



## **Sustainable Event Solutions “SES”**

**Providing sustainability frameworks and tools to educate industry and community globally and enable measurable performance outcomes.**

The drive to implement sustainable business practices is moving from one of innovation and market leadership to one of expectation and across many business sectors, compliance. In time it will be driven by that most fundamental of business imperatives, **profit through cost reduction.**

SES's intent is to produce world's best tools enabling our clients to remain ahead of the sustainability curve therefore demonstrating leadership and achieving measurement results.

Our flagship 'SEMS' is a world leader in sustainability frameworks, enabling integration of responsible, efficient and ethical business practice into our client's events. This enables improved sustainability performance and business excellence.

" SEMS has no equal."

*Meegan Jones, author of [Sustainable Event Management: A Practical Guide](#)*

## **PCO Conference Offer**

**BUY ONE SEMS GET ONE FREE**

***TO REDEEM THIS OFFER PLEASE EMAIL OR CALL JANE FULLERTON-SMITH***

***[jane@sustainableeventsolutions.com.au](mailto:jane@sustainableeventsolutions.com.au)***

***Tel: +61 403 867 548***

### ***COST***

***SEMS POLICY WIZARD            \$149.00***

***SEMS TOOL                        \$350.00***

## **About us**

Sustainable Event Solutions (SES) is focused on promoting sustainable best practice management, production and delivery in the events industry. In 2008 SES conceived an online tool, 'SEMS', as a way to demonstrate sustainable best practice and make it accessible to the events industry. To this day it remains one of the only online tools which provides a comprehensive methodology for event organisers to ensure compliance with international event sustainability standards.

We aim to continually improve and deliver world-class sustainability tools, education and support and will continue to engage the talents of global experts to achieve this.



**Oct 2011 - SEMS has gone global!** The world leader in Sustainable Event Management Systems has been internationalized and updated to be consistent with global standards (ISO 20121) and world best practice.

## **NEW - SEMS Policy Wizard**

**SEMS helps you take an essential step towards improved event sustainability performance.**

**SEMS Policy Wizard** allows you to create a bespoke, comprehensive, credible and formalized policy document that may be used internally, within tenders and bids or as a communications piece to your stakeholders.

### Benefits

- Easy to use
  - Tailored to any level of organization or event
  - Communicates your sustainability objectives
  - Crystallizes your intentions
  - Guides your decision-making
  - Demonstrates commitment to your stakeholders.
  - In line with soon to be released ISO 20121: Events Sustainability Management Systems (2012).
  - Update as you improve
- 
- Generates an organisation branded pdf policy
  - Consultant free
  - Inexpensive \$150.00 USD

### **Why do I need one?**

Without a policy there is no formalized way of communicating your organizational or event's commitment to sustainable development and continual improvement of your sustainability performance.

### **Is it hard to do?**

Creating a policy does not need to be an onerous task. The SEMS Policy Wizard guides you step-by-step through the process to include your organization's commitment to the principles of sustainable development and the operational aspects of your event's sustainability performance.

### **Can anyone use it – even if we are beginners?**

Those organizations or events with few sustainability initiatives in place need only to answer questions that apply to their activities. Dependent on your entry level, the result may be a simple statement of intent or a comprehensive document. Either way you will produce an Events Sustainability Policy reflective of your current position as it relates to sustainable development.

### **How does it work?**

SEMS Policy Wizard is based on a series of multi-choice and freeform questions that customise the policy output.

## **SEMS Tool**

SEMS has gone global! The world leader in Sustainable Event Management Systems has been internationalized and updated to be consistent with global standards (ISO 20121, BS8901, CSAZ2010) and world's best practice.



This easy to use tool enables you to plan, monitor, measure and report upon the sustainability performance of your organization or event.

SEMS infuses your team with comprehensive knowledge on world's best sustainable event practice. It assists you to identify issues and potential efficiencies and offers a process to achieve tangible outcomes that are measurable.

