



# Corporate Social Responsibility & Green Meeting Practices

How Does It Impact Our Meetings?

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emc  venues

# Today's Agenda

- What is CSR?
- Supplier Initiatives
  - Doubletree Palm Beach Gardens
- Corporate Policies/Initiatives
- Green Meeting Guidelines
- Creating Contract Clauses
- References



# Corporate Citizenship

A firm's sense of responsibility towards the community and environment (both ecological and social) in which it operates, and draws resources and sustenance from. Firms express this citizenship (1) through their waste and pollution reduction processes, (2) by contributing educational and social programs, and (3) by earning adequate returns on the employed resources.

- [www.businessdictionary.com](http://www.businessdictionary.com)

# Corporate Social Responsibility

- Corporate Social Responsibility (CSR) is a way for an organization to recognize that it is a member of a larger community, and that its actions have an impact on the community. CSR has become front-page news in every major business publication as more large and small organizations align their work with their values.

- Meeting Professionals International Wiki



# Corporate Social Responsibility

- Energy Reduction
- Minimize Waste
- Environmentally Responsible Purchasing
- Community Service

# Polling Question



- **Does Your Organization Have A Corporate Social Responsibility Plan or Initiative?**

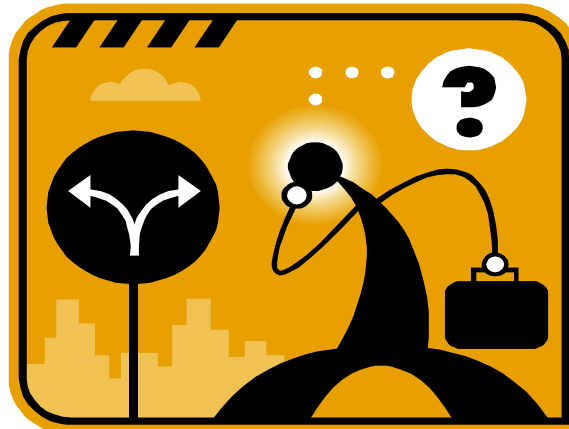
**YES**

**NO**

**NO, but we are working on it.**

# Did You Know?

- Average 3-Day Meeting Attended by 1,000 people
  - Produces 12 Tons of Trash
  - 200,000 Kilowatts of Power
  - Consumes 100,000 gallons of Water



# What are the Major Hotel Brands Doing?

- **Fairmont Hotels & Resorts** – Eco-Meet Program
- Hilton Hotels – Hilton Meetings
- **Hyatt Hotels** – Hyatt at Olive 8
- Lowes Hotels at Universal Orlando
- **Marriott International** – Eco-friendly Products
- Rosen Hotels & Resorts – Rosen's Green Website
- **Starwood Hotels & Resorts** – Tips for Green Meetings
- Walt Disney Parks and Resorts - Disney Environmentality

# Supplier Initiatives

- **Environmental Programs**
  - Carbon Offset Programs
  - Eco-Friendly Cleaning Products
  - Alternative Fuels
- **Recycling Programs**
  - Reducing Waste
  - Reusing Water
  - Composting Programs



# Supplier Initiatives

- Food and Beverage Programs
  - Farm to Table Programs
  - Chef's Gardens
- Community Programs
  - Charitable Programs
  - Matching Programs for Meetings
- LEED Certifications



# Uncle Sam Tells Hotels to Fall in with EPA (Environmental Protection Agency)



- The EPA has tapped the CIC (Convention Industry Council) to develop national standards for green hotels.
- Preferable Purchasing Program (Office Supplies, carpet, Food, Landscaping and now hospitality)
- In place by end of year
- Motivate hotels to change its practices if they want to service the government business
- Alleviate confusion and subvert “greenwashing”



# Corporate Initiatives

- Carbon Offset Programs
- More Local and Regional Meetings
- Teleconferencing Programs/Virtual Meetings
- Recycling Programs
- Sustainable Food and Beverage
- Green Meetings



# Corporate Initiatives

- Community Initiatives
  - Community Service Programs
  - Donation Matching Programs
- Green Building Initiatives
  - Green Certification
- Eco-Friendly Purchasing Programs
- Alternative Energy Resources
- Eco-Friendly Transportation

# Polling Question



- **Which of the following programs does your company focus the most time/energy/budget for:**

