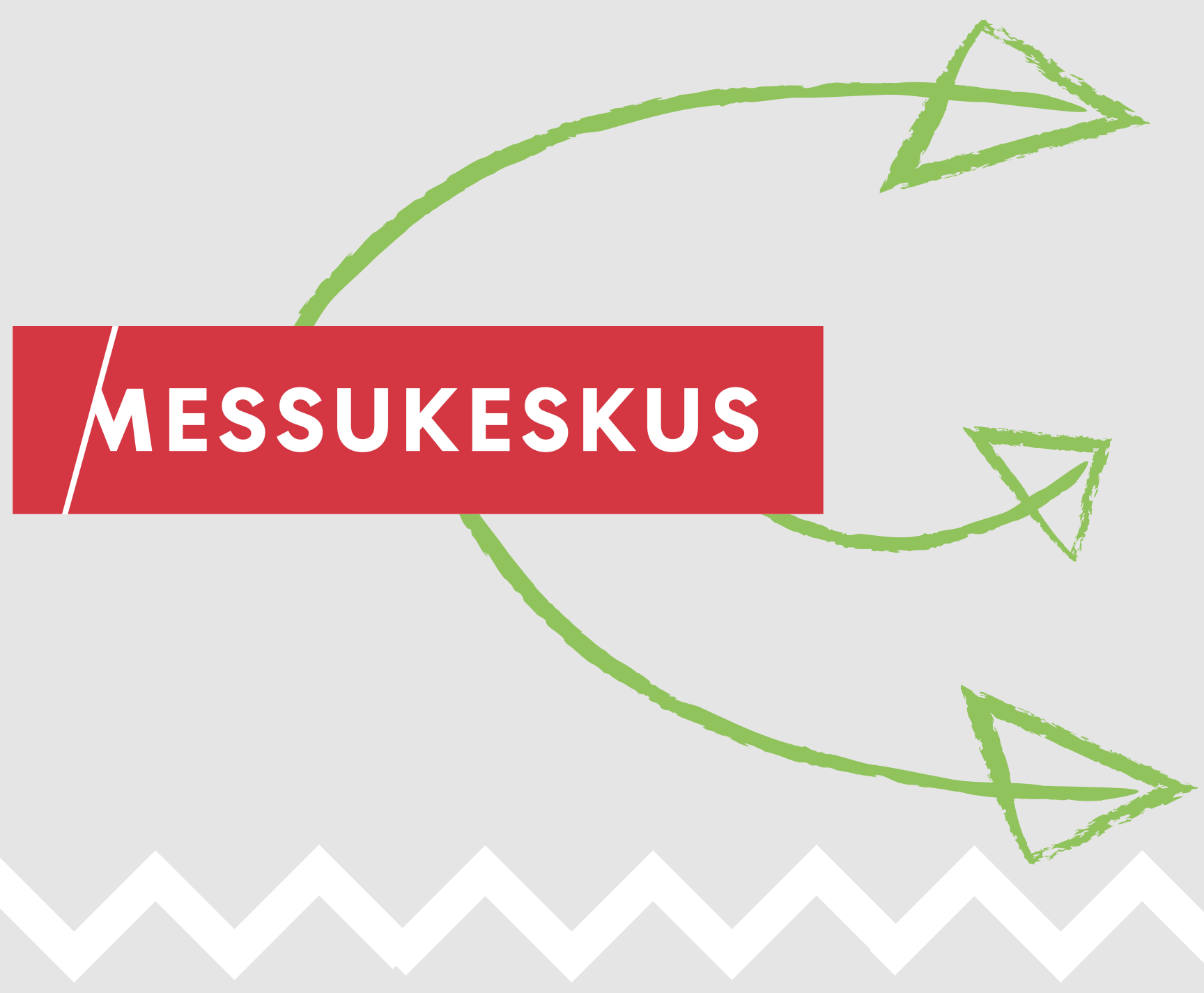


WORKING TOWARDS SUSTAINABILITY AND ISO 20121 TOGETHER: MESSUKESKUS AND CLIENT EAIE (EUROPEAN ASSOCIATION FOR INTERNATIONAL EDUCATION)



For companies choosing to hold their events at a convention centre, Messukeskus and global not-for-profit Positive Impact, have created this report to give insight into how you can work with clients towards a more sustainable event, to meet the UN Sustainable Development Goals, and understand the business benefits for doing so.



QUICK FACTS:

- Messukeskus Expo and Convention Centre is Finland's largest and most versatile venue.
- Messukeskus offers opportunities for face to face meetings and experiences. They bring together companies and customers, people and experiences, experts and seekers of inspiration, professionals and learners.
- Messukeskus organise 75 trade and consumer shows, 2000 meetings and congress every year. Visitors include 10,000 media representatives and bloggers.

