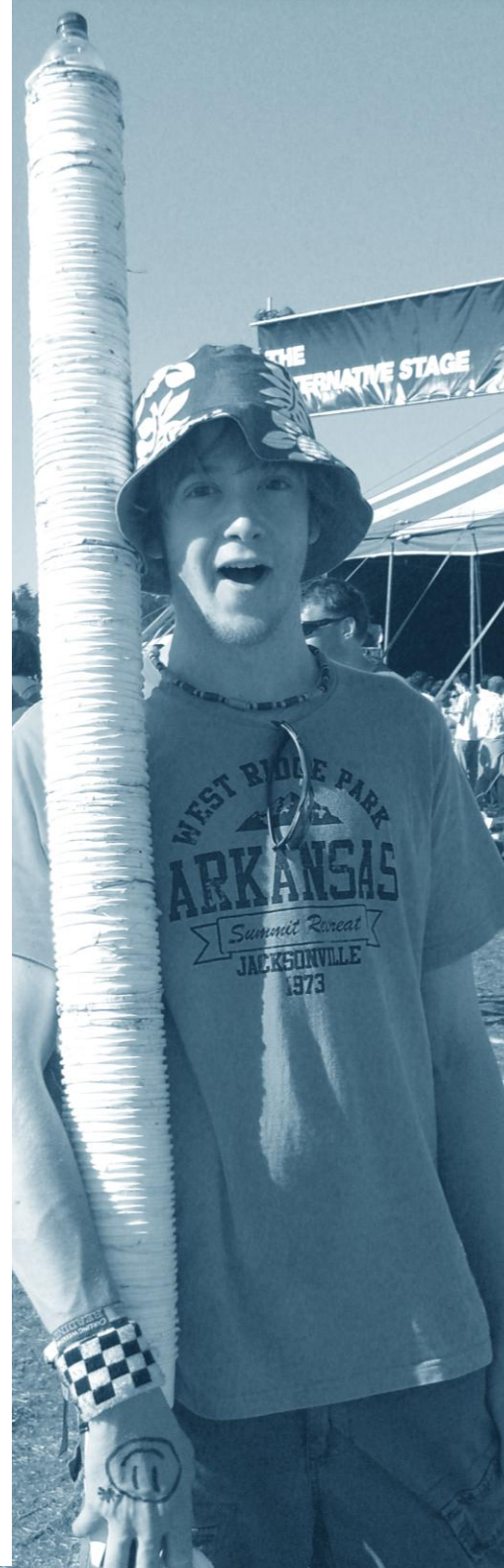




Using the  
**SEMS TOOL**  
to enhance event  
sustainability  
performance  
& get certified.



Gain Greening Know-How ←  
Conserve Resources ←  
Save Money ←  
Inspire Others ←  
Improve Sustainability ←  
Report on Performance ←  
Enhance Reputation ←  
Performance Recognition ←



## → Welcome to the SEMS Tool

SEMS gives you the tools you'll need to become an event sustainability over achiever.

Whether you wear your green on the inside or the out, we know the SEMS Tool will help you identify sustainability issues and give you the tools you need to manage them.

This guide helps you to understand how you can use the SEMS Tool to meet your sustainability goals, and to get ready to conform to standards and certifications.



[www.semstoolkit.com](http://www.semstoolkit.com)

VIEW DEMO







# IMPLEMENT BEST PRACTICE SUSTAINABLE EVENT MANAGEMENT PROCEDURES

## → Gain Greening Know-How

Sometimes the first thing we need to consider in tackling sustainability in event management is knowing what you need to know! The **SEMS Tool** holds your hand and takes you on a journey through all the aspects of event sustainability you may need to consider managing.



If you don't understand a question, just ask the SEMS Tool to explain.

**The SEMS Tool includes:**  
Organization, Office and Event.

### ORGANIZATION

- Commitment & Resourcing
- Reporting & Continual Improvement
- Office: Building
- Office: Power, Waste, Water
- Office: Procurement, Business Travel
- Measure: Energy & Waste Calculators

### EVENT

- Planning
- Messaging & Education
- Communications
- Destination
- Venue & Accommodation
- Local Environment
- Local Community
- Economic & Legacy
- Procurement: Materials, Infrastructure
- Procurement: Food & Beverage
- Procurement: Print, Signage, Merch
- Waste: Prevention
- Waste: Segregation
- Power: Conservation
- Power: Renewable Supply
- Water: Protect, Conserve, Supply
- Transport: Attendee
- Transport: Production
- Measure: Waste, Water Calculators
- Measure: Energy, Transport & GHGs



## → Conserve Resources & Save Money

A common goal for many organizations is to reduce expenditure. In business this is of course to maximize profit and in other organizations it will be to increase the amount of activity possible within the allocated budget.

