SUSTAINABILITY
GUIDELINE

SUSTAINABLE EVENT MANAGEMENT

Date of Adoption: 12 November 2013
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City of
Canada Bay

Contents

Introduction

The City of Canada Bay Sustainable Event Management Policy (see Appendix A) outlines Council's high level commitment to improve the sustainability of Council managed events and independently managed events held on Council property. This guideline has been developed for use by Council officers to provide guidance and consistency in the implementation of the policy for different types of Council managed events. A separate guideline has also been developed to assist with implementing the Policy for independently managed events that are held on Council owned land.

Events, both large and small have the potential to impact the environment and the community in which they are held in a number of ways, both positively and negatively. The event management industry is becoming more aware of these potential impacts, and as a result a number of standards and guidelines are currently being developed to assist event organisers effectively identify and manage these impacts. Many of these are discussed in the Resources section of this document. Further drivers for developing and implementing a Sustainable Event Management Policy at City of Canada Bay include:

1. Financial Benefits

Running a sustainable event is also about running an efficient event. Although there may be some areas where costs could increase in the short term, over the long term, financial benefits of more efficient use of resources such as electricity and water, and reducing end of life disposal costs for materials used at events will be realised.

2. Achieving Elements of the FuturesPlan20

The community vision for the City of Canada Bay is outlined in the FuturesPlan20. This document and the associated Delivery Plan outline key outcomes and directions that Council will undertake to help the City of Canada Bay remain a green, healthy, liveable, moving, prosperous and vibrant city. The initial focus of the Sustainable Event Management Policy is targeted at reaching goals within the 'Green City' section of the plan. The 'Green City' elements focus primarily on environmental objectives and aim to reduce greenhouse gas emissions, use more renewable energy sources and reduce potable water consumption. As the Policy is implemented however, there will also be a significant overlap with other sections of the plan including the 'healthy', 'liveable', 'prosperous' and 'moving' city elements. These elements relate to providing a sense of health and well being within the community where people feel welcomed to participate, walking and cycling is encouraged, and local businesses are promoted. The relationship between these drivers and the Sustainable Event Management Policy and guidelines is illustrated below.

Futures 20 Plan

- Engaged
- Green
- Healthy
- Livable
- Moving
- Prosperous
- Vibrant

2010-2013 Delivery Plan

Sustainable Events Policy

Guideline for Council managed events (this document)

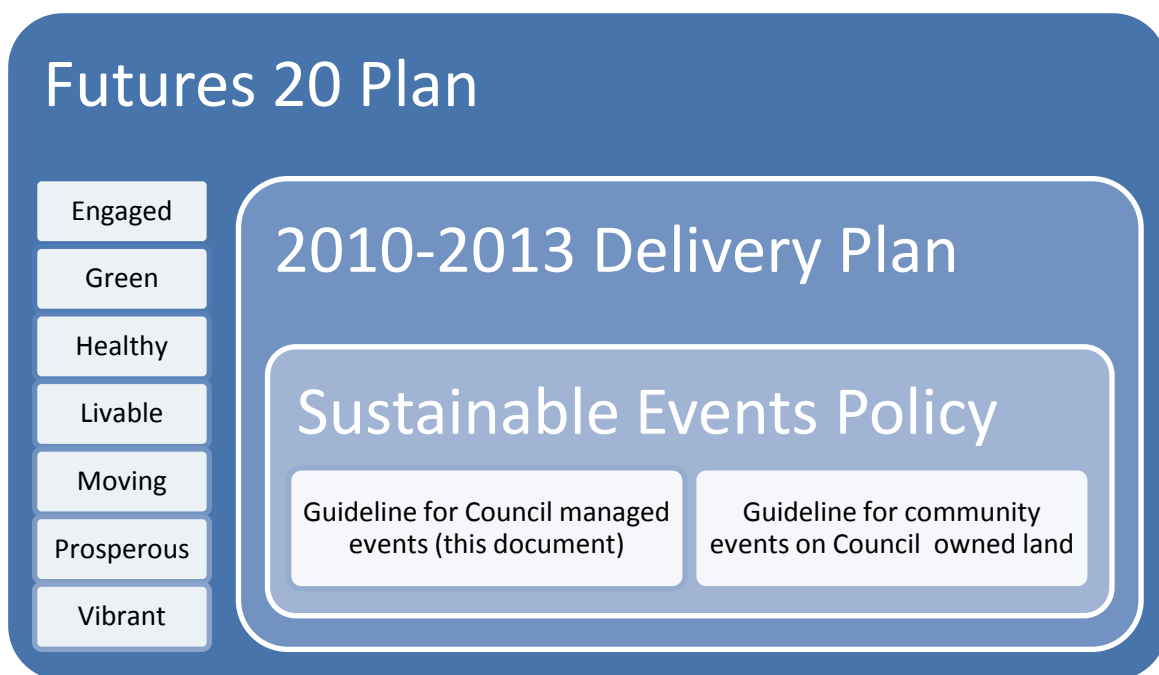Guideline for community events on Council owned land

