

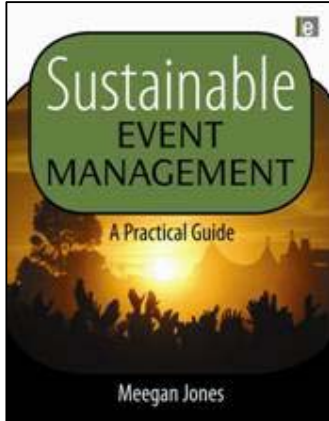
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Sustainable Event Management: A Practical Guide

Published by Earthscan distributed by UBC Press in Canada

Every year events of every possible description are held around the world. Be they community events, large conferences, business meetings, religious celebrations or enormous music concerts, festivals, expos and sporting events, they all have a massive impact on our environment.

It could be said the most environmentally friendly event is no event at all. But that's no fun. Public parties always have been and always will be a part of the human story. Yet those who stage events have a social and environmental responsibility to reduce their impacts. If all event professionals kept sustainability at the core of their planning and decision making, then the cumulative outcome across the globe would be impressive. **But where do you start?**



"The most authoritative, meticulous and informed book on sustainability in the events sector. Meegan Jones has more experience in this field than perhaps anyone else in the world and this is evidenced on every page. Thoughtfully and logically laid out this is an indispensable guide to reducing environmental impacts and positioning festivals as trail blazers in sustainable living"

Alison Tickell, Director Julie's Bicycle,
(UK Music Industry Climate Change Working Group)

Written by a leader in the field, this new practical, step by step guide takes the reader through all the key aspects of how to understand and manage the impacts of events of any type and scale most places in the world. The product of tried-and-tested methods used across the event industry, coverage includes an overview of sustainable event management and detailed discussion of energy, zero emissions options, carbon management, transport, water, waste management and reduction, procurement and supply chains as well as communications and marketing.

Numerous examples and case studies from across the world are integrated throughout to illustrate key points including how to avoid common pitfalls. Festivals profiled and their systems revealed include leading Australian events **Peats Ridge Festival**, **Big Day Out**, **Splendour in the Grass**, **Meredith Music Festival**, **Falls Festival**, **Southbound** and the iconic **Woodford Folk Festival**. Case studies and examples also come from iconic and incredibly green **Boom Festival** in Portugal, desert-based **Burning Man** in Nevada USA, grandmother green event **Glastonbury Festival**, UK rock icons **Reading & Leeds Festivals** and the Danish over-achiever **Roskilde Festival**. From the USA green ground is covered by **Boonaroo**, **Rothbury** and **Coachella** festivals, along with the recent US Democratic Convention.

Readers are provided with checklists for action as well as additional tools for measuring performance and assessing key sustainability indicators. This is the indispensable one-stop guide for facility and **event organizers, managers and professionals**, and **event management students** who want to adjust their thinking and planning decisions towards sustainability and who need a powerful, easy to use collection of tools to deliver their events sustainably and in compliance with standards such as BS8901.



About The Author:

Meegan Jones is an events professional focusing her work on developing sustainable management solutions for live events. Apart from producing practical solutions to sustainability challenges, working with industry peers she has researched and developed benchmarking and systems for assessing the impact of events. She uses her experience in marketing and event management across the retail, music and media industries to create scenarios which engage and activate the audience, performers, crew and the supply chain.

Meegan has worked for the past three years in the UK as Sustainability Co-ordinator for Festival Republic (Reading, Leeds, Latitude & Glastonbury Festivals), developed sustainability solutions at Peats Ridge Festival in Australia, and has worked on sustainability issues for Live Earth India and the London Marathon. She is currently sitting on the working group for Global Reporting Initiative's (GRI) events industry sector supplement, is global greening consultant for the next round of Live Earth events, and is the events and festivals consultant for UK-based music industry climate impact organization Julie's Bicycle.

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Reviews

I had already been committed to bringing about a change in the perception of festival-goers towards their impact upon the environment, Meegan successfully made that change happen. Meegan got me to where I wanted but much further and this book explains in a wonderful explanatory manner how every event can move towards our common goal. Sustainability!

Melvin Benn, Director, Festival Republic UK

Meegan is a global curator of sustainable change for the events industry. This truly practical guide offers easy to understand education and achievable initiatives to any industry practitioner looking for solutions where little has been previously documented or available. For an industry historically hesitant to make the smallest of changes Meegan demonstrates how simple it can be to improve the sustainability of any event.

Jane Fullerton-Smith, Director, Sustainable Event Solutions (Australia)

Finally, a book that gathers all the knowledge about running a sustainable event and presents it in one easy to understand, well thought out format. Possibly one of the most important books written on event management this decade, a must have for organisers of events everywhere.

Matt Grant Festival & Creative Director Peats Ridge Festival 2009

PRESS CONTACT: Kerry Kilmartin at kilmartin@ubcpres.ca or 604.822.8244
Review copies available upon request.