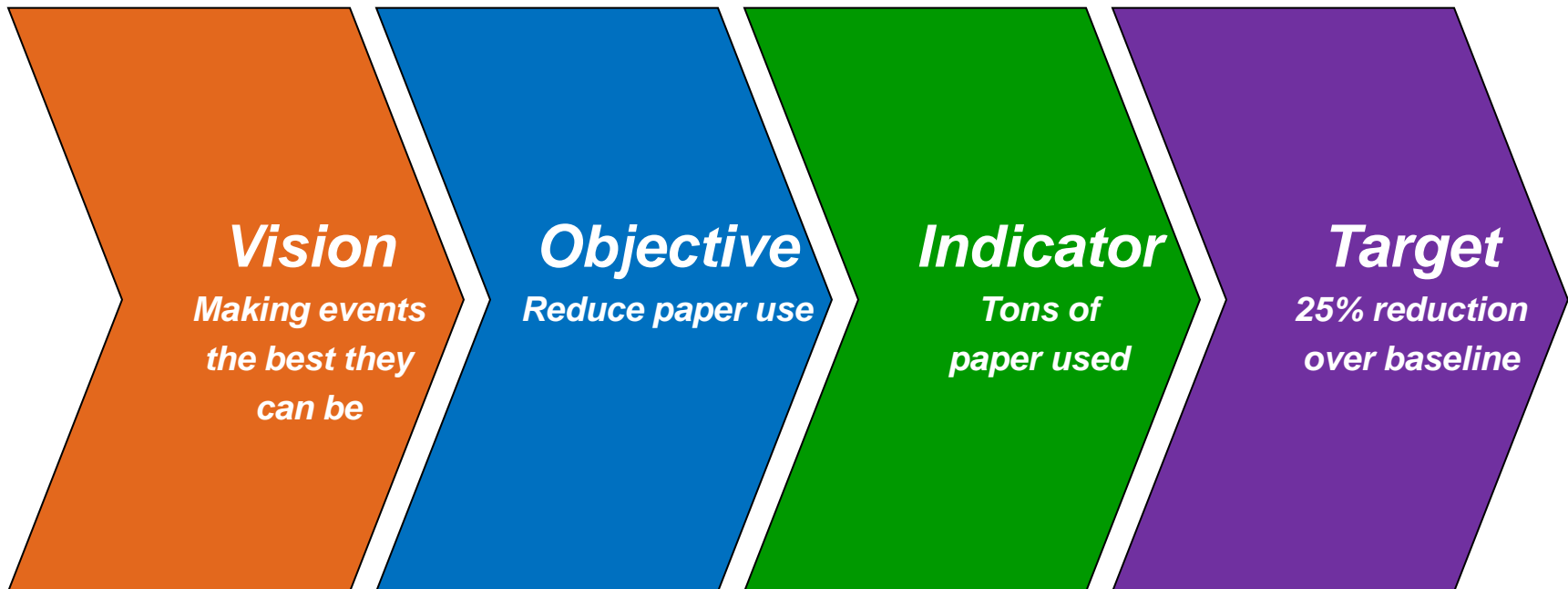
Phase 2 – Implement

Phase 3 – Assessment and Act

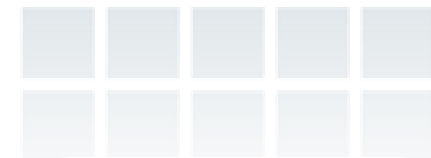
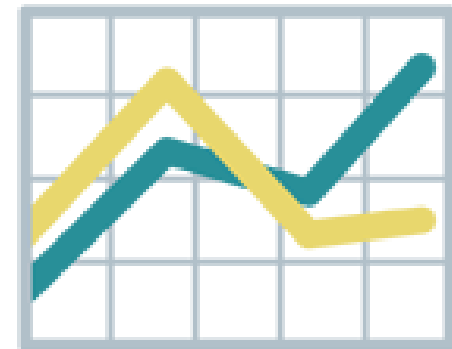
Setting Goals and Objectives



What makes objectives good?