Figure 1: Policy Drivers

3. Stakeholder Engagement

Stakeholder expectations and awareness are increasing, putting greater pressure on organisations to consider the environmental and social aspects of business and to implement sustainable initiatives such as the Sustainable Event Management Policy. Implementing the Sustainable Event Management Policy will focus on providing opportunities to establish effective relationships with event participants, organisers and suppliers within the City of Canada Bay. These relationships will be drawn on to increase knowledge and also encourage innovation to address some of the sustainability issues associated with events.

4. Marketing Benefits

By implementing the Sustainable Event Management Policy, City of Canada Bay will continue to set itself apart from its peers as a Council committed to maximising the advantages of inner city living by increasing the sustainability of events held in the local area. As the policy is implemented, there will also be opportunities in the future for events to be 'Green Certified' under a range of developing Green Events rating systems.

5. Sustainable Procurement Policy

Goods and services needed to run an event can have significant impacts, in particular with regards to energy and water consumption, waste generation and greenhouse gas emissions. Council is committed to sustainable procurement in its Procurement OMS and it is essential to refer to the sustainable procurement objectives, in order to minimise the negative environmental and social footprint of events organised by the City of Canada Bay.

How to Implement the Policy for Council Managed Events

In order to effectively implement the City of Canada Bay Sustainable Event Management Policy (see appendix A), Council staff members involved in organising events will need to incorporate the principles of the Policy into each stage of the event planning cycle (shown in blue circles in Figure 1). There are also a number of enablers (shown by green arrows in Figure 1) that will help support the process at each stage. These enablers include assessing impacts, engaging with stakeholders, building capacity and measuring success. Each of these elements of the implementation framework is further outlined in the following sections of this guide.
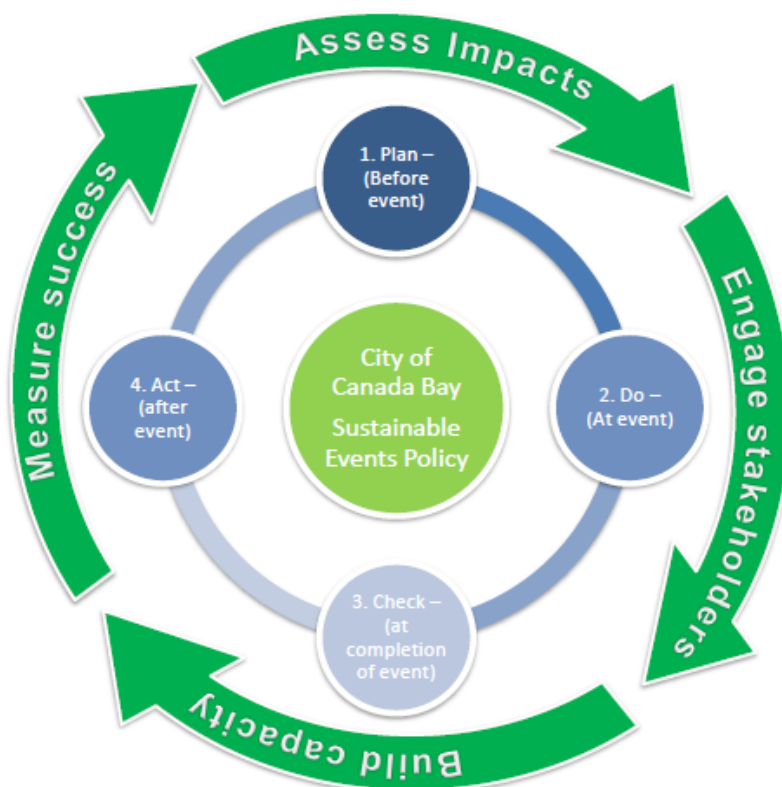

Figure 2: Framework for Policy Implementation

Enablers to Help Policy Implementation

1. Assess impacts

As stated in the Sustainable Event Management Policy, the Policy will be implemented in different ways depending on the type of event that is being planned. This will allow for the majority of effort to be focused on reducing impacts from events where the largest impacts are likely to be experienced.

