



Post Event Sustainable Event ISO Report

February 2023



Photo Credit: World Rowing-Ben Tufnell

This report provides a summary on how the event met the KPIs identified in the original Action Plan.

It is to be read alongside the:

- ISO Sustainable Event Management Synopsis 2022
- Volunteer Reports
- Pembrokeshire Coastal Forum Report

Section 1: Summary of ISO Process and KPIs.

Section 2: Summary of outcomes and processes.

Section 3: Detail on whether KPIs were achieved.

Section 4: Summary of key learning points and legacy.

Appendix 1: Key resources and waste hierarchy

Appendix 2: Photos

Section 1 Summary of ISO Process

In October 2022, the World Rowing Coastal Championships and Beach Sprint Finals were hosted in Saundersfoot, Pembrokeshire, Wales. Saundersfoot is in Pembrokeshire Coast National Park and home to some of the most spectacular scenery and diverse wildlife in Britain including internationally important nature reserves, geology, and archaeology.

We set out and achieved our aspiration to be one of the world's first rowing event to achieve ISO certification in sustainable events ISO20121. We developed a sustainable event management system that helped us to better manage the event's social, economic, and environmental impacts. In order to help the event be more sustainable, we engaged with stakeholders in both Pembrokeshire and the rowing community nationally and internationally to help us identify what issues needed to be addressed.

To be awarded the ISO Sustainable Events certification we needed to undertake key actions as part of the Sustainability Management System. It was essential to develop a robust event management system to show how we have met all the standards of the ISO.

In order to do this, the Sustainability Management System was audited twice. The first audit to identify any areas that needed improvement and the second audit to fully check the system's operation and process.

In order to meet the ISO standard we:

- Defined our Sustainability Policy
- Developed a bespoke Sustainability Manual for the event.
- Identified the Key Performance Indicators that would be used to plan, record and evaluate our work.

Key Performance Indicators (KPIs)

The KPIs were developed as an iterative process in that they were part of a continued process to help refine, improve and learn from the event as it developed.

Four key areas were identified as a focus for the KPIs. These were:

1. Responsible use of resources
2. Participation and reach
3. Protecting people and the planet
4. Operation and ethos

Key challenges on achieving the IOS have been detailed in the WRCCBSF '22 - ISO Sustainable Event Management Synopsis 2022.

Section 2 – KPIs Overview - Summary and Success














(photo from [World Championships achieves 'Gold Standard' sustainability | Event Industry News](#))

Key Outcome Summary







Overall, the event achieved the vast majority of the KPIs, with some KPI expectations being exceeded. 70% of KPIS were achieved or exceeded their original targets. 6% were not achieved and 24% were partly achieved.

Total Number of KPIS 33			
Key		total	%
Not Achieved	●	2	6%
Partly Achieved	●	8	24%
Achieved	●	19	58%
Enhanced Achievement	●	4	12%










Key	
Not Achieved ● Partly Achieved ● Achieved ● Enhanced Achievement ●	
Category A: Responsible use of Resources	
1. 50% of contractor and concessions waste diverted from landfill	●
2. Achieve a 60% general waste recycling rate at the event for street waste collection	●
3. Showcase the use of 2 electric support boats.	●
4. To ensure buses used are Euro 6 classified (low emission) /use minimum travel routes	●
5. Achieve a single use plastic free event for items purchased by the event authority.	●
6. Water refill stations to be available from Welsh Water	●
7. Volunteer clothing sustainably sourced and made from sustainable material.	●
8. Competitor bibs made from ocean plastic provided by World Rowing	●
9. Merchandise to be kept at a minimum and be sustainably and locally sourced	●
10.No 'goodie bags' to athletes	●
11.Locally sourced produce/materials for podium/gantry with reuse redeployment plan	●
Category B: Participation and Reach	
12.Public material to be bilingual as agreed with Welsh Government	●
13. Ensure publicity material reflects diverse user groups	●
14.Create adaptive rowing experiences for 75 people over the period of the event	●
15.Provision of 4 x beach wheelchairs to target 25 unique users pre/ and during event.	●
16.Volunteer webinar series to create upskilling opportunities	●
17.1000 young people engaged through online and in person teaching by engaging local schools.	●
18.Target 50% of volunteers to be local	●
Category C: Protecting people and the planet	
19.Operation guidelines in place to deal with and report potential pollutants. (incl. spill kit)	●
20.Active travel (walking and cycling) options included in event literature for spectators.	●
21.1 litter picker station on site for public participation from Keep Wales Tidy	●
22.Implement biosecurity practises - advice competitors on invasive non-native species	●
23.3 NGOs offered space for engaging competitors and public on marine pollution issues.	●
24.Create a power plan that maximises use of grid energy and uses hybrid generators where needed	●
Category D: Governance and Ethos	
25.Create a sustainable procurement policy for the event organisers	●
26.Select marine conservation organisations to be offered Value in Kind contribution	●
27.Measure and report on scope 1, 2 & 3 carbon emissions of the event	●
28.Training and systems in place ensuring objectives are understood and valued by stakeholders	●
29.Produce sustainability report.	●
30.Sponsors are contracted to agree to the event's sustainability targets.	●
31.The supply line contractors agree to the event's sustainability targets	●
32.Accommodation to hold credible 'green' credential	●
33.For the event to leave a positive legacy	●