"Events bring people together to create, collaborate and innovate and that is how the UN Sustainable Development Goals will be met"- **Fiona Pelham, CEO of Positive Impact Events**

QUICK FACTS:

- Positive Impact is a global not-for profit with the mission to provide education and collaboration opportunities to create a sustainable events industry.
- Positive Impact has a community of over 300 ambassadors worldwide who share our vision for a sustainable events industry, take action on monthly sustainability challenges and speak out for sustainability in the events industry.
- Positive Impact tells the story about the power of events outside the events industry to encourage people to hold more events. Partnerships with partners like Messukeskus and various United Nations bodies facilitate this.



THE UN SUSTAINABLE DEVELOPMENT GOALS (SDGs)

The UN Sustainable Development Goals are part of the 2030 Agenda for Sustainable Development, which aims to end all forms of poverty, inequality and tackle climate change. The goals were aligned on by the UN and global governments, and by businesses around the world who are using them to create their future business plans.

The SDGs are a road-map for a world that works for everyone and they are unique in the way that they encourage people from all walks of life to promote equality while protecting the planet.



IN SEPTEMBER 2019, MESSUKESKUS IS TO HOST THE 31ST ANNUAL EAIE CONFERENCE AND EXHIBITION. SUSTAINABILITY WAS IMPORTANT FOR THE EAIE, AND MESSUKESKUS IS LEADING THE WAY IN SUSTAINABILITY OBJECTIVES WHICH MATCH THEIR CLIENTS GOALS.

Positive Impact interviewed Paula Blomster and Sabrina Nielebock on their sustainability journey using the ISO20121 framework together as venue and client.

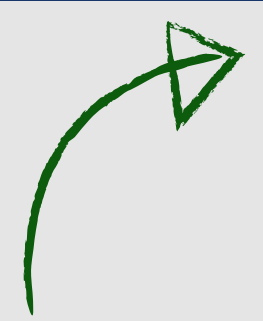




Paula Blomster
Congress Manager/International sales and Sustainability Champion at Messukeskus Helsinki, Expo and Convention Centre



Sabrina Nielebock
Events Coordinator at EAIE (European Association for International Education)



"Sustainability is one way to have a competitive edge. In the Finnish market we have always been a leader so it is an honour to bring sustainability to our event industry and we are very happy to be the first in Finland. Messukeskus is already certified for ISO14001."

It is thanks to EAIE that we started the ISO20121 process! Sustainability was an important matter for the organisation.

Paula Blomster, Messukeskus



SDG 17
A successful sustainable development agenda requires partnerships between governments, the private sector and civil society. These inclusive partnerships built upon principles and values, a shared vision, and shared goals that place people and the planet at the centre, are needed at the global, regional, national and local level.



CREATING AN IMPACT AND SUSTAINABILITY LEGACY WITH YOUR EVENT

ISO 20121 is a management system standard that has been designed to help organisations in the events industry improve the sustainability of their event related activities, products and services.

Workshops 1 & 2 of the ISO20121 standard allowed Messukeskus to identify their objectives:

- Measurement
- Waste
- Education on sustainability
- Clarity on optimal management approach

These objectives aligned with what EAIE (Sabrina) would expect as a client.

It is really great to see these common goals between Messukeskus and EAIE. These 4 objectives really align with what we had in mind and will really help us for the next years to move forward and to see what Messukeskus will do after our event.

It is good that measurement is one of the objectives, when it comes to waste, all large conferences and events always produce so much waste and it is very sad for us to see the numbers afterwards.

Education is also something that is very important for us. We have been trying awareness campaigns in the last years for participants and staff.

Sabrina Nielebock, EAIE

It was great to identify our issues together as a team of people from different departments across Messukeskus, not all with a big focus on the environment and sustainability.

Creating our objectives with values, bringing it to action plan level was quite amazing in such a short time. Especially when you think of how important this is at a strategic level.

Paula Blomster, Messukeskus



"It's great to see that there is finally a client drive to create a sustainable initiative in the event industry."

Laura Brown - Partnerships Manager, Positive Impact



HOW WOULD YOU EXPLAIN TO OTHERS HOW THE ISO20121 PROCESS HAS HELPED YOU IDENTIFY HOW TO BE SUSTAINABLE?

the ISO20121 workshops gave us a good way of working on how to identify our issues, which we would continue working on with our next venue and try and create a similar process.

This feels like the start of a journey and the beginning of a process which I feel is the hardest part – how to start!

I hope we will be able to show leadership this year to communicate this to our participants and the events industry to get them engaged in this journey.

Sabrina Nielebock, EAIE

Identifying the interested parties was really eye-opening. We are in touch with so many parties and should communicate more to raise the awareness of sustainability.

Paula Blomster, Messukeskus

Thank you!



To learn more about Positive Impact, visit our website www.positiveimpacetevents.com

To contact Messukeskus for information on

Call: +358 40 450 3250

Visit: <https://messukeskus.com/>

