**Events Management: Principles & Practice, 4th Edition**

**Instructor’s Manual**

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**Chapter 18**

**Sustainable Festivals and Events**

**Chapter Overview**

This chapter will analyse and discuss sustainability within the event industry and emphasise the fundamental principles of social, economic and environmental requirements for sustainable festivals and events. Over the last few decades sustainability has gained a prominent position within society and highlighted the importance of adopting sustainability as an integral part of the event industry and reinforcing competence of sustainable event management. This chapter will further evaluate a sustainable festivals and events management framework for organisations to adopt and continue to cultivate and prosper by creating a working environment with local communities, local governments, businesses and safeguarding the environment.

**Exercises and activities**

**Tips for Tutor**

1. **Ask each student to read the following sections from the chapter 18, before coming to class.**
* Sustainability Framework
* Sustainable Events Management
* Sustainable events with ISO 20121
* Sustainable Development Goals (SDGs)
* The Impact of Sustainability on Events and Festivals
* Impact of the Coronavirus (Covid-19) pandemic on Event Industry
* Strategies to Make Community Events Sustainable

**Tips for Tutor**

It is best to begin the class by critically exploring and discussing philosophies of sustainability within the event industry and emphasising on the fundamental principles of social, economic and environmental requirements for sustainable festivals and events.

Discuss with students’ an International Organisation for Standardisation (ISO) 20121 Sustainable Event Standards?

1. **Internet Resources**

These are internet and YouTube clips, we recommend you ask students to visit internet sites and YouTube clips and ask g them to watch and read the material for classroom discussion.

**Internet resources**

* <https://www.youtube.com/watch?v=3r8fMsst_ls&t=2s>

**How the Event Industry is Advancing UN Sustainability Goals**

Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. Founded in 1972, MPI provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry.

MPI has a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and its Plan Your Meetings audience. It has more than 90 chapters and clubs in 19 countries.

* <https://www.youtube.com/watch?v=69E_Zy2WyGo&t=4s>

**ISO 20121: An Introduction to Sustainable Events**

This video provides an introduction into ISO 20121 and how Crowberry Consulting Ltd can help you on your journey to becoming a sustainable events provider!

* <https://www.youtube.com/watch?v=VZlnxukkkvI&t=1s>

**Sustainability Strategy for the FIFA World Cup™ | Qatar 2022?**

Our robust sustainability strategy covers human rights, workers' welfare, diversity and environmental protection. Our commitments for the FIFA World Cup Qatar 2022™ were developed with FIFA and received consultation from over 100 organisations.

* <https://www.youtube.com/watch?v=AXKbgBbD5Qo&t=3s>

**What Happens To The Waste Of 200,000 People At Glastonbury?**

As the Glastonbury festival has grown, so has the amount of waste produced. The organisers explain the ways they make the festival more sustainable, including banning the sale of plastic bottles.

**Tips for Tutor**

* 1. **Divide students into groups of four to five and instruct them to:**
* Read Case Study 18.1: Tokyo 2021 Takes Important Steps in Delivering Sustainability Plan
* Ask students to discuss the reasons why Balélec Music Festival organisers stated that events organisers needs to start adopting sustainable development at the planning stage?

**Case Study** **18.1: Tokyo 2021 Takes Important Steps in Delivering Sustainability Plan**

The Tokyo Organising Committee of the Olympic and Paralympic Games (Tokyo 2021) the implementation of the Tokyo 2021 Sustainability Plan. The case study covers areas including procurement and venue and infrastructure construction or renovation and was prepared in accordance with the GRI Standards Core Option, a set of international standards governing sustainability reporting.

Tokyo 2021 Sustainability Plan Version 2 in June 2018, under the guiding principle **“Be better, together – For the planet and the people”.** The plan is developed in alignment with the United Nations’ Sustainable Development Goals in the following areas:

* **Climate Change**
* **Resource Management**
* **Natural Environment and Biodiversity**
* **Human Rights, Labour and Fair Business Practices**
* **Involvement, Cooperation and Communications (Engagement)**

Key activities and achievements to date include:

* The collection of used electronic devices in order to extract the precious metals they contain and the recycling of these devices to manufacture gold, silver and bronze Olympic and Paralympic medals has progressed on target, generating significant public engagement in Japan and internationally. More than 18,000 collection boxes have been installed at the offices of participating businesses and Games partners, government departments, and chambers of commerce across the country. They have also been provided at post offices and at special events hosted by Tokyo 2021.