**Green Meetings Initiatives**

**Community Service Initiatives**

**Carbon Offset Programs**

**Recycling Programs**

# Creating Green Meetings

- Get Buy in from Management and Finance
- Create a Green Meetings Policy
- Create a checklist of items for the meeting planners to “green” the meeting.
- Communicate to the attendees that they are at a Green Meeting. Highlight why it is important
- Using Technology, Less Paper
- Review and reduce travel
- Reduce, Recycle, Reuse

# Common RFP Questions

- Is your hotel “Green Certified?” If yes, what is the certification and level of certification?
- What “green” practices does your hotel implement on a regular basis?
- What CSR initiatives is your hotel involved in?

# Common RFP Wording

- Company XYZ gives preference to destinations that have active and ongoing sustainability programs and policies. Specifically, preference is given to sites that have:
  - A comprehensive sustainability plan;
  - Programs to recycle and otherwise reduce solid waste;
  - Programs for the conservation of energy and water;
  - Environmentally responsible systems to handle to treatment of solid and liquid wastes; and
  - Environmental initiatives above and beyond those listed herein.

# Sample Contract Clause



Company XYZ requires the following Green Meeting Practices to be implemented during the course of the program. In the event the hotel does not implement any of the practices during the course of the event, the meeting planner will notify the hotel immediately. In the event the hotel is not able to comply for the entire meeting, a 5% reduction of the Master Bill will apply.

- No bottled water to be served at any time
- No styrofoam containers will be utilized at any time
- Recycling bins for paper, plastic, and cans will be provided throughout the meeting space.
- Flip Charts will be replaced with Dry Erase Boards

# Sample Contract Clause



Company XYZ is committed to adhering to the company XYZ green meetings policy and principles of Corporate Social Responsibility. Hotel agrees to abide by the following:

- Whenever possible, food items should be provided in bulk and not individually packaged
- Banquet Event Orders, and all invoices are to be received electronically
- Decorations for any event functions should be reusable or consumable.
- Serves only sustainable seafood

In the event that hotel has not abided by the above terms, hotel agrees to reduce the banquet checks by 5% for each food and beverage function affected.

# CIC – Shaping the Future of Green Meetings and Events

- Hosting City Discussion Groups as part of the APEX (Accepted Practice Exchange) Panel efforts on Green Meetings and Events
- Meeting, Convention, and Exhibition Industry
- Goal – create standards for meetings and hospitality industry around nine topics: accommodations, A/V, communication, destinations, exhibits, food and beverage, meeting venue, on-site offices, and transportation
- For more information and to register:
  - [www.apexsolution.org](http://www.apexsolution.org)

# Great Ways to Go Green – MEET USA 2009

- Select a “CSR” Venue
- Add green commitments to RFP
- Put presentations on USB sticks or online – no paper
- Eco-friendly Tote Bags
- Recycle name badges
- Obvious – no water bottles
- Keep lights off or lowered in meeting rooms during daytime
- Use Same Signage at all MEET Events
- Recycle bins in all meeting rooms
- Use healthy organic foods and ingredients from local farms

# What Best Practices Is Your Organization Doing with CSR and Green Meetings?

Please Type in Question Field

We Will Send You A Listing

# Green Meeting Resources

- [www.greenmeetings.info](http://www.greenmeetings.info)
- [www.conventionindustry.org](http://www.conventionindustry.org)
- [www.mpiweb.org](http://www.mpiweb.org)
- [www.pcma.org](http://www.pcma.org)
- [www.bluegreenmeetings.org](http://www.bluegreenmeetings.org)
- [www.meetingstrategiesworldwide.com](http://www.meetingstrategiesworldwide.com)
- [www.eatwellguide.org](http://www.eatwellguide.org)
- [www.seafoodwatch.org](http://www.seafoodwatch.org)



# Corporate Social Responsibility Resources

- [www.secondharvest.org](http://www.secondharvest.org)
- [www.blueoceaninstitute.org](http://www.blueoceaninstitute.org)
- [www.carbonfund.org](http://www.carbonfund.org)
- [www.carboncounter.org](http://www.carboncounter.org)
- [www.voluntourism.org/newsletter.html](http://www.voluntourism.org/newsletter.html)
- [www.csrwire.com](http://www.csrwire.com)
- [www.mallenbaker.net](http://www.mallenbaker.net)