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## **ANSI Seeks Comments on Proposal for ISO Standard on Sustainability in Event Management**

New York May 27, 2009

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The Associação Brasileira de Normas Técnicas (ABNT) and the British Standards Institution (BSI) have submitted a joint proposal to the International Organization for Standardization (ISO) for a new ISO standard on sustainability in event management. As the U.S. member body to ISO, the American National Standards Institute (ANSI) invites all interested stakeholders to submit comments by **July 10, 2009**.

The proposal suggests the development of a standard that will establish, implement, maintain, and improve sustainability management systems for events. Guidelines in the proposed standard will enable those involved in event management to minimize and manage environmental, financial, and social impacts linked to a number of relevant issues, including: venue selection; operating procedures; supply-chain management; procurement; employment; communications; transport; and issues linked to post-event management.

The standard could be used by any organization or individual involved in the management of events, enabling these parties to publicly demonstrate a commitment to sustainability. Companies that are still developing their systems can follow the guidelines as well to assure sustainable practices. Additionally, the standard would enable self-assurance of conformity with its stated sustainability policy, and allow demonstration of conformity to assessors.

This proposal is for a new ISO management system standard; accordingly, an ISO Guide 72 Justification Study for the proposal is available [here](#).

A draft standard that will serve as the basis for the proposed work is also available. Contact Steven P. Cornish, ANSI senior director for international policy ([scornish@ansi.org](mailto:scornish@ansi.org)) for more information on the draft standard.

All comments should be sent to Mr. Cornish at the above address. Feedback received by the July 10 deadline will be reviewed and compiled for the recommended ANSI position and comments, which will then be presented to the ANSI ISO Council (AIC) for formal approval.

[Click here to read the ABNT/BIS proposal.](#)

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ANSI recently published an explanatory information document outlining the process used to develop U.S. positions on issues and activities under consideration by ISO and IEC. [Click here to download the document.](#)

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<b>NEW WORK ITEM PROPOSAL</b>	
Date of presentation May 2009	Reference number (to be given by the Secretariat)
Proposer BSI & ABNT	ISO/TC / SC <b>N</b> New PC required
Secretariat BSI & ABNT	

A proposal for a new work item within the scope of an existing committee shall be submitted to the secretariat of that committee with a copy to the Central Secretariat and, in the case of a subcommittee, a copy to the secretariat of the parent technical committee. Proposals not within the scope of an existing committee shall be submitted to the secretariat of the ISO Technical Management Board.

The proposer of a new work item may be a member body of ISO, the secretariat itself, another technical committee or subcommittee, or organization in liaison, the Technical Management Board or one of the advisory groups, or the Secretary-General.

The proposal will be circulated to the P-members of the technical committee or subcommittee for voting, and to the O-members for information.

See overleaf for guidance on when to use this form.

**IMPORTANT NOTE: Proposals without adequate justification risk rejection or referral to originator.**

Guidelines for proposing and justifying a new work item are given overleaf.

**Proposal** (to be completed by the proposer)

<b>Title of proposal</b> (in the case of an amendment, revision or a new part of an existing document, show the reference number and current title)
English title      Sustainability in event management
French title (if available)

**Scope of proposed project**

Standardization in the field of sustainability in event management, with the aim to:

- Establish, implement, maintain and improve a sustainability management system for events;

This standard:

- will enable those involved in event management to minimise and manage environmental, financial and social impacts linked to venue selection, operating procedures, supply chain management, procurement, employment, communications, transport and 'end of life' issues linked to post event management.
- can be used by any organization or individual involved in the management of events – Client, supplier, or event manager and will be applicable to any type of event (e.g. exhibition, sporting event, public concert).
- will enable industry to publicly demonstrate its commitment to sustainability and assist those companies who are not yet up to speed with a system to develop their capability;
- will enable self assurance of conformity with its stated sustainability policy;
- will allow demonstration of conformity.

Proposed International Standard title: Specification for a sustainability management system for events.

Design specification: The standard will be comprised of the following structure:

- Introduction
- Scope
- Terms and definitions
- Requirements for a sustainability management system for events
- General requirements
- Sustainability management system scope
- Statement of purpose and values
- Sustainability policy
- Planning (issue identification and evaluation; legal and other requirements; stakeholder identification and engagement; objectives, targets and plans)
- Performance against principles of sustainable development
- Implementation (general; roles and responsibilities; operational control; resources; competence and training; supply chain management; communication; documentation and record keeping)
- Checking and corrective action
- Management review
- Annex A (informative) Guidance for use of this specification
- Annex B (informative) Principles to be applied to supply chain management

We propose that this standard be a joint proposal between BSI and ABNT developed in a new project committee, as the standard will be dealing with social, environmental and economic aspects of the event industry. There currently is no body in ISO able to deal with this.

