



sustainable**event**  
A L L I A N C E

## **Sustainable Event Alliance**

### **Annual General Meeting**

October 25<sup>th</sup> 2013

7pm EAT/9am GMT

## **Minutes**

### **Attendees:**

Meegan Jones  
Ann-Karin Både  
Magdalina Yarichkova  
Pierluigi Zacheo  
David McPhee

### **1. Welcome by chairperson**

Welcome by Meegan Jones and brief introduction of everyone.

### **2. Apologies**

Liam O'Keefe	Cameron Little
Doug Hosler	Donal Flannery
<b>Peter Birkett</b>	<b>Richard Fine</b>
<b>Glen Lehman</b>	<b>Françoise Piron</b>

### **3. Confirmation of minutes of the previous AGM**

*Approved – no objections from attendee's.*

### **4. General information**

Due to new memberships arising during the past year the funds accrued from membership fees made it possible to take on a person in an assisting role to look at communication, in social media and with members, outreach and planning/co-leading meetings. Ann-Karin Både was taken on and will be working with the SEA alongside Meegan Jones for about 6 months ahead.

## **5. Review of previous 12 month's activities:**

During the last 12 months the SEA continued to focus on the following areas:

### **Building resources for the industry**

Including the How-To Guides, links, relevant information and hosting of best practice reports and research

The SEA is also hosting the LinkedIn group *Event Sustainability Practitioners*.

### **Participating in the development of the ISO 20121 standard**

In June 2012 the ISO20121 was launched. The SEA was an official liaison body for the development, and have since the launch actively promoted the take up of the standard.

### **Searching for sustainable suppliers**

Members and and country co-ordinators have continued to search and propose suppliers for the s.Supplier Database, as well as sustainable solutions, products and service providers. Every listing will be reviewed on the basis of best practice within their area where, for instance, the existence of eco-labels and monitor programs will indicate this. Is there no such evidence present, a self declaration of management of sustainability issues will be accepted. In the absence. More listings are sought.

### **Development of regions**

The SEA encourages 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 eventmanagement

### **Virtual Internships**

Due to lack of administration time, interns have not been taken on over the past year.

### **Events Sustainability Roadmap**

This initiative continues and is available to all SEA members. The International Society of Sustainability Professionals has been using it as part of their training course in event sustainability.

### **Accredited Professional**

The SEA Accredited Professional program continues to grow even though there has not been a major response. But still, the SEA are encouraging all those who are consulting to, training or auditing the event industry in sustainability to become SEA Accredited Professionals. In order to so there are several steps to go through and assessments are peer reviewed.

### **Hunter OEH Grant**

A grant of \$9000 from the NSW Office of Environment and Heritage was received to cover the cost of a coordinator to do specific outreach to the event industry in the Hunter Region of New South Wales (NSW), Australia. Three training courses were run, and specific outreach was conducted by a coordinator to get the industry engaging in sustainability practice.

### **Auditor Competencies**

Following up on the ISO20121 launch, the SEA participated in the development of ISO/IEC TS 17021-4:2013. A significant specification of competence requirements for auditing and

certification of event sustainability management systems (Part 4). SEAs participation was through an industry poll to gather suggestions, attendance (virtually) at two working group meetings, gathering feedback on drafts and promoting the release of the specification. It is encouraged that all in the event industry intend to be audited, as this specification ensure auditors meet these competencies and have coherent knowledge about the events industry.

## **6. Financial Report**

The previous annual general meeting was not aligned with the financial year but has been adapted this time around. Therefore two years of accounting was presented and included in the Annual Report.

## **7. Board Nominations**

Current board consists of the following. Some board members are continuing and others are standing down.

- Meegan Jones – Australia (chair, public officer, founding) **Continuing member**
- Liam O’Keefe – Australia (secretary, committee member, founding) **Continuing member**
- Magdalena Yarichkova – Bulgaria (committee member, joined June 2011) **Continuing member**
- Alexandra Idri – Italy (committee member, joined June 2011) **Resigning member**
- Carly Cosmo – Australia (committee member, joined June 2012) **Resigning member**

Nominations for board membership were requested prior to the AGM. The following were confirmed as board members:

- Ann-Karin Både – Norway
- David McFee – Australia
- Cameron Little – Australia

## **8. Meeting closed, 8pm Australian Eastern Time**