

Taking  
action



*Leadership in Sustainable Events*

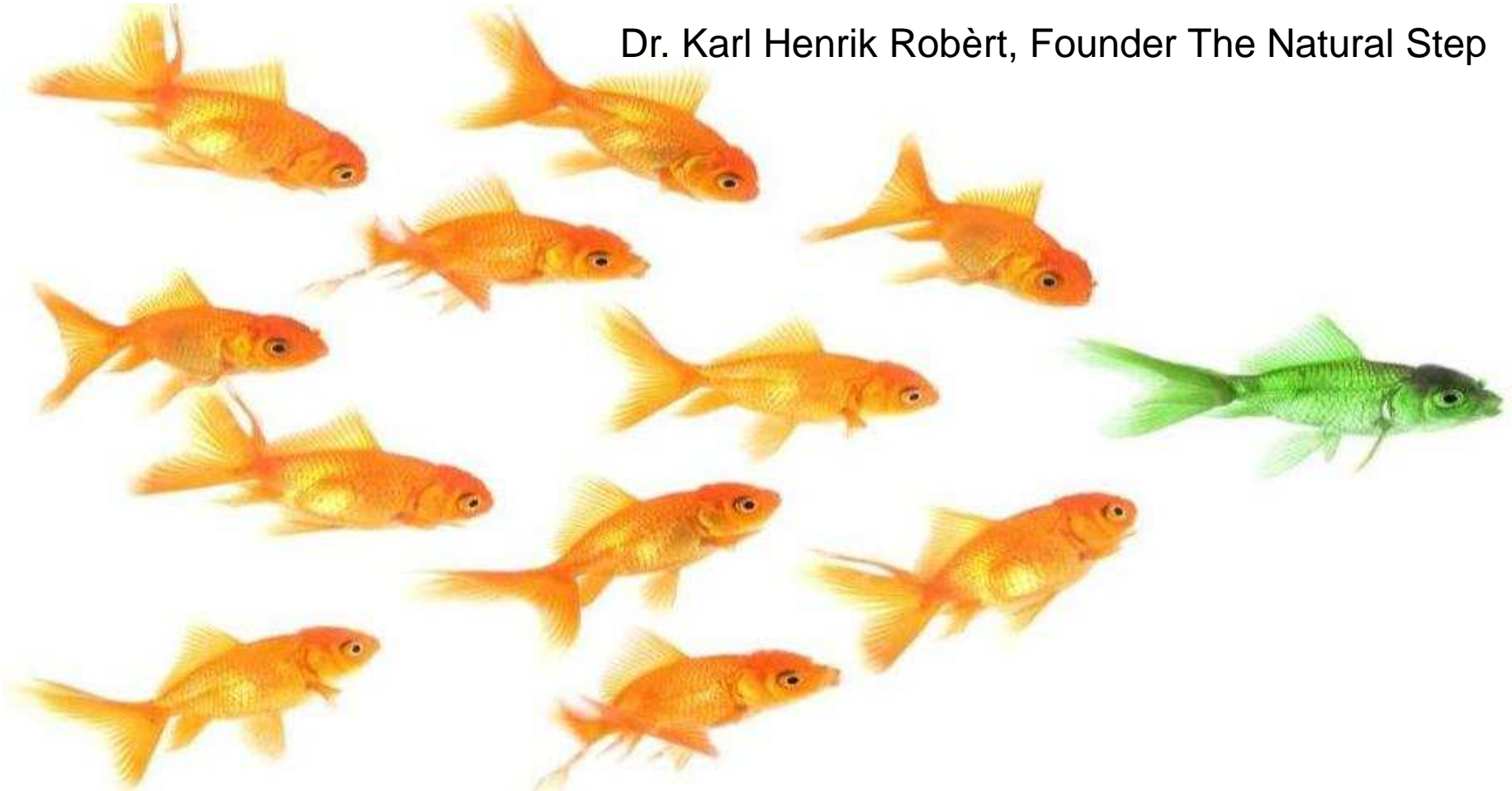
Guy Bigwood  
MCI Group Sustainability Director

“The question of reaching sustainability is not about if we will have enough energy, enough food, or other tangible resources ...



The question is:  
will there be enough **leaders**  
in time?"

