



TECHNICAL STANDARD – SUSTAINABLE EVENT CERTIFICATION SCHEMES

CATEGORY INTERPRETATION GUIDE

1. Leadership

Leadership shall evaluate the ability of the event organiser or client to develop and implement a sustainable management system for their event which meets the minimum standards associated with ISO 20121 or similar standard. It will include the evaluation of all administrative planning, organisational, operational and management aspects of the event and the extent to which employees, visitors, attendees and the public are adequately protected in terms of personal health, safety and security.

2. Planning

The event organiser or client will be evaluated for their commitment and ability to develop, implement and manage an *Event Sustainability Vision Statement* and to communicate this statement to all interested and affected parties.

The degree to which procurement and supply chain management in respect of goods, services, contractors, sub-contractors and other administrative aspects of the event shall be evaluated to ensure that the overall impacts associated with procurement – including waste; community involvement; fair and equitable procurement and sustainable commitment are achieved.

The appropriateness and suitability of sponsorships, funding and association will be evaluated in respect of the overall objectives of the *Sustainable Vision Statement* and to identify any areas of conflict or undue influence over the Sustainable Event Statement itself.

3. Support

Decisions regarding the selection of the event destination and venue will be evaluated to determine the extent to which these influence to overall sustainability score and performance of the event itself. The travel requirements for delegates, suppliers, visitors or contractors shall be evaluated as part of this aspect, together with any offset initiatives that may be taken by the organiser or client in this regard.

The status and ability of the venue to honour the *Sustainability Vision Statement* shall be evaluated. This shall include any technical design aspects of the venue which could contribute to or negatively affect the event goals. Where a venue has an independent sustainability rating, it shall score higher than one without. Internal sustainability opinions are not considered.

Where an event is dependent upon accommodation or food and beverage operations as an integral part of the event, such suppliers shall be evaluated for their ability to honour the *Event Sustainability Vision Statement* objectives.

Addendum 1

Where transport is required to move delegates or visitors between their accommodation and the event- or the event and any sub-events, such transport shall be evaluated as part of the overall event. This shall include an evaluation of transport options; parking; pick-up points and overall transport schedule.

The efforts of the Event Organiser or Client to communicate the sustainability objectives and *Event Sustainability Vision Statement* to all interested and affected parties shall be evaluated.

4. Operations

Where food and beverage services are provided as part of the event (as opposed to opportunistic vendors), the nature, style and manner in which the services are provided will be evaluated. This will include evaluation of sustainability measures taken to minimise waste including the nature and range of equipment, décor and packaging provided.

Where exhibition services are provided, the range and nature of such services shall be evaluated. This shall include the type of exhibition materials provided by equipment providers; the nature and range of materials used by exhibitors and the extent to which exhibitors and their contractors contribute to the overall sustainability objectives of the event.

5. Performance Evaluation

All aspects related to resources consumed or used during the event – and any associated waste, shall be evaluated by means of effective and accurate measurement and monitoring. Where the event organiser or client undertakes to offset emissions or consumption, such offsets must be evaluated against their effectiveness and appropriateness, and be fit for purpose.

Where any legacy programme is undertaken, the extent to which the measures are considered fair and equitable - and the degree to which such measures are sustainably managed, shall be considered.

6. Reporting

A comprehensive report must be developed to substantiate any scores or decisions which may be taken by the Event Certification Scheme in relation to the overall sustainability of the event.