



Workshops Programme for Implementing the BS 8901 Sustainable Event Management Standard

1. Programme Overview and Objectives

Every business wants sustainability but nobody knows what it looks like in practice. The London Organising Committee for the Olympic Games (LOCOG) has recently stated that LOCOG will not only seek to be compliant with BS 8901 but will encourage its suppliers and licensees to do the same. Other key event clients such as the Greater London Authority are also specifying BS 8901 in their tendering processes.

recently issued its This programme breaks new ground in turning sustainability theory into best practice through the application of sustainable event management.

Our programme will take 15 organisations through the development and implementation of an event management system that meets the requirements of the new British Standard BS 8901 on sustainable event management.

The programme is applicable to event clients, organisers, venues and suppliers/contractors to the events industry. The design of the programme has been based upon a pilot project that was delivered earlier this year by the Sustainable Events Group. The learning and experience gained from the pilot has fed directly into the development of this latest programme.

The programme has been designed to be very flexible so that it can be tailored to individual needs. At its heart is a series of 5 structured workshops in which all the participating companies come together to learn about the standard and how to implement it within their own organisation. These workshops are supported by on-line/phone support.

Supplementing the core set of 5 workshops and on-line support is a range of additional optional services including:

- In house training – training designed to suit the specific needs of your organisation
- On-site consultancy support
- Final assessment and report
- BS 8901 Certification

This programme will also play a key role in developing the BS 8901 standard itself. British Standards will be using the learning from this programme to drive a revision of the standard in early 2009. By participating in this programme, your organisation will have the opportunity to influence directly the structure and content of the revised standard. British Standards then intends to table the revision as the basis of an international standard.



2. Benefits of Programme

The benefits of this programme are as follows:

- The programme has been specifically designed to provide a low cost route to achieve conformance with BS 8901
- You will learn from experts who were directly involved in the development of BS 8901
- You will be among the first to achieve conformance with BS 8901 – thereby enhancing your brand reputation, demonstrating leadership and differentiating you in the market place – particularly with clients that are specifying BS 8901 in their tenders such as the London 2012 Olympics
- You will benefit from a group discount on the cost of certification
- You will be able to improve your business processes, anticipate and manage risks and opportunities more effectively, achieve operational efficiencies and cost savings
- You will strengthen relationships with stakeholders thereby developing trust and confidence
- You can directly influence the shape of BS 8901 to ensure it best meets your needs
- You will indirectly be influencing a potential international standard, which may open up or deepen existing overseas markets (Overseas interest and recognition of the standard is already high - BS 8901 is being piloted in Australia, North America and New Zealand)

Although BS 8901 is new to the industry, like risk management and health and safety before, it will eventually become part of the way the event industry operates. This programme will enable you to get ahead of the game and future proof your business.

3. Workshop Programme

At the heart of the programme is a set of 5 one day workshops designed to educate participants in sustainable event management in general and in the requirements of BS 8901 in particular. Delegates will be given comprehensive practical guidance (via case studies/ exercises) and tools to enable them to develop their existing management systems to meet the requirements of the standard. Each workshop will provide a step-by-step sequence of tasks, leading towards complete implementation of the requirements of the standard. The workshops will occur at 4 to 5 week intervals to enable participating organisations to use the time inbetween to implement what they have learned.

Included as part of the workshops are a range of tools and templates designed to provide participating organisations with a quick start on the road to BS 8901. These can easily be adapted for individual organisational requirements if necessary and include:

- Template sustainability policy
- Framework for undertaking stakeholder engagement
- Risk assessment framework for identifying significant sustainability issues and for prioritising objectives
- Template sustainability objectives and targets
- Example sustainability key performance indicators



- Template sustainability audit programme
- Template maturity matrix

Also included are 8 hours of on-line/phone support; consultants will be available to provide support to you directly should there be any specific issues, questions or concerns that arise whilst you implement your sustainable event management system.