Category A: Responsible Use of Resources	
1.50% of contractor and concessions waste diverted from landfill. Event contracted PCC to manage waste all of which was diverted from landfill. Enhanced KPI was to have 50% of waste free from contamination. Final figures indicated that over 500kg of event waste was able to be recycled and noted by waste management company as being an outstanding achievement.	
2.Achieve a 60% recycling rate at the event for street waste collection. Event contracted PCC to manage waste all of which was diverted from landfill, enhanced KPI was to have 10 bags to be free from contamination over the course of the event. The enhanced KPI was not achieved because all street bins were emptied into same receptacle as waste management system of PCC anticipated it would be contaminated.	
3.Showcase the use of 2 electric support boats. Unable to source boats as they were not available due component parts being held back by the pandemic and impact on supply lines and workforce challenges.	
4.To ensure buses used are Euro 6 classified (low emission) /use minimum travel SMART routes/ No buses commissioned due to anticipated lack of demand. For local travel local bus service routes promoted for travel for athletes and spectators – most of whom traveling from outside of West Wales stayed locally and walked or used buses. The athletes' coach chartered from Heathrow was Euro 6.	
5.Achieve a single use plastic free event for items purchased by the event authority. Significant reduction most notable relating to branding and boat identification (boat numbers were made specially so that they could be re-used for the next 3 years – only 1 was lost. Some single use plastic was present from items already within the supply line as well as some used by contractors such as crisp packets in packed lunches and for drugs testing . Where possible all recycled.	
6.Water refill stations to be available from Welsh Water Achieved with ratio of 1:5000 spectators. Some mechanical failure due to improper use. 2 Cubic meters of water used which equates to approximately 4000 water bottles.	
7.Volunteer clothing sustainably sourced and made from sustainable material. Volunteer clothing was sourced from established World Rowing supply line that had no sustainable option. (conversations between WR and supplier now taking place) No volunteer clothing was thrown away and volunteers indicated that they would continue to use it post event due to high quality.	
8.Competitor bibs made from ocean plastic provided by World Rowing No bibs used, in addition World Rowing agreed to reduce the amount of signage need to identify boats and crew – see also single use plastic.	
9. Merchandise to be kept at a minimum and to be sustainably and locally sourced where possible. Local supplier of merchandise provided bespoke ethically produced blankets. Only other merchandise was available from World Rowing's supplier (same as volunteer clothing) which was a bit confusing for customer who may not have differentiated between event organiser and World Rowing's suppliers.	
10.No 'goodie bags' to athletes. No fan-zone give aways. Gifts to volunteers, key stakeholders and prize winners donated by PCNPA to promote the National Park.	
11. Locally sourced produce/materials for podium/gantry with onwards journey for redeployment where possible. Other than banners and marquee carpet no specific items were sourced solely for the event and most were reused. Enhanced = banners were given out or upcycled into event memorabilia for key stakeholders.	

