

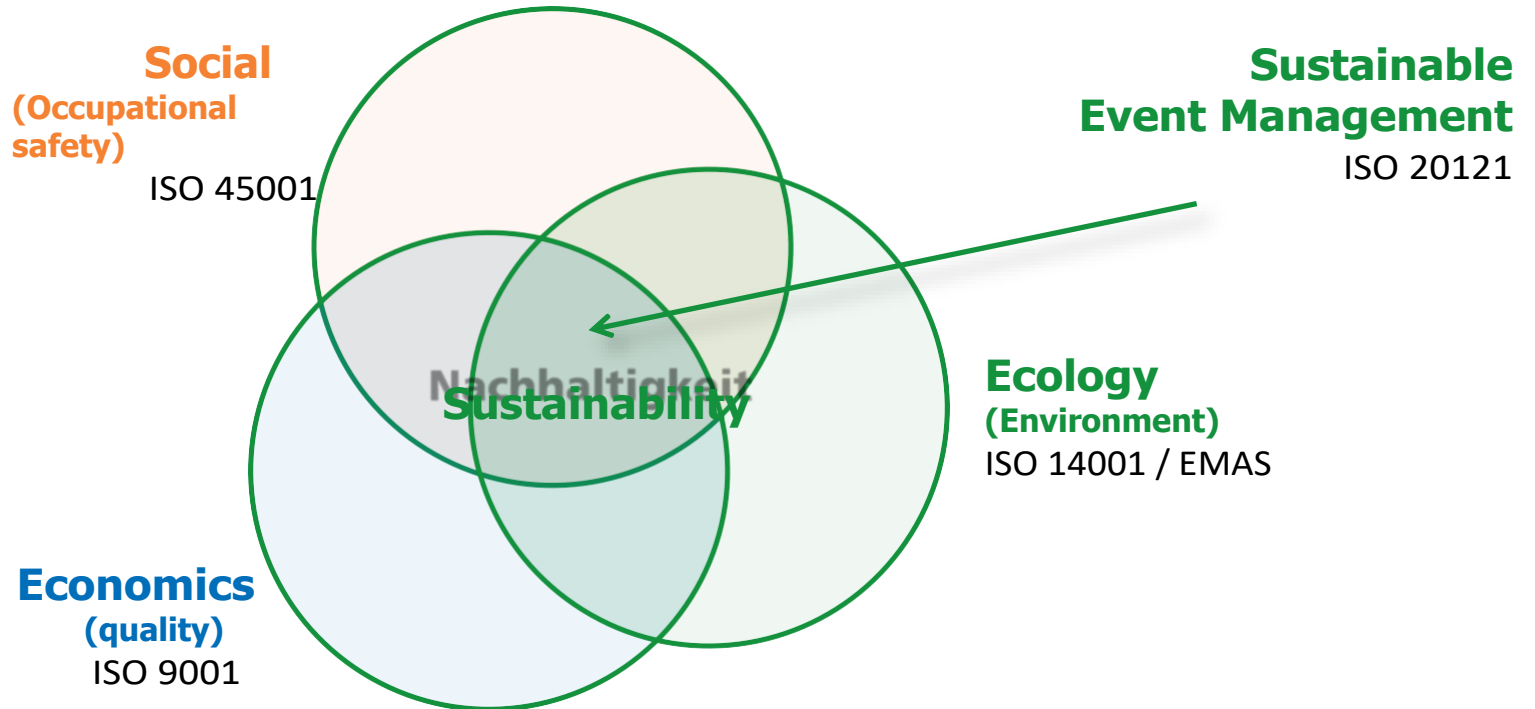
# Acting credibly sustainably

with system and certificate

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# Standards: What are they? What are

they?  
Overview



Quality management

(DIN ISO 9001)



Environmental management

(DIN ISO 14001 or EMAS)



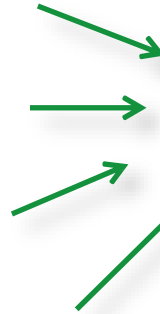
Occupational safety

(DIN ISO 45001)



Energy management

(DIN ISO 50001)



Sustainable event management (DIN ISO 20121)



Integrated Management

# Standards: What are they? What are they?

Systems (IMS)



# Standards: what are they? What are they?



## Comparison: Advantages



among others:

- ▶ Potential for improvement
- ▶ **"Commitment" to sustainable development**

▶ some

topics: Establishing a code of conduct

Corporate context & stakeholder analysis Materiality analysis

Knowledge Management

Risk Management ....

