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ISO 20121:2024

Sustainable Development Policy

REV 02 - 04/15/2025

SMART EVENTI is an agency based in Milan, founded in 2010, with over a decade of solid experience in organizing corporate events, team building activities, and incentive trips, as well as in designing online and offline communication plans. The mission is to simplify the event organization process so that clients can devote all their time and effort to achieving their own goals.

SMART EVENTI aims to integrate the expertise acquired over the years in the events sector with the guidelines and requirements of the ISO 20121:2024 standard. The objective is to initiate a path of continuous improvement over the medium and long term, and to strengthen dialogue and relationships with stakeholders for a sustainable management of events.

For SMART EVENTI, sustainability means considering and assessing the economic, social, and environmental impacts resulting from its activities, and adopting measures aimed at ensuring its responsible growth, while respecting the needs of present and future generations.

SMART EVENTI reaffirms its commitment, during the operational phases of event planning, to comply with the Fundamental Principles of Sustainable Development as outlined in the standard.

SMART EVENTI has drawn up this formal commitment document, called the “Sustainable Development Policy”, through which it progressively undertakes to identify the types of events and activities it intends to include within the scope of sustainable management.

The actions undertaken to implement the policy are:



Gathering evidence aimed at providing confirmation of the commitment to sustainable management;



Stakeholders engagement on sustainability issues;



Continuous updating and training on sustainable management issues.



SMART EVENTI has identified the following commitments as priorities for its sustainable development:

ECONOMIC POLICY	Management commitments
Processes	Periodic update of sustainable management procedures
Suppliers	Development and implementation of sustainability criteria for supplier selection
Waste	Development of initiatives to reduce waste
Value	Considerations on the economic legacy of management activities

SOCIAL POLICY	Commitments towards People
Culture	Promoting sustainability through event planning
Territory	Strengthening relationships with suppliers and other local stakeholders
Integrity	Keeping up to date and complying with current regulations
Work	Respecting principles of fairness, equal treatment, diversity, and inclusion both during the hiring process and throughout employment. Ensuring training and professional growth opportunities for employees

ENVIRONMENTAL POLICY	Environmental commitments
Transportation	Designing and managing the mobility of the public and guests Encouraging guests to arrive by bike or public transportation
Waste	Fostering dialogue with suppliers and venues for waste collection and material reuse
Set-up	Paying attention to the environmental impacts of the materials used. Favoring local suppliers and verifying their commitments to sustainable management
Consumi energetici	Monitoring usage habits of devices and workspace environments. Purchasing energy from renewable sources for the company headquarter



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SMART EVENTI has assessed the objectives defined by the United Nations within the Agenda 2030 and, through its management and implementation activities, commits to respect the following Sustainable Development Goals:

GOAL 8: DECENT WORK AND ECONOMIC GROWTH

Promoting sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.

GOAL 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

Ensuring sustainable consumption and production patterns.

GOAL 15: LIFE ON EARTH

Protecting, restoring, and promoting sustainable use of terrestrial ecosystems.

GOAL 17: PARTNERSHIP FOR THE GOALS

Strengthening the means of implementation and revitalising the global partnership for sustainable development.

Management is committed to respecting and promoting the following Principles of Sustainable Development:

- **ACCESSIBILITY:** usability of services, environments, or facilities by everyone
- **INCLUSIVITY:** meaningful engagement of all stakeholders
- **INTEGRITY:** adherence to ethical principles and, in general, conduct compliant with behavioural standards
- **TRANSPARENCY:** sharing responsibility for sustainable development

The current “Sustainable Development Policy” sees SMART EVENTI pursuing sustainable growth while respecting the environment, the territory, and communities, representing a formal and shared commitment to meet the requirements of the standard and stakeholders with a view to continuous improvement.

SMART EVENTI is committed to evaluating and reporting on the results and lessons learned and, where appropriate, on broader outcomes such as impacts and legacies of events.

Suggestions or requests for information about SMART EVENTI's commitments can be shared by writing to: esg@smarteventi.it

The organization's management system will be verified by a third-party entity conducting specific compliance inspections of management to the ISO 20121:2024 standard.

Your commitment will contribute to achieving our goals. Thank you.

Head of Events Unit & Smart Eventi Co-founder

Paolo Rossanigo

DOC: “Sustainable Development Policy”

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