Dr. Karl Henrik Robèrt, Founder The Natural Step

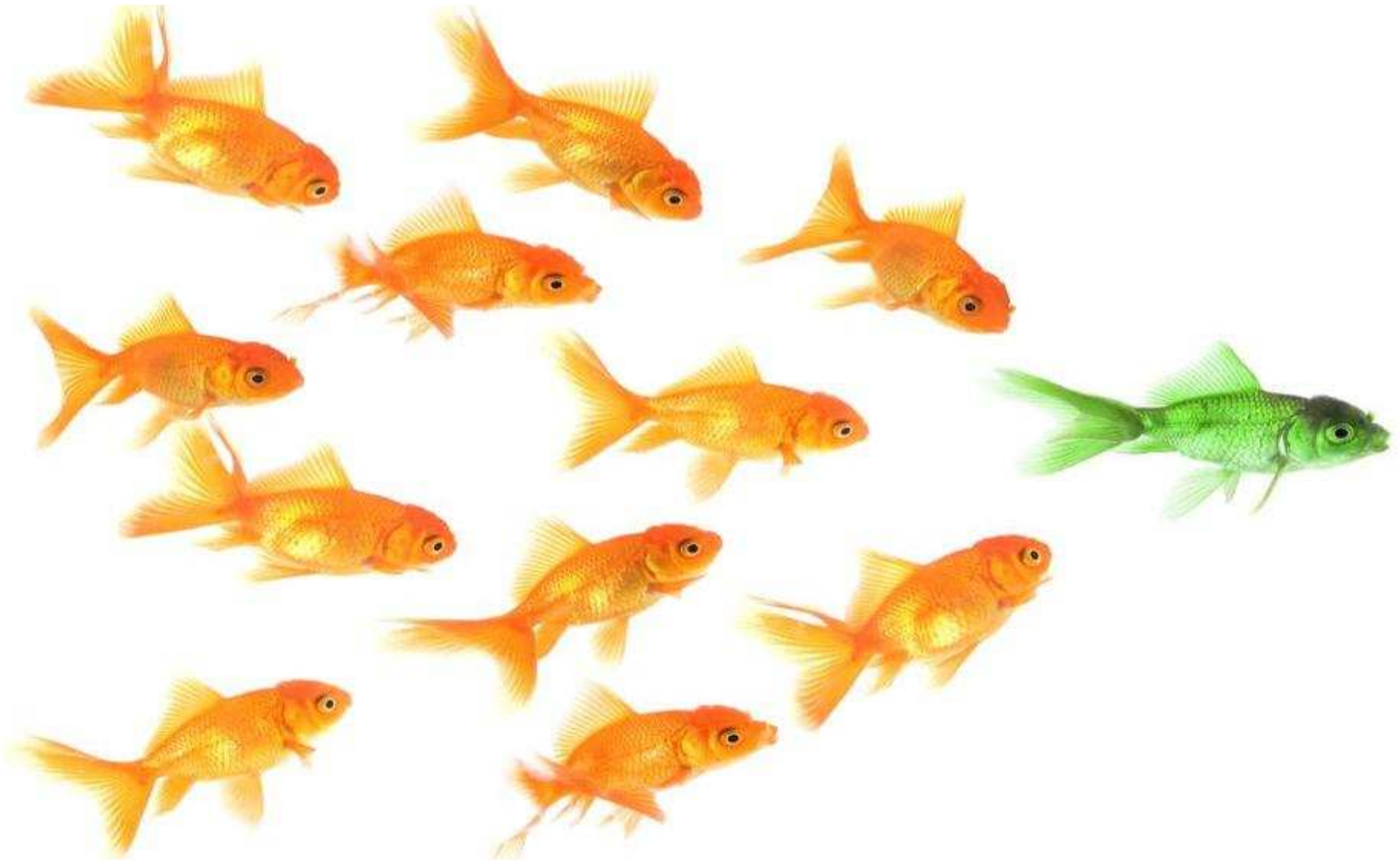




The **GMIC** is the premier global **community solely dedicated to sustainability** not only through education, but also by **spearheading** research, policy and standards for the **meetings and event industry**



