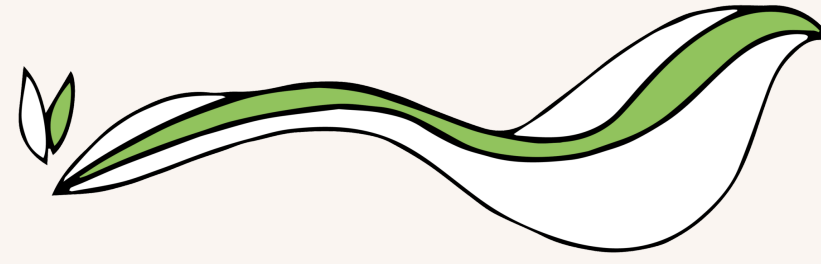
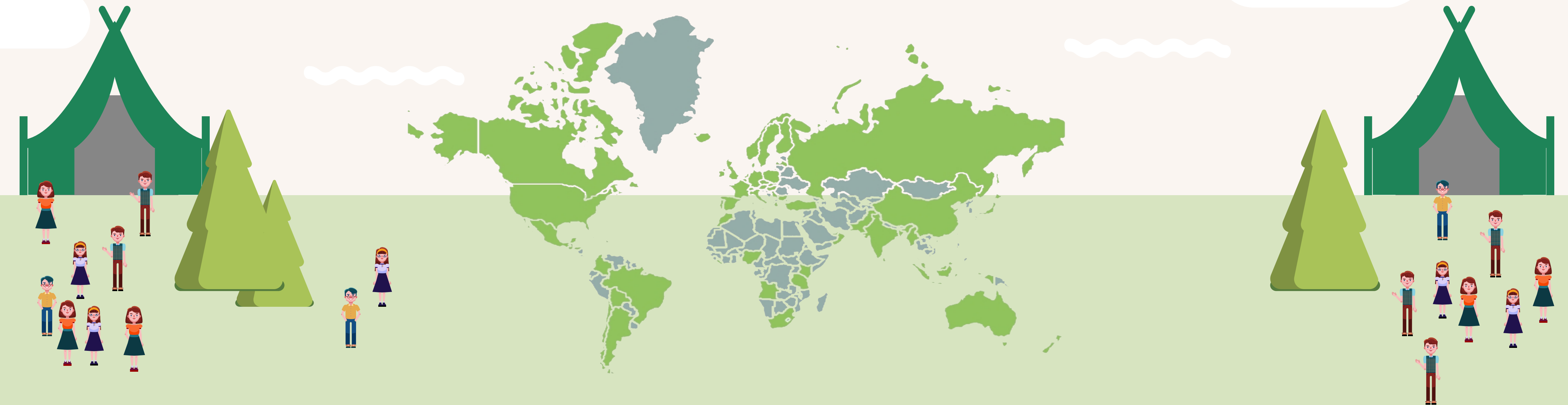


POSITIVE IMPACT



AS A NATIONAL STANDARDS BODY, YOU UNDERSTAND THE ACTIONS TO TAKE RELATING TO STANDARD DEVELOPMENT. THIS TOOLKIT HAS BEEN CREATED AS A RESOURCE FOR REACHING AND COLLABORATING WITH EVENT EXPERTS:



WHO COULD A TYPICAL EXPERT FOR ISO 20121 BE:

Events enable human engagement.

Types of events could broadly be grouped into sport, cultural or business events.

Most governments do not have an event sector department, sometimes the responsibility for events is within the tourism departments.

The global event sector includes a supply chain which is a majority small to medium businesses and women employed sector.



WHY WOULD EVENT EXPERTS BE INTERESTED IN GETTING INVOLVED IN THE REVISION OF ISO 20121?

In a post Covid world, where the majority of the world's largest businesses now have commitments to reduce their carbon emissions, the global event sector is adapting to future-proof their businesses.

Forward thinking event professionals understand their client's requests for sustainable events must be met with a credible response. Increasingly the event sector, like many other sectors, is innovating on their own sustainability solutions yet, however great the intentions, these solutions risk causing greenwash. Event professionals will want to be involved in the revision of ISO 20121 so they can provide their clients with a sustainable solution.

For example any event professionals working with clients who have made a Race to Zero commitment could use ISO 20121 to meet their clients requirements, this would be a benefit for the event sector and align with ISO's London Declaration to use standards to address climate change.

WHAT RESOURCES COULD HELP EVENT PROFESSIONALS UNDERSTAND BEST PRACTICE SUSTAINABILITY WITHIN THE EVENT SECTOR

For resources to understand [what ISO 20121 could mean for the event sector](#)

For [guidance on the consideration of human and child rights and safeguarding](#) when planning an event

To join a [global community of event professionals](#) committed to using their voice to create a sustainable event sector and receive resources regularly which you can use to keep your communities updated on ISO 20121 revision. This resource will be useful for liaison bodies who represent associations with limited time or budget to create materials specifically for their community

For information on what [ISO's London declaration means in terms of meeting best practice](#) carbon criteria in the form of The Race to Zero



