

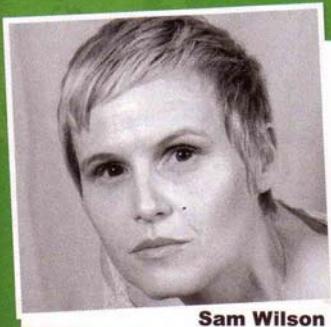


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The Green TEAM

SAM WILSON AND REG EASY ARE DIRECTORS OF ECOEVENTS (WWW.ECOEVENTS.COM), THE COMPANY THAT ADVISES THE EVENTS, TRAVEL, TOURISM, AND HOSPITALITY SECTORS AND THEIR SUPPLIERS IN THE IMPLEMENTATION OF SUSTAINABILITY PRINCIPLES AND PRACTICES. HERE THEY EXPLAIN ECO TERMINOLOGY:

- Sustainability** An enduring, balanced approach to economic activity, environmental responsibility and social progress.
- BS8901:2009** British Standard for a Specification for a Sustainability Management System for Events.
- ISO14001** International Standard Environmental Management, a globally recognised standard that applies to all businesses in all sectors. Note: if organisers are considering meeting BS8901, it makes financial and functional sense to establish an integrated system that incorporates the International Standard 14001 as there are several requirements that overlap.
- Accreditation** The term given to a certification body that complies with the International Accreditation Forum (IAF) requirements for certification and has been accredited by an accredited body. The only accreditation body in the UK is United Kingdom Accreditation Service (UKAS).
- Certification** This is not interchangeable with accreditation. It is a term given to organisations that have been assessed and awarded certification by an accredited certification body (be aware that some organisations offer certification but have no form of accreditation and therefore do not comply with IAF requirements). It is not possible to self-certify, but organisers can state that they operate a system that complies.
- Second party** Where a client or interested party confirms compliance.
- Third party** Independent verification by an independent organisation such as an accredited certification body.



Sam Wilson

Sam said: "To be carbon neutral is an aim, and it cannot be achieved by merely reducing use of resources. To be carbon neutral would inevitably involve some form of carbon offsetting.

Carbon neutrality is not the aim of most businesses; it is to operate sustainability practices which are more broadly based (as stated in the BS8901 Sustainability Standard for the events industry) and to comply with the prolific and widely dispersed environmental legislation that affects event-related activities."