Track and Measure Progress



Actions





APEX/ASTM Background



Purpose of the APEX Standards



- The purpose was to develop voluntary standards that can be implemented to create a more sustainable meeting or event. The standards:
 - are measurable
 - available in a tiered system to allow for different levels of engagement
 - address policies
 - hold both the supplier and planner accountable for implementation
 - are intended to be complimentary to other meeting industry recognized standards

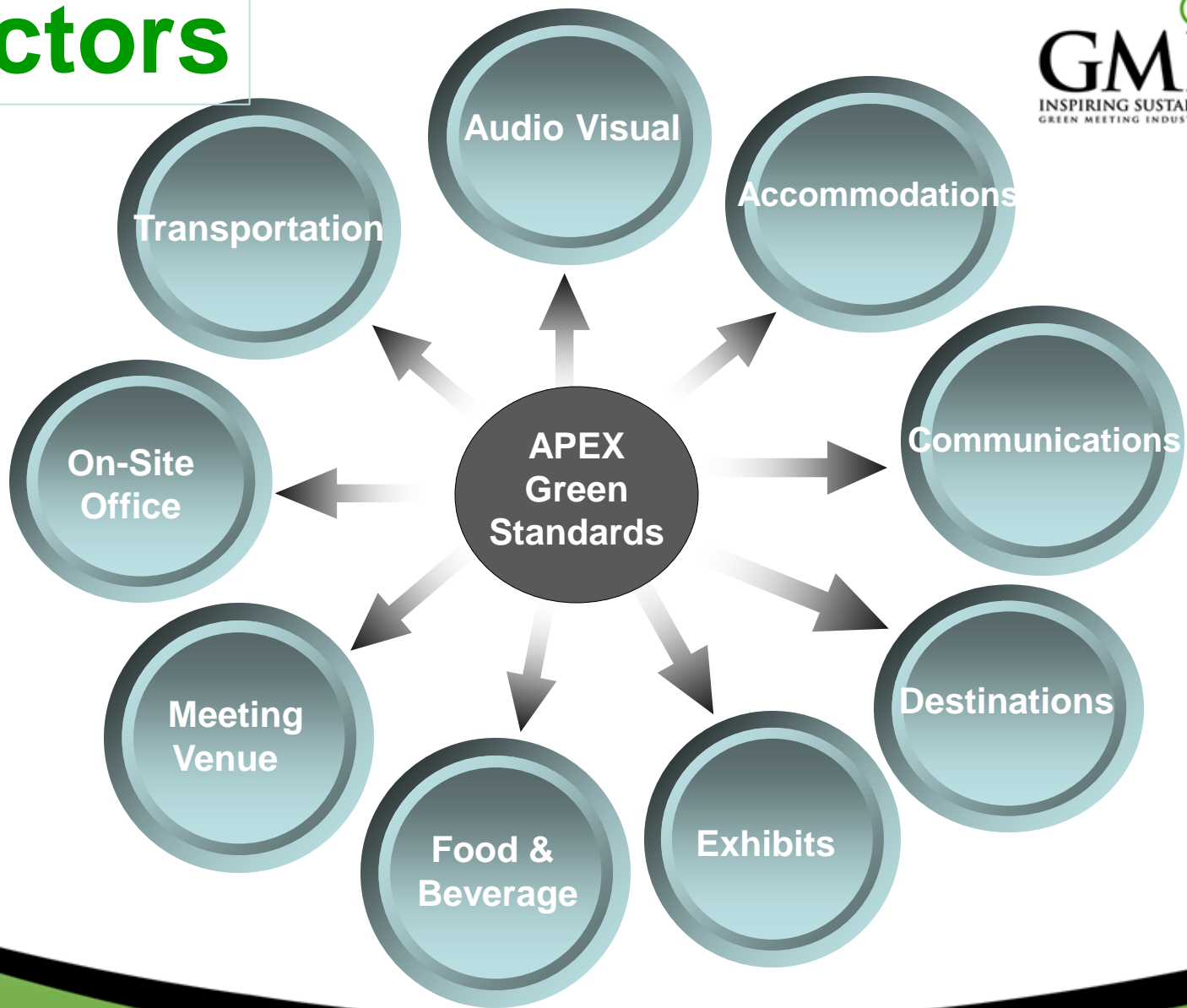
Benefits of Implementing APEX Standards



- *For the supplier:*
 - Need for competitive advantage
 - Use to guide operational changes
 - Mitigate risk of reputation/regulations

- *For the planner:*
 - Use in planning
 - Assists with decision making
 - Offers strategic alignment with your organization
 - Use in reporting

