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Guidance for event sustainability evaluation

大型活动可持续性评价指南

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Introduction Introduction

Large events draw a high level of public attention and are temporary in nature, and holding them has effects on society, on the economy and on the environment. Building sustainability into the whole life of an event is presented as a way of supporting regional sustainable development.

The document provides the general principles, the evaluation content, the evaluation method and the evaluation process for event sustainability evaluation, with the stated aim of helping event organizers understand and manage the sustainability of their events and of giving a reference for evaluating it. Organizations without experience in sustainability management can use the document as a starting point for identifying sustainability topics and putting measures in place while an event is being prepared or held; organizations that already have a sustainability management system can fold the requirements into that system. Organizations connected with other kinds of activity may use the document for reference.

Event organizers may set up an information feedback platform and publish the results of their sustainability work.

The Introduction records that the document draws on the sustainability practice of the Beijing 2022 Olympic and Paralympic Winter Games, takes account of other kinds of large event, refers to international and Chinese standards, and is aligned with the sustainability

strategy put forward by the International Olympic Committee in 2017 and with the Olympic Agenda 2020. Beijing 2022 is described as the first Games to follow the Olympic Agenda 2020 through bidding, preparation and delivery, and as having built its sustainability management system on a combined application of ISO 20121, ISO 14001 and ISO 26000.

1 Scope

The document provides guidance on carrying out event sustainability evaluation, covering the general principles, the evaluation content, the evaluation method and the evaluation process.

It applies to whole-life sustainability evaluation of large events of all kinds.

2 Normative references

GB/T 31598, Event sustainability management systems - Requirements with guidance for use, is the single normative reference. Dated references apply in the edition cited; undated references apply in their latest edition, including any amendments.

3 Terms and definitions

3.1 event: a gathering of a certain size, organized according to rules, that creates an experience and/or conveys a message at a given time and place. The note states that this includes worldwide, continental and national multi-sport or large-scale competitions, and non-routine public gatherings such as performances, exhibitions and trade shows, recruitment fairs, temple fairs, lantern fairs and garden parties, as well as important gatherings organized by government with specific needs. Adapted from GB/T 31598-2015, 3.8.

3.2 sustainable development: development that meets the needs of the present without compromising the ability of future generations to meet their own needs. The note traces the wording to the Brundtland Report, Our Common Future. Adapted from ISO Guide 82:2019, 3.2.

3.3 sustainability: the state of a system in the social, economic and environmental fields in which the needs of the present are met without compromising the ability of future generations to meet their own needs. The note states that the social, economic and environmental aspects interact and depend on one another and are usually taken as the three dimensions of sustainability. Adapted from ISO Guide 82:2019, 3.1.

3.4 event sustainability: the outcome of an organization building the idea of sustainable development into every stage of an event, including the products and services involved, and taking measures to reduce negative environmental effects, support economic and social development and achieve sustainability performance. The note lists the stages as running

from research, conception and planning through to delivery, review and post-event activity.

3.5 sustainable procurement: procurement that has the most positive social, economic and environmental effect over the whole life cycle. The notes state that it covers goods and services in the supply chain together with sustainability requirements placed on suppliers, and that it helps an organization meet its sustainability goals and supports regional sustainable development. Adapted from ISO 20400:2017, 3.38.

4 General principles

4.1 The event organizer, meaning the host or the organizing body, is advised to set up a sustainability management system in accordance with GB/T 31598, including at least: setting up a sustainability management structure and team; defining the sustainability vision, policy and objectives; drawing up sustainability management requirements and working rules; and preparing a sustainability work plan with a list of measures and putting it into effect. Examples of plan measures are given in Annex A.

4.2 An evaluation team should be formed to carry out the evaluation.

4.3 The evaluation should be prepared by reference to the indicators and scoring of Annex B, with technical documents assembled according to the evaluation content of Clause 5, and completed by the evaluation team following the method of Clause 6 and the process of Clause 7. The note allows the indicators and their scoring to be adjusted to suit the case in hand.

4.4 Sustainability may be evaluated more than once as the work requires. The last evaluation should be carried out after the event has finished.

4.5 Where a serious safety accident, a serious environmental accident or a social responsibility incident of significant effect has occurred, for example an incident that seriously harms the health of members of society or the welfare of society, or another breach of law or of moral norms, the event should not be evaluated for sustainability under this document and no evaluation report should be issued.

5 Evaluation content

5.1 Infrastructure and venues: evaluated through the utilization rate of existing buildings, the proportion of green buildings rated two stars or above, the proportion of reusable temporary facilities, and the coverage of accessibility facilities.

5.2 Procurement and resource management: evaluated through sustainable procurement management, the ratio of non-direct procurement, the ratio of green and low-carbon products, and the reuse rate of procured items.

5.3 Ecological and environmental protection and management: evaluated through the water recycling rate, the rate of separated waste collection, the rate of site ecological restoration

or compensation, and the rate of days of good air quality.

5.4 Transport and logistics: evaluated through the share of new energy vehicles, the rate of green travel, the average evacuation time, and the level of logistics informatization.

5.5 Low carbon and climate change: evaluated through the climate change mitigation action plan, the implementation rate of carbon reduction measures, the effect of greenhouse gas reduction, and the degree of carbon neutrality achieved.

5.6 People and social effects: evaluated through training coverage, the share of female staff, the share of local staff, satisfaction with the protection of rights and interests, and public satisfaction.

5.7 Smart and innovative practice: evaluated in the fields of technical innovation, management innovation and combined benefits.

6 Evaluation method

6.1 Documents and supporting evidence should be prepared according to the general principles of Clause 4 and the evaluation content of Clause 5.

6.2 The total evaluation score is obtained by Formula (1) as the sum of the seven dimension scores. In the key to the formula, Q is the total evaluation score; Q1 to Q6 are the scores of the six dimensions infrastructure and venues, procurement and resource management, ecological and environmental protection and management, transport and logistics, low carbon and climate change, and people and social effects; and Q7 is the score of the smart and innovative practice dimension.

6.3 The total score and the evaluation grade are determined by reference to Annex B. Three grades correspond to the total score: strong sustainability, medium sustainability and weak sustainability.

7 Evaluation process

7.1 Planning and preparation. 7.1.1 The evaluation team draws up an evaluation plan on the basis of the document, setting out the time, the place, the personnel and other relevant requirements. 7.1.2 The materials are prepared according to that plan.

7.2 Evaluation. 7.2.1 The evaluation team evaluates the sustainability of the event in accordance with the document. 7.2.2 The team obtains the result using Formula (1), determines the evaluation grade in accordance with 6.3 and issues the evaluation report. A reference template for the report is given in Annex C.

Annex A Annex A (informative) Examples of measures from the Beijing 2022 Sustainability Plan