



## SUSTAINABLE VENUES, ENVIRONMENTAL CERTIFICATIONS, AND YOUR EVENT: HOW TO FIND ONE'S WAY?

GREEN Key, EMAS, ISO 20121, Ecodynamic Event Venue... Brussels is not lagging behind but evaluating environmental efforts and trying to make sense of all the different certifications is not always easy, and can't be dealt with in 20 minutes. So we have done it for you!

Website (click on the logo)	 <b>Green Key international Ecolabel</b>	 <b>Ecodynamic Enterprise (Entreprise Écodynamique)</b>	 <b>EMAS (European Eco Management &amp; Audit Scheme)</b>	 <b>ISO 20121 Standard</b>
<b>Scope</b>	International	Brussels, Belgium	International and European	International
<b>Origins and creation</b>	<ul style="list-style-type: none"> <li>- Created in 1994 in Denmark.</li> <li>- By the Foundation for Environmental Education (FEE).</li> </ul>	<ul style="list-style-type: none"> <li>- Launched in Brussels, Belgium in 1999.</li> <li>- By Brussels Environment (Regional public administration for the environment &amp; energy for the Brussels Capital Region).</li> </ul>	<ul style="list-style-type: none"> <li>- Launched in 1993.</li> <li>- By the European Commission.</li> </ul>	<ul style="list-style-type: none"> <li>- Created in 2012 to coincide with the London Olympics.</li> <li>- By ISO (independent, non-governmental international organization).</li> </ul>
<b>For whom</b>	Organisations in the tourism sector (B2B, B2C and MICE): Tourist accommodation, conference centres and public attractions.	Any Brussels-based organisation from the public or private sector, whatever area of activity.	All types of organisations, whatever the sector of activity – from micro-organisations and small and medium-sized enterprises (SMEs) to multinationals and public bodies.	Event industry-specific: for event agencies, event organizers (seminars, fairs, congresses, festivals, sporting and cultural events etc.), event providers (caterers, logistics, technical, signage etc.), event managers (parks exhibition, congress centres, event venues, hotels.).
<b>In theory</b>	Green Key eco-labelled venues are officially rewarded for their approaches and their performances in respect of the environment.	The Entreprise écodynamique label is an official and free recognition. Rewarded venues are recognised as venues who act to reduce the impact of their activity on the environment on a scale of one, two or three star(s).	The EMAS tool will enable all types of organisations to improve their environmental and financial performance.	The ISO Standard specifies the requirements for an Event Sustainability Management System to improve the sustainability of events. It is awarded to event actors who continue to become more socially responsible and reduce their environmental footprint.
<b>Concrete benefits for your event</b>	A series of requirements are met by the labelled venue: consumption monitoring, use of renewable energy, use of ecological cleaning consumables, efforts in mobility, sustainable food, wise use of water, waste sorting, etc. Candidates also aim to influence choice by promoting nature and eco-friendly activities to event organisers.	A great way to add the 'think globally and act locally' notion into your event. Your venue with the Entreprise écodynamique label venue will have fulfilled the strict initiatives required in Brussels in waste prevention, circular economy, the rational use of energy, management of workers' mobility and sustainable food.	If EMAS labelled, the venue of your choice will have obtained an official certificate that shows its positive evolution in environmental performance. Cherry on the cake: choosing an EMAS venue will allow you to benefit from additional points in the tender selection procedures for Belgian, European and international public markets.	If you choose an ISO 20121 venue, you will be guaranteed concrete actions, strict procedures and monitoring of a socially, environmentally and financially responsible venue. But it does not stop there! Since the ISO 20121 standard is intended for all actors in the event sector, you, as event organiser, can achieve the standard too!

**FIND A VENUE EMBRACING SUSTAINABILITY IN BRUSSELS (WITH OFFICIAL LABELS AND RECOGNITIONS)**