

Sustainable Event Management: A Practical Guide 2nd Edition Released May 14, 2014

Every year events of every possible description are held around the world. Be they community events, large academic conferences, business meetings or enormous music concerts, festival, expos, and sporting events, they all have a massive impact on our environment.

Gatherings of people for a purpose always have and always will be a part of the human story. Those staging these events have a social and environmental responsibility to manage their impacts and enhance potential their positive lasting legacies.

Written by a leader in the field, this book is a practical, step-by-step guide taking readers through the key aspects of how to identify, evaluate and manage event sustainability issues and impacts – for events of any style and scale, anywhere in the world.

The product of tried-and-tested methods, coverage includes numerous examples and case studies from across the world, such as Boom (Portugal), Bonnaroo (USA), Hurricane (Germany), and Glastonbury (UK) Festivals. Readers are provided with checklists for action and tools for measuring performance.

This updated second edition includes a detailed review of the new international standard ISO 20121 Event Sustainability Management Systems along with other recent standards and certifications. It expands detail on measuring and reporting event sustainability performance outcomes with explanation of the Global Reporting Initiative Event Organizers Sector Supplement performance indicators.

This is the indispensable one-stop guide for event professionals and event management students who want to adjust their thinking and planning decisions towards sustainability, and who need a powerful, easy to use collection of tools to deliver events sustainably.

Meegan Jones is an event professional, trainer, consultant and writer focusing her work developing sustainable management solutions for live events.

Paperback: £32.99

Hardback: £90.00

ISBN: 978-0-415-84020-0

ISBN: 978-0-415-84019-4

www.greeneventbook.com

Complimentary exam copies available to universities and educational institutions

www.routledge.com/resources/complimentary_exam_copy_request/9780415840200/

Cover photo download: www.greeneventbook.com



CONTENTS

1. Sustainability and Events

- Sustainability Management
- Sustainable Development
- Social Responsibility
- Sustainability Policy
- Measurement and Reporting
- Sustainability Competencies

2. Engagement and Communications

- Internal Stakeholders
- External Stakeholders
- Attendee Engagement

3. Identify Issues

- Prioritising Issues
- Control or influence
- Significance and relevance
- Sustainable Development Principles

4. Destination and Venue

- Sustainable Event Destinations
- Sustainable Destination Checklist
- Venue and Accommodation Choice
- Venue and Lodging Checklist

5. Energy

- Energy Planning Steps
- Power Planning Stakeholders
- Venue Owner's Energy Checklist
- Event Organiser's Energy Checklist
- Non-Renewable Energy Sources
- Renewable Energy Sources
- Temporary Power
- Indoor Events
- Outdoor Events
- Lighting

6. Transport

- Travel and Transport Checklist
- Freight
- Onsite Vehicles and Plant
- Crew and Participant Transport
- Attendee Travel
- Sustainable Attendee Travel Checklist

7. Greenhouse Gas Emissions

- Measurement Scope
- Carbon Footprint
- Carbon Compensation and Offsetting

8. Purchasing and Resource Use

- Procurement Health Check
- Impacts of Consumption
- Procurement Checklist
- Greenwashing
- Labelling and Certification
- Timber Products, Printing, Signage
- Merchandise, Gifts and Giveaways
- Garments
- Paints and Varnishes
- Cleaning Products
- Food and Beverage / Serveware
- Vendors, Exhibitors and Sponsors
- Sustainable Procurement Policy
- Supplier Management

9. Waste

- Waste Backstory
- Waste Hierarchy
- Waste Timeline
- Waste Planning Steps
- Stakeholders
- Waste Checklist
- Destination Waste Management
- Material Types
- Waste Processing
- What Waste at Your Event?
- Waste Prevention
- Waste Segregation
- Waste Initiatives

10. Water

- Water Scarcity
- Types of Water
- Water Management Checklist
- Water Use and Conservation
- Messaging and Campaigns
- Wastewater
- Amenities

11. Standards and Certifications

- Certifications
- ISO 20121
- Clause by Clause
- Conformity Claims

12. Legacy

- Event Legacy
- Performance Reporting

REVIEWS

“Let’s be honest about it. Meegan’s book was already the reference piece for the whole scene. So many people were inspired by and guidelines based on her great work and it is even better to see that the new edition brings it to another level. Newbies can learn about the principles of sustainability and its quadruple-bottom-line management. Advanced people can adjust their operations according to the great help offered in this book and professionals can sneak a peek at events, initiatives and projects worldwide that are show-cased in so many examples concerning all sorts of action areas.

What makes it even more worthwhile are those looks over the edge of events organization and on general principles and definitions that help us understand how sustainability is to be implemented in our society and should be in our businesses as well. There is still a long way to go and development to be achieved in the events industry to become more and more sustainable. I am sure that Meegan contributed massively to the filling of the gap – again!

