



There is international growing awareness of the need for a balance of social, economic and environmental

responsibility. It is obvious that sustainability is something the customer of the future will demand.

The future ISO 20121, *Sustainability in event management*, provides a framework for the event industry to identify, address and monitor issues of sustainability. The event industry is now in the position to take action and implement sustainability to meet and even anticipate customer demand.

This is key for an industry whose product's purpose is often to inspire behaviour change. For example, London 2012 Olympic Games (the catalyst for this standard) will provide their customers with a number of ways to experience a sustainable event supported by their use of the ISO 20121 framework.

Fiona Pelham, Chair, ISO/PC 250, *Sustainability in event management*.

Building customer satisfaction

Customer satisfaction is a core strategy for most companies. For ISO – the world's largest developer of International Standards – building a strong community of satisfied customers has been a key goal since its creation over 60 years ago. ISO looks for innovative ways to leverage customer satisfaction, and three signature events in 2009 highlight that ISO not only satisfies its broad customer base, but its end product – the suite of globally relevant International Standards – continues to drive growth in today's volatile markets.

Firstly, the ISO family of its national members has been growing from year to year, and, in 2009, this figure grew to an unprecedented 162 countries – setting a new record for membership of the organization. This is five more than at the end of 2008 when membership represented 98% of the world economy and 97% of its population.

ISO Secretary-General Rob Steele commented: "It's significant that even in times of global financial crisis, the ISO family is growing. The benefits that ISO standards can deliver to business, government and society as a whole are increasingly recognized."

Secondly, an intensive focus on customer satisfaction led the portfolio of International Standards and standard-type documents to exceed 18 000 by the end of

2009. These standards are developed through more than 200 ISO technical committees which, in turn, draw input from many more hundreds of national mirror committees, the extended system involving the contribution of some 300 000 experts. That's a lot of customers to keep satisfied!

Thirdly, in 2009, at a time when many organizations experienced reduced business, ISO actually increased its scope and introduced two new technical committees (TC) and two new "project committees (PC)". These are a new structure, set up to concentrate on developing a single standard, after which they are disbanded. The new entities are:

- ISO/TC 247, *Fraud countermeasures and controls*
- ISO/PC 248, *Sustainability criteria for bioenergy*
- ISO/TC 249, *Traditional Chinese medicine*
- ISO/PC 250, *Sustainability in event management*.

2009 also saw the first meetings of:

- ISO/TC 238, *Solid biofuels*
- ISO/PC 239, *Network services billing*
- ISO/PC 240, *Product recall*
- ISO/PC 241, *Road-Traffic Safety Management System*
- ISO/PC 242, *Energy management*
- ISO/TC 244, *Industrial furnaces and associated thermal processing equipment*
- ISO/PC 246, *Anti-counterfeiting tools*
- ISO/TC 247, *Fraud countermeasures and controls*.