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## Case Study: ENWORKS



*On 25 March 2010 ENWORKS hosted a one-day conference, “Obvious in Hindsight: A strategic insight into successful environmental business support”, at Manchester Central Convention Centre. Organise This Ltd was commissioned by ENWORKS to manage the event.*

### *Event Overview*

The conference was designed to share a decade's worth of experience in delivering environmental business support, to provide the opportunity for delegates to contribute to the debate on key issues, and to showcase some of ENWORKS' interactive tools and systems.

The keynote speakers were Professor Brian Cox from the University of Manchester and presenter of the BBC's Wonders of the Solar System and Professor Paul Ekins of the University of Central London. Delegates were also invited to hear presentations from Mark Atherton, Director of Environment and Energy at the Northwest Regional Development Agency, Todd Holden, Director of ENWORKS and Samantha Nicholson, ENWORKS Operations Manager.

The event included four morning and afternoon workshops, which opened up into interactive discussions and addressed in depth the key topics of day. These topics included: the ENWORKS partnership model; reaching the top of the waste hierarchy without breaking the bank; the impacts of market failure; and measuring the success of environmental business support. The sessions showcased the ongoing achievements of ENWORKS, including helping Northwest businesses with annual savings of:

- £102 million
  - 317,000 tonnes of CO<sub>2</sub>
  - 4.3 million m<sup>3</sup> of water
  - 3.1 million tonnes of materials
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## Sustainable Event Management

Organise This Ltd, a sustainable event management company who are BS8901 (Specification for a Sustainable Management System) 3rd party certified, organised the conference and supported ENWORKS to implement sustainable measures throughout the event, which included:

Area	Action	Sustainable Impact
Venue / Accessibility	Choosing a venue that geographically suited the demographics of the delegates	Contracting of local supplier and reduction in CO <sub>2</sub> travel emissions
	Ensuring public transport access routes to minimise the need to travel by car	Accessibility for delegates and reduction in CO <sub>2</sub> travel emissions
	Measuring delegate and staff mileage to produce a CO <sub>2</sub> emissions calculation for the event, using the online tool, <a href="http://www.eventsustainability.co.uk">www.eventsustainability.co.uk</a>	Monitoring and measuring impact of event to support BS8901 process
Catering	Using onsite caterers who could offer a locally sourced, healthy menu with equal amounts of vegetarian and meat options, along with special options such as gluten free meals	Contracting of local supply chain. Accessible and inclusive menu for social wellbeing of delegates. Reduction of CO <sub>2</sub> through using locally sourced food
	Ordering the correct quantity of food for the delegates.	Minimisation of food waste
	Clear labelling of food with the source of ingredients so delegates were able to make informed choices	Accessible and inclusive menu
	Using tap water rather than bottled water	Reducing water usage, energy and packaging waste
	Ordering refreshment items in bulk, such as sugar and milk to accompany teas and coffees	Reducing packaging waste
Audio / Visual	Using onsite audio/visual suppliers to minimise any transportation of equipment.	Contracting of local supply chain. Reduction in CO <sub>2</sub> travel emissions
	Using a British Safety Council Award winning supplier.	Social wellbeing of delegates
	Using energy efficient LED lighting on stage	Energy saving costs
Marketing Materials  Minimising use of materials such as paper and card, and hence levels of waste from the event, through measures such as:	Using an online registration system for delegates instead of printed invites	Average saving of £250, which includes design and print of invites
	Designing generic, reusable signage, pop-up stands and banner stands	Estimated cost saving by using in-house marketing: £1,300 which includes design and print of stands
	Using reusable gobos for AV instead of printed logo boards	Estimated cost saving of £225
	Avoiding printing event documents such as delegate packs or agendas wherever possible	Reduction in waste. Estimated 4 sheets per pack and 70 packs produced is estimated £270 cost reduction
	Recycling delegate badges for future use	Reduction in plastic and paper waste
	Distributing online feedback surveys rather than printed forms	Reduction in waste and estimated cost reduction of around £75 in printing
	Providing existing marketing materials instead of creating new printed materials, reusable USB sticks to delegates rather than goodie bags	Estimated saving of £210 in production costs for the bag only
	Showing case studies via DVD rather than printed format	Estimated £270 cost reduction in printing

## Results

As a result of the sustainable measures implemented, Organise This produced a sustainability summary using the event standard tool Event Sustainability. This online tool has been designed to support event managers working to create a sustainable event. The tool includes measurement checklists, communication templates and industry best practice advice.

The online tool generates a report complete with a CO<sub>2</sub> emissions calculation for the event, which can be given to clients or used as evidence of steps taken towards compliance with industry standards such as BS 8901.

The following travel and waste measurements were recorded.

Energy Usage Type	Total Consumption	CO <sub>2</sub> Emissions (Tonnes)
Transportation by Bus	22 Miles	0.0024
Transportation by Car	992.8 Miles	0.2027
Transportation by Train	5,272 Miles	0.3174
<b>Total CO<sub>2</sub> Emissions</b>		<b>0.5225</b>

All measurements based on return journeys

[www.eventsustainability.com](http://www.eventsustainability.com)

Item	Total Consumption
Amount of paper waste post event collected and recycled	0.0006 Tonnes
Amount of food waste, which will go to landfill.	0.015 Tonnes
Water consumption for the period of the event	0.067 m3

## Conclusion

Through a return on investment exercise in the planning stages agreed with the client, Organise This was able to measure the success of the event using a post event feedback survey, which showed that 90% of the delegates felt the event mostly or completely met their objectives for the day. Feedback included the following comments:

*“Great and friendly team, good choice of central venue. I was really impressed by the choice to get Brian Cox.”*

*Event attendee*

*“Well structured and balanced, great for me as I am new to the sector.”*

*Event attendee*

*“Really pleased to see ENWORKS being so open with their learning - successes and failures. Thanks so much.”*

*Event attendee*

Not only did the event meet the objectives of the client but it also, by implementing sustainable measures, demonstrated a tangible cost reduction estimated at £2,600, had a positive economic impact on the local area by employing the local supply chain, helped to increase the social wellbeing of attendees through venue location and catering measures, and had a positive impact on the environment by reducing resource use and waste.