



WPNSA Chief Executive, John Tweed with WPNSA Director and triple Olympic gold medallist, Ben Ainslie.

Olympic venue predicts initial reduction of 15% in utility costs due to better waste management and utilisation of energy

Customer needs

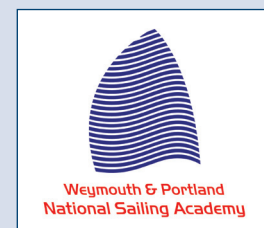
- Respond to the Sustainable Sourcing Code for the 2012 Games as defined by London Organising Committee for the Olympic Games (LOCOG)
- Promote WPNSA as a sustainable conference facility and attract more businesses
- Consider the ecological impact of the organisation and conduct business with uncompromised integrity
- Consistently operate in line with the well established 'One Planet Living' principles of sustainable development

Customer benefits

- Estimated cost savings of approximately 15% through better waste management and electricity optimisation
- Licence to trade: achieved status as procurement partner for the 2012 Olympic Games, fully compliant with the demands of LOCOG
- Enhanced reputation and International recognition as a sustainable business
- Reduced risk of legal breaches, future-proofing the facility

"Sustainability is key to the longevity of our venue and the sport of sailing. Certification to BS 8901 has increased the interest in our conference facilities from companies who seek to integrate sustainability into their procurement."

John Tweed
Chief Executive



Customer background

Weymouth and Portland National Sailing Academy (WPNSA) is acclaimed as one of the best sailing venues in the world and has been selected to host London 2012 Olympic and Paralympic sailing events. The site has already hosted numerous international sailing events, and is the first London 2012 Games venue to be finished. The venue also provides an excellent conference facility, world class training facilities for athletes, as well as boat hoist and storage facilities.

"The Green Blue, which is the joint environmental initiative for the Royal Yachting Association and the British Marine Federation, had helped us previously to ensure the sustainability of our operations," continues John Tweed CEO of WPNSA. "With a dedicated Sustainability Officer trained to deliver BS 8901, (Sustainable Management Systems for Events) and ISO 14001, (Environmental Management System) we decided to work together on achieving certification to BS 8901."

Why certification

As part of its Sustainable Sourcing Code for the 2012 Games, the London Organising Committee for the Olympic Games (LOCOG) expects all suppliers and licensees which supply products and services to the events sector to be taking steps to implement BS 8901.

"We wanted to set a best practice example to the recreational boating community which hosts hundreds of events during the year," says Dan Reading, Sustainability Officer at The Green Blue.

John Tweed Chief Executive of WPNSA added, "as WPNSA is a London 2012 venue, it was imperative to support LOCOG's ambition of delivering a sustainable Games. We believe that early adoption of the BS 8901 management system has put us in an

excellent position to minimise and control any negative impacts relating to sustainability which occur during the time of the Games."

Implementation

BS 8901 establishes a framework of management best practice and requires organisations to understand the sustainability issues relevant to their event or events and to put in place measures to control and minimise these impacts.

BS 8901 requires organisations to define the scope and prepare a statement that describes what activities and functions will be managed within the sustainability management system. WPNSA started by identifying its key stakeholders in order to establish the broader sustainability issues relating to its business. The organisation already had a strong commitment to the environment and consideration of socio-economic factors, however many of its procedures were not documented.

"With a new standard we didn't really know what to expect," admits Reading. "I wouldn't say it was easier than anticipated, but spending time defining the scope of registration was vital to understanding the boundaries. With a venue that utilises the ocean for events this was a decision that took some time!"

The standard also requires an organisation to identify any legal requirements which are applicable to its activities, products and services and understand how these apply to the business. "Composing a register of sustainability legislation was a challenge, but essential as it summarises our obligations for compliance and is an integral part of meeting the requirements of the standard," continues Reading.

Benefits of working with BSI

WPNSA has experienced a number of tangible commercial benefits from

BS 8901 certification including:

Cost savings: WPNSA predicts a reduction of approximately 15% due to better waste management and electricity.

Market access: it is anticipated that BS 8901 certification will attract more business for WPNSA as a conference facility. The conference market will now consider WPNSA based on sustainability credentials as well as its facilities and location.

Compliance benefits: the certification process has helped reduced the risk of legal breaches, and has helped future-proof the facility.

Stakeholder confidence: attaining certification to BS 8901 has improved WPNSA's reputation with its stakeholders who were given the opportunity to voice their concerns about the impacts the events were having on them. Two-way communication has allowed for better partnership working – to date the Academy, working with local charity the Chesil Trust, has helped facilitate over 6000 children to sail for £5 and continues to generate additional revenues of over £10 million per year to the local economy.

Process improvements: the sustainability management system has embedded a culture of continual improvement within the organisation and has also resulted in a more efficient operation and new ways of thinking.

"Our vision is to set the benchmark for sustainability. By implementing BS 8901 we hope to be able to host more international sailing events post 2012 and attract more organisations to use our conference facilities," states John Tweed. "BSI was chosen as our preferred certification body due to its credibility in the market and because of the training solutions the company was able to provide."

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BSI offers a wide range of courses related to BS 8901 Sustainability Management Systems for Events. These include introductory, implementation and auditor courses. Book online now www.bsigroup.co.uk/training or call **0845 086 9000** for further information.



The BSI certification mark can be used on your stationery, literature and vehicles when you have successfully achieved certification.

