

*To all accredited Certification Bodies*

*Their email*

*Our ref.: DC2015SSV104*

*Milan, 23/03/2015*

**Re: ACCREDIA Department of Certification and Inspection – circular N° 5/2015  
Informative communication regarding accreditation for the certification scheme  
UNI ISO 20121:2013 - Event sustainability management systems (ESMS)**

This circular replaces and annuls the preceding circular ACCREDIA n° 01/2014  
ref. DC2013UTN076 of 10/01/2014.

## **Introduction – Events: size and impact of the phenomenon**

Media coverage of events taking place worldwide and increased transportation facilities have caused a growth in the number of mass involvement events.

A sustainable event involves planning, organization, realization and post event management in such a way as to minimize ground environmental impact and to impact positively on the local community, present and future, using a long-lasting and balanced approach to economic activities, to environmental responsibilities and to social progress. See, by way of example, the file attached to this circular which takes into consideration certain aspects which need to be evaluated to make an event sustainable (the file focuses only on the environment).

This type of event surely constitutes the future, while “brown meetings” are destined to become a feature of the past.

As a part of the EU’s Sustainable Energy Europe “Green Meeting” and sustainable vents drive, there is a series of initiatives in place concerning good practices providing incentives for environmental sustainability, reducing energy and water consumption, GHG emissions (CO<sup>2</sup>)<sup>1</sup>. ACCREDIA recognizes the value of creativity and of rapidity of adaptation of operators of events and also all unpredictable occurrences related to the success of the event. In the light of these issues the certification scheme took shape, listening carefully to all the interested parties, without introducing additional requirements but trying to strike a balance between the requirements of the standards and those of the market.

This document will be reviewed periodically according to the requirements of the interested parties and the needs of sector international associations. References for sending comments and suggestions are given at the foot. It can be used in complete or partial form quoting the source.

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<sup>1</sup> See the Green Book on the integrated policy regarding products, of 7/2/2001 (presented by the Commission) [COM(2001) 68 def.

## Applicable standards

UNI ISO 20121:2013 derives directly from BS 8901 “*Specification for a sustainable event management system*” which was the UK standard for the certification of ESMS. The standard sets out the requirements for the organization of events which are aimed at minimizing environmental and community impact, strengthening relations with stakeholders, local authorities, suppliers, clients, workers as well as the participants and beneficiaries of the event.

The standard isn’t only directed towards organizations whose core business is the organization of events, such as Trade Fair areas and organizations, congress centers, Professional Congress Organizers, theaters, cinemas, caterers, local event organizers, music and other shows, communications agencies etc., but also all organizations intending to use or improve their capacity to organize company events in a sustainable way.

Similarities and differences with ISO 14001 – both are management standards needing an “initial significant analysis”. UNI ISO 20121 also considers the social and economic dimensions (as well as the environmental ones) of the event.

ISO 20121 can be used for certification if an independent third party provides written assurance regarding the MS in order to avoid self-evaluations and to meet the increasingly rigorous demands of the public. It can be useful in the public sector for the qualification of events and entities.

It must be remembered that it is not the event itself which can be declared in conformity with the standard, but rather the MS (see the wording of the scope of the standard which focuses on sustainability management). An organization could decide to implement a standard for all events, for a single event or for a group of events. Consequently, the scope shall clarify if the organization’s system is applicable to an event (e.g. a meeting or a single sports event), or to a typology of event such as a tennis or skiing tournament.

The standard UNI ISO 20121:2013 “Event sustainability management systems – Requirements with guidance for use”.is a sector-specific standard: as well as being based on proven principles of MSs, it also includes elements of ISO 26000 and it regards many types of events, from large sports tournaments to a happy hour at a bar.

It was first applied to an important occasion for the London Olympics of 2012 and to the Danish and Irish terms of Presidency of the Council of Europe in 2012 and 2013 respectively.

One particular aspect of the standard is the integration of the PDCA (Plan, Do, Check, Act) model which is typical of MSs, with a life-cycle of events which permits its integration with other, better known, certification schemes.