Category B Participation and Reach	
12. Public material to be bilingual as agreed with Welsh Government All publicly facing material available bilingually, Enhanced - Welsh language commentators during event races added value to the international event.	
13. Ensure publicity material reflects diverse user groups Decisions made to focus on economic diversity, which is more challenging to convey visually. Adaptive rowing and beach wheelchairs at the event to help promote positive messages regarding access and participation.	
14. Create adaptive rowing experiences for 75 people over the period of the event Adaptive rowing experience at the event from Tenderfoot Club but take up low. Limited communication with adaptive rowing club and local disability sports may have been linked to pandemic and impact on staffing and resources	
15. Provision of 4 x beach wheelchairs, target 25 unique users including project planning and during event. 3 beach wheelchairs and 1 rollator at event, engagement with potential users and leaflet and website details shared by at least 25 individuals or groups with interest and 'road testing' of equipment made but only 4 bookings. Good viewing of event provided from Harbour Wall, live on-line coverage and big screen. Weather also was cold and windy.	
16. Volunteer webinar series to create upskilling opportunities 74% of respondents to the volunteer survey said that they found the webinar series 'useful', or 'very useful' with 93% of volunteers engaged in them.	
17.1,000 young people engaged through online and in person teaching by engaging local schools. Two schools' events held (May 2021 and June 2022) engaged 400 pupils These days were successful with positive feedback from staff and pupils on the day. Impact of pandemic made engaging with schools challenging as they had several pressures preventing engagement with extra-curricular activated.	
18. Target 50% of volunteers to be local. Achieved 53% when including the local Army Cadets (approx. 20), beach and wheelchair volunteers were taken into account.	

Category C: Protecting People and the Planet	
19.Operation guidelines in place to deal with and report potential pollutants. (ensure spill kit capacity and process) 1 fuel spill and cleaned up using spill kit. On day 1 of week 2 the Health and Safety Manager was not aware of where the spill kits were.	
20.Active travel (walking and cycling) options included in event literature for spectators. Info. promoted on website, most people including volunteers stayed locally and walked.	
21.1 litter picker station on site for public participation from Keep Wales Tidy Overall site very clean that although the station provided good publicity there was almost no litter to be picked. Litter pickers from KWT were used to help salvage plastic bottles and cans from main open top waste bins or recycling. Comments from stakeholders was that site was very clean and litter free.	
22.Implement biosecurity practises - advice to competitors prior to arrival around invasive non-native species Some information was circulated to event stakeholders prior to event but not in a systematic way. There were also boat washing issues as a hose pipe ban was in place.	
23.NGOs offered space for engaging competitors and public on marine pollution issues Space offered to 9 NGOs but none able to attend due to capacity issues. Ocean Square used by other community-based organisations to promote key messages and support the event operation e.g. Army Cadets, Tenderfoot Rowing Club and PCNPA Beach Wheelchairs.	
24.Create a power plan that maximises use of grid energy and uses hybrid generators where needed.	

<p>A power plan was drafted using existing power and generators with HVO fuel.</p> <p>Total power usage 2,752 kw. Split of power used Generators 79% Grid power 21%</p> <p>Power Summary</p> <ul style="list-style-type: none"> - <i>Generators</i> HVO (eco) fuel used for 1 generator. Total fuel used was 1,684lts over all event period with approx.. 2,210kw power usage from generators. - <i>Beach Battery:</i> Beach battery use was approx. 5kw per day x 6days, Total 30kw - <i>Grid power:</i> Overall consumption 512.6 kw 	
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Category D: Operation and Ethos	
<p>25.Create a sustainable procurement policy for the event organisers</p> <p>A sustainable procurement code was developed and agreed by senior management at British Rowing. This formed part of all contractor contracts to ensure that anything procured was done so in a sustainable way as much as possible.</p>	
<p>26.Select marine conservation organisations to be offered Value in Kind contribution</p> <p>Donation option to SeaScape and WFF offered through the booking system, but donations very small.</p>	
<p>27.Measure and report on scope 1, 2 & 3 carbon emissions of the event</p> <p>A spreadsheet was used to help gather the data. This was useful for those emissions generated by direct event activities but was harder when relating to activities of others such as concessions/stall holders at the event. Some data was therefore based on estimates and so had reliability issues. 2287 tonnes CO2e was estimated to have been generated.</p>	
<p>28.Training and systems in place to ensure objectives are understood and valued by event organisers and Wavemakers (volunteers)</p> <p>Volunteer training events included education around sustainability. Event Director ensured that each member of the OC was onboarded and had knowledge of the various policies and the importance of sustainability within the event.</p>	
<p>29.Produce sustainability report. This is the report</p>	
<p>30.Sponsors are contracted to agree to the event's sustainability targets.</p> <p>All sponsors were made aware of the event's sustainability targets but the main funding parties were contracted before the procurement code was agreed. All exhibitors had the procurement policy attached as part of their contract.</p>	
<p>31.The supply line contractors agree to the event's sustainability targets</p> <p>Some small infringement included some use of plastic trays by food vendors. Once it was highlighted to the vendor no further plastic trays were used. Other minor infringement included some relating to recycling, but this may have related to the bins. See above re procurement code forming part of the contractors and sub-contractors' agreements.</p>	
<p>32.Accommodation to hold credible 'green' credential</p> <p>Nirvana are members of AOTA but they currently do not have a 'sustainable tourism credential'. However, our enquiry about this has prompted AOTA to start developing one.</p>	
<p>33.For the event to leave a positive legacy to the world of rowing, the community and wider sustainability awareness.</p> <p>Several positive legacies from the event have been achieved and are listed in a separate table in section 3:</p>	

