

EXECUTIVE SUMMARY

# WHAT KIND OF LEGACY ARE YOUR EVENTS LEAVING?

Resources and Recommendations  
for Achieving Responsible Events

**USDN** | urban sustainability  
directors network





# WHAT ARE YOU DOING TO MAKE RESPONSIBLE EVENTS A REALITY?

The Responsible Event Framework identifies the opportunities you have—and directions to take—to make responsible events a lasting feature of your local community.

Demonstrate leadership by delivering positive change that leads to healthier neighborhoods, citizens and communities.

Find practical guidance that clarifies and simplifies achieving responsible events, including best-practices, tools and resources.

Benefit from networked and shared thinking courtesy of a wide range of event stakeholders.

Learn how to produce and communicate about responsible events.

Start making a difference today with the Responsible Event Framework. *Your legacy depends on it.*





## A Roadmap for Responsible Events

Large-scale events have become mainstays on the calendars of cities across the nation, representing a massive influx of people, resources and attention to local communities. In a perfect world, these events would leave host cities and impacted communities better off than they found them but, to date, few events have.

While the “triple bottom line” receives a lot of attention—and rightfully so—there are no concrete, realistic frameworks that exist to guide all event stakeholders and organizers toward aligning event outcomes with environmental, social and economic goals.

Until now.

Thanks to a grant from the Global Philanthropy Partnership and the Urban Sustainability Directors Network and in partnership with the Council for Responsible Sport, the City of Eugene (Oregon) has crafted a pioneering Responsible Event Framework to help event stakeholders understand, adopt and achieve triple bottom line objectives.

Providing real-world best-practices and up-to-date resources, the Framework lays out practical recommendations and concrete responsible event examples from cities, businesses and organizations involved with the project, representing events in Boulder (Colorado), Chicago, Eugene, Houston, Minneapolis, Phoenix, San Jose (California) and Washington, D.C.

Taken together, the resources and recommendations included in the Responsible Event Framework offer meaningful and achievable ways for event stakeholders to align their values externally with other stakeholders and to link larger policy or organizational goals internally with actual value-added practices. This establishes a collaborative, inclusive “event ecosystem” that brings stakeholders and organizers together to catalyze community growth, economic stability and environmental health.

Whether your interest in responsible events lies within the categories of Host Cities & Municipalities, Convention & Visitors Bureaus, Educational Institutions, Sponsors & Private Partners, Owners & Organizers or a combination, the Responsible Event Framework provides a practical roadmap you can employ to help make responsible events a reality in your community on a continually growing and improving scale.

## STAKEHOLDER GROUPS & SECTORS



## RESPONSIBLE EVENT FRAMEWORK



## EXTERNAL MESSAGING





## Why Should I Care About the Responsible Event Framework?

No single stakeholder group or sector acting independently can achieve responsible events on a meaningful scale. Collaboration and mutual support among and between stakeholder sectors is crucial. Regardless of which stakeholder sector you fall into, the Responsible Event Framework provides the tools, resources and ideas you need to work cooperatively within the “event ecosystem” to achieve real-world change and a legacy of responsible events in your own community.

As a representative of **HOST CITIES & MUNICIPALITIES**, you are charged with coordinating broad efforts to achieve community goals. *The Responsible Event Framework offers the information you need to set in place associated plans and policies that fit your community and its individual needs and goals while working toward achieving triple bottom line objectives.*

As a representative of **CONVENTION & VISITOR BUREAUS and SPORTS COMMISSIONS**, you understand that to effectively market your destination and bring in events you must have a captivating and unique story. *The Responsible Event Framework provides a roadmap to help shape conversations that lead to real results.*

As a representative of **EDUCATIONAL INSTITUTIONS**, you recognize the importance of meaningful, ongoing collaboration with organizations in your local community as a way to deliver the highest quality educational experience to the future professionals you are training. *The Responsible Event Framework offers best-practices and real-world examples you can apply to expanding your institution’s valuable internship opportunities.*

As a representative of **SPONSORS & PRIVATE PARTNERS**, you know that because 86-percent of consumers expect companies to do more than simply make a profit and that 63-percent rely on companies to produce positive change in the world, you need a straightforward way to produce and communicate positive social and environmental impacts to engaged audiences. *The Responsible Event Framework gives you the tools, suggestions and examples you need to achieve these aims.*

As a representative of **OWNERS & ORGANIZERS**, you want to organize your event in a way that aligns with the highest standards of social and environmental responsibility as you associate your brand with societal good. *The Responsible Event Framework provides a practical guide that brings clarity and simplicity to responsible, triple bottom line efforts that affect Owners & Organizers, such as communication, procurement and resource management.*



## Responsible Event Framework Top-Level Recommendations

In order to align event-related stakeholder groups in mutually beneficial collaboration toward achieving triple bottom line objectives, the Responsible Event Framework recommends that:

- Stakeholder sectors understand the importance, practicality and value of producing responsible events and balance their interrelated needs in ways that are fair, sustainable and accountable.
- Reliable reporting and precise standards remain a key focus of any implementation initiatives.
- Individual and group actors within each stakeholder sector demonstrate leadership toward the adoption of responsible event framework thought and actions.
- Best-practices, open resources and cooperative-based ideas toward achieving responsible events be shared freely among stakeholders groups.

**Lead the way with responsible events that leave a positive legacy.**  
***Get started today.***

[eugene-or.gov/responsibleeventframework](http://eugene-or.gov/responsibleeventframework)



COUNCIL for  
RESPONSIBLE  
SPORT

[eugene-or.gov/responsibleeventframework](http://eugene-or.gov/responsibleeventframework)

Urban Sustainability Directors Network: [usdn.org](http://usdn.org)

City of Eugene: [eugene-or.gov](http://eugene-or.gov)

Council for Responsible Sport: [councilforresponsiblesport.org](http://councilforresponsiblesport.org)