**New to market !!!** No matter what level of sustainable development you are achieving, SEMS has a tool for you.

Basics – For entry level sustainability performers

Intermediate – For those who have a certain level of knowledge embedded in their team and are progressing with improved implemented sustainable initiatives

Advanced – For skilled sustainability performers who are aiming to comply with international standards and reporting protocols. These users may wish to be audited.

#### Benefits

- Easy to use
- Comprehensive education modules
- Engages management, production team and the supply chain
- Complies with global standards (ISO 20121)
- Tailored to any level of organization or event
- Identifies issues and potential efficiencies
- Reduces costs
- Guides your decision-making
- Compliance with ISO 20121: Events Sustainability Management Systems (2012).
- Tailored to your level of expertise (Basic, Intermediate, Advanced)
- Upgrade as you improve
- Measures and reports; Office: energy, waste. Event: energy, waste, water, travel)
- Measures and reports Co2-e
- Generates a tailored pdf Sustainability Report
- Auditable (SEMS audit)
- Consultant free
- Support service
- Inexpensive \$350.00 USD

#### How does it work? Is there a report?

SEMS asks a series of questions. For each question SEMS offers comprehensive education and guidance, tips, examples, links and world best practice. Depending on your answer (there may be a range to choose from), you are awarded a credit. A scoring system is applied based on the number of credits awarded. The self assessment sustainability performance report incorporates both to deliver a sustainability rating, sustainability performance, and performance metrics.

#### What does SEMS provide?

- a framework for guiding organisational behaviour;
- a set of objective measures to enable an organisation to benchmark its performance; and
- a reporting system to measure and record outcomes;
- enables an organisation to compare it's performance over time.

### **What does SEMS measure?**

SEMS offers a range of comprehensive calculators. Some report on carbon others do not. They are:

- Office energy (co2-e)
- Office waste
- Event Energy (co2-e)
- Event Waste
- Event travel and transport (co2-e)

In addition to this to assist in capturing your travel data which is by far the most difficult we have produced a travel and transport worksheet which is downloadable within the appropriate question.

### **Will SEMS save me money?**

Using SEMS will identify efficiencies within event operations and planning. Where efficiencies are identified, cost benefits can be made.

### **SEMS methodology**

SEMS methodology is consistent with requirements of several event sustainability standards:  
ISO 20121: Events Sustainability Management Systems, CSA, BS8901, CSAZ2010, BNQ 9700-253

The reporting methodology is consistent with the international CRI (Corporate Responsibility Index) and many indicators set down by the Global Reporting Initiative's Event Organizer Sector Supplement.

### **SEMS WEIGHTINGS**

The intention of the weightings is to provide an equitable foundation upon which each category can be reasonably evaluated. In order to calculate the overall performance rating, expressed as a percentage, the various aspects of sustainability, the event planning cycle and activities are given importance weightings. These weightings are based on three components:

- Relative impact of the event activity on sustainability factors
- Degree of control or influence the event organizer has over influencing change
- Relative importance of the aspect as perceived by all event stakeholders and the broader community

The weighting of different components of SEMS assessment is based upon a combination of global sustainability assumptions and event management experience and information.

### **SEMS SCORES**

Each question has a credit value represented in SEMS by a maximum possible score which varies for each question. A credit is applied based on the answer given and translates to an addition to the SEMS score.

### **Testimonial**

We, the APRA / AMCOS event team have used SEMS for over a year. We initially implemented this sustainable event management system to formally understand what we were doing well and what we were doing that could be improved upon. This was our benchmarking period. Because SEMS identifies qualitative and quantitative outcomes we are now able to better manage our events with environmental, social and economic sustainability performance and outcomes in mind as well as tracking and reporting our energy usage, our waste production and our travel miles. Whether it be small or large initiatives our team and supply chain are being educated to think about best practice as we go about our daily business activities.

Event Manager Jana Gibson

## **SEMS CALCULATORS**

Offer a series of interlinked calculators to assist in capturing data to credibly measure your impacts across your organisation and event.

Self automated reporting is produced and detailed within the SEMS Sustainability performance Report and within a stand-alone metrics report.