By answering the following questions about the event being planned, event organisers will be able to categorise the event appropriately which will help to identify the potential impacts of the event and address them through each stage of the event management cycle.
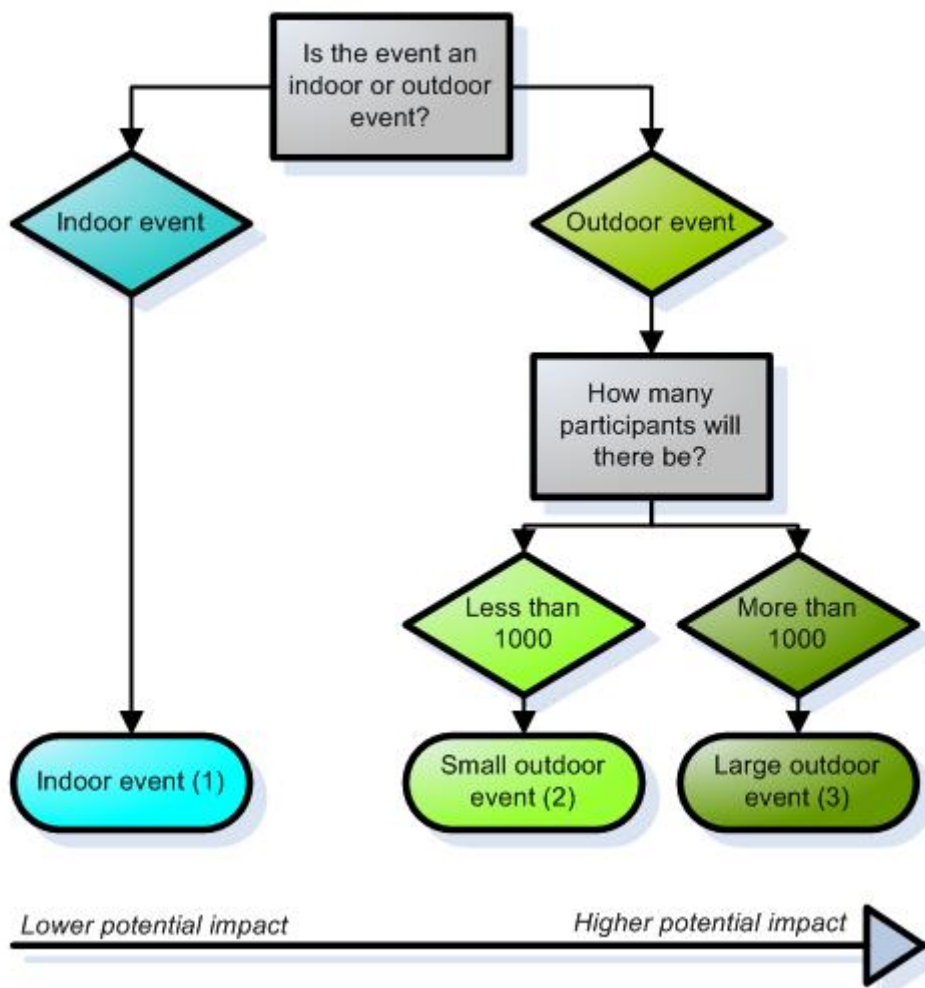
Figure 3: Define Event Type

A Sustainable Event Management Implementation Tool has been developed to help event organisers identify and manage potential event impacts based on the type of event being organised.

2. Engage Stakeholders

It is important to engage with both internal and external stakeholders throughout the event management cycle. These stakeholders include internal council team members responsible for different aspects of the event process, event participants, vendors and exhibitors, suppliers and community members attending the events.

