

SEEDiT4SEM

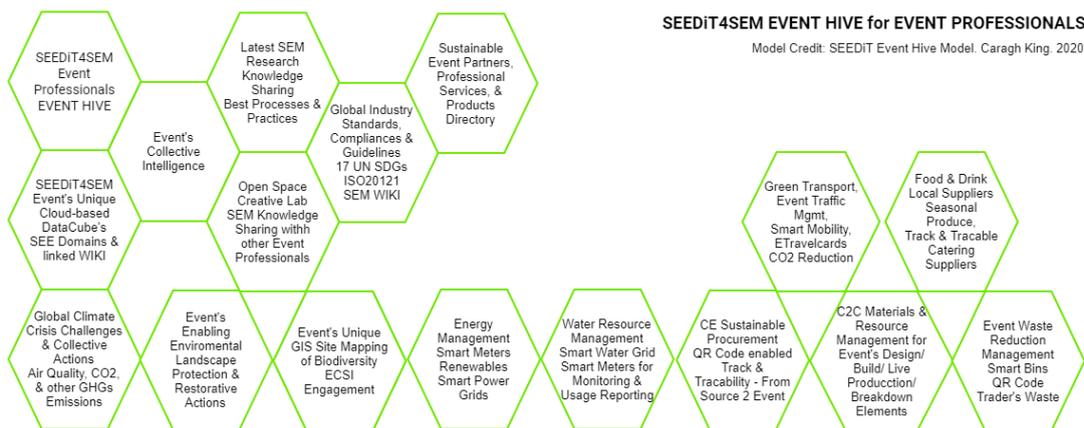
***Please Note: This is currently still in R&D stage of concept, and not yet a fully operational digital product and service as of yet.*

‘SEEDiT4SEM’ is a digital ‘event intelligence’ tool and ICT cloud service for event organisations, producers, managers, and professionals who need direct access to the ‘collective intelligence’ of an event, by facilitating holistic event data-gathering to improve data-driven decision making for smarter Sustainable Event Management (SEM).

This digital ‘Event Intel’ tool and ICT cloud service creates a unique data-cube for an event which can be accessed through the SEEDiT app. The SEEDiT4SEM digital tool allows for near-real time scoping, monitoring, and reporting of key sustainable event elements through smart dashboards: before, during, and after an event; compared to current best practices of post-event sustainability evaluation and reporting which is done retrospectively.

The SEEDiT cloud platform offers a unique opportunity for global knowledge sharing and training within the Events Industry for embodying sustainable best practices across the sector as we return, post-pandemic to the production and delivery of events.

This is a digital product innovation that follows on from the research; Events 4.0 (Ryan et al. 2020) and Pernecky & Luck (2013) ‘... a synthesis of data relating to environmental monitoring and sustainable event performance reporting for a ‘holistic approach’ to event intelligence and data-informed decision-making.’(Luck, 2013).



SEEDiT4SEM System Core Features and Functions

- Enabling smarter sustainable events through more accurate smart metering and reporting of key event resources (such as power and water usages), with AI alert notification to issues such as leaks and wastages.
- Using onsite environmental kits for environmental monitoring and risk mitigation for environmental impact reductions (for live event guardianship of immediate surroundings).
- UN Sustainable Development Goals (Actions, Targets and Reporting)
- Direct Notification and smart Inhouse Event Communication for knowledge-sharing the Event Intelligence for rapid response to issues and emergencies.

My MA Final Research Project focused on the end-user needs of this system. And carried out primarily UX research to define specific sustainable event elements and their current use of technology for SEM.

25 working event professionals / event producers participated in an online survey (May 2020), giving detailed feedback, and quantifying the UX requirements for a digital tool for SEM.

This user-defined research was used to design the information architecture and app features for the smart ICT system and integrated SEEDiT4SEM App.

Event Citizens (as a feature of SEEDi4SEM or as a standalone App)



This 'Event Citizens' App facilitates self-directed user points of sustainable engagement with pre-defined sustainable actions, behaviours, and tasks (SABT) by the event; with real-world rewards (event merchandise tokens / food & drink discounts etc) and the public acknowledgement and collective recognition (via Social Media Campaign and associated event SM Channels). Also facilitating a public portal to an event's own Sustainability Performance reporting and UN SDG targets (with associated event's eco wiki for knowledge sharing and empowerment bespoke for the event's own attendees).



SEEDi4EventCitizen's App. 2021. Collaborative Event-Data Gathering Model. (part of SEEDi4SEM)

Open to all members of an event's population (Staff and Public) for mass participation. This digital app format of sustainable task engagement and empowerment (for the individual) could have successful uptake and participation with a well-crafted pre-event SM campaign or other mass-media publicity.

The function of this app is the *gamification* of an individual Attendee's Sustainable Actions, Behaviours and Tasks (SABT) through an interactive and integrated Event Citizens App. Allowing for an event organisation to accurately data collect and analyse the event population's collective engagements towards the event's own sustainable event attendee policy actions and goals.



Refs:

LUCK, M. a. P. T., 2013. Events, Society and Sustainability: Critical and Contemporary Approaches. s.l.:

Taylor and Francis

RYAN, W. F. A. A. W. a. S. P., 2020. "Recognizing Events 4.0: the digital maturity of events".

International Journal of Event and Festival Management., 11(1), pp. 47-68.