



sustainable**event**
A L L I A N C E
Sustainable Event Alliance
AGM

Friday April 13, 4pm – Eastern Australian Time

Attendees:

Meegan Jones (President & Meeting Chair)
Liam O'Keefe (Board Member)
Adam Bumpus – Carbon Offsetting Advisory Group Member
Andrew Walker – UK member
Ann Duffy – Advisory Group member (Vancouver)
Ann-Karin Bade – Norway representative
Bo Svoronos – Australia member
Carly Cosmo – Australia member
Eloise Sochanik – UK member
Fiona Pelham – Advisory Group member (UK)
Ginny Stratton – Advisory Group member (Canada)
Guil Araujo – QLD Australia Representative
Liz Capelin – Australia member
Richard Fine – Australia member
Irina Pleva – intern

Apologies:

Alexandra Idri
Magdalena Yarichkova
Denise Allen
Glen Lehman
Tina Demetriou
Jaco Bilabel
Emily Wilson
Toby Feldman

Agenda Outline:

1. Review of previous 12 months' activities
2. Programs under development
3. Regional Reports
4. Financial Report
5. Board Vacancies
6. General Business

1. Review of previous 12 month's activities:

During the past 12 months, the Sustainable Event Alliance has focused on the following:

Building resources for the industry

This includes the How-To Guides, links and hosting of reports and research, best practice. Included also is the Linked IN Discussion Group – *Events Sustainability Practitioners*.

Participating in the development of the ISO 20121 standard

The SEA became an official liaison body for the development of the new industry standard ISO 20121 Events Sustainability Management Systems. This included creating a comprehensive FAQ section and accompanying powerpoint presentation for use by members. Additionally the SEA offered an interface for comments collection on the draft standard.

Searching for sustainable suppliers

The s.Supplier Database continues to grow with co-ordinators, interns and members searching and proposing for listing, sustainable solutions, products and services providers. Potential suppliers are reviewed based on accepted best practice within their industry sector – the existence of industry eco-labels or other programs which monitor and specify best practice. In the absence of such programs, a self declaration of management of sustainability issues is acceptable.

Development of regions

The SEA continues to encourage participation from all regions of the world and as this organisation is participatory in nature if a keen representative comes forward they are embraced and encouraged to represent their region of the world to enhance understanding of sustainability in event management.

Virtual Internships

These interns undergo research into their specific region to look at the way that sustainable development is embraced or not. This then extends to how this level of engagement affects the event industry. They build a country profile which is hosted on the SEA website and helps to frame the context from within which events sustainability could be addressed. Interns choose specific areas of the supply chain and learn the details of sustainability as it applies, and then search for suppliers in their region offering sustainable solutions in this area of the supply chain. Interns form a community and interact through the SEA's Linked IN Group.

Action: No objections and endorsed by all.

2. Programs under development

Events Sustainability Roadmap

As the How-To Guides on the SEA website are so numerous it was decided a roadmap for events to take to gently lead them towards sustainability was needed. This roadmap is mandatory for any event members that wish to use the SEA logo in association with their event. If events are part of other SEA endorsed programs, going on the roadmap is not necessary. It forms dual roles – guiding events towards sustainability, and proving to the SEA that they are authentically addressing sustainability issues and therefore eligible to display their membership logo.

S.Venue Finder

It was decided that venues needed special treatment rather than being just part of the supplier database. As there are no prevalent programs to recognise and offer a search function for venues with sustainability practices in place, the *s.Venue Finder* has been launched. It is in start-up mode. Venues must fill out details on their sustainability credentials and how they address various known sustainability issues and aspects.

Accredited Professional

With interest in sustainability in event management increasing it has been determined that some level of credentials in skills and competencies is required by practitioners, as well as, and importantly those that propose to consult, train or audit the industry on sustainability. The SEA has developed Phase One of the project which is under review and we are in discussion with the *International Society of Sustainability*

Professionals on how this program can be formalised. It is believed it will morph into recognizing those general event industry practitioners that have undergone professional development training as well as those who are offering consulting, training or auditing services to the industry.

