

# SUSTAINABLE EVENT

## MONITORING SYSTEM



The Sustainable Event Monitoring Systems (SEMS) is an online tool to monitor and report on sustainability performance.

### 2

Sustainability has a thousand faces. Topics that are important for one event may be irrelevant for other events. Event organizers need to focus their efforts on material issues based on stakeholders assessment and the social, economic and environmental impact. The Event-Toolkit™ can guide you in selecting the material issues for your event. The SEMS is flexible in monitoring the material topics without bothering you with irrelevant information.

### 3

The responsive design of the SEMS gives you full flexibility on when to report and which media to use. All information is password protected and can be easily shared with multiple sponsors without entering the data again. Users can choose between English, German and French.

### 1

The tool is based on the international standards of the Global Reporting Initiative (GRI) – the most popular framework for sustainability reporting worldwide – and the Event Organizers Specific Disclosures (E OSD) developed by an international expert group under the supervision of GRI. All major events such as the Olympic Summer and Winter Games, the FIFA World Cup the UEFA European Championships have incorporated this framework.



## Sustainable Event Monitoring System

### 4

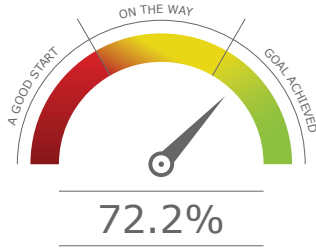
The SEMS offers organizations that manage multiple events to monitor sustainability performance and identify potential risks and gaps. It provides guidance to reporting on events and is a platform for mutual learning.

There are different reasons why you should monitor sustainability performance:

- ✓ Manage social and environmental risks
- ✓ Demonstrate impact – the value created by your event
- ✓ Attract additional sponsors
- ✓ Loyalty from staff and volunteers
- ✓ Build the trust of the local community
- ✓ Improve the image of the event

# FOR EVENT ORGANISERS

## MEASURING SUSTAINABILITY PERFORMANCE



Sustainability performance of your event from 0% to 100%

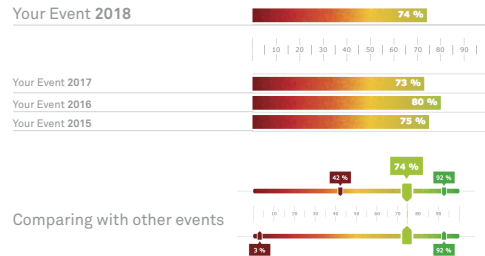
## IDENTIFYING INITIATIVES

Promote car-pooling  
specific tool or existing platform

Combi-tickets  
offer free public transport

Gather data on modal split  
use event-toolkit.com

## COMPARING WITH THE BEST (BENCHMARKING)



## SHARING GOOD PRACTICE

Increase capacity of public transport

Provide shuttle bus service

Environmental fee on parking spaces

# FOR THOSE MANAGING MULTIPLE EVENTS

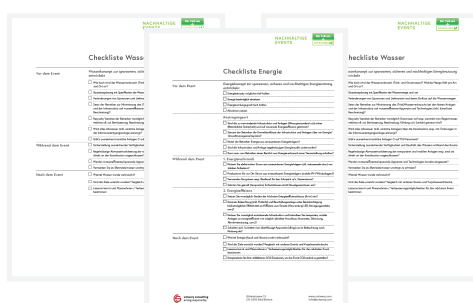
## SETTING SUSTAINABILITY BENCHMARKS

Initiative	Yes	No	Points
Is there a concept with sustainability criteria?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	5 Points
Vegetarian meal	<input checked="" type="checkbox"/>	<input type="checkbox"/>	5 Points
Fruits and legumes	<input checked="" type="checkbox"/>	<input type="checkbox"/>	5 Points
Bio food	<input type="checkbox"/>	<input checked="" type="checkbox"/>	2 Points
Water as cheapest drink	<input checked="" type="checkbox"/>	<input type="checkbox"/>	5 Points
Regional food	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0 Points
Seasonal food	<input checked="" type="checkbox"/>	<input type="checkbox"/>	5 Points
Food & beverages complete	<input checked="" type="checkbox"/>	<input type="checkbox"/>	15 to 20 Collected points
	<input type="checkbox"/>	<input type="checkbox"/>	5 to 15 Collected points
	<input type="checkbox"/>	<input type="checkbox"/>	Under 5 Collected points

## OVERVIEW SUSTAINABILITY PERFORMANCE

Date	Event	Category	Safety	Transport	Trash	Food
15.02.2016	Test Event	Run	55%	80%	100%	75%
27.03.2018	Music Event	Music	75%	75%	55%	80%
13.04.2014	City Run	Sport	60%	60%	80%	60%
02.05.2018	Test Event	Children	80%	55%	80%	80%
17.06.2015	Sport Event	Sport	100%	80%	75%	60%
25.07.2017	Open Air	Open Air	55%	80%	55%	100%

## PROVIDING GUIDANCE ON MANAGING & REPORTING



## PROMOTING YOUR INITIATIVES

Which of the following initiatives did you choose?

Promote car-pooling  Yes  No

Comment

Combi-tickets  Yes  No

Gather data on modal split  Yes  No