### Sustainable Resource Use

The SEMS tool assists in establishing a system so that resource conservation and expenditure control can occur. For example, there's a direct relationship between cost, and environmental benefits, in energy supply. Use less energy, reduce cost & GHGs!

The 'cost to throw' is also becoming more expensive in many regions, with landfills reaching capacity and a growing concern about the greenhouse gas impact of sending biodegradable waste to landfill where it creates methane. Putting controls in place to reduce total waste and diverting biodegradable waste from landfill will benefit the planet and your financial bottom line.







## EDUCATE YOUR ORGANIZATION AND SUPPLY CHAIN

### → Inspire Others

Creating change to more sustainable options in both processes and behaviors by your stakeholders is an important aspect in achieving improved sustainability performance.

Identifying who has a part to play in your event's sustainability performance is a necessary step. Communications and engagement are key and the SEMS Tool asks you to focus on how you're going to get others to engage with your sustainability initiatives and goals.

What's more, the SEMS Tool allows active participation in your planning and reporting through being able to 'assign' various aspects of your event sustainability agenda to other team members, to suppliers, venue owners, caterers, service providers etc. You can get them to answer questions, upload evidence and enter results.

*SEMS takes the heavy lifting off one individual, simultaneously engaging and inspiring others to be part of the solution.*



### → Improve Sustainability Outcomes

The driver for many events and organizations may be to simply improve their sustainability performance.

The organization may have a mandate, company policy, CSR mission or social responsibility to enhance sustainability outcomes and to reduce any negative impacts on people and planet.

The SEMS Tool guides you through all the aspects you need to consider in implementing best practice sustainable event management and in embedding a management system protocol to ensure your agenda stays on track.

By addressing all the aspects included in the SEMS Tool, you'll be leaving no stone unturned! It covers all three pillars of sustainability – environment, economic and social.

Your identification, analysis and management of sustainability issues will be comprehensive, robust, transparent and effective. You can be confident that by using the SEMS Tool you have a support system in place to ensure positive and reportable sustainability outcomes.





# CALCULATE EVENT CARBON EMISSIONS & RESOURCE USE

## ➔ Report on Performance

Without measuring you can't manage – and never truer than understanding the sustainability impacts of your event and baselining your performance.

The SEMS Tool has two mechanisms for performance reporting. First is through the Self Assessment Report, which scores you on various aspects of event and organizational sustainability. Secondly is through built-in handy calculators which measure:

Office Energy
Office Waste
Event Waste
Event Water
Event Energy (gas and power)
Event Production Transport
Event Attendee Transport

### Performance Assessment

Built into the SEMS Tool is a 'Self Assessment Report' which calculates your performance based on the answers you provide. This is a terrific baselining tool as you can compare one edition of an event to the next, or between different event types. Upon submission of 'generate self assessment' the program automatically produces a downloadable PDF performance report.

### Transport Worksheet

Included with the SEMS Tool is a downloadable transport impact calculation worksheet. It has GHG emissions factors embedded and allows you to choose mode of transport for both moving things and people

## ➔ Enhance Reputation

Letting your stakeholders know how you're performing in your sustainability endeavors is of course part of the picture.

By addressing sustainability your organization will be stepping out as a responsible event producer, meeting the expectations of your attendees, talent, local community, government and regulatory authorities, sponsors, clients and the industry at large.

However many organizations are nervous to make any claims of sustainability performance as they fear they may be criticized if they haven't got 'everything' perfect. By having a verifiable and robust system in place,

any public performance claims are able to be backed up.

Sustainability is a journey and while you can't address everything all at once, by tracking through the SEMS Tool, you are able to identify the issues that are of concern, and to prioritize them according to their **significance** of the potential impact and **relevance** or importance to your stakeholders.

You can feel assured that any performance claims you make can be proven, and you will have the back up you need if any stakeholders enquire about a particular issue of concern.







COMPLY WITH  
INTERNATIONAL STANDARDS  
ISO20121

## → Performance Recognition

Independent assessment, audit or review of your performance and recognition for this achievement is an important step in your sustainability journey.

The SEMS Tool will enable to you get 'conformity ready' to your chosen industry standard. We have mapped the SEMS Tool against the following standards and certifications. So you can be confident when you use the SEMS Tool as a management tool to improve your event sustainability performance, you are also covering the aspects required them.

