

# Creating and using a Standard for Sustainable Events – BS 8901

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# Scope of Presentation

- Who we are and info about BSI
- Standards are what?
- How it fits into the standards pyramid
- Certification and Accreditation explained
- Drivers for the standard and committee members
- What is Sustainability for events?
- What is in this standard and who is it for?
- BS 8901 in detail and case studies

# Who we are

## Nicki

- Recent BSI employee, now a consultant, here to represent the standards making community
- BSI is one of the largest Standards making bodies in the world – part of the ISO (International Standards Organisation)
- Great success with creating national and international consensus around what is best practice in an area

## Fiona

- Expert in organising national and international events and festivals
- Represents the community whose sustainability requirements created need for standard
- Presenting case studies of the standard in use

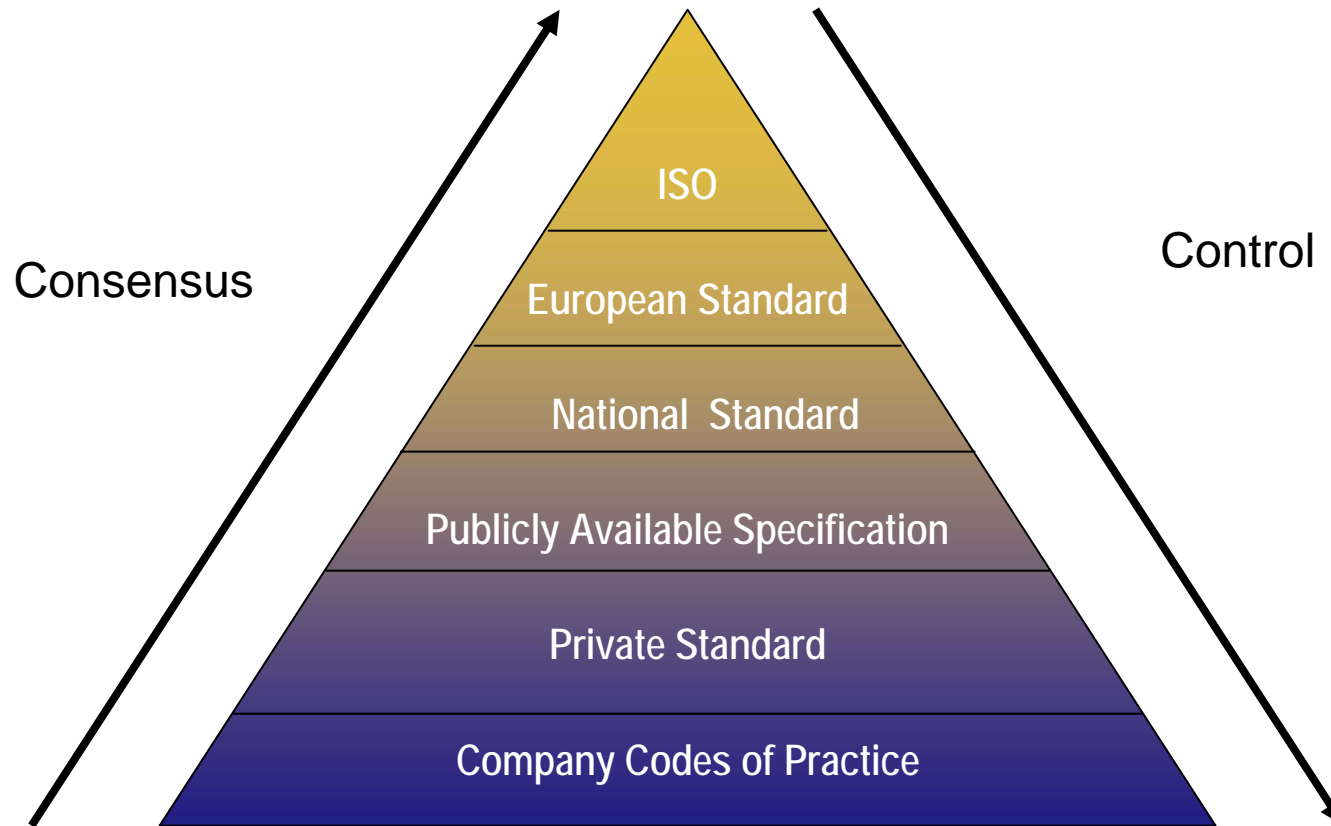
# Information about British Standards

- Part of BSI group which has 3 separate divisions – Management Systems (certification), Product Services (Kitemark), as well as British Standards
- Non-profit distributing, any monies made put back into Standardization.
- NOT government, NOT privately owned – a neutral independent body.
- The official UK route into International Standards
- C. £40m revenue (approx £6m from UK government, the bulk from standards selling and supporting activities)
- Approx. 2000 standards issued each year

