

## **AV Supplier Sets New Industry Standard as First in Denmark to Achieve International Sustainability Certification**

To ensure responsible growth and meet increasing customer demand for sustainable solutions, AV Group Denmark has become the **first AV supplier** in Denmark to achieve certification in the global sustainability standard **ISO 20121**. The certification is part of a transformation aimed at solidifying the company's role as an industry frontrunner.

AV Group Denmark, which delivers audiovisual solutions for conferences, concerts, and events, has experienced significant growth in recent years. A positive development that demands a lot from the organization. Jesper Hartley, Head of Strategy & Communication, says:

“It was crucial for us to grow responsibly—both to be seen as a serious partner and to ensure employee well-being. That's why we began working with the ISO 20121 sustainability management standard for the event and meeting industry at the beginning of 2025. This is a standard we have now become certified in, as the first AV supplier in Denmark. ISO 20121 is tailored to our industry, making it an obvious choice over ISO 14001, which focuses solely on environmental aspects across all sectors.”

The standard requires a strategic and documented approach to sustainability in a broad sense—covering environment, climate, social issues, employment conditions, and overall responsible business practices. This aligned well with many of AV Group Denmark's existing initiatives, including becoming GDPR-compliant and signing a collective agreement with Dansk Metal.

## We Aim to Lead the Industry

*“Our goal is not to keep up—but to lead. ISO 20121 certification marks a significant step in AV Group Denmark’s journey toward responsible operations and more sustainable events. We’re taking the lead by spotlighting working conditions, employee well-being, and environmental impact, and we’re taking strategic action on clearly defined goals,”* says Jesper Hartley.

By becoming ISO-certified, AV Group Denmark joins a group of Danish and international organizations using the standard as a foundation for their sustainability efforts. Internationally, all Olympic Games since 2012 have been ISO 20121 certified. In Denmark, the standard was first used for the Danish EU Presidency in 2012. Others certified include Aalborg Congress and Culture Center, Bella Group, Messe Center Herning, and Copenhagen Event Company—showing increasing demand among subcontractors like AV Group Denmark.

## ISO 20121 Experts as Advisors

Implementing a standard like ISO 20121 means reviewing the entire organization. Beyond sharpening sustainability focus, it’s also a tool for business development and process optimization—especially beneficial for SMEs. BeeSustain ApS, experts in sustainable transition in the event and meeting sector, advised on the implementation. Certification was conducted by DNV.

### For further information, please contact:

- **Ulrika Mårtensson**, Owner and Founder, BeeSustain ApS: +45 23383072, [ulrika@beesustain.dk](mailto:ulrika@beesustain.dk)
- **Jesper Hartley**, Head of Strategy & Communication, AV Group Denmark: +45 61616004, [jesper@avgroun.dk](mailto:jesper@avgroun.dk)

## About ISO 20121

ISO 20121 is the globally recognized standard for sustainability in the meeting, event, sports, culture, and experience industries. It is an ambitious yet flexible management system for both organizers and suppliers. The standard helps develop solid and credible sustainability policies, processes, and actions tailored to the specific organization.

ISO 20121 addresses all ESG aspects—Environmental, Social, and Governance. It focuses not only on reductions and risk but also on opportunities and legacy. Once implemented, organizations can undergo third-party audits and receive official certification.

The standard was first used at the London 2012 Olympics and has since been part of every Olympic event. It was also used for the 2012 Danish EU Presidency, COP21, and COP26. Other notable users include Wembley Stadium, World Sailing, Svenska Mässan & Gothia Towers, and in Denmark, Aalborg Congress & Culture Center, BellaGroup, Messe Center Herning, and Copenhagen Event Company.

ISO standards are developed by the International Organization for Standardization (ISO), involving 170 national member organizations—including Danish Standards. ISO 20121 was launched in 2012 and recently updated and translated into Danish.

Standards ensure quality, safety, efficiency, and comparability across countries and industries. Management standards like ISO 20121 help organizations control and improve processes to achieve their goals—especially in terms of sustainability.