



# TURF ISN'T THE ONLY THING THAT SHOULD BE GREEN

TRAINING AND CERTIFICATION FROM SGS



# HOW DOES A SERIOUS MATTER LIKE **SUSTAINABILITY** RELATE TO THE COLOURFUL AND FUN EVENTS INDUSTRY?

## **BS 8901**, THE SUSTAINABILITY MANAGEMENT SYSTEMS IN THE EVENT INDUSTRY



### THE BENEFITS OF IMPLEMENTING BS 8901

This British standard aims to improve the sustainability management practices of event organisations, venues and events' supply chains.

Sustainability encompasses the environmental impacts of the event industry's activities, as well as the social and economical implications for the different stakeholders.

The standard applies to all types of events, from the local craft show to the London 2012 Olympics and is applicable to:

- **EVENT OWNER** - anyone who commissions and is responsible for the overall management of an event;
- **EVENT ORGANISER** - anyone with overall responsibility for managing the delivery of an event;
- **SUPPLIERS TO THE EVENT** - any organisation providing products, services or facilities such as stand builders, lighting engineers, sound engineers, printers, caterers, venue owners, couriers and printers.

BS 8901 is flexible, covering all activities of an organisation or just some of them. The standard can also be applied to a specific event.

BS 8901 offers commercial benefits to organisations:

- Provides assurance to stakeholders, customers and anyone else involved, that the event has been planned and implemented in a sustainable manner;
- Helps differentiate an organisation from its competitors, helping to win new business, improve reputation and brand image;
- Helps to reduce carbon emissions and waste and improve resource efficiency of the entire event supply chain;
- Improves relationships with the employees, local communities, suppliers and other relevant stakeholders.

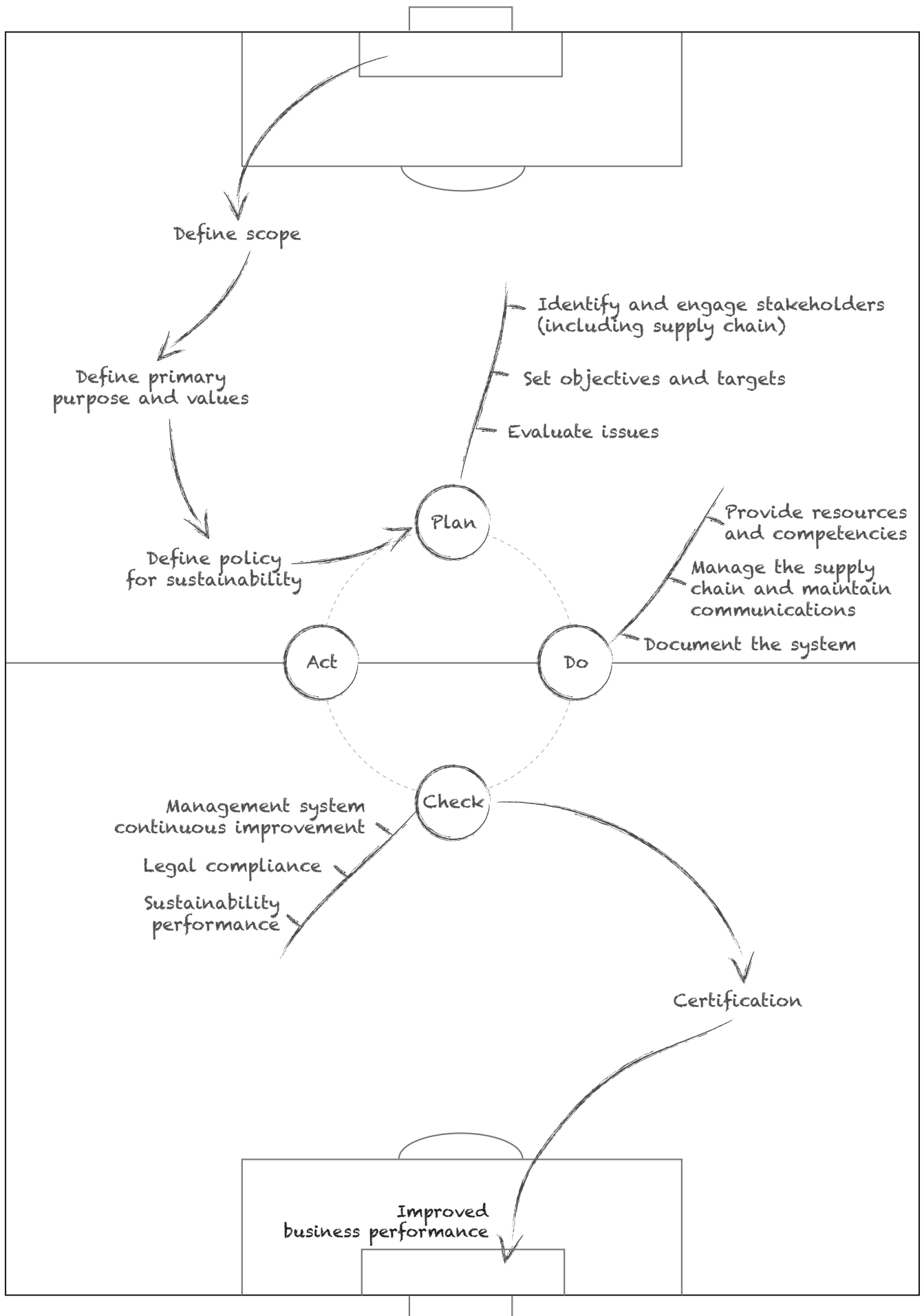
There is currently an international standard under development due to be published in 2012. This standard will be named ISO 20121 and its requirements are fairly similar to the ones in BS 8901.