The chief requirements of the standard are as follows:

- An MS policy
- Analysis of the reference context: comprehension of the significant issues; knowledge of the needs and expectations of the interested parties, of the scope of the system, of the principles of reference and the declaration of values
- Task commitment on the part of the management and leadership, responsibility, a sense of role and of policy,
- Planning of the service, with objectives and targets
- Evaluation of important aspects (environmental, economic, social) of sustainable development
- Resources, competencies, communication and documentation

- Activities and operative control
- Performance assessments (including internal audits)
- Improvement
- Actions to face risks and opportunities

## 1) Certification rules

Accreditation standard	UNI CEI EN ISO/IEC 17021:2011
Certificaton standard	UNI ISO 20121:2013
Criteria of competence	<p>ISO/IEC 17021-4, Conformity assessment – Requirements for bodies providing audit and certification of management systems – Part 4. Competence requirements for auditing and certification of event sustainability management systems.</p> <p>The audit team shall be competent with respect also to the economic and social field of the organization</p>
Impartiality	Impartiality shall be evacuate also for each single event, sponsors included
Type of body seeking certification	<p>There are three types of body which could seek certification:</p> <ol style="list-style-type: none"> <li>1) Organizations responsible for event sustainability management systems (Category A)</li> <li>2) Organizations offering services which can be a part of sustainable events, for example catering, temporary work, stewards, security, energy, chemical toilets, consultancy, marketing (Category B)</li> <li>3) Structures and platforms for events – trade fair areas, congress centers, hotels, stadia, sports complexes, publicly owned or managed areas and structures (Category C)</li> </ol>
Certification audits and correlation to the scope of certification	<p>In Stage 1</p> <ul style="list-style-type: none"> <li>• It is possible to certify an event only if it qualifies in accordance with ISO 20121, point 3.8. it is therefore necessary to confirm in Stage 1 if the event in question can be certified.</li> <li>• The legal person/entity shall be contractually identified in the contract as primary responsible for the sustainable management of the event (management of the system in terms of principles, policy and scope).</li> <li>• Special attention shall be given to the legal requirements of the vents sector, such as authorizations, copyrights, royalties, author’s rights etc.). It’s best to use a legislative checklist.</li> <li>• The CAB shall confirm the competences of the audit team after identifying the area and objectives of the organization (this analysis is especially important for Category A where economic competences may be required in case, for example,</li> </ul>

of evaluation of the multiplication effect of an investment or models of analysis of returns on an investment, or competences regarding safety at a plant or a mobile site for a concert, or food hygiene at a food show. The evaluation is done case by case and the situations described above are purely by way of example).

Photographic evidence of the essential requirements is recommended for the evaluation of events, in line with privacy laws.

For post-event evaluation (feedback or reports) the CB shall collect recordings of the press review concerning the event.

Certification audits and the scope of the certificate change according to the body seeking certification.

It is not necessary to specify the category of the certified company in the certificate: the categories given below are used exclusively for the simplification of the provisions of the present communication.

#### **Category A**

##### **Organization responsible for the event sustainability management system.**

There are two possible situations as described below:

#### **1. Organization responsible for the event sustainability management system without identification on the certificate of one or more events**

If the certification is only intended for the organization responsible for the sustainable MS, without mentioning any event on the certificate, it is necessary to assess the application of the standard for at least one phase (planning, implementation and reporting) of the certified services. It is also possible to assess documentation and objective evidence of events for which the organization can show that it has operated correctly for the past two years.

The organization shall maintain a specific list (controlled document) of events coming within the ambit of ISO 20121 with all the necessary data for the application of the standard (such as name of the client if present and planning documents).

For correct outward communication, for this Category, it is correct to declare that the event has been managed by a certified organization in conformity with ISO 20121 for a specific Category. In such cases it is not possible to grant certification referred to a specific event.-

An example of a correct scope: *sustainable management of training*

*events, meetings, congresses, with specialization in the medical/scientific field.* The CB cannot issue a certificate for a specific event and neither can a specific event communicate that it is certified. It is possible, however, to communicate that the event was organized by a company certified for sustainable event management without, however, referring to one specific event.

