

**Sign Up  
Now**

Slide 15

# Fast track to ISO 20121 and beyond – Roadmap to Sustainability

**Deadline  
11.11.**



**Clemens  
Arnold**



**Beatrice  
Eastham**

**green  
événements**

# What is ISO 20121?

ISO 20121 is a certification of sustainable management systems for all companies along the event supply chain (incl. service providers, stand designers & manufacturers).

Furthermore, it is a commitment to continuously improve towards sustainability.

# How does it Work?

A Certification body will proof your management system including the management structure, documentation, evidence of the system's implementation, internal & external communication, etc.

There will be an annual review & a recertification is needed every third year.

# What are the Benefits?

- ✓ Recognized Worldwide
- ✓ Sustainability Certificate Precisely Adapted to Our Industry
- ✓ Development of a Simplified Management Structure
- ✓ Trustworthy Evidence of Sustainable Efforts for Clients
- ✓ Being One Step Ahead of Competitors & Regulations
- ✓ Meeting the Increasing Obligations by Public Authorities and Financial Institutions

# Summary



Getting you ready for your ISO 20121 certification

Green Événements is dedicated to sustainability issues within the **event and exhibition industry**.

Over the past **13 years** they accompanied 100+ companies on their way to ISO 20121, incl. **20+ stand designers and manufacturers**.

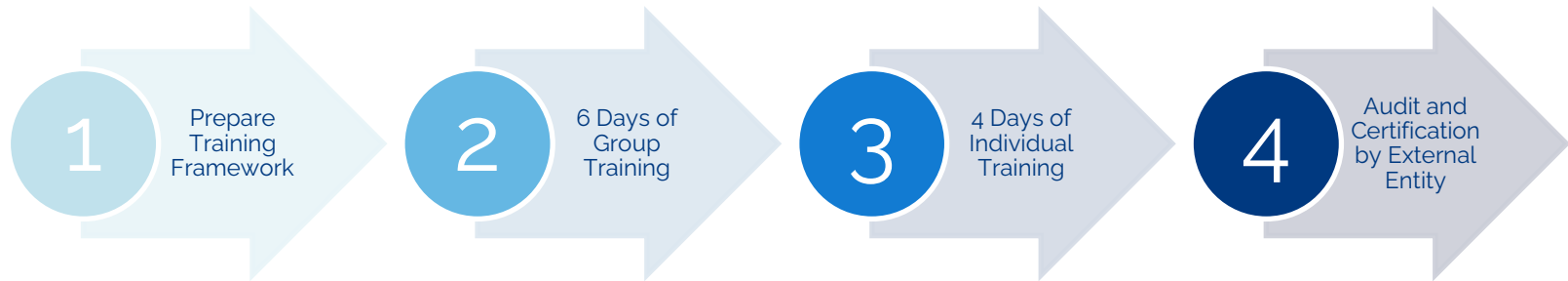
Getting you ready for your ISO 20121 certification.

Defining and implementing a successful roadmap to **embed sustainability** into your company's **DNA!**

2bdifferent has experience working with organizations from the events, sports, trade fair and congress industry.



# Training by Green Evénements



2

## 6 Days of Group Training

Understanding &  
Implementing ISO 20121

**5500€ p.p.**<sup>1)</sup>

**Day 1**

Introduction to ISO20121 & Initiating the diagnosis of one's organization

**Day 2**

Defining sustainable development issues and objectives

**Day 3**

Creating a policy and an action plan

**Day 4**

Assimilating ISO 20121 requirements & defining one's development stakes

**Day 5**

Drafting action plan: Communication, monitoring, non-conformity, etc.

**Day 6**

Sustaining & Improving the action plan

p.p.) Price per workshop attendee | 1) 2<sup>nd</sup> person receives a 50% discount | All prices are pre-tax  
Additional travel costs may arise for wished in-person meetings (all meetings can be done virtually)

