

# Sustainable Event Alliance: Now in Eastern Europe



Sustainability in event management is taking hold across the globe, and Bulgaria's event industry now has access to the most recent advances in this sector through the establishment of the Sustainable Event Alliance in Eastern Europe.

The Sustainable Event Alliance (SEA) - an association dedicated to the promotion and advancement of knowledge of sustainable development within the event industry - has increased its international membership to include Bulgaria, Slovakia, Bosnia-Herzegovina, and Macedonia.

The SEA, formed in early 2010, aims to unite event professionals from around the world and increase attention towards sustainable practices in the event industry. It offers a portal for networking and information exchange for event producers regarding sustainable event management issues through its website, where Bulgarian Event Professionals can get connected to the sustainable event community worldwide.

"By building awareness of sustainable event management practices throughout the industry in Bulgaria and Eastern Europe, many benefits can be achieved", says SEA President Meegan Jones.

"Our main objectives, at the Eastern Europe Chapter, are to introduce and help local event professionals in applying sustainable principles to their events, and to show to the rest of the world that Eastern Europe and Bulgaria are ready for undertaking this step and sustainable event management is achievable in any setting," Ms Jones said.

"The SEA website provides an excellent platform for event professionals to build their understanding of and knowledge in sustainable development as it relates to event management."

Expectations for event organisers to consider sustainable development issues in their planning is increasingly being felt from many angles including clients, sponsors and funding bodies, and attendees. The supply chain however is an area that needs to be coaxed along in the region as even if event producers want the solutions, currently those servicing the industry may not be ready to offer them.

The establishment of the Sustainable Event Alliance in Eastern Europe will hopefully both educate the industry and encourage the supply chain to become more sustainable.

The new international standard ISO 20121: Event Sustainability Management Systems will only further this. Many working in the industry will need to arm themselves with the skills and knowledge to be able to meet these expectations and successfully deliver sustainably produced events.

Annual Individual Membership is AUD\$50 and Event/Organisation Membership is AUD\$100. Members are required to read, agree and adhere to a membership charter. Members are authorised to display the SEA Member logo.

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