

managing sustainability for Seventeen Events : Sustainable Events Summit

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BS8901 Output Documentation

[Print Full Report](#)

Company Name	Seventeen Events
Company Address	Studio 12 Container City Trinity Buoy Wharf 64 Orchard Place London
Primary Contact	Joelle McNichol
Event Title	Sustainable Events Summit
Event Date	22nd May 2009

Purpose of Event

Following the success of the Greening Events Summit in 2008, the event is returning this year with a new name, a new venue and a clear focus - 50 practical steps to take back to your organisation to make your events more sustainable.

The Sustainable Events Summit 2009 takes place on Friday 22 May at One Wimpole Street, London. With sustainability currently a huge issue in the events industry, and organisers eager to learn best practice and implement sustainable measures, this is a timely moment for the summit to take place. The aim of the day is to provide delegates with 50 practical actions which they can take back to their organisations. The summit will be chaired by Lucy Siegle, ethical living columnist at the Observer and BBC One Show presenter. Lucy will be ensuring that the event is dynamic, inspirational and encourages practical action.

Delegates at this event will comprise heads of events / event directors across a variety of business sectors; event media and suppliers to the industry. We are targeting around 250 delegates to maximise the value of the day for all attendees.

The Summit will provide an informative day for delegates. We aim to include interactive sessions to add variety and incorporate future technologies. Speakers confirmed so far include:

Last year's Summit had 200 attendees and once again we want as many attendees as possible to share their experiences and commit to practical action to make the events industry more sustainable.

The Sustainable Events Summit is supported by our sustainable host venue, One Wimpole Street, which will be offering a high-tech, interactive experience for delegates as well as a sustainably sourced seasonal menu. Other partners of the event are the Association of Event Venues, the Event Supplier and Services Association, Conference News and Exhibition News.

The Summit will also feature an exhibition space showcasing the latest services and solutions in event sustainability. The Sustainable Events Summit aims to be the catalyst for real change in the events industry.

Contents

The following documentation is intended as a summary of the measures taken in the planning, implementation and feedback phases of this event in order to make it BS8901 compliant.

There are eight parts to this document, seven of which relate directly to information required by the standard.

1	Scope of Compliance Defines the parameters for your compliance to BS8901.	This is a requirement of BS8901.
2	Feedback Brought Forward Feedback from previous events which could help define your compliance to BS8901.	This is a requirement of BS8901.
3	Sustainability Risk Analysis	

Completed matrix of 28 questions showing the detailed sustainability implications of the event.

This is a requirement of BS8901.

4	List of Stakeholders List of all stakeholders including clients and suppliers, e.g. venue, caterers, production, etc.	This is a requirement of BS8901.
5	Stakeholder & Team liaison log Full list of all meetings with all stakeholders listed above and all internal communications.	This is a requirement of BS8901.
6	Key Performance Indicators List of issues used to measure the sustainability of the event. Statement of how this was monitored and controlled on the day.	This is a requirement of BS8901.
7	Feedback Document Post-event summary of sustainability issues encountered and solutions arrived at.	This is a requirement of BS8901.
8	Checklist of the Seventeen Standards Simple yes/no – have we considered the 17 standards?	This is not required by BS8901 but is a useful extra step instituted by Seventeen Events.
Appendix i	Our Sustainability Development Policy.	Reviewed every 6 months.
Appendix ii	Our Maturity Matrix documentation.	Reviewed every 6 months.

Scope of Compliance

The scope of compliance to BS8901 for this event is defined as follows:

The venue is One Wimpole Street, London. We are only claiming compliance for the specific areas of the venue we are using, food prepared specifically for our guests, and extra travel associated with the event.

Guests are defined as delegates, event staff and speakers. We are not making any claims of compliance relating to general venue or catering staff.

In terms of BS8901, our compliance can be defined as:

1. Planning. We will plan all elements of the Summit to promote sustainability.
2. Implementation. We will have a dedicated staff member on the day ensuring that key performance indicators are being checked and monitored.
3. Feedback. We will record lessons learnt during the management of the event to carry forward to future events.

We will use the eventberry system to record all data relating to the event.

Feedback Brought Forward

Generated Feedback...

Sustainability Risk Analysis

1 Will the activity generate energy demands?

Specifically: We are using a centrally located indoor venue. We will be using a variety of technical equipment such as plasmas, screens, laptops, etc. We will have hot and cold food served on the day.

Stakeholder data: **Q. Where does the venue's electricity come from?**

One Wimpole Street

- A. Green tariff from general supplier - EDF, Npower or similar (50%)

Q. Does the venue offset it's electricity use or will the event do so?

One Wimpole Street

- A. No

Q. What proportion of the lighting in the venue is low energy?

One Wimpole Street

- A. Yes (73%)

Q. What proportion of the lighting is controlled by motion sensor or timer?

One Wimpole Street

- A. Yes (50%)

Q. How much natural daylight enters the event and public spaces of the venue?

One Wimpole Street

- A. Abundant, artificial light only needed at dusk or on very cloudy days (100%)

Q. Does the venue make efforts to source the most energy efficient appliances, such as fridges, washing machines and computers?

One Wimpole Street

A. Yes, confident that most or all equipment was the most energy efficient at time of purchase, and phasing out least efficient equipment. (100%)

Q. Does the venue monitor and analyse its energy use over time?

One Wimpole Street

A. Yes (100%)

Q. Can the venue provide information on the actual energy used by the event?

One Wimpole Street

A. No

Q. How well insulated is the building against heat and cold?

One Wimpole Street

A. Good insulation - Most of the following - double glazing, wall and roof insulation, draught excluders, south facing windows in cool climate, reflective walls in hot climate (80%)

Q. Is the heating and air conditioning controlled for individual rooms according to use?

One Wimpole Street

A. Yes (100%)

Q. Does the venue have efficient heating or cooling systems?

One Wimpole Street

A. Heat exchanger (Yes)

Q. Do the kitchens have any of the following energy saving features or considerations?

One Wimpole Street

- A. Induction hobs (Yes)
- A. Low energy combi steam / convection ovens (Yes)
- A. Heat recovery or exchange systems (Yes)
- A. Low energy lighting (Yes)
- A. High efficiency fridges and freezers (Yes)
- A. Ventilation with variable speed drives or automated ventilation control (Yes)

Q. Are energy efficiency considerations built into housekeeping rules? For example staff know to turn off all equipment when not in use, kettles not overfilled and so on.

One Wimpole Street

A. Yes (50%)

Q. How long will the food at the event have to be kept warm before serving?

One Wimpole Street

A. Food will be served soon after it is ready (67%)

We have chosen the venue based on their sustainable credentials as outlined above. The summit takes place during the day, reducing the need for artificial lighting.

Potential Strategic Alternatives: Other central venues were discounted due to unavailability (Barbican) or poor service in the past (various others). We could aim to offset the energy used if it is possible to get some feedback from the venue on this.

Key Performance Indicators relevant to this issue: Check to ensure that equipment is not left on standby. Check that low energy kit used where possible. Monitor length of time food is kept warm over lunchtime. Monitor air conditioning/heating to ensure comfort of delegates with the least amount of power.

Sustainability impact rating 2	Likelihood of occurrence 15	Potential effect rating 2	Total risk to sustainability 12
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2 Will the activity generate a greater need for travel?

Specifically: Delegates will have to travel to the venue as it is in a non-residential area. The vast majority of delegates are from the UK.

Stakeholder data: **Q. How easy will it be for event visitors to reach the venue by public transport?**

One Wimpole Street

A. Very easy - several options, frequent service, can cope with number of people (100%)

Q. Does the venue have any bicycle facilities?

One Wimpole Street

A. Indoor or supervised bicycle racks (50%)

Q. When transporting print and branding, what kind of vehicle is used?

MJ Group

A. Petrol/diesel vehicle, delivering to several jobs or backhauling (Yes)

Q. Are print and branding items transported together or in numerous journeys?

MJ Group

A. Yes (68%)

Centrally located venue chosen. Public transport options communicated to delegates via the website. Collateral from summit available online after the event.

