



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

A photograph of a surfer riding a wave, with a mountain range in the background under a clear sky. The surfer is wearing a dark wetsuit and is positioned on the right side of the frame, riding a yellow surfboard. The wave is breaking, creating white foam. The background shows a rugged mountain range with some evergreen trees.

CSS SEMINAR SERIES

~ Fiona Pelham ~

“Applying the latest sustainability management and reporting standards to the sport event industry”

Discover how sporting, business, and cultural events are using the latest sustainability management and reporting standards to bring about change. Major events around the world are realizing the benefits of integrating sustainability principles into their event organization, not only to manage their own activities more responsibly but as a tool for community and policy change. The field of sustainable ‘event’ management has matured significantly and in the next year two important new standards will come on line: *ISO 20121 Sustainable Event Management* and the *Global Reporting Initiative (GRI) Event Sector Supplement*. Vancouver 2010 was in fact the first Olympic Games to follow the GRI Reporting Protocol. Fiona Pelham will talk about the importance of these standards for the event industry and will highlight how sporting events in particular can incorporate sustainability policies into their bidding, communication and reporting.

Fiona Pelham is the Managing Director of Sustainable Events Ltd, Organise This and Positive Impact; Co-chair of ISO 20121; President of MPI; Lead consultant for the GRI Event Organiser Sector Supplement; Advisor to England 2018 World Cup Bid.

Friday, November 19, 2010 ~ 12.00-1.00pm

War Memorial Gym – Room 100