Need to demonstrate a responsible approach to event management?

ISO 20121 with BSI can help you
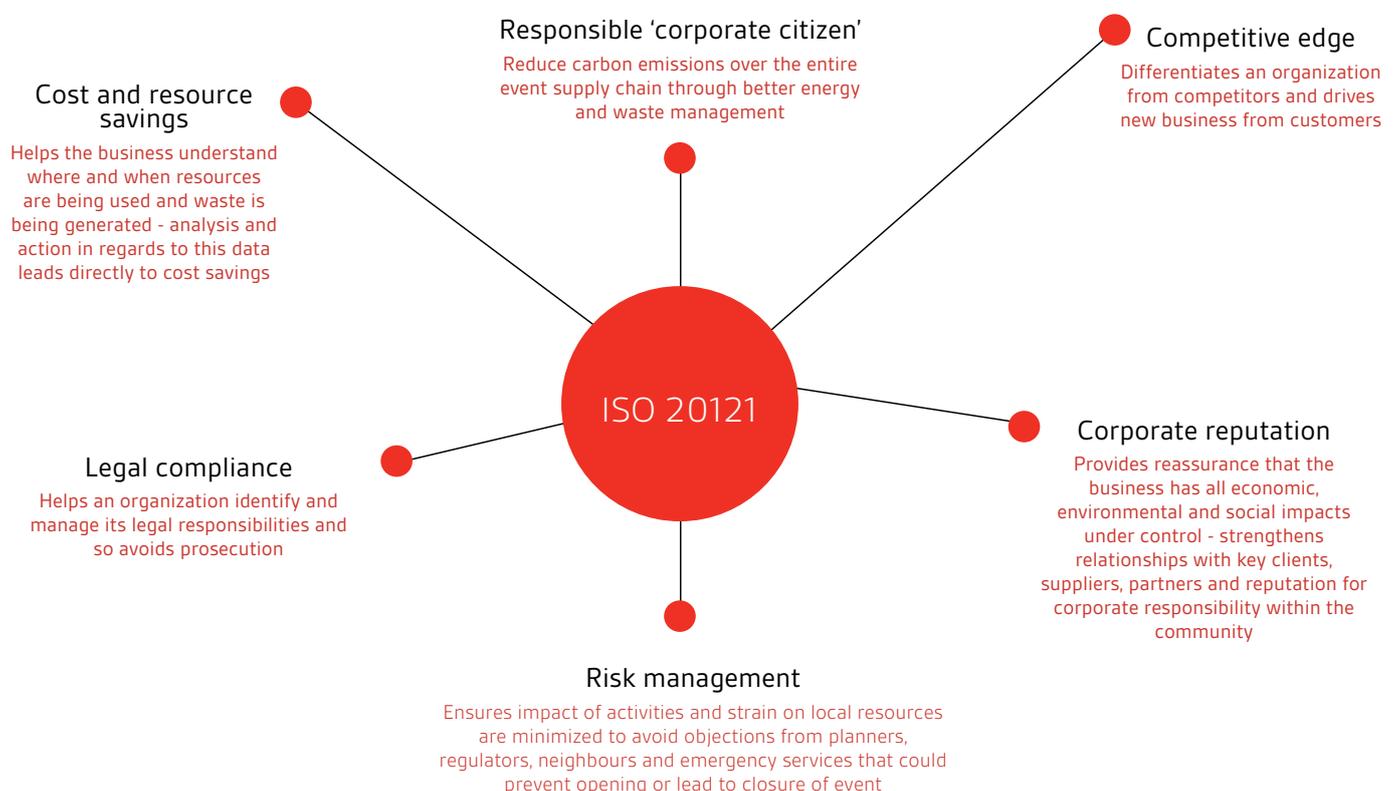
bsi.

