

FITZERS CATERING SCOOPS ISO 20121 FOR PEERLESS PERFORMANCE

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Fitzers Catering, founded in 1980, is a leading catering company to the events sector in Ireland. A number of well-known and leading professional clients in the sector rely on Fitzers Catering's reputation for excellence and impeccable customer service.

A FIRST FOR SERVICE

Fitzers Catering seized the initiative to become the first catering company supplying to the events sector that SGS has awarded ISO 20121 certification since SGS helped launch the international ISO standard at the London 2012 Olympics.

Fitzers approached SGS to help them demonstrate their exemplary service and long-term commitment to sustainability. In working with SGS and demonstrating compliance against ISO 20121, Fitzers had to undertake a rigorous review of their strategies, systems, procedures and processes.

In successfully completing the audit process, Fitzers clearly showed that ISO 20121 is an internationally recognised sustainable event management system that can be applied to any size of organisation.

"We are passionate about leading by example, so we had to ensure that we spent time building systems that are living and reflect our sustainability ambitions. It is all about us exceeding the expectation of our customers."

Noeleen Sharkey, Director of Facilities, Fitzers Catering

ACHIEVING SUSTAINABILITY GOALS

ISO 20121 has facilitated Fitzers to document and highlight their impressive sustainability activities and targets, which include the following:

- Comprehensive stakeholder engagement: included inviting over 50 suppliers to take part in a sustainability challenge to improve the sustainability credentials of the catering and events sector in Ireland
- Working with the Department of Employment and Learning in Belfast: to support the drive to get the long-term unemployed back to work
- Locally recruited 38% of their team: over a third of employees come from within a three mile radius of their operating base
- Significant energy reduction initiatives: within the catering venues Fitzers operates
- Working with disability groups: to ensure fairness and equality
- FOC or reduced prices for charities: by working with suppliers to provide stock and services at best, or free, pricing
- Fairtrade coffee products: in all products used by Fitzers
- Local sourcing and traceability: of catering products to aid the wider community
- Development of eco-boxes for food: to give a premium presentation to products while delivering full sustainability benefits (eg recycle-ability)

WHY ISO 20121?

ISO 20121 is awarded to companies who demonstrate they have understood and taken seriously the challenge of overcoming multiple sustainability issues such as driving the economy, reducing the impact on the environment and delivering long-term value for society.

Companies undertaking ISO 20121, like Fitzers Catering have done, show determination to build a legacy by thinking strategically about long-term sustainable business. This brings benefits to customers, employees and the wider community and events sector. ISO 20121 is not a quick-fix solution but a position companies adopt to become globally recognised as leaders in sustainable events.

When Fitzers Catering approached SGS for certification against ISO 20121 it recognised the seriousness of the commitment needed by its team, but also the opportunity to become a highly regarded company in terms of sustainability in Ireland and worldwide. SGS has helped Fitzers Catering to further its sustainability goals and build an even more robust business, respected by stakeholders and customers alike.

ISO 20121 certainly challenged Fitzers Catering. The effort they put in to adopt ISO 20121 means that they are able to tender for even more contracts, especially for clients that require their suppliers to be demonstrate their sustainability credentials.

As more of Fitzers' clients demand evidence of sustainable initiatives, question the provenance of food, treatment of employees, or the reduction of environmental impacts the achievement of ISO 20121 certification will really pay dividends for the future.

CHOOSING SGS AS A TRUSTED CERTIFICATION BODY

Fitzers Catering chose SGS due to our involvement in the London 2012 Olympics and reputation in the Irish events market. We have an established record of helping organisations understand, actively participate in and be successful across a range of sustainability standards. We understand that ISO 20121 was designed by the events industry for the events industry.

When any company commits to the rigours of an audit process we recognise the need to work with them and support their goal of certification. Our independent and leading position within the audit and certification sector allows us to ensure we bring business benefits with impartiality – improving processes and systems along the way.

“We found SGS fair, very thorough and tough. They met with all levels of the business and really understood the way Fitzers functions. We are confident that SGS certification carries gravitas.”

Noeleen Sharkey, Director of Facilities, Fitzers Catering

THE FUTURE OF FITZERS CATERING

Fitzers Catering knows a robust events management system is about continuous improvement. Their team have ambitious plans for the future and are busily adopting an extensive range of recommendations. Knowledge is key to any future success and Fitzers ensures stakeholder engagement sessions are listened to in order to focus their continual goal setting.

Based on the Fitzers Catering experience, companies preparing to move towards ISO 20121 should consider the following advice:

- Keep it simple
- Keep the sustainability focus proportionate to the size of your organisation
- Remember the key areas of social, environmental and economic impact

- Engage all stakeholders
- Take a leadership role
- Inspire your employees, stakeholders and local community
- Encourage the teams across your organisation with open communication channels
- Make sure everyone in the organisation knows why it is important to be a sustainable events business

“Fitzers has developed an events management system that is sector leading. The team at Fitzers has demonstrated commitment that should be an inspiration for other similar businesses.”

Becky Toal, SGS Lead Auditor ISO 20121

A COMMITTED TEAM

Fitzers Catering now has a team who want to use their influence, and credibility, gained from ISO 20121 certification to challenge and inspire others. They hope to help events value chain businesses to achieve more by implementing sustainability systems. In doing so, Fitzers Catering want to be recognised as the best catering business in Ireland.

“SGS Ireland is proud to certify Fitzers. We are confident that future activities will only serve to further enhance the reputation of Fitzers Catering as an organisation that progressively embraces sustainability. Whilst many organisations are looking at their supply chain to work towards ISO 20121 it is still a voluntary standard. Fitzers have clearly embraced ISO 20121 and invested heavily to build their programme and reputation. Achieving ISO 20121 is a key route to winning business and influence in the events sector and Fitzers are leading their sector.”

Ruth Burke, SGS Operations Manager, Ireland

THE BENEFITS

We realise the many ways ISO 20121 can help organisations implement long-term sustainability planning and processes. Securing a better environment for your organisation, stakeholders and employees, and the businesses in your surrounding community brings your organisation into focus as a leader in the events sector.

“Fitzers did impressively well. They truly recognised the commercial benefits of fully implementing ISO 20121. They understood why it is key to develop a robust system by winning buy-in from their supply chain. The team are enthusiastic and clearly want to raise the standards in the events sector.”

Becky Toal, SGS Lead Auditor ISO 20121

WHY SGS?

SGS is the world’s leading inspection, verification, testing and certification company. Recognised as the global benchmark for quality and integrity, we employ over 75 000 people and operate a network of more than 1 500 offices and laboratories around the world.

Enhancing processes, systems and skills is fundamental to your ongoing success and sustained growth. We enable you to continuously improve, transforming your services and value chain by increasing performance, managing risks, better meeting stakeholder requirements and managing sustainability.

With a global presence, we have a history of successfully executing large-scale, complex international projects. Our people speak the language, understand the culture of the local market and operate globally in a consistent, reliable and effective manner.

TO LEARN MORE ABOUT SGS AND ISO 20121 VISIT WWW.SGS.COM OR CONTACT CERTIFICATION@SGS.COM FOR MORE INFORMATION

WHEN YOU NEED TO BE SURE

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