Making Sense of the Alphabet Soup of Sustainability Standards:

ISO, APEX/ASTM, GRI

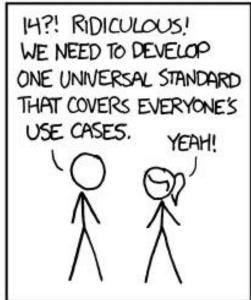## What are these standards and how do they apply to your business

Presented by

Sue Tinnish, PhD

Yes, standards jokes exist!

Source: Retrieved from http://xkcd.com/927/

Name a Standard

Name a Standard

Name a Standard

Name a Standard

Name a Standard

- UPC

- Seating measurements for meetings

- Boarding passes

Learning Outcomes

- ☐ Differentiate between the usage and application of APEX, ISO and GRI standards

- ☐ Determine which standard best fits your situation, your meetings and your organization

- ☐ Create a strategic and tactical path to allow you to introduce sustainability to your organization

- ☐ Create a plan to engage suppliers/planners to support your efforts

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Sustainability

Environmental Impact

Economic Impact

Social Impact

Do you ever feel this way?

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Three Standards…Three Uses

- APEX/ASTM – Prescriptive, measurement based standard

- ISO 20121 – Event management system standard

- Global Reporting Initiative – Reporting standard

Three Standards…Three Uses

- Before the event takes place:
  - APEX/ASTM
  - ISO 20121
- After the event takes place:
  - Global Reporting Initiative

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APEX

ASTM INTERNATIONAL
Designation: E2743 – 11

Are official!

Standard Specification for Evaluation and Selection of Transportation for Environmentally Sustainable Meetings, Events, Trade Shows, and Conferences[1]

Cover 8 (to be 9) areas

This standard is issued under the fixed designation E2743; the number immediately following the designation indicates the year of original adoption or, in the case of revision, the year of last revision. A number in parentheses indicates the year of last reapproval. A superscript epsilon (ε) indicates an editorial change since the last revision or reapproval.

INTRODUCTION

This specification offers a way to address environmental sustainability in the meeting and event industry. It is a tool for meeting planners and suppliers to understand the attributes of an environmentally sustainable meeting. The goal in developing this specification is to establish common benchmarks for environmental performance in meetings and events for both planner and supplier sectors. This specification considers the creation of an environmentally sustainable meeting or event to be a partnership between meeting planners and their suppliers. Each plays a critical role in the effort.

In this specification, options are addressed for minimizing the environmental impact of face-to-face meetings. The approach of this specification is to focus on measurable outcomes and policies for planners and suppliers. This maximizes the ability of businesses to select the methods best tailored to their needs to achieve benchmarks and measurable outcomes.

Focus on environmental sustainability

Organized identically

1. Scope

1.1 This specification delineates procedural requirements for evaluating and selecting transportation for use in meetings, events, trade shows, and conferences (hereafter referred to as events).

1.2 Transportation for events includes, but is not limited to, the following activities: transporting participants to/from conference related events, transporting participants between conference facilities and hotels, and transportation of materials. This specification focuses primarily on the reduction of carbon emissions from transport-related activity arising from events.

1.3 This specification identifies environmental sustainability criteria to be included in the selection of transportation by planners or destination management companies. This specification also identifies criteria for transportation companies.

1.4 Transportation companies include bus, charter, limousine, airlines, freight forwarders, taxi, ferry boat, van pool, rail

venues. Within each specification are eight categories criteria: staff management policy, communications, waste management, energy, air quality, water, procurement, and community partners. Each category is further split into four progressive levels of achievement. Information is presented as follows: Information within each specification is divided as follows: Main Body—Scope, Referenced Documents, Terminology, Planner Requirements for Level 1, Supplier Requirements for Level 1, and Keywords; Annexes—Planner Requirements for Levels 2 – 4 and Supplier Requirements for Levels 2 – 4.

1.6 All areas of performance under this specification may not be relevant for each event, or for each facility or provider of event services. In some cases, an event planner would use this specification in conjunction with other specification (for example, Specifications E2774, E2742) or this specification may be used individually. In other words, elements of an event may be separated out and considered solely, or added together

Planner & supplier focused

Pathway of levels 1-4

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Nine Critical Areas of Meeting Planning

1. Audio Visual and Production
2. Destinations
3. Food & Beverage
4. Exhibits
5. Marketing and Communication Materials
6. Onsite Office
7. Transportation
8. Venues

9. Accommodations

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Sample: Communications and Marketing