# So what are some of the characteristics of LEADERS

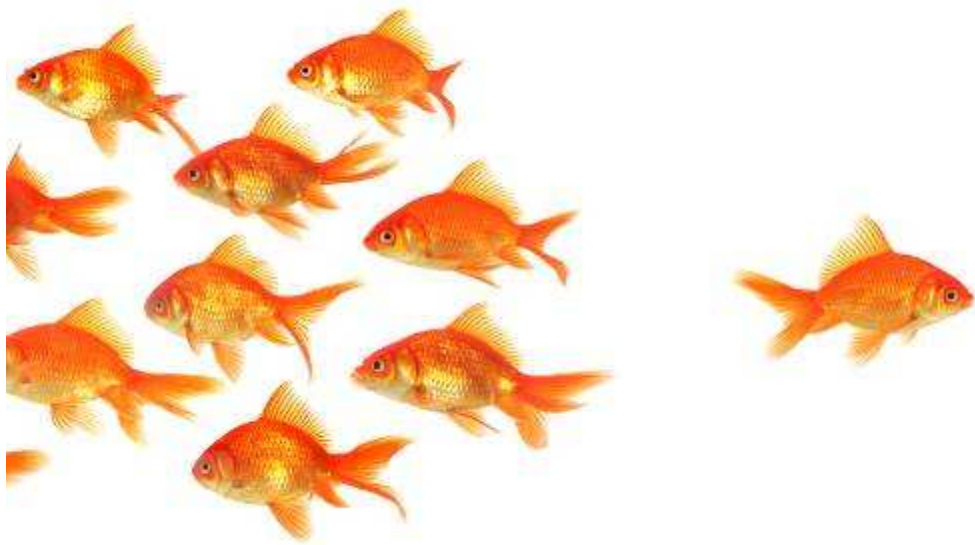


# Leaders have Vision



# Leaders use PROCESS

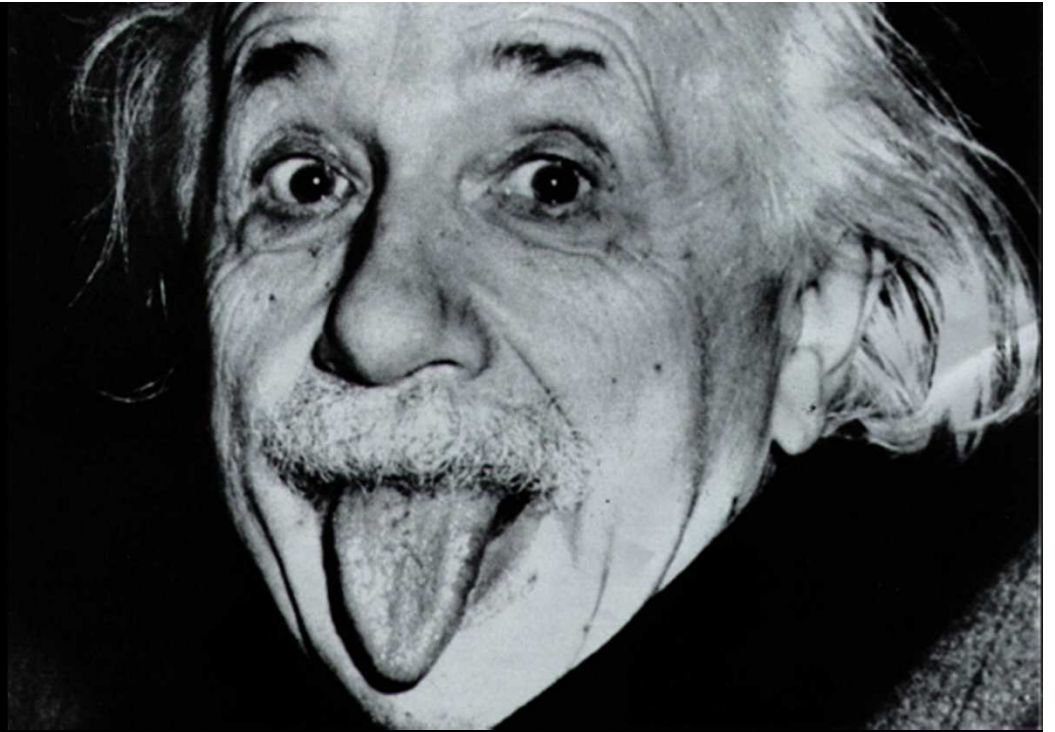




Leaders  
**THINK**  
*differently*

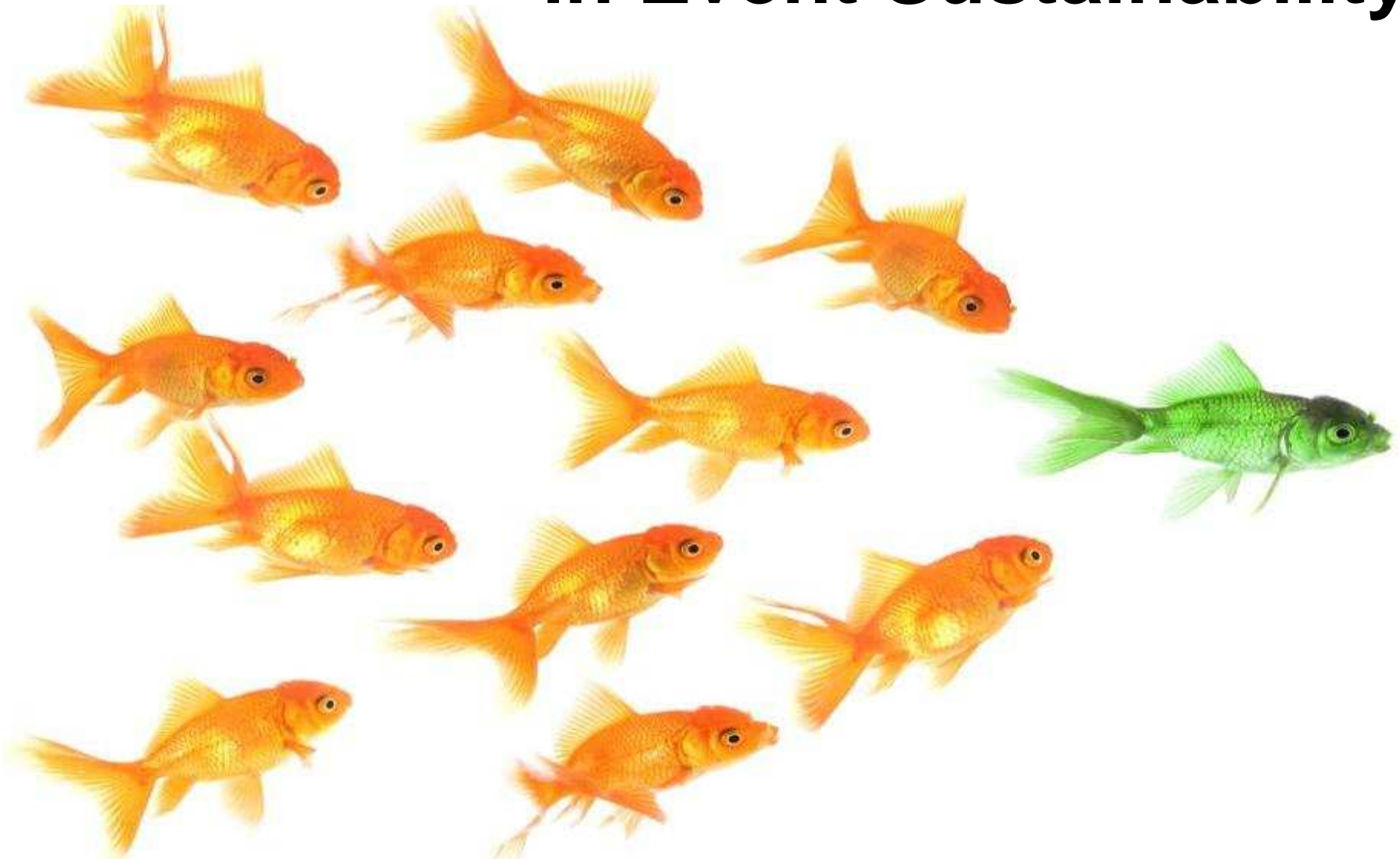
# Leaders Innovate





We can't solve problems by  
using the same kind of  
thinking we used when we  
created them