With this remarkable piece of advice in your hands there simply is no way saying “I don’t know how to do it”. **Holger Jan Schmidt (GO Group & GreenEvents Europe), Germany**

“Reference book, text book, check list for green practitioners, professors and inspiring reading for the rest of us. Perhaps the most comprehensive book written on the subject.” **Harith Wickrema, CVO, Eco Serendib Villa and Spa, Faculty, Temple University, USA**

“Meegan has written an excellent tutorial on sustainable event management. Whether you are a beginner or advanced practitioner, the book has great case studies, top tips and best practices stories that will help organisers to accelerate their journey towards more ethical, responsible and effective events.” **Guy Bigwood, MCI Group Sustainability Director, Spain**

“Meegan Jones has captured her vast experience in sustainability and event planning – domestically and internationally. She has also contributed to international technical committees responsible for the development new standards for sustainable event management systems and sustainable event reporting. She travels the world, collaborates with many, finds practical solutions and brings her humour to colleagues and clients embarking on this work. Meegan brings her passion for sustainability along with her savvy and curiosity to this book. It is a timely and valuable reference for the event sector – worldwide.” **Ann Duffy, President, The Ann Duffy Group and former Chief Sustainability Officer, Vancouver 2010 Olympic and Paralympic Winter Games, Canada**

“Anyone seeking a mentor to help understand the impact of events and how they can be made better through sustainable approaches will benefit from this book. It translates complex sustainability issues into easy-to-understand language for event professionals. It gives honest perspective on what to focus on to help you make realistic action plans and day-to-day decisions, even when resources might be limited. And the generous peppering of interesting international case studies, sprinkled with a bit of humour, gives life to learning!” **Shawna McKinley, Director of Sustainability, MeetGreen®, USA**

“Whilst large scale events such as festivals entertain many people, they can attract criticism for being spectacles seeking profit without concern for the planet. ‘Sustainable Event Management: A Practical Guide’ avoids overly technical jargon and offers an easy to follow checklist for any sustainability minded festival organiser. This excellent book not only offers a straightforward structure to dip into and consider issues such as minimising waste or reducing the impact of travel but also gives a nod in the direction of important issues such as sustainable event standards and how to influence audience behaviour in a sustainable direction.” **Stephen Henderson, Senior Lecturer in Events Management at Leeds Metropolitan University, UK**

“This book is the one-stop-shop for those wanting to delve into the big world of sustainable event management – clear, detailed and based on real experience of the industry.” **Chris Johnson, Co-Founder and Director, Shambala Festival; Chair, Powerful Thinking; Associate for Festivals and Events, Julies Bicycle, UK**

“It could be said that putting on an event is inherently unsustainable – and in many respects it is. However, with the right knowledge, framework and tools you can gain significant efficiencies and cost savings from a sustainable approach as well as having an unrivalled platform to demonstrate leadership and communicate sustainability to a new audience. Whilst the topic of sustainability is still a relatively new concept for the events sector the industry has continued to make great strides in this

area by exploiting opportunities in what is still a very demanding market. In the 4 years since the last edition of Meegan's book a number of standards and guidelines have emerged and considerable lessons have been learned by industry 'early adopters'. Meegan captures the progress that has been made perfectly! Whether you're new to this game or consider yourself an old hand this is the only practical and accessible book out there that covers technical subject matter and new 'ways of working' of relevance to event sustainability all in one place." **Phil Cumming, Group Sustainability Manager – Net Positive Strategy, Kingfisher plc (former Corporate Sustainability Manager, London 2012 Organising Committee), UK**

"Sustainable event management is a complex subject involving different skills, technologies and behaviours. This book provides a comprehensive overview of these complexities, with clear guidance on how to address them to make events more sustainable. It goes into detail about the practical measures that can be taken, using case study examples from many different events. In particular, it provides guidance on how to achieve greenhouse gas emission reductions and clearly explains the opportunities of reducing electricity related emissions from generators. Overall, it is a very good read and I believe that it will help professionals improve the sustainability of the events industry for many years to come." **Professor Paul Fleming, Director of Sustainable Development, De Montfort University, Leicester, UK**

ABOUT THE AUTHOR

Meegan is an event professional (20 years) who provides sustainable solutions for live events and productions. She is a partner in GreenShoot Pacific, a sustainability consultancy to the events, screen, sport and music touring industries, and Chairperson of the Sustainable Event Alliance.

Recent credits include; Sustainability Strategy for FIFA World Cup 2022, Head of Delegation Australia: ISO 20121 Event Sustainability Management Systems; Industry Expert, Global Reporting Initiative Event Organizers Sector Supplement. Prior to GreenShoot Pacific, Meegan was Sustainability Manager for Festival Republic (Reading, Leeds, Latitude and Glastonbury Festivals), Global Greening Consultant Live Earth 2010 and Live Earth India 2008, Festivals and Events Consultant Julie's Bicycle, and Project Consultant UN Music & Environment Initiative.

In 2011 she was a finalist in the NSW Office and Environment and Heritage Sustainability Champion awards. She has written numerous articles and guides which are available on her website www.greeneventbook.com