## **2. Organization responsible for event sustainability management systems with identification in the certificate of one or more events**

The scope of certification shall refer exclusively to the organization which is responsible for the event sustainability management system and to the events with respect to which the organization has given evidence of operating in sustainable fashion at the time of the certification assessment.

In order to identify the event in a certificate it is obligatory to certify the organization which is responsible for the event sustainability management system in accordance with the modalities of identification of the juridical entity as defined in Stage 1.

To identify the event in the certificate it is necessary to audit each event mentioned in the

- planning<sup>2</sup> of the event,
- carrying out, including post-event activities (including Reporting), and also the analysis of feedback for the interested parties or at least concerning the planning of the event.

The organization which is responsible for the event sustainability management system shall ensure that the CB and the audit team, by means of appropriate contractual agreements, are able to carry out audit activities before, during and also after the event when necessary.

The CB shall, by contract, reserve the right (in case and organization which is responsible for the event sustainability management system decides not to complete the process of certification after the initial phases, to inform the interested parties of the decision taken by the organization. It is necessary, therefore, to include in the audit report (during the planning phase) the list of interested parties identified by the organization which is responsible for the event sustainability management system for the event of the certification audit.

In the case of multiple events it is possible to include just one single edition of an event (e.g. EICMA 2013), or the event itself separated from the editions, if the certification contract is not tied to the single edition (EICMA).

The CB shall write in the documentation of the audit the information

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<sup>2</sup> At the moment of the certification audit the organization may not be able to show the carrying out of the event, but the audit of this phase shall always be contained in the contract. Regarding the present procedure, the term "planning" is taken to mean all preparatory and design steps.

and notes clearly identifying the audited events and phases.

The following basic elements shall be contained in the scope of certification:

- the organization which is responsible for the event sustainability management system;
- the list of events or the name of the event in the certification;
- the scope of the “sustainability management system” certificate and then a note of clarification as in the following example: “*The present certificate was issued verifying the phases and activities undertaken according to the state of progress of the event. The validity of the certificate is confirmed for the entire period of management of the event as contained in the contractual agreements.*”

When more than one event is certified, the CB can decide whether to issue a single certificate or one for each event with the specification for each one of the audited phase.

The organization shall retain the list of events with ISO 20121 certification together with all the necessary data regarding application of the standard.

With regard to communications, for this Category, it is necessary to declare that the organization was managed in conformity with ISO 20121. It then becomes possible to issue specific certification for a single event.

Example of a correct scope: *event sustainability management of training events, meetings, congresses, specialized in the medical/scientific field: pediatrics meeting, Milan 2014. Oncology meeting, Genoa 2013.* The CB can issue a certificate for a specific event and communicate that the event has been organized by an organization which is certified for the sustainable management of this event.

### **Category B**

**Organizations offering services for sustainable events (e.g. catering, temporary work, safety, stewarding, Energy, chemical toilets, consultancy, marketing).**

To issue the certificate it is necessary to verify application of the standard for one phase – planning, implementation, reporting – related to events included in the management system for certification. It is possible to audit also documents and objective evidence of events for which the organization is able to show that it has worked in conformity in the last two years.

The scope of certification shall contain services related to events included in the management system (“*typical event functional activities*” as stated in Annex A to ISO 17021-4).

	<p><b>Category C</b>  <b>Structure and platform c/o venue holders of events (e.g. trade fair areas, congress centers, hotels, stadia, sports complexes, public owned or managed structures).</b></p> <p>To issue the certificate it is necessary to verify application of the standard for one phase – planning, implementation, reporting – of the service provided for events included in the management system for certification. It is possible to audit also documents and objective evidence of events for which the organization is able to show that it has worked in conformity in the last two years. It is nevertheless necessary to audit on-site operative management situations of activities contained in the scope of certification.</p> <p>The scope of certification shall define:</p> <ul style="list-style-type: none"> <li>- the structure and platform used for events in the management system for certification.</li> <li>- the type of event in the management system for certification. Or name of the single event if the organization has decided to limit the application of the standard to one type of event or to one event.</li> </ul>
<p>Audit times and period timeplan</p>	<p><b>General</b></p> <p>Table 1 (QMS) of MD-05 is applicable, without any reductions. 80% of the audit tasks place on-site and 20% off-site. There are also applicable clauses for increasing audit times (especially with regard to the sampling of events, irrespective of their presence on the certificate, for which the times given below are those to be applied. It is also possible to increase times if there is a particularly complex reporting activity to be undertaken.)</p> <p>The number of personnel involved and the frequency of the audits depends on the person/entity applying for certification.</p> <p>For the duration of surveillance and renewal assessments it is not necessary to apply MD-05 (1/3 and 2/3 of the initial audit) – it can be adapted according to the organization's activities. This situation may be applied for organizations which manage biennial events. Irrespective of the duration of the single audits, the total time of the 3-year period shall be in line with the rules defined in IAF MD-05.</p> <p><b>Categories of persons/entities applying for certification</b></p> <p><b>Category A</b>  <u><b>Organization responsible for the sustainability management system of the event</b></u></p> <p><b>1) Organization responsible for the event sustainability management system <u>without</u> identification on the certificate of one or more events</b></p>