# So what are the traits of LEADERS in Event Sustainability



# **Two types**

**Leaders who do small actions – consistently across lots of events**

**Leaders who do a or a few big events amazingly well**

**Leaders understand  
and talk about the**

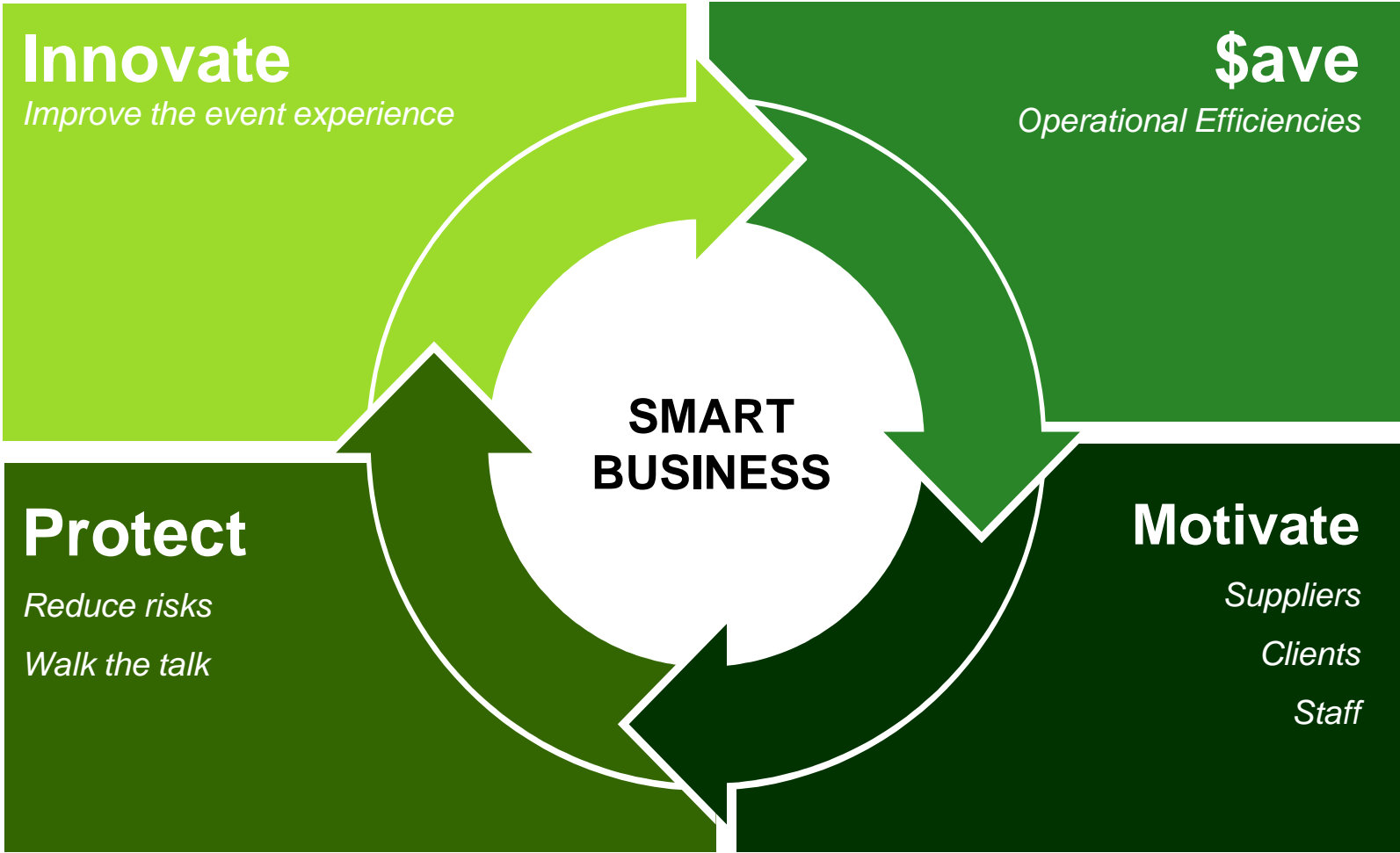
**Business**

**CA\$€**

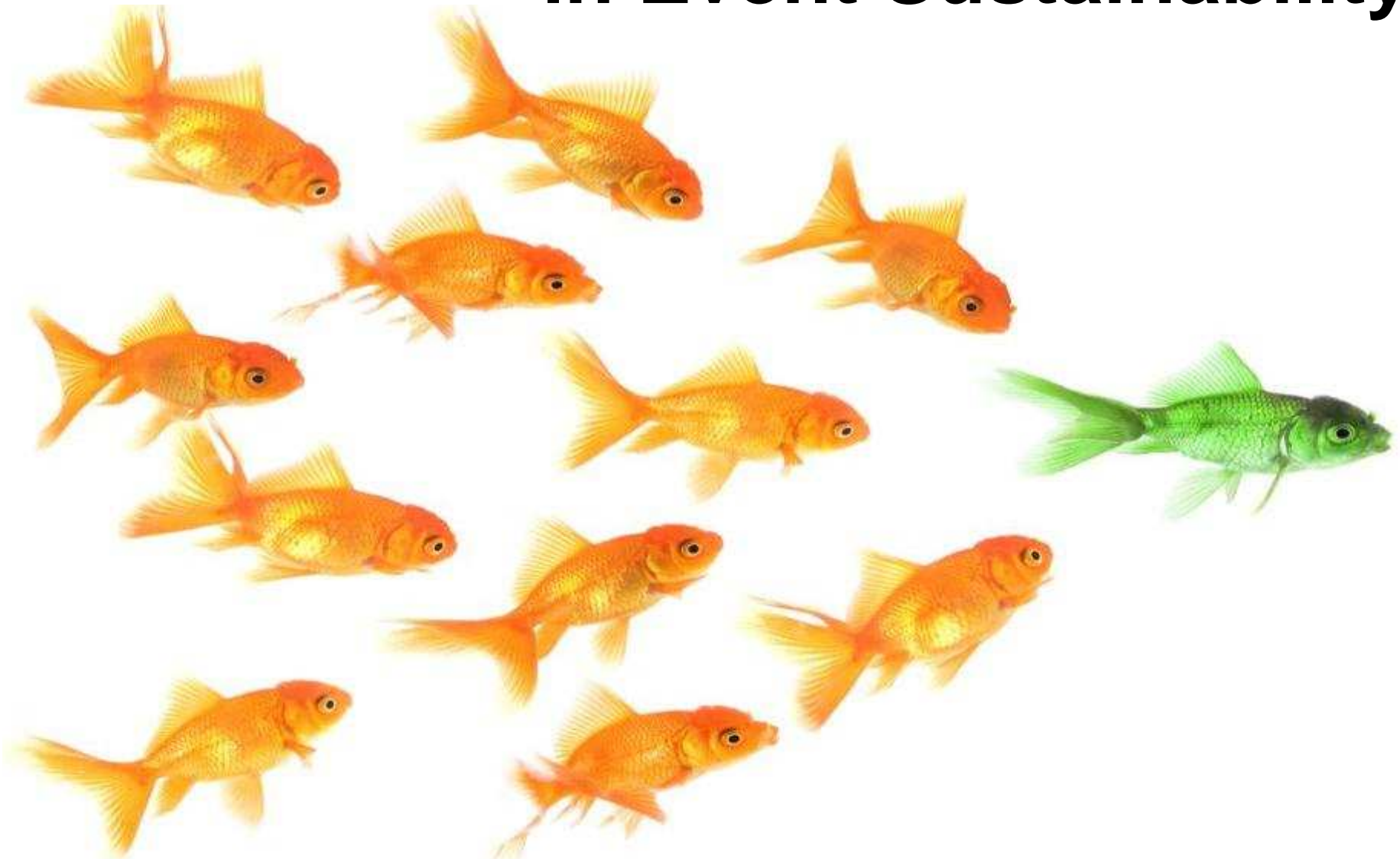
**risks and opportunities**

# Leaders understand the business case for sustainable events

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# So what are the traits of LEADERS in Event Sustainability



