EventSustainability

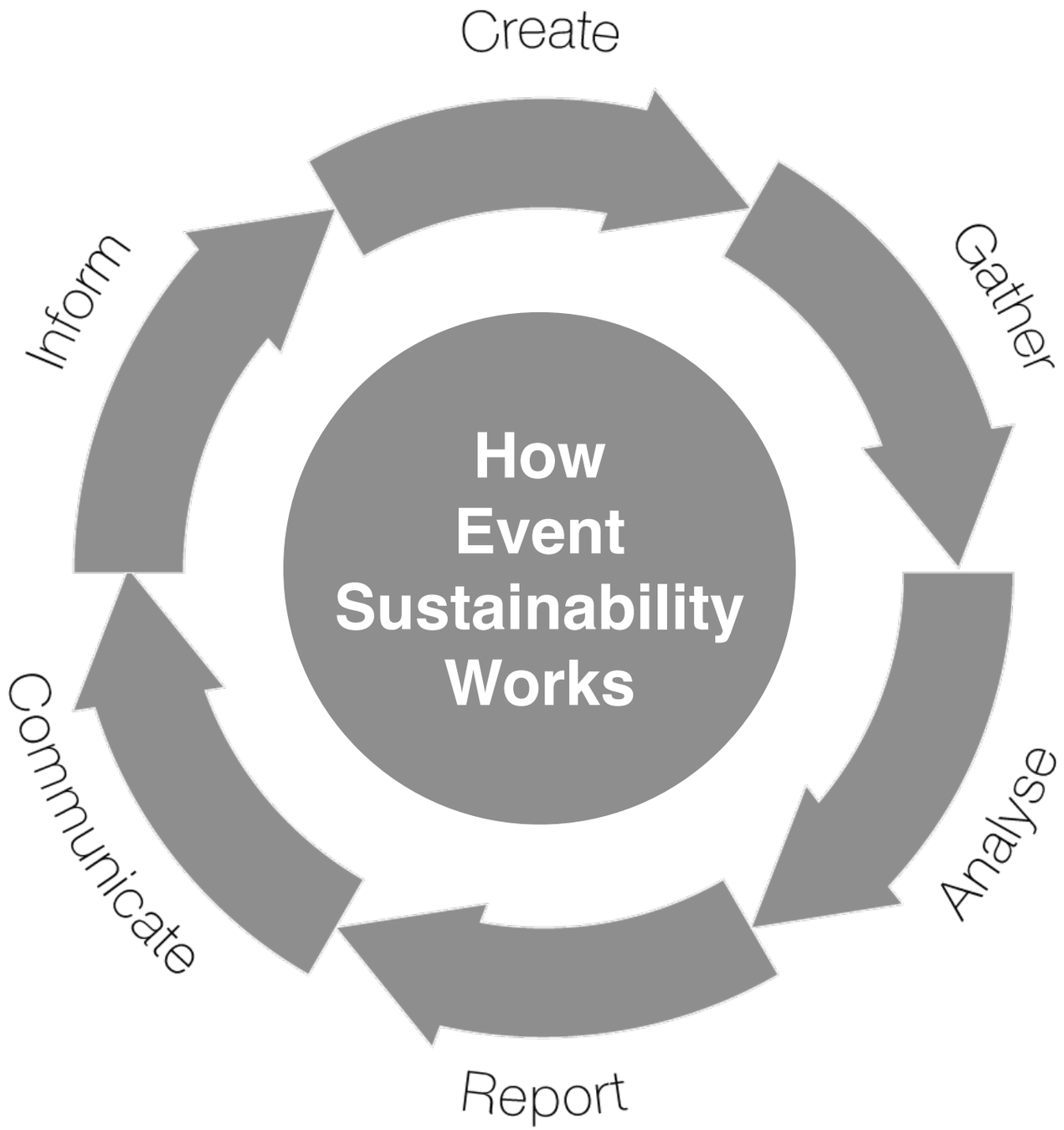
Entry for the UFI Sustainable Development Award Competition 2014.

