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Sustainability Measurement for Sports and Cultural Events

Joint Actions on Climate Change
Aalborg
June 2009

The project

- Sponsored by **UK Sport** in an attempt to pilot sustainability management and measurement tools for events (also cultural/social impacts)
- Six pilot events through 2008 (sport, culture, social) & mix of quantitative & qualitative approaches;
 - ‘State of the art’ assessment
 - Carbon accounting
 - Environmental management systems
- Outputs: toolkit & resource set for event managers

Summary of findings

- ‘Sustainability’ for events is complex;
 - Visitor/travel behaviours varied & complicated
 - Non-traditional activities hard to account for
 - Time limited activity adds concept/methodological issues
- Organisers not well placed to develop alone
 - Complex mesh of partnerships
 - Often temporary organisations/locations
 - Very limited expertise in-house
 - Limited resource and competing audiences

The UK Sport 'Event Toolkit'

- Develop organiser familiarity with issues and approaches
- Advocate need for EMS intrinsically and to access UKS/public sector support and funding
- Develop resource base to help organisers take practical steps to measure and reduce environmental impact of events

ENVIRONMENTAL IMPACT: ORGANISER CHECKLIST

Area	Actions	Responsibility									
PRE-INCEPTION											
1.1 Building the knowledge base	Develop familiarity with: <ul style="list-style-type: none"> ▪ UK Sport Evaluative Toolkit & manual ▪ BS8901 Specification for a sustainable event management system 										
1.2 Environmental viability	Assess the fundamental environmental viability/appropriateness of the event. Consider location, access and timing.										
PRE-EVENT											
2.1 Environmental scoping	List areas of potential environmental impact (+ive and -ive). Consider: <ul style="list-style-type: none"> ▪ Pre-event venue infrastructure development ▪ Organiser impacts (energy use, procurement) ▪ During-event visitor impacts (travel, waste, subsistence) ▪ Post-event legacies (clean up, remediation) 										
2.2 Environmental planning	Write an environmental strategy (as long or as brief as appropriate) outlining practical actions to manage impacts noted in 2.1. Effort here should reflect the likely scale of the impacts. Elements might include statements or strategies relating to the following (if needed): <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse;"> <tr> <td></td> <td style="text-align: center;"><i>Sustainable Procurement</i></td> <td style="text-align: center;"><i>Waste</i></td> </tr> <tr> <td style="text-align: center;"><i>Monitoring and Evaluation</i></td> <td style="text-align: center;"><i>Energy use</i></td> <td style="text-align: center;"><i>Travel</i></td> </tr> <tr> <td></td> <td style="text-align: center;"><i>Behaviour change</i></td> <td style="text-align: center;"><i>Legacy</i></td> </tr> </table>		<i>Sustainable Procurement</i>	<i>Waste</i>	<i>Monitoring and Evaluation</i>	<i>Energy use</i>	<i>Travel</i>		<i>Behaviour change</i>	<i>Legacy</i>	
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2.3 Partnership development	Following 2.2, identify the range of partners who might be involved in delivering a sustainable event: <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse;"> <tr> <td style="text-align: center;"><i>Public sector</i></td> <td style="text-align: center;"><i>Sponsors</i></td> </tr> <tr> <td style="text-align: center;"><i>Suppliers</i></td> <td style="text-align: center;"><i>Waste authority</i></td> </tr> <tr> <td style="text-align: center;"><i>Consultancies</i></td> <td></td> </tr> </table>	<i>Public sector</i>	<i>Sponsors</i>	<i>Suppliers</i>	<i>Waste authority</i>	<i>Consultancies</i>					
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2.4 Communications Strategy	Develop a plan to inform stakeholders of event actions for sustainability. Consider: <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse;"> <tr> <td style="text-align: center;"><i>Audiences</i></td> <td style="text-align: center;"><i>Media</i></td> </tr> <tr> <td style="text-align: center;"><i>Messages</i></td> <td style="text-align: center;"><i>Scheduling/milestones</i></td> </tr> </table>	<i>Audiences</i>	<i>Media</i>	<i>Messages</i>	<i>Scheduling/milestones</i>						
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2.5 Contractual	Formalise contracts or memoranda of understanding with outside agents required to deliver parts of sustainable event management (following 2.2).										
DURING EVENT											
3.1 Monitoring	During-event monitoring to ensure agreed procedures are followed and visitor data captured										
3.2 Management	Explicit management structure and information resources to enable proper <i>ad hoc</i> decision making to respond to unforeseen circumstances and developments.										
3.3 Communication	Environmental messaging to identified audiences (following 2.4)										
POST-EVENT											
3.3 Evaluation	Analysis of environmental data (visitors, organisers, partners) with explicit focus on lessons learned & best practice. Explicit recording for use in future event organisation.										
3.4 Dissemination	Communication of environmental impacts, actions & lessons learned (following 2.4)										
3.5 Legacy; task & finish	Remediation or legacy actions identified in 2.2										

Conclusions

- Events are an important arena – not because direct impacts/emissions are especially large, but because of high profile and potential for behavioural change
- Systemic problem: complex problems, weak institutions
- UKS project seeks to fill the analytical & management gap, utilising both ‘carrots’ and ‘sticks’
- Encouraging start... but long way to go!