Organisations certified against BS 8901 will be able to get the international certification once they have a transition audit, often in conjunction with their usual surveillance or renewal audit.

VisitEngland, the country's national tourism board, has validated SGS's BS 8901 certification process.

Organisations certified by SGS will appear on the VisitEngland website as a certified green venue.

# BS 8901 IMPLEMENTATION STRATEGY



# HOW DOES THE **CERTIFICATION PROCESS WORK?**

## **GAP ANALYSIS (OPTIONAL)**

The aim of the gap analysis service is to enable your organisation to understand where its current practices meet the Sustainability Management Standard in the events industry and identify areas where you need to consider additional processes or activity to meet the standard.

SGS's gap analysis service is stand-alone and does not commit you to formal assessment or certification in the future. However, we are sure that you will gain great benefit from taking advantage of this.

## **SELF-ASSESSMENT QUESTIONNAIRE**

The self-assessment questionnaire guides organisations through the standard requirements and the supporting evidence that will be needed in Stage 1 Audit.

It also allows organisations to identify the performance level of their system against each requirement. It is therefore a good tool in the audit preparation process.

## **PRE-ASSESSMENT (OPTIONAL)**

The pre-assessment is tailored to an organisation's needs but typically this is a one-day on-site visit.

The pre-assessment is designed to give information and feedback on how the organisation is progressing as well as identifying suitable levels of evidence.

It can also take the form of a gap analysis that will help identify current practices and how they match with the requirements of the standard. This enables the organisation to make decisions on project plans and timescales, etc.

## **DOCUMENT REVIEW**

The designated Auditor will carry out a review of the self-assessment questionnaire and supporting evidence. This enables the Auditor to gain an understanding of how the organisation has met the requirements of the Event Sustainability Management Standard.

Following this document review, a report will be prepared to outline the areas that will be the focus of the next stage of the assessment.

The report will also include an itinerary for your second stage audit.

SGS recommends at least a three–four week period between the document review stage and the second stage audit. This will give the organisation the opportunity to review and solve any areas of non-compliance that the Auditor has raised in the report and plan the best way for these areas of non-compliance to be closed out at the second stage audit.

## **ON-SITE ASSESSMENT**

This is typically **ONE OR TWO DAYS ON-SITE** but may vary depending on the staff numbers and sites covered by the certification.

The aim of this part of the assessment is to obtain objective evidence that the organisation is meeting the requirements of the standard.

Evidence is obtained from the review of documents, interviews with relevant stakeholders (staff, suppliers, etc.), partner organisations and senior management.

The on-site assessment must include at least one event. The audit closes with a meeting where the Auditor summarises the findings of the assessment and states if the organisation is being recommended for certification.