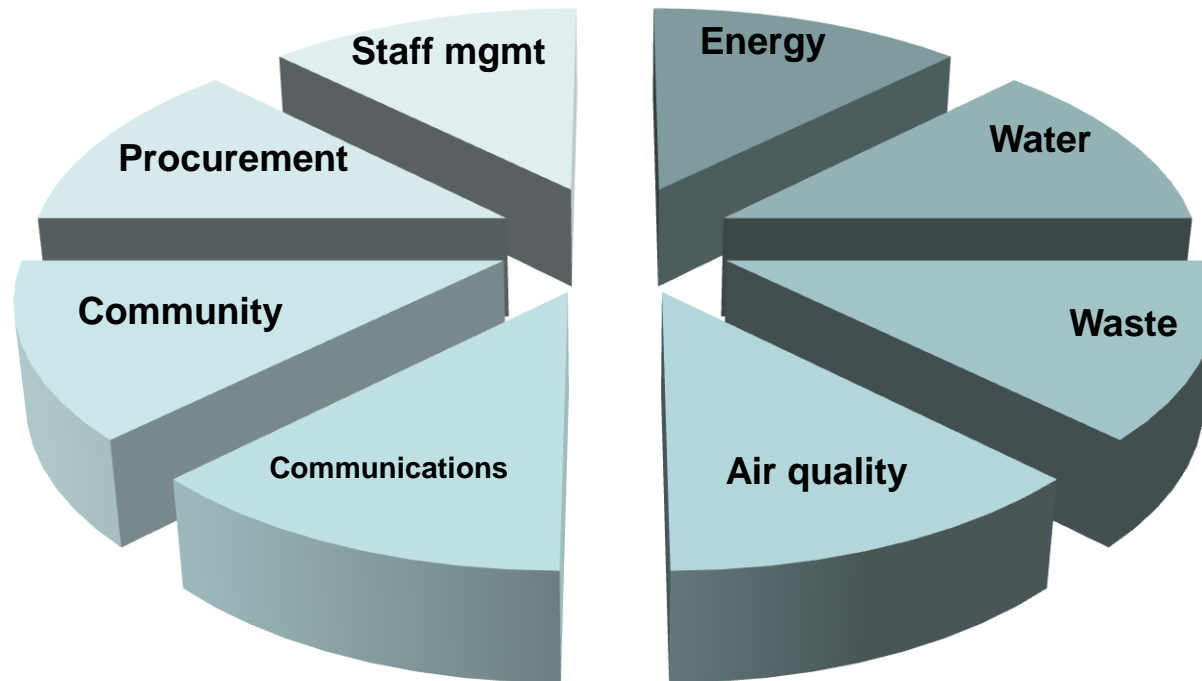
9 Sectors



Eight Categories



1 Sector/8 Categories



Comparison to ISO

APEX/ASTM
Performance
4 Levels

BS 8901/ISO 20121
Process



How They Relate



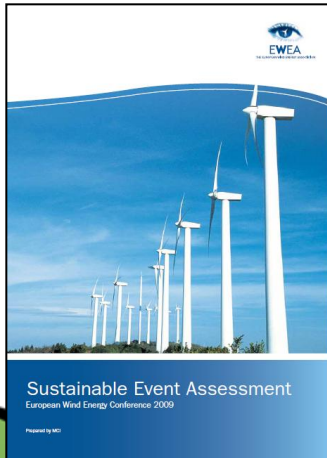
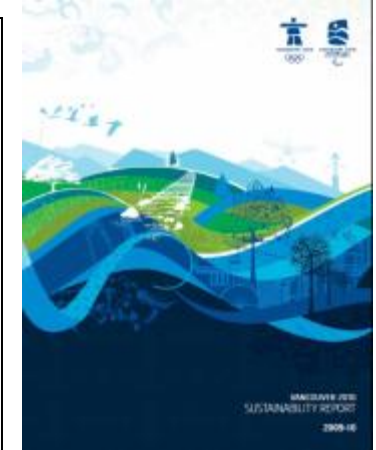
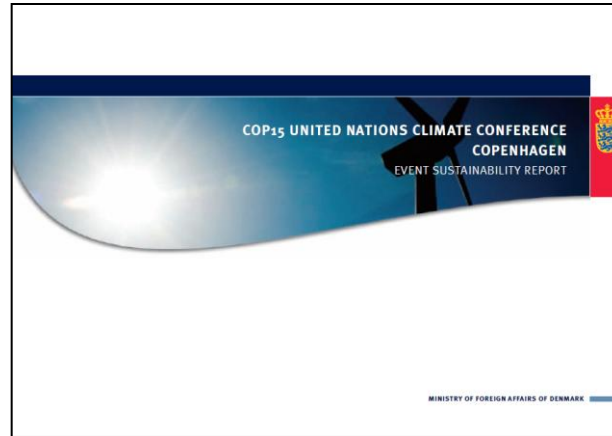
Evaluate Results



Reporting



Growth in Event Sustainability Reporting



Comparison: GRI and APEX/ASTM



GRI:

- Economic impacts of events
- Environmental impacts by attendees
- Knowledge transfer
- Legacy
- Sourcing
- Commissions and gifting
- Site selection and bidding process
- Participant and attendee management
- Food and Beverage
- Accessibility
- Inclusivity
- External partners (sponsors)

APEX

- Economic impacts of events
- Environmental impacts by attendees
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Global Reporting trends

- Over 81% of companies report CSR on their websites
- Over 2000 companies produce a GRI compliant report
- Over 30 governments now enforce or are planning on mandatory CSR reporting
 - France, Denmark, Sweden, Norway, Spain all require disclosure on state owned companies
- Investors demanding CSR reporting
- The crisis has increased focus



GRI Guidelines



- Standard Disclosures:
 - Strategy
 - Economic
 - Environmental
 - Labor practices
 - Human rights
 - Society
 - Product responsibility

Reporting

So How Do You Start?



Event Case Example



Proposing to stakeholders

- Aligning with organizations business goals
- Getting buy in from the team (internal & vendors)
- Setting SMART objectives
- Drafting an action plan
- Drafting a communications plan
- Monitoring onsite
- Measuring results
- Reporting results



SWOT



- **Strengths:**
 - control over destination
 - venue selection
 - senior management
 - attendees
- **Weaknesses:**
 - inexperienced team
 - new initiative
- **Opportunities:**
 - new initiative
 - aligns with attendee values
 - vendors
- **Threats:**
 - lack of interest
 - minimal participation
 - vendors

Plan & objectives

- Destination requiring the least amount of air travel
- Destination requiring min. ground transport for events
- Venue LEED certified
- 10% of attendees would purchase carbon offset credits
- 90% of attendees would remain onsite



Communication Plan

- Pre-conference
- During
- Post-conference



Measurement & reporting

- LAX direct flights for most attendees
- LA LIVE! Venue
- 16% of delegates purchased carbon offsets
- 98% of delegates remained onsite



Questions