Potential Strategic Alternatives: Other central London venues were discounted for the reasons outlined in point 1. A purely web based event would not have offered the same opportunities for interaction and networking.

Key Performance Indicators relevant to this issue: Distance travelled by all delegates measured on arrival. Monitor feedback to online details after the event. Offset travel from delegates.

Sustainability impact rating 4	Likelihood of occurrence 20	Potential effect rating 10	Total risk to sustainability 20
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3 Will the technologies employed for the activity's energy supply and transport generate air emissions?

Specifically: Energy used by the venue will inevitably contribute to air emissions. However, car transport will be discouraged due to the content of the Summit, congestion charge, and difficulty in parking near the venue.

Stakeholder data: **Q. Where does the venue's electricity come from?**

One Wimpole Street

A. Green tariff from general supplier - EDF, Npower or similar (50%)

Q. Does the venue have efficient heating or cooling systems?

One Wimpole Street

A. Heat exchanger (Yes)

Control measures: Monitor energy and transport issues to reduce emissions as much as possible. Ensure heating and air conditioning monitored in all rooms. Can windows be opened if it's too hot rather than using air con?

Potential Strategic Alternatives: We are using the minimum amount of energy possible to deliver the conference.

Key Performance Indicators relevant to this issue: Monitor any visible air emissions on the day. Monitor delegate transport.

Sustainability impact rating 2	Likelihood of occurrence 2	Potential effect rating 1	Total risk to sustainability 2
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4 Will the activity require water?

Specifically: Water will be required for toilet facilities at the event and also for refreshment areas.

Stakeholder data: **Q. What kind of toilets does the venue have?**

One Wimpole Street

A. Water-saving toilet such as dual flush, low flush or Interflush (60%)

Q. Are urinals waterless?

One Wimpole Street

A. No

Q. What kind of taps are fitted in bathrooms?

One Wimpole Street

A. Conventional taps

Q. Does the venue have any rainwater or grey water harvesting?

One Wimpole Street

A. No

Q. What kind of water will available for guests at the event?

One Wimpole Street

A. Bottled water, with refilling stations available (60%)

Q. Are any of the following water saving devices in use by the caterers?**One Wimpole Street**

- A. Automatic shut off dishwashing water (Yes)
- A. Reduced flow taps (Yes)
- A. Low water dishwashers (Yes)

We have asked the venue to serve only tap water at the event. The venue have a variety of water saving initiatives as outlined above.

Potential Strategic Alternatives: We could have served an "ethical" bottled water such as Belu or OneWater. We could have chosen a different venue with improved water saving facilities however these were rejected for the reasons outlined in point 1.

Key Performance Indicators relevant to this issue: Ensure catering area only serves tap water. Ensure communication to delegates mentions tap water being served.

Sustainability impact rating 2	Likelihood of occurrence 2	Potential effect rating 2	Total risk to sustainability 4
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5 Will the activity require previously developed land (not greenfield) to be used?

Specifically: Is the venue on a greenfield site or on developed land?

Stakeholder data:

Q. Where is the venue located in terms of its construction?**One Wimpole Street**

- A. Existing building (100%)

Control measures: One Wimpole Street is an existing building in central London. It has many sustainable features and recently became one of the first venues to be certified to BS8901 by an external company.

Potential Strategic Alternatives: Other venues were available, however these were discounted for the reasons outlined in point one.

Key Performance Indicators relevant to this issue: Confirm venue has no impact on greenfield land.

Sustainability impact rating 2	Likelihood of occurrence 1	Potential effect rating 1	Total risk to sustainability 2
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6 Will the activity affect its surroundings?

Specifically: Could the content or infrastructure of the Summit have an effect on surrounding land or buildings?

Stakeholder data: There is no relevant stakeholder data.

Control measures: One Wimpole Street is an existing building in central London. It has many sustainable features and recently became one of the first venues to be certified to BS8901 by an external company. No alterations will be made to the structure of the building or surrounding areas as part of this event.

Potential Strategic Alternatives: Other venues were available, however these were discounted for the reasons outlined in point one.

Key Performance Indicators relevant to this issue: Ensure that the event has no impact on surrounding areas - visual check on the day.

Sustainability impact rating 2	Likelihood of occurrence 1	Potential effect rating 1	Total risk to sustainability 1
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7 Will the activity affect existing biodiversity resources?

Specifically: Is there any possibility that the Summit could affect biodiversity in the surrounding areas.

Stakeholder data: **Q. Does the event location or venue have any impact on biodiversity?**

One Wimpole Street

- A. No, it's location is not sensitive (67%)

Q. What proportion of the menu is organic?

One Wimpole Street

A. Yes (25%)

Q. Which of the following food sourcing requirements are met by the menu provided?

One Wimpole Street

A. Fairtrade produce is sourced for all tea, coffee, chocolate and other products where possible (Yes)

A. Direct support of small food producers locally (Yes)

A. All eggs are free range (Yes)

A. All fish and seafood is sourced sustainably (Yes)

A. No intensively farmed pork is used (Yes)

A. All beef, lamb and mutton is outdoor reared or grass fed (Yes)

A. All ingredients are GM free (Yes)

The venue is in an urban area in central London. While there will be some biodiversity in surrounding areas such as parks, squares, birds, etc, these should not be affected by the event which takes place indoors.

Potential Strategic Alternatives: If using a more rural venue it may have been possible to include some elements in the event which would have had a positive effect on biodiversity, such as restoring hedgerows or planting trees.

Key Performance Indicators relevant to this issue: Visual check on the day to ensure that no biodiversity will be affected by the event. Check exterior of building.

Sustainability impact rating 2	Likelihood of occurrence 1	Potential effect rating 1	Total risk to sustainability 1
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8 Will the activity affect sites of archeological or cultural interest?

Specifically: The event takes place at One Wimpole Street in central London. The venue is of some historical interest and has many interesting period features.

Stakeholder data: **Q. Does the event location or venue have any impact on a site of cultural or archeological interest?**

One Wimpole Street

A. No, it's location is not sensitive (100%)

Control measures: By using the venue we are contributing to its ongoing upkeep and restoration. Various provisions are in place monitored by the in house events team to ensure that the event does not adversely affect the building.

Potential Strategic Alternatives: A more modern building could have been appropriate, however these were discounted for the reasons given in point one.

Key Performance Indicators relevant to this issue: Visual check on the day to ensure that no adverse impact created by the event. Check specifically for blu tac/tape marks, anything being moved or changed in the rooms, any effect from AV kit, etc.

Sustainability impact rating 2	Likelihood of occurrence 3	Potential effect rating 2	Total risk to sustainability 3
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9 Will the activity affect the water quality?

Specifically: Water waste could potentially affect the quality.

Stakeholder data: **Q. Are eco friendly cleaning products used?**

One Wimpole Street

A. Yes (100%)

Q. Do you use non-chemical inks?

MJ Group

A. Yes (50%)

Control measures: The event takes place in a developed urban area with existing infrastructure for water usage. There should not be any risk to the quality of water supply.

Potential Strategic Alternatives: No relevant risks relating to this issue for this event.

Key Performance Indicators relevant to this issue: Check with venue on the day that there is no issue in terms of toxic waste or contamination.

Sustainability impact rating 3	Likelihood of occurrence 1	Potential effect rating 1	Total risk to sustainability 3
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Will the activity affect the watercourses?

Specifically: How could disposal of water or other activities at the event affect watercourses or contamination of reservoirs etc.

Stakeholder data: **Q. Are eco friendly cleaning products used?**
One Wimpole Street
 A. Yes (100%)

Q. Do you use non-chemical inks?
MJ Group
 A. Yes (50%)

Control measures: The event takes place in a developed urban area with existing infrastructure for water usage. There should not be any risk to the watercourses from this event.