**Concerns known patented items** (see ISO/IEC Directives Part 1 for important guidance)

Yes     No    If "Yes", provide full information as annex

**Envisaged publication type** (indicate one of the following, if possible)

International Standard     Technical Specification     Publicly Available Specification     Technical Report

**Purpose and justification** (attach a separate page as annex, if necessary)

Separate annex attached.

**Target date for availability** (date by which publication is considered to be necessary)

We propose that this standard be developed within 30 months (for publication by Summer 2012), in order to align with the hosting of the London Olympics in London in 2012.

**Proposed development track**     1 (24 months)     2 (36 months - default)     3 (48 months)

**New work item proposal**

<p><b>Relevant documents to be considered</b></p> <p>ISO 26000 (in development) – Guidance on social responsibility          ISO 14001:2004 - Environmental management systems – Requirements with guidance for use          BS 8900:2006 – Guidance on managing sustainable development          BS 8901:2009 - Specification for a sustainability management system for events          Live Earth – Green Event Guidelines          GRI (Global Reporting Initiative) are intending to develop a “reporting” document which is being aligned with BS 8901 as there is increasing interest and demand for justification of large scale events.          Green Meeting Industry Council - GMIC: The future is Green Report          Convention Industry Council’s Green Meeting Report          Environmental guidelines Sydney Olympic Park          Department of Foreign Affairs and International Trade Canada Green Planner Checklist          ASTM and APEX developing environmental standards for the meeting and convention industry          Live Earth Checklist          Euro 2007          SEXI – The sustainable Exhibition project          LOCOG 2012 Event Guidelines – Towards a one planet 2012          Department for Environment, Food and Rural Affairs – Sustainable events guide</p>	
<p><b>Relationship of project to activities of other international bodies</b></p> <p>See below.</p>	
<p><b>Liaison organizations</b></p> <p>We have identified an extensive number of organisations that will be contacted to take part in this work. We present below a non-exhaustive list:</p> <p>Meeting Professionals International (MPI)          International Special Event Society (ISES)          Green Meeting Industry Council          International Congress and Convention Association (ICCA)          International Association of Professional Congress Organisers (IAPCO)          Society of Incentive and Travel Executives (SITE)          International Olympic Committee          General Association of International Sports Federations (AGFIS)          European Festival Association          International Football Association (FIFA)          Union of European Football Associations (UEFA)          Consumers International          Global Reporting Initiative          International Institute for Environment and Development (IIED)          International Institute for Sustainable Development (IISD)          World Business Council on Sustainable Development (WBCSD)</p> <p>Despite the above-mentioned, there is also the need of liaison with other ISO Technical structures including: ISO/TC 207; ISO/TMB WG/SR; JTCG</p>	<p><b>Need for coordination with:</b></p> <p><input type="checkbox"/> IEC      <input type="checkbox"/> CEN      <input type="checkbox"/> Other (please specify)</p>
<p><b>Preparatory work</b> (at a minimum an outline should be included with the proposal)</p> <p><input checked="" type="checkbox"/> A draft is attached      <input type="checkbox"/> An outline is attached. It is possible to supply a draft by</p> <p>The proposer or the proposer’s organization is prepared to undertake the preparatory work required <input type="checkbox"/> Yes    <input type="checkbox"/> No</p>	
<p><b>Proposed Project Leader</b> (name and address)</p> <p>This is a joint proposal between BSI and ABNT and so the details are still being finalised in terms of the roles of the Chairs of the PC</p>	<p><b>Name and signature of the Proposer</b> (include contact information)</p> <p>Amanda Tucker (BSI) &amp; Eugenio Guilherme Tolstoy de Simone (ABNT)</p>

**Comments of the TC or SC Secretariat**

**Supplementary information relating to the proposal**

This proposal relates to a new ISO document;

This proposal relates to the amendment/revision of an existing ISO document;

This proposal relates to the adoption as an active project of an item currently registered as a Preliminary Work Item;

This proposal relates to the re-establishment of a cancelled project as an active project.

Other:

**Voting Information**

The ballot associated with this proposal comprises a vote on:

Adoption of the proposal as a new project

Adoption of the associated draft as a committee draft (CD)

Adoption of the associated draft for submission for the enquiry vote (DIS or equivalent)

Other:

**Annex(es) are included with this proposal (give details)**

Date of circulation	Closing date for voting	Signature of the TC or SC Secretary
2009-05-25	2009-08-25	

**Use this form to propose:**

- a) a new ISO document (including a new part to an existing document), or the amendment/revision of an existing ISO document;
  - b) the establishment as an active project of a preliminary work item, or the re-establishment of a cancelled project;
  - c) the change in the type of an existing document, e.g. conversion of a Technical Specification into an International Standard.
- This form is not intended for use to propose an action following a systematic review - use ISO Form 21 for that purpose.  
 Proposals for correction (i.e. proposals for a Technical Corrigendum) should be submitted in writing directly to the secretariat concerned.

