



# Sustainable Event Management Policy for

## **The Sustainable Luxury Forum 2015**

## **Purpose of Policy**

This Sustainable Events Management Policy directs activities relating to the management of this event.

### ***The policy's purpose is to:***

- Ensure our commitment to the principles of Sustainable Development are enacted within the context of event planning and delivery.
- Ensure event production conforms to our Corporate Social Responsibility program or report.

### ***Aims of Policy:***

Through the implementation of this Policy, Sustainable Luxury Forum aims to maximize the positive contribution events can play in supporting the sustainable development goals of the region. Our aim is to seek a standard of practice that is consistent with best practices in events sustainability, by achieving compliance with ISO 20121 along the year. The role events play in communicating and demonstrating sustainability-in-action to event attendees and the community is embraced in the implementation of this policy.

### ***Policy Statement:***

Our senior management is committed to the implementation of sustainable development principles in planning and delivery of our event(s).

Sustainable Luxury Forum is committed to establishing, promoting, and maintaining a culture of sustainability and environmental responsibility by staff, supply chain, and broader stakeholders.

We ensure timely management reviews of all events sustainability management activity, as well as measurement and reporting of performance, with a commitment to continual improvement.

### ***About Sustainable Luxury Forum:***

The Sustainable Luxury Forum is a membership led non-profit association that acts as a learning and sharing platform for Sustainable Luxury practitioners, NGOs and the Academic world. It offers Corporate Sustainability News Intelligence Research and Capacity Building services. The Sustainable Luxury Forum has adopted measures to ensure operations are moving towards sustainability.

During the event life cycle we identify issues relating to sustainable development and manage them to achieve improved sustainability performance across a range of issues such as:

- Communications and training;
- Community and habitat;
- Safety;
- Water conservation;
- Sustainable transport;
- Energy reduction;
- Waste avoidance and minimisation;
- Sustainable procurement.

We have set goals and identified Sustainability Performance Indicators to help track the sustainability of our event activities over time, ensuring continual improvement.

These indicators make up our sustainability reporting and are guided by the *Global Reporting Initiative Event Organizer Sector Supplement*. Sustainability issues will be at the core of the event planning cycle, with equal importance given to sustainability, alongside logistical, creative, and financial aspects. Integrating a Sustainability Management System into event planning, will ensure we are identifying and effectively managing sustainability issues, and thus meeting our sustainable development goals.

## Sustainable Development Principles

**Sustainability** is defined as '*being able to meet the needs of the present without depleting resources or harming natural cycles for future generations.*' Planning for sustainability provides a framework, which links **Economic**, **Social**, and **Environmental** matters.

The overarching principles of Sustainable Development to which we subscribe include:

1. **Inclusivity:** All potentially interested parties in the event are identified and have access to the event.
2. **Integrity:** To ensure the highest level of integrity in event production and content, event management is undertaken by event staff with professionalism, regard for the law and without bias.
3. **Stewardship:** Taking the precautionary principle into account for all environmental sustainability aspects and resource conservation.
4. **Transparency:** Relevant information about the event's operation is available for interested parties as it applies to them.
5. **Labour Standards:** Ensuring fair labour and working conditions at events and throughout the events supply chain.
6. **Human Rights:** The event supports and respects the protection of internationally proclaimed human rights and ensures it is not complicit in human rights abuses.
7. **Legacy:** Leaving enduring benefits (information, behavior change, resources) within the event destination and its community, throughout the supply chain and/or with event attendees.
8. **Event staff** will consider the principles of sustainable development when carrying out their duties.

## The above principles are interpreted through the implementation of this Policy.

### 1) *Inclusivity:*

All potentially interested parties in the event and its production activities are identified and have access to the event. This includes communities, supply chain, talent, staff, crew, and attendees.

The following is a matter of policy to ensure inclusivity within event production planning:

- **Website** includes information on topics, which may affect the immediate community, broader community attendees, operating hours, traffic alterations, noise and lighting controls, protection of local biodiversity, waste management, security and safety.
- **Ticketing** policies and procedures do not discriminate accessibility to the event by any group.
- Event planning includes analysis and planning for **accessibility** issues for those attendees with mobility issues or sensory impairment.
- The event recognizes traditional or indigenous **land owners** or host **community** and ensures their acknowledgement and participation.
- Local **heritage**, cultural, religious beliefs and tradition are respected.

### 2) *Integrity*

To ensure the highest level of integrity in production and content, event management is undertaken by event staff with:

- **Professionalism**
- **Regard for the law**
- **Without bias**
- **With regard for the highest standard of ethical consideration (including procurement choices)**
- **Ensuring diversity is encouraged and developed through its employment policy and also through content programming if relevant.**

All legal regulations that apply to the event are adhered to and may include:

- **Occupational Health & Safety**
- **Disability, accessibility and anti-discrimination regulation**
- **Fire, Safety and Policing regulations (include drug control)**
- **Privacy of personal information (including that supplied electronically)**

### 3) *Transparency:*

Relevant information about the event's operation is available for interested parties as it applies to them. The following is a matter of policy to ensure transparency of event production planning and delivery:

- The **audience** is kept up to date with ticket release dates, event information, programming, and other relevant information
- The **supply chain** is informed of securing event contracts in a timely fashion and with written confirmation (purchase orders)
- **Local community** is kept informed of relevant information at key points during the event planning cycle.

### 4) *Stewardship:*

Taking the precautionary principle into account for all environmental sustainability aspects and resource conservation is ensured within event planning and delivery. Sustainable Luxury Forum understands we have temporary custodianship of the land on which the event is carried out, the immediate natural environment and a responsibility for protection and conservation of natural resources.