Potential Strategic Alternatives: There are no relevant alternatives for this event.

Key Performance Indicators relevant to this issue: Ensure no waste is being disposed of in a way which could affect the watercourses. Visual check on the day in the venue.

Sustainability impact rating 3	Likelihood of occurrence 1	Potential effect rating 1	Total risk to sustainability 3
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11 Will the activity give rise to risks of ground contamination at the site?

Specifically: Could toxic materials affect the ground or environment at the site of the event.

Stakeholder data: **Q. What proportion of the menu is organic?**
One Wimpole Street
 A. Yes (25%)

Control measures: The event takes place in an urban area on developed land in an existing building. As such there is a very limited amount of risk relating to ground contamination.

Potential Strategic Alternatives: Other relevant venues were considered and rejected in line with point one.

Key Performance Indicators relevant to this issue: Visual check on the day to ensure that no ground contamination is possible. Check with venue that no toxic waste is being disposed of as part of this event - bulbs/lamps? Electrical equipment?

Sustainability impact rating 3	Likelihood of occurrence 1	Potential effect rating 3	Total risk to sustainability 5
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12 Will the activity generate waste materials?

Specifically: How will waste reduction be managed at the event?

Stakeholder data: **Q. Has event waste been considered and strategies put in place to reduce the quantity?**
One Wimpole Street
 A. Yes (100%)

Q. Will the quantity of waste be measured?
One Wimpole Street
 A. Yes (100%)

Q. Which of the following event waste will be recycled or reused? Paper and card
One Wimpole Street
 A. Yes (100%)

Q. Which of the following event waste will be recycled or reused? Plastic
One Wimpole Street
 A. Yes (100%)

Q. Which of the following event waste will be recycled or reused? Glass
One Wimpole Street
 A. Yes (100%)

Q. Which of the following event waste will be recycled or reused? Metals
One Wimpole Street

A. Yes (100%)

Q. Will organic waste be composted?

One Wimpole Street

A. Yes (33%)

Q. Which of the following event waste will be recycled or reused? Specialist recycling such as print cartridges, batteries, electronics

One Wimpole Street

A. Yes (100%)

Q. Will guests be provided with split bins for different types of waste?

One Wimpole Street

A. No

Q. What sort of hand drying facility is provided in toilet areas?

One Wimpole Street

A. Paper hand towels, recycled paper (67%)

Q. How accurately can required quantities of food be estimated for this event?

One Wimpole Street

A. Near exact guest numbers known (67%)

Q. What will happen to waste food from the event?

One Wimpole Street

A. It will be given to staff (20%)

Q. Do you have a policy to reduce the amount of superfluous print you produce?

MJ Group

A. Yes (100%)

Q. Do you have a policy on design to improve sustainability, e.g. reducing the amount of white space?

MJ Group

A. Yes (100%)

Q. Do you have a policy relating to how your print is packaged in order to reduce the total amount of packaging used?

MJ Group

A. Yes (100%)

Q. Has event waste from print and branding been considered and strategies put in place to reduce the quantity?

MJ Group

A. Yes (100%)

We have appointed sustainable suppliers with stringent waste policies as outlined above. Where possible we have reduced the amount of waste generated, especially paper - no delegate packs, etc. We considered several options for display materials and signage. For the smaller display signs communicating the sustainability of the event, we opted to print these in house onto photo paper and display them in existing free standing frames. We avoided putting the event date onto printed materials so that they can be reused for future events.

Potential Strategic Alternatives: A virtual event would have reduced the amount of waste further but would not have had the same impact on attendees. An alternative for the smaller signs was to have these externally printed onto board or foamex, which would have required additional transport, and presented issues on how to display them at the venue. We tried our own printing onto regular recycled paper but it did not look as good as on the photo paper.

Key Performance Indicators relevant to this issue: Monitor and measure amount of waste generated by the event. Measure how much of waste collected can be recycled. Target: 100%

Sustainability impact rating 2	Likelihood of occurrence 15	Potential effect rating 2	Total risk to sustainability 15
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13 Will recyclable or reusable waste be generated by the activity?

Specifically: How much of the collateral used as part of the event can be recycled rather than disposed of.

Stakeholder data: **Q. Will re-useable equipment such as fabric, flowers, props, furniture, carpets etc be donated or sold to someone who can reuse them?**

One Wimpole Street

A. Yes (75%)

Q. What type of serving ware will be used? Reuseable, compostable, biodegradable, recyclable or disposable?

One Wimpole Street

A. Reuseable - includes crockery (100%)

Q. Do you use recycled materials?

MJ Group

A. Yes (50%)

Q. What proportion of print which you produce can be recycled?

MJ Group

A. Yes (67%)

Q. Does the supplier aim for closed loop recycling in purchasing?

MJ Group

A. Yes, recycled content is one of the factors considered (50%)

All material used as part of the event should be recyclable or reusable.

Potential Strategic Alternatives: For future events it may be possible to have contractual terms relating to this - e.g. serving ware.

Key Performance Indicators relevant to this issue: Measure what percentage of waste can be recycled. Target: 100%

Sustainability impact rating 2	Likelihood of occurrence 3	Potential effect rating 1	Total risk to sustainability 2
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14 Will the activity give rise to ethical or environmental issues from the supply chain?

Specifically: What can we do to ensure that everyone involved in the event is contributing to the overall sustainability of the project.

Stakeholder data:

Q. How much meat and animal produce is on the menu?

One Wimpole Street

A. menu contains no red meat (60%)

Q. Do you have a policy for recommending sustainable paper use to clients?

MJ Group

A. Yes (100%)

Q. Do you offer non-paper alternatives to clients, e.g. web options?

MJ Group

A. Yes (100%)

Q. Does the supplier operate a sustainable procurement policy?

MJ Group

A. Excellent policy with detailed and measurable areas for improvement (100%)

Control measures: We have worked with as many sustainable suppliers as we could to ensure the event lives up to its aims. These include all those listed in the stakeholder section of this report.

Potential Strategic Alternatives: We approached a number of other suppliers who were unable to take part either due to cost or timing. We will revisit these for future events.

Key Performance Indicators relevant to this issue: Ensure all suppliers have submitted a completed checklist to eventberry. Target: 100%

Sustainability impact rating 3	Likelihood of occurrence 1	Potential effect rating 3	Total risk to sustainability 1
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15 Are the contractual terms fair?

Specifically: What effect has the current financial situation had on contractual terms - does the budget for the event reflect its sustainable aims?

Stakeholder data: There is no relevant stakeholder data.

Control measures: Signed contracts exchanged with venue. We have applied our standard terms and conditions which we consider to be fair and open.

Potential Strategic Alternatives: We could have demanded more contractually from suppliers, e.g. paperwork from MJ etc, but felt that it was more appropriate to have a more informal arrangement for this event.

Key Performance Indicators relevant to this issue: Assess contracts post-event to ensure that all terms were met correctly and promptly.

Sustainability impact rating 1	Likelihood of occurrence 1	Potential effect rating 3	Total risk to sustainability 2
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16 Will those employed during the activity have fair terms of employment?

Specifically: For an event such as this it is vital that all those employed have fair terms of employment. This extends beyond the day of the event to the wider supply chain.

Stakeholder data: There is no relevant stakeholder data.

Control measures: We are working with suppliers who share our sustainable ethos.

Potential Strategic Alternatives: We could have formalised this more clearly in contractual terms, but felt that the approach this year was appropriate for the current state of the industry.

Key Performance Indicators relevant to this issue: Assess pay and conditions of staff during and after the event. This should include Seventeen staff, venue staff and supplier staff.

Sustainability impact rating 2	Likelihood of occurrence 1	Potential effect rating 4	Total risk to sustainability 4
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17 Will products/services required for the activity be sourced locally?

Specifically: We are committed to sourcing as much infrastructure as possible from what we define as our local area - within the M25.

