



## How is Sustainability Shaping the Future of Events ISO 20121 Case Study

Educational event for event professionals

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The CEO read ISO 20121 and asked the event manager to create regular catch-ups with the event supply chain to discuss the 3 main issues identified for the event by the team.

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By implementing ISO 20121 we realised the first place to start is to know our issues. We ran an education event with our team so everyone could share their ideas on what was important. One result was we joined the Race to Zero because we realised we need to be taking credible action on carbon.



We will continue to implement Race to Zero requirements e.g. we will report annually on our carbon footprint