

BS 8901:2007 Specification for a sustainable event management system

BS 8901:2007 Specification for a sustainable event management system with guidance for use sets out the requirements for planning and managing sustainable events of all sizes and types, supplemented by guidance on how to meet, and surpass, these requirements. BS 8901 encompasses the entire range of events ranging from large scale conferences and unique events such as the London 2012 Olympic and Paralympic games to music festivals and air shows. It is aimed at:

- Event organizers
- Venues
- Organizations and/or individuals in the supply chain

BS 8901 provides guidance in the form of easy to understand practical information designed to assist the user to implement the requirements and those in event management to manage their environmental, financial and social risks and impacts spanning all aspects of event management.

About BSI

BSI is the UK's national standards organization, recognized globally for its independence, integrity and innovation in the production of standards and information products that promote and share best practice. BSI works with businesses, consumers and government to represent UK interests and to make sure that British, European and international standards are useful, relevant and authoritative. BSI has been instrumental in the creation, development and promotion of instantly recognizable and well-renowned standards:

BS 8901 for events management
BS 25999-1 for business continuity management
BS ISO/IEC 27001 for information security management
BS EN ISO 9001 for quality management
BS EN ISO 14001 for environmental management
BS OHSAS 18001 for occupational health and safety management
BS EN ISO 22000 for food safety

BS 8901 can help:

- Companies to improve sustainability performance within available budgets
- Reduce carbon emissions and waste, improving the resource efficiency of the entire event supply chain
- Present opportunities for more efficient planning and encourage the re-use of equipment and infrastructure
- Users take stock of the environmental impacts such as carbon footprint, waste management and effects on biodiversity; social impacts such as community involvement and fair employment; and economic impacts such as local investment and long-term viability.

To order your copy of BS 8901, please visit www.bsigroup.com/BS8901.

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- The development and sale of private, national and international standards and supporting information
- Second and third-party management systems assessment and certification
- Product testing and certification of services and products
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- Training services in support of standards implementation and business best practice.

For further information please visit www.bsigroup.com

Positive Impact Case Study

Understanding BS 8901 Educational Workshop

Positive Impact is a not-for-profit education project set up to educate the event industry about sustainability. 'Understanding BS 8901' is an educational series of workshops which explains the sustainable event management system BS 8901 'Specification for a sustainable event management system with guidance for use'. It is supported by BSI and is part of the London 2012 Inspire Programme. The workshop in London was an interactive event for event organisers, venues and suppliers to the event management industry and was free to attend.

The event took place on the 24th June 2009 at the Olympia Conference Centre, London, UK and was attended by 100 delegates from within the event industry. The main aims for the workshop were for attendees to have a strong understanding of BS 8901, have the chance to take a starting step with BS 8901 or advance further and leave motivated to continue their journey with sustainability.

The event format included guest speakers and a panel which included:

- David Stubbs, Head of Sustainability, London 2012 Organising Committee
- Anne Hayes, Head of Market Development, Sustainability, BSI

- Jason Freezer, Sustainability Project Manager, VisitEngland
- Emma Wellman, Sustainability Advisor, Earls Court & Olympia
- Fiona Pelham, Chair of BS 8901 Panel

Certification

The event was 3rd party certified by BSI. Part of this process required Positive Impact to create and issue documentation which was made available for comment by their stakeholders, these included;

- Sustainable development policy with identification of key issues and objectives
- Evidence of implementation on site
- Post event sustainability report

The steps taken to achieve compliance included benchmarking the event, using an online event sustainability tool and using the BS 8901 framework to deliver Positive Impact's sustainable objectives.



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BS 8901 background

BS 8901 is a standard for the 'Specification for a sustainable event management system with guidance for use'. This means implementing a way of working which considers environmental, economical, and social impacts. BS 8901 can be self certified, 2nd party certified or by 3rd party certification.

