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!

1. IDENTIFY what are the MOST RELEVANT ISSUES for you

2. BUT ALSO SIMILAR
   - others have faced SIMILAR ISSUES, READ and LEARN from case studies

3. WE ALL HAVE IDEAS
   - TALK TO everyone who KNOWS your business about SUSTAINABILITY
   - include your supply chain

4. NOW MEASURE
   - WHAT is your IMPACT, HOW can you CONTROL it?

5. THIS IS YOUR STORY
   - DON’T COMPARE with others, USE your MEASUREMENTS to learn and improve

#ISO20121