



Need to demonstrate a responsible  
approach to event management?

ISO 20121 with BSI can help you

**bsi.**

...making excellence a habit.™

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# Reduce your social and environmental impact and cut your event costs with ISO 20121

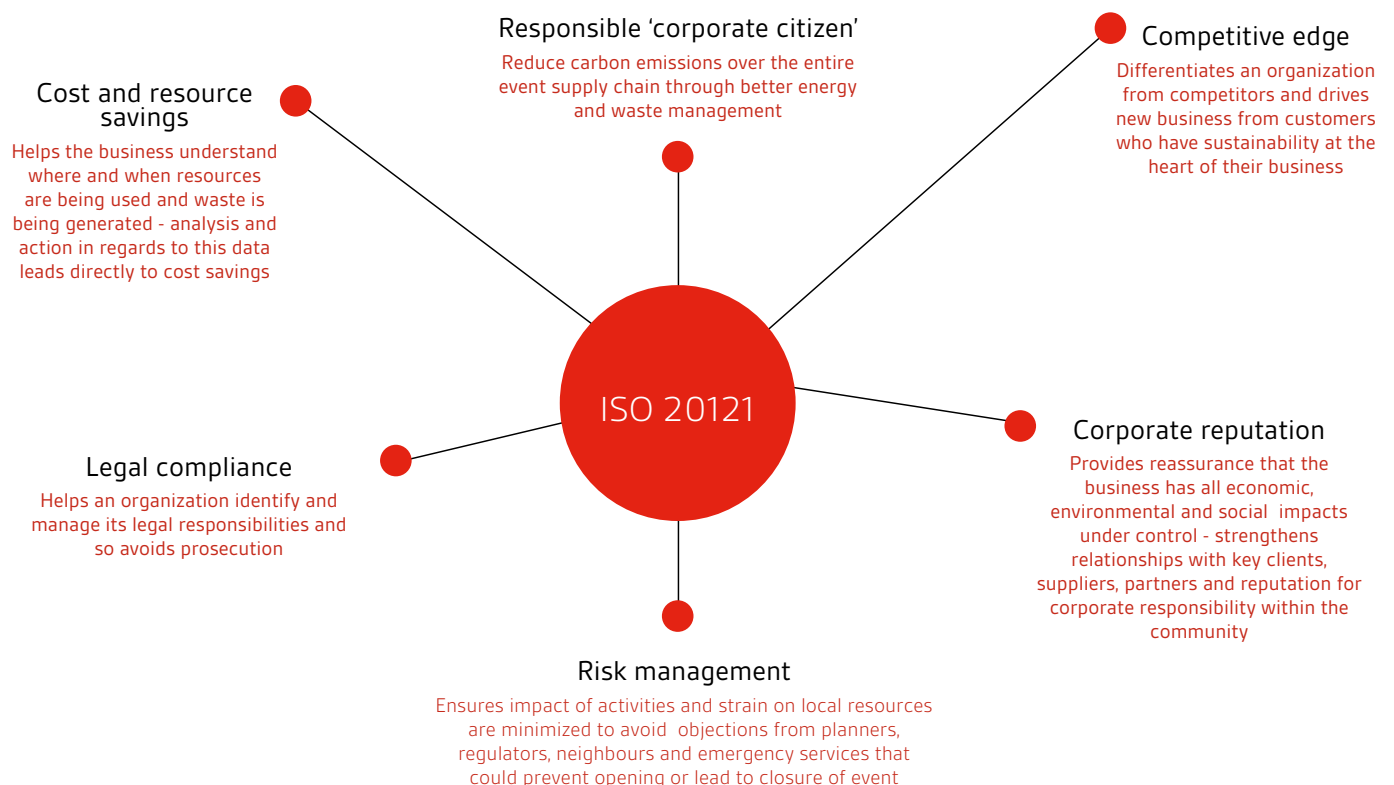
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Organizations are increasingly being required to demonstrate how they are measuring the impacts of their activity on society and the planet. They are also being challenged to improve their financial performance. The events sector is no exception.

ISO 20121 is the internationally recognized standard for best practice event sustainability management. It is proven to provide a robust framework to help an organization tailor its strategy and operations to deliver a balanced approach to economic activity, environmental responsibility and social progress.

