

BRITISH STANDARD

Specification for a sustainable event management system with guidance for use

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Foreword

Publishing information

This British Standard was published by BSI and came into effect on 30 November 2007. It was prepared by Technical Committee SDS/1, *Sustainable development*. A list of organizations represented on this committee can be obtained on request to its secretary.

Information about this document

This standard has been drafted to help the events industry conduct business operations in a more sustainable manner.

Relationship with other publications

This standard is the first in a series of “daughter” standards of BS 8900, *Guidance for managing sustainable development*.

As a “derivative” of BS 8900, this standard has been written in such a way as to reflect the spirit of BS 8900. Consequently the principles described in the standard are designed to be compatible with BS 8900.

However, whereas BS 8900 has the broadest application to organizations (and individuals) and is independent of the nature of their activities, this standard focuses more specifically on organizations in the event industry. This standard also shares common management system principles and processes with the ISO 9000 and ISO 14000 series.

The following table shows the commonality between BS 8900, BS 8901, BS EN ISO 9001 and BS EN ISO 14001.

Standard	Application	Topic	Design element	Standard type
BS 8900	General	Sustainability	Sustainable development	Guide
BS 8901	Events only	Sustainability	Sustainable development	Management system specification
BS EN ISO 9001	General	Quality	Customer satisfaction	Management system specification
BS EN ISO 14001	General	Environment	Environmental impact	Management system specification

There is an important distinction between this standard and BS 8900. BS 8900 takes the form of guidance and recommendation but is not a specification to which compliance can be claimed (nor around which a certification scheme can be established) whereas, compliance to BS 8901 can be claimed by any organization that is involved in the delivery of event(s) subject to defining the organization’s role and scope of activities in the delivery of event(s); and an evidence-based approach demonstrating that either:

- the requirements of the management system have been met; or
- the requirements of the contracting organization with overall responsibility for sustainable event management have been met.

Presentational conventions

The provisions of this standard are presented in roman (i.e. upright) type. Its requirements are expressed in sentences in which the principal auxiliary verb is “shall”.

Commentary, explanation and general informative material is presented in smaller italic type, and does not constitute a normative element.

Contractual and legal considerations

This publication does not purport to include all the necessary provisions of a contract. Users are responsible for its correct application.

Compliance with a British Standard cannot confer immunity from legal obligations.

0 Introduction

0.1 General

BS 8901 is a “daughter” standard of BS 8900, which defines sustainable development as:

an enduring, balanced approach to economic activity, environmental responsibility and social progress.

Sustainability impacts often fall outside of the scope of existing management systems, so this standard has been drafted to help individuals and organizations involved in the events industry to implement a sustainable event management system.

The key characteristics that influence the success of the sustainable event management system are:

- it should be an integral part of the event management process, and not regarded as an “add-on” component; and
- its influence should extend throughout the entire supply chain.

0.2 Applicability

This standard applies to the events management system used by individuals or organizations within the event industry. It is applicable to the systems used for both one-off and regular events.

It applies to and can be used by an organization responsible for the overall management and co-ordination of the event, or by a supplier. The requirements of the standard that apply to any given organization or event are a matter of informed judgement.