**If the organization is certified** for the sustainable management system it is necessary to take into consideration the personnel collaborating with it, using the criteria for ISO 9001 to calculate the personnel involved, in line with the point “General”.

If an organization is certified without a specific event (therefore, in the organization’s certificate no event is referred to), as well as the application of MD-05 (as stated in the point “General”) at least one event shall be audited during the certification cycle (delivery of service). For this audit taking place during the event, the times set out in the subsequent chapter shall be respected. The choice of event/s sampled shall be adequately documented in terms of importance and risks. Surveillances are annual.

**2) Organization responsible for the event sustainability management system with identification on the certificate of one or more events**

If, apart from the organization responsible for the event sustainability management system, it is required to give the references of each event on the certificate, it is necessary to add the days defined below. To give the references for each event on the certificate it is obligatory for the organization responsible for the event sustainability management system to have certification.

The audit time is calculated by adding the time dedicated to the audit of the organization responsible for the event sustainability management system (in accordance with MD-05, as described in “General” and in point 1) to the times given below related to the single event; these may vary according to the time period of the certified event. If the organization responsible for the event sustainability management system works exclusively for the organization of a single event, also the surveillance of the event follows the same time period.

To identify the number of audit days needed for the event it is necessary to consider the number of attendees<sup>3</sup> present, rather than the staff organizing and managing it. The number of users shall be calculated as the total number of attendees for the entire duration of the event.

- 1-30 attendees: 1 day
- 31-100 attendees: 2 days
- 101 - 500 attendees: 3 days
- 501 -1.500 attendees: 4 days
- 1.501-10.000 attendees: 5 days

<sup>3</sup> See the definition given in attachment A4, point F of ISO 20121 – attendees , e.g. customers, audience, fans, spectators, visitors, delegates (also includes end users).



10.000-100.000 attendees: 6 days  
100.001-1.000.000 attendees: 10 days

If an event lasts for a number of days it is necessary to add to each day a further 10% (e.g. an event with 5000 visitors of 1 day = 5 audit days. If the event lasts 3 days the time becomes  $5 + 0.5 + 0.5 = 6$  days).

The times can be considered over the entire certification cycle if there are several editions of the same event in the 3-year period. For example, an annual trade fair with 5000 attendees in 3 days = 6 man-days. The 6 days shall be used up during the 3-year period, e.g.  $3 + 1,5 + 1,5$ .

If the event is biennial the 6 days can be used up between the two events ( $3 + 3$ ), while if it is a one-off, all 6 days shall be done during the single event.

It is therefore possible that an organization responsible for the event sustainability management system is certified and then proceeds to the certification of single events, according to the requests of its clients.

For the purposes of transparency, in the case of trade fairs, in order to identify accurately the number of attendees, to refer to the accredited certification of the number of visitors in accordance with ISO 25639-2 *Exhibitions, shows, fairs and conventions — Part 2: Measurement procedures for statistical purposes*, as required by the Conferenza Stato Regioni of 06.02.2014.

Minimum times shall always be guaranteed for every event (therefore without considering the time dedicated to the assessment of the an organization responsible for the event sustainability management system, for which MD-05 shall be respected.

