



Sustainable Event Management: A Practical Guide

By Meegan Jones

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Gatherings of people for a purpose always have and always will be a part of the human story. Those staging these events have a social and environmental responsibility to manage their impacts and enhance their positive lasting legacies. Written by a leader in the field, this book is a practical, step-by-step guide taking readers through the key aspects of how to identify, evaluate and manage event sustainability issues and impacts - for events of any style and scale, anywhere in the world.

The product of tried-and-tested methods, coverage includes numerous examples and case studies from across the world, such as Boom (Portugal), Bonnaroo (USA), Hurricane (Germany), and Glastonbury (UK) Festivals. Readers are provided with checklists for action and tools for measuring performance.

This updated second edition includes a detailed review of the new international standard *ISO 20121 Event Sustainability Management Systems* along with other recent standards and certifications. It expands detail on measuring and reporting event sustainability performance outcomes with explanation of the Global Reporting Initiative Event Organizers Sector Supplement performance indicators.

This is the indispensable one-stop guide for event professionals and event management students who want to adjust their thinking and planning decisions towards sustainability, and who need a powerful, easy to use collection of tools to deliver events sustainably.

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Editorial Review

Review

"Reference book, text book, check list for green practitioners, professors and inspiring reading for the rest of us. Perhaps the most comprehensive book written on the subject." – *Harith Wickrema, Temple University, USA*

"Meegan has written an excellent tutorial on sustainable event management. Whether you are a beginner or advanced practitioner, the book has great case studies, top tips and best practices stories that will help organisers to accelerate their journey towards more ethical, responsible and effective events." – *Guy Bigwood, MCI Group Sustainability Director, Spain*

"Meegan brings her passion for sustainability along with her savvy and curiosity to this book. It is a timely and valuable reference for the event sector – worldwide." – *Ann Duffy, President, The Ann Duffy Group; former Chief Sustainability Officer, Vancouver 2010 Olympic and Paralympic Winter Games, Canada*

"Anyone seeking a mentor to help understand the impact of events and how they can be made better through sustainable approaches will benefit from this book. It translates complex sustainability issues into easy-to-understand language for event professionals. It gives honest perspective on what to focus on to help you make realistic action plans and day-to-day decisions, even when resources might be limited. And the generous peppering of interesting international case studies, sprinkled with a bit of humour, gives life to learning!" – *Shawna McKinley, Director of Sustainability, MeetGreen®, USA*

"Sustainable Event Management: A Practical Guide avoids overly technical jargon and offers an easy to follow check list for any sustainability minded festival organiser. This excellent book not only offers a straightforward structure to dip into and consider issues such as minimising waste or reducing the impact of travel but also gives a nod in the direction of important issues such as sustainable event standards and how to influence audience behaviour in a sustainable direction." – *Stephen Henderson, Leeds Metropolitan University, UK*

"This book is the one-stop-shop for those wanting to delve into the big world of sustainable event management – clear, detailed and based on real experience of the industry." – *Chris Johnson, Co-Founder and Director, Shambala Festival; Chair, Powerful Thinking; Associate for Festivals and Events, Julies Bicycle, UK*

"Whether you're new to this game or consider yourself an old hand this is the only practical and accessible book out there that covers technical subject matter and new 'ways of working' of relevance to event sustainability all in one place." – *Phil Cumming, Group Sustainability Manager, Net Positive Strategy, Kingfisher plc; former Corporate Sustainability Manager, London 2012 Organising Committee, UK*

"Overall, it is a very good read and I believe that it will help professionals improve the sustainability of the events industry for many years to come." – *Professor Paul Fleming, De Montfort University, UK*

"Let's be honest about it. Meegan's book was already the reference piece for the whole scene. So many people were inspired by and guidelines based on her great work and it is even better to see that the

new edition brings it to another level. With this remarkable piece of advice in your hands there simply is no way saying 'I don't know how to do it'." – Holger Jan Schmidt, GO Group & GreenEvents Europe, Germany

About the Author

Meegan Jones is an event professional, trainer, consultant and writer focusing her work on developing sustainable management solutions for live events. She is a partner in GreenShoot Pacific, a sustainability consultancy to the events, screen, sport and music touring industries, and Chairperson of the Sustainable Event Alliance.

Users Review

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