Entrant: Sustainable Events Ltd for the measurement tool: EventSustainability

www.eventsustainability.com

Event Sustainability is an online measurement and reporting tool. It helps you *implement best practice*, *gather data*, and easily *create sustainability reports* to share with people that matter.

Event Sustainability was created to enable industry reporting on the Global Reporting Initiative Event Organiser Sector Supplement. The content was used to create UFI's free GRI reporting template.


Create
Gather
Analyse
Report
Communicate
Inform
How Event Sustainability Works

Why use our tool?

Provide evidence for ISO 20121 accreditation

Analyse data and make recommendations

Identify goals for sustainability measurement

Benchmark between other standards in your sector

Communicate strategies to clients and teams

Engage stakeholders with your policies

Gather data from using a variety of online tools

Distribute reports and findings to key contacts

1) Create an actionable strategy

Event Sustainability works by providing you with the tools necessary to achieve **ISO 20121**. Using activities to help you focus on areas relevant to your business, our tools help you create a sustainability policy which is easy to understand and action.

2) Gather data

Gather measurements and information about your events using categories which align with internationally recognised frameworks.

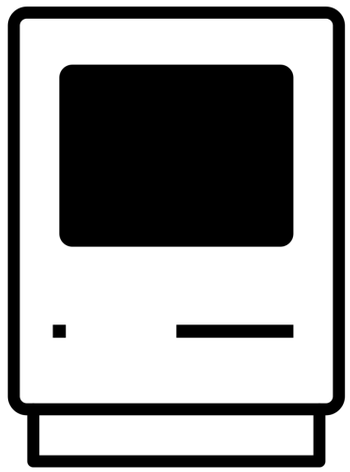
Our tools work using simple, natural language with a focus on **Fast Collection** through a number of devices. Sustainability data entry shouldn’t be a reactive process: Our platform enables your teams to add their findings in **Real time**.

3) Analyse

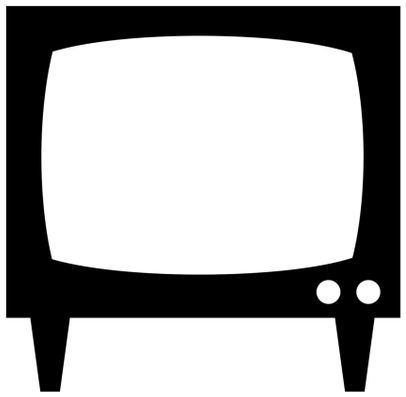
Our reports tell you the story behind the numbers, and can help provide the necessary evidence for **ISO 20121** accreditation.

Reports can be viewed using rich graphs and charts and downloaded using our dashboard in PDF format. You can also embed your sustainability credentials using one of our widgets.

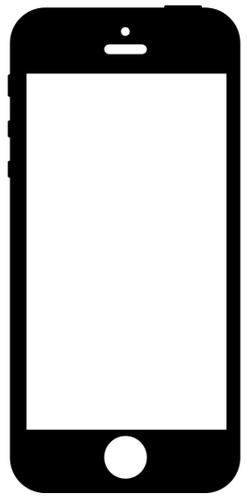
Track progress and gather data anywhere



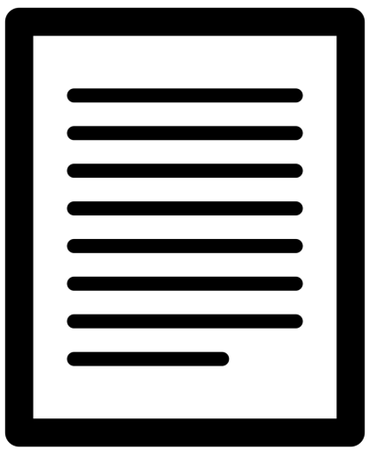
Access our platform using a web browser on your desktop. View all reports and progress in the dashboard.



Keep everyone informed about progress with an interface designed for large screens.



View the dashboard on a mobile device. Contribute to data gathering using our web app or SMS.



Share your policies and findings with stakeholders using our downloadable reports and tools.

