

Sustainability

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Aims & Objectives

To define sustainability for event management and other organisations and to provide a framework for implementation.

Guidance on sustainability objectives should be determined according to the scope of the event and the event's profile.

Guidance on how to set and monitor the objectives and how to report on them.

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Triple Bottom Line

People, Planet, Profit

ISO 20121

International standard for sustainable event management.

Manage and improve sustainability
Considers the Triple Bottom Line

Why is sustainability important to the events industry?

You tell us.
<http://pollster.com/case/solutions/EventSustainability>

Festival Sustainability

175,000 people attend Glastonbury for free

Festival Vs Corporate Sustainability

Corporate Sustainability

Corporate events are becoming more socially conscious with CSR activities and the inclusion of sustainability in the agenda.

Event is the intersection of the two ways of looking at sustainability: people & planet.

Plus: Annual Events 2014

Do Delegates Care?

CSR has a significant future, when consumer values turn to action.

There is evidence that hotels, conference centres and exhibitors are responding to their delegates' demands.

Evidence that consumers engage with organisations with a track record engaging in social and environmental activities.

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What Executives Don't Get About Sustainability (and Further Notes on the Profit Motive)

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Aims & Objectives
 To define a sustainability strategy and
 establish a framework for the event
 industry.
 To provide the industry with a clear
 understanding of the importance of
 sustainability in the event
 industry.
 To provide the industry with a
 clear understanding of the
 importance of sustainability in
 the event industry.
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Triple Bottom Line
 Environmental, Social and
 Governance
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ISO 20121
 International standard for sustainable event
 management
 Manage and improve sustainability
 Considers the Triple Bottom Line
 ISO 20121:2011



**Why is sustainability
 important to the events
 industry?**
 You tell us
[http://poller.com/insights/
 EventSustainability](http://poller.com/insights/EventSustainability)



Festival Vs Corporate Sustainability

Festival Sustainability
 1/3,000 people attend Glastonbury
 per day
 100,000 people attend Glastonbury
 per day
 100,000 people attend Glastonbury
 per day

Corporate Sustainability
 Corporations are the most likely to
 commit to sustainability and
 to report on it.
 Prior to the introduction of the
 best way of
 building and managing relationships
 Plan A and Events 2014

Do Delegates Care?
 CSR has a significant impact when
 consumers decide which firm to
 patronise.
 There is evidence that hotels, conference
 centres and restaurants are improving their
 offerings to meet demand.
 Evidence that consumers engage with
 organisations with a track record of engaging
 in social and environmental issues
 PwC & ITC

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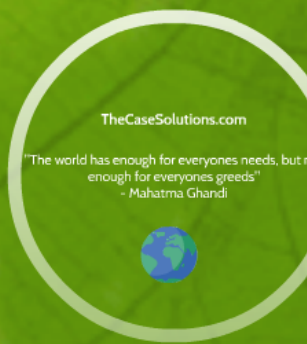
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"The world has enough for everyones needs, but not
enough for everyones greeds"
- Mahatma Ghandi



Aims & Objectives

To define sustainability in an events management context and understand its importance in today's society

To explore the sustainable strategies adopted by different event typologies; focusing on the festival and corporate sectors

To identify ways in which events can involve their guests in sustainable activities.

To put your creativity to the test!

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What is Sustainability?



What is Sustainability?

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs" - (UNCED, 1992:1.1)

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In an events context

The term 'Greening' is continuing to grow. The industry world wide predicts a demand for green events. There is no sign of the demand stopping .

(Business Essentials, 2013)

"Sustainability is one of the most over used and ill defined terms" (Werbach, 2009)

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(Source: Thwink.org, 2015)

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