Hunter Pilot Program

A program to guide events, organisers, venues and the supply chain towards sustainability, and to ultimately position the Hunter Region of NSW Australia as a sustainable event destination is being piloted. The SEA invites participation from the many facets of the industry including events, organisers, venues, supply chain, councils and tourism organisations to work together to make the Hunter a sustainable event destination. The program is supported through a funding amount of \$5000 from the NSW Office of Environment and Heritage which is used to pay for a co-ordinator to work on building networks and engaging events, suppliers and venues into the program.

Action: No objections and endorsed by all.

3. Regional Reports

We have what is known as ‘country co-ordinators’ or ‘regional representatives’ They are often supported by interns. In some regions we have interns with no overarching co-ordinator – these are supervised by Meegan or Magdalena.

All co-ordinators, representatives and interns are focusing on building resources and doing outreach and developing alignments with existing event industry associations.

Australia – representatives in NSW, QLD and VIC. Also board member Liam O’Keefe in VIC.

Brasil – Lethi Menger and Guil Araujo

Canada – Ginny and Samar, also Advisory Group member Ann Duffy is based in Vancouver.

Eastern Europe – Led by prolific and highly active Magdalena Yarichkova– she has or has had interns or representatives in; Bulgaria, Slovakia, Slovenia, Czech Republic, Greece, Turkey, Hungary, Bosnia & Herzegovina, Serbia, Macedonia, Kazakhstan, Russia and Romania.

Italy – Alexandra Idri has been very active in building resources and searching for sustainable suppliers.

Norway – Ann-Karin Bad has is undertaking research into currently engagement with sustainability in the event industry, and building up the supplier database and resources specific for that county.

Sweden – Helen Ashdown is the country co-ordinator and is working on outreach and resources

UK – Angela was an intern who proved herself very capable and has progressed to country co-ordinator. She and the other interns have been building fantastic resources, information and filling up the supplier database with sustainable venues and suppliers.

USA – Eric has just come on board and will be focusing on west coast music and arts festivals.

These regions had interns only:

France

Kenya

Portugal

Sweden

Argentina – currently going through engagement of a representative

4. Financial position

Income		\$2,315.00
Expenses		\$2,461.46
	Set Up Association	\$156.00
	Website	\$163.76
	Bank and Paypal Fees	\$204.25
	Marketing	\$1,057.45
	Administration	\$880.00
Profit/Loss		-\$146.46

Finances: Approved – no objections from attendee’s.

5. Board appointments

The inaugural board holds its place for three years.

Board Currently Consists of

- Meegan Jones – President (public officer, treasurer)
- Jane Fullerton-Smith – Vice President (public officer, secretary) **(retiring)**
- Liam O’Keefe – Board member
- Kathryn Calaby – Board member **(retiring)**
- Madgalina Yarichkova – Board member (Bulgaria)
- Alexandra Idri – Board member (Italy)

We have two retiring members **Kathryn Calaby** and **Jane Fullerton-Smith**. Replacements for these positions are sought.

The SEA constitution does not require a full nomination and voting protocol for these mid-term replacements.

We call for any interested parties to be considered for board member mid-term replacements. Please email info@sustainable-event-alliance.org if you are interested and we will let you know what is involved.

Existing board member Liam O’Keefe will take the public officer position from Jane Fullerton-Smith.

- Liam asked for board nominees
- Carly Kosmo registered her interest
- Others to email their interest as noted earlier.

6. General Business

We call on Ann Duffy our advisory group member to let us know about a potential event at Rio+20.

- Trying to get an events sustainability side event up to push the events agenda forward

Guile had a question re: London Olympics and ISO 20121. Fiona Pelham who is the Chair of the ISO 20121 development group – all things being equal, vote will happen in May and the standard will be launched mid-June in time for the London Olympics

Meegan Jones: If countries vote no or did not participate in the drafting the standards can they still use the standard?

Fiona Pelham: Yes. For example with ISO 14001 and ISO 9001 she said that no-one knows who drafted them and they are widely used across the world regardless of who developed the standards.

Fiona Pelham – Proposed that Advisory Group members have formalised agreements to pre-define roles to have a clearer understanding of what is required. Seconded by Liam.

Meeting closed: 4.45 pm – Eastern Australian time