Stakeholder data: **Q. Does the venue restrict users to lists of approved suppliers such as caterers?**

One Wimpole Street

A. Yes

Q. What proportion of the menu is seasonal and sourced from the country where the event is happening?

One Wimpole Street

A. Yes (75%)

Q. Which of the following food sourcing requirements are met by the menu provided?

One Wimpole Street

A. Fairtrade produce is sourced for all tea, coffee, chocolate and other products where possible (Yes)

A. Direct support of small food producers locally (Yes)

A. All eggs are free range (Yes)

A. All fish and seafood is sourced sustainably (Yes)

A. No intensively farmed pork is used (Yes)

A. All beef, lamb and mutton is outdoor reared or grass fed (Yes)

A. All ingredients are GM free (Yes)

Q. Does the supplier source products and services locally?

MJ Group

A. Yes, local sourcing is one of the factors considered (40%)

Control measures: We are using suppliers who are mainly based in the M25 area. The exception to this is IT Rentals who are based relatively close in Swindon. As a sponsor of the event we felt this was appropriate.

Potential Strategic Alternatives: We could have set more stringent controls over sourcing of goods, and will consider this for future events.

Key Performance Indicators

relevant to this issue: Check all suppliers to ensure that goods and services are being provided locally (defined as within M25). Target: 80%

Sustainability impact rating 4	Likelihood of occurrence 3	Potential effect rating 6	Total risk to sustainability 9
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18 Could the activity impact negatively on the health, safety or comfort of stakeholders?

Specifically: Ensure that all guests, staff and suppliers have access to a safe and secure environment for this event.

Stakeholder data: **Q. How accessible is the venue to wheelchair users?**

One Wimpole Street

A. All public and private areas including offices and backstage are easily accessible (100%)

Q. Does the venue have disabled toilets of a good standard?

One Wimpole Street

A. Yes (100%)

Q. Does the venue have a health and safety policy?

One Wimpole Street

A. Decent policy covering good range of activities (100%)

Q. How well is health and safety communicated to staff and guests?

One Wimpole Street

A. All staff know and follow guidelines such as first aid and emergency procedures (Yes)

Q. Is a risk assessment provided?

One Wimpole Street

A. General risk assessment (67%)

Q. Which of the following food sourcing requirements are met by the menu provided?

One Wimpole Street

A. Fairtrade produce is sourced for all tea, coffee, chocolate and other products where possible (Yes)

A. Direct support of small food producers locally (Yes)

A. All eggs are free range (Yes)

A. All fish and seafood is sourced sustainably (Yes)

A. No intensively farmed pork is used (Yes)

A. All beef, lamb and mutton is outdoor reared or grass fed (Yes)

A. All ingredients are GM free (Yes)

Q. Will the following dietary requirements be catered for? Food intolerances and allergies

One Wimpole Street

A. Yes (100%)

Q. Will guests be encouraged and able to choose healthy options, including fresh fruit and vegetables and low saturated fat?

One Wimpole Street

A. Yes (100%)

Q. Is an appointed member of staff responsible for ensuring cleanliness in the food preparation area?

One Wimpole Street

A. Yes (100%)

Q. Does the caterer have a health and safety policy?

One Wimpole Street

A. Decent policy covering good range of activities (100%)

Q. How well is food health and safety communicated to staff?

One Wimpole Street

A. All staff are trained on food safety guidelines (Yes)

Control measures: We are working with the venue - which is part of the Royal Society of Medicine - to ensure that the venue is accessible to all and is safe and secure. No dangerous technical kit or products.

Potential Strategic Alternatives: An external H&S assessment could have been carried out but this would have been inappropriate for this event.

Key Performance Indicators

relevant to this issue: Check One Wimpole Street risk assessment. Ensure suppliers and exhibitors are conforming to H&S standards.

Sustainability impact rating 2	Likelihood of occurrence 2	Potential effect rating 2	Total risk to sustainability 4
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19 Could the activity give rise to security issues?

Specifically: Are there any areas of content or issues around speakers which could give rise to issues around security.

Stakeholder data: There is no relevant stakeholder data.

Control measures: All guests have booked in advance and there are no areas of content of the summit which would be considered overtly controversial.

Potential Strategic Alternatives: We initially approached several high level government speakers, which might have necessitated more security. As these guests were not able to attend this is less of an issue.

Key Performance Indicators relevant to this issue: Check One Wimpole Street security arrangements with reference to: protesters; gate crashers; random walk ups from the street.

Sustainability impact rating 2	Likelihood of occurrence 2	Potential effect rating 3	Total risk to sustainability 12
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20 Will the activity ensure equality for all?

Specifically: Given the content of the summit it is vital that equality is a clear thread of the content of the event. We need to ensure that anyone who wishes to attend can do so.

Stakeholder data:

Q. How accessible is the venue to wheelchair users?

One Wimpole Street

A. All public and private areas including offices and backstage are easily accessible (100%)

Q. Does the venue have disabled toilets of a good standard?

One Wimpole Street

A. Yes (100%)

Q. Does the venue have any of the following provisions?

One Wimpole Street

- A. Hearing loop (Yes)
- A. Automatic doors (Yes)
- A. Unisex baby changing facility (Yes)

Q. Will the following dietary requirements be catered for? Kosher

One Wimpole Street

A. Yes (100%)

Q. Will the following dietary requirements be catered for? Halal

One Wimpole Street

A. Yes (100%)

Control measures: We have chosen the venue in part for its sustainable credentials as outlined above. We asked all guests when booking for any special access or dietary requirements. A vegetarian menu is being served to ensure that the lunch option is suitable for as broad a range of attendees as possible.

Potential Strategic Alternatives: Other venues were considered and rejected as outlined in point one. A more modern venue might have had more features in terms of access but would not have been as sustainable in environmental or financial terms.

Key Performance Indicators relevant to this issue: Check that all attendees can access all areas safely and easily.

Sustainability impact rating 5	Likelihood of occurrence 2	Potential effect rating 2	Total risk to sustainability 10
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Will the activity give rise to investment in local skills and employment?

Specifically: As part of the event we should be aiming to support the local community as much as possible through increased employment and access to skills.

Stakeholder data: There is no relevant stakeholder data.

Control measures: The event is being held in an urban area with little residential housing. However the focus on local sourcing as outlined in point 17 should have a positive effect on the local community.

Potential Strategic Alternatives: As this is a business to business event it's difficult to see precisely where more local stakeholders could have been involved. However we did offer reduced price tickets to students.

Key Performance Indicators relevant to this issue: Check with venue regarding how much input they have in terms of local employment. Other suppliers - do any of them offer apprenticeships or similar which deal with sustainable issues?

Sustainability impact rating 2	Likelihood of occurrence 1	Potential effect rating 1	Total risk to sustainability 1
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22 Will the activity cause nuisance to the local community?

Specifically: Is there any potential for this event to cause a nuisance to the local community. It is a daytime event held on a weekday in business hours. Attendee numbers should be no more than 150 and all are involved in the sustainable events industry.

Stakeholder data: There is no relevant stakeholder data.

Control measures: There will be no disruption caused as part of the event. The delegates will be in the venue during normal office hours and the Summit should present no additional strain on local resources.

Potential Strategic Alternatives: The event could have been held in a different location such as Pines Calyx in Kent. This could have ensured that there was even less chance of disruption but would have been more environmentally damaging in terms of transport.

Key Performance Indicators relevant to this issue: Monitor interior and exterior of venue to ensure that no nuisance is caused to local community.

Sustainability impact rating 3	Likelihood of occurrence 1	Potential effect rating 1	Total risk to sustainability 2
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23 Will the activity provide suitable amenities to enhance the area/site and visitor experience?

Specifically: Facilities open to delegates include: exhibition space showcasing sustainable services. free to download sustainable event guide. demonstration of the eventberry system. vegetarian lunch.

Stakeholder data: There is no relevant stakeholder data.

Control measures: We have worked with the venue and suppliers to implement a suitable framework for the event.

