

# 5 TIPS FOR SMEs

## SUSTAINABLE EVENT MANAGEMENT

ISO 20121 is a **BEST PRACTICE FRAMEWORK** to help organizations of all types and sizes **TO ORGANIZE SUSTAINABLE EVENTS**. If you are unsure of how to get started, **HERE ARE SOME TIPS!**

### WE ARE DIFFERENT

1

**IDENTIFY** what are the *MOST RELEVANT ISSUES* for **you**

### BUT ALSO SIMILAR

2

**others** have faced *SIMILAR ISSUES*, **READ** and **LEARN** from case studies

### WE ALL HAVE IDEAS

3

**TALK TO everyone** who **KNOWS** your business about *SUSTAINABILITY*

- include your supply chain •

### NOW MEASURE

4

**WHAT** is your *IMPACT*, **HOW** can you *CONTROL* it?

### THIS IS YOUR STORY

5

**DON'T COMPARE** with others, **USE** your *MEASUREMENTS* to learn and improve