

BS 8901:2007 Specification for a sustainable event management system

BS 8901:2007 Specification for a sustainable event management system with guidance for use sets out the requirements for planning and managing sustainable events of all sizes and types, supplemented by guidance on how to meet, and surpass, these requirements. BS 8901 encompasses the entire range of events ranging from large scale conferences and unique events such as the 2012 Olympics to music festivals and air shows. It is aimed at:

- Event organizers
- Venues
- Organizations and/or individuals in the supply chain

BS 8901 provides guidance in the form of easy to understand practical information designed to assist the user to implement the requirements and those in event management to manage their environmental, financial and social risks and impacts spanning all aspects of event management.

BS 8901 can help:

- Companies to improve sustainability performance within available budgets
- Reduce carbon emissions and waste, improving the resource efficiency of the entire event supply chain
- Present opportunities for more efficient planning and encourage the re-use of equipment and infrastructure
- Users take stock of the environmental impacts such as carbon footprint, waste management and effects on biodiversity; social impacts such as community involvement and fair employment; and economic impacts such as local investment and long-term viability.

To order your copy of BS 8901, please visit www.bsi-global.com/BS8901.

About BSI British Standards

BSI British Standards is the UK's national standards organization, recognized globally for its independence, integrity and innovation in the production of standards and information products that promote and share best practice. BSI works with businesses, consumers and government to represent UK interests and to make sure that British, European and international standards are useful, relevant and authoritative. BSI British Standards has been instrumental in the creation, development and promotion of instantly recognizable and well-renowned standards:

BS 25999-1 for business continuity management
BS ISO/IEC 27001 for information security management
BS EN ISO 9001 for quality management
BS EN ISO 14001 for environmental management
BS OHSAS 18001 for occupational health and safety management

For further information please visit
www.bsi-global.com/britishstandards

BSI British Standards is part of BSI Group, a global independent business services organization that inspires confidence and delivers assurance to customers with standards-based solutions. Originating as the world's first national standards body, the Group has over 2,250 staff operating in over 100 countries through more than 50 global offices. The Group's key offerings are:

- The development and sale of private, national and international standards and supporting information
- Second and third-party management systems assessment and certification
- Product testing and certification of services and products
- Performance management software solutions
- Training services in support of standards implementation and business best practice.

For further information please visit www.bsi-global.com

BSI Group Headquarters

389 Chiswick High Road London W4 4AL UK

Tel +44 (0)20 8996 9001
Fax +44 (0)20 8996 7001
www.bsi-global.com



Printed responsibly using vegetable oil based inks on 100% recycled paper. This brochure is printed on FSC material under chain of custody conditions by an FSC accredited printer.

raising standards worldwide™



Live Nation



Live Nation is the world's biggest concert promoter and organizer. As the main producer of live events at Wembley Stadium in the summer of 2007, it fell to Live Nation to produce the London leg of Live Earth – a global concert to raise awareness about climate change. Live Earth asked Live Nation (the similarity in names is only a coincidence) to virtually implement BS 8901 at its London event.

Live Nation has no track record as a sustainable event organizer. Nevertheless says Live Nation's Production Manager, Andy Pearson, "Within our organization over the last few years we've taken steps, especially with green-field festivals, to work towards something like this standard, and I think everybody has known that something like it is coming along. The general public wants to see us making progress to become environmentally friendly so, especially in waste management and recycling, we try to get better."



BS 8901 Sustainable Events Management Case Study

Implementation

In implementing BS 8901 at the Live Earth concert, Live Nation had the benefit of a brand new environmentally-friendly venue. Wembley Stadium sources its electricity from a green energy supplier and its lighting control systems enable it to reduce overall energy consumption. The venue also has sophisticated waste management in place which recycles waste card, paper, glass, wood, metal and electrical items. At the Live Earth event all plastics were recycled and concertgoers were encouraged to play a part by using recycling bins placed around the stadium.

For Live Earth, Wembley's caterers sourced food boxes from sustainable sources that were made from sugar cane and reed fibre, as well as serving fair trade hot drinks and bottled water prepared using green production methods and in bio plastic bottles, with profits going to fund water aid projects in Africa.

For Andy Pearson, Live Nation's objectives were to minimize the impacts of staging the concert itself. To do this it tried to use as much of the green 'house power' as possible. However, for the concert's lighting and PA system, to run videos and to broadcast the event, the power requirement was far greater than that available at the stadium. Therefore, every effort was made to use biofuels in the generators that were brought onto site, although in fact they were not able to run the machines constantly on bio diesel for technical reasons. Similarly, Live Nation examined using biofuels to power forklifts, cranes and cherry pickers and in the end was able to use a 10 per cent biofuel mix.