GET CONFORMITY READY WITH:
ISO 20121 (International)
BS 8901 (UK)
CSA Z2010 (Canada)
BNQ 9700-253 (Quebec, Canada)
A Greener Festival Award (UK)
Industry Green (UK)



We choose the international standard **ISO 20121: Event Sustainability Management Systems** as our preferred standard for conformity assessment.

By successfully completing the SEMS Tool you will also be meeting the requirements of the standard. The SEMS Tool offers the opportunity to claim conformity with the standard and to be recognized for this conformity. **Read more about ISO 20121 and certification in the following pages.**

## → How Does SEMS WORK?

SEMS asks a series of questions which relate to aspects of event sustainability. There are three levels of SEMS – Basics, Essentials and Compliance. Each level becomes more complex and detailed in focus.

With each question comes a comprehensive guidance to help you understand the issues at hand. Depending on your answer (there may be a range to choose from), you are awarded a credit. A scoring system is applied based on the credits awarded.

### Step One

Buy a 'SEMS Credit' and set up your event.

### Step Two

Complete the qualifying questions. This will 'shut down' various questions that are not relevant to your situation. SEMS tailors itself to your event scope.

### Step Three

Assign roles, add your colleagues and supply chain into the SEMS Tool. Assign out the questions to various individuals. This takes the heavy lifting off you!

### Step Four

Complete the questions. If you come across a question you don't know the

answer to or have not yet addressed as an issue, there is a help button you can click to access guidance on this issue.

### Step Five

Upload Evidence. You will upload documents or images, plus provide written explanation of your process or offer a link to a relevant web page.

### Step Six

Complete the calculators, for waste, energy, water and transport metrics. Use the downloadable Event Transport Spreadsheet to help wrangle your data.

### Step Seven

Commit or sign off your questions and calculator answers. Generate your sustainability performance self-assessment report which can be used for benchmarking your performance. Review your final SEMS score.

### Step Eight

Submit for an external audit with us for Second Party Conformity Assessment to ISO 20121, or conduct your own self-assessment of conformity (First Party). Our auditors are event sustainability experts, placed all around the world.

US \$350

BUY SEMS



## SUSTAINABILITY POLICY WIZARD

**An important step is to create a comprehensive sustainability policy for your organization or event.**

We have developed an easy to use **policy wizard** which guides you step-by-step through the process of creating a bespoke, comprehensive and credible policy document that may be used internally, within tenders and bids or as a communications piece to your stakeholders.

### How Can A Policy Help?

Without a policy there is no formalized way of communicating your organization or event's commitment to sustainable development. It can:

- communicate your sustainability objectives
- crystallize your intentions
- guide your decision-making
- demonstrate commitment to your stakeholders

### Who Should Use the Wizard?

Any organization that runs events and wants to implement sustainable management processes will benefit from using the wizard. The easy to use online tool has been developed for people who are new to sustainable event management. However, it is sophisticated enough that even seasoned practitioners will benefit from using the wizard.

### How Does It Work?

The SEMS Policy Wizard guides you step-by-step through the process of identifying and documenting your organization's commitment to both the principles of sustainable development and the practical requirements of implementing sustainable procedures.

The Wizard asks a series of questions. Many are multiple choice, but there is often the option of including your own tailored responses. Once you complete the questionnaire the automated process then generates a tailored policy based on your answers, which is provided to you as a PDF. You can then take this and edit it further by extracting the text, adding photos etc.

**US \$150**

[GO TO POLICY WIZARD →](#)



## What is ISO 20121?

**The purpose of the *ISO 20121: Event Sustainability Management Systems* standard is to provide a framework to implement a system to manage an event's sustainability issues.**

The standard is a document developed by participating 'standards bodies' from countries around the world.

Rather than being a checklist, *ISO 20121* requires a systematic approach to addressing sustainability issues in relation to event planning. It is a holistic approach.

It can be applied to an event organizer, a single event, a venue or even those in the supply chain such as caterers, waste and cleaning companies.

Successful implementation of an event sustainability management system will ensure continual performance improvement and systematic management of issues rather than an ad-hoc approach. It facilitates improved sustainability performance. Documentation of processes and the systems you have in place for correcting things when they go wrong are key.

**Download our free  
guide to ISO 20121**

## Conformity to ISO 20121

Conformity with *ISO 20121* means your organization has met the requirements of the standard in implementing an event sustainability management system.

Assessing your conformity and making claims can be in one of three ways:

### First Party

This is where an organization assesses its own system and makes a self-declaration of conformity with the requirements of the standard.

