



EMPLOYEE SATISFACTION



REDUCED RISK



FURTHER EXCELLENCE



SAFETY



COMPETITIVE ADVANTAGE

**TURF ISN'T THE ONLY THING
THAT SHOULD BE GREEN**

TRAINING AND CERTIFICATION FROM SGS

SGS

HOW DOES A SERIOUS MATTER LIKE SUSTAINABILITY RELATE TO THE COLOURFUL AND FUN EVENTS INDUSTRY?

ISO 20121, FOR SUSTAINABILITY MANAGEMENT SYSTEMS IN THE EVENT INDUSTRY



THE BENEFITS OF IMPLEMENTING ISO 20121

This international standard aims to improve the sustainability management practices of event organisations, venues and events' supply chains.

Sustainability encompasses the environmental impacts of the event industry's activities, as well as the social and economical implications for the different stakeholders.

The standard applies to all types of events, from the local craft show to the London 2012 Olympics and is applicable to:

- **EVENT OWNER** - anyone who commissions and is responsible for the overall management of an event;

- **EVENT ORGANISER** - anyone with overall responsibility for managing the delivery of an event;

- **SUPPLIERS TO THE EVENT** - any organisation providing products, services or facilities such as stand builders, lighting engineers, sound engineers, caterers, venue owners, couriers and printers.

ISO 20121 is flexible, covering all activities of an organisation or just some of them. The standard can also be applied to a specific event.

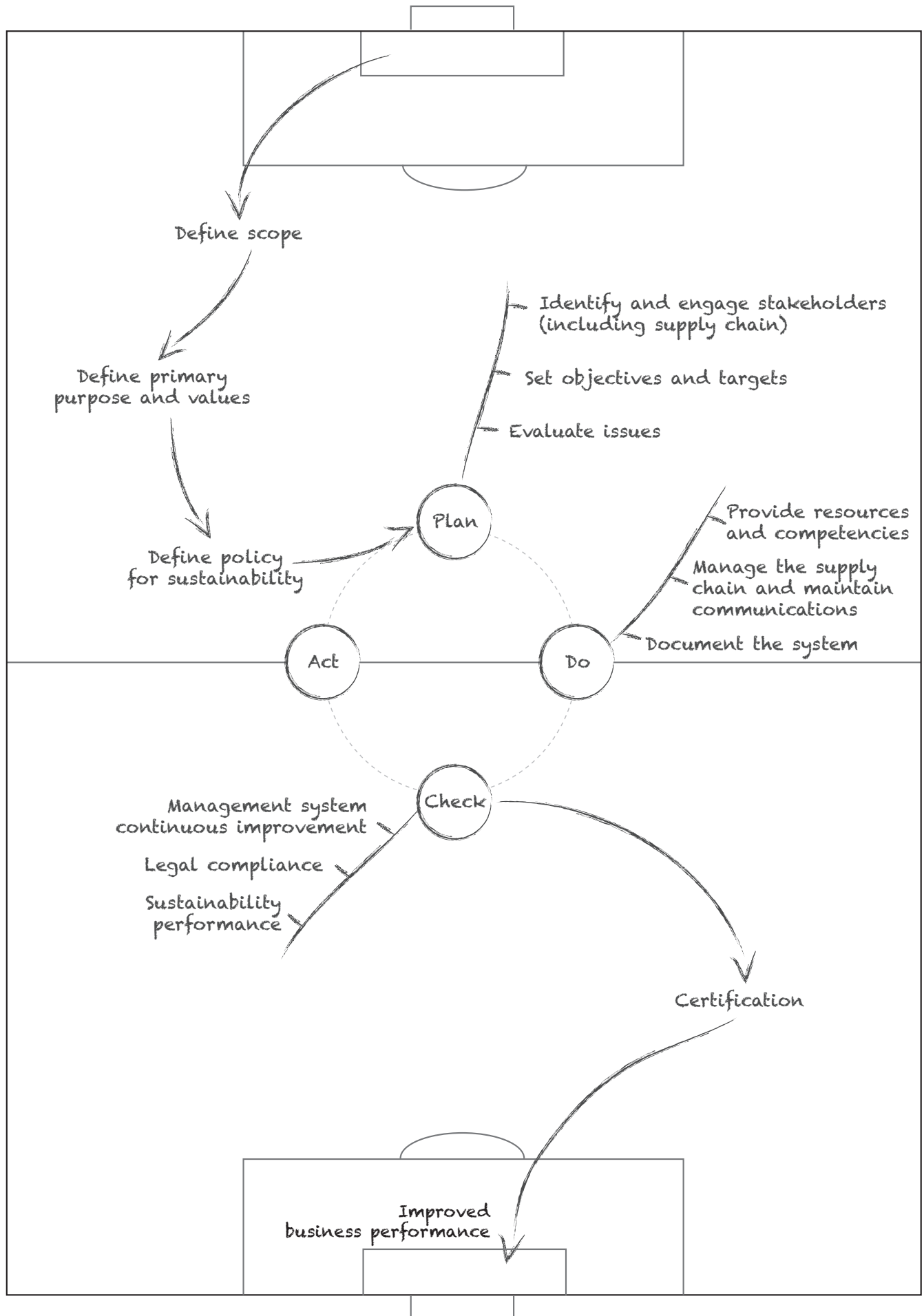
ISO 20121 offers commercial benefits to organisations:

