

# SEVENTEEN STANDARDS

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## Energy demands

Have we considered all the potential extra demands which the event may have on energy supply? Are there alternative energy sources we could consider (e.g. solar, biofuel, wind)? Are we in a position to put pressure on any stakeholders to switch to a renewable energy source? Have we considered the energy demands of the event?

## Transport demands

Have we done our utmost to reduce consumptive travel associated with the event? Furthermore, have we done all we can to actively encourage less disruptive methods of transport such as walking, cycling and public transport? Have we done all we can to reduce the transport footprint of the event?

## Air emissions

Have we planned the event in order to ensure that harmful emissions do not enter the air supply? Have we monitored all suppliers who may have an impact on the air supply and associated emissions? Have we ensured that the event will have no harmful long term effect on air quality?

## Water use

Have we planned the event to reduce the needless waste of water? Furthermore, have we actively promoted the use of tap water as opposed to bottled water, or at the very least promoted ethical alternatives? Are we monitoring water use at the event to ensure that this precious resource is conserved?

## Land use

Have we considered the impact the event will have on the land around it? Are we using a brownfield rather than greenfield site where possible? Is there any possibility that the event could have a lasting impact on its location? Are we considering how we use the land occupied for the event with consideration for future generations?

## Cultural impact

Is this event in any way discriminatory, offensive or divisive? Does the event add to the overall enhancement of life or is it a negative force? Is it going to have an effect on the cultural legacy of the area? Have we considered not just the environmental impact of the event but the social impact as well?

## Waste and recycling

Is this an inherently wasteful event or have we planned it to reduce waste at source, reuse where possible, and recycle what can't be reused? Do we have a proactive recycling plan in place or are we relying on other stakeholders to take care of it for us? Will all waste that is produced from the event be recycled where possible?

## Ethical supply chain

Are we dealing with faceless suppliers or have we established relationships and partnerships with our supply chain to ensure that we all have the same aspirations for the event? Have we established a clear tracking system to ensure that all suppliers are aware of our sustainable approach? Have we done our best to promote an ethical supply chain?

## Transparent relationships

How comfortable are we about being open and transparent in our relationships with suppliers and stakeholders? Are there any deals or trade-offs we would rather people didn't know about? Are we prepared to share non-sensitive information, even with our competitors? Are we operating honestly and transparently?

## Local sourcing

Where possible, are we sourcing goods and services from the local area rather than having them shipped in? Are we proud to use local suppliers or do we view them as less professional or less effective than metropolitan suppliers? Have we sourced the maximum possible amount of our supply chain locally?

## Security and safety

Have we become obsessed with sustainability to the detriment of health and safety? Do we view our sustainable approach as being somehow more important than traditional risk assessment models? Have we ensured that the event is as safe as it can possibly be, and that all risks have been identified and neutralised?

## Equality and diversity

Do equality and diversity have a role in events, or are they red tape to be dealt with as quickly as possible? Are we actively promoting a diverse approach or are we just box ticking? Have we ensured that for this event, equality and diversity are areas where we can be proud of our progress, not just items to be ticked off on a checklist?

## Community impact

All events have an impact on their surrounding community. For this event, have we ensured that we are having a positive impact rather than being a negative force? Are we being good neighbours, or do we take the attitude that "we won't be back anyway" so it doesn't matter what terms we leave on? Will this event have a positive effect on its surrounding community?

## Financial impact

In order to be sustainable, events must be financially sound as well as environmentally and ethically aware. Is this event operating to a robust economic model, or has the money become secondary to the glitz and the glamour? Will this event be sustainable financially?

## Stakeholder communication

It's not just enough to do it; we also have to communicate what we're doing to encourage sustainability to the widest possible audience. That way sustainability becomes entrenched in the core of the event rather than being an optional extra. Have we communicated to all stakeholders, at every stage, our sustainable approach to events?

## Monitoring and feedback

There are lessons to be learnt from every event, and new best practice that can be taken forward and applied in the future. Are we feeding back accurately and honestly to give a clear and coherent account of the event and its sustainability? Have we produced a clear and open feedback report after the event?

## External communication

The lessons learnt and initiatives introduced for this event could take seed and grow if we can communicate them to a wider audience. Are we using press, PR and marketing not just to blow our own trumpet, but also to show how sustainability can be ingrained in to an event? Do we have a coherent PR plan for the sustainable elements of the event?