We spend **250,000** hours a year improving the performance of UK businesses

This experience allows us to see first-hand how managing events more sustainably with an **ISO 20121** management system allows you to minimize negative impacts on the environment, communities and local economy and deliver real benefits.

<table>
<thead>
<tr>
<th>Event challenge</th>
<th>How ISO 20121 helps</th>
<th>Benefit</th>
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</table>
| Improve event planning and delivery | • It implements effective operational controls to manage your impact from the event  
• It makes sure that the impact of activities on local resource is minimized  
• It encourages best practice energy and waste management | • Reduced operational costs which can then be passed onto your customers  
• Avoid objections from planners, regulators, neighbours and emergency services that could lead to event closure  
• Reduce energy usage, waste and carbon emissions to improve efficiency and lower costs |
| A poor environmental record can quickly damage an organization’s reputation with both customer and investors | • It provides reassurance that the business has all economic, environmental and social impacts under control  
• It reassures stakeholders and local communities that best practice systems are in place  
• It enables you to continually improve your sustainable development | • Improved reputation  
• Strengthened relationships with stakeholders and reputation for corporate social responsibility  
• Increase your access to new customers, suppliers and business partners  
• A competitive advantage to grow your business |
| Increasingly event organisers demand that the entire supply chain consider their impact on society and the planet | • Defines roles and responsibilities for staff, contractors and suppliers  
• It is a competitive advantage over those who do not certify to the standard  
• It helps to establish lasting partnerships with customers and suppliers at home and abroad | • Increased likelihood of repeat and new business  
• Access to new markets  
  - where ISO 20121 is a prerequisite for tenders  
  - opportunity to expand your business overseas |
| Organizations need to stay up to date with legislation and remain compliant, as breaches can lead to fines and prosecution | • It makes you take account of legal requirements when setting up, implementing and maintaining your ISO 20121 system  
• It ensures you commit to complying with applicable legal requirements  
• It makes you communicate relevant information on legal and other requirements to employees and interested parties | • Improved levels of compliance to legislation  
• Reduced likelihood of fines and prosecutions, which in turn can lead to lower insurance premiums providing financial benefit  
• Keep abreast of legislation changes so that you have adequate time to address issues and ensure compliance |

**Supporting products and services**

| Our training tutors can help your teams understand how to implement and conduct internal audits on your ISO 20121 management system | Business improvement Software powered by Entropy™ an affordable modular solution with tools to help you effectively prepare for ISO 20121 certification | Integrate your ISO 20121 management system with ISO 14001 and ISO 9001 for even better results |

**To find out more**

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