



ISO 20121:2012 SUSTAINABLE EVENTS



SUSTAINABILITY. SIMPLIFIED.

ISO 20121 was published in 2012 by the International Organisation for Standardisation (ISO). The framework provides robust requirements with guidance on the management of sustainable events. The standard superseded BS 8901 and was published in time for the 2012 Olympics.

The primary purpose of the standard is to aid event organisers and stakeholders in reducing the negative implications that events can have on the environment, society, and the economy. ISO 20121 not only helps mitigate these risks but also highlights opportunities for improvement and growth through its key focus areas.

The demand for organisations to demonstrate their commitment and accountability to being more sustainable is rapidly increasing. The events industry is no stranger to this, with pressures often filtering down by customers, stakeholders, and legal compliance. The risk of not taking action can be detrimental to an organisation's reputation and brand image.

**THE USE OF
ISO 20121 WILL HELP
ORGANISATIONS TO:**

- Identify cost savings through a greater understanding of resource use, managing waste, and improved performance
- Achieve improved environmental results by highlighting and mitigating areas of risk
- Establish a commitment to event sustainability management
- Recognise opportunities for continual improvement
- Solidify relationships with stakeholders

The standard can be applied to both organisations and individuals of all types and sizes, from local charity events to international conferences. ISO 20121 is a specification relating to the management system for an event or group of events – an event alone cannot claim conformance. Claims of conformity will differ depending on the scope of the management system; this could cover all events within an organisation or be centred around a single event. As ISO 20121 is consistent with ISO's 'Annex SL' structure, the standard can be easily integrated with other management system standards such as ISO 9001 and ISO 14001.

The standard is currently the only internationally recognised document relating specifically to the events management industry. The guidance and requirements were created to support event organisers through each planning, implementation, and evaluation stage.

Key points considered within ISO 20121 include:

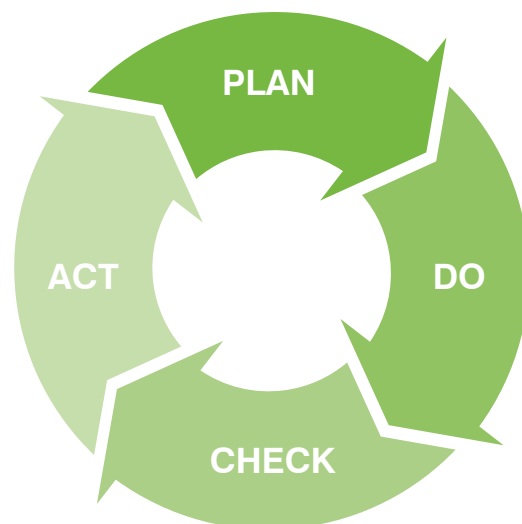
- Sustainable Development
- Stakeholder Engagement
- Legal and Regulatory Compliance
- Resource Management
- Continuous Improvement

WHY CHOOSE ISO 20121 CERTIFICATION?

- Gain credible recognition for environmental efforts and improvements
- Easily integrate with additional standards within your management system
- Enhanced competitive advantage
- Improved reputation and brand image in sustainability
- Avoid the risk of greenwashing claims by managing and mitigating risk



Should you wish to discuss your verification requirements with a member of our team please get in contact.



HOW TO PREPARE FOR YOUR ISO 20121 JOURNEY:

The standard presents an easily adoptable four-step process: **Plan-Do-Check-Act**.

PLAN

It is important to take the time to read and understand the requirements within the document to appropriately plan and define the management system. This will fall within Clauses 4 to 6 of the standard. Within the planning stage, a number of procedures and documentation will be established forming the foundations of the management system. For example, determining interested parties, creating a policy, and setting objectives (to name a few).

DO

The 'Do' stage, set out in Clauses 7 and 8 of the standard, looks at the actions an organisation must implement to carry out business activity in line with the management system. The understanding and control of resources, competence, and awareness are critical and managed through documentation, processes, and communication.

CHECK

Once the management system is in place and operating, it is important to schedule periodic reviews to monitor and evaluate performance. Clause 9 refers to internal audits and management reviews, which are fundamental to managing this stage of the process.

ACT

To continually improve, action must be taken to address any nonconformities highlighted in the checking stage. Clause 10 defines the requirements associated with corrective action.



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