



BS 8901 Specification for a sustainability management system for events

BS 8901 is a management system standard designed to help organisations in the events industry improve the sustainability of their organisations and their event related activities, products and services.

The starting point is that an organisation needs to be financially secure so that it can itself be successful and sustainable in the long term. Essentially, the standard is concerned with what has been referred to as the “triple bottom line” of economic prosperity, social progress and environmental improvement. The standard therefore starts with how the organisation defines and delivers its business strategy to ensure it continues to be successful in the marketplace.

The objectives of the standard are to help event organising companies to:

- Continue to be financially successful
- Become more socially responsible
- Reduce their environmental impacts

In essence, then, sustainability is about creativity and innovation; finding new ways to meet and exceed client expectations that drive revenue growth, whilst supporting social progress at the same time as reducing its environmental impacts.

What are the drivers?

Governments and national and international corporations are increasingly committed to a more sustainable future, just think of Rio, Kyoto and now Copenhagen. These organisations are then exerting pressure throughout their supply chains for partner organisations to be more sustainable. The standard itself makes the point “for maximum effectiveness its influence has to extend throughout the supply chain”.

This is particularly true of the 2012 Olympics, the largest event of its kind in the world, which has also committed to a more sustainable future. The London Organising Committee for the Olympic Games (LOCOG) released its London 2012 Sustainable Event Guidelines in which all companies and organisations that wish to be associated with the Games are expected to be working towards BS 8901.

Benefits

Working towards and obtaining registration to BS 8901 will:

- Help you clarify your business objectives
- Demonstrate to clients and other key stakeholders that you are committed to the sustainability agenda
- Provide you with a competitive advantage as event clients, sponsors, local authorities and other key stakeholders choose to work with BS 8901 registered organisations.

Contact us

For a consultative meeting or additional information, please contact Mark Woods on 07976 426 286 or email him at mwoods@stadius.uk.com.