Section 4 Key Learning Points and Legacy -

Raising the Profile of Sustainability in Event Planning

Key Learning from KPIs. (*next section general learning points*) Many learning points are cross cutting and so have been grouped under key headings. **Don't let the perfect be the enemy of the good!**

Waste Management

Waste Management is very challenging to manage at events, especially if the event is running alongside 'normal business' within a community setting.

- When working with a waste management service it takes time to understand how they will be managing waste and if and how it will be separated. Try and ensure that signage and waste receptacles such as bins are very clearly labelled i.e. all glass goes into a blue bin – this makes it easier for busy stall holders and the public to manage their waste well.
- Consider providing specific bins for specific items such as 'Drinks Cans' to reduce contamination.
- Have a specific Waste and Resource Management Team and lead role within the operational team whose sole responsibility is to plan how waste is to be reduced and managed, including the onward journey for items that can be reused such as paper bags.
- During event planning list all items that may involve single use plastic and either source alternatives, or identify best practice within the Zero Waste Hierarchy – see appendix 1.
- See appendix 2 for photos of bins at event.
- See appendix 1 for list on how resources were recycled.

Facilities, Local Infrastructure and Services

- Sometimes the facilities or infrastructure at the location mean that no matter how hard you try, you will miss out achieving a KPI, such as a need to use a generator because grid powerlines are not feasible – however don't let this put you off your sustainability vision and use this as a learning point.
- If supplying water points, make sure signage is clear that they are used for water bottle filling only and not used by athletes to wash kit.(or any other activity)
- Having a tidy site before an event helps keep it tidy throughout the event – people see bins being used and follow suit, people see litter on the ground and are less motivated to bin their own.
- When travel planning for smaller scale event considers use of local bus routes that also support local community travel

Event Branding and Supply Lines

- Develop a sustainable supplier/contractor guide to help identify sustainable options. This could include advice on how to reduce use of natural resources, local reuse and recycling opportunities as well as a list of local suppliers or contractors that are already working in this area. The role could be led by the Resources and Waste Management lead. A request for improved sustainability standards may be the push a company needs to develop good practice in sustainability.
- Identifiers such as athlete bibs or stickers on kit can be minimised and reused with a bit of creativity, and this reduces costs also.

- Where there are supply line or accreditation issues, such as the availability of sustainable sourced kit use your sustainability goals to raise a need for such with suppliers.
- Identify supply line for sustainable merchandise, use local suppliers and skills where possible. Use learning from event to promote good practice in the field and push for sustainable options.
- Lack of 'event memorabilia' helped find onwards journey for event-branded items such as banners.
- Agree a sustainable event procurement code at senior management level prior to engaging businesses and concessions. Make sure you check in with them prior to the event and during the event too see how they are working in line with the code.

Engaging Stakeholders

- Knowing that an event is working hard to be sustainable is motivating for many key stakeholders.
- Small scale organisation often do not have capacity to attend such events, consider using on-line opportunities instead to help promote NGO key messages and tie in with event ethos.
- A multi-agency approach was essential to identify key stakeholders across the world of rowing, within event management, as well as within the local host community to help us pinpoint the most significant issues and decide on our Key Performance Indicators (KPIs)
- Avoid using 'Google translate', (we originally did this for Welsh translation and then found another source of this) use professional translator and plan timelines to accommodate time for translation. Consider providing materials in multiple languages to engage athletes and share sustainability messages.
- Local contacts are extremely valuable and help facilitate community engagement to help identify resources and build community engagement and promote local networks for marketing and promotion.
- Local contacts are also useful when finding onwards journeys for resources such as event banners, or even compost for community gardens. Where possible make face to face introductions and develop outreach opportunities to engage with diverse user groups.
- Where resources allow consider engaging local schools' leads who can tie in with curriculum and opportunities in extra circular activities such as DoE.
- Consider donations to good causes to be included in ticket price rather than be a separate payment button on the website which then takes potential donor away from main page. Make the good cause meaningful to the event and the local community i.e. a marine cause in the case of rowing.

