

## ISO 20121 STUDY CASE

### 1. Company information:

Quinze Mai designs and organizes professional and mainstream events.

We aim to design events that create *value*. Value for audiences, partners, organizations and their ecosystem, in harmony with our own values which are Commitment, Agility, Innovation. Our goal is to bring people together, connect them around scientific knowledge, breakthroughs in medicine and technology, society's aspirations, and engage them for the long term - with minimum impact on the planet.

We are a team of 40 people powered by passion and expertise, organizing more than 20+ events per year, from 20 to 800 exhibitors, and 200 to 30,000 participants.

### 2. The part of the standard they trialed/use:

As a (newly) certified company, we are implementing the whole ISO 20121 Standard.

However, we focus on supply chain management and sustainable procurement at the moment since we believe that by setting an example, we can take onboard every supply chain stakeholder. We encourage our suppliers, providers and partners, but also our customers, to engage in the process, because at the end of the day, the more we are to use the Standard, the easier is it for everyone to implement it. We strive in the selection of suppliers who are local, environmentally conscious and committed in the development of more sustainable events, and we definitely find answers to our call.

### 3. Their experience:

One of our goals is to organize more local events instead of global, therefore work with new suppliers all the time. Each new local event is a blank page, and we need to find new partners who share the same values and vision. And so far, we were pleasantly surprised by how we could benefit from our certified partners to recommended other certified, or in the process of certification, suppliers, which is a guarantee of alignment in the vision of the future of event organization.

Beyond the CSR approach, we undeniably benefit internally from the guidelines provided by the ISO 20121 Standard: we wanted to improve our internal communication, so we decided to first set up a newsletter, then create a corporate social network. And we have articulated our processes, formalized our procedures, therefore structured our organization, which is essential for a medium-sized company like ours.

### 4. A quote about their hope for the future as more SME's use the standard:

"Alone I go faster, together we go further: this applies for CSR! The key is to engage teams around values that resonate and add the dimension of eco-responsibility in each aspect of their work. The first step can be high, but the sense of achievement at the end, both professionally and personally, worth it."

## ***MAISON POIRIER – ISO 20 121***

### ***I- Company information***

Catering and Reception Organizer since 1977, La Maison Poirier is specialized in event catering for companies, trade shows and congresses. The company, headed by Cyril Yvet, built its reputation around 3 fundamentals: Quality, Availability and Proximity.

Maison Poirier is ISO 20121 certified and confirms its commitment to sustainable development.

Since the end of 2022, the company has benefited from the strength of the TOSEVENTS Group, which includes 3 other caterers, also ISO 20121 certified. Through its CSR Policy, the whole group pledge to respect the seasonality of products by working with responsible suppliers, to manage foodwaste and to fight all forms of discrimination.

Customers and partners benefit from all Maison Poirier's expertise for more responsible events, throughout 3 major points:

- An innovative cuisine that combines tradition & modernity
- An exemplary quality of service that meets all their needs
- A commitment to the planet using a selection of eco-friendly and biodegradable packaging

### ***II- The part of the standard they trialed/ use***

We would like to focus on the last standard chapter which deals with continuous improvement. This concept is based on the PDCA cycle and drives us to take our approach further. This system also makes people more responsible.

That's why we use a Quality Dashboard, including malfunctions, analysis of causes and corrective actions. Regular meetings are organised with all departments. This last point had existed for several years, but the ISO 20 121 standard had provided a framework.

This reasoning applies to our entire business and keeps us competitive and deliver better value to customers.

### ***III- Their experience (eg we decided to create an email for our interested parties/ or we spend an hour a week learning so we have the competence we need)***

The application of the ISO standard generates a positive return on investment. From the codified and structured documentation system to the formalisation of management commitments, all our employees are convinced of the relevance of implementing such a standard. Standard's fundamentals enable us to challenge ourselves on a regular basis. Internal audits, management reviews and sustainable development objectives encourage us to adopt a continuous improvement approach.

For example, we have set up a customer satisfaction measurement system, which is used every day. It's a good way to develop the customer relationship and identify the factors of satisfaction and dissatisfaction.

### ***IV- A quote about their hope for the future as more SME's use the standard.***

ISO 20121 standard should be more concrete on sustainable development issues. Indeed, standard flexibility is both its strength and its weakness. It could include CSR actions, or the integration of carbon footprint calculation in a systematic way, to help us reducing the impact of our activity.