Potential Strategic Alternatives: Decisions made were based in budget - for a higher ticket price we could have offered more, but this would have resulted in lower turnout and a less broad spread of attendees.

Key Performance Indicators relevant to this issue: Assess delegate experience via survey after event. Target: 90% satisfied/very satisfied.

Sustainability impact rating 1	Likelihood of occurrence 1	Potential effect rating 2	Total risk to sustainability 2
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24 Will the activity be viable financially?

Specifically: How will costs for the event be covered. Tickets were charged at £145 + vat (early booking) and £195 + vat (full price).

Stakeholder data: There is no relevant stakeholder data.

Control measures:

We worked with the venue and our partners at Green Business Events to reach a financial understanding which worked for all parties. The aim of the Summit was not to make money, but to cover costs while providing a worthwhile day for attendees.

Potential Strategic Alternatives: We could have raised more money by increasing ticket prices but this would have resulted in lower turnout. More exhibitors would have helped increase the turnover of the event but in the current financial climate we are pleased to be able to run the event to break even.

Key Performance Indicators relevant to this issue: Assess budget after event. Target: cover all costs including staff time.

Sustainability impact rating 8	Likelihood of occurrence 3	Potential effect rating 3	Total risk to sustainability 9
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25 Will there be an appropriate governance framework for the activity in terms of sustainable event delivery?

Specifically: We have used the eventberry system to manage this event to BS8901 compliance. This has been built in to the running of the event and is intrinsic to its success.

Stakeholder data: There is no relevant stakeholder data.

Control measures: All staff members informed of importance of using eventberry system. Suppliers asked to fill in their details

Potential Strategic Alternatives: As the system was not fully functioning at the start of the process we could have decided to stick with the old eventberry system for this event. However we felt it was vital to test the new system on this flagship project.

Key Performance Indicators relevant to this issue: Has the eventberry communications, SRA and feedback log been completed within two weeks of the event.

Sustainability impact rating 1	Likelihood of occurrence 2	Potential effect rating 2	Total risk to sustainability 2
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26 Will there be regular communication with stakeholders to encourage sustainable management?

Specifically: All staff informed of how to update communications using the new eventberry system. All stakeholders informed of the importance of sustainability to the event.

Stakeholder data:

Q. How well is food health and safety communicated to staff?

One Wimpole Street

A. All staff are trained on food safety guidelines (Yes)

Q. How well is the sustainability and ethics of procurement communicated to staff and guests?

MJ Group

A. All staff know and follow sustainable procurement guidelines such as seeking local suppliers and recycled produce (Yes)

A. Staff member with responsibility for sustainable procurement (Yes)

Control measures: As sustainability is key to the content of the event it was relatively easy to persuade suppliers to go the extra mile. All communications logged on the eventberry system.

Potential Strategic Alternatives: As the system was not fully functioning at the start of the process we could have decided to stick with the old eventberry system for this event. However we felt it was vital to test the new system on this flagship project.

Key Performance Indicators relevant to this issue: Has the eventberry communications log been completed and does it accurately represent the planning of the event?

Sustainability impact rating 5	Likelihood of occurrence 2	Potential effect rating 2	Total risk to sustainability 10
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27 Will the costs and benefits of the event be shared fairly throughout the supply chain?

As this event is being run on a sustainable basis, with a lot of support from sustainable suppliers, we want to ensure that they are receiving appropriate branding for their efforts.

Stakeholder data: There is no relevant stakeholder data.

Control measures: We have a transparent agreement with Green Business Events to share the risk and reward of the Summit. We have open and honest deals with all other stakeholders to ensure that the event covers its costs.

Potential Strategic Alternatives: We could have opted to have the event advertised as not for profit. We felt that this sent the wrong message about sustainability - that it has to be a charity/not for profit enterprise.

Key Performance Indicators relevant to this issue: Assess budget after event.

Sustainability impact rating 5	Likelihood of occurrence 2	Potential effect rating 2	Total risk to sustainability 10
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28 Will supply chain management procedures be put in place for the activity aiming for sustainable performance?

Specifically: We are running this event to be BS8901 compliant using the eventberry system

Stakeholder data: **Q. Does the venue restrict users to lists of approved suppliers such as caterers?**
One Wimpole Street
A. Yes

Q. Do you have a policy to monitor recommendations to clients on producing printed materials which can be reused?

MJ Group
A. Yes (100%)

Q. Can you trace the supply chain of your printed material to ensure its sustainability?

MJ Group
A. Yes (67%)

Control measures: We worked with all sectors of the supply chain to ensure sustainable delivery. This was vital for the reputation of the event.

Potential Strategic Alternatives: We could have used a different management system, however we feel that eventberry offers the best available option to manage BS8901 compliance

Key Performance Indicators relevant to this issue: Do we consider this event to be BS8901 compliant?

Sustainability impact rating 2	Likelihood of occurrence 1	Potential effect rating 6	Total risk to sustainability 6
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Sustainability rating

Event has very low risk of being unsustainable	1 - 7	5.61
Event has low risk of being unsustainable	8 - 26	
Event has medium risk of unsustainability	27 - 63	
Event has high risk of being unsustainable	64 - 124	
Event has very high risk of being unsustainable	125 +	

List of Stakeholders

Static Stakeholders

Name	Telephone	Email / URL	Involvement	Agreement
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Stakeholder & Team liaison log

Date **28.05.09**
Recorded By Joelle McNichol
With Joelle McNichol
Type Email
Details Emailed all guests with an online feedback survey, and link to online event content on the Summit website.

Date **20.05.09**
Recorded By Claire Eve
With Claire Eve, Fenton Hyams
Type Email
Details We discussed what the best option to stick the banners to the desk. Considerations: Not damaging the wood Allowing us to use the banners again
Less impactful adhesive Concluded: leave-no residue adhesive will be best.

Date **19.05.09**
Recorded By Joelle McNichol
With Joelle McNichol
Type Email
Details Email to all registered delegates ahead of the event. Included info on how we are making the events sustainable. Reminded guests to consider the impact of their travel and to avoid coming by car. Let them know they did not need to print out ticket.

Date **19.05.09**
Recorded By Joelle McNichol
With Joelle McNichol, Lydia Ward
Type Email
Details Gave final numbers for catering. Used a conservative estimate to avoid food waste.

Date **19.05.09**
Recorded By Joelle McNichol
With Joelle McNichol, Toni Osbourne
Type Telephone
Details Discussed sustainability in flowers. Agreed contra supply of English flowers for the event. Talked about possibility of reusing flowers from another event - they will use flowers they already have in stock this week for Chelsea Flower Show.

Date **19.05.09**
Recorded By Joelle McNichol
With Joelle McNichol
Type Email
Details Issued updated speaker notes, including pdf of final programme.