**Leaders**

# **Ask - Assess - Action**



# Leaders have a policy



## MCI Sustainability Policy

MCI truly believes in harmony. It is inspiring how our talents have been empowered to integrate principles of CSR in their daily work for customers. MCI applies the triple bottom line reporting for all customers programs and its own reporting. MCI is recognized as a company that started the "green era" in the meetings industry – we are a source of reference for CSR in our fields of work.

Approved Decree 2012

Since 2007, MCI have been signatories to the [UN Global Compact](#). Through the integration of the UN Global Compact's 10 guiding [principles](#), MCI aspires to facilitate the creation of a truly ethical and sustainable global marketplace.

### On Human Rights

Human rights play a central role in MCI values and this guides us in each business decision we make. Our company has a role to play in the support of the human condition worldwide. MCI's will work to find practical ways to observe tactics that promote and protect human rights within our sphere of influence, while at the same time ensuring that we are not violating rights through any of our business operations

### Regarding Respect for others

MCI emphasizes professionalism, respect and equal opportunity in our approach to rights in the workplace. At MCI, active engagement and oversight are part of an integrated Human Resource culture which is designed to promote healthy communities by showing a lack of tolerance for discrimination. We work to ensure equality and diversity in the workplace and in the employment of our teams.

### Concerning Forced Labor and Child Labor

MCI emphasizes the importance of fairness and humanity in our approach to business. MCI business practices and procedures do not tolerate unfair or illegal labor in our employment or that of our suppliers or clients. MCI business practices and procedures have been created to disallow products and services that may have been created by child labor or forced labor. MCI regards a child as any person under the age of 15.

### Regarding the Environment

MCI commits itself to actively pursuing solutions to climate change and water scarcity issues. Our operational strategy is based on environmental protection, efficient use of resources, the elimination of waste and active promotion of environmentally sustainable business practices.

### On Ethics

Fraudulent business practices violate every value MCI embraces. MCI promotes fair play and ethical business practices as key stones to its brand reputation as a company that builds community.

### Regarding our most valuable assets

MCI recognizes that our greatest assets are the people that comprise our team. In MCI offices across the globe we invest in training and support to ensure that workplaces are safe and supportive of prosperous careers. MCI's CSR reporting systems offer us the opportunity to track investments and projects made for the benefit of our teams and communities worldwide.

MCI strives to integrate the philosophy, which shapes this Sustainability Policy into each aspect of our business strategy and operational practice. The MCI Executive Committee commits to an annual review of the policy to explore updates as required and to ensure that MCI goals and objectives are aligned with the principles it espouses. As the foremost global association, communications and event management company, our Sustainability Policy is a foundation as we work to facilitate a global, ethical and sustainable marketplace.

More information on our environmental and social performance can be found in our GRI Compliant Sustainability Report that is available on [www.mci-group.com/csr](http://www.mci-group.com/csr)

Vision

Principles

Goals



**Leaders have priorities  
and focus on the**

**material**

**A\$PECT\$**

## Case Study: Doing the basic stuff

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Saved  
€637.000  
by not  
having bags



Case Study: Doing  
the basic stuff



**\$1.5M**

# Case Study: Doing the basic stuff



XVIII INTERNATIONAL AIDS CONFERENCE  
JULY | 18-23 | 2010 | VIENNA AUSTRIA

Rights Here, Right Now

Saved  
600.000€ by  
not printing.



# Leaders have a Systematic Process



**EWEA**

THE EUROPEAN WIND ENERGY ASSOCIATION

## 1. PLAN

1. Create vision
2. Define strategy
3. Engage stakeholders

## 2. DO

- Suppliers make improvements
- Planners makes choices
- Change happens...

## 3. EVALUATE

- Measure Impacts
- Ask questions and feedback
- Improve the system



## Leaders Set Objectives

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Objectives	Indicators
<b>Environment:</b> Reduce energy use/demand and promote the use of renewable supplies of energy	<ul style="list-style-type: none"><li>• Energy consumption (kWh)</li><li>• Carbon dioxide emissions (tonnes)</li><li>• Renewable energy supply (%)</li></ul>
<b>Social:</b> Ensure the health, safety and comfort of the stakeholders at the event	<ul style="list-style-type: none"><li>• Noise levels (dB)</li><li>• Accident rate</li></ul>
<b>Economic:</b> Reduce cost of merchandising/delegate by 20%	<ul style="list-style-type: none"><li>• Money spent on bags, and gifts</li></ul>

# Leaders use Event Sustainability Standards

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## System and Strategy



Actions

Reporting

# Leaders are systematic

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# Leaders keep it simple

Area	actions
ALL	Engage with suppliers and share sustainability visions
	Ask event suppliers to sign the MCI Policy, include in contracts
	Perform initial MeetGreen Assessment. Update Strategy
	Propose carbon offsetting options
	Update website with options
Destination	Contact local City Environment team & ask for support with recycling and awareness raising
	Ask CVB for list of suppliers committed to sustainable practices (certifications, services, products). Use this as part of supplier selection process
	Ask CVB for options to support delegate use of public transportation (complementary passes, maps, ticket purchasing info, smart phone apps, etc)
Transport	Evaluate bus companies to see if there exist a more sustainable option (new buses, more efficient, bio fuel)
	Discuss with supplier the need for driver training re: anti-idling (reduce fuel waste, improve air quality), optimize bus occupancy, route plan shortest route with fewest stops
	Get special pricing from train company. Notify delegates
caterer	Advise caterer to eliminate one time use items unless no other option (cups, condiments, water bottles)
	Advise caterer to research options to donate safe, unserved food (food banks, e.g.)
	Document name of agency receiving food donations
	Advise caterer to recycle oils
	Advise caterer to pursue composting (or biofuel) for food waste
	Advise caterer to source fair trade products (coffee, sugar, chocolate, etc)
	Advise caterer to source local (300km) and , if possible certified organic
	Advise caterer to include vegetarian menu options and each meal
	Follow up with Caterer to check sourcing and menu options. Advise caterer of the need to measure total local/organic products as a percent of total menu spend.