### Second Party

An external party (such as an individual or organization in the supply chain, consultant or industry association) assesses your conformity with requirements of the standard.

### Third Party

Accredited Certifying Bodies conduct third party conformity assessment audits and award 'ISO 20121 Certification'. These Certifying Bodies must be 'accredited' (authorized to certify).

## → FIRST PARTY AUDITING



**In First Party conformity assessment someone from within your organization will review the event sustainability management system in place, effectively conducting an internal audit.**

The person who takes on the auditing/internal assessment role should have adequate experience and competency to be able to identify and understand event sustainability issues.

For self-assessment claims to be credible, the organization should ensure these claims are supported by

the existence of a robust, internally transparent, and well-documented system.

Consider how you will 'prove' your conformity if your claims are questioned by internal or external stakeholders.

We of course suggest you use the SEMS Tool as the perfect way to identify, manage, document and report performance – it is a one stop shop for management system implementation – by using the SEMS Tool you can be confident your conformity claims are valid.

### First Party Claims of Conformity

**When assessing conformity to the requirements of ISO 20121, your organization will most likely wish to make public claims of conformity.**

It is not permitted to use the ISO logo, so don't go online and snatch a copy of the ISO logo and place it on any communications material.

The suggested wording is as follows for First Party conformity claims:

### Events

Use the following claim for events conforming to the standards:

*XYZ Event has been self-assessed to be planned and managed to conform to the requirements of the international standard ISO 20121: Event Sustainability Management Systems.*

### Supply Chain

For those who have physical operations at events, such as caterers or waste or cleaning companies, conformity can also be achieved. Your scope would be simply narrowed to the activities you are in control of.

### Organizers

For an event organizing company that produces many events throughout the year it is appropriate to have conformity by the organization, rather than each event. The audit must be framed against a typical sample event. If you produce more than one type of event, you would need to assess your management system across each event type.

**Use the following claim for organizations and supply chain:**

*XYZ Organization is self-assessed to plan and manage its event activities to conform to the requirements of the international standard ISO 20121: Event Sustainability Management Systems.*



## → SECOND PARTY AUDITING



**In a Second Party conformity assessment an individual or organization external to, but in some way related to your organization or event, reviews your conformity with the requirements of the standard.**

It is expected this will be the most popular form of conformity assessment. Data integrity, transparency, and consistency are central to implementing an effective management system.

A SEMS Audit and Second Party Conformity Assessment to the requirements of ISO 20121 gives

validation to your sustainability claims.

Once you have completed the tool, uploaded the appropriate evidence, and filled in the calculators, you will apply to SEMS for auditing, and receive a customized quote. Pricing is estimated between USD\$500 and USD\$3000 depending on size and complexity of your activities. A SEMS Audit 'credit' is then applied to your dashboard and you simply click the 'submit for audit' button to begin.

A qualified SEMS Auditor will be assigned your assessment. The auditor will systematically review your submissions and supporting evidence and documentation for conformity with the requirements of ISO 20121.

Once the Auditor is satisfied that the SEMS Score correctly reflects the status of the event, and that all of the requirements for conformity to ISO 20121 are in place, they will confirm the SEMS result and recommend conformity assessment will be awarded.

## Second Party Claims of Conformity

**Post Event or Post Assessment** the following wording can be used:

### Events

*'XYZ Event is planned and managed using a Sustainable Event Management System and is independently assessed to conform to the requirements of ISO 20121: Event Sustainability Management Systems, using the SEMS Tool.'*

## Organizers & Supply Chain

*'XYZ Organisation plans and manages our event activities using a Sustainable Event Management System and is independently assessed to conform to the requirements of ISO 20121: Event Sustainability Management Systems, using the SEMS Tool.'*

## → THIRD PARTY AUDITING

**In a Third Party conformity assessment an accredited Certifying Body undertakes the audit. Certifying Bodies are accredited by their nation's accreditation authority.**

Third party audits are the most expensive as there are a minimum number of 'audit days' prescribed and Certifying Bodies charge higher fees than second party assessors. It is anticipated that Third Party audits will be taken up by very large or very high profile events.

The SEMS Tool can be used to get your management system in place and be ready for Third Party Auditing, Using the SEMS Tool streamlines the conformity assessment process. Auditors are looking for your documentation and evidence of processes and management system being in place, which you can use the SEMS tool to demonstrate.

**ENQUIRE ABOUT  
SECOND OR THIRD  
PARTY AUDITING HERE**