▶ Intention of integration

# Standards: What are they? What are they?

Information and training



DEUTSCHE NORM		November 2015
DIN EN ISO 14001		
ICS 13.020.10	Ersetzt Nr. DIN EN ISO 14001:2009-11	
Umweltmanagementsysteme Anforderungen mit Deutsche und Engl		April 2015
DIN ISO 20121		
ICS 03.080.22, 07.200.10	<b>Nachhaltiges Veranstaltungsmanagement – Anforderungen mit Anleitung zur Anwendung (ISO 20121:2012)</b>  Event sustainability management systems – Requirements with guidance for use (ISO 20121:2012)  Systèmes de management responsable appliqués à l'activité événementielle – Exigences et recommandations de mise en œuvre (ISO 20121:2012)	

Standards



Consulting

Training



Guides



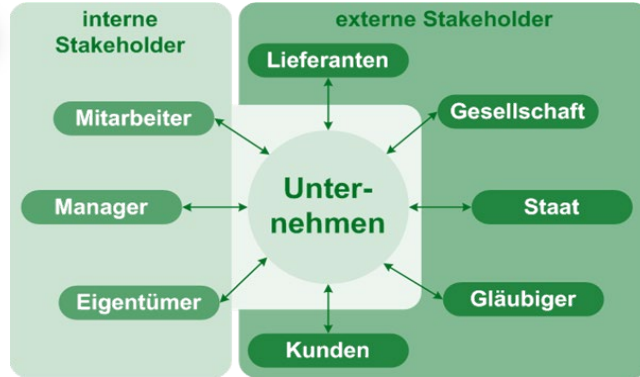
# From the standard to the company

Overview (standards chapter)

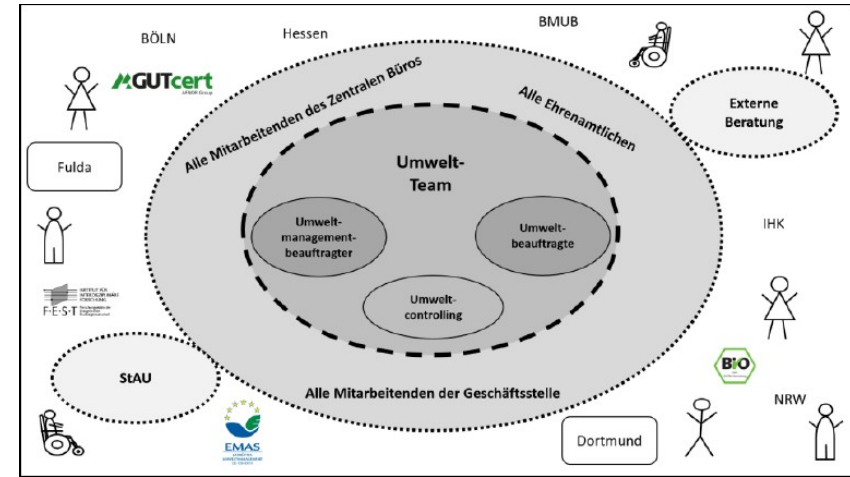


# From the standard to the company

Corporate context & stakeholders (interested parties)



Example of the German Protestant Kirchentag



Organigram environmental work at the Kirchentag

© German Protestant Kirchentag;

[kirchentag.de/environment](http://kirchentag.de/environment)

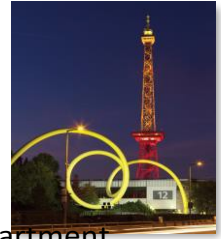
# From the standard to the company

Opportunities and  
risks



**Messe Berlin:** *"Just 1% less energy consumed per year results in a **cost saving for us of around €100,000.**"*

Frank Bro, Head of the Electrical Engineering/Energy Management Department



**TSE AG, Technology and Service for Events:** *"The increased use of LED luminaires **saves approx. 30-50% energy costs** at an event. [...] The additional costs for the new technology are only a small part of this saving, so the customer is better off in the end. We save on internal maintenance routines and the environment is helped as well. **So everyone is a winner .**"*

Peter Weinert, Member of the Board of TSE AG

**German Protestant Kirchentag:** *"[It] was possible to save a large amount of material, as the weight of the scarf was **reduced by 40%.** [...] This meant that **1.6 tons of material could be saved.** There is still room for improvement [...] in the quantity calculation, because despite long-term planning, the assumed number of participants\* was not reached and thus many scarves remained."*

from: Updated Environmental Statement 2017, p.27, as of May 2018.



# From the standard to the



Products and services



## Eco-friendly gummy bears as a promotional item:

*"[...] The ecofair strategy of the **Kirchentag stipulates that** it must be an organic product. [...] Of course, a vegan product without gelatine would be preferable for reasons of sustainability. [...] After many tastings, the decision was made for delicious tasting organic gummy bears with gelatine. A compromise between the environment and marketing."*

## Green power at major events:

*"[...] since on the one hand Messe Berlin, the largest venue, uses **green electricity** and in addition also the open-air venues [...]"*