- provides assurance to stakeholders, customers and anyone else involved, that the event has been planned and implemented in a sustainable manner;

- helps differentiate an organisation from its competitors, helping to win new business, improve reputation and brand image;
- helps to reduce carbon emissions and waste and improve resource efficiency of the entire event supply chain;
- improves relationships with the employees, local communities, suppliers and other relevant stakeholders.

VisitWales and Northern Ireland Tourist Board, the countries' national tourism boards, have validated SGS's ISO 20121 certification process.

ISO 20121 IMPEMENTATION STRATEGY



HOW DOES THE **CERTIFICATION PROCESS** WORK?

GAP ANALYSIS (OPTIONAL)

The aim of the gap analysis service is to enable your organisation to understand where its current practices meet the Event Sustainability Management standard and identify areas where you need to consider additional processes or activity to meet the requirements of the standard.

Our gap analysis service is stand-alone and does not commit you to formal assessment or certification in the future. However, we are sure that you will gain great benefit from taking advantage of this.

SELF-ASSESSMENT QUESTIONNAIRE

The self-assessment questionnaire guides organisations through the standard's requirements and the supporting evidence that will be needed at the stage one audit. It also allows organisations to identify the performance level of their system against each requirement. It is therefore an excellent tool in the audit preparation process.

STAGE I AUDIT: DOCUMENT REVIEW

The designated Auditor will carry out a review of the self-assessment questionnaire and supporting evidence. This enables the Auditor to gain an understanding of how your organisation has met the requirements of the Event Sustainability Management standard.

Following this document review, a report will be prepared to outline the areas that will be the focus of the next stage of the assessment.

The report will also include an itinerary for your second stage audit. SGS recommends at least a four week period between the document review stage and the stage two audit. This will give the organisation the opportunity to review and solve any areas of non-compliance that the Auditor has raised in the report and plan the best way for these areas of non-compliance to be resolved at the second stage audit.

STAGE II: ON-SITE ASSESSMENT

This is typically TWO OR THREE DAYS ON-SITE but may vary depending on the number of employees and the number of sites covered by the certification.

The aim of this stage of the assessment is to obtain objective evidence that the organisation is meeting the requirements of the standard.

Evidence is obtained from the review of documents, interviews with relevant interested parties (employees, suppliers, venues, etc.), and senior management.

The on-site assessment must include at least one event. The audit closes with a meeting where the Auditor summarises the findings of the assessment and states if the organisation is being recommended for certification.

A detailed report of the findings is then prepared by the Auditor.

ANNUAL SURVEILLANCE

The Event Sustainability Management Certificate is valid for three years. In order for us to ensure that your organisation is maintaining the standard we will carry out annual visits. The annual review will take place 12 months after the date of your initial assessment.



OPTIONAL EXTRAS TO HELP YOU GET THE MOST FROM YOUR CERTIFICATION

CELEBRATION

Upon confirmation of a successful assessment by SGS, we feel it is important that our clients celebrate their achievement and promote the Event Sustainability Management standard with other similar organisations and stakeholders.