Planner	Supplier
Level One	**Level One**
Reduce event signage through at least one of the following strategies: • Reducing size or quantity • Employing reusable signage • Repurposing signage • Using signage made of recycled content More….	Reduce hazardous materials by a minimum of 10%
Level Two	**Level Two**
Reduce event signage through at least two of the following strategies: • Reducing size or quantity • Employing reusable signage • Repurposing signage • Using signage made of recycled content • More….	Reduce hazardous materials by a minimum of 25%

ISO 20121

- Specification for a sustainable event management system

- Management system = Plan, Do, Check, Act

- Applies to all sizes of event

- Applies to events, organisers, venues, suppliers

- Requires policy/commitments to sustainable development

- Requires continuous improvement

Allows for Compliance or Certification

- 1st Party declaration
  - An organization/organizer/event can claim compliance
- 2nd Party declaration
  - A customer audits an organization/organizer/event
- 3rd Party Certification
  - Certifiers need to be shown evidence that:
    - The management system has been designed in accordance with the standard
    - The management system is operating effectively

What's the Same – Use of Standards Organization

- ASTM International is one of the world's largest voluntary standards development organizations. ASTM plays a leadership role in addressing needs of the global marketplace.

- ISO has developed over 17500 International Standards on a variety of subjects and some 1100 new ISO standards are published every year.

What's the Same – Goals

- Help companies to improve sustainable performance within available budgets
- Reduce carbon emissions and waste, improving the resource efficiency of the entire event supply chain
- Present opportunities for more efficient planning and encourage the re-use of equipment and infrastructure.
- Reduce environmental impacts such as carbon usage, waste management and effects on biodiversity
- Improve social impacts such as community involvement

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What's the Same – Stakeholders

- Event organizers

- Venues

- Organizations and/or individuals *in the supply chain*

What's the Same – Planners

Planners:

- Use in planning

- Assists with decision making

- Offers strategic alignment with your organization

- Use in reporting

What's the Same – Suppliers

Suppliers:

- Needed for competitive advantage

- Use to guide operational changes

- Mitigate risk of reputation/regulations

What's Different – Scope

- Sustainability Management System

- A SMS is a comprehensive approach for identifying and coordinating existing efforts, establishing baselines, defining sustainability and creating plans to integrate sustainability into our operations and organization

- A SMS is a roadmap for future

- Multiple stakeholders within and outside organization are involved in the process

What's Different – Scope

- ISO 20121 is a three-phased system: planning, implementation and review
- ISO 20121 is a standard for an "Event sustainability management system"
- It is a system of working

What's Different – Scope

- ISO 20121 does not certify events
- ISO 20121 applies to the event management system that an organization uses to deliver events or event-related activities
- The event is simply the output of the system

Example – Management System vs. Meetings

- Scope definition is important part of ISO 20121

- Organizations can be confused as to whether the standard applies to all parts of their organization, those parts solely involved in delivering events or to an individual event

- This is a common problem and is resolved by defining the boundaries of the organization to which ISO 20121 is to be applied

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Example – Process vs. Event

- For Reeds, the implementation of the standard has been about implementing systematic procedures for record keeping and process improvement, and setting formal targets for continual improvement and feedback. Source: Case study on BSI website

What's Different – Level of Detail

□ ISO 20121 does not specify numeric measurement levels which must be achieved because each event, venue and supplier will need to measure according to their specific issues

Glove in Hand

ISO

- Does not specify numeric measurement levels
- Venue and supplier measure according to their specific issues

Change Org and Culture

APEX

- Offers the specific numeric metrics for events

Events

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Benefits – APEX and ISO

- Use in planning
- Assist with decision making
- Use to guide operational changes
- Help companies to improve sustainable performance within available budgets
- Offers strategic alignment within organization

- Assist in reporting
- Advance competitive advantage
- Mitigate risk of reputation/regulations
- Present opportunities for more efficient planning

Benefits – APEX and, possibly, ISO

- Reduce carbon emissions and waste, improving the resource efficiency of the entire event supply chain

- Reduce environmental impacts such as carbon usage and waste management

- Improve social impacts such as community involvement

- Present opportunities for more efficient planning and encourage the re-use of equipment and infrastructure.