3. Build Capacity

For some people involved with organising Council events, new skill sets may need to be developed in order to successfully implement the Sustainable Event Management Policy. At certain stages of the event management cycle it will be important to share knowledge learnt from other events and to develop data management systems to record this knowledge. There may be opportunities to draw on overlap with other sustainability training programs at Council e.g. sustainable procurement.

4. Measure Success

It is important to measure the success of the Sustainable Event Management Policy implementation so that successful elements can be learnt from and expanded and areas for further work can also be easily identified. For smaller events, measuring the success of elements of the Sustainable Event Management Policy can be built in to existing forms of feedback. For larger, higher impact events such as the Ferragosto Festival, a range of key performance indicators (KPIs) will be implemented and measured to assess the event footprint. Once a baseline has been calculated, similar events in future years will be able to measure success against these indicators. The lessons learnt from measuring against these KPIs will be able to be incorporated into planning for a range of other events that Council manages.

Stages of the Event Cycle

This section of the guideline defines the methods to be used to implement the policy at each stage of the event cycle. The actions noted in this section apply to all types of events, unless otherwise stated. Individual requirements for each event type are further detailed in the Sustainable Event Management Implementation Tool.

1. Plan – Before the Event

Enabler	Description
Assess impact	Assess potential level of overall impact based on event type and size. Then, identify and assess potential sources of impacts using the checklist tool associated with this guideline. Potential areas of impact will be electricity use, fuel use and water use, transport, marketing materials, catering (food beverage and supplies), sets and decorations, waste and recycling.
Engage stakeholders	Engage with internal stakeholders as well as potential participants/vendors/exhibitors early in the event planning stage. Communicate the impacts that you would like to reduce and the methods suggested for reducing them. Depending on the type of event, identify minimum standards for event participants, vendors and exhibitors (include these in agreements with vendors where appropriate) and then encourage further innovation in the future by offering incentives.
Build capacity	Identify if any training is needed to educate people involved in the event about event sustainability. This can be linked in with training associated with other Council initiatives such as sustainable procurement.
Measure success	Incorporate question(s) regarding the sustainability of the event into any planned event feedback process for event participants. For larger, higher impact events, identify and confirm the key performance indicators that will be measured for the event. This will create a baseline for the first event and then improvements can be measured against this baseline in future years.

2. Do – During the Event

Enabler	Description
Assess impact	On site monitoring and implementation of impact reduction measures identified during planning phase.
Engage stakeholders	Communicate with participants, vendors and exhibitors about the Sustainable Event Management Policy, and monitor behaviour against requirements.
Build capacity	Conduct a pre event briefing session to make sure that event organisers and volunteers know what their roles and responsibilities are for implementing and monitoring sustainability elements of the event.
Measure success	Ask participants to answer questions regarding the sustainability of the event as part of the event feedback process. Conduct interviews with community members and take photos showing key aspects of the Sustainable Event Management Policy in action. For larger, high impact events, gather information required for each of the key performance indicators.

3. Check – At Completion of the Event

Enabler	Description
Assess impact	Carry out any actions required to return the event venue or site back to the state it was in prior to the event taking place.
Engage stakeholders	Talk with event participants, vendors and exhibitors about the Sustainable Event Management Policy, and get feedback regarding effectiveness and ideas for the next event. Conduct a post event de-briefing session to thank everyone and collate any information being collected throughout the day and key lessons learnt.
Build capacity	-
Measure success	Collate responses from event feedback. For larger, high impact events, track down any additional information required to measure the event KPIs.

4. Act – After the Event

Enabler	Description
Assess impact	-
Engage stakeholders	Identify opportunities to share knowledge with organisers of other Council events. Continue to engage with suppliers to identify new products that may help to reduce the environmental impact of future events. Continue to engage with participants/ vendors/ exhibitors to identify new products or services that may help to reduce the environmental impact of future events.
Build capacity	Identify any additional training that could be conducted to increase the effectiveness of implementing the Sustainable Event Management Policy at the next event. Collate lessons learnt, and suppliers and products used at the event into a database that can be used for future events. This process can be linked in with Council's sustainable procurement processes.
Measure success	Collate responses from event feedback and report key feedback internally (for small events) as well as in the local media (for larger events) to highlight effective and innovative approaches to sustainable event management. For larger, higher impact (type 3) events, finalise information required to measure the event KPIs and calculate the event footprint. Report the KPI's and footprint through Council's annual reporting process.

