

# GREENFUSION™



*The Business Events  
industry*

*believes Australia  
should aim to lead*

*the world in the deliv-  
ery of green*

*business events ven-  
ues, products and low  
carbon events.*

*...Australian National  
Event Strategy for  
Australia 2020*

*GreenFusion:*

*Proud Members of:  
Adelaide Convention  
Bureau*

*Meeting and Events  
Australia (MEA)*

GreenFusion Pty Ltd

PO Box 142  
Goodwood  
SA 5034

[www.greenfusion.com.au](http://www.greenfusion.com.au)

[Twitter](#) and [Facebook](#) and [LinkedIn](#)

Mobile: 0439877095

E-mail: [info@greenfusion.com.au](mailto:info@greenfusion.com.au)

Thank you for attending the 'Greening Events Forum' a few weeks ago. Please find attached some resources which I referred to in my presentation.

If you, your organisation or event would like further coaching in regard to running a sustainable event please don't hesitate to contact me. We can run one-on-one sessions or workshops depending on your needs.

Please stay in touch and email through any questions you may have.

Kind regards

Kathryn Calaby  
Managing Director  
GreenFusion Pty Ltd.



## Globally

An international standard is being developed for sustainable event management (ISO 20121) and is due to be released in 2012 <http://www.iso.org/iso/pressrelease.htm?refid=Ref1281>

Global Reporting Initiative (GRI) are developing an Event Sector Supplement which will also be released 2012 <http://www.globalreporting.org/ReportingFramework/SectorSupplements/Events/>

Julie's Bicycle is a broad coalition of music, theatre and scientific experts committed to making these industries green. Their ambition is global, although their main operations are in the UK. Almost everything they do is relevant to other creative industries and other global territories they have some great practical resources <http://www.juliesbicycle.com/>

## Nationally

The Australian Sustainable Event Alliance Chapter (a not for profit) has been created. This will become an on-line resource centre with database of sustainable event suppliers [http://www.sustainable-event-alliance.com/?page\\_id=2522](http://www.sustainable-event-alliance.com/?page_id=2522)

If you haven't already bought this book I highly recommend it – Sustainable Event Management A Practical Guide which was published last year by Earthscan – author Meegan Jones <http://www.sustainableeventguide.com/>

## Locally

As a founding member of the Australian, Sustainable Event Alliance Chapter I hope to soon establish bi-monthly meetings in Adelaide on behalf of SEA. If you would be interested in being part of these discussions please contact me via email or mobile.

*According to the Event Marketing Institute sustainable events are due to double in the next 12 to 18 months.*

*In a survey conducted by Lodonlaunch.com 76% of respondents (500 in total) stated that environmental awareness and sustainable elements are important to their events, although at the moment*

*only 19% are working with environmentally friendly venues and suppliers.*

*Even the world's biggest event, the 2012 Olympic Games has the aim to become the first sustainable Olympic Games.*

GreenFusion Pty Ltd

PO Box 142  
Goodwood  
SA 5034

[www.greenfusion.com.au](http://www.greenfusion.com.au)  
[Twitter](#) and [Facebook](#) and [LinkedIn](#)  
Mobile: 0439877095  
E-mail: [info@greenfusion.com.au](mailto:info@greenfusion.com.au)