## ISO 20121 GALIS STUDY CASE

*The adventure began in 1993, when Fabrice Laborde and Nathalie Laborde (brother and sister), both driven by the same passion, that of entrepreneurship, decided to buy a small design company specialising in the creation of exhibition stands and trade fair events, itself founded in 1973. Fabrice Laborde took on the role of manager, while Nathalie took on the creative side, with each of them also handling the commercial side of the young company. They quickly built up a sizeable portfolio of customers, winning a number of competitions, not without a certain fighting spirit. For 30 years now, GALIS has been making its mark on the world of space design and events agencies: trade fairs, events, meeting places, corporate design and commercial spaces. Today, the agency is recognised as the first company to be able to boast complete expertise in the three main areas of design : trade shows, events and retail. In 2020, GALIS will become France's leading provider of design stands for trade fair events. GALIS currently has 117 dedicated and passionate employees with a turnover of 28 millions euros.*

### **2/ The part of the standard they trialed/use**

*We have chosen to present a focus on the chapter 9 performance and evaluation. It was important for our business to introduce the notion of innovation, measurement and impact. Thanks to the standard, we have learnt to define our common objectives and use indicators to monitor them. The notion of performance then takes on its full meaning, because the standard defines a framework within which we are all equal. This is why UNIMEV has mobilised its members and the players in the events industry to create a tool dedicated to calculating carbon footprints, called Cleo Carbone. The aim of this industry project is to standardise calculation methods, at least in France, in order to support companies in reducing the impact of our activity, and this starts with calculation before reduction and compensation.*

### **3/ Their experience**

*Sustainability is at the heart of the GALIS Group's organisation. It is one of the major challenges in the way we pursue our development and practice our expertise. Each year, the Group sets itself new objectives through a responsible management policy in line with the ISO 20121 standard. This policy integrates across the board the duties of inclusion, vigilance, integrity and transparency. We were also one of the first agencies to obtain ISO 20121 certification in 2016, and we continue to be more committed than ever in this area. We were the first agency to calculate its carbon footprint using the ADEME and BPI diagnostic tools.*

### **4/ A quote about their hope for the future as more SME's**

*I would like the ISO 20121 standard to be better known and more accessible, and for the entire international events sector to be able to use it as a basis. I would also like the notion of measurement and impact to be understandable and accessible, and for us all to be equal when it comes to knowledge of sustainable development within our activities.*

## **Company information**

Founded in 2007, eko is the first agency to design eco-responsible events. We support companies and organizations in the operational deployment of their CSR strategy. Far from clichés, we promote a modern, desirable, and innovative environmental approach.

With our project managers we think events differently: we have an advisory role. When our clients send us a call for proposal, they expect us to provide concrete solutions to deliver their message in a positive and responsible way (in both form and content). It is a big challenge, but we are passionate and ready to meet it!

Our goal: to make a positive impact minimizing our environmental footprint and maximizing our social dimension.

## **The part of the standard they trialed/ use & their experience.**

We use the standard in its entirety and, above all, in a concrete way by implementing high-performance production tools.

Our responsible management system is based on 2 pillars: production and awareness.

- Produce carefully to minimize our impact. We have set up a rating system for our purchases. This enables us to select the most committed suppliers possible. Today, responsible purchasing represents 77% of our total purchases. We also daily update our database with sustainable providers and are constantly looking for new, innovative and responsible solutions.

- Aware all our interested parties, and in particular:

- > Suppliers, by including in our requests a paragraph committing them to respect our eco-responsibility commitments and the requirements of the ISO 20121 standard.
- > Clients, by sending them after each event a summary called “impact sheet”, including data proving how sustainable their event may have had on the environment and society.
- > Participants, by posting a large eco-communication billboard for each event including all eco-socio-responsible actions implemented during the event.

But the most important part we consider is the permanent improvement. And thanks to all these tools, we have enough datas and feedbacks to always go ahead and always do better!

## **A quote about their hope for the future as more SME's use the standard.**

Before talking about hope, let's talk about satisfaction. We are so pleased to see more and more event agencies becoming ISO 20121 certified. A proof that the action and the wish to change the event industry is real, together we are stronger, and we can have a real impact!

For the future, we hope for a standard which would make easier and more concrete our event to have more impact on the environment and society.