



Club and Youth Group Leaders' notes

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Make an event more sustainable and win £1,500!

About the GetGreenGo™ competition and British Standards

We've created this competition to raise awareness of the British Standard for Sustainable Events Management, BS 8901 – the world's first standard for sustainable events management.

BSI is the 'National Standards Body' of the UK. Our standards help businesses and other organizations to make safe decisions, build on best practice, and maintain quality.

We also help organizations to become more sustainable, for example by recycling more efficiently and handling waste in safe and responsible ways.

The British Standard, BS 8901, is designed to help the events industry to become more sustainable. It challenges the industry to use resources more wisely, in order to preserve them for the future.

How your club or youth group can benefit

So why is something designed for the events industry relevant to your youth group or club?

The answer is that sustainability matters for everyone.

Your club is just like any other organization: you'll probably hold a range of events during the year, perhaps at your own premises.

But whether it's a fundraising evening, a fair or a tournament, the challenge that we all face is to make activities like these more sustainable. That is, to use fewer resources and to reduce our impact on the planet.

This competition offers you a novel way to think about how your club could become more sustainable. It's an approach that allows your members to take a hands-on role and engage with adult leaders, their peers and their local community.

It doesn't matter if you're a youth group, sports club or part of the Scouting movement. Taking part won't just help your young members to learn about sustainability. It will also help you make real steps towards making your community or group's activities less harmful to the planet.

Your members will have the chance to put important interpersonal and problem-solving skills to work. Most importantly, their entry will have real, positive effects in your club, your community and the wider world.

Entering the competition could also raise the profile of your club within your community. We have provided a template Press Release for you to use to promote your GetGreenGo sustainable event within your community. Please visit the Media Page: www.bsieducation.org/Education/GetGreenGo/Media for more details.

You may think that your members can have a limited effect, but when combined with what other schools, youth groups and clubs across the country are doing, they'll soon add up...

...and your group could win **£250, £750, or even £1,500!**

Age groups and entry

The competition is open to teams of mixed ages from 7-19. Your club can enter more than one team. Teams can be of mixed age, as long as all team members fall within the same age group for entry.

Choose at least one issue

There are four issues: **Food & Drink, Purchasing & Waste, Energy & Water, and Travel & Traffic**. Teams must choose at least one sustainability issue to address, and use the hard copy or online entry form to tell us what they did. Please note that teams don't have to focus on all the ideas we've included under each issue - these are there to kick-start their ideas!

A small team can enter by focussing on just one issue, or a larger team can work in smaller groups to address more than one. **It's up to you!**

Teams do not have to organize the whole event. Their entry should focus on the team's efforts to make their chosen event more sustainable.

Judging criteria

A panel of judges from BSI, Industry experts and Government will assess each entry.

Entries will be judged according to:

1. The quality of the team's actions and how they measured their success
2. How well the team reflected on, and learned from taking part
3. How the team worked with others and shared their ideas
4. How the team's work has influenced the club to support sustainable events in the future.

No distinction will be made between teams that enter through the different routes described below, through another route of your own choice, or between teams that address more than one issue.

We will not judge teams on specific outcomes, for example kilograms of carbon saved, but on their general success in promoting and delivering a sustainable event. This ensures that the competition does not discriminate against smaller organizations, where absolute savings may be lower. However, a team's demonstration of how they were able to measure and calculate for example, carbon savings or food miles, can contribute to a strong entry.

The full [Terms and Conditions and Rules of Entry](#) are available on the competition website. Please read these carefully before completing your entry.

Some ideas on how to enter

The guide provides a **PLAN-DO-CHECK-ACT!** framework for entering the competition. This framework offers a flexible approach for your members to use as they enter the competition.

We don't mind how your members work to complete their entry, but we've thought of some ways that different organizations could use to make your event more sustainable.

There's no need to be limited by these ideas – choose a way that suits you and your members.

You can access the guide from the Sustainable Leaders page on the website: www.bsieducation.org/Education/GetGreenGo/Teachers/

There are four issues: **Food & Drink, Purchasing & Waste, Energy & Water, and Travel & Traffic.** Choose one or more issues that you think are most important for your club or group. Then use the guide to help you to make that aspect of your event more sustainable.

Sports clubs

Sports and events go hand in hand. But even though you'll be focussed on putting in a top performance, your young members can still help your club to be more sustainable.

You could focus on:

- A tournament or competition
- Your annual dinner or AGM
- An open day or fundraiser

Use the guide to help you identify how each issue is relevant to your event, and then choose which ones that you'll address through your entry. You don't have to get your whole under 19s team to enter – it's best if members can decide if they want to take part, and then take on as much of a challenge as they can manage between them with your assistance.

However many members enter, they could 'spread the word' to younger or older teams and adult members, as well as to members of your local community who come to watch.

Youth groups

Entering GetGreenGo is a great way to get your members to engage with some real-life decisions about how to live and socialize more sustainably. You can use your entry as a catalyst for embedding sustainable thinking into the day-to-day running of your group, especially if you have your own premises or facilities.

You could focus your entry around:

- A party
- A charity event or fundraiser
- A concert evening or music festival
- A sports day or tournament

...or any other event that you've got planned.

Remember that the event doesn't have to take place at your own location. You could even enter by using a trip or residential as your event – simply use the guide to explore how each issue relates to your activity, and use the ideas it contains when planning your journey and stay.

