



REALIZE THE VALUE OF SUSTAINABILITY

3R Expertise & Services

3R is uniquely positioned to support an organization looking to pursue ISO 20121 certification. Our deep experience with implementing and auditing management systems is coupled with practical event management experience (with FIFA, the NFL, NBA, MLB, MLS, F1, and NASCAR) and expertise in sustainability strategy development, energy and the built environment, and climate/GHG reduction, to deliver an event management system designed to add business value.

OUR APPROACH

- ▶ **Conduct a comprehensive gap assessment on where you stand**
- ▶ **Customize roadmap tailored to your events and objectives**
- ▶ **Provide implementation support**
- ▶ **Prepare and support you through the auditing process**


*"3R didn't just share generic templates for the client to fill in the blanks like I'm used to seeing - the work you did with [the client] to integrate a strong sustainability management system into their existing operations **added noticeable value** to the organization." – ISO 20121 Auditor*

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Join our [mailing list](#) to receive our bimonthly newsletters and information about our webinar series.

The Case for a Sustainable Event Management System

ISO 20121, a sustainable event management system certification, is a solution for sports- and entertainment-focused organizations looking to improve their event sustainability and financial performance. Ideal for:

- Event organizers, venues, suppliers, and sponsors
- Corporations with annual conferences or large-scale events
- Festivals, sports leagues, cultural events, and trade shows

ISO 20121 helps organizations improve event performance by integrating sustainability across the event life cycle. Benefits:



Plan, manage, and deliver events with a focus on environmental, social, and economic impacts across the entire event life cycle, and provide documentation to help share knowledge across an organization.



Define policies, objectives, and KPIs, ensuring compliance with sustainability standards and driving continual improvement across events of all sizes.



Strengthens organizational reputation, brand value, cost efficiency while minimizing impacts and enhance stakeholder engagement.