A detailed report of the findings is then prepared by the Auditor. This includes areas where the organisation is partially compliant as well as areas scored as excellent.

## **ANNUAL REVIEW**

The Sustainability Management Certificate is valid for three years. In order for us to ensure that your organisation is maintaining the standard we are required to carry out annual visits. The annual review will take place 12 months after the date of your initial assessment.

# OPTIONAL EXTRAS TO HELP YOU GET THE MOST FROM YOUR CERTIFICATION

## CELEBRATION

Upon confirmation of a successful assessment by SGS, we feel it is important that our clients celebrate their achievement and promote the Sustainability Management Standard in the Events Industry to other similar organisations and stakeholders.

SGS can help promote the organisation's achievements via its website, develop promotional material, build a case study, promote a press release, etc.

## SUPPLY CHAIN ENGAGEMENT

One of the challenges of sustainability management is getting it deployed down the supply chain.

SGS supports its clients by creating awareness in the supply chain organisations, and training them in order to comply with defined requirements or controlling the contract implementation.

Lessons learned are disseminated across the supply chain and helping to raise the general performance level.



## TRAINING COURSES

### SUSTAINABILITY MANAGEMENT AWARENESS COURSE

The focus of the one-day hands-on workshop is how to prepare an organisation to meet the standard. The elements within each of the requirements are explored and participants relate these to their own organisation's activities by identifying good practice and areas requiring action.

### SUSTAINABILITY MANAGEMENT INTERNAL AUDITOR

Delegates will learn the standard requirements and best practices in auditing techniques.

Internal audits are an effective tool to maintain compliance, improve performance and improve staff skills.

### SUSTAINABILITY CHAMPIONS

Training and coaching of staff to:

- engage with main stakeholders,
- assist in the identification of present and foreseen risks and opportunities,
- facilitate dynamic enhancement of project teams, and
- ensure results dissemination across the organisation.

### TRAIN THE TRAINER AND IN-HOUSE INDUCTION PROGRAMMES

Supporting staff to become internal sustainability trainers and deliver induction programmes.

## SUSTAINABILITY STRATEGY WORKSHOPS

The strategy will be defined and developed in a series of workshops.

The sessions are structured so that the outputs of each session are used in the following session until the strategy outline is completed.

1. How does my business interact with society and the environment?
2. How can society and environmental issues threaten my business?
3. In what ways can society and environmental issues benefit my business?
4. Which issues are the most important to me?
5. How can I integrate them in my business strategy and plans?

## IMPLEMENTATION WORKSHOPS

The most complex requirements of the standard are explored in one-day workshops:

- Sustainability issues identification and evaluation
- Supply chain management
- Stakeholder identification and engagement methodologies
- Sustainability performance indicators
- Continuous improvement tools
- Effective communication techniques.

## CASE STUDIES

# CROKE PARK SCORES A GLOBAL FIRST WITH **BS 8901 CERTIFICATION**

In May 2010 Dublin's Croke Park Stadium gained BS 8901:2009 certification, making it the world's first stadium to receive this prestigious award for sustainable event management.

Stadium Director Peter McKenna says: "We decided from the start there could be no half measures when it came to sustainable development – it was going to be the way we managed all our processes at Croke Park. From our organisational principles right through to all our operational activities and those of our contractors, sustainability is now the key pillar in the way we manage our business."

Alan Gallagher, Operations Manager at Croke Park, says: "Sustainability is central to our activities here at Croke Park. BS 8901 shows that what we do in the area of sustainability we do right, and that we're committed to constant improvement."

Croke Park chose SGS Ireland to carry out its BS 8901 assessment. Alan Gallagher says: "SGS undertook our ISO 14001 assessment so we knew them already. SGS is the leading assessment body in Ireland and it was the only organisation in the country offering assessments to BS 8901."

Becky Toal of SGS says: "Croke Park has shown the way forward by ensuring that sustainability management is embedded throughout its operations. Other stadiums have great potential to embed sustainability and can learn valuable lessons from Croke Park on stakeholder engagement, operational controls and supply chain management."

