CERTIFICATION

All Sustainable Meeting Planning Program® (SMPP®) users may self-certify that they are implementing the SMPP® system and are complying with the ISO 20121 Event Sustainability Management System standard and APEX/ASTM Standards for Environmentally Sustainable Meetings, Events, Trade Shows and Conferences level 1 planner requirements. SMPP® users may attach the SMPP® letters and logo to their name and organization with the ® symbol.

In addition, iCompli, a division of BPA Worldwide, offers an independent third-party certification program to ISO 20121 for SMPP® system users. iCompli has prequalified the SMPP® system and certified it to meet and exceed the ISO 20121 standard. iCompli verifies that a business or individual is using the SMPP® system to comply with ISO 20121 and has demonstrated the ability to plan meetings and events in compliance with ISO 20121 international standard for Event Sustainability Management Systems.

> *"SMPP®s exceptional Certification Services had our company and first event certified in less than 6 months; the process was seamless and efficient; we have since added on-going SMPP® services to facilitate certification for all our major events."*
>
> *Randy Thorsteinson, COO*
> *Cascadia Motivation, Inc.*

ISO 20121 Certification Services

If you would like to use the SMPP® pathway to sustainability certification, please contact us for the services described below.

How it works:

The SMPP® team coaches your event planning team through a series of 13 steps with emails and calls. We prepare your first draft of all the documentation listed below at every step until you become certified to ISO

20121 by iCompli. Your initial ISO 20121 certification from iCompli will audit and certify both your organization as well as your initial Designated Event. Our 13-step process consists of:

Phase 1: Company/Organization SMPP® System Implementation
1. Adopt the SMPP® policies and procedures.
2. Prepare your sustainability memo and employee compliance memo.
3. Prepare your resources, communications and milestone plans.
4. Prepare your initial annual management plan.
5. Conduct your ISO 20121 required training.

Phase 2: Designated Event SMPP® System Implementation
6. Facilitate your initial Designated Event stakeholder engagement process.
7. Facilitate planning and scoring your initial Designated Event.
8. Prepare your initial Designated Event reports.

Phase 3: Monitor and Improve Program
9. Prepare your initial annual sustainability report.

Phase 4: ISO 20121 Certification
10. Facilitate your initial iCompli call.
11. Prepare your iCompli application for ISO Certification.
12. Facilitate your ISO Certification audit call.
13. Prepare your ISO Certification press release.

What we will do:
- We will guide you through the 13 step process.
- We will prepare your initial drafts of all documents listed above.
- We will conduct training, facilitation and group calls as required.
- We will coach you through planning and scoring your initial Designated Event.
- We will prepare and submit your ISO 20121 certification application (with your input).
- We will guarantee you receive ISO 20121 certification as noted below.

What you will do:
- You will designate a top manager, program administrator and event manager as the core team to accomplish the 13 step process.
- You will read and follow the policies and procedures in the SMPP® manual.
- You will prepare organizational documents to comply with the SMPP® system and ISO 20121.
- You will conduct your initial Designated Event in accordance with the SMPP® system and complete the required forms.

- You will prepare event-specific exhibits to accompany the ISO 20121 certification application and finalize all documents listed above.

Our Guarantee:

Your company/organization will receive ISO 20121 certification from iCompli if you use the SMPP® system and complete the steps above using our services.

Our Fees:

Our fee for the above consulting service does not include the following requirements:
- Cost of iCompli certification, to be paid directly to iCompli.
- Cost to purchase the ISO 20121 standard, to be paid directly to ISO.

Why use SMPP® for ISO 20121 Certification?

The Sustainable Meeting Planning Program® system is the only third party ISO 20121 certified tool to help meeting organizers embed sustainability into their meetings in accordance with industry sustainable event planning standards. The SMPP® system sets the standard of compliance with multiple industry guidelines, using an industry recognized system that allows immediate implementation of prepared policies and procedures, measurement, comparison, improvement and transparency as required by ISO 20121.

Businesses and organizations that have implemented the SMPP® system have the option of pursuing ISO 20121 Certification through iCompli to enhance their professional credentials in a streamlined application process. Since iCompli has prequalified the SMPP® system and certified it to meet and exceed the ISO 20121 standard, iCompli offers audit discounts to SMPP® users.

About ISO 20121:

ISO 20121, Event Sustainability Management Systems, is an international standard designed to help organizations integrate sustainability into management practices and processes. The standard was developed by the Geneva-based International Organization for Standardization, the world's largest developer of voluntary international standards.

Contact us:

Suzanne Burke, SMPP® creator, has helped others achieve ISO 20121 certification in less than six months, while an accelerated process can be accomplished at your pace.

For more information go to www.CertifySustainability.com.
For further information, please contact Suzanne.Burke@AvilaInc.net.