In addition, 1,618 local authorities–approximately 90 per cent of Japan’s total–and 37 host town local governments have participated. Tokyo 2021 partner companies are also cooperating in a variety of ways, such as by donating their employees used mobile phones. Approximately 47,488 tons of discarded devices and over 5 million used mobile phones had been collected as of October 2018. The targeted amount of bronze – some 2,700kg – was already extracted from these by June of last year. By October 2018, 28.4kg of gold (93.7% of the targeted 30.3kg) and 3,500kg of silver (85.4% of the targeted 4,100kg) had been sourced from the donated devices.

* Sixty-three municipalities across Japan have joined Operation BATON – Building Athletes’ village with Timber of the Nation. The project aims to construct the Village Plaza using sustainably sourced Japanese timber donated by local authorities across Japan, before dismantling it after the Games in order to return the timber for reuse in the communities – for example, as a public bench or part of a school building.
* Tokyo 2020 cooperated with the International Labour Organisation (ILO) and the United Nations to support collective efforts and initiatives aimed at advancing the U.N. Sustainable Development Goals. As an example, the Sustainability Forum, hosted jointly by Tokyo 2021 and the ILO in October 2018, gave the opportunity to discuss supply chain management and human rights due diligence with corporate sponsors, while encouraging corporates’ commitment to promote responsible labour practices.
* Tokyo2021 was one of the first signatories of the UN Sport for Climate Action framework launched in December 2018, in which the IOC is taking a leadership role. Efforts have been made towards offsetting CO2 emissions in collaboration with the Tokyo Metropolitan Government and Saitama Prefectural Government. Tokyo 2021 also encourages citizens participation in activities to reduce and absorb CO2.
* In addition to the Sustainable Sourcing Code, which governs the overall procurement for the Tokyo 2021 Games, supplementary criteria for the sourcing of paper and palm oil were established in 2018 to help ensure sustainable sourcing for these items. A grievance mechanism was also put in place to handle reports of non-compliance and to enhance the overall effectiveness of the Code.
* Energy-saving initiatives and renewable energy technology have been installed at the new permanent venues being built; Tokyo 2021 has also worked to ensure accessibility at these venues is in accordance with its Accessibility Guidelines.
* To ensure respect for the human rights of all people involved in the preparation and delivery of the Games, Tokyo 2021 has supported awareness raising and training activities on diversity and inclusion among its own staff and implemented its own Diversity & Inclusion Strategy and provided a range of awareness training opportunities. We have additionally promoted the employment of people from diverse backgrounds and taken steps to improve the working environment of Tokyo 2021 staff and contractors.
* Tokyo 2021 has also promoted the reuse and recycling of procured items, established rules governing asset management and disposal, and ensured more efficient procurement of resources by such means as leasing.
	1. **Divide students into groups of four to five and instruct them to:**
* Read Case Study 18.2 Hempel Sailing World Championships Aarhus 2018
* Ask students to analyse and discuss ISO 20121 benefits for event industry and key stakeholder by adopting the guidelines at planning stage of the event and successful implementation sustainable development plan?
* Ask students to discuss the steps taken by Hempel Sailing World Championships Aarhus 2018 to implement Sustainability Plan?

**Case Study 18.2 Hempel Sailing World Championships Aarhus 2018**

A comprehensive sustainability programme was delivered at the Hempel Sailing World Championships Aarhus 2018. The Aarhus 2018 Organising Authority partnered with foundations and commercial organisations in order to establish a sustainability plan for the championships that was in line with World Sailing’s sustainability policy entitled Sustainability Agenda 2030. World Sailing, the governing body of the sport, had aimed to use the event to set a baseline for some of its sustainability initiatives.

In November 2017, World Sailing launched its Sustainability Agenda 2030, which sets out the world governing body's ambitious commitment to help create a better world through the sport of sailing. The agenda was presented at World Sailing’s Annual Conference which featured a dedicated Sustainability Forum. Sustainability 2030 includes a comprehensive programme of targets for the sport across various aspects such as gender equality, accessible sustainability training, elimination of single use plastics, reduction in carbon emissions, research and participation.

In February 2018, World Sailing became the first international sport federation to be awarded the international sustainability standard ISO 20121. ISO 20121 specifies the requirements for an event sustainability management system to improve the sustainability of events. The standard provides building blocks that enable organisations to continue to be financially successful, become more socially responsible and reduce their environmental footprint.

The United Nations recognises sport as being a "key enabler of sustainable development" and World Sailing can influence numerous events which it owns and sanctions to be more sustainable on a global scale. A four-month consultation process ended in spring 2018, providing the sailing community the opportunity to contribute towards the agenda.