Successful implementation of an event sustainability management system will ensure continual performance improvement and systematic management of issues rather than an ad-hoc approach. Organizations adopting ISO 20121 will be required to demonstrate that they are minimizing potential negative impacts on the environment, communities and local economy - maximizing the positive impacts and leaving a legacy to be proud of.

The benefits our certified clients have enjoyed speak for themselves:



# Demonstrate your role as a 'responsible organization'

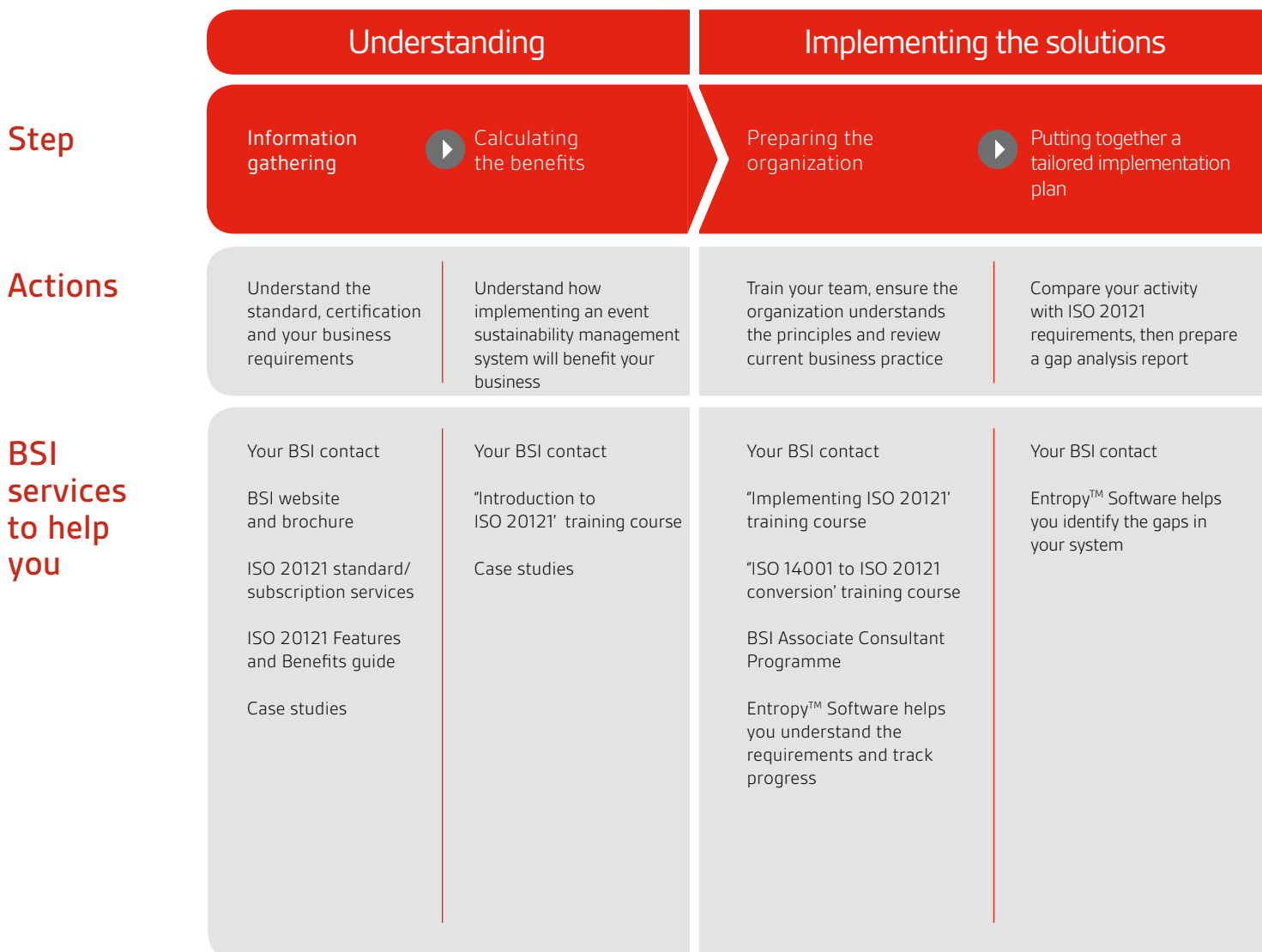
Every event – from a village fête to a major sporting event – will have economic, social and environmental impacts. Water and energy resources are put under pressure, significant amounts of waste and carbon emissions can be generated. Events can also put a strain on local communities.

