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Module Definition Form (MDF)

Module code: MOD007239	**Version:** 1 **Date Amended:** 14/Feb/2020

1. Module Title
Sustainable Events Management

2a. Module Leader
Lewis Walsh

2b. School
School of Management at Anglia Ruskin University

2c. Faculty
Faculty of Business and Law

3a. Level
6

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

Confetti, helium balloons, hot house flowers and glitter anyone? The finishing touches that make an event memorable can also be the most damaging for the environment and threaten the future of the events industry. This contemporary module examines ‘green events’ from parties and festivals to mega-events to see how they can be managed sustainably, considering issues such as corporate social responsibility, impact and legacy. The issues are relevant across marketing, tourism and hospitality and cannot be ignored by event producers. Consumers, particularly those in younger generations, are more concerned about climate change and sustainability and event producers must work harder and more imaginatively to plan ‘green events’ that do not negatively impact upon local communities or ecosystems. You'll have the opportunity to work with an event producer to support sustainable event production and reduce impacts on the environment and community. You'll also have the chance to develop your debating skills to confidently discuss hot topics around ‘green events’. This module will acknowledge current debates and issues around ‘green events' such as the rise in veganism, reduction of single-use plastics, and careful consumption (reduce, hire, reuse).

6b. Outline Content

Sustainable events management, impacts, sustainability and legacy;

Contexts: festivals, mega-events, community, marketing;

Corporate social responsibility/responsible business, new events ventures;

Dimensions of ‘green events’: zero waste; water management; recycling (including tents); energy reduction or alternative sources; transportation; noise; impacts on community; reduce, hire or re-use; responsible sourcing; using local or free-trade food and beverages; eliminating single-use plastics; glitter and helium – finding new alternatives to traditional decorations;

The cost of sustainable events: considering triple bottom line, cost benefit analysis, etc;

Environmental standards;

Future of events.

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

None.

7. Learning Outcomes (threshold standards)		
No.	**Type**	**On successful completion of this module the student will be expected to be able to:**
1	Knowledge and Understanding	Understand the theoretical principles of sustainable event management as they relate to the disciplines of marketing, hospitality and tourism;
2	Knowledge and Understanding	Appreciate the different aspects that contribute towards making an event sustainable;
3	Knowledge and Understanding	Understand relevant standards, codes and legislation relating to global sustainable events management;
4	Intellectual, practical, affective and transferrable skills	Calculate the costs and benefits of making an event more sustainable and 'green';
5	Intellectual, practical, affective and transferrable skills	Actively contribute towards making an event more sustainable and reducing impacts on the ecosystem and communities;
6	Intellectual, practical, affective and transferrable skills	Confidently enter the conversation on sustainable, ethical and responsible issues relating to global events management.

8a. Module Occurrence to which this MDF Refers				
Year	**Occurrence**	**Period**	**Location**	**Mode of Delivery**
2026/7	ZZF	Template For Face To Face Learning Delivery		

8b. Learning Activities for the above Module Occurrence			
Learning Activities	**Hours**	**Learning Outcomes**	**Details of Duration, frequency and other comments**
Lectures	0	None	None
Other teacher managed learning	60	1-6	Workshops – 2 x 2 hours weekly; online debates
Student managed learning	240	1-6	Wider reading, engaging with debates online, Canvas activities, etc
TOTAL:	300		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-5	40 (%)	Fine Grade	30 (%)
Engagement with online debates (equivalent to 2,000 words)					

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-3 & 6	60 (%)	Fine Grade	30 (%)
Sustainable Event Report (equivalent to 4,000 words)					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]