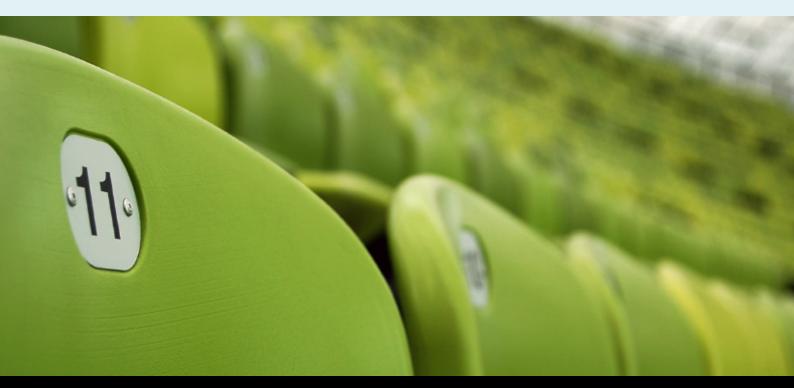# GROW BEYOND GREEN

EVENTS FOR PEOPLE, PLANET AND PROFIT

ISO 20121

Sustainable Event Management Systems

The event industry is witnessing a growing trend to ensure understanding of the sustainability impacts of producing events, and to establish systems to identify and manage issues and impacts with positive outcomes.

Why
implement ISO 20121?

Event organisers be they community, corporate or government, are all embracing the powerful opportunity to show sustainability-in-action at their events, to reduce the impacts of their event's production, and to enhance the enduring legacies left behind.

ISO 20121 supports these event sustainability ambitions – offering a credible framework to manage sustainability, ensure continual improvement and provide verifiable recognition of sustainability outcomes and performance claims.

MEET EXPECTATIONS

Those that attend events, along with talent and performers, sponsors, government and the wider community, are all increasingly expecting events and the venues that host them, to be operated sustainably. Implementing ISO 20121 assures stakeholders you have your systems in place to allow great performance.

SAVE MONEY

Shrinking budgets and a need to for leaner events using fewer resources and reducing expenditure while still maintaining quality production outcomes has turned producers toward sustainable event production practices.

CORPORATE IMPERATIVE

Matching corporate policy with event production, ensuring production practices meet the company's CSR goals, shareholder expectations, and company board directives, also drives event producers to embrace sustainable event management principles.

REPUTATION

Gaining competitive advantage and meeting client and sponsor requirements in a competitive industry are driving producers, venues and the supply chain to implement an event sustainability management system and conform to ISO 20121.

To support the requirement for events to be produced with regard for **people, planet and profit**, the new International Standard ISO 20121, provides a framework to effectively manage event sustainability issues and enhance positive legacies.

Gain Greening Know-How ←
Conserve Resources ←
Save Money ←
Inspire Others ←
Improve Sustainability ←
Report on Performance ←
Enhance Reputation ←
Receive Recognition ←

What
is ISO 20121?

ISO 20121: Events Sustainability Management Systems is a standard developed by participating 'standards bodies' from various countries around the world. It is a management system standard and is similar in structure to other international standards such as ISO 14001 (Environmental Management Systems) and ISO 9001 (Quality Management Systems).

The purpose of the standard is to provide a framework to implement a system to manage an event's sustainability issues.

✗ It is not a checklist

✗ It is not just about counting GHGs

ISO 20121 requires a systematic approach to addressing sustainable development issues in relation to event planning.

The steps include:

✔ Getting top management commitment and leadership.
✔ Defining the organization's governing principles of sustainable development.
✔ Informing and engaging stakeholders, and understanding their needs and expectations.
✔ Providing resources, including competencies, time and budget.
✔ Establishing awareness and designating roles and responsibilities.
✔ Establishing policy.
✔ Identifying & evaluating issues.
✔ Establishing objectives and plans to achieve them.
✔ Creating procedures & processes and documenting evidence of requirements
✔ Implementing plans and taking action to correct and improve performance.
✔ Performance measurement.

