



UK Centre
for Events
Management

AFO Conference, Nottingham 2010

Understanding Recycling and Avoiding
Greenwash ... or something similar!



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Session Description

We consider what makes a sustainable festival and suggest a benchmarking group for AFO members



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Setting the scene

- Large events under threat
- Demands to meet a sustainable agenda
- Some legalisation of that agenda
- BS8901 Sustainable Event standard
 - Compliant if
 - Organise, commit, plan for sustainable development
 - Implement
 - Measure
- Provides some definitions and suggested actions
- but not specific



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2002 World Summit on Sustainable Development

“a collective responsibility to advance and strengthen the interdependent and mutually reinforcing pillars of sustainable development - economic development, social development and environmental protection—at local, national, regional and global levels.”



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Sustainable Development: The Three Pillars

There is much confusing talk about carbon footprints, recycling, sustainability, etc that gets brought to together by...

- economic development
 - helping economies grow (profits)
- social development
 - equality, justice (people)
- environmental protection
 - managing resources (planet)



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Sustainable Festival: The Three Pillars

Let's translate that into something more meaningful for a festival ...

- financially stable
 - we must avoid financial losses
- socially responsible
 - we must act responsibly
- environmentally friendly
 - we must minimise resource use



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The idea

- Sustainability is a complex issue
- It presents scope problems
- It provides conflicting problems
- It differs for every festival

So ...

- Why not use the AFO Forum to benchmark our festivals?



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Rebecca Saunders

Positive Impact Events

Case Studies on the benchmarking approaches others have taken to improving the sustainability of their festivals



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The Benchmark

- A Policy that meets Sustainable needs
- A defined scope of activity (what)
- A system of financial, social and environmental processes (how)
- A defined set of responsibilities (who)
- Some consideration of 'measure, reduce and offset' approach



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A Policy that meets Sustainable needs

- Do you have a public statement that clearly sets out your approach to sustainability?



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A defined scope of activity (what)

- How much do you cover?
 - Financial ... yes, I'm sure
 - Social?
 - Environmental?
- How far do you go?
 - Onsite activities only ... yes
 - Cover all audience involvement?
 - Cover all supplier involvement?

A system of financial, social and environmental processes (how)

- This is the toughie; lots of small detailed points to manage
 - Financial: budgets, plans, etc.
 - Social: training, complaints, incidents, etc
 - Environmental: recycling, energy use, etc



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Measure, Reduce and Offset

'Measure' impact of this year



'Offset' any
bad impacts

Plan to 'Reduce'
for next year



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A defined set of responsibilities (who)

- Who actually manages this?
- Can you engage interested third parties?
- Do you need help with this?
- How about benchmarking with others through the AFO?



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Why bother benchmarking?

- It will help improve your performance against sustainable measures
- These issues are likely to become legalised in the near future (and cost you)
- There are possibilities to use as part of your selling proposition (awards?)
- It is 'a good thing'



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Form, Questions and Contact

- Any questions?
- If anything I've said interests you, please talk to me or mail s.henderson@leedsmet.ac.uk
- Or, for Rebecca Saunders
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