**Guidelines on the completion of a proposal for a new work item**

(see also the ISO/IEC Directives Part 1)

- a) **Title:** Indicate the subject of the proposed new work item.
- b) **Scope:** Give a clear indication of the coverage of the proposed new work item. Indicate, for example, if this is a proposal for a new document, or a proposed change (amendment/revision). It is often helpful to indicate what is not covered (exclusions).
- c) **Envisaged publication type:** Details of the types of ISO deliverable available are given in the ISO/IEC Directives, Part 1 and/or the associated ISO Supplement.
- d) **Purpose and justification:** Give details based on a critical study of the following elements wherever practicable. *Wherever possible reference should be made to information contained in the related TC Business Plan.*
  - 1) The specific aims and reason for the standardization activity, with particular emphasis on the aspects of standardization to be covered, the problems it is expected to solve or the difficulties it is intended to overcome.
  - 2) The main interests that might benefit from or be affected by the activity, such as industry, consumers, trade, governments, distributors.
  - 3) Feasibility of the activity: Are there factors that could hinder the successful establishment or global application of the standard?
  - 4) Timeliness of the standard to be produced: Is the technology reasonably stabilized? If not, how much time is likely to be available before advances in technology may render the proposed standard outdated? Is the proposed standard required as a basis for the future development of the technology in question?
  - 5) Urgency of the activity, considering the needs of other fields or organizations. Indicate target date and, when a series of standards is proposed, suggest priorities.
  - 6) The benefits to be gained by the implementation of the proposed standard; alternatively, the loss or disadvantage(s) if no standard is established within a reasonable time. Data such as product volume or value of trade should be included and quantified.
  - 7) If the standardization activity is, or is likely to be, the subject of regulations or to require the harmonization of existing regulations, this should be indicated.

If a series of new work items is proposed having a common purpose and justification, a common proposal may be drafted including all elements to be clarified and enumerating the titles and scopes of each individual item.

e) **Relevant documents and their effects on global relevancy:** List any known relevant documents (such as standards and regulations), regardless of their source. When the proposer considers that an existing well-established document may be acceptable as a standard (with or without amendment), indicate this with appropriate justification and attach a copy to the proposal.

f) **Cooperation and liaison:** List relevant organizations or bodies with which cooperation and liaison should exist.

## **NWIP – Sustainability in event management**

### **Annex 1 - Purpose and justification**

The event management industry has huge environmental, social and economic (sustainability) impacts across the world. Currently there is no international standard in existence that provides requirements for and guidance on how the events industry can minimise and address these impacts. There are many examples of poor performance including the World Summit on Sustainable Development in Johannesburg in 2002, which produced 32,259 tonnes of waste.

The global event management industry is very difficult to size. However there is clearly a growing market size. There are various different types of event that need to be considered and a management system could be applied to all.

Business to business – sales and marketing events

Conferences – paid for events

Sports events – amateur, professional, regional or global competitions

Festivals – music/art

Concerts – music events

Each one of the above are temporary in nature and usually have a small number of people involved during the planning stage and then as the event draws closer the impact on staff, environment, economics of the organization and those impacted by the event starts to significantly increase. Once the event is concluded the “breakdown” is very quick. What a management system will bring to the industry is a structure and a requirement for this process to consider the various key parts of sustainability.

One of the benefits of implementing such a standard is that it should substantially reduce carbon emissions and waste and will improve the resource efficiency of the entire event supply chain. A standard will provide an opportunity for more efficient planning and encourage the re-use of equipment and infrastructure.

In addition, the standard will provide a definition of sustainable development for the events industry and a useable benchmarking tool. More efficient data management and reporting should lead to greater visibility and ultimately greater transparency within the events industry.

Within the UK there has been considerable interest following the development of a standard – BS 8901 (see *programme of work* and *other comments*). In addition there have been requests for assistance and advice in USA, Australia, South Africa, Brazil, Denmark, Switzerland, Poland, Spain and Italy.

The unique nature of the events sector and the increasing profile of sustainability require an innovative and flexible approach to management systems based on delivery and outcomes. The relatively temporary diversion of resources to deliver an event can be massively outweighed by the long-term gains from a sustainable legacy if the right framework is put in place. A sustainability management system for the events sector therefore needs to reinforce the link between strategy and action. Therefore this standard needs to go beyond ISO 14001. In addition to being applicable to organizations in the events industry this standard will be applicable to clients (i.e. those responsible for commissioning an event). The standard will be capable of addressing the management of improved sustainability throughout the entire event life cycle from conception and planning through to implementation and final review.

