

Report - How to Plan a Sustainable Event – Part 1

Sustainability, a Major Factor in Achieving Successful Games in Tokyo: Tokyo 2020 Games as a successor to the London 2012 Games' Legacy

Date	Tuesday, March 18, 2014 15:30-17:30 JST in Tokyo
Venue	Lambuth Hall, Kwansai Gakuin University, Tokyo Marunouchi Campus Sapia Tower 10th Floor, 1-7-12 Marunouchi Chiyoda-ku, Tokyo
Organizer	Caux Round Table Japan, CERESPO CO.,LTD., SGS Japan Inc.
Language	Japanese and English (simultaneous interpretation)

On March 18th, 2014, Caux Round Table in collaboration with Cerespo and SGS Japan held a joint conference on “How to Plan a Sustainable Event” focusing on Sustainability as Major Factor in Achieving Successful Games in Tokyo 2020 as successor to the London 2012 Games. 42 people from 33 organizations participated in this conference and received the lectures on the experience on the protagonists who made possible the sustainable games in London 2012.

The conference began with an introduction by Toshihiko Inaba, President of Cerespo Co., Ltd., who addressed to the importance on sustainability and the international standards related to it to achieve successful games for Tokyo 2020, “Social satisfaction in events now involves sustainability” he said. Thereafter Fiona Pelham, Managing Director of Sustainable Events Ltd., explained ISO 20121 as the international standard that supports event sustainability, defined by the British Standards Institution (BSI) as “A process that provides an enduring, balanced approach to economic activity, environmental responsibility, and social progress” - BS 8901. And afterwards three video messages about the “Lesson Learnt from London 2012 Games” addressing different issues in construction, corporate sponsorship, and security and human rights by Richard Jackson, head of sustainability for the ODA, Simon Lewis, Director, Team Planet (Previously worked for WWF UK), and Asma Jhina, head of policy, security operations for LOCOG, respectively.

Responding to the audience concerns Fiona Pelham highlighted three points:

1. The difference between ISO20121 and other ISO standards is that its focus on

sustainability, and that as a standard designed for the events industry, the stakeholders play a very important role in it.

2. It is a big opportunity for Japan to take the lead since the implementation of an international standard will bring good reputation thus the real benefit comes from the implementation and the plus of a certification as a badge.

3. Even when it's not mandatory by the standard to report, it is important to communicate the results even from your own website to something more sophisticated as a GRI sustainable report.

Finally after an active Q&A session there was a closing remark by Hiroshi Ishida Executive Director of CRT-Japan. He identified various key words on the conference such as: legacy, stakeholder engagement, partnership and impact. "In order to succeed we need to consider stakeholder engagement and partnership" Ishida mentioned, referring to CRT-Japan stakeholder engagement program launched in 2013.

There are many issues on various industries and people from many different countries will come to Japan, so the question remained: What are we going to do on this regard? In further conferences we will discuss about the challenges we will face towards Tokyo 2020 Games, Ishida concluded.