The BS 8901 process involves several key stages:

Setting the scope

Before implementing BS 8901, an organisation must first establish the scope of what is to be covered by their sustainability management system. Positive Impact set the scope for their management system to cover their entire organisation and have used 'Understanding BS 8901', London, as a practical example of implementation.

Identifying issues

Positive Impact consulted industry best practice to determine and rank their key sustainability issues. The issues identified by Positive Impact were to:

- Demonstrate best practice
- Deliver a return on investment
- Improve supplier engagement and education

Setting objectives and targets

From the key issues identified above objectives for the London educational workshop were set; in conjunction with these objectives measurable targets were set so that performance could be evaluated after the event. For each of these objectives numerous Key Performance Indicators were identified and for each of these a quantifiable target was established.

Examples of these for each objective were;

Objective	KPI	Target
Deliver a BS 8901 compliant event	Percentage of attendees that know the event has been planned in a BS 8901 way	100%
Deliver support to the supply chain regarding implementation of sustainability	Attendees who feel the suppliers have delivered their service in a sustainable way	80%
Benchmark event	Measure mileage, identification and measurement of waste streams.	100%

Stakeholder engagement

A vital part of the BS 8901 process is to engage all stakeholders with sustainability issues. Positive Impact consulted their stakeholders at all stages of the process by circulating and providing opportunity to comment on the sustainable development policy which detailed the sustainable objectives of the event.

Roles and responsibilities

Julie Patel was identified as the sustainability champion within the Positive Impact team. The BS 8901 system requires high level management agreement which was obtained in this case by Fiona Pelham, the Director of Positive Impact.

Implementation

The implementation stage is where steps must be taken to ensure the objectives set earlier in the process are met. An example of steps taken by Positive Impact to achieve their objectives included:

- Recycling stations in the reception area
- Mileage recorded for delegates, speakers and staff
- Energy measurements recorded
- Tap water usage on tables recorded
- Local catering company provided fairly traded refreshments
- Delegate badges collected and reused

Non-conformity

Throughout the process Positive Impact reviewed non-conformities; non-conformity is when the team looks at what is working and what is not and the actions that can be taken to rectify these with the aim of achieving their objectives. This was achieved through reviewing documentation such as the sustainability development policy, task lists and through communication with the supply chain.

Benchmarking

Part of the benchmarking process included the collection of measurements from the workshop as well as evidence of implementation. Positive Impact used an online sustainable event management tool to monitor their measurements. See results below;

Item	Measurement
Electricity usage	11 kWh
Gas usage	11 m ³
Water usage	0.031 m ³
Refuse waste (landfill)	0.05 KG
Food waste for recycling	0.05 KG
Paper recycling	1.31 KG
Delegate travel mileage ¹	3,148 miles
Speaker mileage ²	910.2 miles
Staff mileage ³	963.4 miles
Food mileage ⁴	2 miles

1 based on one way journey
 2 based on return journey
 3 based on return journey
 4 based on distribution centre to fork

Management review

Positive Impact put in to place an event debrief post-event which identified whether the sustainability objectives were achieved. The results showed that Positive Impact achieved the following in relation to their objectives:

- Delivered a BS 8901 compliant event
- Benchmarked the event
- Demonstrated best practice
- Engaged and educated supply chain
- Educated delegates on how to minimise the impact of future events

Positive Impact will use the results of the event as a benchmark for future sustainable events where they aim to set sustainable objectives to include;

- Further reduction of carbon emissions
- Improve communication with supply chain



Conclusion

One of the main event objectives was to implement the BS 8901 management system and gain 3rd party certification. Through benchmarking the measurements of the event and delivering against their objectives, Positive Impact achieved certification and will continue to deliver all future events within the BS 8901 framework.

Further information

Positive Impact: <http://positiveimpactevents.co.uk/>

BSI: www.bsigroup.com/bs8901



'As Positive Impact deliver educational workshops about BS 8901 to the event industry and whilst all our events are delivered within this management framework, we realise that it's essential that we are able to show evidence of how we do this. The event in London was a good example due to the scale of the workshop.'

Julie Patel
 Positive Impact