Request the full Case Study from [uk.nowisthetime@sgs.com](mailto:uk.nowisthetime@sgs.com)



## TPA PORTABLE ROADWAYS **BUILDS BUSINESS WITH BS 8901 CERTIFICATION**



Tom Henderson, TPA's Support Services Manager, says: "If you are responsible for staging an event, you should minimise your environmental and social impact by ensuring your roadway supplier is certified to BS 8901 - as we are. Not all suppliers are alike!"

Based in Worksop, Nottinghamshire, TPA provides portable roadways, pedestrian walkways, bridges, barriers, fencing and car park hard standing for event organisers nationwide. TPA products improve site access, safety and security at the Leeds and Reading Festivals, Royal Ascot, Wimbledon, The Open Championship, and hundreds of other events. Around 25 million event-goers use TPA roadways each year.

Tom Henderson of TPA says: "We chose SGS to assess us for BS 8901 because they have been supporting us in improving our performance since 2009. SGS's assessors in particular are thorough and add value to our organisation."

Ana Inacio, Sustainability Consultant and Auditor for BS 8901 from SGS, presented the certificate to TPA. "They have some of the best staff engagement practices I have ever seen. I was delighted to see how sustainability can make a difference in people's lives", says Ana.

# HOW DOES BS 8901 RELATE TO OTHER STANDARDS?

Many standards require commitment to comply with legal and other requirements in relevant socially responsible areas such as environment, occupational health and safety, and labour issues. Therefore organisations using these standards are likely to be adhering to some of the requirements of BS 8901 already. Some of the standards below address other BS 8901 requirements, such as those relating to accountability, transparency and respect for stakeholder interests.

**UN GLOBAL COMPACT** - allows businesses to commit to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption.

**AA1000 ACCOUNTABILITY PRINCIPLES STANDARD** - provides a framework for an organisation to identify, prioritise and respond to its sustainability challenges through commitments to three key principles - stakeholder inclusivity, materiality and responsiveness. One of the aims of the standard is to enable organisations to be accountable to their stakeholders and to respect their interests.

**ISO 26000** - provides guidance on the underlying principles of social responsibility, the core subjects and issues pertaining to social responsibility and on ways to integrate socially responsible behaviour into existing socially organisational strategies, systems, practices and processes.

**GRI** - creates conditions for the transparent and reliable exchange of sustainability information.

**ISO14001:2004 ENVIRONMENTAL MANAGEMENT SYSTEM CERTIFICATION** - demonstrates an organisation's environmental responsibility and requires commitment to legal compliance.

**OHSAS18001** - enables organisations to manage operational risks and improve performance and requires a commitment to legal compliance.

**EQUATOR PRINCIPLES** - benchmark for determining, assessing and managing social and environmental risk in project financing.

**SA8000 CERTIFICATION / SOCIAL ACCOUNTABILITY** - encourages organisations to develop, maintain and apply socially acceptable practices in the workplace and requires commitments to legal compliance and respect for international norms and human rights.

**CODES OF CONDUCT ON WORKPLACE CONDITIONS (E.G. BSCI, CIS, EICC, ETI, FLA, WRAP)** - require member organisations to comply with all elements of the codes including commitments to legal compliance and respect for international norms of behaviour, in particular with reference to human rights and labour practices. Some of these codes also expect organisations to engage with stakeholders, in particular employees and suppliers.

## WHY SGS?

SGS is the world's leading inspection, verification, testing and certification company. Recognised as the global benchmark for quality and integrity, we employ over 64,000 people and operate a network of more than 1,250 offices and laboratories around the world. We are constantly looking beyond customers' and society's expectations in order to deliver market-leading services wherever they are needed.

Partnering with SGS opens the door to better performing processes, increasingly skilful talent, consistent and compliant supply chains and more sustainable customer relationships delivering profitable competitive advantage. Work with the global leader and take your commitment to the next level.

We have a history of undertaking and successfully executing large-scale, complex international projects. With a presence in every single region around the globe, our people speak the language and understand the culture of the local market and operate globally in a consistent, reliable and effective manner. In addition, we are the global leader in ISO 14001 certification and the most widely accredited certification body.

To learn how sgs can help you exceed customer expectations, visit [www.uk.sgs.com/ssc](http://www.uk.sgs.com/ssc) or contact [uk.nowisthetime@sgs.com](mailto:uk.nowisthetime@sgs.com)

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