



Greening Events Project

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JISC

Greening Events

- JISC Funded
- Short Exploratory Project
(~1 fte person for 10 months)
- Greening ICT Programme
 - Sustainability Impacts of Academically Related Events (non-teaching)
 - Role of ICT in Reducing Negative Impacts

Greening Events Project

JISC Greening ICT Programme

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JULY 5, 2010

Next test for software toolkit

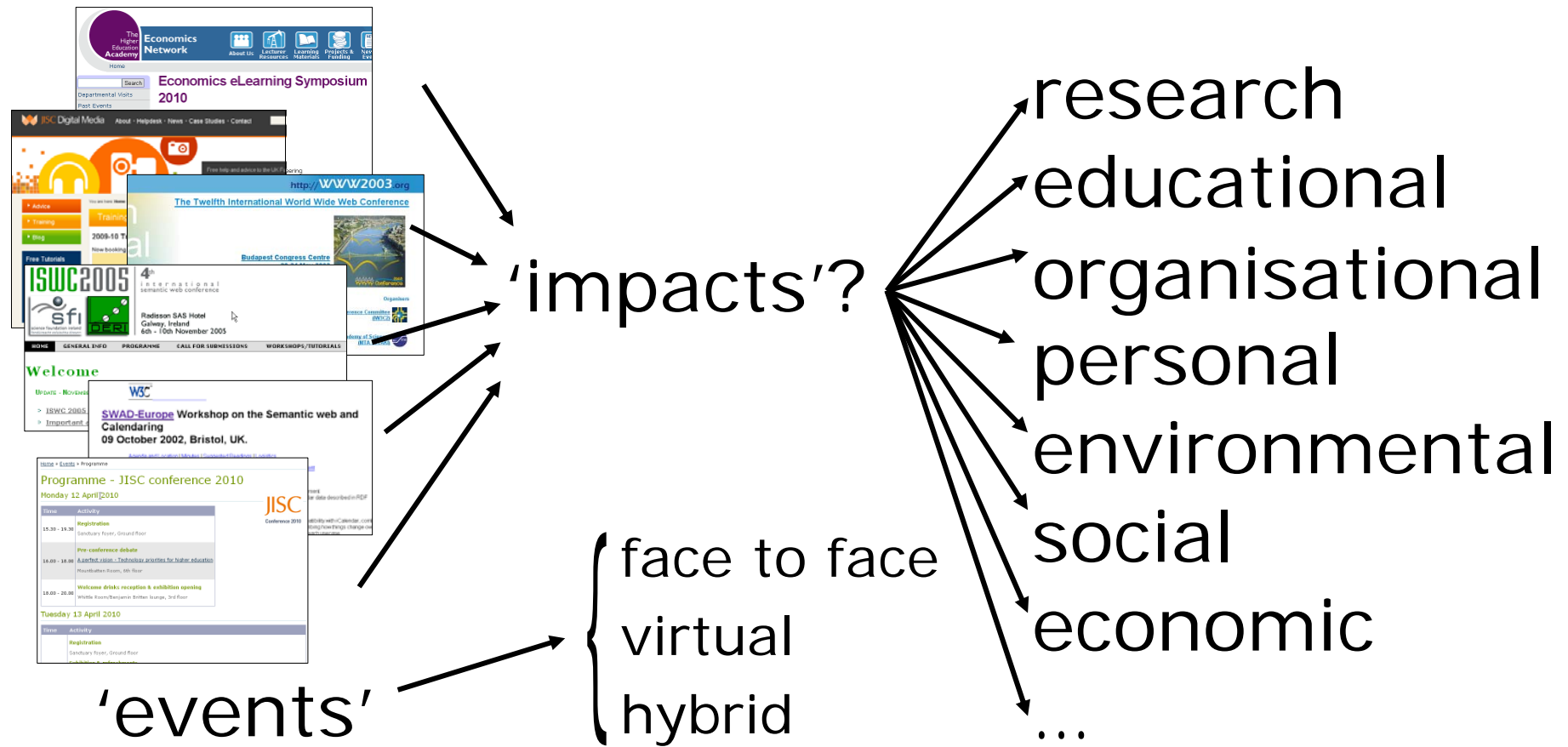
Filed under: [General](#) — [Phil Cross](#) @ 3:24pm

We're trialing the software with another JISC Digital Media workshop on 5th/6th July.

We have now added the following features to the CREW event web site:

- The ability to add a KML file containing the coordinates of a route in to the event location which will be displayed via the Google Maps API. Such files can be produced by GPS powered phones with a suitable app, such as SportTracker on the Nokia. This allows a custom route to be inserted into the event route page should a Google generated one not be suitable
- Enabled user login and commenting ability so users can add comments to each event, which might aid others with their travel plans. It also allows event organisers to add last minute information for delegates

Academically Related Events?



