



How to plan a sustainable event

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Who am I



- MD Sustainable Events Ltd and Positive Impact
- Global leaders in the creation of a sustainable event industry



What is ISO 20121



- Focus on Sustainability
- Created for the event industry by the event industry
- A standard that creates a culture for how you work

ISO 20121



Not a checklist

About your ways of
working

Suitable for all of
event industry

What is sustainability?



How was ISO 20121 created?

POSITIVE IMPACT



- 2007
- 2008
- 2009
- 2010
- 2011
- 2012

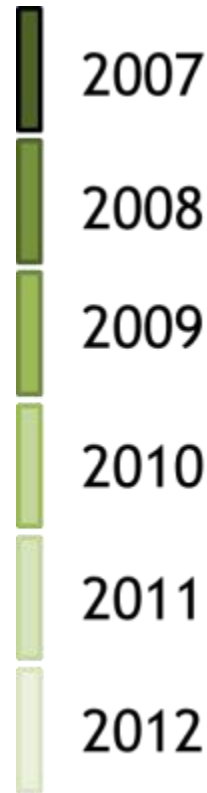


GRI EOSS

POSITIVE IMPACT



Implementing ISO20121



Getting started



Scope



Identifying issues



Setting objectives and targets



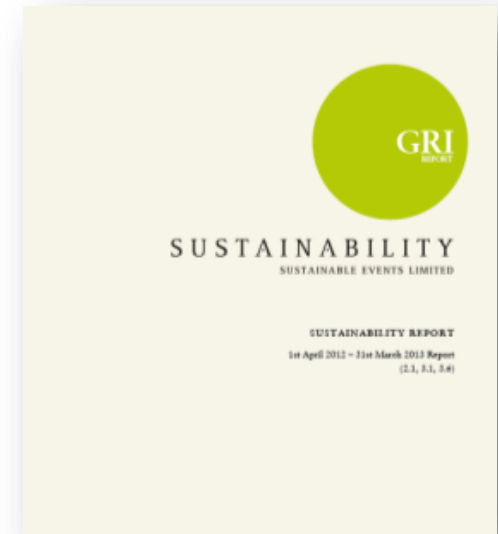
Engaging stakeholders



Monitoring and measuring



EventSustainability



Continual improvement

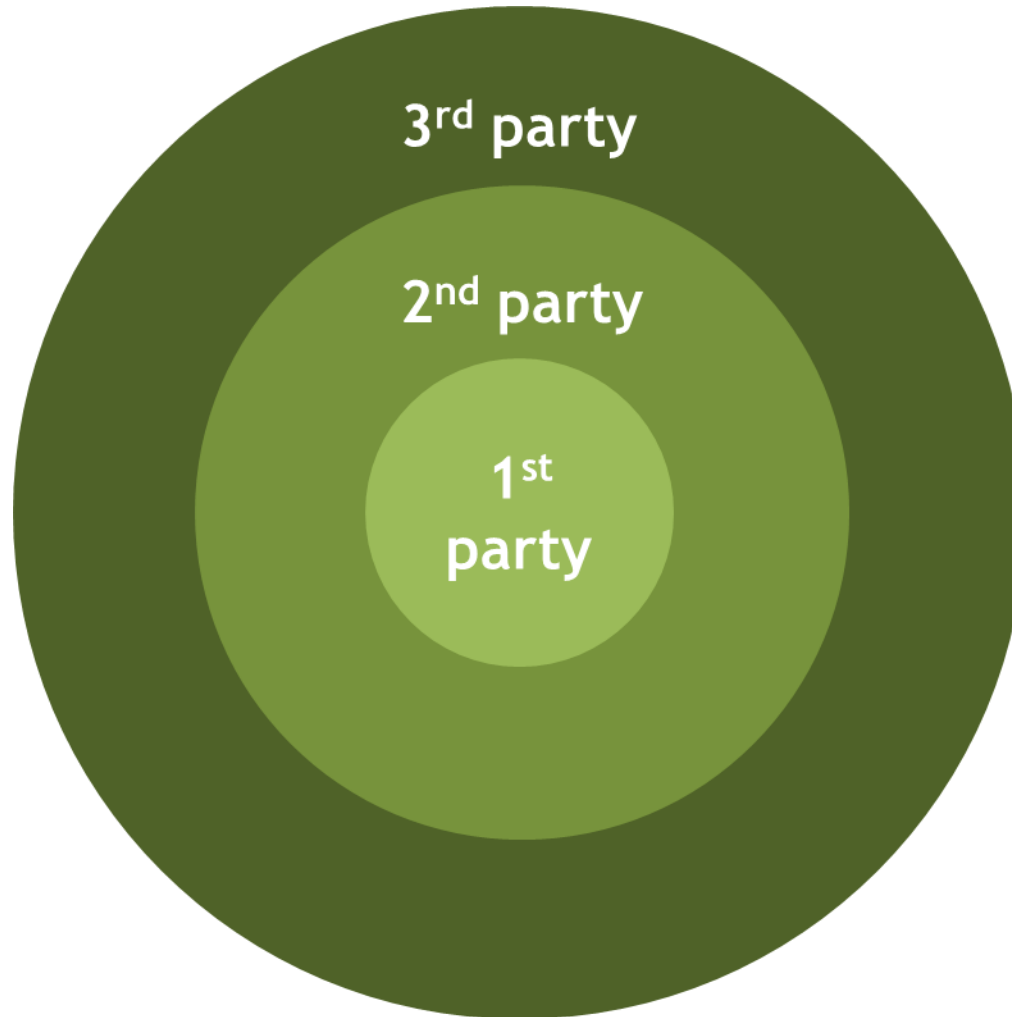


Potential benefits

- Leadership
- Cost savings
- Increased efficiency
- Marketing opportunities
- Motivated and engaged staff
- Legacy and positive community impacts



