

Responsible events

James Kennell

Director, Economic Development Resource Centre

Senior Lecturer, Department of Marketing, Events and Tourism

University of Greenwich

@jameskennell

www.jameskennell.com

Sustainability is one of the least successful public policy agendas of the last fifty years



Declare controversy



Bruntland
Local Agenda 21
Kyoto
Copenhagen

AVANTAGE

And what have the outcomes been?



And, in fact, sustainability is much older – Crystal Palace slide





Fast forward to London 2012 –
BS8901

No measures of outcomes!



Danish presidency of the council of the European
Union – first event accredited with ISO20121




93% of CEOs say sustainability is
critical to their future success
(UNGC Accenture report)

Despite this – sustainability is big
business!

The green economy will be worth
\$5.7tn by 2015



A night festival scene with a large crowd of people in the foreground. In the middle ground, there is a large bonfire with bright orange and yellow flames. The background is dark, with a large, bright green and blue firework exploding in the sky. The overall atmosphere is festive and celebratory.

50% of industry professionals confirmed that they give precedence to green suppliers (MPI)

75% say it is important or very important when choosing a new supplier (MCI)

Stats on sustainable events

80% say CSR will become an increasingly important purchasing criteria (MPI)

The events industry is still the second most wasteful service industry, after food & drink.

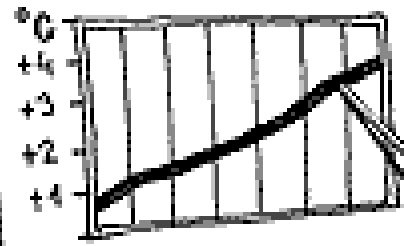


But what is driving this?
Customers!

What do customers want from
events?

Evolution of Temperatures

NEXT 100 YEARS:



✓ We need to harness the power of the events market as an engine of responsible growth



Evolution of the Market

LAST 10 DAYS:

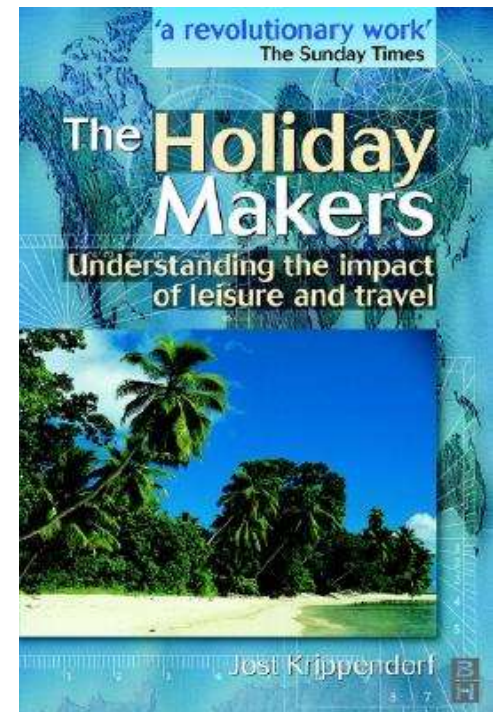




Responsible events

Responsible Tourism - Krippendorf

- Proposals for tourism development should be 'infectious'
- Codes and advice should not 'degenerate into rules for regimentation and manipulation. They must make the experience of freedom possible.'
- 'Every individual tourist builds up or destroys human values while travelling'
- 'Orders and prohibitions will not do the job – because it is not a bad conscience that we need to make progress but positive experience, not the feeling of compulsion but that of responsibility' (1987:108-110, 148)



Aspects of responsibility (Goodwin 2011)

- Accountability
 - The liability to be called to account for actions and omissions
 - Individuals and other legal entities
- Capability or capacity
 - The individual or organisation has the capability to act
 - Capability assumes capacity
 - ‘respons-ability’ = capability + opportunity
- Responsiveness
 - Individuals and organisations are expected to respond, to make a difference
 - To enter dialouge



Logic of the market, serving the greater good
Not the top down logic of the state and regulators



State logic



Market logic



THERE IS NO PLANET B

Conclusion

The Sustainability agenda has not given us a more sustainable future

Sustainable events management principles have not given us a sustainable events industry

Taking responsibility for events means harnessing all that is good about events – the interaction between consumers, audiences, managers and marketers for the benefit of everyone