Sustainability

Initial Broad
Definition

- Sustainability Impacts?

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

*World Commission on Environment and Development.
Our Common Future.*

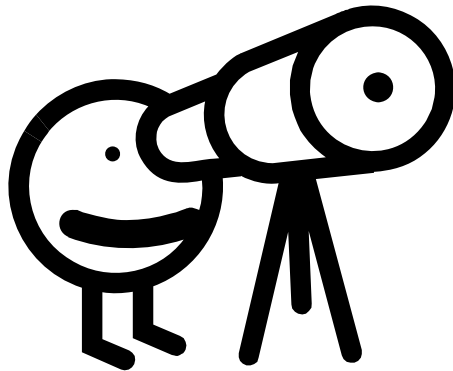
Thinking Systemically

- Sustainability Impacts?
 - Impacts of Events?
 - Direct – e.g. direct CO₂(eq) emissions, financial costs/spending, personal/work time, use of resources, information transfer/learning/insight, ...
 - Indirect – e.g. secondary/tertiary or 'knock-on' impacts of everything above and more ...
 - Impacts on Events?
 - Broader contexts - academic, financial/economic, institutional, governmental, social, technological, international, ecological, ...

Questions

- What impacts are significant?
 - Sustainability? (+ve and –ve)
 - Other? (+ve and –ve)
 - f2f, virtual, hybrid?
- How are +ve and –ve impacts balanced?
 - Not simple!
 - Negative impacts of changing the way we ‘do’ events?
- ~~• How to reduce –ve sustainability impacts while still getting most out of them?~~
- Rethinking ‘events’ systemically → make them more effective and reduce –ve impacts
- Role of digital technology?

Answers



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not be suitable

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Thinking Economically?

We are looking for help & taking forward

Examples

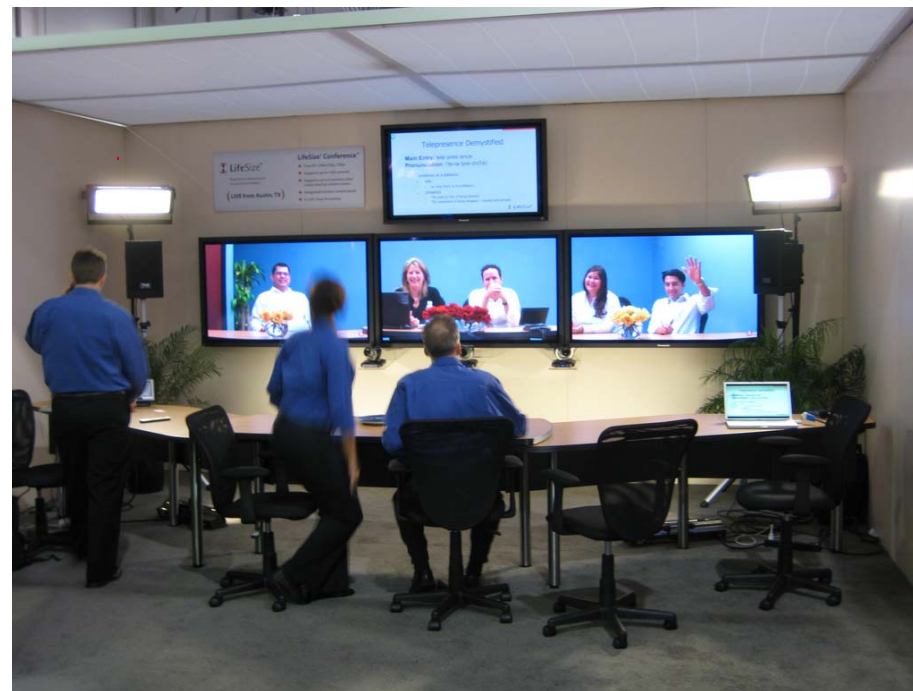
- Apparent perverse incentives?
 - e.g. Car Vs Train travel and CO₂(eq)
 - how are unintended consequences identified and included?
- Modelling of an 'event' within the larger system(s)?
- Balancing factors in multi-criteria decisions?
- What are the consequences of fewer f2f events (and wider trend) for 'tourism' dependent countries & communities?
- How are 'net' effects estimated, e.g. including re-allocating of 'saved' budgets?
- Intangibles such as innovation, serendipity, cultural impacts, ...



TECHNOLOGIES?

