

WTM 2010 BS 8901 Objectives responsibilities and tracking



What are our issues and challenges and what are we going to try to achieve this year?

Issue	Objective	Opportunity for improving sustainability in this area	The challenge to achieve that	The action required to improve	ID No.	KPI	Target
Waste & use of Resources	To benchmark the amount of waste generated and resources (power, water, gas) used for the event.	Accurate measurement for total waste amounts and measurement of categories of waste landfill/recyclable/recycled	Limited measurement and waste handling capability due to limitations at the venue	Communicate expectations and encourage venue to obtain more accurate measurement. Increase on-site handling.	1	% recycled onsite inc build-up and break down and % of landfill waste.	100%
		Reduce waste dumped onsite	Monitor & timing.	Initiate and communicate financial penalties of dumping waste to exhibitors and contractors. Closer supervision onsite. Request for measurements from Venue	2	% total tonnage waste removed from hall inc build-up and breakdown.	100%
Education of Stakeholders	To educate stakeholders on Sustainability and encourage and measure any resulting change in behaviour	Opportunity to improve the knowledge of the BS8901 standard & sustainability objectives of the RX team & internal suppliers	Currently limited knowledge within the team & low level of understanding	Add to agenda of weekly team meetings & ensure it is integrated into all of our pre-show planning. Communicate policy & objectives to the team	3	% of RX staff with sustainability objectives.	100%
		Opportunity to improve the knowledge of the BS8901 standard & sustainability objectives of the Exhibitors	Exhibitors currently have limited knowledge & low level of understanding. Difficult to explain to an International audience	Sustainability webpage with translation. Structured communication plan outlining WTM's commitment to sustainability.	4	% of exhibitors who receive sustainability information	100%
		Try to reduce volume of material brought to site as a belief is that some is excess, will not be used and will inevitably end up as waste onsite.	Usual way of working for exhibitors. Requires behavioural change	Exhibitor communication, impact of excess waste and the benefit of bringing less.	5	% of exhibitors who say their behaviour was affected by our communication to bring less onsite for 2009 to 2010	20%
		Opportunity to improve the knowledge of the BS8901 standard & sustainability objectives of the external suppliers (inc Venue)	External Suppliers currently have limited knowledge & low level of understanding	Communicate the BS8901 Policy & sustainability objectives to External Suppliers	6	% of tenders that include sustainability text	80%
		Support and monitor suppliers actions in helping to achieve WTM and their own objectives.	Lack of knowledge and systems	Start asking for third party confirmation that carpet has been recycled. Ask for supplier sustainability policies. Encourage and support suppliers setting their own targets for WTM as well as WTM's	7	% of actions fulfilled by suppliers (against a total of no. of suppliers x no. of actions)	80%
Travel & Transport	To benchmark the Travel & Transport* for the show	Measure economic impact of WTM on London as a destination	Agree measurement criteria and accurate calculation. Difficulty in collecting all data.	Devise methodology of economic impact of WTM on London.	8	Total spend of attendees	100%
		Increase satisfaction rating of transport to WTM	Co-ordination and reliance/lobbying of London transport/stakeholders involved.	Contingency plan & communication plan.	9	% of attendees who have increased satisfaction levels	20%
Social Impact of WTM		Support local organisation or charity as well as the RX Official charity JAD	Identifying a suitable organisation.	Find a local charity or org and support with time, material or money. Encourage suppliers and exhibitors to join in.	10	Time/amount given to local organisation	?hrs and ?£