SGS can promote the organisation's achievements via our global website, develop promotional material, build a case study and promote a press release to help you share your success.

CELEBRATION

One of the challenges of sustainability management is influencing the supply chain to ensure it operates to an equally high standard.

We support our clients by creating awareness in the supply chain organisations and training them in order to comply with defined requirements or controlling the contract implementation.

Lessons learned are disseminated across the supply chain and help to raise the general performance level.

TRAINING COURSES

SUSTAINABILITY STRATEGY WORKSHOPS

The strategy will be defined and developed in a series of workshops.

Our workshops are structured so that the outputs of each session are used in the following session until the strategy outline is completed.

1. How does my business interact with society and the environment?
2. How can society and environmental issues threaten my business?
3. In what ways can society and environmental issues benefit my business?
4. Which issues are the most important to me?
5. How can I integrate them into my business strategy and plans?

EVENT SUSTAINABILITY MANAGEMENT AWARENESS COURSE

The focus of the one-day hands-on workshop is on how to prepare an organisation to meet the standard. The elements within each of the requirements are explored and participants relate these to their own organisation's activities by identifying good practice and areas requiring action.

SGS also delivers shorter awareness workshops to senior management and the wider project team in order to facilitate the management system implementation.

EVENT SUSTAINABILITY MANAGEMENT INTERNAL AUDITOR TRAINING

In this training course, delegates will learn the standard requirements, identify the different evidence types an auditor seeks during an audit and the best practices in auditing techniques.

The courses are based on case studies and/or role plays to provide an experience as close to reality as possible.

Internal audits are an effective tool to maintain compliance, improve performance and improve employees' skills.

SUSTAINABILITY CHAMPIONS

Training and coaching of employees in the different areas of your organisation to:

- engage with key stakeholders;
- assist in the identification of present and foreseen risks and opportunities;
- facilitate dynamic enhancement of project teams; and
- ensure results dissemination across the organisation.

This existence, ensures the effective implementation of the management system across all areas of the organisation and that everyone contributes to the identification of new projects and ideas.

TRAIN THE TRAINER AND IN-HOUSE INDUCTION PROGRAMMES

Supporting your team to become internal sustainability trainers and deliver induction programmes.

IMPLEMENTATION WORKSHOPS

The most complex requirements of the standard are explored in one-day workshops, with a hands-on approach:

- sustainability issues identification and evaluation;
- supply chain management;
- stakeholder identification and engagement methodologies;
- sustainability performance indicators;
- continuous improvement tools;
- effective communication techniques.

CASE STUDIES

CROKE PARK SCORES WITH ISO 20121 CERTIFICATION

"Sustainability is a primary pillar in the successful management of Croke Park. We strive to achieve the highest standards in Sustainable Event Management. As a stadium we have demonstrated our commitment to continual improvement through the recent achievement of the ISO 20121 certification. We are proud to be one of the first organisations in the world to achieve ISO 20121.

"The ISO 20121 standard is the most recognised method of acknowledging and testing the sustainability initiatives and best practices, which we have implemented across all departments and sections of the stadium. We have achieved this by embracing the sustainability contribution of our stadium team, contractors and the public.

"Having achieved the forerunner BS 8901 certification in 2010, Croke Park's management team and stakeholders worked towards the achievement of the international standard – ISO 20121 in 2012 – as we knew it was going to be globally recognised as a mark of sustainable leadership in the events sector. "

ISO 20121 certification highlights our drive to achieving our annual objectives, creating a sustainable legacy at the stadium and delivering operations in the most cost effective way. We chose ISO 20121 as we know that our patrons, visitors and the public feel good about supporting and visiting a stadium and business that takes sustainability very seriously.

"We had worked initially with SGS Ireland to achieve our ISO 14001 and BS8901 certifications in 2009 and 2010 and had received excellent support, advice and guidance from the SGS Ireland team with our pre-audit and audit certification visits. We had established an excellent working relationship with SGS Ireland and knew we were collaborating with an organisation who are at the cutting edge of environmental and sustainability knowledge and best practice and who could provide us with direction to become an ISO 20121 certified venue."