Certification



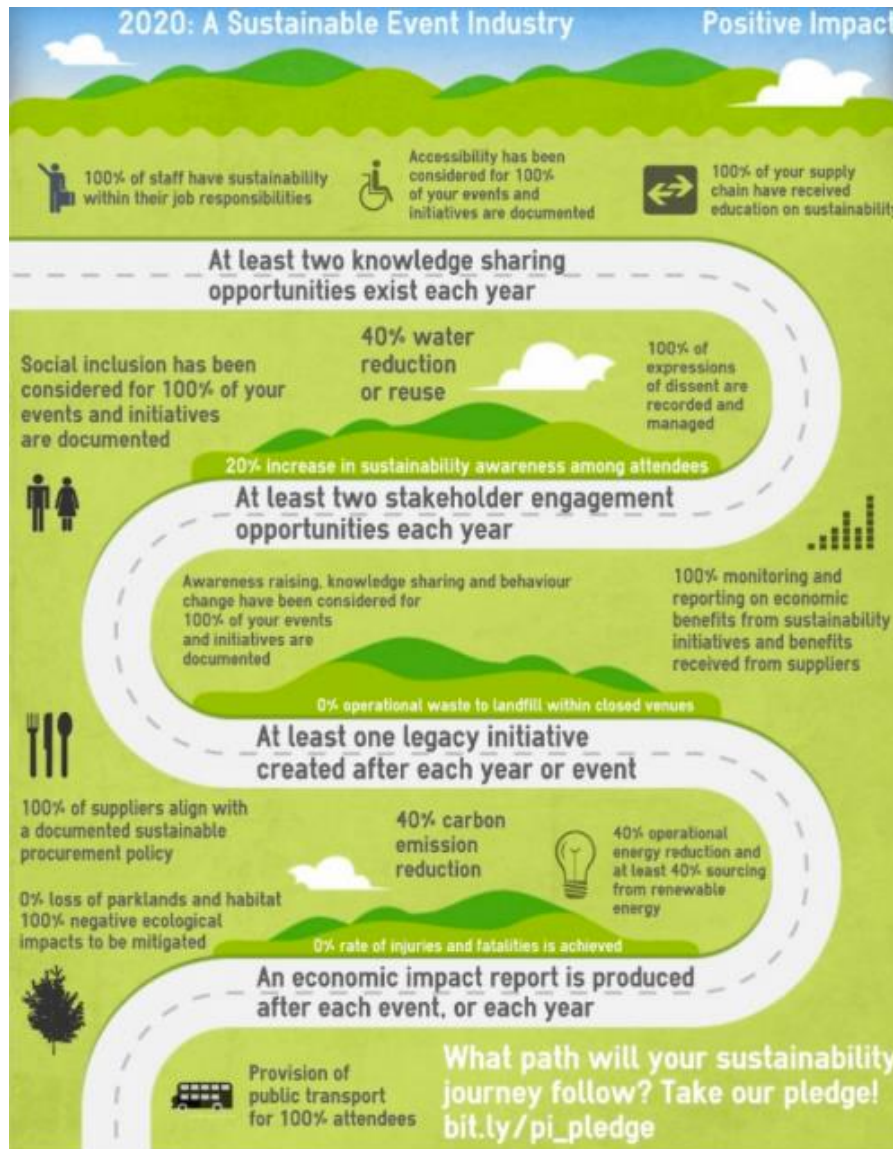
Potential future Japan



- Vision
- Share a Positive Impact
- Education and training
- Marketing as a sustainable event destination
- Measurement
- Win business and develop reputation

Vision

POSITIVE IMPACT



Share a Positive Impact



What have you seen that inspires you and makes you believe a sustainable event industry is possible?

I was inspired by at in

Add an image no file selected

I agree to the [terms & conditions](#)

Shared so far...

Shared so far...

Filter by most: **recent** | **inspirational** | **discussed**

All categories ▾

List

Map



I was inspired by...

The recycling options available for delegates at Halic Congress Centre in Istanbul

2 weeks ago by **Nicola Alexander** [View location on the map](#)

This inspired me
inspired **0** people so far



I was inspired by...

Edible Flower Arrangements at Sustainable Events Summit 2014 in 30 Euston Square

3 weeks ago by **Fran** [View location on the map](#)

This inspired me
inspired **0** people so far

Share a Positive Impact



Shared so far...