We work with…

GOODWOOD ROAD RACING COMPANY
GOODWOOD FESTIVAL OF SPEED ®

™

UKA | UNITED KINGDOM ATHLETICS

Manchester Central

Gold Coast 2018
XXI Commonwealth Games

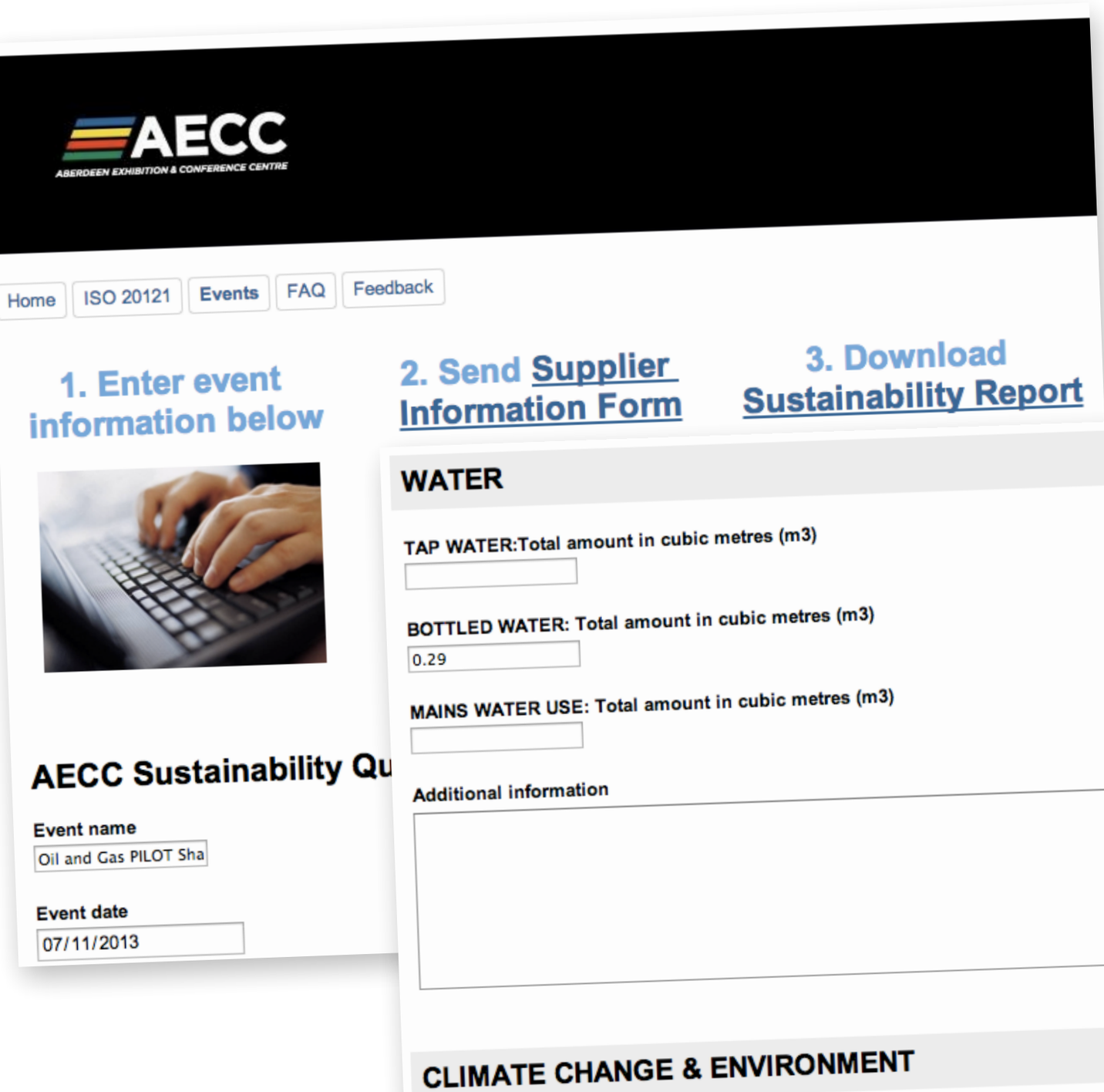
EARLS COURT

Case Study

Aberdeen Exhibition & Convention Centre

AECC
ABERDEEN EXHIBITION & CONFERENCE CENTRE

Our system helped set objectives and measured and reported on all sustainability goals.



