



sustainable events group

Programme for Implementing BS 8901 Sustainable Event Management System

Places available for starting in 2009:

September (Series 4, London)

September (Series 5, Gateshead) and

October (Series 6, London)

1. Programme Overview and Objectives

Every business wants sustainability but nobody knows what it looks like in practice. The Sustainable Events Group have developed a programme that breaks new ground in turning sustainability theory into best practice through the application of sustainable event management.

Sustainable event management means engaging meaningfully with social, environmental and economic impacts of the events that you design, deliver or simply cause to happen.

Since the first appearance of BS 8901, its influence on the event industry has continued to be felt both directly and through tendering and procurement procedures. For example, in the London Organising Committee for the Olympic Games (LOCOG) Sustainable Sourcing Code for the 2012 Games, it states that LOCOG will not only seek to be compliant with BS 8901 but will also 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.

SEG has provided the largest and most comprehensive structured series of workshops nationwide, since the first publication of the standard in 2007. The programmes have not only allowed all our clients to implement the standard, but provide feedback directly to the British Standards Institution and certification bodies.

Our current programmes are built around the latest version of the standard, BS 8901:2009. This takes account all our previous work in leading the revision of the standard, yet continues to allow participants an active role in influencing the emerging certification process. In addition, the programmes keep our clients abreast of international developments as the standard is reviewed for adoption by the International Organisation for Standardization (ISO).

Each programme takes up to 15 organisations at a time through the development and implementation of an event management system that meets the requirements of BS 8901:2009, improving the sustainability of events and event related activities, products and services..

The programme is applicable to event clients, organisers, venues and suppliers/contractors to the events industry.

www.thesustainableeventsgroup.com



sustainable events group

The programmes are structured around a one day introductory course (***Understanding BS 8901***) and 4 one day workshops in which all the participating organisations come together to learn about the standard and how to implement it within their own organisation. The workshops are augmented by on-line/phone support if necessary.

So that each potential participant can make an informed decision about the workshop programmes and whether they are right for them and their circumstances, the decision to take part in the full series of workshops does not have to be taken until after the introductory course. For those who choose to go forward to the workshop programme, the price of this course is then taken into account in the fees. This structure allows delegates to judge the value of the programme for themselves as well as introducing them to some of the tools and techniques available exclusively through SEG.

Supplementing the workshops and on-line support, SEG can also provide a range of additional optional services including:

- In house training – training designed to suit the specific needs of your organisation
- On-site consultancy support
- Pre-certification assessment and report

As managing the supply chain features strongly in BS 8901, you may wish to join the programme along with some of your key suppliers. Alternatively, if enough suppliers are interested, a separate programme could be delivered specifically for your supply chain.

2. Benefits of the Programmes

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 8901:2009
- You will learn from experts who were directly involved in the development of BS 8901 and who continue to drive both certification and international standards development.
- 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 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

www.thesustainableeventsgroup.com



sustainable events group

Although BS 8901:2009 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 Structure and Content

The introductory course and series of 4 workshops are designed to educate participants in sustainable event management in general and in the requirements of BS 8901:2009 in particular. You will be given comprehensive practical guidance (via case studies/ exercises) and tools to enable you to develop your 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 you to use the time in-between to implement what you have learned.

Included as part of the workshops are a range of tools and templates designed to provide you with a quick start on the road to BS 8901. These include:

- Sustainability policy assessment tool
- 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
- Progress planner

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. An individual programme consists of:

Understanding BS 8901 (1 day course)

- 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

www.thesustainableeventsgroup.com



sustainable events group

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
- Tracking your progress against your stated principles

4. Fees, Dates & Venues

The programmes are being run in association with PLASA, NOEA and ISES, with special discounts available only to PLASA members. Previous programmes have demonstrated that there are considerable benefits from bringing together organisations from different parts of the event industry. This not only contributes to a better learning experience but also provides significant opportunities for networking and relationship building

Fees for the introductory course ***Understanding BS 8901***

- For members of PLASA - £261
- For non members - £290

Fees for the 4 workshops:

- For members of PLASA, ISES, NOEA - £2,360 for the first delegate and £500 for the second
- For non members - £2,710 for the first delegate and £650 for the second

Please note; Numbers in the workshops are limited to 2 delegates per organisation.

Fees include lunch and refreshments but exclude VAT. Also included in this fee are 8 hours of on-line/phone support.

www.thesustainableeventsgroup.com



sustainable events group

There are multiple opportunities to book onto the Introductory course ***Understanding BS 8901*** through August, September and October 2009. Your choice will dictate which of our full implementation programmes you can consider joining. We currently have two programmes due to start in mid September 2009 (Series 4 & 5) in both the North and South of the UK while a further programme (Series 6) will be starting in late October 2009 in the South only. The workshops will continue at 4 to 5 week intervals.

The Southern courses and workshops will be held at the Chartered Institute of Environmental Health, 15 Hatfields, London SE1 8DJ – see www.15hatfields.com.

The Northern courses and workshops will be held at the SAGE Gateshead St Mary's Square, Gateshead Quays, Gateshead, NE8 2JR – see <http://www.thesagegateshead.org/index.aspx>

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

Based on experience, the optimal approach is for each participating organisation to provide 2 delegates for each course or 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. In the case of the introductory course, it can be extremely useful if one of the delegates is a senior or board level executive as the course will help make the business case both for sustainability and BS 8901 adoption.

The delegates attending the workshops, on the other hand, should be the key individuals responsible for operational implementation of the 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 specialises in helping the public and private sector design, develop and implement sustainable event management systems to meet the requirements of the updated and completely revised standard BS 8901:2009.

Our 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 will continue to be instrumental in helping all users of BS 8901 shape the standard into a valuable tool. We aim to ensure our clients gain the maximum benefit from their efforts thereby contributing to their sustained success. For more details on SEG please go to www.theSustainableEventsGroup.com

www.thesustainableeventsgroup.com



sustainable events group

7. Contact Points

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

Roger Fawdry

Email: roger.fawdry@theSustainableEventsGroup.com

07951 960 313

Chris Sheldon

Email: chris.sheldon@theSustainableEventsGroup.com

07941 807 898

www.thesustainableeventsgroup.com