

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.

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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

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Lord's Cricket Ground



Lord's, 'The Home of Cricket', operates one of the busiest match schedules in the world game, including twelve days of Test match and One-Day International cricket every year, as well as first-class county games and village and Varsity fixtures. It also functions year-round as a conference venue and tourist attraction and hosts the MCC Indoor Cricket School and the MCC Museum - where exhibits include the Wisden Trophy and the Ashes urn. Lord's will be the archery venue during the 2012 Olympics.



BS 8901 Sustainable Events Management Case Study

Implementation

The commitment of staff and the support of a new chief executive are driving sustainability awareness at Lord's, as are the growing numbers of enquiries from potential event clients and members of the public. As a result, when BSI approached Lord's with a proposal to trial the draft BS 8901 standard, Lord's was immediately interested in participating.

Lord's virtual implementation of BS 8901 focused on the England vs India power Test match from 19 to 23 July 2007. It began with an introductory meeting and the selection of a core team of people in the estates, catering, communications and finance offices who would think about how the standard might be implemented. Russell Seymour, Special Projects Officer at Lord's, led on the project and is clear that for an implementation to be done effectively, personnel from across the organization need to be involved, as no area remains untouched.

In terms of sustainability objectives, it was decided that the first targets for Lord's would be primarily environmental ones, around increasing efficiencies in waste handling and energy usage for catering. Russell Seymour explains: "During a Test match the ground hosts a capacity crowd of around 29,000 people, many of whom bring picnic hampers to last them from nine in the morning until seven o'clock at night. In addition there are around 15 food concessions on site. We are therefore left with a mountain of waste, of which we try to recycle as much as we can."

That said, the virtual implementation at Lord's had firm foundations in the work already undertaken. A draft environmental policy has already been drawn up. Lord's is also already working on improving the levels of recycling, part of which involves keeping systematic waste statistics.

Lord's knew therefore that 25 per cent of its waste is recycled on an average day. That figure drops sharply to as low as 10 per cent on major match days. An issue for Lord's is that there is only a short window during which they can sort waste – from the end of a Test match day, which could be as late as 7pm, until the 9pm local council curfew on waste disposal vehicles leaving the ground. This has caused Lord's to look into shipping unsorted waste away from the ground to a sorting centre.

Energy impacts were also assessed within the implementation. Although the current Pavilion was completed in 1890, it was extensively refurbished in 2004-5 and consequently has modern insulation, light sensors in all toilets and low energy light bulbs wherever possible. All personal computers operate on powersave so they power down when left untouched for 15 minutes. Lord's is also proposing to change the energy metering system in order to track energy usage in different facilities.

In considering transport impacts, Lord's has been active in encouraging spectators to use public transport for some time to relieve pressure on the local community. It is now implementing a policy of encouraging spectators to disperse to neighbouring Tube stations rather than solely to the one at St John's Wood.

Anyone familiar with the habits of spectators at cricket matches knows that traditionally not insignificant amounts of beer are drunk, from plastic beakers, over the course of the day. Consequently, as a sustainability objective, Lord's is looking at biodegradable beer glass options to eliminate the impact of the large numbers of beakers which currently go straight to landfill.

Another area under review is water usage. In terms of irrigation, the playing area needs a lot of water, especially over the summer months. In response, Lord's has put in water storage tanks. It has also done an aquifer survey, and is currently seeking planning permission for a bore hole in order to access its own water supply.

As part of its portfolio of environmental initiatives, Lord's also runs a carbon offsetting scheme for its overseas tours, and uses an environmentally friendly taxi service for its staff journeys in London. In addition, The Green Group, a small group of staff which meets regularly, helps both to promote a focus on green initiatives and to foster organization-wide ownership of environmental stewardship.

The standard also recognizes work with local communities and Lord's has put a great deal of effort into its relationship with its neighbours in the residential St John's Wood area of north-west London. The *Local to Lord's* stakeholders group - which consists of local residents, local businesspeople and members of both the St John's Wood Society and the St Marylebone Society - meets every three months or so, to maintain dialogue between the Ground and its neighbours and to bring about a range of practical improvements, especially on match days. In addition, a community newsletter is delivered regularly to all local addresses to keep people informed.

To encourage local residents to visit Lord's, recent initiatives have included a blood donor van in the ground, while tickets are regularly set aside for local residents to attend cricket as well as events such as the recent Globe Theatre production of *Romeo and Juliet* on the pitch. An annual charity carol concert is held in the Long Room, with proceeds dispersed locally, and Lord's actively encourages schools cricket, including through its own 'Spirit of Cricket' initiative and its involvement with an organization called Capital Kids Cricket.



Benefits of the standard

In the light of this wide ranging level of activity, what then did Lord's see as the benefits of implementing BS 8901? Russell Seymour believes first and foremost that working on the standard has given him a valuable framework within which to set targets around waste recycling and energy usage. In turn, this activity brings the potential for cost savings, both in reducing landfill tax and energy bills.

Moreover Lord's recognizes the public relations value of being able to demonstrate sustainability via the standard. Already, says Seymour, a couple of major potential customers have approached Lord's and asked about its environmental policies. He identifies this as a growing trend and one that won't go away, adding that to meet market demand as a conference venue, and to make a genuine contribution, Lord's has set itself the target of becoming the world's most environmentally friendly sports venue. "If we could be the first major sports ground to meet the sustainability standard that would be a considerable achievement. It would help us to attract more organizations which are sensitive about these issues to come here, and so there is a distinct business opportunity there."

For the individual spectator, Seymour believes implementing the standard would be a positive outcome for people who are interested in the environment, though not one which in the short-term will have a huge impact on the individual's experience. However, he agrees the standard could help enrich the dialogue with the local community and potentially lead to new initiatives.

Organization-wide, Lord's has also identified that implementing the standard leads to a review of management systems in general, which brings process benefits. Says Seymour: "It becomes how you do things and brings a change of attitude, a cultural change. And knowing that you're being responsible as an organization and that you're doing your best also has a positive impact on staff morale and engagement."

Certainly the virtual implementation has led to more awareness among the staff, and sustainability issues are now regularly brought up in staff meetings - indicating an encouraging degree of ownership across the organization.

Conclusion

In Russell Seymour's opinion the Lord's virtual implementation did highlight a potential short-term difficulty in getting supply chain partners to meet the requirements of the standard. He says, "This

could be difficult for us, particularly as we've got long-standing contracts and relationships with sponsors and the national cricket board, which mean we don't necessarily have control over all suppliers' contracts." He predicts that the standard's supply chain requirements will be far more easily achieved three to five years down the line when the standard is better known.

The key lesson learned, from Lord's point of view, is that anyone contemplating putting the standard in place has to understand that it's a significant undertaking. Seymour concludes: "It's an investment affecting everything you do and everyone you work with. It's going to affect all your business relationships. There isn't an easy or shortcut way to implement the standard. It's for organizations with a genuine commitment to sustainability. That said, I do see BS 8901 as a stepping stone into sustainability. If it becomes an industry accepted standard, then we would almost certainly want to implement it."

Further information

www.lords.org
<http://www.lords.org/laws-and-spirit/cricket-challenge>

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Russell Seymour
Special Projects Officer, Lord's Cricket Ground