

8. Disclosure

Disclose your performance to external stakeholders.
Consider achieving certifications or standards.

7. Reporting

Measure against performance indicators. Include discussion
on your approach to managing issues. Wrap it up in a report.

6. Action

Your policy and strategies are now in action.
Implement your plan and roll out your initiatives.

5. Objectives

Set objectives and targets. These are measurable and
include key sustainability performance indicators.

4. Policy

Establish an event sustainability management
policy aligning with organisation's principles.

3. Diagnostic

Undertake a diagnostic to identify issues
and assess significance and relevance.

2. Skills

Gain the skills and needed to
identify and manage issues.

1. Commitment

Get the boss, the team and
stakeholders onboard

Event
Sustainability
Roadmap





Congratulations on taking the first step on the road to sustainable event management. We've put together a program to help you tackle sustainability in easy steps.

It's pain free, and helps navigate you through the sometimes overwhelming area of sustainability. Before you know it you'll be well on your way, and heading straight for improved sustainability performance for your event.

- ✓ Enhance your reputation
- ✓ Comply with ISO 20121
- ✓ Meet best practice
- ✓ Achieve cost savings

www.sustainable-event-alliance.org

Step 1. Become a member of the SEA

You will gain access to a huge range of resources and information on best practice, international standards, and databases.

Step 2. Sign up to the Roadmap

Joining the Roadmap is free for SEA members.

Step 3. Use the SEA Membership Logo

This logo is an acknowledgment of your commitment to improved sustainability performance.



1. Commitment

Getting commitment from top management and engagement by the team for the event's sustainability journey is essential.

Top management need to be onboard so your efforts are supported with allocation of time, people, budget or other resources which might be needed to get going.

If the idea to 'go sustainable' doesn't have buy-in from the boss, you may find it difficult to gain traction.

Check In:

Top management commitment achieved

Resources provided

Event team engaged and working group/delegation created

Stakeholders identified and engaged

2. Skills

Sustainability in event management is very broad and can become quite detailed. Your events team will likely need to gain skills and knowledge in sustainability to be able to implement plans and solutions.

Once a skills and knowledge update has been undertaken, the team will know the right questions to ask of the supply chain when scrutinizing procurement and contracting choices, be able to effectively identify and manage issues, be competent to put objectives in place, and roll out plans to achieve them. [SEA Members can search for courses here.](#)

Check In:

Continuing Professional Development undertaken

A consultant has been engaged to guide the event

An internal staff member has been delegated the role

A new staff member has been engaged to implement event sustainability processes

3. Diagnostic

By identifying your sustainability issues, you are uncovering impacts and legacies an event can have on the community and on the environment.

Do a thorough analysis of your event's 'business as usual' performance in order to identify issues and opportunities for improvement. This will help identify and understand issues (positive and negative – risks and opportunities); challenges or barriers to improvement; legalities and regulations which may impact on plans; stakeholders that need to be engaged; and what you're already doing well.

Check In:

Engagement and Communications
Destination, Venue, Accommodation
Energy & Greenhouse Gas Emissions
Waste & Water
Sourcing
Transport
Legacy & Economic
Inclusivity, Transparency, Integrity
Local Environment/Local Community

4. Policy

The next step is to write a Sustainability Management Policy. You may also choose to write a Sustainable Procurement Policy.

Putting together a sustainability policy for your event is an important tool to focus your efforts, keeping you on the right path. It is a good document to have to communicate publicly, give to new contractors, new staff, and student enquiries. Go into as much detail as you like, or make it a broad mission statement. It should indicate your commitment to sustainable development principles and describe the actions you will take to embed sustainability into your event planning and delivery. It should include performance objectives and indicators, compliance with targets, review and continual improvement.

If you need help to create your policy, consider using the SEMS [Sustainability Policy Wizard](#). This will guide you through a great template that you can tweak to suit your event.

Check In:

Events Sustainability Management Policy
Sustainability Procurement Policy



5. Objectives

Setting goals, objectives and supporting targets helps to gauge how you have improved and if your undertakings are having a positive effect.

The process of setting the objectives will entail detailed analysis of the issues and will upturn many underlying challenges and opportunities.

The first step is to understand where you currently are, to establish baselines. This may have been satisfied when you undertook your diagnostic. For example, your likely waste creation, greenhouse gas emissions, level of uptake of public transport, engagement of the audience in sustainability initiatives, how you are tackling community relations, etc.

SEA Members can click through to example objectives and targets for:

[Energy](#) | [Waste](#) | [Transport](#) | [Sourcing](#)

Check In:

Baselines are established

Objectives and targets are set

6. Action

At this stop all your planning efforts now go into action. The policy is in place and your efforts will soon bring you to your final destination – events sustainability!

Now it's time to put your programs, procedures, processes, initiatives and plans to achieve your objectives.

This could include sourcing all food and beverage from within a 100 mile radius, or implementing a waste segregation system on site at the event where none has previously been in place. Perhaps you have many delegates flying into the conference – have you set up a system to encourage carbon offsetting? Instigate your waste reduction strategies such as salvage programs for signage and décor at an exhibition. Roll out the water-bottle free campaign. Set up the waste reclamation stations. Hand out cigarette butt bins. Put entertainment on shuttle buses. Set up bike parking or valet.

Check In:

Action is taken to address issues

Initiatives are successfully completed

Stakeholders have successfully participated or engaged

7. Reporting

Monitor, measure and report your efforts. Conduct a management review, and identify areas for continual improvement, set new goals and objectives to achieve for the next event.

Now that you have come this far, you'll want to know how you went! Performance measurement can be in metric form in terms of physical impacts, or can be in percentage or proportion forms in terms of amount of behaviour change experiences, or even things such as 'number of complaints'. SEA members go to the [SEA How-To-Guide on Reporting](#) for ideas on what to collect performance data on.

Don't forget to document the results of your hard work. Track your efforts throughout the event's conception, planning, implementation and conclusion.

Check In:

Document the system

Performance measurement systems are in place

A performance report is produced



8. Disclosure

Sustainability is all about transparency and so having your sustainability performance independently assessed and disclosing performance to stakeholders or interested parties are essential last steps.

An event's stakeholders are demanding more information on the sustainability credentials of the events they attend, participate in or partner with. Publicly reporting your sustainability performance facilitates transparency and accountability by your event/organisation.

The final step to transparency in sustainability performance is to be independently reviewed. This can include being assessed for compliance with various standards or certifications.

[SEA members click through here for various programs.](#)

Check In:

Sustainability performance report is disclosed

Performance is independently assessed

Compliance with standards is achieved