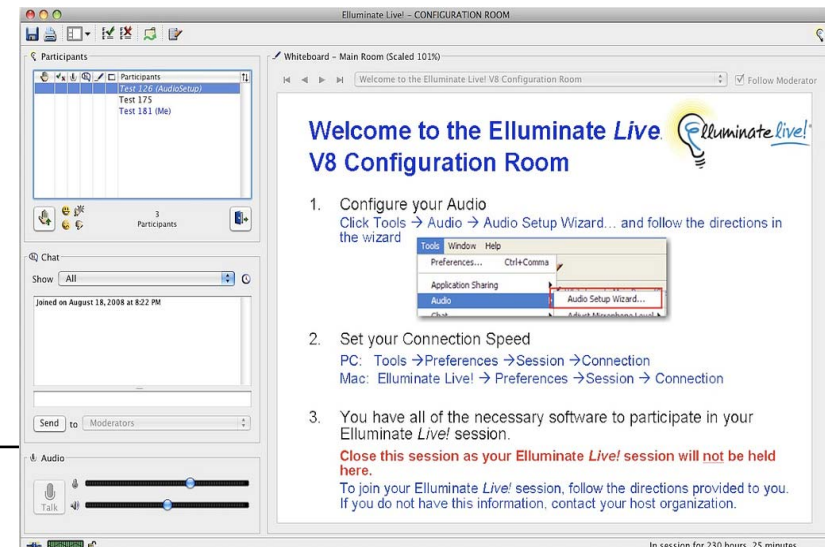
Enabling Technologies?

- Video conferencing/tele-presence



Enabling Technologies

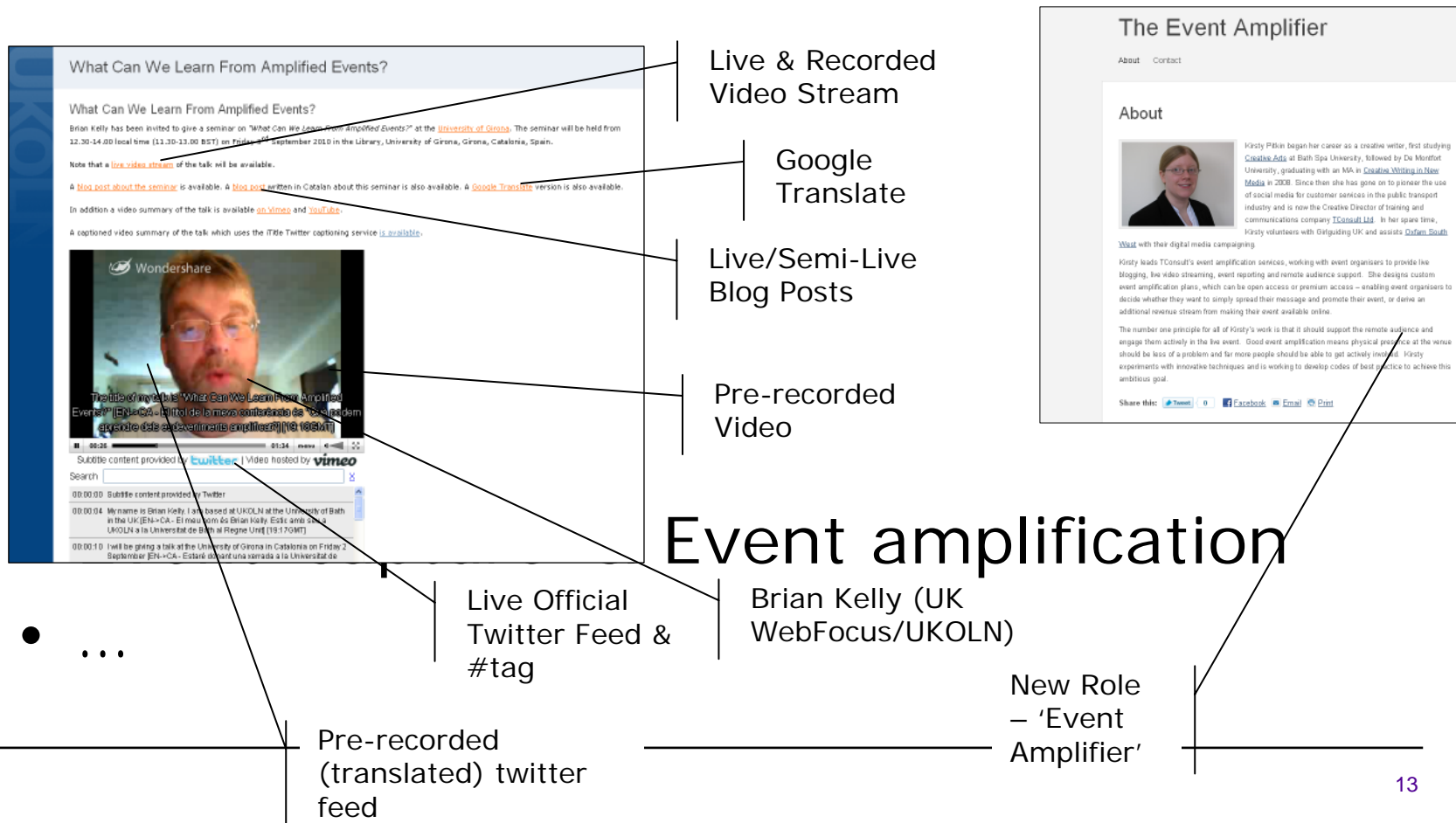
- Video conferencing/tele-presence
- Social software
 - Twitter, Ning, Flickr, ...
- Virtual collab & conference environments
 - GoTo Meeting, Elluminate, Google Apps, ...