Operational Communications

- Ensure that actions are delegated clearly to identified persons so that key responsibilities do not get overlooked - for instance make sure location and procedure of spill kits is a key part of Health and Safety handover when there may be a change of staff, or that local guidance on issues such as invasive species or hose pipe bans is sent out to teams in advance
- Gathering data on scope 1,2,3 emissions can be complex when it comes from various sources including that out of direct control of the event organisers such as how people travelled to the event.

Legacy

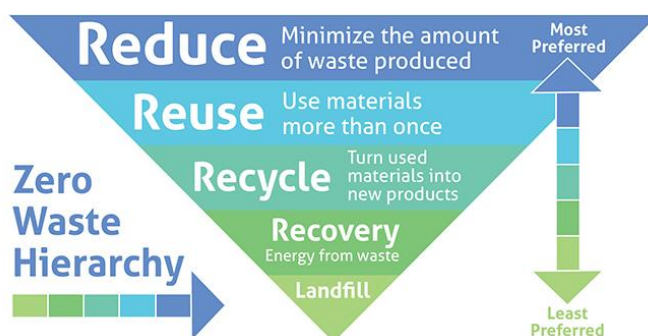
- Learning shared with key officers and members from Pembrokeshire Coast National Park Authority
- Pembrokeshire County Council to include ISO approach to events management and planning.
- Event cited by Welsh Government as an example of good practice.
- Merchandise supply line highlighted with World Rowing.
- Event has received extensive press coverage due to its ISO certification.
- Students engaged in learning opportunities.
- Wavemakers/volunteers upskilled.

Appendix 1

List of resources and waste management

<i>Item</i>	<i>Waste management</i>
Brown paper lunch bags from Wavemaker lunches	Approx. 50% of the bags were suitable to be reused by local craft shop.
Crisp packets from Wavemaker lunches	Approx. 75% of packets were passed on to be upcycled into woven bags via the local eco shop.
Used cardboard drinks cups from Wavemaker lunches	Although these were labelled as 'recyclable' this was in their unused state and soiled cups could not be put in with the cardboard recycling. Approx. 60% of cups were donated to the local community garden for composting.
Wooden stirrers from Wavemaker lunches	All were collected and used for home heating.
Branding and signage	The majority of branding and signage were passed onto local school, clubs and community groups. Race flags designed without logos so that Welsh Rowing and British Rowing have complete sets for their national events. One banner was cut and rolled into ribbons given to Wavemakers as an event souvenir. Signage had logo footer cut off and so can now be used as general signage.
Cans and plastic bottles	Cans and plastic bottles were hand-picked from the open bins and separated into a separate bin to ensure recycling.
Carpet from marquee	Cut into sections and those sections that were unsoiled reused.
Unsold bespoke event merchandise	Donated to key stakeholders.
Event baggage labels	Reused as many times as was practical.
Event clothing	Options for unwanted event clothing to be donated to charity, the majority of clothing was kept by Wavemakers for ongoing use due to its high quality.
Event goodie bags	Not used so 'designed' out of the project.
Reusable drinks vessels	Reusable and branded so suitable as souvenir.

Zero Waste Hierarchy



From [LEED Certification Services | Recycle Ann Arbor](#)

Photos of bins

Appendix 2

Waste Management



Public bins – although signage indicated recycling option, waste was not separated on collection



Signage adapted by event staff to help reduce contamination

Event signage kept to a minimum and all re-cycled/re-purposed





**Sustainable clothing stall – made bespoke blankets
(See below)**



Litter picking station



Example of cardboard that once soiled could not be placed in recycling



Example of reusable drinks vessel



Reusing the baggage labels



Recycling station in volunteer centre



Onward use of gantry header at Saundersfoot Sailing Club



Water stations being installed by Welsh Water