



Leading events company works with local communities to secure sustainable future and commercial success

Customer needs

- Demonstrate to customers long term commitment to running a sustainable business through independent third party verification
- Formalise and improve the way the organisation interacts with the local community
- Ultimately ensure a long term viable business

Customer benefits

- Enhanced reputation and strengthened relationships with key clients, suppliers, partners and local community
- Cost savings with respect to material consumption, waste and energy
- Ability to meet customer demands eg. LOCOG contracts

"Our customers need assurance that Nimlok understands the impacts that its activities have on the environment, society and the economy and that we put measures in place to minimise the negative effects. This is why Nimlok has worked with BSI to achieve certification BS 8901."

Keith Richardson,
Operations Director



Customer background

Nimlok is recognised as an industry leader in the design and creation of custom modular and modular exhibition stands with a full service offering across the globe. The company has a broad product portfolio including portable exhibition stands, pop-up displays, banner stand systems and promotional point of sale displays.

Having already gained certification to ISO 9001 and ISO 14001 with BSI, Nimlok recognised that BS 8901 would be an appropriate addition to its certification portfolio and would help the organisation differentiate itself from industry competitors. Furthermore certification to the standard would also improve Nimlok's chances of winning new business as event clients begin to make BS 8901 a requirement within the tendering process.

Customer needs

"It was important for our staff to understand the differences between just environmental improvements and long term business sustainability," says Keith Richardson, Operations Director at Nimlok. "Sustainability means more than just focusing on the environment. It also means economic prosperity and social progress.

"Nimlok has a history of working to best practice management systems, having been certified to both ISO 9001 and ISO 14001," continues Keith. "However BS 8901 is industry specific and gives us a structured framework to define and deliver our business strategy within the events sector. Given the profile of BS 8901 due to its relevance to the 2012 Olympics, we were keen that Nimlok became an early adopter of the standard."

Implementation

"As a starting point we documented all the requirements of the standard into a manual as a means of formalising our procedures," says Keith. "We were then able to identify the key sustainability issues, undertake an internal audit and establish a plan for continual improvement.

"The reaction of our staff to another management system has been extremely positive, probably due to the fact that very little additional work has been required," states Keith. "As a company committed to long term growth, most of the requirements are just common sense. We were fortunate that our senior management actively and visibly supported the project and encouraged participation from everyone.

Being sustainable means securing a long term viable future, therefore our management system has to grow from what we do now and improvements implemented in a sensible and pragmatic way. Clear effective communication is also critical and results must be presented in a format understandable by all if you want to make a difference."

Benefits

"Implementing BS 8901 has helped us to understand what our organisation can do to ensure a sustainable future. BS 8901 allows us to demonstrate our long term commitment to the environment and local communities," says Keith. "Having external verification helps with this credibility.

"We have also been able to reduce our operating costs by encouraging managers to plan more and be more consistent with our processes. We have an improved understanding of weaknesses in our operating systems and through monitoring

and measuring we have been able to put measures in place to improve this. The integrity of the data on which management and investment decisions are made is also much better.

"At present putting a statistic on the benefits achieved from implementing this relatively new standard is very difficult, although the 2012 Olympic Games should provide a spur for new business."

It is foreseeable that many event clients, particularly corporations and local authorities will begin to demand that event organisers, venues and suppliers to the industry adopt BS 8901.

Rob Wallis, EMEA managing director, BSI, comments, "The event industry is now beginning to consider its impact on the environment, with large scale events now taking measures to reduce their carbon footprint and many others looking at the social impact of their events to ensure it is in line with its corporate social responsibility. Managing events in accordance with BS 8901 provides assurance to stakeholders, customers and anyone else involved that the event takes place in a sustainable manner. Certification to this standard can also help differentiate an organisation from its competitors, helping to win new business, improving reputation and brand image and also helping to meet customer demands as increasing numbers will only trust credible suppliers that can prove that they are sustainable."

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BSI offers a wide range of training courses related to BS 8901 Sustainable Management Systems for Events. These include introductory, implementation and auditor courses. Book online now at www.bsigroup.co.uk/training or call **0845 086 9000** for more details.



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