Live Nation also looked at the purchasing of things like plywood, which is traditionally used – sometimes very extensively – for a range of reasons at live events. Live Nation spoke to its suppliers and was able to source FSC plywood at little extra cost. As a result, Live Nation has made it policy to buy only sustainable plywood or timber in the future. Live Nation also spoke to its catering concessions and asked them to use paper and wood, and not the traditional plastic and polystyrene products.

When the activities of the day were over, Live Nation could assess and benchmark the outcomes and improvements achieved. In measurement terms, Wembley Stadium was able to tell Live Nation exactly how much power was used in the stadium and Live Nation was able to calculate from the amount of fuel burnt how much energy the generators used. In terms of waste, again, Wembley was able to supply data on the proportions of waste that went to landfill and recycling.

Benefits of the standard

In Pearson's view, using the standard brings benefits across the board. On the industry's behalf, he is clear that the standard provides a valuable tool: "This gives everybody a focus and a point of reference and a way to manage the ideas that we come up with."

For instance, industry wide, waste management is a particularly significant issue. As Andy Pearson explains, an event like the Download Festival in Derbyshire will typically generate 400 to 500 tonnes of waste which goes direct to landfill. In response, Live Nation introduced recycling, encouraging people to return plastic cups and bottles to a collection area by introducing a deposit scheme. This proved a cost-effective initiative because the cost of collection skips and deposits was offset by the savings on landfill taxes.

Live Nation also controls what the on-site concessions are selling and over the last couple of years has begun to look more critically at the products it allows on site. Consequently, in the future, Live Nation is replacing plastic with paper cups and plates. These kinds of initiatives, imitated across the industry, would have significant cost and planet saving impacts.

In addition, Live Nation recognizes that the people who attend events push the agenda because they only want to be involved with events that complement their other lifestyle choices. In parallel – something which Live Earth underlined – many major artists are very keen to be linked to the sustainability agenda and to work with environmentally sensitive organizations. The result will be more and more clients looking for event organizers able to demonstrate sustainability credentials. Those holding BS 8901 certification can expect to have a competitive advantage when that happens.

Finally, is there a benefit to suppliers? Perhaps not quite yet, thinks Pearson, although it will help suppliers in the long run. "I think people need a bit of time. We need to talk to them and set standards that are achievable through working together."

Learning

In Live Nation's experience, a key challenge to implementing the standard is understanding resource requirements. Andy Pearson speculates that perhaps a sustainability expert should be appointed to take the lead in setting sustainability policies and communicating them.



"I think that the challenge is setting minimum standards which everyone agrees to and filtering those down throughout the organization so that it's systematic, and it becomes what you do and how you operate." Live Nation has since appointed a sustainability consultant.

Another challenge is to bring suppliers along. For companies in Live Nation's position, this can be done through exerting market muscle. Says Pearson, "We organize a hundred events a year, and we say, 'This is what we want'. So it makes sense for suppliers to put some time and effort into changing things."

What Pearson learned through using the standard was that a successful sustainable implementation cannot be planned too early where suppliers are involved. "It is something we can tie in to the initial contract stage. We can say, 'Okay, we are looking for a power company to do next year's festival. Can you give us a quote based on this site plan which takes into account our sustainability requirements and our minimum standards?' At this point, I think it's important to speak to contractors and ask, 'How much can you do?', and then build on that."

Live Nation has used this approach over the last few years with waste management companies, although contracting suppliers does remain very price sensitive. As Pearson notes: "Sometimes we are quoted a bit more for a sustainable solution. When that happens Live Nation is inclined to say okay, this is what we want to achieve. Because for us it's about staying ahead of the game. Sustainability might not be a massive issue now but I think in the next few years it will become one. If you fail to do something now, you will find yourself in a position of scrambling to catch up, or simply out of business."

Conclusion

For Live Nation, the Live Earth concert set benchmarks for what can be achieved. In Andy Pearson's words, "The experience of working with the standard opened my eyes to what is possible at this point. It made me understand how we can work at a level and encourage other people to move forward with us."

Live Nation will now work to reach and exceed those results across other events next year. Says Pearson: "I believe it's something we can

do, like health and safety, on an annual basis. Each year, we can review the minimum standards achieved, set where we can go in the future and look to improve things on year on year."

He concludes: "To be honest, once you've got a grasp of working sustainably, it's not that difficult. It's not something that's going to cost a huge amount of money. It's not something that's going to take a huge amount of time. It should be a gradual evolution. If you leave it 10 years it will be hard work, but if you do something that is reasonable at the moment and move on it every year it shouldn't be hugely painful, and a lot of issues, hopefully, will be conquered along the way."

Further information

www.livenation.co.uk

To order your copy of BS 8901:2007 *Specification for a sustainable event management system with guidance for use*, please visit www.bsi-global.com/BS8901



"Sustainability might not be a massive issue now but I think in the next few years it will become one. If you fail to do something now, you will find yourself in a position of scrambling to catch up, or simply out of business."

Andy Pearson
Production Manager, Live Nation