PRESS RELEASE

EUREF-Event GmbH at EUREF Campus Berlin Receives ISO 20121 Certification for Sustainable Management

Berlin, October 28, 2026 – EUREF-Event GmbH at the EUREF-Campus Berlin site is now certified under ISO 20121 for sustainable event management. This means EUREF-Event GmbH has an externally audited management system that systematically integrates sustainability aspects into the planning, execution and follow-up of events.

The certification marks the conclusion of a process lasting several months, during which EUREF-Event GmbH reviewed its existing structures, further developed its processes, defined responsibilities and laid the foundations for continuous improvement.

„A forward-looking venue needs not only the right infrastructure, but also processes that reflect its own standards in everyday practice," explains Sarah-Maria Ameler, Managing Director of EUREF-Event GmbH. "ISO 20121 gives us a clear framework and supports us in continuously improving together with our clients, employees and partners."

Ella Henn, Sustainability Officer at EUREF-Event GmbH, adds: *"For us, the certification is far more than a seal. What matters is that we have developed our event management in such a way that sustainability can be systematically considered, reviewed and further developed. In doing so, we also create greater transparency and a reliable basis for our clients when planning their events."*

More than individual measures

ISO 20121 takes a holistic view of sustainable event management. Key elements include clear responsibilities, defined processes, relevant stakeholders, objectives and metrics, and a continuous improvement process. For EUREF-Event GmbH, this specifically means that sustainability aspects are not only considered when an event is being delivered, but are systematically taken into account from the initial inquiry and concept development through planning and execution to follow-up. EUREF-Event GmbH also advises its clients on the relevant sustainability aspects of their events and creates transparency on how these can be incorporated into planning and implementation. At the same time, the approach goes beyond direct event processes: the certification covers the relevant workflows and structures of the entire operation in Berlin, including, for example, supplier management and collaboration with partners.

The new ISO 20121 certification thus complements EUREF-Event GmbH's existing positioning as a future-oriented event venue: unique locations, professional event management, and an environment in which topics of the future can be experienced first-hand.

About EUREF-Event GmbH
EUREF-Event GmbH is responsible for location services and event management on the EUREF Campus Berlin. The direct connection to the resident companies in the fields of sustainability, mobility and climate protection offers event clients added value for their event formats: diversity of locations, from historic spaces to modern event halls; Power of Ideas & Community, a strong network around the topics of energy, mobility and climate protection; and a focus on future concepts, meeting the German government's CO_2 climate targets for 2045 since 2014, along with a full-service offering from a single source.

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