- Planning phase: 1 day (if the an organization responsible for the event sustainability management system and this single event, these activities are to be considered as Stage 1 and Stage 2);
- Event (including preparation and feedback or reporting if foreseen): 1 day (if the an organization responsible for the event sustainability management system and this single event, these activities are to be considered as first surveillance).

Any modifications to the audit times can be accepted if the CB, through adequate records of Stage 1, guarantees an adequate sampling based on the following aspects: the area, the objectives and targets (including threats and opportunities), the stakeholders, the significance and the numbers involved.

All exemptions shall be presented to the AB during the office surveillance.

If it is a single event (e.g. the millennium celebrations of 2000) the expiry of the certificate shall coincide with the termination of the works, including the feedback or reporting phase if foreseen by the organization.

With regard to surveillances, if these are periodical events, the audit periodicity can be adapted according to the occurrence of the editions of the event or the management cycle of the event.

At least one audit per year shall be undertaken (as provided for in ISO 17021) although the duration of the audits may vary.

During the surveillance cycle the organization responsible for the event sustainability management system shall give evidence of the application of the standard with regard to events referred to on the certificate. The CB shall carry out at least one inspection during each event referred to on the certificate during the 3-year certification cycle (except if the event takes place over a longer period than three years).

The field of application of the certificate can be extended on the basis of the criteria for the certification audit.

Below is a note at point 9.3.2.2 of the draft of ISO 17021:2015:

*Note: It can be necessary to adjust the periodicity of surveillance audit to accommodate factors such as seasons or management systems certification of a limited duration.*

#### **Category B**

**Organizations offering service for sustainable events) for example catering, temporary work, stewards, hostesses, security, energy, chemical toilets, consultancy, marketing).**

It is necessary to consider the personnel who collaborate with the organization, like the QMS scheme.

At least two surveillances shall be undertaken in the certification cycle, with renewal after 3 years.

During the surveillance cycle the organization shall make sure that the audit team performs at least one inspection during an event.

#### **Category C**

**Structures and platforms for events – trade fair areas, congress centers, hotels, stadia, sports complexes, publicly owned or managed areas and structures.**

It is necessary to consider the personnel who collaborate with the organization, like the QMS scheme.

At least two surveillances shall be undertaken in the certification cycle, with renewal after 3 years.

	<p>During the surveillance cycle the organization shall make sure that the audit team performs at least one inspection during an event.</p> <p>In cases of certification of the organization responsible for the event sustainability management system as well as other entities (e.g. the platform - companies providing services for events – it is possible to aggregate personnel (e.g. the organization responsible for the event sustainability management system and the platform) for the calculation against MD-05, except for the calculation for the event itself (if it is intended to give the references of the single event on the certificate).</p>
Audit of integrated management systems	<p>The document IAF MD 11 is applicable for the audit of integrated management systems (including MS other than EMS and QMS).</p> <p>If the organization is certified for schemes which do not have EA / IAF / ISO recognition the CB shall verify the conformity of the scheme with the scheme ISO 20121 and the possibility of reducing audit times. This analysis shall be recorded. In such cases the ISO 20121 shall be complete for all requirements</p> <p>These criteria are applicable for all typologies set out in the section “Audit times and audit periodicity”</p>
Management of NCs	<p>If a major NC is raised during the audit the CB shall:</p> <ul style="list-style-type: none"> <li>• remove the certificate regarding the event;</li> <li>• evaluate the consequences with regard to the audit times for subsequent events;</li> <li>• if the finding is raised for other events the CB shall evaluate whether to remove the certificate from the organization;</li> <li>• the organization responsible for the event sustainability management system or other parties shall not publicize the fact that they received certification for event sustainability.</li> </ul> <p>If the organization responsible for the event sustainability management system becomes involved in judiciary investigations related to the scope of certification (e.g. corruption, waste management, workplace H&amp;S, noise etc.) it is the responsibility of the CB to evaluate the situation so as to make sure it is not repeated and to activate preventive actions and improvements. A supplementary visit is always necessary in such cases with the presence of technical and/or legal experts to reach a decision regarding the certification status.</p>

## 2) Accreditation process

There is a range of possibilities, on the basis of already held ACCREDIA accreditations, for the CB to present an application for accreditation or an extension.