What does SEMS measure?

SEMS offers a range of comprehensive calculators. Some report on carbon others do not. They are:

- Office energy (co2-e)
- Office waste
- Event Energy (co2-e)
- Event Waste
- Event travel and transport (co2-e)

In addition to this to assist in capturing your travel data which is by far the most difficult we have produced a travel and transport worksheet which is downloadable within the appropriate question

## **GHG EMISSIONS FACTORS**

The emissions factors used to calculate the greenhouse gas emissions for energy and travel are based on those published by the following. They are updated on a regular basis as new data is published.

- DEFRA UK
- Greenhouse Gas Protocol
- CO2 Emissions from Fuel Combustion (2010 Edition), IEA, Paris.
- U.S. Environmental Protection Agency

The purpose of the GHG emissions reporting is to provide a GHG emissions profile of the event. This information is intended to guide the future improvement of events, the industry and the long term reduction in emissions resulting from improved event planning and implementation. The final GHG emission calculation should not be referred to as a 'carbon footprint' The final calculation can be used as a basis for offsetting unavoidable GHG emissions from event travel and energy.

## **SEMS AUDIT**

SEMS audits verify your results.

Data integrity and consistency is a crucial aspect of SEMS. A 'self-assessment' provides a SEMS user with an immediate analysis of the sustainability of their event however this does not mean that the data is robust or credible.

SES Audit ensures an independent sustainability expert reviews the answers uploaded in the assessment event and compares these against the evidence provided by the SEMS User. The auditor adjusts the SEMS Answer to reflect what they adjudge to be the correct answer based on the evidence provided by the user to come up with a final audited SEMS Score. This then certifies what level of compliance the event achieved.

Benefits

- Paper free (online processing)
- Transparency
- Robustness
- Verification



- Compliance
- Expert assessment
- Second or third party report (observations and recommendations)
- \$999 per assessment
- Bulk discounts may apply

#### Process

Once your assessment is complete and you have uploaded the appropriate evidence per question answered in the positive (N/A or NO do not require evidence), you simply submit for audit.

A qualified SEMS auditor will be assigned your assessment. The auditor will systematically work through your assessment and deem evidence complete. They will accept it, request for additional evidence or reject answers. Post audit they will add freeform comments which will appear within your AUDITED report which upon completion will be delivered to your dashboard along with any qualifying achievement logos.

Note: This cannot be processed if an audit credit has not been purchased through the SES shop.

### **SEMS Training modules**

In 2012, SES will launch an online academy to train event industry practitioners in sustainable event management.

#### WHO WILL BENEFIT

Anyone who is involved with the events industry will benefit from completing this course. It is designed for those involved in planning, procurement, production and practical implementation of events. This includes:

- event practitioners
- event management students
- sustainability managers
- event industry supply chain

#### LEARNING OUTCOMES

The course will provide participants with the know-how to ask the right questions and make the right decisions to achieve improved sustainability performance. Upon completion participants will have gained an in-depth understanding of sustainable development principles, and how to put them into practical action in event planning and deliver. Outcomes also include an understanding of how to implement sustainable event management systems standards and reporting to internationally recognised protocols.

#### COURSE STRUCTURE

##### **Learning Modules**

The course is made up of a series of learning modules. Participants may choose to enrol in the entire course, or choose to complete the learning modules most relevant to them. The learning modules include:

- Sustainable development principles
- Engagement and communications
- Destination, venue and accommodation
- Sustainable sourcing
- Waste management and resource conservation
- Energy management
- Transport
- Water and amenities
- Sustainability Policy
- Measuring and reporting performance



Each learning module will include:

comprehensive online training materials, with a focus on practical examples to illustrate sustainable event management practices;

a self-assessment process to enable the participant to test their understanding of the content of the learning module.

#### **Accreditation**

Once the participant has achieved a 50% or more score on each of the learning modules, they will be eligible to submit for an assessment of their competency. This assessment will test the application of the learned principles against real world scenarios.