3

4 Days of  
Individual  
Training

Preparing for  
ISO 20121 Audits

**5500€-7500€ p.c.** <sup>1)</sup>

**Day 1**

Audit preparation

**Day 2**

Present sustainable development approach to your team

**Day 3**

Internal Audit identify strong points &  
improvement opportunities

**Day 4**

How to do a Management Review

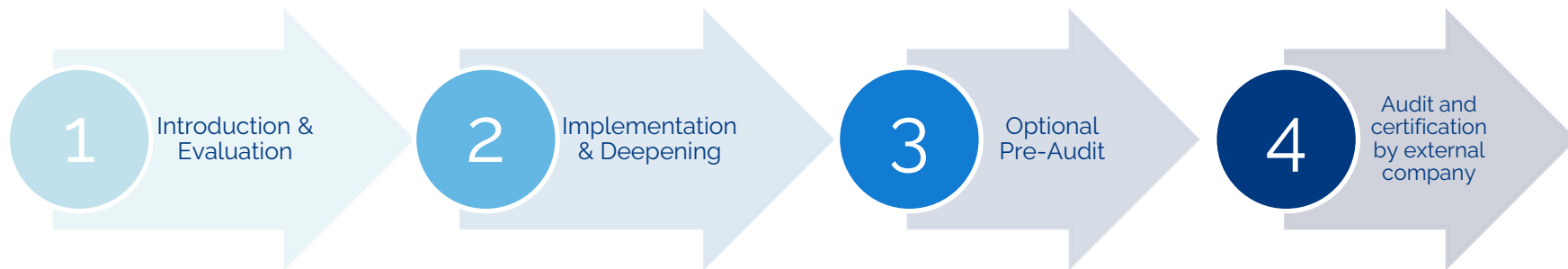
p.c.) Price per company

<sup>1)</sup> Price difference results from an additional day for big organizations (30+) | All prices are pre-tax  
Additional travel costs may arise for wished in-person meetings (all meetings can be done virtually)  
This intra-organizational part could be done by a local consultant as well





# Training by 2bdifferent



1

## Introduction Phase

Introduction &  
Evaluation of Status Quo

**9,700 € in total<sup>1)</sup>**

### **CONVOY – Kick-Off-Workshop**

**900€ p.p.**

Compact Overview of most important issues & the need for self-responsibility as an organization.

### **INDIVIDUAL – BasisCheck Corporate**

**2,800€ p.c.**

Determination of status quo (scope 1-3) via questionnaire & ensuing plausibility discussion with management.

### **INDIVIDUAL – CO<sub>2</sub> Balancing**

**2,500€ p.c.**

Creation of a Carbon Footprint regarding business-relevant emission sources, employee mobility, etc.

### **INDIVIDUAL – Feedback Report**

**3,500€ p.c.**

Creation of a 30-50 page long final evaluation of phase 1 including concrete improvement recommendations.

2

## Deepening Modules

Deepening of Understanding  
& Implementation

**3,300€ in total for the workshops<sup>1,2)</sup>**  
**3,000€ per optional module<sup>2)</sup>**

### **Mission Statement & Code of Conduct**

Defining strategic structure, values & the company's vision as a (daily) framework for employees.

**950€ p.p.<sup>2)</sup>**

### **Sustainable Supply Chain Management (SCM)**

Implementation of tools & monitoring structure to ensure sustainability throughout the supply chain

**1,400€ p.p.<sup>2)</sup>**

### **Sustainable Communication Strategy**

Creation of a guide for authentic internal & external communication to avoid the image of "Greenwashing"

**950€ p.p.<sup>2)</sup>**

### **OPTIONAL - Environmental Policy**

Creating a policy on prioritized sustainable issues, goals & commitment to continuous improvement

**3,000€ p.c.<sup>2)</sup>**

### **OPTIONAL - Health & Safety Policy**

Creating a Policy of objectives & principles regarding corporate social standards, health & safety.

**3,000€ p.c.<sup>2)</sup>**

### **Implementation of further individual measures as wished**

p.p.) per workshop attendee | p.c.) per company | 1) total costs if one person attends the workshops

2) A discount is granted if individual points are already fulfilled

All prices are pre-tax | Additional travel costs may arise for wished in-person meetings (all meetings can be done virtually)

3

### Optional Pre-Audit

Getting Ready  
for the Certification

**1,800€ per company**

Analysis of the new management system, the issued documents, the internal communication and employees' awareness.

The company will receive a report about the pre-audit's result as well as improvement suggestions.