Helpful Resources

The following resources will provide additional guidance for Council event organisers when addressing impacts identified through implementing the Sustainable Event Management Policy.

1. Locating Sustainable Practices and Products

Sustainable Event Alliance

Members of this alliance can access a knowledge bank of resources and supplier databases specifically targeted at the sustainable events industry.

http://sustainable-event-alliance.org/

Eco-Buy Eco-Find Database

This database contains information about green products and suppliers of green products as well as other information to assist with sustainable purchasing decisions.

http://www.ecobuy.org.au/

Sustainable Choice Supplier Database

This is a NSW based data base developed specifically for councils to locate sustainable products and services.
http://www.lgnsw.org.au/sustainablechoice

2. Carbon Calculating and Ecological Footprint Tools

Australian Centre for Event Management – Carbon Calculator tool

The UTS Australian Centre for Event Management offers a free online tool to measure the carbon footprint of any event. Event organisers need to fill in data regarding the nature of event (indoor or outdoor), transport, food & drink, contractor services, gifts, waste. https://calculator.noco2.com.au/acem/loginpage.aspx

EPA Victoria Ecological Footprint Tool

This is a free online tool for event organisers to use to calculate the carbon and ecological footprint of larger, high impact events. It identifies the information that will need to be provided by delegates, venue coordinators, suppliers and exhibitors in order to make these calculations. It is estimated that filling in the web questionnaire will take approximately 25 minutes, but that does not account for the time required to collect the relevant information from each stakeholder.

http://www.epa.vic.gov.au/ecologicalfootprint/calculators/event/introduction.asp

3. Sustainable Event Management Systems (SEMS) tool

This is a commercial tool that enables users to identify required data for collection and gives the event organiser the ability to automatically delegate tasks via email to suppliers and other stakeholders. There will also be the future ability to benchmark against other users of the tool within the industry. This system could be implemented to assist with the sustainable management of larger events at City of Canada Bay.

http://www.sustainableeventsolutions.com.au/

References - Industry Standards and Guidelines

Due to the community demand for events to become more sustainable and reduce potentially high environmental and social impacts, a number of standards and guidelines have been developed to aid in implementing sustainable event management frameworks. The status of a selection of these is included below.

1. British Standard (BS 8901:2009)

Specification for a sustainability management system for events

This standard outlines a system for implementing a process to work in a sustainable way and a framework for continual improvement. The framework for implementing the City of Canada Bay Sustainable Event Management Policy has been developed with reference to this standard. It is available for purchase at:

http://shop.bsigroup.com/en/ProductDetail/?pid=000000000030196056

2. International Standard (ISO 20121:2012) - Event sustainability management systems

This standard is the international version of BS 8901:2009. ISO 20121:2012 specifies requirements for an event sustainability management system for any type of event or event-related activity, and provides guidance on conforming to those requirements. http://www.iso.org/iso/sustainable_events_iso_2012.pdf

3. GRI Event Organisers Sector Supplement

The Global Reporting Initiative (GRI) G3.1 Guidelines are used by organisations for measuring and reporting on the economic, environmental, social and governance dimensions of their activities. The Event Organizers Sector Supplement (EOSS) provides organizations in the sector with a tailored version of GRI's G3.1 Sustainability Reporting Guidelines. The Event Organizers Sector Supplement covers key sector-specific issues, including: site selection, transport of attendees, recruiting and training of the event workforce, participants and volunteers, sourcing of materials, supplies and services, managing impacts on communities, natural environments, and local and global economies, planning and managing potential legacies, accessibility of an event. https://www.globalreporting.org/reporting/sectorguidance/sector-guidance/event-organizers/Pages/default.aspx

Annexes:

A. Staff resource – Sustainable Event Management Implementation tool - Checklist
B. Staff resource – Small indoor event checklist
C. Staff resource – Small outdoor event checklist
D. Staff resource – Traffic Light
E. Staff resource – Carbon Offsets factsheet
F. External hirer resources – Sustainable events checklist & feedback questionnaire
G. Stallholder resource – Plastic bag and polystyrene free event factsheet