Filter by most: **recent** | **inspirational** | **discussed**

All categories ▲

List

Map



All categories



Waste



Energy



Water



Carbon



Travel



Food



Accessibility



Inclusion & Diversity



Supply Chain



Community



Employee Engagement



Local sourcing



Sustainable sourcing



Legacy



Finance



Biodiversity



Knowledge sharing

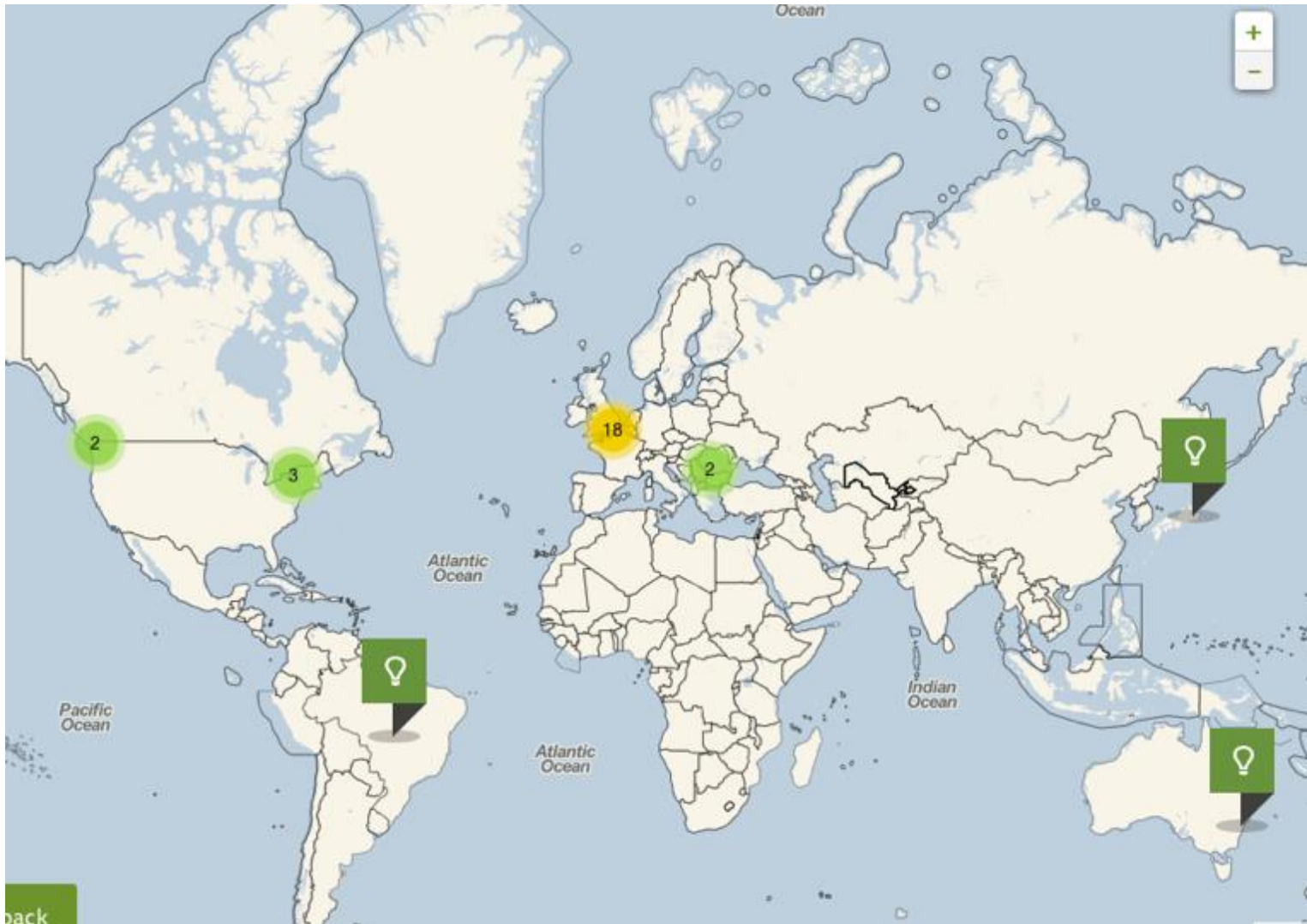


Stakeholder engagement



Health & safety

Share a Positive Impact



Education and training



Destination



Greening Events

What?

Greening Events -project is joint venture of Helsinki, Espoo and Vantaa cities (27.2.2012-30.6.2014). The project aims to develop concrete ways to develop the environmental management in events in the metropolitan area. The project will establish practice supporting action model that will support voluntary environmental work between cities and events. Tailor-made environmental consulting and counseling will also be provided. The project is coordinated by the City of Helsinki Environment Centre.

Measurement



Opportunity

POSITIVE IMPACT



LOW CARBON OLYMPIC TORCH RELAY VEHICLES

OBJECTIVE:
Use a low-carbon fleet for our Olympic Torch Relay transportation

ACTION:
Prepare a Sustainable Fleet

MAKING IT HAPPEN:
We planned the transportation with an eye on the possible sustainability "hot spots." That's how we knew we needed to rethink our carbon footprint associated with the Torch Relay as far as possible. We commissioned a comprehensive analysis of fleet options from sustainable energy consultants, E2Tech, on the basis of which we made a number of adjustments to our fleet, as well as training our drivers in fuel-efficient driving.

- Our two main Advanced Sampling vehicles – the Blue Busco – were converted to Blue e-busco hybrid power, saving an estimated 1.6 tonnes of CO2.
- Bicycle Busco – our innovative mobile recycling unit (see page 33) – is hybrid.
- All support vehicles were BMW EfficientDynamics cars.

Although not primarily a carbon reduction initiative, the Blue Busco was also fitted with an advanced exhaust clean-up system and a low-emission auxiliary generator to reduce air pollution to very low levels.

More information



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