



SUSTAINABLE EVENT MANAGEMENT

Since the Festival's involvement in the development of the British Standard in Sustainable Event Management (BS8901) in 2007, we have introduced more ways to be sustainable and here are some of the things we are currently doing:

Composting waste and buying locally

During this year's Festival, the packaging we are using for all food and drinks at the Festival Pavilion in Albert Square is made from compostable materials. This means that when you've finished enjoying the delicious food on offer and washed it down with a refreshing drink, you just need to drop it in the special bins provided and it will then be taken away to be made into compost locally. On top of that our caterers for the Pavilion use local and seasonal produce wherever possible and have put together a menu that highlights recipes from the North West.

Banner bags

Rather than throw away the banners we made to advertise the Festival, we are turning them into unique bags. Each bag will look different, depending on how the banners are cut up and you can see or purchase a limited edition bag at <http://www.mif.co.uk/news/bannerbags/>

Reducing our day to day impact

We are continuing to recycle as much office waste as possible and always looking for new ways to reduce our environmental impact. Recently we provided a bike rack to encourage staff to cycle to work, and where possible we try to source products for the office that benefit other communities, such as Fairtrade refreshments and an Aquaid water filter, which results in a donation to water aid charities in Africa. We strongly believe in communicating the message of sustainability to all staff and volunteers by including our Sustainable Development Policy in the staff handbook, inductions and volunteer training. We let the team know how small changes to their working day can make a big difference, such as double sided printing or reducing the amount of travel by organising conference calls or arranging meetings when people are already in the UK anyway. In addition, the Festival's sustainability working group meets regularly to share ideas, discuss issues across the Festival and check we are keeping on track with our sustainability goals.

Re-using items after the Festival

Where possible we look for ways to re-use items that we won't be able to use after the Festival. After this year's Festival we will donate herbs, flowers and picnic benches from the Festival site at Albert Square to local groups. We will also offer some of our PCs to community groups at a big reduction and if we know that items can be used at the next Festival, we will store them.

Working with our partners

We recognise that we can't achieve a sustainable event on our own and that we need to work with our artists, producers, venues and suppliers to do this. In 2008 we organised a sustainability event with the [North West Development Agency](#) and [Positive Impact](#) that over 100 of our suppliers attended.

The event offered practical advice on becoming more sustainable and the chance to learn from other organisations. We also communicate our **Sustainable Event Guidelines** to partners to outline the issues that we want to improve upon across all of our events. We ask everyone working with us to become familiar with them so that we can work together towards producing a more sustainable Festival.

Sustainable Event Guidelines

Sourcing

- ◆ Materials should be sourced responsibly and ethically. Please consider whether the material you are using is or can be:
 - locally produced
 - produced under fair employment terms
 - made of recycled and/or sustainable materials
 - something that can easily be hired instead or bought
 - re-used after the event
- ◆ Please take particular care when sourcing:
 - timber, which should ideally be sourced from FSC-certified or approved sources
 - clothing, which should ideally be from ethical sources with fair employment terms

Transport

- ◆ MIF encourages all staff, artists, guests and visitors to travel to and from events in sustainable ways when possible, such as by using public transport, foot, bicycle, car pooling or through low emissions vehicles where cars / coaches are required

Catering

- ◆ Catering (including riders) at MIF events should, where possible:
 - use local, seasonal and fresh produce
 - use environmentally responsible and fairly traded sources
 - make tap water freely available
 - have systems for managing and minimising excess food waste
 - use re-useable, recyclable or bio-degradable cups, cutlery, plates etc
 - avoid excess use of food packaging
 - demonstrate a commitment to safe working practices and food hygiene policies

Waste

- ◆ Where possible materials should be re-used and/or recycled
- ◆ Please avoid excess purchasing that could lead to waste: areas for particular attention are:
 - print and paper
 - food
 - materials and set waste from productions

Venues

- ◆ Venues for MIF events should:
 - be accessible to all members of the public
 - demonstrate a commitment to safe working practices
 - have a sustainable development policy and/or management system in place
 - be easily accessible by public transport; or where a show is site-specific, suitable public transport options should be provided
 - promote public transport, foot and bicycle routes to the venue
 - provide recycling facilities both backstage *and* front of house
 - actively try to optimise energy efficiency
 - engage positively with cultural diversity and equal opportunities

We also send our **Sustainable Development Policy** to partners to keep everyone who is involved in the Festival informed of how we aim to work sustainably.

Sustainable Development Policy

1. Policy Statement

- 1.1 MIF defines sustainable development as *'an enduring and balanced approach to economic activity, environmental responsibility and social progress'*¹. This is the best practice definition adopted by the British Standards Institute in BS 8901, the British Standard for Sustainable Event Management.
- 1.2 MIF is committed to sustainable development and aims to ensure that all employees of the Festival strive to:
- 1.2.1 maximise the positive effects the Festival can have on local communities;
 - 1.2.2 maximise the positive effects the Festival can have on local economies;
 - 1.2.3 minimise the negative environmental impact of the organization and its events.
- 1.3 To achieve this MIF will establish and follow a set of procedures to improve sustainable event management both internally and externally, including:
- identifying key sustainability issues for MIF;
 - monitoring sustainability at MIF and setting key performance indicators and targets for each Festival;
 - identifying and providing resources necessary to ensure improving sustainability at MIF;
 - providing training for key persons involved in the sustainable event management of MIF;
 - engaging with key stakeholders and suppliers on sustainability issues.
- 1.4 MIF's commitment to sustainable event management will extend across the full event life cycle, from planning and implementation to final evaluation and review.
- 1.5 MIF aims to make sustainability a key consideration in all decisions directly under our control. Where elements of events are delivered externally, by suppliers or external producers, MIF staff will endeavour to use their influence to increase the importance of sustainability in delivery of those elements.

2 Managerial Responsibility

- 2.1 The responsibility for ensuring the effective implementation and operation of this policy will rest with Senior Management, who will ensure that they and their staff operate within the policy and that all reasonable steps are taken to promote sustainable event management within the organisation.
- 2.2 A working group will be established to drive and manage Sustainable Event Management across the organisation and will include managers from all MIF teams.
- 2.3 Each manager will ensure that all their staff are aware of the policy and arrangements and the reasons for the policy and that all reasonable and practical steps are taken to avoid unsustainable practice.
- 2.4 It is the responsibility of the Sustainability Champion, overseen by the Administrative Director, to maintain a record of documents and relevant communications with regard to the sustainability of MIF 2009. The Sustainability Champion for 2009 will be Jennifer Cleary.

¹ Social progress in this instance being defined as having multiple positive impacts on local communities through, for example, promoting diversity and inclusivity, equal opportunities, accessibility and participation.

We are taking small but genuine steps forward and we know we have lots of room to improve. If you would like more information or have any ideas on how we could improve sustainability at the Festival we would love to hear from you; please contact us at sustainability@mif.co.uk