**This standard will be a first because it has been specifically designed with the events sector in mind and crucially in “one standard” goes beyond other**

**conventional schemes. For example, it explicitly requires the identification and evaluation of sustainable development issues (i.e. not limited to just environment, or health and safety, etc), stakeholders to be identified and engaged, evaluation of performance against sustainable development principles, and the inclusion of the supply chain in delivering on objectives and targets.**

#### **Additional comments**

BS 8901 was developed in the UK following the successful bid by London to become host city for the 2012 Olympic and Paralympic games. The need for a standard was addressed in the original bid by London. Once London was announced discussions began between LOCOG 2012 and BSI British Standards. At the same time, BSI was approached by the UK Events Industry Alliance – a trade association representing a variety of industry bodies in the event industry, including The Association of Exhibition Contractors (AEC), The Association of Exhibition Organisers (AEO), The Association of Event Venues (AEV), as there had been much interest within the industry for a standard on sustainable events management.

The development of this standard created an initial key challenge and following discussions and support from UK Government a series of stakeholder workshops were started to enable as wide an engagement process as possible with the UK industry. The initial stakeholder sessions were run with over 30 different organizations.

Following these an initial “draft” version was developed and it was that version which went into the normal standards development committee process for formal drafting.

At the public comment stage it became obvious that there was considerable interest from the industry plus there was some hesitation as to how the standard would work in practice. Therefore BSI British Standards partnered with 6 organizations to “pilot” the standard. This piloting gave the organizations the opportunity to test out the standard, provide feedback into the development process plus enable the industry to see what was involved in implementing a management system. The pilots were:

- Manchester International Festival
- Earls Court and Olympia Exhibition Centre
- Live Nation at Live Earth concert, London
- Lords Cricket Ground, London at a test match England v. New Zealand
- Reeds Carpets
- Seventeen Events

Their feedback and experiences were fed back into the standards development process and did impact on the final version of the standard (there are a variety of case studies available and a DVD of the communication event held in London November 2007 which we would encourage people to review and consider).

Since its launch the standard has had plenty of feedback and the uptake has been fast within the UK. This has been additionally driven by the support of LOCOG 2012 who have supported the standard by creating some guidelines to assist the implementation of the standard in the Olympic Games:

**<http://www.london2012.com/documents/locog-publications/london-2012-sustainability-events-guidelines.pdf>**

As a result of the interest in BS 8901 the following organizations are interested in the development of the International Standard:

- Through the active support of London 2012 the IOC have stated that "The IOC supports the work done by London 2012 in the creation of the BS8901, and its application by London 2012, at its national and international events" (Michelle Lemaitre IOC).
- Ministry of Foreign Affairs of Denmark – responsible for organizing the COP15 are keen to support the development of an international standard for a sustainability management system for events as they believe it will improve best practice in the event industry.
- Additionally London 2012 see the event industry implementation of BS8901 as a key part of their legacy programme. The International Organising Committee recognise the potential to use BS8901 within all international Olympic events and the positive economic, environmental and social change this could have internationally.
- GRI (Global Reporting Initiative) are intending to develop a "reporting" document which is being aligned with BS 8901 as there is increasing interest and demand for justification of large scale events

During 2008 BSI British Standards with support from UK Government launched a competition aimed at schools (primary 5-11 and secondary, 11-18 levels) to encourage them to use BS 8901 as the basis for an event they were planning to hold. This competition had a large number of entries and there were winners in both categories. Due to the success of this competition, plus the opportunity for the schools to fulfil their curriculum requirements and for the children to be involved in a process of improving sustainability this competition is being run again during 2009.

For 2009 it is being expanded to cover universities and clubs.

<http://www.bsieducation.org/Education/GetGreenGo/default.php>

Below is the press that BS 8901 had at and following its publication in the UK:

BBC News Online [www.news.bbc.co.uk/1/hi/sci/tech/7090892.stm](http://www.news.bbc.co.uk/1/hi/sci/tech/7090892.stm)

Event Review [www.eventreview.co.uk/news/events/1025](http://www.eventreview.co.uk/news/events/1025)

People's Daily Online [www.english.people.com.cn/90001/90777/6301323.html](http://www.english.people.com.cn/90001/90777/6301323.html)

Green Biz [www.greenbiz.com/news/news\\_third.cfm?NewsID=36254](http://www.greenbiz.com/news/news_third.cfm?NewsID=36254)

Newsworld Small planet [www.smartplanet.com/news/leisure/10000192/new-bis-guidelines-reduce-impact-of-big-events.html](http://www.smartplanet.com/news/leisure/10000192/new-bis-guidelines-reduce-impact-of-big-events.html)

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