

Press Release

14 June 2013

The Paris Air Show awarded ISO 20121 certification by SGS France for its responsible event management!

The International Paris Air Show (SIAE) has just received ISO 20121 certification from SGS France* for its responsible event management. This makes SIAE the first international show and the third major international event to receive this certification, behind the 2012 Olympics and Eurovision 2013. It acknowledges SIAE's approach which was launched over a year ago through initiatives focusing on three major areas: welcoming attendees, managing environmental impacts and implementing tools to raise awareness about sustainable development. The audit carried out by SGS France on 28 May 2013 confirmed all of these criteria, giving SIAE its ISO 20121 certification.

The Paris Air Show is a gigantic event in and of itself with its infrastructure, growing visitor numbers and various stakeholders (exhibitors, service providers, regional authorities, etc.). SIAE decided to implement a sustainable development approach with ISO 20121 in order to meet five specific objectives:

- **Be in line with the aerospace industry's expectations and developments.** The Paris Air Show reflects the aerospace industry's image so it must also be a showcase of the sector's social and environmental concerns.
- **Involve the teams in a cross-department, unifying and meaningful project.**
The ISO 20121 standard means employees are mobilised and made aware of the show's sustainable development challenges.
- **Improve SIAE's environmental and social performance.**
SIAE has a heavy impact on the environment (transport, materials, waste, energy, etc.). The ISO 20121 standard in particular enables the show to minimise environmental impacts and social issues (comfort, welcome quality, accessibility, etc.).
- **Promote, structure, define and strengthen existing best practices.**
- **Set an example and boost its reputation.**
By obtaining ISO 20121 certification, SIAE has a tool which complements its international reputation and recognition.

In spring 2012, a consultancy firm specialising in event eco-design, Atemia, carried out a diagnostic review of SIAE's sustainable development practices. This helped highlight and map out the show's stakeholders and issues, and define a strategy and plan of action in order to achieve certification for the 2013 show.

Emeric d'Arcimoles, Chairman and CEO of SIAE, explains, *"We needed to achieve three major objectives with this approach. Firstly, welcoming stakeholders in the best health, safety and comfort conditions. Secondly, understanding and managing environmental impacts caused by the show's construction and operation. And finally, providing the necessary tools so stakeholders can contribute to SIAE's sustainable development approach."*

In April 2013, SGS France carried out an initial mock audit of SIAE's responsible management system. Every management process was put under the microscope: identifying issues, dialoguing with stakeholders and raising their awareness, respecting regulations, defining sustainable development objectives, checking and directing work, and more. The audit also focused on operational tasks: stakeholder health and safety, stakeholder work environment comfort, risk and hazard management, transport, energy consumption reduction, material impact minimisation, recycling, etc.

Two initiatives were launched for the first time at the show this year:

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- Creating and providing a pool of skilled event workers in partnership with Adecco for exhibitors to use (10 profiles spread between the industry, logistics and service sectors).
- Providing an eco-exhibitor guide to all participants to help them define the best practices to follow in preparing for The Paris Air Show.

Following the audit, SGS ICS experts (the certification branch of SGS France) presented their findings to SIAE management on 28 May 2013.

"SIAE's desire, through this approach, to create a cross-sector, unifying project involving stakeholders has taken form well: the management system meets the requirements of ISO 20121 and its operational control has been proven. They have already started a process of improvement and everything indicates that this certification will be held long term," concludes Roselyne Defer, Development Manager for SGS ICS.

About SGS

SGS is the world leader in inspecting, testing, analysing and certifying. Acknowledged to be the world leader in terms of quality and integrity, SGS employs 75,000 staff and operates a network of over 1,500 offices and laboratories around the world. SGS France is committed to upholding the group's values and product. After over 130 years of growth, SGS France today employs 2,700 staff spread across 100 offices and testing centres and 28 laboratories. Its services encompass the entire supply chain and involve numerous industries such as the agricultural product, foodstuff, pharmaceutical, cosmetic, consumer goods, energy, chemical, environmental and industrial service sectors. Furthermore, with its Securitest and Auto Securite networks, SGS is the top company in France in vehicle testing with a 34% market share and over 1,900 testing centres.

www.sgsgroup.fr

About the International Paris Air Show

Created in 1909, The International Paris Air Show Paris-Le Bourget remains the largest event in the world dedicated to the aerospace industry. The last show in 2011 welcomed over 2,100 exhibiting companies, nearly 300 official high-level delegations and 151,000 trade visitors from around the world. The show is a genuine driver of development in the sector in France and a catalyst for many international collaboration projects. It is the preferred meeting place for the sector's decision-makers who exhibit, sell and buy the latest innovations at the show. Thanks to the interest generated with the international aerospace community and the general public, the show can offer unparalleled business opportunities. A key event for the industry, The Paris Air Show is organised by SIAE, a subsidiary 100% owned by GIFAS (French aerospace industries association).

www.paris-air-show.com

About Atemia

Atemia is a consultancy firm specialising in responsible development in the tourism, culture and event sectors. Atemia particularly specialises in supporting companies in the event sector with its expertise in:

- Event, stand, exhibit and decor eco-design training
- Eco-responsible approach implementation and support
- ISO 20121 diagnostics and compliance
- Sustainable development approach analysis and evaluation
- Sustainable development management tool and strategy definition

Every day, Atemia works alongside organisers of professional, sporting and cultural events. From this, it has gained a solid field experience in minimising the social and environmental impact of events. In 2013, major events that Atemia is working with notably include Marseille-Provence 2013 (European capital of culture), the Cannes Film Festival and Vîparis. Atemia is a member of 1% for the Planet (www.onepercentfortheplanet.org/fr) and, as part of this involvement, donates 1% of its turnover to environmental associations.

<http://www.atemia.org/>