The programme of workshops is made up as follows:

Workshop 1

- Understanding sustainable development
- Understanding management systems
- Understanding the requirements of BS 8901
- Conducting a gap analysis

Workshop 2

- Identifying sustainability issues
- Engaging with stakeholders
- Prioritising sustainability issues

Workshop 3

- Defining sustainability policy
- Defining objectives
- Designing key performance indicators and setting objectives
- Sustainability management programme

Workshop 4

- Defining the organisation
- Establishing roles and responsibilities, competencies and training
- Managing resources
- Managing the supply chain
- Communication
- Documentation management and control

Workshop 5

- Monitoring and measuring processes and managing problems and non-conformities
- Designing and implementing an sustainable event management system audit programme
- Undertaking management reviews
- Organisational learning
- Designing your maturity matrix

4. Fees & Timeline



The fee for ISES, NOEA and PLASA members for the programme of 5 workshops is £2,650 for the first delegate and £450 for the second delegate from the same company. This includes lunch and refreshments but excludes VAT. Included in this fee are 8 hours of on-line/phone support.

The fee for non-ISES/NOEA/PLASA members is £3000 for the first delegate and £650 for the second.

Workshop numbers are kept low to ensure maximum interactivity and learning.

The next programme is due to commence on 18th of May 2009 and will be held at the Chartered Institute of Environmental Health, 15 Hatfields, London SE1 8DJ (10 mins from Waterloo). The workshops will continue at 4 to 5 week intervals

Fees associated with the additional optional services will depend upon the nature and extent of the service required and further details can be provided on request.

5. Resource Requirements

Organisations will be guided through a gap analysis at the outset of the programme. This will enable organisations to determine the level of resource required. The programme is designed to ensure that BS 8901 builds on existing systems and arrangements so as to minimise resource requirements.

Based on experience, the optimal approach is for each participating organisation to provide 2 delegates for each workshop. This enables greater learning, faster adoption of the standard within the organisation and greater continuity should one delegate not be able to attend one of workshops.

The delegates attending the workshop should be the key individuals responsible for implementing the sustainable event management system within the participating organisation. Appropriate individuals could include the events director/manager, operations or quality manager, environmental or marketing manager. The individuals should have the authority to implement the necessary changes in the participating organisation's management systems as required by BS8901.

6. Sustainable Events Group (SEG)

The programme will be managed and delivered by the Sustainable Events Group (SEG). SEG is already working with a number of organisations on achieving conformance with BS 8901. SEG's mission is to inspire leadership and change for a sustainable world and to provide the best advice and support to ensure the UK events industry is leading the world on sustainability. SEG also intend be instrumental in helping the event industry shape BS 8901 into a valuable tool.



SEG comprises of individuals with many years of experience in sustainability, management systems and certification and event management. The individuals responsible for delivering this programme are:

- **Roger Fawdry** (Programme Co-ordinator) - over 25 years in the commercial and environmental sectors of the oil and petrochemical industries in Europe, initially with Fina plc and latterly with Dow Chemical. As Dow UK Director for Environmental and Public Affairs, his responsibilities focused on the development, co-ordination and implementation of numerous programmes of environmental good practice throughout the organisation and the UK chemicals sector.
- **Chris Sheldon** (Sustainability, Certification and Management System Expert) - 20 years on national policy, management systems and training in the area of environmental affairs and sustainability. He was involved in the creation and implementation of BS 7750 / ISO 14001 in 1989 and the EU Eco Management and Audit Scheme in 1990. He directs, writes and delivers environmental and sustainable development training courses for senior management in both the UK and international market. He is a member of the BS 8901 technical panel.
- **Alex Lepingwell** (Event Industry Expert) - 10 years experience in the events industry ranging from large corporate events during his three years with RBS, to large outdoor events such as the Edinburgh International Fringe, Glasgow Jazz Festival and Glastonbury. Alex was a Director of the Big Green Gathering for two years, focusing on marketing, green production, procurement, community liaison, internal training and overall event delivery.

7. Contact Point

If you are interested in participating in this programme or have further questions, please contact:

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