Planning, delivering and recording your activities can be a great way to develop your young peoples' life skills. Your members can take real responsibility as they develop important interpersonal, enterprise and problem-solving abilities and gain experience that's relevant to both learning and the workplace.

Participation in GetGreenGo may be able to support any accredited skills development programmes that you use, and can contribute towards delivering Every Child Matters outcomes of *enjoy and achieve and make a positive contribution*.

Depending on how you choose to enter, your members can use GetGreenGo to demonstrate skills in:

- Working with others
- Using ICT
- Basic Literacy and Numeracy
- Self-management
- Enterprise

Members could also use GetGreenGo to enhance their work towards their Duke of Edinburgh Award, for example forming part of a larger sustainability project or commitment towards the volunteering section of the Award.

Your entry teams could 'spread the word' to other members and adult leaders, as well as to members of your local community.

Explorer Scouts and Senior Section Guides

GetGreenGo can help Scouts and Guides to take action on a range of environmental issues.

Members of your group could focus on:

- A fundraiser or fair
- A camp or residential
- A tournament or competition
- A music evening / concert

...or any other event that you've got planned.

What they learn and put into practice can help you to make your troop or unit sustainable in everything you do – while helping others in your community.

Taking part can help individual Scouts and Guides, as well as groups, to work towards a range of badges and challenges. These could focus on the broader environmental theme of GetGreenGo, as well as on more focussed skills that participants may need as they plan, deliver and record their work, such as administration, publicity, food preparation and more.

But taking part is a worthy goal in itself. It can enhance your Balanced Programme or Look Wider Programme, and is a great way to be of service to your community – and to the planet.

Your entry teams could 'spread the word' to other members, especially younger ones, as well as to members of your local community who may take part in your event.

Using the guide and entry forms

The guide is a practical tool for taking action, and completing the entry form. Review them with each team so that they are clear on what to do. You can access the appropriate guide from the Sustainable Leaders page on the website: www.bsieducation.org/Education/GetGreenGo/Teachers/

The first half of the guide is a very brief overview of the sustainability issues from which teams can select. There are four issues: **Food & Drink, Purchasing & Waste, Energy & Water, and Travel & Traffic**. To enter, teams will also need to address how they will 'spread the word' to other people, but this is not an issue that they can choose in its own right.

The overview for each issue includes a range of highlighted key words. Your members can use these as search terms on the Internet, or as the focus for research in your library or with local voluntary groups. We've deliberately avoided putting too much information in the guide. We hope that taking part will inspire your members to find out more themselves.

Remember, teams don't have to follow up every idea we've included!

The second half of the guide shows four steps that each team should complete: **PLAN-DO-CHECK-ACT!**

Four steps to a sustainable event explains exactly what teams need to do at each stage. This will ensure that they can provide the right information for their competition entry. These steps shouldn't limit what teams choose to do – they can make their research, planning, delivery and reflection as broad as they wish, or are able.

We have provided some **Hints, tips and links**. These point teams in the right direction, and offer ideas that will make their efforts more successful.

The links provide more detailed explorations of each issue, and also offer practical tools that teams can use, for example carbon calculators and sources of local food. Again, these are just a start – what else can your teams discover?

Evidence to support your entry

Each team should provide photos or a video to support their entry. The photos should show clearly what your members did, the responses from visitors to the event, or the outcomes. For example, if you decided to try to reduce the amount of packaging wasted during an event, the photos could demonstrate the amount of rubbish bags counted out at the end of the event. Your teams should submit up to five photos for each issue they tackle, or a video online or on DVD that's up to three minutes long.

Send us your entries

You can enter using our online entry form by following the step-by-step instructions on the entry page on the website.

Alternatively, you can enter with a hard copy entry. If you are entering in this way please don't forget to sign each team's form, and print your entry on both sides of the paper. Once your entry is complete, send it with your team's photos or video to:

GetGreenGo, BSI Education, 389 Chiswick High Road, London, W4 4AL

How to help your members

Each team's entry should reflect its own efforts and success. However, your members can only succeed with the help of others. This might be people who can offer specific advice, guidance or help, or it might be the visitors that the team asks to act more sustainably.

Here are some simple ways you can help each team:

- Identify a suitable event, that offers a suitable platform for your members' involvement and action and which will allow the team's entry to arrive before the competition deadline.
- Make sure the team follows the **PLAN-DO-CHECK-ACT!** framework as they work towards their entry – this is important to complete the entry form.
- Get your club or group's committee on board – it's likely that they'll be involved in any event, and they could offer vital support for your team's efforts.
- Guide the team on what can and cannot be achieved in the context of your event.
- Encourage the team to follow the hints and tips in the guide.
- Support them if they contact external organizations for advice and help, for example local or national sustainability groups or local suppliers of food or materials.
- Comment on their ideas, from your perspective as a stakeholder in the success of the event.
- Be a champion: encourage adult leaders, other members and parents to support the team's work and respond to their encouragement to act more sustainably.
- Help the team adhere to Health & Safety regulations, for example if food preparation is involved.
- Make sure the team completes each section of the entry form.
- Ensure that you add your comments on the team's success at the bottom of the entry form.
- Make sure that the team supports their entry with up to five photographs for each issue they address, or a video that's up to three minutes long.
- Register your team on the competition home page to get free advice from the BSI PLUS, a free monthly newsletter!
- Get inspired by reading **case studies** of 4 winning teams in 2008.
- Check out the **Footprint Friends** website for examples of how young people have inspired communities to take action to control their carbon footprint.

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