- Encourage the re-use of equipment and infrastructure

Preparation Tips - General

Planners

- Create a policy documenting a vision, objectives and goals
- Start creating records of efforts
- Communicate to your team
- Revise your RFPs

Suppliers

- Create a policy…
- Communicate your policies to the planner (Don't forget sales and marketing materials and event planning guidelines)
- Establish baselines
- Track and record

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Preparation Tips

Planners

- Choose your "target"
  - What you know
  - What is visible
  - What is easy
  - What your management cares about
  - What your suppliers can assist with
  - Which meeting

Suppliers

- Choose your "target"
  - Waste
  - Air quality
  - Energy
  - Water
  - Procurement
  - Community Partnerships

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GRI

- Aim - to make sustainability reporting a standard practice

- Provides a reporting framework

- 1859 organizations reported in 2010 using the GRI Guidelines

About Sustainability Reporting

☐ Enables companies and organizations to report sustainability information similar to financial reporting

☐ Systematic sustainability reporting gives comparable data, with agreed disclosures and metrics

US Organizations and Reporting

□ The US was the world's largest GRI reporting country in 2010, with the number of reports increasing by _____ percent, from ____ in 2009 to _____ in 2010.

US Organizations and Reporting

- The US was the world's largest GRI reporting country in 2010, with the number of reports increasing by 30 percent, from 140 in 2009 to 183 in 2010.

- Some US organizations have been producing sustainability reports with GRI's Guidelines since 1999

- Involves approximately 90 organizational stakeholders in the US

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Oracle OpenWorld JavaOne

San Francisco

Sustainability Report · 2011

Prepared by MeetGreen®

ORACLE®

Event Sustainability Indicators

In addition to chronicling the evolution of best practices, Oracle OpenWorld organizers compare and contrast the performance of sustainability programs in different years.

	2007	2008	2009	2010	2011	How are we doing?
Event Sustainability Data						
Carbon emissions produced (MT)[1]	-	-	-	36,479	36,147	
Carbon emission per person (lbs/person)	-	-	-	1,976	1,731	
Carbon emissions offset (MT / %)	-	-	-	0/0%	594/1.6%	
Venue energy use (kWh)[2]	-	-	1,525,372	2,098,260	1,740,240	
Venue water use (gallons)[3]	-	-	3,053,123	3,576,364	5,364,883	
Landfilled materials (lbs)[2]	-	86,645	185,598	210,625	240,892	
Recycled materials (lbs)[2]	-	77,969	149,261	164,625	229,046	
Composted materials (lbs)[2]	-	43,640	94,740	131,837	157,700	
Donated materials (lbs)[2]	-	11,518	13,982	20,623	16,702	
Waste per participant (lbs)	-	3.1	5.0	5.2	5.2	
Diversion from landfill (%)	-	61%/56-61%	50%/51-80%	60%/18-74%	62%/33-87%	
Paper used (tons, onsite)	112	20	18	31	6.5	
Signage (sqft)	-	-	75,796	112,600	142,759	
Carpet (sq yards - show carpet)	-	-	274,306	261,970	213,772	
Freight (lbs)[3]	-	-	-	633,900	785,000	
Freight (miles - Schenker/Freeman)[3]	-	-	-	14,500/26,413	12,986/19,600	
Shuttle buses (# on peak)	-	130	80	95	68	
Shuttle fuel (miles)	-	69,967	65,567	56,637	55,106	
Food miles (average/function)[4]	-	-	12,337	9,855	9,775	
AV Energy footprint (kWh)	-	-	-	-	110,438	
Community agencies helped	-	-	10	10	6	
Attendee evaluation rating (% satisfied)	-	-	-	-	-	

Pat yourself on the back: Indicator is experiencing positive progress toward sustainability. You've maintained, improved, or captured a baseline.

May deserve a discussion: Indicator may be of concern due to an uncapitalized opportunity, slow progress, or decline in sustainability performance.

Definitely stay and look: Indicator is cause for concern and experiencing significant negative trending against sustainability.

GRI – Sector Specific

- Sector specific guidelines for sustainability reporting
- Examples of these sectors are: electric utilities, financial services, food processing, mining and minerals, and the event sector
- GRI sought public comment
- GRI Event Organizers Supplement launched in January 2012

GRI – Sector Specific

- The Supplement covers the following key issues for the events sector, expanded from the G3 Guidelines:
  - Accessibility
  - Commissions and gifting
  - Construction, refurbishment or reuse of existing facilities
  - Economic impacts of events
  - Environmental impacts by attendees
  - External partners (e.g. sponsors, partners)

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GRI – Sector Specific

- The Supplement covers the following key issues for the events sector, expanded from the G3 Guidelines:
  - Food and beverage
  - Inclusivity
  - Knowledge transfer
  - Managing impacts on communities, natural environments, and local and global economies associated with the event
  - Participant and attendee management

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GRI – Sector Specific

- The Supplement covers the following key issues for the events sector, expanded from the G3 Guidelines:
  - Planning and managing potential legacies
  - Recruiting and training of personnel (e.g., paid, contracted or volunteer)
  - Site selection and bidding process
  - Sourcing of materials, supplies and services

Why Would You Want to Report?