...making excellence a habit.™

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

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:

Responsible 'corporate citizen'
Reduce carbon emissions over the entire event supply chain through better energy and waste management

Competitive edge
Differentiates an organization from competitors and drives new business from customers

Cost and resource savings
Helps the business understand where and when resources are being used and waste is being generated - analysis and action in regards to this data leads directly to cost savings

ISO 20121

Corporate reputation
Provides reassurance that the business has all economic, environmental and social impacts under control - strengthens relationships with key clients, suppliers, partners and reputation for corporate responsibility within the community

Legal compliance
Helps an organization identify and manage its legal responsibilities and so avoids prosecution

Risk management
Ensures impact of activities and strain on local resources are minimized to avoid objections from planners, regulators, neighbours and emergency services that could prevent opening or lead to closure of event

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

	Understanding		Implementing the solution		Getting certified		Making excellence a habit
Step	Information gathering	Calculating the benefits	Preparing the organization	Putting together a tailored plementation plan	Running the system	Proving it's working	Looking for opportunities for continual improvement
Actions	Understand the standard, certification and your business requirements	Understand how implementing an event sustainability management system will benefit your business	Train your team, ensure the organization understands the principles and review current business practice	Compare your activity with ISO 20121 requirements, then prepare a gap analysis report	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
BSI services to help you	Your BSI contact BSI website and brochure ISO 20121 standard/ subscription services ISO 20121 Features and Benefits guide Case studies	Your BSI contact Case studies	Your BSI contact BSI Associate Consultant Programme Entropy™ Software helps you understand the requirements and track progress	Your BSI contact Entropy™ Software helps you identify the gaps in your system	Your BSI contact BSI Gap Analysis 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 Promote your certification by displaying the BSI Assurance Mark

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.

What else do we do?

Business Assurance and Quality Management

Our quality products and services will help your business perform at its best, from implementing a quality management system to the testing and certification of your products. Investing in quality can help you save money, increase profit, win more business and satisfy more customers. We also offer sector-specific quality management schemes including aerospace, automotive, medical devices and IT service.

Environmental and Sustainability Services

Good Environmental Choice Australia (GECA)	E-Waste
NGERS Verification	Sustainable Events ISO 20121
Australian Forestry Standard AS 4708	Product Carbon Footprint ISO 14067
Chain of Custody AS 4707	Carbon Neutrality PAS 2060
Australian Wood Packaging Certification Scheme	Energy Management ISO 50001
Product Stewardship	Water Management
Roundtable of Sustainable Materials (RSB)	Environmental and Sustainability training courses

Food Safety

BSI believes the world should be supplied with safe, quality food and we now offer a broad range of Food Safety certification services after integrating with NCSI. We are Australia's leading food safety certification provider, with extensive auditing capacity and capability to conduct integrated audits for a wide range of Food Safety standards across the entire food and beverage supply chain. Our service solution for food safety includes: certification, training, assessment, and supply chain software, assuring you and your customers ways to manage risk more effectively.

Health and Safety

Taking health and safety seriously can achieve maximum return for your employees, your operations and your customers. We provide a range of products and services to help you make your workplace healthy and safe. We also provide testing and certification services to help Personal Protective Equipment (PPE) manufacturers meet and demonstrate compliance with relevant legislation. We offer safety management certification for AS/NZS 4801, OHSAS 18001, National (OHS) Self-Insurance and SafetyMAP schemes. A well-structured safety management system gives you an advantage over your competitors in tendering processes.

Training

We understand that business success starts with people. We're one of the world's leading providers of training on standards, management systems and business improvement. Our trainers are recognized as leaders in the field and provide quality training to organizations of all sizes and from all sectors. We offer both public and tailored in-house training across a range of areas including: Quality, Environmental and Safety management systems, as well as courses on Food Safety, plus training for the National Safety and Quality in Health standards. Whether you're looking to gain a basic understanding of how standards can help your business, want to learn best practice for implementing standards, want to become a qualified auditor, or gain a nationally recognized diploma – we'll support you all the way.

Talk to one of our advisors today and tell us what you need. In the meantime please visit bsigroup.com/en-au for more information about BSI's service offering.

Find out more:
Call: 0800 583 965
Visit: bsigroup.com/en-nz