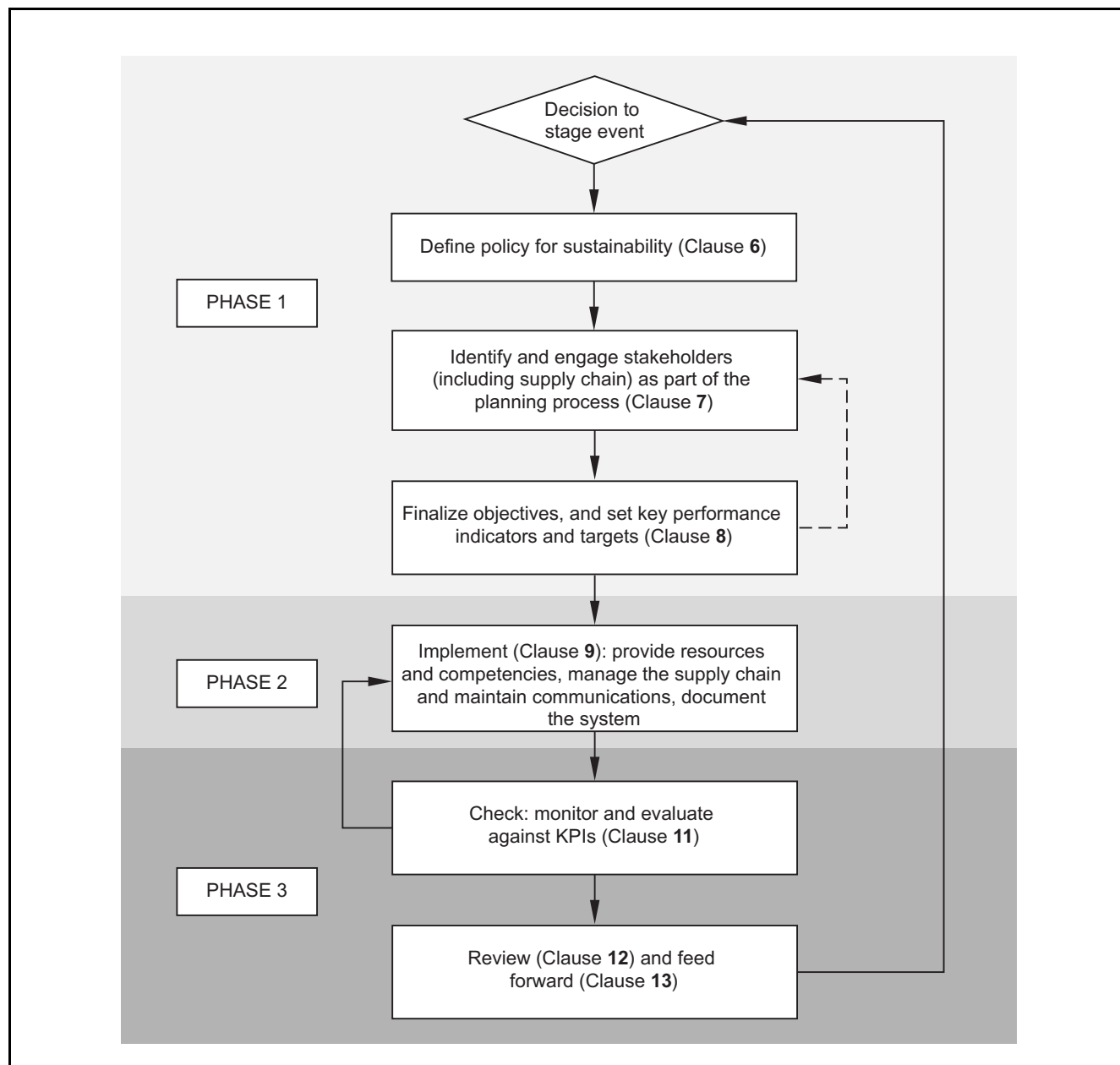
This standard applies to the full diversity of events, recognizing that the issues and activities associated with events of varying nature and scale might differ substantially. It applies to all event management stakeholders, and is *proportional*; taking into account an organization or individual’s role and position in the supply chain, its size, capacity to adopt the system and ability to implement it.

Supplier organizations can comply with this standard within their own individual sphere of control, whether the organization responsible for the overall management and co-ordination of the event complies or not.

0.3 Implementation

Following the steps in Clauses 5 to 13 will encourage continuous improvement of the quality of the management system and sustainability performance. Figure 1 provides a road map for implementing this standard.

Figure 1 Road map for implementation of BS 8901



The key is to produce a flexible framework which allows for all the dimensions of sustainability and actively encourages and recognizes learning and continual improvement.

A “maturity matrix” is provided in Table A.2 to map progression in terms of the application of sustainable development principles and to track progress through successive event cycles. (See also Clause 13.)

1 Scope

This standard specifies requirements for a sustainable event management system and guidance on meeting those requirements. That is, the guidance provides additional practical information to support implementation.

This standard is applicable to all event organizations (including individuals), regardless of their role or responsibility in event(s), or whether or not their core business is event management. This standard is applicable to clients (responsible for commissioning an event), organizers (the organization, or partner organizations, responsible for event organization), and other suppliers.

