



For further information contact:

Rachel Bampton / Louise Mapp
Ascent PR
T: 0118 988 0501
E: louise.mapp@ascentpr.co.uk

Judy Wakelin
BSI group
T: 01908 228135
E: judy.wakelin@bsigroup.com

BSI launches Certification to BS 8901 Sustainable Events Management Standard at Sustainability Live

London 2012 is aiming to be the first “sustainable” Olympic Games, setting new standards for major events. In February 2009, the London Organising Committee for the Olympic Games (LOCOG) published its sustainability guidelines for all corporate and public events associated with London 2012. The Games in 2012 – including Test Events, Torch Relay, Opening and Closing Ceremonies – will be subject to the full sustainability management system developed by LOCOG. In addition, the companies and organisations that LOCOG work with are expected to at least be working towards implementation of BS 8901: 2007 Specification for a sustainable event management system with guidance for use.

Published in November 2007, LOCOG has been the key driver behind the development of the standard as the development team wanted to demonstrate the sustainability performance of the London Olympic Games. BSI Management Systems, one of the first certification bodies to offer assessment and certification services to this standard, is showcasing how organisations of any size can benefit commercially from implementing the BS 8901 standard at the Sustainability Live show at the Birmingham NEC 19 – 21 May 2009.

A number of organisations that were involved in BSI’s pilot programme for the BS 8901 certification scheme will also be receiving their certificates at the Sustainability Live

event. These include; Organise This, The SMS group, Earls Court and Olympia Venues, Faversham House and Reed Exhibitions Ltd.

BSI Management Systems believes that the standard will be relevant to clients including big brands, industry associations and councils; event organisers or individuals involved in overall co-ordination of the event; event venues including hotels, convention centres and sports venues; and suppliers and contractors of key activities relating to the events industry in the UK as well as a large market of small suppliers.

Rob Wallis, managing director, BSI Management Systems, comments, "The event industry is now beginning to consider its impact on the environment, with large scale events such as Glastonbury taking measures to reduce its carbon footprint and many others looking at the social impact of their events to ensure they are in line with their corporate social responsibility. Managing events in accordance with BS 8901 provides assurance to stakeholders, customers and anyone else involved that the event has been planned and implemented in a sustainable manner. Certification to this standard can also help differentiate an organisation from its competitors, helping to win new business, improving reputation and brand image and also helping to meet customer demands as increasing numbers will only trust credible suppliers that can prove that they are taking their sustainability responsibilities seriously."

"It is important for organisations to remember that sustainability covers much more than just being green. BS 8901 encompasses all areas of sustainability including environment, social and economic factors. This includes improving the social and economic impacts such as community involvement and fair employment, securing local investment and long term viability as well as reducing carbon emissions and waste."

BSI Management Systems is exhibiting at the Sustainability Live show from 19 – 21 May 2009 at Birmingham NEC. Visit them at stand number S100, in the Environmental Technology zone.

Victoria Gomersall, product manager for Sustainability at BSI Management Systems will also be speaking at the event about using standards to achieve sustainable development. To join the seminar, visit the BEX / ET seminar theatre on 19 May at 12pm. For more information about BS 8901 and the Sustainability Live show, please visit www.bsigroup.co.uk/8901datasheet

- ENDS -

About BSI Management Systems

BSI Management Systems is one of the world's largest certification bodies, with over 60,000 certified locations and clients in more than 100 countries. Operating through a global network, BSI Management Systems provides assessment, certification and training services in all critical areas of management disciplines including:

- Business continuity
- Environment
- Food safety
- Health & safety
- Information security
- Integrated management
- Quality
- Social accountability
- Sustainable development
- IT service management

BSI Management Systems is part of **BSI group**, a global independent business services organisation that inspires confidence and delivers assurance to customers with standards-based solutions. Originating as the world's first national standards body, the group has over 2,250 staff in more than 50 global offices. The group's key offerings are:

- Development and sale of private, national and international standards and supporting information
- Second and third-party management systems assessment and certification
- Product testing and certification of services and products
- Performance management software solutions
- Training services in support of standards implementation and business best practice

For further information please visit: www.bsigroup.co.uk