Who
is ISO 20121 for?

The standard has been designed to be flexible, so it can apply to all types of events and the supply chain that service them. If you have any kind of event-related activity, then the standard is right for you!

Event Owner/Sponsor

Those organizations that own events, but contract external organizations to manage and deliver their events can implement an event sustainability management system for all their organization's event-related activities.

A good example is a corporation requiring business events to be produced throughout the year but contracts various companies to do the event production. Another example is a company that sponsors events and who has brand activation at events, or who may in fact create events around their own product/company or brands.

In these cases the organization would have an event sustainability management system in place to cover all of their event-related activities for their company.

These organizations may additionally require that the event organizer they contract, events they agree to fund through sponsorship, venues they choose to host their events, or other areas of the supply chain are all also compliant with ISO 20121.

Events

One off or recurring events, whether owned and self-managed, or managed by an external organization, can have an event sustainability management system in place and become compliant with the requirements of the standard. The scope or boundary would be the event's activities, rather than other year-round event activities by the organizing company or event owner.

In some circumstances an organization is created just for the production and delivery of a single event, and in this case the management system would apply to both the event and the organizing entity who are in reality one and the same as the organizing body has no other activities apart from the event in question.

Event Organizer

Companies that are contracted to produce events on behalf of clients can become compliant with the standard. The event organizing company will have a management system in place that guides the production of events they manage. It is expected this group will make up the bulk of the entities implementing the standard.

The complexity of your event sustainability management system need only mirror the complexity of your event-related activities.

Venues

Venues that host client's events, or that run venue-owned events can implement an event sustainability management system and conform to the requirements of the standard.

Examples of venues can be hotels with conferencing and gala ballroom facilities, parks and gardens, purpose-built conference centres, stadia and arenas, leisure complexes, sports grounds, exhibition centres, and the huge variety of boutique, unique, small to medium venues.

Suppliers

Those that supply products and services to the event industry can also achieve compliance to the standard for their event-related activities.

This can include labour supply companies such as waste and security staffing, waste companies, power companies, staging and infrastructure, amenities providers, décor and dressing, and of course likely candidates – caterers, food and beverage stallholders and bar operators.

How
to achieve conformity?

Conformity with ISO 20121 means your organization has met the requirements of the standard in implementing an event sustainability management system. *You can achieve conformity in one of three ways:*

First Party
This is where an organization assesses its own system and makes a self-declaration of conformity with the requirements of the standard. This is an 'internal audit.'

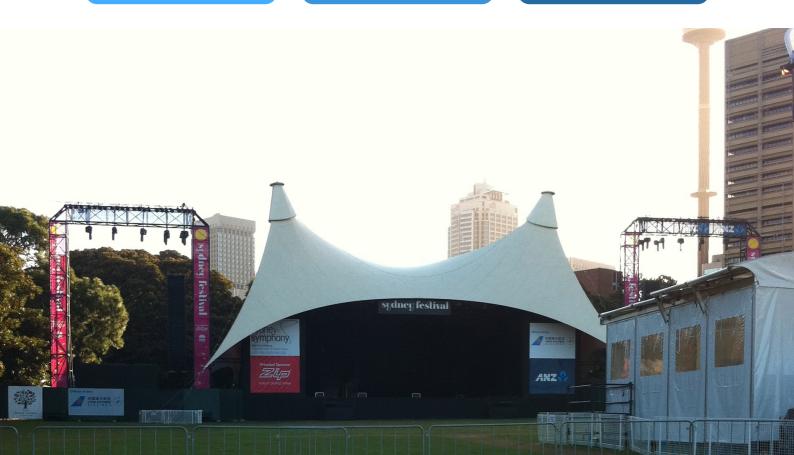USE THE SEMS TOOL TO SET UP YOUR MANAGEMENT SYSTEM

Second Party
An external party conducts an independent conformity assessment of your conformity to the requirements of the standard. The SEMS Tool and Audit is a Second Party assessment program.