Please help yourself to some CLEAN FRESH DRINKING WATER
AECC
recycle for Scotland
plastic bottles
paper & brochures
drinks cans
AECC
ELITE
CHILLING
borg & overstrom

PILOT
SHARE FAIR
Supporting Sponsors
Dräger
Hytera

BioBag

“

Having started to implement the *ISO 20121 standard*, we needed a way to start monitoring and measuring the impact of our events, ***Event Sustainability*** is the perfect solution for this as it allowed us to tailor the functionality to suit our way of working whilst still providing us with **best practice guidance** of areas we should be considering to measure. Additionally, it’s meant that we can start **communicating with our stakeholders** about our sustainability aims and objectives - our client Oil & Gas UK were really happy to be involved in the recent case study and initial benchmarking exercise, it means that we can work together to make the next event more sustainable and really aim to **gather accurate data**. We know that we are not perfect with regards to measuring but we were keen to publish our report to hopefully encourage and help other organisations to do the same. ”

David McDonald, Catering General Manager, AECC

“

Oil & Gas UK was more than happy to contribute to the **measuring of our largest events**; ‘PILOT Share Fair’ and the‘Oil & Gas UK Awards’ which were held at the Aberdeen Exhibition and Convention Centre in 2013. The **Event Sustainability** tool provided a clear way to measure the event and to **capture not only the data** but some of **the initiatives that we have put into place** as organisers. It's great that there is a system that allows not only the **venue and suppliers to measure data**, but the organiser to report on the efforts that are being made to make the event a more sustainable one. The results of this report and the accompanying case study have encouraged us as a team to look to **improve our sustainability performance for the 2014** show and then look to communicate this to our stakeholders.

”

Louise Edwards, Event Manager, Oil & Gas UK

A comprehensive report for ISO 20121 accreditation was automatically created at the end of the event

CLIMATE CHANGE
ackground information

Were climate change risks and opportunities considered?	Yes
Types of risks and opportunities identified	Risk of weather disruption, Ri regulation, Opportunities for i
Cost implications due to climate change and initiatives in place	

Initiatives to reduce environmental impacts

The AECC operates strategy including fu cutlery and packagi For more informatio http://www.youtube. v=mos6LmBk6Kg

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Sustainability Report

Oil and Gas PILOT Share Fair Exhibition and Awards 2013
November 7, 2013

WASTE

Background information

Landfill waste	1.75 tonnes
Hazardous waste	tonnes
Dry mixed recycling	0.33 tonnes
Recycled glass waste	1 tonnes
Composted waste	1.5 tonnes

Additional health and safety information	

COMMUNITY

Potential negative local community impacts	No predicted negative impacts on the community were identified.
Potential types of objections from	Complaints, protests

HEALTH & SAFETY

Background information

Number of injuries, fatalities and notifiable incidents	**0**
Group(s) involved	
Incidents involving fatalities and actions taken	

Our tool worked.

Guidance The tool enabled the Operations and Sustainability team at AECC to create an actionable strategy to help meet their guidelines.

Inform It enabled the AECC to communicate the objectives to all stakeholders and publish an effective policy.

Future The AECC realise they need to improve across all key areas in relation to sustainability, and the end report provided the necessary benchmark to achieve this going forward.

Client Our system helped to meet their own initiatives and provide measurements towards them.

Summary

Event Sustainability provides our clients with the Exhibition and Convention industry with the necessary tools to implement a strategy aimed at achieving ISO 20121 accreditation.

Our data collection system enables all team members and suppliers to quickly update their progress and keep everyone informed.

The strategies our platform helps create engage all stakeholders, from client exhibitors to local communities.

Event Sustainability is the future of exhibition and convention reporting.

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