The consultation reached sailors, officials, clubs, sponsors and suppliers involved in the sport. Additionally, Sustainability Agenda 2030 supports both IOC's Sustainability Strategy and highlights World Sailing's contribution to the United Nations 2030 Agenda for Sustainable Development. World Sailing's official technology partner, SAP and automotive partner, Volvo and official timepiece, Rolex, have all pledged their support to working with World Sailing on its sustainability programmes.

The organising committee of Hempel Sailing World Championships Aarhus 2018, has adopted

Sustainability Programme in relation to the UN’s 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals. As stated below in table 18.3

**[Insert Table 18.1 here]**

**Table 18.4: 17 Sustainable Development Goals**

Sustainability Programme

The organising committee in practical adopted the UN’s 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals during planning stage of the Hempel Sailing World Championships Aarhus 2018 as follows:

* Communication (SDG4)

A dedicated sustainability area was set up for the world championships with the aim of educating and promoting sustainability initiatives. The area was located in front of Aarhus’s new heat and power plant, an advanced feat in engineering which has been testing the generation of heat from seawater.

The communication of the sustainability plan was further enhanced via the deployment of dedicated volunteers wearing sustainability labelled uniforms. They engaged with the general public and visitors to the championships in order to promote the initiatives Aarhus has been testing, developing and benefitting from.

* Affordable & Clean Energy (SDG 7)

EON, an official partner of the event, provided electric vehicles and charging stations for the championships with the aim of using green energy to offset the carbon footprint of the event. Food waste was collected, stored and reused by EON within one of its biogas plants in order to generate sustainable energy.

* Transport (SDG 9, 11)

There was a full electric vehicle policy for all internal traffic. EON provided electric vehicles and charging points at event sites to assist in reducing the carbon footprint of the event. Pay as-you-go bicycle hire was also readily available throughout the city thanks to its partnership with Donkey Republic, the Danish bike-share start-up and official bike-share provider to the city.

Many spectators and event participants opted to hire bicycles throughout their stay in Aarhus to get to and from their accommodation, boat parks and the National Sailing Centre. The bike parks in Aarhus are all conveniently located within close proximity to points of interest and businesses, making it a preferable mode of commuting.

* Food (SDG 2, 7, 12)

During the event, all food prepared for staff, athletes and guests was at least 40 per cent organic. Any unused food portions were packaged responsibly and donated to the Danish food bank, “FødevareBanken”, in order to help the homeless and most vulnerable in society.

Residents of Aarhus have benefitted from projects such as Ø-Haven, a community garden which after expansion in 2015, became Denmark’s largest urban kitchen garden. The garden has received interest from residents and press and completed its fifth season in 2018 with 200 garden lots in use. Ø-Haven has become a social meeting point and residents now enjoy a number of spin-off benefits such as gardening lessons, group gardening and various other sociable activities.

* Water (SDG 6, 12)

In order to reduce plastic waste, all event participants registering on-site at the event received a reusable water bottle they could use throughout the championships. The need for bottled water was significantly reduced as a result.

Tap water is clean and safe to drink throughout Denmark and so water stations were installed throughout the event venues and Maritime Festival in order to promote the use of reusable bottles amongst spectators and participants.

* Recycling (SDG 12, 14)

Food packaging was recycled whilst specially developed trash bags were provided to all sailors and officials at the championships. The bags ensured that trash was secured and could be disposed of responsibly when back on land.

These bags were developed in partnership with the Danish Sailing Team. Another innovative initiative included the use of a seven-metre long tube stuffed with mushroom bacteria (mycelium) through my core mediation - the process of using fungi to clean up the environment. Accidental spills were then absorbed by the tube and broken down by the mushroom mycelium as the enzymes of the mycelium can consume oil and other toxic substances.

1. **Discussions questions**

**Question 1**

Critically discuss the impact of sustainability on events and festivals industry and evaluate key principles and policies that are being implemented United Nations Sustainable Development Goals (SDG’s), how it will increase the reputation and standing of made mega-events?

**Question 2**

Identify sustainable event management the process that helps the festival and event organisers to use procedures and tools that are more environmentally friendly. Discuss and highlight how festivals and events can reduce CO2 emissions at event sites?

**Question 3**

Critically debate sustainable policies that have been adopted for Tokyo 2020 Olympic Games. How will their vision be delivered by Games through a wide variety of methods to have sustainable development goals to combine environmental, social and economic aspects of sustainability policy?

**Question 4**

Critically evaluate and explain Glastonbury Festival sustainability agenda and long-term strategy to develop environmentally friendly festivals? How are Glastonbury Festival organisers planning to reduce rubbish and advise attendees to bring only what they need and leave nothing behind?