Request the full case study from uk.nowisthetime@sgs.com



COCA-COLA ACHIEVES ISO 20121 CERTIFICATION

Olivia Knight-Adams, Coca Cola Sustainable Games Project Coordinator London 2012 Olympic and Paralympic Games Team, says: "When we began planning for the Games, we recognised that a system like the ISO 20121 would help us to systematically integrate sustainability across all areas of our London 2012 sponsorship.

"The ISO 20121 standard has proven to be a highly effective tool for bringing our corporate sustainability strategy to bear on a specific event, namely activating our sponsorship of the London 2012 Olympic and Paralympic Games. In particular, it has helped us to more fully engage the wider team working on the event so that everyone involved was crystal clear on our sustainability objectives, and committed to delivering them.

"We chose to work with SGS as they seemed to have a good understanding and pragmatic approach to the new standard, having been involved in its development from the outset."

HOW DOES ISO 20121 RELATE TO OTHER STANDARDS

Many standards require commitment to comply with legal and other requirements in relevant socially responsible areas such as environment, occupational health and safety, and labour issues. Therefore organisations using these standards are likely to be adhering to some of the requirements of ISO 20121 already. Some of the standards below address other ISO 20121 requirements, such as those relating to accountability, transparency and respect for stakeholder interests.

UN GLOBAL COMPACT - allows businesses to commit to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption.

AA1000 ACCOUNTABILITY PRINCIPLES STANDARD - provides a framework for an organisation to identify, prioritise and respond to its sustainability challenges through commitments to three key principles: stakeholder inclusivity, materiality and responsiveness. One of the aims of the standard is to enable organisations to be accountable to their stakeholders and to respect their interests.

WHY SGS?

SGS is the world's leading inspection, verification, testing and certification company. Recognised as the global benchmark for quality and integrity, we employ over 80,000 people and operate a network of more than 1,650 offices and laboratories around the world. We are constantly looking beyond customers' and society's expectations in order to deliver market-leading services wherever they are needed.

Partnering with SGS opens the door to better performing processes, increasingly skilful talent, consistent and compliant supply chains and more sustainable customer relationships delivering profitable competitive advantage. Work with the global leader and take your commitment to the next level.

We have a history of undertaking and successfully executing large-scale, complex international projects. With a presence in every single region around the globe, our people speak the language and understand the culture of the local market and operate globally in a consistent, reliable and effective manner. In addition, we are the global leader in ISO 14001 certification and the most widely accredited certification body.

To learn how SGS can help you exceed customer expectations, visit www.sgs.co.uk/ssc or contact uk.nowisthetime@sgs.com.

GRI - creates conditions for the transparent and reliable exchange of sustainability information. GRI has also created a special supplement that fits with ISO 20121 to support events organisations to structure their sustainability communications.

ISO 26000 - provides guidance on the underlying principles of social responsibility, the core subjects and issues pertaining to social responsibility and on ways to integrate socially responsible behaviour into existing socially organisational strategies, systems, practices and processes.

ISO 14001 ENVIRONMENTAL MANAGEMENT SYSTEM CERTIFICATION - demonstrates an organisation's environmental responsibility and requires commitment to legal compliance.

OHSAS 18001 - enables organisations to manage operational risks and improve performance, and requires a commitment to legal compliance.

EQUATOR PRINCIPLES - benchmark for determining, assessing and managing social and environmental risk in project financing.

SA8000 CERTIFICATION / SOCIAL ACCOUNTABILITY - encourages organisations to develop, maintain and apply socially acceptable practices in the workplace and requires commitments to legal compliance and respect for international norms and human rights.

PROTOCOLS AND CODES OF CONDUCT ON WORKPLACE CONDITIONS (E.G. BSCI, CIS, EICC, ETI, FLA, WRAP, SMETA) - require member organisations to comply with all elements of the codes and protocols including commitments to legal compliance and respect for international norms of behaviour, in particular with reference to human rights and labour practices. Some of these codes also expect organisations to engage with stakeholders, in particular employees and suppliers.

WWW.SGS.COM
WWW.SGS.CO.UK

WHEN YOU NEED TO BE SURE

SGS