# Summary



- Training Framework Preparation
- Understanding & Implementing ISO 20121  
(Diagnostics, Defining Goals, Action Plan, Policy creation, Communication, **Implementation and Monitoring**)
- Individualized Approaches
- Internal Training & **Auditing**

**Total:** 11.000€ – 13.000€

Depending on company size | Price for one workshop attendee  
All prices are pre-tax



- Evaluation of Status and Needs (*Status Quo, **Carbon Footprint Evaluation, Feedback Report** & Recommendations*)
- Implementing Sustainability into your Company's DNA (*Defining Strategic Structure, Supply Chain Management, etc.*)
- Multiple Optional Modules for a Deep Dive (*Different Policies, Individual Goals*)

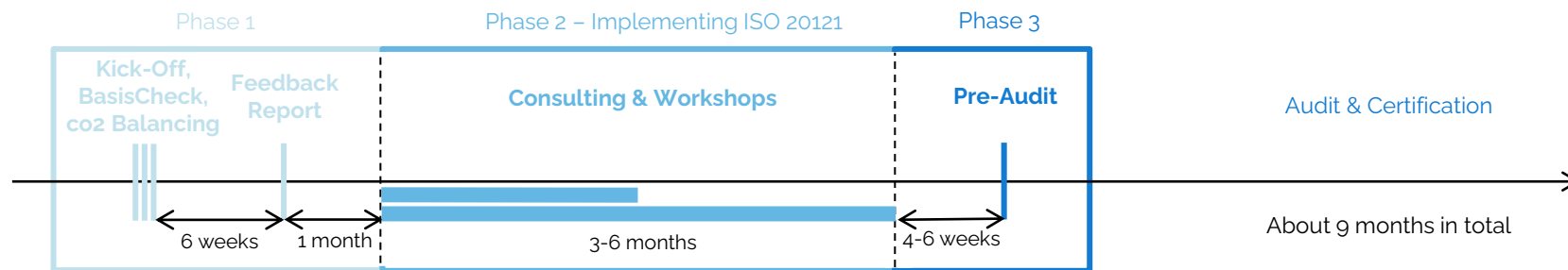
**Total:** 13.000€ – 19.000€

Depending on taken modules | Price for one workshop attendee  
Could be less if policies o.s. are already in place | All prices are pre-tax

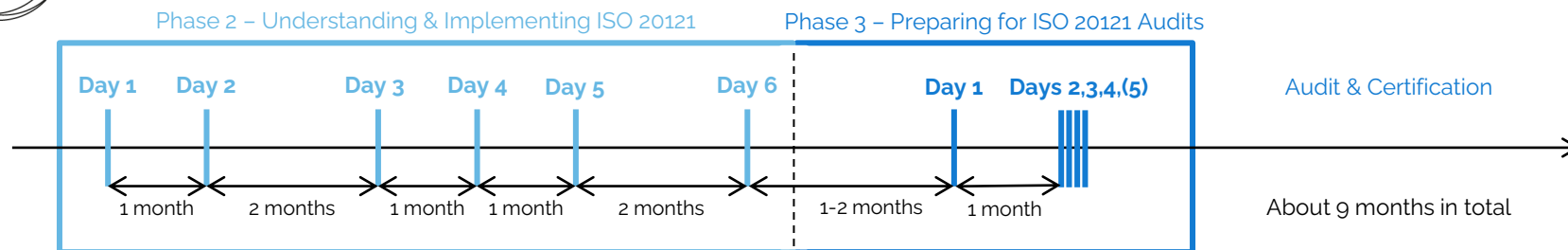
## Training by 2bdifferent



- Starting first week of December



## Training by Green Événements – Starting 23 of November



# Registration Starts Now!

Sign up and become part of the First Movers!

**Registration DEADLINE – 11.11.2022**

## **IMPORTANT**

To guarantee the indicated prices we must have **8-10 participants** per consultant.



## Sign Up Formular | Please send this formular to IFES by 11.11.2022

Company	
Contact Person (E-Mail, Phone Number)	
Additional Contact(s) (optional)	
Chosen Consultant (Green Événements   2bdifferent)	

**Disclaimer:** IFES (International Federation of Exhibition and Event Services) acts exclusively as an intermediary between its members and 2bdifferent or Green Événements (consulting firm). The contract is concluded between the consulting firm and the IFES member without the participation of IFES itself.

IFES is not responsible for and has no influence on the training's quality, organization, and outcome nor the consulting contract.

It is not guaranteed to receive an ISO20121 certificate as a result of the training.

The participating IFES members are responsible themselves to sign up for and participate in the offered training sessions.





CONTACT

# Any Questions?



**Uta Goretzky**  
*Executive Director*

+49(0)151 4016 2220  
[Uta@ifesnet.org](mailto:Uta@ifesnet.org)



**Dominique Bohler**  
*Project Manager Assistant*

+49(0)160 561 649 7  
[Dominique@ifesnet.org](mailto:Dominique@ifesnet.org)