USE THE SEMS TOOL TO GET CONFORMITY READY & GET AUDITED

Third Party
Accredited Certifying Bodies conduct third party conformity assessment audits and award 'ISO 20121 Certification'. These Certifying Bodies must be 'accredited' (authorized to certify).

USE THE SEMS TOOL STREAMLINE YOUR 3RD PARTY AUDIT

Second Party Conformity Assessment

Sustainable Event Solutions conducts Second Party Assessments for conformity to ISO 20121 using the SEMS Tool

To streamline the process and add maximum benefit to the client we use the SEMS tool to support the audit process.

This ensures the steps to second party conformity assessment are as simple as possible, but also that it establishes a management system for your organization/venue/event that can be used going forward.

An easy and comprehensive way to do this is using the SEMS tool. The SEMS tool is the online Sustainable Event Management System tool of choice for any event anywhere in the world.

SEMS assists users to plan, monitor, measure, check, act and report on the sustainability performance of their organisations and events. It includes comprehensive education modules, built-in calculators for performance measurement, and a policy wizard as industry leading features. By implementing SEMS across your event/organization you will be on your way to becoming 'conformity ready'.

VIEW DEMO →

SUSTAINABILITY POLICY WIZARD

SEMS EVENT

MEASUREMENT MODULE

The process of achieving
Second Party Conformity Assessment

Step One
Purchase a copy of ISO 20121 to understand the requirements of the standard, from your national standard's body.

Step Two
Implement your management system using the SEMS TOOL (US$350). To understand how to implement the a management system, access these resources:

- Short Guide to ISO 20121
- ISO 20121 Implementation webcast

Step Three
Conduct a self-assessment, through the SEMS internal audit to determine if you are 'conformity ready' and also through exporting your Self Assessment Report.

Step Four
Request a quotation for conformity assessment here.

Step Five
Submit your event for an Audit through the SEMS Tool.

Step Six
Your submission will be allocated to your assigned Auditor. The Auditor conducts a desktop audit of your management system. If the risk of non-conformity at the event is high and it is deemed necessary by the Auditor that a live visitation is required, this will be discussed with you.

Step Seven
The Auditor finalizes the audit and it is validated by Sustainable Event Solutions' Audit Manager. An audit report is included with suggestions for any continual improvement, and also requirements for correction of non-conformities for the next audit.

Step Eight
Sustainable Event Solutions provides you marketing material to assist in the promoting your conformity to ISO 20121.

CONTACT US TO BEGIN YOUR JOURNEY TO IMPLEMENTING ISO 20121

Who are our auditors?

Our worldwide team of highly experienced and industry-leading professionals use their expert knowledge in implementing event sustainability management systems and solutions to conduct audits of conformity to ISO 20121.

Our auditors are all Sustainable Event Alliance Accredited Professionals. They have experience in implementing ISO 20121, and have been trained in the audit process. They have additionally successfully completed competency assessments in event sustainability subject knowledge, management system implementation and audit process, under the direction of an accredited third party lead auditor.

- ✔ UK & Ireland
- ✔ Europe & Eastern Europe
- ✔ Scandinavia
- ✔ Turkey
- ✔ UAE
- ✔ India
- ✔ South East Asia
- ✔ China
- ✔ Japan
- ✔ Australia
- ✔ New Zealand
- ✔ Canada
- ✔ United States
- ✔ Mexico
- ✔ Peru
- ✔ Brazil
- ✔ Argentina

Sustainable Event Solutions provide sustainability frameworks and tools to educate industry and community globally and enable measurable performance outcomes. SES's intent is to produce world's best tools enabling our clients to remain ahead of the sustainability curve therefore demonstrating leadership and achieving measureable results.

Our flagship, the SEMS Tool is a world leader in sustainability frameworks, enabling integration of responsible, efficient and ethical business practice into our client's events. This enables improved sustainability performance and business excellence. SEMS has been developed to educate event producers, provide a mechanism for measuring sustainability improvements, results and innovation to reduce the negative environmental and social impacts of an event and to enhance the positive legacies resulting.

www.semstoolkit.com

www.greenshootpacific.com