

A Best Practice Action Framework for Event-specific Measurement & Reporting

Created by the 26 participants of isla's Venue Roundtable
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Travel & Transport

BASIC

What: Core venue staff travel data

When: Short term; collect travel data monthly

How: Staff survey with results shared quarterly

In the meantime, work with HR and internal comms team to create a staff travel plan with incentives and benefits for staff to ensure more sharing of data.

BETTER

What: Contractors, staff and event organiser travel data

When: Whenever an event is on, for the entire duration of the event, from build to de-rig

How: Survey, but it's contractor and organiser's responsibility to collect data

In the meantime, build data collection requirement into contract and create marketing collaterals with values and benefits.

BRILLIANT!

Remote venues to capture audience journeys taken by car to large events. Use this data as evidence to propose to local councils the need for new bus routes and services

BEST

What: Contractors, staff, organiser, delegates and audience travel data

When: Whenever an event is on, for the entire duration of the event, from build to de-rig

How: Include requirement in client contracts. Audience data collected through registration process. As a venue, produce an audience travel strategy with incentives

Energy

BASIC

Work out where your venue currently stands, develop essential knowledge...

Find out who your energy supplier is and start a conversation

Find out what types of energy are being used and how much, e.g. electric, gas, fossil fuel or renewable?

Work out who in the organisation is responsible for the energy contract

Learn the terminology and the objectives (i.e. Offset/Carbon Neutral/Net Zero etc)

BETTER

Make smaller changes to make a difference...

Identify education and training for venue staff

Small changes like PIR lighting, change suppliers, behavioural changes, turn off lights, site tours, build days, insulation

Trial energy measurement on a single or selected events, then report and identify learnings

BEST

Strategic changes for long term success...

Sub-meter every event space to ensure accurate measurement and data provision of energy use event by event

Develop partnership relationships with suppliers and clients to guide and influence measurement and reporting practices

Develop longer term energy reduction strategy based on data

Switch to fully renewable energy source

General Waste & Recycling

BASIC

Include clause in contracts to provide data for any dry hire of venue

Install 7 x bins to encourage waste segregation in all areas

Start questioning the requirement of single use items that will go into waste

Conduct venue and product audit to understand current waste and recycling practices and identify areas for improvement

BETTER

Stipulate preferred suppliers to ensure optimal waste management and data provision

Set data-led reduction targets

Publicly confirm commitment to adhering to initiatives to hit targets

Start weighing and shaming for waste transparency and encouraging accountability

Action audit findings to incentivise best practice for waste measurement

BEST

Install permanent 'waste tracker' job role at venue

Deny hirers and suppliers who conduct unsustainable practices at venue

Achieve accreditation and influence the development of industry standards

Set targets and reduction pathway aligned to international Net Zero frameworks

Food Waste

This section originally included 'food' as well as 'food waste', however, the group decided to tackle 'food waste' in detail rather than both topics.

BASIC

Start a dialogue with your suppliers, prioritise those long standing supplier relationships, and make them aware of your food waste ambitions

Utilise existing resources developed by [Guardians of Grub](#) and [WRAP](#) to establish a food waste measurement framework for your venue

Build a cross-departmental group of waste 'champions' within the organisation and gain support from senior leadership team

Research the sustainability policies of your local council to find alignment opportunities and mutual action points

Ensure your sustainability policies are robust and cover food waste practices

Establish local food waste contractors.

BETTER

Make suppliers accountable for their food waste based on venue guidelines

Agreed SLAs and KPIs for measurement and data provision

Establish baseline and targets for reporting and use measurement data to develop an inclusive food waste strategy

Establish partnership with food surplus charity and capture data on donated food

Use data and learnings to educate and support clients in making better choices

Embed food waste measurement and learnings into company culture

BEST

Include food waste measurement and data provision as part of tender/procurement process

Solidify position as standard bearer for best practice and provide measurement and reporting services for clients.er/procurement process

Include measurement protocol in new staff inductions

Develop case studies and advocate for food waste measurement and reporting externally to demonstrate best practice and educate the wider industry

Post-event Reporting

BASIC

Start reporting!

Define the measurement boundaries and capabilities within your organisation. The first datasets you collect may be imperfect, but they will help to provide averages and good estimates for hirers. This is a starting point from which you will learn and improve your measurement and reporting practice.

BETTER

Develop a reporting template that works for your venue.

Obtain buy-in from senior leadership and establish a dedicated CSR team who can take ownership of post-event reporting.

BEST

Collaborate with other venues to establish a 'best practice' measurement guide for the whole events industry that enables event emissions comparisons and benchmarking

Ensure the guide is easy to use for wider uptake among event organisers

Take a leading role as a venue and provide advice and solutions to hirers, driven by data captured in reporting. Include measurement and reporting within all contracts

Data from post-event reports to be collated and learnings shared with the industry.

Thanks

To everyone who participated in the Venue Roundtable 2023