



# New international standard helps Goodwood demonstrate commitment to sustainable event management.



“At Goodwood we recognise live events throughout the world have a huge temporary impact on resource no matter what the event is about. We therefore strive to work in a sustainable way through our guiding principles and our events allow us to reinvest in the estate for the benefit of future generations. Certification to ISO 20121 allows us to demonstrate this and that we act responsibly at all stages of the event management lifecycle.”

Chris Salmon,  
Event Operations Director

E: [www.bsigroup.com/iso20121](http://www.bsigroup.com/iso20121)

T: 0845 080 9000

## Customer objectives

- Retain Goodwood's reputation for excellence and be recognised as a pioneer for sustainable event management
- Demonstrate to suppliers that Goodwood events are managed in a responsible way (in particular motor events) and that the event management team 'practice what it preaches'
- Embed a sustainable conscience throughout the organisation so the wider Goodwood team truly believes sustainable event management is 'the right thing to do'

## Customer results

- 40% increase in use of public transport to events since implementation of a sustainable event management system
- 50% reduction in paper consumption for printing since introduction of best practice processes
- Identification of business trends enabling preventative action and promoting opportunities for improvement

## Why certification?

In January 2011 Goodwood started its certification journey working to the requirements of BS 8901, the British Standard which recognises an organisation's efforts in sustainable event management. As a multi-venue site operating major international events it made sense to focus on an event industry-specific standard. By June 2011 Goodwood was in a position to self-certify compliance to BS 8901 having spent six months gaining a full understanding of the standard and implementing new processes both internally and externally. In May 2012 Goodwood became one of the first organisations worldwide to gain certification to ISO 20121, the internationally recognised specification for sustainable event management that evolved from BS 8901.

## Implementation

For the Goodwood events team, the standard provides a structured framework to formalise procedures and increase awareness of sustainability issues within the business.

"The most notable difference between the British and international standard is the focus on management taking much more of a leadership role – as a result, sustainability is now firmly on the Goodwood Group Management agenda," says Rebecca Saunders, Event Planner at Goodwood. Since the ISO has more detail within it we have had to review certain aspects of our business from both an internal and external perspective and have redeveloped our stakeholder engagement to understand what the needs and expectations are of the Goodwood sponsors."

The scope of the management system currently includes three major events: Festival of Speed, Glorious Goodwood and Goodwood Revival. Following an initial gap analysis Goodwood decided to focus on objectives for waste, utilities and procurement. The team have since put in place a number of initiatives including: improving recycling opportunities around the events; trialling a new

tri-ticketing system with rail and buses to encourage use of public transport; and schemes to reduce paper consumption.

"Goodwood faced an initial challenge of securing committed resource to implement the standard. The reaction of the business to using the standard however has been extremely positive and internally people are pleased to see that the organisation is acting in a truly responsible way."

## Benefits and results

"BSI has put a fresh set of eyes on what we are doing," says Rebecca. "By auditing the business we have identified gaps we can develop and improve upon with particular focus on communications, transport management and land use. Financial savings are obviously a bonus but that wasn't the driver – it was about doing the right thing for our business."

Working to formalised procedures has helped Goodwood identify business trends enabling preventative action and promoting opportunities for improvement. Non-adherence to systems can be highlighted and procedures reinforced. Sustainability issues have been agreed and roles are now better understood. Monitoring of suppliers has improved and so risks regarding event sustainability are reduced.

For example the 2012 Festival of Speed saw 180,000 visitors over the 4 day event. 476.44 tonnes of waste was produced in total during the build, event and breakdown – a 43% increase on the 2011 figure of 275.24 due to an increase in sponsors and event activities. Using ISO 20121 the event team planned to recycle at least 5% of the waste at source by implementing a waste management plan. Goodwood targeted the heaviest waste streams to maximise cost savings. As a result the team managed to recycle 30 tonnes of wood which was 10% of the build and break down waste and six tonnes of glass which was 3% of the event waste. Whilst the events team recognises there is a long way to go to increase recycling at source, Goodwood's recycling and waste management partner, Veolia, was able to recycle a further 60% of the waste produced. Of that some went to energy recovery and a small amount to landfill. Goodwood is pleased with this result and although the target was not met, the improvements have been

made and processes developed which will help better manage future events.

The success of the standard is also reflected in the following achievements:

- 40% increase in use of public transport to events
- 50% reduction in paper consumption for printing

## The future

"Sustainable event activity does not stop with a certificate," continues Rebecca.

"Through running the Festival of Speed we have been able to put the Revival motor circuit back to the state it was as a premier venue in the 1950s and consequently run an annual event for all the family to enjoy. We are also able to run an organic farming operation and a local shop for our community to enjoy. All of the event profit goes back into the estate and evidence of this is that we have been able to invest in management system standards. Our aim is to use this to support our development, show leadership in the event industry and demonstrate best practice to our suppliers.

*"Achieving ISO 20121 is not a one off tick box exercise – this is the start of a continual journey to improve the way we work and operate in a more sustainable way. We are just at the beginning and look forward to many more successes in years to come."*

## Next steps

BSI instils the habit of excellence in businesses across the world. As the expert body in developing standards, BSI is committed to helping its clients benefit from more growth and less risk, and to become more sustainable day in day out.

To find out how BSI can help your business make excellence a habit, just like Goodwood, visit [www.bsigroup.com/ISO20121](http://www.bsigroup.com/ISO20121) or call **0845 080 9000** to speak to someone.



Contact us to find out how BSI can help your business make excellence a habit

BSI UK  
Kitemark Court  
Davy Avenue, Knowlhill  
Milton Keynes, MK5 8PP  
United Kingdom  
T: +44(0)845 080 9000  
[www.bsigroup.com](http://www.bsigroup.com)



The BSI certification mark can be used on your stationery, literature and vehicles when you have successfully achieved certification.