# Standards are what?

- An agreed way of doing things
- Can be at any level, between any parties
- Can be different types - a specification, a code of practice, a guideline, a process, even a definition
- BSI is the UK's National Standards Body, we operate under a Royal Charter and a Memorandum of Understanding with Government
- BS and ISO Standards have special attributes, for this we have to obey certain rules to ensure transparency, integrity and fairness (such as rules about consultation levels)
- Standards are voluntary (this is different in other countries)

# Standards Pyramid



## Accreditation, certification what's the difference?

- Standards are all about assurance
- There are various levels for you to do this
- Self-certification , i.e. you state that you are meeting the requirements set by the standard
- Business to Business (or second party) certification, this happens when you wish to check out the processes and practices of a supplier
- Third party certification, this is when an 'accredited' independent 3<sup>rd</sup> party is employed to undertake an audit of the process and systems.
- Accreditation is what the 3<sup>rd</sup> party certifiers have to have and is what makes the system fair for all

## Drivers for the sustainable events standard

- In 2005 London was successful in its bid to host the 2012 Olympics – using sustainability of the games as a key selling point
- Discussions with the organising committee of London 2012 led to BS 8901 being instigated
- BSI already had produced a sustainable management standard BS 8900 which was gaining popularity
- Wide stakeholder engagement took place via a series of workshops held in early 2006
- Drafting panel made up of events industry planners, contractors and venues, experts in sustainability, Olympic environmental management group and government departments

# Members of the committee for BS 8901

- Cambridge University (S)
- British Precast Concrete Federation (S)
- London Organising Olympic Committee (E)
- IEMA – Institute of Environmental Management (S)
- Prince of Wales IBLF (E)
- UK Govt Department of Culture Media and Sport (E)
- Local Gov't Commission (S)
- TESA (The Event Services Association) (E)
- National Outdoor Events Association
- MBSA (Mountain Bike Sport Association)
- Consumer & Public Interest Network
- Warwick Business School (S)
- Organise This (E)
- Portable Sanitation Europe Ltd (E)
- Olympia Ltd (E)
- Association of Festival Organisers (E)
- Emap (E)
- RTH Group (E)
- Reeds Carpeting Contractors (E)
- F2F Events
- The UK Centre for Events Management
- Sound Advice (E)
- The Big Green Gathering (E, S)
- DMG World Media (E)
- ACE (E)
- BECA (E)
- The NEC Group (E)
- Eventia (E)
- Neil Stewart Associates (S)
- DEFRA (UK Dept of Environment) (S)
- The Royal Parks
- National Entertainments Agents' Council
- Association of British Certification Bodies

# What is Sustainability in Events?

Sustainability is defined as -

**An enduring, balanced approach to economic activity ,  
environmental responsibility and social progress**

Thus for this Standard Sustainability is not just environmental

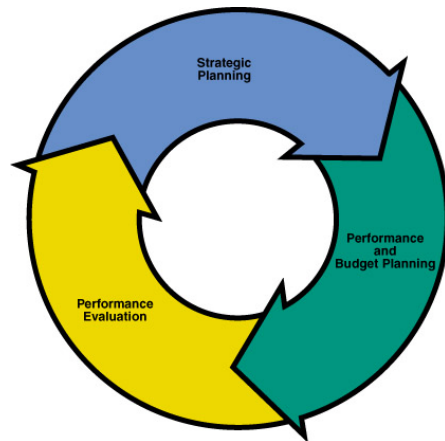
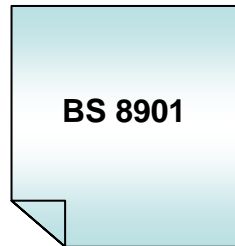
However, events management has seen improvements in  
environmental performance through use of the standard

Greening your event, events guide, Live Earth Green  
Checklist, ISO 14000

<http://www.bsi-global.com/en/Standards-and-Publications/>

Go here to buy the standard and download it

# What is this standard?



- ➔ **Specification for a sustainable event management system with guidance for use**
- ➔ **It applies to all sizes of event**
- ➔ **It applies to events, organisers, venues, suppliers**
- ➔ **Management system = Plan, Do, Check, Act**
- ➔ **Requires policy/commitments to sustainable development**
- ➔ **Identify issues, set objectives, identify alternatives/options**
- ➔ **Implement solutions, monitor & measure, evaluate**

**Requires CONTINUOUS IMPROVEMENT**