



# Setting the Standard: Dezign Format's Journey to ISO 20121 Event sustainability management systems with BSI



## Case study

### Introduction

Established in Singapore over 35 years ago, Dezign Format Pte Ltd has emerged as a premier design and build specialist in the events industry. Renowned for their innovative and professional approach, they offer a broad spectrum of services, including experiential marketing, event management, and production. Upholding international standards for sustainable event management, Dezign Format is committed to quality and client satisfaction, enhancing their impact both locally and internationally. This case study delves into Dezign Format's journey towards ISO 20121 certification in partnership with the British Standards Institution (BSI), outlining the motivations, challenges, benefits, and future plans associated with this achievement.

### The Motivations

The decision to pursue ISO 20121 certification was driven by Dezign Format's strategic commitment to sustainability within the events industry. The ISO 20121:2012 Event sustainability management

systems standard provides a comprehensive framework for identifying and mitigating negative economic, environmental, and social impacts associated with event management. By adhering to this standard, Dezign Format aims to enhance their planning and processes, reduce material waste, energy consumption, and community strain, while promoting positive impacts.

The certification aligns with Dezign Format's support for the Singapore Green Plan 2030 and the United Nations Framework Convention on Climate Change (COP27). Dedicated to adopting environmentally friendly practices, the company integrates sustainability into business decisions and explores more sustainable operational methods. This initiative addresses global warming, reduces CO2 emissions, promotes renewable energy, minimizes waste, and enhances biodegradability practices. Through ISO 20121 certification, Dezign Format seeks to contribute meaningfully to global and local sustainability goals.



## The Challenges

Achieving ISO 20121 certification presented several challenges:

- **Extensive Documentation and Rigorous Processes:** Addressing all aspects of event sustainability demanded significant time and resources.
- **Resistance to Change:** Integrating new sustainability practices into existing operations often encountered resistance from staff and stakeholders accustomed to traditional methods.
- **Continuous Compliance:** Maintaining compliance with ISO 20121 requires regular monitoring, reporting, and updates, necessitating a dedicated team and ongoing improvement efforts.

Despite these challenges, Dezin Format's determination and strategic approach enabled them to successfully navigate the certification process.



## The Benefits

The benefits of ISO 20121 certification for Dezin Format have been extensive:

- **Enhanced Efficiency:** Streamlined processes and improved resource management have led to increased operational efficiency, reducing material waste and energy consumption.
- **Employee Health & Wellbeing:** The focus on sustainability has fostered a healthier work environment, promoting employee well-being and satisfaction.
- **Competitive Advantage:** Certification has provided a competitive edge, enabling Dezin Format to differentiate itself in the marketplace and attract sustainability-conscious clients.
- **Brand Reputation:** ISO 20121 certification has enhanced Dezin Format's brand reputation, demonstrating their commitment to best practices and environmental responsibility.
- **Strategic Goals:** The certification supports the company's strategic goals, aligning with broader sustainability initiatives and regulatory frameworks.



## Partnership with British Standards Institution (BSI)

Dezign Format's unwavering commitment to excellence and sustainability led them to collaborate with BSI to secure ISO 20121 certification. This certification signifies their dedication to sustainable event management, operational excellence, and environmental responsibility. Through rigorous compliance and collaborative efforts, Dezign Format achieved ISO 20121 certification, reinforcing their leadership in the events industry and setting a standard for sustainable practices.

### Looking ahead: Future Development

Building on the success of ISO 20121 certification, Dezign Format plans to extend their certification scope by exploring additional certifications to further enhance their sustainability credentials. They are committed to continuous improvement, regularly updating and refining processes to maintain compliance and drive innovation. Additionally, Dezign Format aims to increase collaboration with stakeholders to promote the broader adoption of sustainable practices across the industry. To further their environmental goals, the company plans to invest in advanced technologies that will reduce environmental impacts and improve operational efficiency.

Dezign Format's journey to ISO 20121 certification with BSI underscores their unwavering commitment to sustainability and operational excellence. By achieving this certification, Dezign Format not only enhances their reputation but also sets a benchmark for sustainable practices in the events industry. Their dedication to integrating sustainability into their business operations and supporting global and local environmental goals positions them as a leader and an inspiration for positive change in the global marketplace.



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