



Make your event sustainable... by certifying your management system to ISO 20121

ISO 20121 is the new international standard (evolving from BS 8901) developed for the events industry to help put sustainability first when managing and delivering your event. ISO 20121 demonstrates that you plan, manage and deliver events in a sustainable way to ensure an enduring and balanced approach to economic activity,

environmental responsibility and social progress relating to events. Your event could achieve the same outcome with minimal negative impacts on the environment, communities and local economy – maximizing the positive impacts and leaving a legacy to be proud of.

It follows the common Plan-Do-Check-Act approach of many management systems and defines requirements covering: planning of events (including stakeholder engagement), implementation (including supply chain management), monitoring and review allowing continual improvement.

Who is it for?

ISO 20121 is relevant to all types and sizes of organizations involved in the events industry. Each event is unique; however it is important that all aspects of an event are sustainable. Event organizers need to consider the social, economic and environmental impacts of organizing their event. Every choice, from the venue and travel arrangements, through to the content of the delegate packs should be designed to be as environmentally responsible as possible.

ISO 20121 is therefore relevant to:

- Event organizers
- Event venues including hotels and sports venues
- Suppliers and contractors of key activities relating to the events industry

How will I benefit?

ISO 20121 certification will bring you the following benefits:

- **Assurance to interested parties** - that the event is planned and implemented in a sustainable manner throughout the entire supply chain
- **Enhanced competitiveness** - by differentiating you from your competitors will help you win more business
- **Directly reduce environmental impacts** - reduce your carbon emissions and waste, and improve resource efficiency throughout the event supply chain
- **Cut costs** - through better energy and waste management
- **Enhance your reputation** - by achieving best practice levels of efficiency and performance
- **Identify ways to improve** - in planning and delivery
- **Improve relationships** - with employees, suppliers and local communities

How can BSI help?

Certification adds credibility to claims of compliance, providing an independent assurance of robust sustainability management systems and compliance to the standard.

BSI offer an independent, third party assessment and certification scheme against the requirements of ISO 20121, giving organizations the ability to demonstrate to interested parties that events and event related activities have been managed with sustainability in mind. The certification assessment is conducted by one of our highly trained and experienced client managers who will have an excellent understanding of your business area and will support you as you move forward with the assessment and certification of your sustainability management system for events.

Next steps - BSI supporting you every step of the way

Fast forward with BSI training

BSI has a comprehensive range of ISO 20121 training courses, from introduction through to implementation and our auditor courses.

Optional gap analysis

A pre-assessment service helping to identify areas that need more work before we carry out a formal assessment, saving you time and money.

Show you meet the standard with certification

BSI certification demonstrates to your customers, competitors, suppliers, staff and investors that you are committed to being the best you can be.

Integration with other management systems

Integrate with your ISO 9001 or ISO 14001 management system for even better results.

Effectively manage your systems and drive continual business performance with Entropy Software™

BSI Entropy Software™ provides a simple management system software solution for Standards that significantly reduces the cost and effort needed to proactively manage risk, improve performance and help your business grow sustainably.

"Independent certification to ISO 20121 demonstrates that we lead by example by operating our venue to a best practice framework and embed sustainability in all we do."

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

ISO 20121 Sustainable Events Management

Features and benefits

Our climate is changing with potentially substantial implications for governments and industries. The events industry is no exception. Anyone involved in organizing and managing events needs to understand these trends, the implications on their business and then implement strategies to enable their business to respond in a more sustainable way.

Business risk	Business need	Feature of standard	Advantages (How will it help?)	Benefits (What's in it for my business?)
Event is not allowed to go ahead following interested party complaints.	To ensure interested parties approve the event.	Standard requires the organization to engage interested parties to identify sustainability issues.	All interested parties are identified and sustainability issues agreed and taken into consideration.	Event is more likely to be approved with interested party acceptance. Event is more likely to be a success. Greater chance of the event being repeated.
Rising operating costs.	To keep operating costs down i.e. Transport costs, energy bills, waste management bill, landfill tax bill, insurance premiums.	Standard requires organizations to identify significant aspects and impacts and put operating controls in place to minimise those impacts.	More efficient use of natural resources and waste management.	Lower bills and cost savings. More money to spend on other things.
Reputation damaged by poor performance of suppliers.	To manage risk associated with use of suppliers.	Standard requires engagement of the supply chain.	Sustainability issues are agreed. Roles are better understood. Monitoring of suppliers is improved. Risk is reduced.	Less time wasted on dealing with issues relating to suppliers. More time available to deal with other issues or improving the event.
Costly mistakes continue to be made.	To learn from mistakes, prevent them from happening again and improve performance for next time.	Standard requires: Staff to be trained. A communication plan to promote sustainability management. Performance of events to be monitored, assessed and reviewed.	Trends can be identified enabling action to be taken to prevent them from happening again. Non-adherence to the systems can be highlighted and procedures reinforced. Opportunities for improvement can be identified.	Less time and resources lost on correcting the same problem over and over again. More time to spend on development, improvement and pro-action.

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