The requirements of RG-01 remain applicable for accreditation or extension (e.g. to complete the extension process the CB shall have issued at least two certifications in the object scheme).

A	CB already accredited for the schemes ISO/IEC 17021:2011 and ISO 14001	Document review of 1 day Witness audit
B	CB already accredited for the schemes ISO/IEC 17021:2011 but not for ISO 14001	Document review of 0.5 day Assessment at the CB's office – 2 days Witness audit
C	CB not accredited for ISO/IEC 17021:2011 but accredited for other schemes	Document review of 1 day Assessment at the CB's office – 2 days Witness audit
D	CB not accredited for any schemes	Document review of 1 day Assessment at the CB's office – 4 days Witness audit

Documentation to be presented to ACCREDIA for document review:

- a) Checklist, guideline or instruction prepared and made available by the CB for the assessment team;
- b) CVs of the auditors and decision-makers;
- c) Assessment report module;
- d) Attestation or certificate issued by the CB;
- e) List of certificates issued and of upcoming audit activities (if necessary perform a witness visit);
- f) Contractual procedures/regulations applicable for the visit as well as internal procedures for the management of the certification;
- g) For CB's without ISO/IEC 17021 accreditation, as well as the above documents, it is necessary to send all the documents requested in the application for accreditation.

### 3) Maintenance of accreditation

For the maintenance of accreditation, throughout the cycle of accreditation and except for special cases such as handling of complaints, remarks, modifications to the certification scheme, structural changes in the CB), the following assessments shall be performed:

- If the CB has issued less than 50 certificates in the scheme one witness and one office assessment shall be conducted;
- If the CB has issued from 51 to 200 certificates two witness and one office assessment shall be conducted;
- If the CB has issued over 201 certificates two witness and two office assessments shall be conducted;

We remain available for any explanation or clarification.

With kind regards,

Emanuele Riva  
Director of the Department



ACCREDIA - Certification and Inspection Department

# EVENTO

## AZIONI PER RENDERLO SOSTENIBILE

### ENERGIA



- ▶ **approvvigionamento energetico da ENERGIA VERDE e fonti rinnovabili**
- ▶ **uso di pannelli solari o generatori biodiesel**
- ▶ **computer e apparecchi a basso consumo**
- ▶ **illuminazione naturale, lampade a basso consumo**
- ▶ **spegnimento di luci e apparecchiature quando non in uso**
- ▶ **monitoraggio e registrazione dei consumi**

### SCELTA DELLA LOCATION



#### località

adeguata rete di trasporti pubblici, piste ciclabili e aree pedonali che collegano la location dell'evento con le strutture ricettive

#### strutture ricettive/ di alloggio

che adottano misure di efficienza energetica, sono conformi alle norme della bioedilizia e utilizzano fonti energetiche rinnovabili

**aspetti sociali:** norme sul lavoro, salute e sicurezza, libertà civili, giustizia sociale, comunità locale, accessibilità, equità, patrimonio culturale e sensibilità religiosa

### TRASPORTI



### LOGICA DELLE 4 R



### MATERIALI DI CONSUMO

#### DEMATERIALIZZAZIONE

atti di congressi su CD anziché in carta, materiali riciclati o a minore impatto. Comunicazione elettronica per inviti e prenotazioni

#### CARTA

per la carta non eliminabile favorire prodotti ecolabel o certificati FSC o PEFC.

#### USA E GETTA

favorire prodotti riutilizzabili o riciclabili e ridurre gli imballaggi



### RIFIUTI E RISORSE

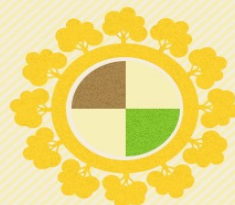


**raccolta differenziata e registrazione della quantità rifiuti**



#### risorse idriche

Ridurre i consumi di acqua selezionando strutture che adottano misure di risparmio idrico. Ridurre acqua in bottiglia



#### compostaggio rifiuti organici del buffet

o consegna degli avanzi alle mense sociali o di carità

Infographic designed by Cristina Fanchetti