Enabling Technologies

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- Event 'capture' & Event amplification

Enabling Technologies



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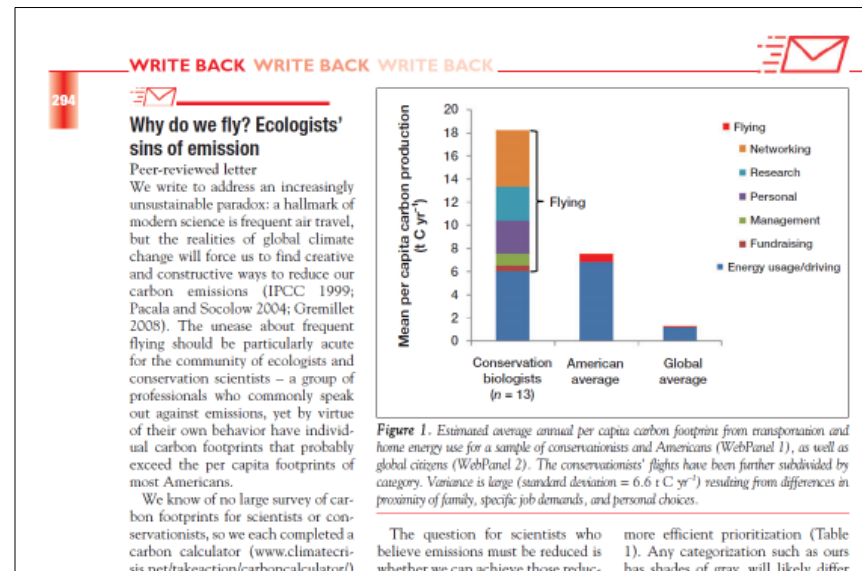
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- Event 'capture' & Event amplification
- Interactive systems, e.g. voting handsets
- Event management & attendee support



CURRENT HIGH-LEVEL THINKING?

Rethink, Reduce, ...?

- Rethinking
 - Why?



Why do we fly? Ecologists' sins of emission *Frontiers in Ecology and the Environment*, Vol. 7, No. 6. (August 2009), pp. 294-296.
by Helen E. Fox, Peter Kareiva, Brian Silliman, et al.

Rethink, Reduce, ...?

- Rethinking

- Why?
 - What?
 - How?
 - When?
- { Hybrid (f2f/virtual/amplified) Events?
Refocusing f2f Events?
 Unconference, Barcamps, ...
Combining Events?
...

Rethink, Reduce, ...?

- Rethinking
 - Why?
 - What?
 - How?
 - When?
 - Where?
 - ...





GREENING EVENTS SOFTWARE

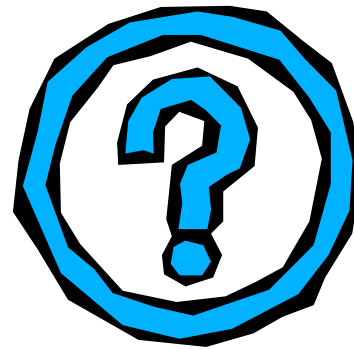
Software Demo

Planned Outcomes

- Guidance/check-list for event organisers & delegates
- Report/draft systemic impact assessment decision support tool
- Prototype software to illustrate ideas & potential for support software for event organisers and delegates

And so...

- Questionnaire
 - Event 'footprint'
 - Prototype Software
- Help with 'economics thinking'
- Contacts:
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 - philip.cross@manchester.ac.uk



Discussion