Date	14.05.09
Recorded By	Andrew Williams
With	Andrew Williams, Hugh Williams
Type	Email
Details	Sent Hugh final list of revisions for new eventberry system.
<hr/>	
Date	13.05.09
Recorded By	Claire Eve
With	Claire Eve, Fenton Hyams
Type	Email
Details	MJ Group providing a canvas banner for the lectern and desk. Logo will not have date branding on and can be re-used at future events.
<hr/>	
Date	12.05.09
Recorded By	Joelle McNichol
With	Joelle McNichol, Adrian Baugh
Type	Email
Details	Removed event date from lanyard design. Signed off print.
<hr/>	
Date	05.05.09
Recorded By	Joelle McNichol
With	Joelle McNichol, Adrian Baugh
Type	Telephone
Details	Agreed contra deal for bamboo fibre lanyards. Discussed material, production and print types.
<hr/>	
Date	30.04.09
Recorded By	Claire Eve
With	Claire Eve
Type	Telephone
Details	Discussed what itr can provide on a contra basis. Agreed two plasmas and three laptops for the event.
<hr/>	
Date	29.04.09
Recorded By	Joelle McNichol
With	Joelle McNichol
Type	Email
Details	Issued speaker briefing notes, including details of how the event will be made sustainable. Provided public transport information and asked speakers not to come by car. Asked speakers not to use paper handouts.
<hr/>	
Date	16.04.09
Recorded By	Andrew Williams
With	Andrew Williams, Fenton Hyams
Type	Meeting
Details	Met Fenton at MJ's studios in Clerkenwell to look at sustainable print options. Agreed to work together on the Summit.
<hr/>	
Date	15.04.09
Recorded By	Claire Eve
With	Claire Eve, Fenton Hyams
Type	Email
Details	Asked what sustainble banner options could be provided in the place of normal PVC and metal. MJ can offer a bamboo and cotton banner.
<hr/>	
Date	03.04.09
Recorded By	Joelle McNichol
With	Joelle McNichol, Clive Marsh
Type	Email
Details	Responded to Clive's email about their cornstarch badges, requesting more info on their sustainability: paper, inks, sourcing and disposal information.
<hr/>	

Date	03.04.09
Recorded By	Joelle McNichol
With	Joelle McNichol
Type	Email
Details	Response from Clive about cornstarch badges: Complies with the European compostability standard EN13432 Produced in corn starch laminate Is manufactured from Forestry Stewardship Council sourced paper Can clip directly to a lanyard or a swivel clip without the need for a badge holder
<hr/>	
Date	03.04.09
Recorded By	Joelle McNichol
With	Joelle McNichol
Type	Email
Details	Emailed exhibitor proposal to selected suppliers with relevant products and services. Included information about the sustainability of the event, including requirements that exhibitors consider and report the sustainability of their stand and exhibition materials.
<hr/>	
Date	02.04.09
Recorded By	Andrew Williams
With	Andrew Williams, Hugh Williams
Type	Telephone
Details	New eventberry system launched - plan in place to ensure delivery of completed, working system in advance of Summit on 22nd May.
<hr/>	
Date	01.04.09
Recorded By	Andrew Williams
With	Sarah Bates, Claire Eve, Joelle McNichol, Craig Wallace, Lydia Ward
Type	Meeting
Details	Second venue visit to assess breakout room layouts and technical infrastructure
<hr/>	
Date	01.04.09
Recorded By	Claire Eve
With	Andrew Williams, Craig Wallace
Type	Email
Details	Spoken to Craig to ensure a totally vegetarian menu is provided at the event.
<hr/>	
Date	31.03.09
Recorded By	Claire Eve
With	Claire Eve, Fenton Hyams
Type	Telephone
Details	Initial contact with Fenton to see if MJ Group would like to come on board as a partner
<hr/>	
Date	11.03.09
Recorded By	Claire Eve
With	Claire Eve, Corinna Roberts
Type	Telephone
Details	Initial contact with Corinna to discuss possibility of a partnership with itr. We want to display programmes on plasmas to reduce the amount of print needed at the event. Laptops will be used to provide interactive points for guests.
<hr/>	
Date	23.02.09
Recorded By	Andrew Williams
With	Louise Davies, Andrew Williams, Craig Wallace
Type	Meeting
Details	Venue visit to One Wimpole Street to check room layouts, etc. Confirmed sustainable issues which required attention with Craig.
<hr/>	

Date	17.02.09
Recorded By	Andrew Williams
With	Andrew Williams, Craig Wallace
Type	Email
Details	Initial conversations with Craig about the Summit - agreed in principle to hold event at One Wimpole Street.

Key Performance Indicators

Environmental

1	Reduce energy use / demand and use renewable supplies of energy.
KPI	Check to ensure that equipment is not left on standby. Check that low energy kit used where possible. Monitor length of time food is kept warm over lunchtime. Monitor air conditioning/heating to ensure comfort of delegates with the least amount of power.
Performance	Checked periodically through the day. Switched lights off in Atrium as daylight sufficient. Switched off projectors in breakout rooms in the morning and after each session. Food brought out shortly before lunchtime and kept warm with hot water in bain marie. Tea and coffee were served in thermos flasks, not electric urns.
2	Reduce distance travelled by guests / suppliers.
KPI	Distance travelled by all delegates measured on arrival. Monitor feedback to online details after the event. Offset travel from delegates.
Performance	Travel survey conducted on day. Majority of guests were local, but many guests had travelled nationally. Almost all had used public transport.
3	Reduce emissions produced from energy supply and transport.
KPI	Monitor any visible air emissions on the day. Monitor delegate transport.
Performance	No visible air emissions were noted. Travel survey conducted on day. Majority of guests were local, but many guests had travelled nationally. Almost all had used public transport. We didn't manage to ask all guests about their travel on the day, so further data will be collected via the online feedback survey. Event materials from the organisers were taken to the venue in a single delivery, and collected in one delivery. An accurate estimate for the carbon associated with the transport will be calculated, and along with estimates for deliveries, materials and venue energy use, will be offset using Climate Care.
4	Minimise water use and promote water efficiency.
KPI	Ensure catering area only serves tap water. Ensure communication to delegates mentions tap water being served.
Performance	Catering areas and breakouts served iced tap water in jugs. Sparkling water available was from a tap water purifier that carbonated the water. 'Top 50 tips' displayed on the screens included a tip about serving tap water, and on 'what makes this event sustainable' sign by catering area, but a query about the sparkling water suggested we may have needed to be clearer.
5	Ensure that the event utilises previously developed land as opposed to Greenfield sites.
KPI	Confirm venue has no impact on greenfield land.
Performance	Confirmed - venue in long established urban setting.
6	Ensure that the event doesn't negatively affect its surroundings.
KPI	Ensure that the event has no impact on surrounding areas - visual check on the day.
Performance	Visual check conducted in morning and afternoon. No affect observed. No damage to venue, or disturbance to others working at the Royal Society of Medicine. Event area has its own entrance.
7	Ensure that the event doesn't negatively affect existing biodiversity resources.
KPI	Visual check on the day to ensure that no biodiversity will be affected by the event. Check exterior of building.
Performance	Visual check conducted in morning and afternoon. No affect observed. This is not a sensitive area in terms of biodiversity, so there is little to no risk from the event itself.
8	Ensure that the activity doesn't negatively affect sites of archaeological or cultural interest.
KPI	Visual check on the day to ensure that no adverse impact created by the event. Check specifically for blu tac/tape marks, anything being moved or changed in the rooms, any effect from AV kit, etc.
Performance	Visual check conducted at end of event. All materials had been removed. Sticky pads from signage on the lectern peeled off very cleanly and can be reused.
9	Ensure that the activity doesn't affect water quality.
KPI	Check with venue on the day that there is no issue in terms of toxic waste or contamination.
Performance	Checked - no issues. The venue uses environmentally friendly cleaning products.
10	Ensure that the activity doesn't affect watercourses.
KPI	Ensure no waste is being disposed of in a way which could affect the watercourses. Visual check on the day in the venue.
Performance	Visual check conducted am and pm. No issues. The venue uses environmentally friendly cleaning products.
11	

Minimise risks of ground contamination at the site.

KPI	Visual check on the day to ensure that no ground contamination is possible. Check with venue that no toxic waste is being disposed of as part of this event - bulbs/lamps? Electrical equipment?
Performance	Visual checks conducted am and pm, no issues detected. Venue has good policies around waste, recycling batteries and responsibly disposing of electrical waste. No toxic waste materials were generated as a result of the Summit.
12	Minimise the amount of waste materials produced.
KPI	Monitor and measure amount of waste generated by the event. Measure how much of waste collected can be recycled. Target: 100%
Performance	Food waste - minimal amount, quantity estimates were accurate. Venue policy is that waste food is given to staff. Packaging waste - brown paper from signage recycled. Banners came in cases which will be reused throughout the item's life. About 6 thin plastic bags packaging lanyards were thrown away. Paper waste - c.40 sheets used for organisers schedules etc. These to be used as scrap paper and then recycled. Badge backing paper sheets were recycled. The badges themselves are of a compostable corn starch and we aim to compost these. About 12 sheets of photo paper used for signage which cannot be recycled. We will hang on to these in case we can reuse them next year. Perspex sign holders are reused at many of our events. Paper use was minimised through display of programme on posters rather than handouts.
13	Promote closed loop waste management principles.
KPI	Measure what percentage of waste can be recycled. Target: 100%
Performance	100% of ordinary paper waste and packaging recycled. All Seventeen printed materials use recycled paper. About 12 sheets of photo paper used for signage which cannot be recycled.

