Translating the Standard: BS 8901, Sustainable Events Management System

BSi 8901 is designed to help you to incorporate sustainability into your work in the events industry. It is not a simple pass or fail, but a framework for continual improvement. It is a system for implementing a process to work in a sustainable way, not for creating a sustainable event. The standard can be used by event organisers, venues, suppliers and contractors

In simple terms sustainability is: **Finding the best balance between environmental, social and economic considerations**

Environment =   includes recycling, water and energy usage and pollution
Social =   consideration of the benefits and impacts on staff, customers, visitors and the local community
Economic =   benefits and impacts on the event/company budget and the effects on the wider economic community

Phase	Description	Actions	Notes
Phase 1	**Planning**	• Identify and compile sustainability Objectives (policy)	A list of sustainability objectives with management support.
		• Stakeholder engagement	Communicate the policy to all those involved in or affected by your part in the event and ask for input. As a result of this you may need to re-evaluate your objectives. (ongoing process)
		• Set targets	Using objectives, set targets that can be measured or assessed (KPI's)
Phase 2	**Implementation**	• Provide resources including personnel	Make budget, equipment, manpower and training available to meet your objectives. Operating procedures should reflect this process.
		• Manage supply chains and maintain communications	Encourage suppliers to conform to BSi 8901 and provide ongoing communication and support to assist in achieving this.
		• Document the system	Keep records of the process and the steps taken
Phase 3	**Evaluation**	• Monitor, evaluate	Check that management systems (including supply chain) and process are in line with your objectives
		• Review and learn from	Analyse results and adjust future targets and management system accordingly.

Claiming compliance (or getting the badge)
Organisations can self-certify or be verified by a certification body (to be appointed). Wording that can be used is found in section 4 of the standard.
To remain compliant year on year, organisations should demonstrate measurable progress against maturity matrix. The maturity matrix attached is a useful tool for charting the progress and highlighting position in it.

In order to gain certification or accreditation and for more information please refer to the text of the standard, BSi 8901
Guidance complied by: AEC, AEO, AEV, EIA, EIF, NOEA, MPI