The specification is designed to be capable of addressing sustainability management of events through the entire event life cycle to include the phases from conception and planning through to implementation and final review, or restricted to certain phases only.

NOTE Requirements for claims of compliance with this standard are given in Clause 4.

2 Normative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

NOTE There are no normative references in this standard. Informative references are given in the bibliography.

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

3.1 event client

organization that commissions an event

3.2 event management life cycle event cycle

stages and activities of an event, from conception through planning to implementation/event production and post-production evaluation and feedback

NOTE Different from life cycle impacts (3.6)

3.3 event organizer

organization (3.10), or group of organizations, with overall responsibility for managing the delivery of an event (encompassing all activities that comprise the event)

3.4 internal audit

systematic and documented process for evaluating compliance with the management system

3.5 key performance indicator

KPI

pre-agreed measurements (quantitative or qualitative) of performance against the objectives of an organization

3.6 life cycle impact

impact occurring throughout the life cycle, i.e. from extraction of raw materials to end-of-life (“cradle-to-grave”)

3.7 management system

system to establish policy and objectives and to achieve those objectives

3.8 maturity profile

pictorial representation of the maturity of an organization’s sustainable development management system derived from its maturity matrix (see A.2)

3.9 objective

intended outcome of a strategy

3.10 organization

commercial or voluntary, body or individual that takes responsibility for some or all of the management of an event and its sustainable development

3.11 stakeholder

individual or group concerned with or affected by event(s) and/or its sustainability

3.12 supplier

organization providing products, services or facilities

3.13 supply chain

network of suppliers, including subcontractors

4 Claiming compliance with this standard

An organization shall be deemed to have complied with this standard if it has met all relevant requirements in Clauses **5** to **13**.

Claims of partial compliance, e.g. to Phase 1 in preparation for an event, may also be made.

NOTE 1 British Standards are worded to enable compliance to be verified by the first party (the organization), second party (stakeholders) or an independent third party (such as a certification body).

NOTE 2 Organizations within the supply chain may claim compliance if their involvement in the event meets the relevant requirements of this standard.

NOTE 3 Organizations may only claim compliance for activities by the organization that are directly related to events.

NOTE 4 Only the event client and/or event organizer(s) can claim that an event has been managed in compliance with this standard.

NOTE 5 Claims of compliance may take the form of:

"[Insert name of event] has been planned in compliance with BS 8901, Phase 1." (The event organizer has implemented Phase 1.)

"[Insert name of event] has been planned and implemented in compliance with BS 8901, Phase 1 and Phase 2." (The event organizer has implemented Phase 1 and Phase 2.)

*"[Insert name of event] was managed in compliance with BS 8901." (The event organizer has implemented **all phases** of this standard for this particular event.)*

*"[Insert name of recurring event] is managed in compliance with BS 8901." (The event organizer has implemented **all phases** at least once.)*

"[Insert name of supplier/organization] is BS 8901 compliant." (All phases have been implemented for all events.)

5 Phase 1

Phase 1 of the sustainable event management system shall include:

- a) producing a sustainability policy (Clause 6);
- b) identification of issues (Clause 7); and
- c) using the issues to finalize the objectives, and set key performance indicators (KPIs) and targets (Clause 8).

6 Organizational commitment to sustainable development

NOTE 1 Organizations complying with this standard will require their suppliers to contribute to the management system. The standard is useful in identifying the likely requirements (i.e. tender specifications and conditions of contract).

The organization shall draft a policy, approved by top management, describing its commitment to the principles of sustainable development and to promote those principles for event-related activities.

Where appropriate, the policy shall draw upon the following elements of the client or organization's corporate/event strategy:

- a) leadership;
- b) mission and vision;
- c) event/activity purpose;
- d) corporate values;
- e) key sustainability issues; and
- f) position on the organization's maturity matrix.

The organization shall develop its maturity matrix based on the guidance given in Annex A. The organization shall then determine its current/target position on the matrix.

NOTE 2 The maturity matrix helps determine the quality of the systems being used to identify issues and set objectives.