Environmental Social and Economic

14	Promote Ethical and Environmental issues in the supply chain.
KPI	Ensure all suppliers have submitted a completed checklist to eventberry. Target: 100%
Performance	Craig Wallace at One Wimpole Street completed the detailed sustainability questionnaire via eventberry. Other suppliers of products communications are logged. We were careful to source event materials which were environmentally friendly and ethically sourced. Banners and printed branding used cotton and bamboo from a local print company. Badges used FSC certified card and compostable corn starch laminate. Lanyards were made from bamboo fibre. We received information on the fair working practices at the factory in China that produced these. Part of the events aim was to promote ethical and environmental issues within the events supply chain, and the programme covered both principles of sustainable procurement and offered examples of good practice and leading suppliers.
15	Insure fair contractual terms with suppliers.
KPI	Assess contracts post-event to ensure that all terms were met correctly and promptly.
Performance	Contracts had standard terms and conditions and were paid within standard terms. All suppliers satisfied with arrangements. Commitments agreed within contra deals, such as logos on the Summit website were honoured.
16	Promote fair terms of employment for those employed during the event.
KPI	Assess pay and conditions of staff during and after the event. This should include Seventeen staff, venue staff and supplier staff.
Performance	Seventeen staff included full time contracted staff and two interns who are paid above the minimum wage.
17	Promote the use of locally produced and sourced products and services.
KPI	Check all suppliers to ensure that goods and services are being provided locally (defined as within M25). Target: 80%
Performance	Central London - Venue and in house AV, staffing, printing and branding, floristry. Badges - produced in Staffordshire Lanyards - Sourced from Ifsolution a Shropshire company. Lanyards produced in China in a factory owned by Ifsol.
18	Ensure the health and safety of stakeholders at the event.
KPI	Check One Wimpole Street risk assessment. Ensure suppliers and exhibitors are conforming to H&S standards.
Performance	Visual checks conducted am and pm on the day around venue and exhibition area. No threats to health and safety were observed.
19	Maximise security and sense of well-being of attendees.
KPI	Check One Wimpole Street security arrangements with reference to: protesters; gate crashers; random walk ups from the street.
Performance	Security arrangements included venue security desk in addition to our registration desk, so any arrivals were immediately seen and directed as appropriate. Well being of guests was enhanced by availability of fresh water regularly through the day and by the natural daylight in the Atrium. Several commented on how comfortable and pleasant the venue was.
20	Ensure equality for all throughout the whole event.
KPI	Check that all attendees can access all areas safely and easily.
Performance	One of the breakout rooms is not wheelchair accesible. Guests were asked in advance for any special requirements so that if need be we could allocate rooms to breakouts to ensure that any guests with mobility problems could go to their chosen session. No requirement arose. Dietary requirements were asked for in advance and ordered from the venue. One was given on the day. The venue were able to quickly prepare suitable food.
21	Ensure investment in local skills and employment.
KPI	Check with venue regarding how much input they have in terms of local employment. Other suppliers - do any of them offer apprenticeships or similar which deal with sustainable issues?
Performance	Seventeen provide paid internship places. As a permanent venue, One Wimpole Street staff are sourced locally.

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Avoid nuisance to the local community.

KPI Monitor interior and exterior of venue to ensure that no nuisance is caused to local community.

Performance Checks conducted am and pm. No nuisance detected.

23 Provide sustainable amenities to enhance the site and visitor experience.

KPI Assess delegate experience via survey after event. Target: 90% satisfied/very satisfied.

Performance Verbal and emailed feedback received was very positive. An online survey is being conducted and results will be added here.

24 Ensure the financial viability of the event.

KPI Assess budget after event. Target: cover all costs including staff time.

Performance The event met its targets and covered its costs.

Delivery

25 Implement an appropriate governance framework to manage sustainable delivery of the event.

KPI Has the eventberry communications, SRA and feedback log been completed within two weeks of the event.

Performance Completed report made available publicly within one week of the event. As more feedback data is received, we may add to this over the following week to ensure it is fully comprehensive.

26 Communicate with stakeholders regularly to encourage improved sustainability performance.

KPI Has the eventberry communications log been completed and does it accurately represent the planning of the event?

Performance Yes, completed by all members of staff involved in planning and implementation.

27 Ensure that the costs and benefits of sustainable events are equitable through the supply chain.

KPI Assess budget after event.

Performance Assess and agreed as equitable. A number of suppliers worked on a contra basis and were happy with the level of coverage received.

28 Implement supply chain management procedures that successfully deliver the sustainability objectives of the event.

KPI Do we consider this event to be BS8901 compliant?

Performance Yes, Seventeen are satisfied that all aspects of the event within the scope of our control can claim compliance to BS8901. The sustainability objectives set were ambitious, and we are satisfied that the event set a positive example.

Feedback Document

Sustainable Feedback

On the whole, feedback received about the event has all been very positive. We had a number of positive comments about the sustainable initiatives taken. Obviously given the event topic, this is a key area of interest for the guests, and generally the response was very good.

The food served received a number of positive comments, and no one complained that no meat was included. This goes to show that event organisers should not shy away from serving a vegetarian menu.

We had a query about the serving of sparkling water and whether this was tap water as we had stated. It was indeed tap water that had been through the venue's purification system which can also carbonate the water. We needed to be clearer in our communication about this.

We had a number of queries as to whether a live video feed of the event would be available online, or videos of speakers put on the website after the event. This is something we should consider next year.

We regrettably realised that although we had removed the event date from the bamboo fibre lanyard design, we had neglected to swap the '2009' Summit logo for a version without the year included. Also, had we allowed a longer lead time for these, the transport emissions could have been reduced through shipping rather than flying them.

We are currently awaiting the results from the formal feedback survey and will update this section to include these.

Sustainable Initiatives Undertaken

- Working within the BS8901 sustainable events standard to ensure that feedback is used to improve future events.
- Lunch options have been chosen to avoid meat and fish, with vegan options included.
- Serving jugs of tap water rather than bottled water.
- Deliveries have been consolidated to minimise transport to and from the venue.
- All communications around the event, including invitations, marketing, speaker briefings, the feedback survey and more were produced digitally rather than on paper.
- Communicating delegate information on the website, and on screens and posters at the event, rather than in paper handouts.
- Using natural materials for branding, printed with non chemical inks.
- Reducing the amount of bespoke branding produced and using digital signage where possible.
- Working with the venue to reduce energy use.
- Using a venue with a comprehensive sustainability policy. The venue is on a green tariff, and has water-saving devices in place.

- Serving Fairtrade tea, coffee and other products.
- Monitoring the distance and transport method used by delegates and offsetting related carbon.
- Providing walking and public transport directions.
- Use of the venue's in house AV system to reduce transport.
- Choosing a central London venue with good public transport links

Lessons To Carry Forward

- Investigate more effective ways of conducting the travel survey at the event so that all data can be captured.
- Serve a menu of cold and raw food such as salads for an even lower carbon footprint.
- Get more detailed information on the sourcing and food miles of all the items on the menu.
- Consider having a greater online presence with video streaming of speakers. Seek a sponsor to make this possible.

Seventeen Standards

This is not required by BS8901 but is a useful extra step instituted by Seventeen Events.

1. 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? Yes

Have we considered the energy demands of the event?