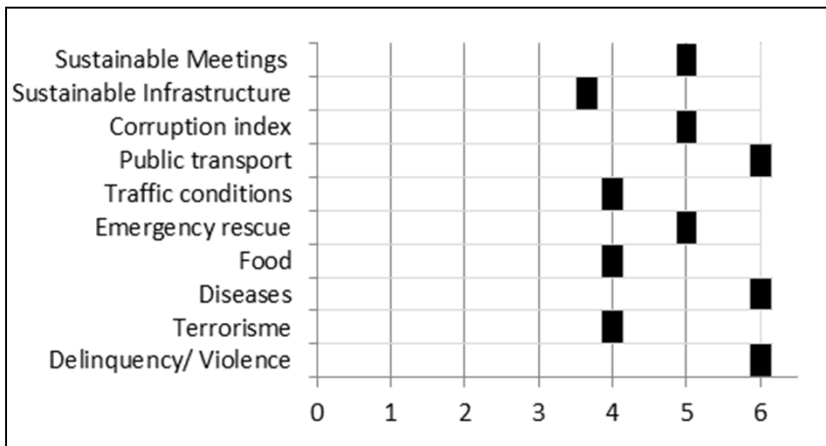
# Leaders integrate into their existing processes

Hotel name	Single rate	Double rate	Distance from the venue (Brussels Expo)	Green score
<b>Hotels 4****</b>				
<a href="#">Aloft</a>	204 EUR	204 EUR	9 km	4
<a href="#">Mercure Brussels Center Louise</a>	195 EUR	215 EUR	10 km	0
<a href="#">Manos Stéphanie</a>	195 EUR	220 EUR	10 km	0
<a href="#">NH du Grand Sablon</a>	195 EUR	210 EUR	9 km	0
<a href="#">Sheraton Brussels Hotel &amp; Tower</a>	190 EUR	215 EUR	8 km	0
<a href="#">Crowne Plaza City Centre</a>	190 EUR	217 EUR	8 km	2
<a href="#">NH Atlanta</a>	190 EUR	205 EUR	8 km	4
<a href="#">Crowne Plaza Europa</a>	189 EUR	219 EUR	10 km	2
<a href="#">NH Grand Place Arenberg</a>	180 EUR	195 EUR	9 km	4
<a href="#">Husa President Park</a>	180 EUR	200 EUR	7 km	3
<a href="#">Marivaux</a>	180 EUR	205 EUR	8 km	3
<a href="#">Marriott Brussels</a>	179 EUR	189 EUR	8 km	4
<a href="#">Carrefour de l'Europe</a>	179 EUR	299 EUR	8 km	0
<a href="#">NH City Centre</a>	175 EUR	294 EUR	8 km	3

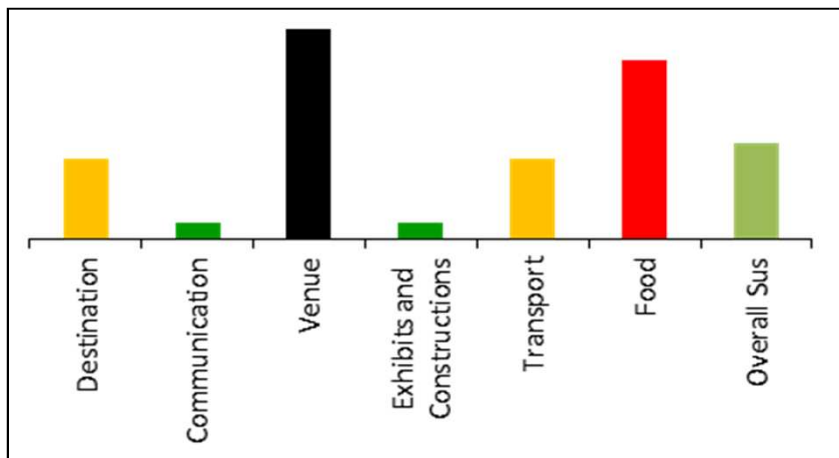
# Leaders integrate into their existing processes - consistently

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At MCI starting in Dec 2011, all events, venues and destinations will be assessed for sustainability and safety risks