ISO 20121 will help an organization identify the potentially negative impacts of its events. Organizers can then remove or reduce negative impacts through improved planning and processes to demonstrate they are managing activities as sustainably as possible.

“Our vision is to set the benchmark for sustainability. By implementing ISO 20121 we hope to be able to host more international sailing events post London 2012 and attract more organizations to use our conference facilities.”

**John Tweed**, Chief Executive,  
Weymouth and Portland National Sailing Academy

## A simple guide for your ISO 20121 journey with BSI





## Getting certified

## Making excellence a habit

Running the system



Proving it's working

Looking for opportunities for continual improvement

Review the system to ensure it meets the standard's requirements

BSI will carry out a system and document assessment plus a system effectiveness assessment

Celebrate and promote your certification, then review the systems and processes

Your BSI contact  
 BSI Gap Analysis  
 'Internal Auditor for ISO 20121' training course  
 BSI's Entropy™ Software helps you effectively manage your systems and drive performance

BSI Certification Assessment  
 BSI's Entropy™ Software helps you effectively manage your systems and drive performance

Entropy™ Software helps you effectively manage your systems and drive performance



# ISO 20121 from BSI. Our numbers add up to sustainable growth.

**Our knowledge, expertise and drive can make the difference to your organization:**

1. We are pioneers. We produced the world's first events sustainability management standard, BS 8901, now ISO 20121, back in 2007. You can trust us to get the standard right and keep it relevant.
2. BSI is renowned for its innovative work in this field, constantly introducing new ways to tackle the challenges presented by the ever-changing issues of sustainability.
3. We continue to lead the way with ongoing developments in environmental management, energy management, corporate social responsibility, product carbon footprinting and biodiversity.
4. You can enjoy the benefits of working with BSI teams who have experience helping businesses embed ISO 20121 in an array of different sectors. They can help you understand the challenges and share their knowledge.
5. We provide end-to-end support, helping you monitor and maintain your excellence through our proprietary software and compliance tools so that you can confidently introduce ISO 20121 into your organization.
6. We talk with, and listen to clients like you every day, asking them what they want and how satisfied they are with our products and services. This way we can make sure we are responding to the needs of our clients as they arise.
7. BSI invests heavily in recruiting and developing the best assessors, who scored on average 9.2/10 in our Global Client Satisfaction Survey.



# Why you should choose BSI to enhance your business

BSI continues to lead the way with on-going developments in sustainability, including environmental management, energy management, corporate social responsibility, product carbon footprinting and biodiversity. Our extensive range of sustainability

solutions helps you implement best practice within your organization. Through training, proprietary management software and compliance tools, you can select the combination of products you need to help you demonstrate your credibility as a truly sustainable organization.

## If sustainability is important to your business

ISO 20121 is just one of our products and services you should consider. Here are some others which may be of interest:

- Sustainable Events Management ISO 20121 **STC**
- Environmental Management ISO 14001 **STC**
- Biodiversity PAS 2010 **S**
- Sustainable Procurement BS 8903 **S**
- Responsible Sourcing of Construction Products BES 6001 **C**
- Kitemark Energy Reduction **V**
- Social Accountability SA 8000 **SC**
- Corporate Social Responsibility ISO 26000 **S**
- Sustainable Communities BS 8904 **S**
- Sustainable Film BS 8909 **S**
- Product Carbon Footprint ISO 14067 **S**
- Carbon Neutrality PAS 2060 **SV**
- Carbon Footprint PAS 2050 **SV**
- Energy Management ISO 50001 **STC**
- Water Management **S**
- Emissions Verification GHGEV **V**

Key: Standard **S** Training **T**  
Certification **C** Verification **V**

Talk to one of our advisors today to discuss your sustainability requirements, or visit [bsigroup.com](http://bsigroup.com) to find out more and see how other businesses made excellence a habit

**Find out more:**  
**Call +44 845 080 9000**  
**Visit: [bsigroup.com](http://bsigroup.com)**

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