

Fiona Pelham

Positive Impact

MPI

GMIC

BSI8901



The Definition of Sustainability

The British Standards Institute definition of sustainability is: 'An enduring, balanced approach to economic activity, environmental responsibility and social progress'.



Demand for Sustainability

- **Delegate:** personal awareness
- **Client:** FTSE 500
- **Planner:** 68% stated they had taken environmental results into account when planning a conference or incentive programme **IMEX**
- **Venue:** Economic benefits- waste, energy
- **Industry standards:** BSI 8901, venue schemes



What is a Sustainable Event

- Economics
- Environmental
- Social/community



What is a Sustainable Event

Basic Steps based on MCC Green Your Event Guide:

Transport

Waste

Food

Marketing

Emissions



Organise This and Sustainability

Environmental policy

Online checklist <http://www.eventsustainability.com>

Measurements

Expert advice

Accreditation/Certification



Destinations/Venues and sustainability

Environmental policy

Education

Assistance with measurement

Consistent approach



What 3 things will you do differently based on what you have learnt this evening



Questions

For further information please contact
Fiona

Fiona@organisethis.co.uk

Or visit <http://www.organisethis.co.uk>