*Destination Sustainability Performance*



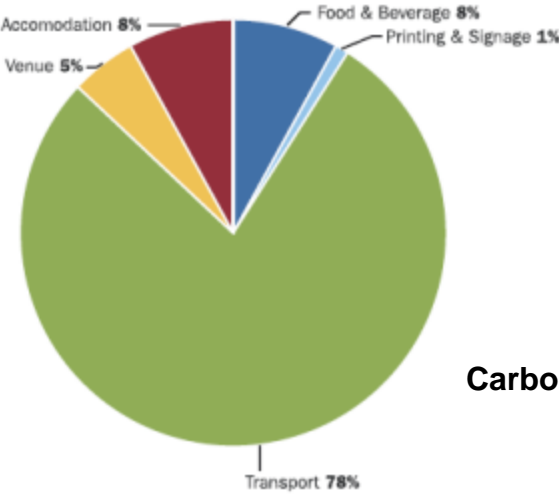
*Supplier Performance*



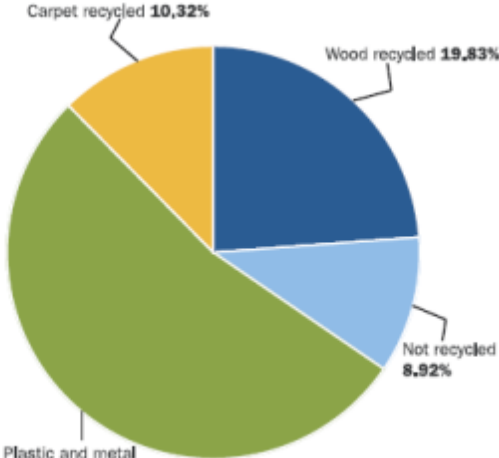
# Leaders – measure and report



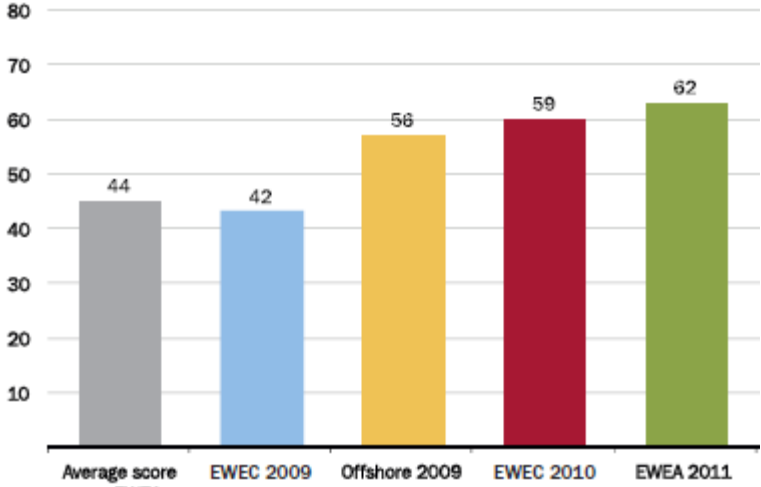
# Leaders Measure, Report, Evaluate



**Carbon Footprinting**



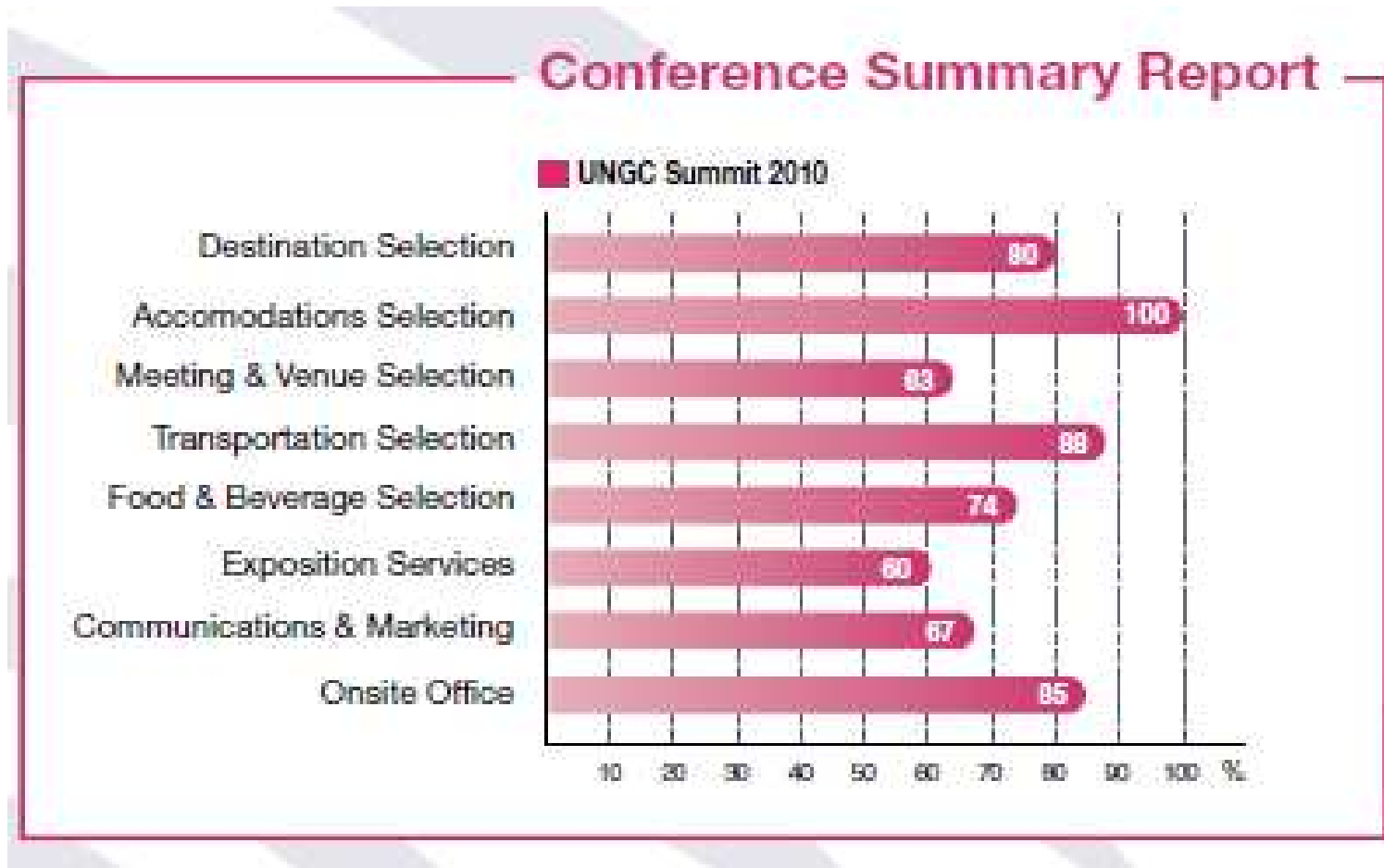
**Waste Management**



**Benchmarking**



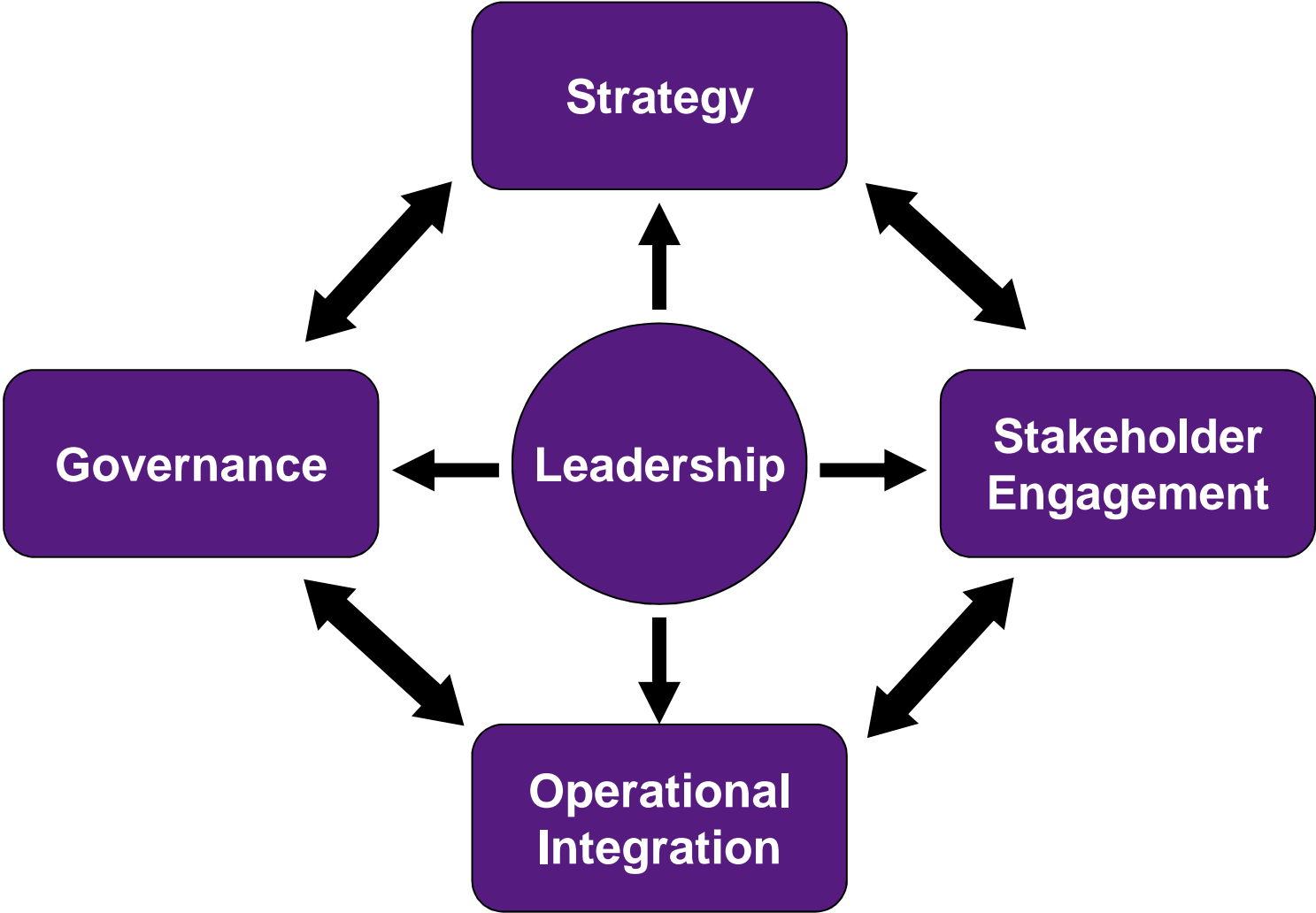
# Measure, Report, Evaluate



**WHAT ARE THE KEY  
CONCLUSIONS**



# Leadership in Event Sustainability



# Leaders understand its a journey

**SUSTAINABILITY**

**EVALUATION**

**COMMUNICATION**

**EDUCATION**

**COLLABORATION**

**LEADERSHIP**



www.sustainableeventsdenmark.org


The screenshot shows the homepage of the Sustainable Events Denmark website. At the top left is the logo, a stylized wind turbine, with the text "SUSTAINABLE EVENTS DENMARK". To the right is a search bar and the text "eu2012 dk". Below this is a navigation menu with links for HOME, THE PROJECT, CSMP, LEARN, PRESS, and REPORTS. The main content area is titled "Latest News" and features a grid of news items. Each item includes a date (all from 25.11.2011), a title, and a small image. The news items are: "Introducing the Copenhagen Sustainable Meetings Protocol", "Sustainable Event Management Standards", "Business Case for Sustainable Meetings", "Mapping a greener city in Denmark", "Danish Sustainable Events Initiative announces actions for EU Presidency 2012 at EIBTM", and "Useful sustainable event links". On the right side, there is a Twitter feed with several tweets, each with a profile picture, a timestamp, and the text of the tweet. At the bottom right, there are logos for "Scandinavian Airlines" and "HORESTA".



# Less Conversation More Action

Dispatches from the frontline of sustainability  
in the meetings industry



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## [Leadership: Grab the bull by the horns](#)

Posted on [March 5, 2010](#) by [Guy Bigwood](#)

### Grabing the bull by the horns

This week I have had the pleasure of working in Andalusia in the South of Spain. I had not been to Sevilla for some years and I was struck by how this beautiful city had invested in pedestrianizing the center, installing a new hi-tech tramway and a public biking system. The city has a clear climate strategy and with other integrated plans they have made a substantial difference to the sustainability of the city (health, pollution, quality of life, environmental impact etc), and have become one of the leading green cities in Spain. However there is a total disconnect between the meetings industry and the city government in terms of sustainability. This is not a hard criticism of the CVB and other players but indicative of the issues we face in many destinations around the world. They lack knowledge and leadership: Someone to understand and see the risks and opportunities, grab the bull by the horns and implement a strategic sustainable destination sustainability plan.



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