The following are in place to ensure stewardship of land and resources is considered by our event planning and delivery activities:

- Event planning and activities include consideration for biodiversity and local ecological protection.
- Event planning and activities include consideration for localised environmental impacts.
- It is understood that events require the consumption of considerable natural resources and choices are made which reduce this consumption to the minimal level.

### 5) *Labour Standards & Human Rights:*

We ensure fair labour and working conditions at our events and throughout the event's supply chain. The following is a matter of policy to ensure fair labour and working conditions:

- The event does not restrict or limit the ability for all staff, talent or supply chain to be involved in labour unions or other collective bargaining groups.

**6) Legacy:**

The event aims to leave enduring benefits knowledge transfer, and behavioural change within the event destination and its community, throughout the supply chain, and with event attendees.

This is achieved through the following:

- Supporting community initiatives through supply of exposure, resources, time, equipment or money.

- Hosting interns and volunteers to transfer event production skills into the community.

- Supply chain management to increase and embed sustainability to those companies which supply goods and services to the event.

- Professional development of event planning staff and crew on sustainability knowledge.

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The above principles, goals and strategies are embedded into all aspects of event planning, including procurement and production logistics decisions.

The following pages of the Policy detail operations aspects to event planning and delivery, which are in place as a matter of policy to uphold the principles of sustainable development.

**Operational Aspects**

***Communications and Training:***

We recognise the important role events can play in communicating sustainability and encouraging action throughout our community and through the supply chain. We recognise that it is our responsibility to ensure those members of staff and third parties with the responsibility of implementing this Policy must have the required skills and competencies to do so.

***Safety:***

We aim to produce our event(s) with the highest level of safety. This includes : Risk assessment

***Community & Habitat Issues:***

We will ensure that event activities do not disrupt the local community or the natural environment through interference from event production or event programming activities, including: traffic congestion. The event will occur near residential zones and neighborhood amenity is considered in event planning and delivery.

***Energy:***

The potential impacts of event power use include the consumption of fossil fuels in energy production, greenhouse gases emitted, and localised pollution. Power is required for: stage lighting, sound, screens/video, caterers, exhibitors, offices, and amenities.

The energy goals are to:

- Mitigate all greenhouse gas emissions from energy use by purchasing renewable energy credits/offsetting. The following is measured and reported where relevant and possible.
- Total greenhouse gas emissions from energy use, mitigated through purchase of REC's or offsets.

### **Waste:**

Waste is created at events through production activities and through attendee interaction with the event. Potential waste is viewed as a valuable resource to be cycled back into the system (recycled, repurposed, composted, turned into energy), rather than as a by-product of event activities to be discarded.

Production activities create waste in the build and breakdown phases, and during Event day production waste from crew and performance, catering and other event activities is created.

Waste management goals are to maximise recovery resources diverted to recycling, repurposing or composting. Goals are achieved through: waste prevention strategies, and segregating waste at the event to optimize final processing effectiveness and landfill diversion rates. The following is measured and reported where relevant and possible : Total waste produced.

### **Water:**

Water is used at events for: drinking, cleaning, toilet flushing, handwashing, catering kitchens, and showers. The goals for managing potential water-based impacts and issues are: reduce water used by the event. Goals are achieved through: using water efficient devices, and educating water users on water conservation goals.

To measure performance against these goals the following is in place where relevant and possible: on-site auditing of compliance is undertaken to check that environmentally sound cleaning products are used and that water conservation techniques are in place.

### **Transport:**

Transport requirements for the events are recognised as a significant contributor to the event's GHG emissions inventory. Whilst full control is not possible over all transport requirements, we aim to influence reductions in transport impact through our engagement with stakeholders and through adjustments to our procurement and event logistics.

Transport impacts include the production of localized pollution and congestion, along with consumption of non-renewable fossil fuels, and creation of greenhouse gases.

Transport or travel is required for the movement of: infrastructure, equipment, staging, furniture, decor, products, materials and supplies, staff, crew, contractors, speakers, exhibitors, VIPs and guests, sponsors, and delegates.

The event destination has an effective public transit system, which is well used by its citizens, is conducive to cycling, and is conducive to walking. The event requires the majority of attendees to fly to the event. Event attendees are primarily local and most will drive to the event.

The overarching event transport goals are to:

- Reduce GHG emissions resulting from **event attendee** travel.
- Reduce GHG emissions resulting from **event production** travel and transport.

To measure performance against these goals the following is in place where relevant and possible:

- Attendee surveys, transport provider data or other analysis is undertaken to establish mode of travel proportions and eventual calculation of attendee travel impacts for the event.

Goals are achieved through:

- Ensuring public transport options are available.
- Encouraging and incentivising uptake of public transport options.
- Promoting carbon offsetting by participants who must fly to the event.
- Bundling carbon offsets with tickets for those that must fly to the event.
- Procuring and contracting locally.

The following is measured and reported where relevant and possible:

- Attendee Travel;
- Talent & Crew Travel;
- Freight & Production Transport.

**Procurement:**

Purchase decisions are made every day in the pre-production phase of event planning, and the right choices need to be made to manage potential sustainability impacts procurement. Product and service providers which procure on behalf of Sustainable Luxury Forum are encouraged to understand the impacts of their procurement activities and to take steps to make the most sustainable choices.

Making the optimal procurement decisions balances sustainable options given circumstances of the event and availability of solutions.

Considerations include:

- Resource conservation through purchasing only what is needed in the quantities needed.
- Store and reuse rather than purchase and discard after a single use.
- Choosing products with ethical production and fair labor policies.
- Procuring products and services locally to support the local economy and reduce transport impacts.
- Procuring products that can be recycled, composted or repurposed at their end of life.
- Preferentially using local, organic, or seasonal produce.

Done in Geneva, June 6, 2014

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