

Management systems for the event industry

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ISO 20121 vs. EMAS

Origin and notoriety



▶ **EMAS:** Eco-Management and Audit Scheme

▶ **Publisher:** EU Commission

▶ **EMAS Regulation** (EU)

▶ **DE** Environmental audit set

▶ **Recognition** : **EU-wide**

▶ **Industry specificity** : **NONE, generic character**



▶ **ISO 20121:** "Sustainable event management Requirements with guidance for application".

▶ **Publisher:** the International Organization for Standardization, ISO

▶ **Recognition level** : **globally** valid standard

▶ **Industry-specific** : **specifically for the event industry**



Purpose and scope



- ▶ EMAS is a management system for improving **environmental performance** along the value chain,
 - ▶ In our own products/services
 - ▶ in our own operations and with suppliers
- ▶ ISO 20121: specifies the requirements for a sustainable event management system to improve **the sustainability of events** along the value chain in terms of:
 - ▶ **Environmental performance** (in our own operations and at suppliers)
 - ▶ Social performance (internal and with suppliers)
 - ▶ **Economic performance** as the basis for sustainable development

DIN guideline (excerpt) for public tenders



schale Bezugnahmen auf Konzepte wie „Nachhaltigkeit des Einkaufs“ oder „gesellschaftlich verantwortliches Verhalten“ enthalten.

BEISPIEL

Nach DIN ISO 20121:2013-04 (Nachhaltiges Veranstaltungsmanagement) muss die Veranstalterorganisation ein Verfahren „zur Identifikation ihrer Handlungsfelder einer nachhaltigen Entwicklung und zur Bewertung von deren Bedeutung in Verbindung mit ihren veranstaltungsbezogenen Tätigkeiten, Produkte und Dienstleistungen innerhalb des festgelegten Anwendungsbereichs des Managementsystems einführen, verwirklichen und aufrechterhalten.“ Zur Konkretisierung der dabei zu berücksichtigenden Einzelaspekte verweist die Norm dabei u. a. auf die Blankettbegriffe „soziale Gerechtigkeit“ und „kulturelle Handlungsfelder“. Ob eine Bezugnahme auf DIN ISO 20121 dem vergaberechtlichen Bestimmtheitsgebot genügt, ist zweifelhaft.

CONCLUSION - Sustainability standards for events



Both standards are established and can be used to demonstrate sustainability-related performance in the event industry, e.g. as a criterion in invitations to tender.

- ▶ However, there are clear differences in the scope of the services tested and, above all, in the applicability of both standards for different players on the market

CONCLUSIO

N - EMAS

- ▶ Over the years, EMAS has achieved a high status in Germany

This management system is **well suited**, for example, for **individual, annually recurring events**, such as the German Protestant Church Congress and sporting events, or for the event venues themselves, and hotels, if they focus **ONLY** on **environmental protection** issues.

- ▶ It **is, however, only conditionally** suitable for **event agencies with many different projects per year**, since the large number of on-site samples in such cases means great effort and high costs



CONCLUSION -



ISO 20121

- ▶ THE ISO 20121 is still little known

However, **it** is increasingly used as a certification standard for large events, such as G7 2019, the Olympic Games in 2012, 2016, 2022; the UEFA Euro 2016, Formula E 2019, etc.



- ▶ The standard includes **all 3 pillars of sustainability**
 - ▶ **From** economic planning to environmental protection to social issues, some of which are still critical in the industry (minimum wage, occupational health and safety, health management also at suppliers).
 - ▶ **The** environment-related fields of action coincide with those of EMAS
- ▶ It is suitable for **ALL types and sizes of organizers** and takes into account the specifics of the industry (diversity of challenges and creativity)