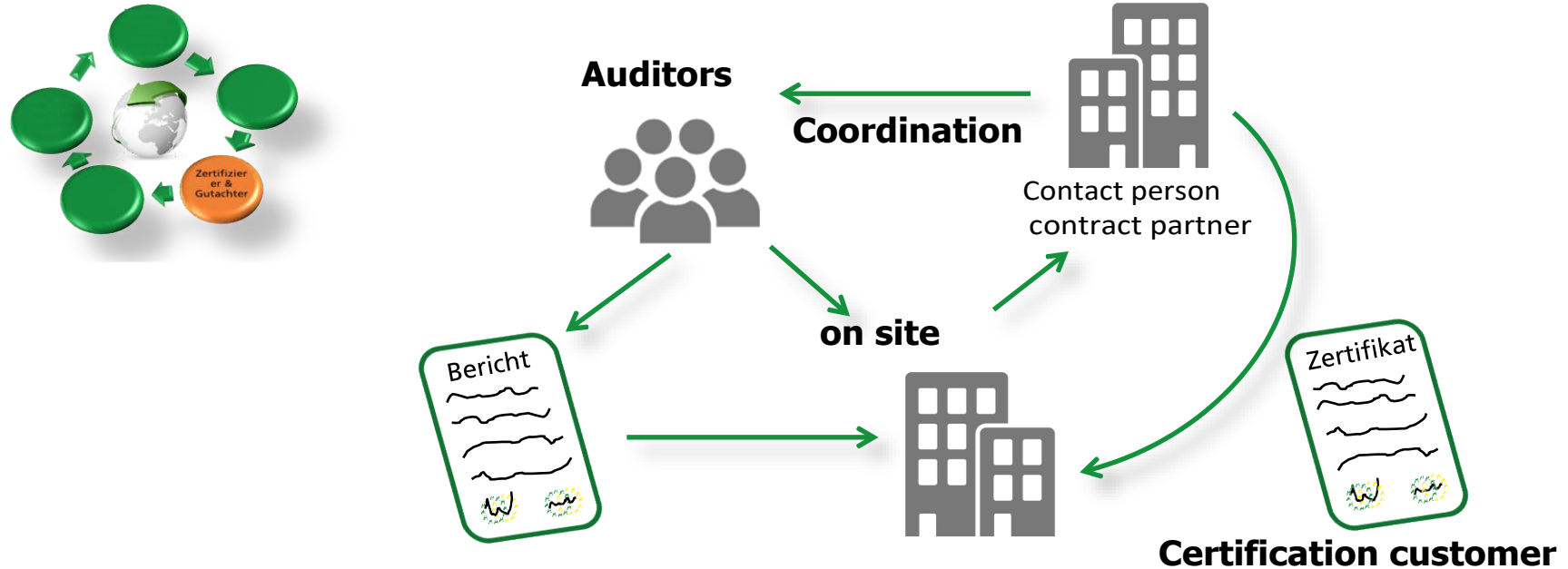
**EVENT**

from: Updated Environmental Statement 2017, p.27 & 31, as of May 2018.

# Certification & Audit



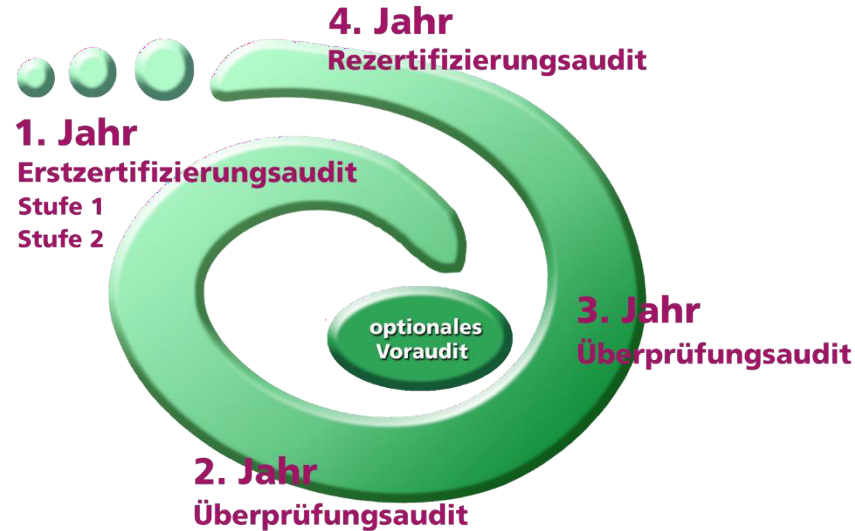
## Relationships & Process



## Relationships & Process



## Der Zertifizierungsprozess im Drei-Jahres-Zyklus



# "After the audit is before the audit"



## Auditergebnis:

0 Abweichungen      0 Beanstandungen      15 Empfehlungen      4 Hinweise  
Ein Nachaudit vor Ort und eine Prüfung nachzureichender Unterlagen sind nicht erforderlich.

**In einem Audit konnte der Nachweis erbracht werden, dass die Forderungen der geprüften Standards erfüllt werden.**

Die Zertifizierung wird empfohlen.

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*"Sustainability and 'corporate social responsibility' should be more than just inflationary empty words: Simply perfecting corporate communications is not enough. Instead, we all need the courage to implement a holistic sustainability management system that is firmly anchored in the organization and serves as a role model for our employees in their everyday lives. If we plant the seeds for consumers to critically question their consumption according to the cradle-to-cradle principle, we are already in the midst of a continuous improvement process for a happier world."*

Jochen Buser, authorized signatory of  
GUTcert



## Technical contact persons and project coordination Sustainable event management



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