Internal

- Increase understanding of risks and opportunities
- Emphasize the link between financial and non-financial performance

External

- Mitigate negative impacts
- Improve reputation and brand loyalty
- Enable external stakeholders to understand company's true value and assets

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Why Would You Want to Report?

External

- Influence long term management strategy and policy, and business plans
- Streamline processes, reducing costs and improving efficiency

Internal
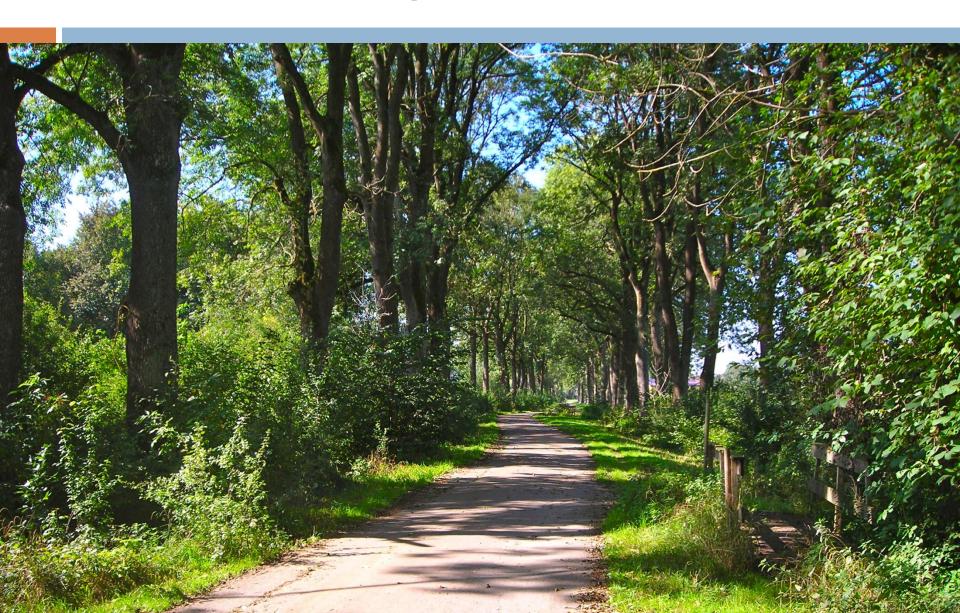
- Demonstrate how the organization influences, and is influenced by, expectations about sustainable development

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Why Would You Want to Report?

Internal

- Benchmark and assessing sustainability performance

- Avoid being implicated in publicized environmental, social and governance failures

- Compare performance internally, and between organizations and sectors

Path or Journey

Components of the Whole

Photo Credit: http://www.flickr.com/photos/tudor/2981410947/

Behavioral Change vs. Science

Photo Credit: Tina Mal, retrieved from http://www.sxc.hu/profile/tinacm

Photo Credit: Retrieved http://www.sxc.hu/profile/123dan321

Organizational Audit

	High	Medium	Low	Comments
Organization values				
Organization has public commitment				
Organization tracks, measures or reports				
Department/manager values				
Department/manager voiced commitment				
Department/manager tracks or reports				
Personal commitment				
Personal knowledge				
Ability to influence change				

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Stakeholder Mapping

Key Stakeholders	Engagement Levels (High, Medium, Low, Non-Existent)

Cultural Support

Supports	Hinders

Supply Chain Management Strategies

- Educate

- Be educated

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Strategies and Tactics

Strategies	Tactics

Mumble, jumble of letters or…

A, B, C…is it clearer?

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Can you get to Yes?

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Yes…

- New awareness

- Better educated

- Able to influence others

- Able to start soon

- Able to implement

Resources – APEX/ASTM

- Available from ASTM.org website
- Join ASTM

Resources – ISO 20121

- Available from ISO.org website
- Join US TAG

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Resources - GRI

- GRI Sustainability Reporting: How valuable is the journey? This publication is for individuals and companies that are implementing the GRI sustainability reporting process for the first time, and those that want to know more about what other organizations have learned from the process.

- Let's Report! Step-by-step guidance to prepare a basic GRI sustainability report. A handbook for small and medium enterprises that covers the five phases of the sustainability reporting process.

- GRI Level C template. A popular resource developed for small and medium enterprises; complete the template to present your first GRI report.

- Sustainability Disclosure Database to see small and medium enterprise reports.

- Global Action, Local Change. This comprehensive publication documents the experiences of first time reporters in GRI's capacity-building initiative, the Global Action Network for Transparency in the Supply Chain (GANTSCh).

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