2. 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? Yes

Have we done all we can to reduce the transport footprint of the event?

3. 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? Yes

Have we ensured that the event will have no harmful long term effect on air quality?

4. 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? Yes

Are we monitoring water use at the event to ensure that this precious resource is conserved?

5. 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? Yes

Are we considering how we use the land occupied for the event with consideration for future generations?

6. 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? Yes

Have we considered not just the environmental impact of the event but the social impact as well?

7. 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? Yes

Will all waste that is produced from the event be recycled where possible?

8. 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? Yes

9. 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? Yes

Are we operating honestly and transparently?

10. 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? Yes

Have we sourced the maximum possible amount of our supply chain locally?

11. 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? Yes

Have we ensured that the event is as safe as it can possibly be, and that all risks have been identified and neutralised?

12. 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? Yes

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?

13. 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? Yes

Will this event have a positive effect on its surrounding community?

14. 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? Yes

Will this event be sustainable financially?

15. 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. Yes

Have we communicated to all stakeholders, at every stage, our sustainable approach to events?

16. 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? Yes

Have we produced a clear and open feedback report after the event?

17. 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? Yes

Do we have a coherent PR plan for the sustainable elements of the event?

TOTAL 17/17

ACCEPTABLE 15/17

AIM FOR 17/17

Appendix i - Sustainability Development Policy

Sustainable Development Policy

Last updated 28th May 2009

Seventeen Events Sustainable Development Policy.

Sustainable Development is defined as '*development that meets the needs of the present without compromising the ability of future generations to meet their own needs*' as defined by the Brundtland Report, 1987. At Seventeen we aim to create outstanding events that are environmentally and ethically aware. We recognise the impact that our actions have on the environment and are committed to reducing our negative footprint.

Scope of commitment to sustainability

Communication

Seventeen Events strive to communicate the principles of sustainable development at every stage of their business operation, from suppliers to clients. In respect to our events it is important that any environmentally friendly initiatives undertaken are communicated to all participants, both at the event and during the planning stages. Attendees at the event should be aware of the environmental concerns which have been addressed. This educates the audience, makes them aware of the thinking behind any out of the ordinary aspects of the event, and leaves a legacy of the event for others to continue.

A few examples: If all communications are carried out via a website, or emails to minimise paper usage, then this should be explained within all messages. Ideally a separate area of the website would be devoted to explaining this. If paperwork and event material are provided only on request to minimise paper usage this reasoning should again be communicated during any speeches. If event materials such as conference packs or invitations are made of recycled material, this should be printed on the item itself.

Supply chain

All event suppliers should be notified of the environmental policy and assessed for their compatibility. Seventeen have a list of approved green suppliers, however it is likely that for each event some new requirements will be sought. The supplier should complete a short environmental questionnaire to assess the measures that they already have in place. The supplier should be encouraged to expand their environmental policy if appropriate and measures should be taken to amend or offset any existing anomalies. It may be the case that a standard supplier can modify their behaviour or their own suppliers to offer an environmentally sound alternative. For example, an AV company which usually supplies high wattage lighting and standard generators may be able to source LED lighting and bio diesel generators for specific events.

Company buy-in

Seventeen would encourage communication of the environmental policy of the event to all senior members of the client company. It is important that support is given at all levels which again educates, encourages awareness of broader issues and hopefully results in good practice extending across the company's other activities.

Priority

Seventeen recognise that ethical and environmental policies vary across different companies, each having differing priorities. Whilst we would endeavour to address all issues and ensure environmental damage limitation to all aspects of the event, we accept that this may not always be possible. It is important to identify the key priorities for the client. Financial and resource parameters also need to be set, as would be expected for any contractual service. If, however, the only acceptable environmentally sound alternative is in excess of the budget the client would need to advise of the importance of delivering this.

The Future

We recognise that today's best practice may be out of date tomorrow, and are committed to monitoring our actions to ensure that we are constantly improving our standards.

Sustainable development is at the core of Seventeen's work and whether a client requests an event to be run in a sustainable manor or not, we will still strive to achieve the highest levels of sustainability. Considerations will be given to all stages of the event management process from creating the concept, through to planning, implementation and finally during the evaluation stages.

Appendix ii - Maturity Matrix

Maturity Matrix

Inclusivity		
Stakeholder engagement and issue identification		
Few stakeholders/groups consulted. Defensive in approach.	<ul style="list-style-type: none"> Stakeholders identified and engaged with systematically. Issues that create a competitive advantage are addressed and used for publicity. 	<ul style="list-style-type: none"> Relationships with stakeholders nurtured through continued engagement and issues are clearly addressed.
Minimum involvement	Improved commitment	Full engagement
Integrity		
Key drivers		
Short-term profit and return-on-investment. React to (and not anticipate) regulation, pressure groups, shareholders and/or investors.	<ul style="list-style-type: none"> SD part of reputation/risk management. Based on longer term development. 	<ul style="list-style-type: none"> Short-, long-term and broader view fully integrated. Proactive planning and seeking out opportunities.
Minimum involvement	Improved commitment	Full engagement
Leadership		
Grudging application of standards and regulations under commercial and/or legal pressure.	<ul style="list-style-type: none"> Stay appraised of changes in practice, standards and legislation. Publish SD policy and objectives. 	<ul style="list-style-type: none"> Lead the market sector on sustainability issues. SD policy and objectives integrated with organizational purpose, vision and values.
Minimum involvement	Improved commitment	Full engagement
Managing risk		
Reactive approach to risk management. More likely to avoid responsibility than seek ways of handling risks.	<ul style="list-style-type: none"> Main risks identified and managed but possibly not integrated with SD management system. 	<ul style="list-style-type: none"> SD policies fully integrated with risk management system. Seek to adhere to the principles of risk management rather than simply do the minimum for compliance.
Minimum involvement	Improved commitment	Full engagement
Stewardship		
SD culture		
Minimalist, tick-box approach. Meet regulatory baseline requirements only.	<ul style="list-style-type: none"> See a business advantage in SD but still PR / marketing focused. Develop internal/external education programme. 	<ul style="list-style-type: none"> Culture of SD embedded at all levels. Share know-how outside organization.
Minimum involvement	Improved commitment	Full engagement
Building capability		

<ul style="list-style-type: none"> Minimum standards of training 	<ul style="list-style-type: none"> Stimulate innovative learning and empower employees. 	<ul style="list-style-type: none"> Continual reappraisal and training, including training that builds capability for future expansion. Recognize and reward innovation in SD.
Minimum involvement	Improved commitment	Full engagement
Supply chain		
<ul style="list-style-type: none"> Select lowest cost suppliers. Delay payments as long as possible. 	<ul style="list-style-type: none"> Supplier rating based on technical compliance, cost and delivery time, and possibly SD factors. 	<ul style="list-style-type: none"> Recognize that the supply chain has common long-term interests and take those into account. Assistance given to lower tiers where necessary.
Minimum involvement	Improved commitment	Full engagement
Environmental assessment		
<ul style="list-style-type: none"> Minimum awareness. Ad hoc solutions. 	<ul style="list-style-type: none"> Education and training. Apply environmental policies and external standards. 	<ul style="list-style-type: none"> Comprehensive environmental impact/risk assessment/audit, integrated in decision making and valued. Prevention rather than cure approach.
Minimum involvement	Improved commitment	Full engagement
Transparency		
Review		
<ul style="list-style-type: none"> Not valued. 	<ul style="list-style-type: none"> Needs analysed. 	<ul style="list-style-type: none"> Periodic review and adjustment.
Minimum involvement	Improved commitment	Full engagement
Building confidence		
<ul style="list-style-type: none"> Little or no reporting unless pressed. 	<ul style="list-style-type: none"> Selective reporting to pre-determined ends. 	<ul style="list-style-type: none"> Stakeholders receiving regular and appropriate reporting. Building understanding in the stakeholder community.
Minimum involvement	Improved commitment	Full engagement
« Less mature		More mature »

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