



BSR Conference **2014**

**TRANSPARENCY &
TRANSFORMATION**

NOVEMBER 4-6 • NEW YORK

SUSTAINABILITY REPORT
Prepared for Business for Social Responsibility
January 9, 2015





OVERVIEW

Business for Social Responsibility

BSR's mission is to work with business to **create a just and sustainable world**. BSR envisions a world in which everyone can lead a prosperous and dignified life within the boundaries of the Earth's natural resources.

BSR is a global nonprofit organization that works with its network of more than 250 member companies to build a just and sustainable world. From its offices in Asia, Europe, and North America, BSR develops sustainable business strategies and solutions through consulting, research, and cross-sector collaboration. Visit www.bsr.org for more information about BSR's more than 20 years of leadership in sustainability.

BSR Conference 2014

The BSR Conference 2014 provides the insights and connections for building sustainable business success. Over three days, attendees have the opportunity to hear from-and engage with-industry leaders, provocative thinkers, and a community of practitioners who provide new ideas and practical solutions for business. Regularly ranked by independent analysts as one of the top corporate responsibility events globally, the BSR Conference features expert speakers, a creative program, and a community of sustainability leaders who together are building the business of a better world.





VITALS

Date	November 4- 6, 2014
Location	New York, NY USA
Venue	Grand Hyatt New York
# Attendees	931
# Total room nights	966
# Venues	1
# Speakers	130
# Sponsors	30
Event Features	5 keynote sessions, 32 breakout sessions, 6 pre conference training sessions, 3 networking receptions

Attendee Profile:

CSR professionals from Fortune 100 companies, consultants, and practitioners of CSR strategy. The majority of attendees are from North America however the conference typically attracts 20- 25% of attendees from outside North America. This savvy and cutting-edge group is substantially advancing sustainability through influence at the top levels of business.

Sustainability Highlights:

- Purchasing best practices- a sustainability survey outlining environmentally responsible initiatives accompanied request for proposals from hotel, general services contractor, and printer.
- This year along with reduction of waste, a concerted effort to minimize food miles and transportation needed to bring other support items such as signs contributed to a smaller environmental footprint.
- The conference's sustainability commitment was communicated to attendees and other stakeholders via conference website, blog posts, and informational slides during meal functions.

3

DAYS

5

CONFERENCE
TRACKS

40+

INSIGHTFUL
SESSIONS

100+

INSPIRING SPEAKERS

1,000+

CONNECTIONS TO MAKE



Successes

- Sustainable food choices included 100% vegetarian ingredients in one lunch; 100% shade grown, organic, fair trade coffee; specialty food vendors sourced locally
- 100% of fruits sourced locally and seasonally; no tropical fruits offered
- 100% elimination of bottle water, 3,732 plastic bottles and \$37,470 in purchases
- Carbon offsets purchased to offset 100% of conference travel and energy use
- All condiments served in bulk
- No disposable service items offered at coffee service
- 100% china service used for catering functions
- Conference proceedings and signage produced using 100% post consumer recycle content paper. This is the equivalent of taking one car off the road for one year
- All rooming lists, banquet event orders, and meeting invoices provided electronically
- Participation in paperless check out program in sleeping rooms
- Conference hand outs limited to sponsor flyers



SUSTAINABILITY STARTS WITH THE PLACE

New York, NY

Destination infrastructure and venue capabilities can work for and against event sustainability. Being in New York poses challenges to accomplishing sustainability initiatives due to a lack of recycling infrastructure. Due to this, BSR focused efforts on reducing overall waste and overall environmental footprint. One example, BSR Conference is a self-contained conference with no shuttle transportation needs. As well, restaurants and attractions are within walking distance of the conference site



Grand Hyatt New York

The Grand Hyatt New York was selected to host the 2014 Conference for the 10th time in the conference's history.

Responsibility for sustainability is clearly outlined in the conference request for proposal and contract language for the host hotel. Contract guidelines include specific sustainability actions and requested measurements for accommodation, catering, meeting venue, waste diversion, and logistics.

A complete list of all sustainability practices at Grand Hyatt New York is included in the appendix section of this report.

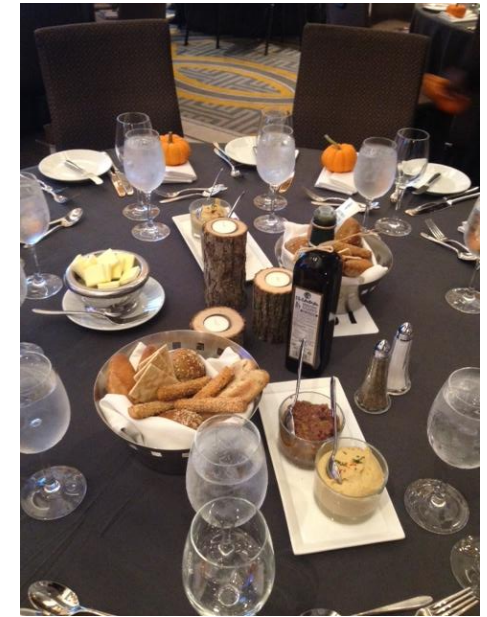




FOOD & BEVERAGE

Catering is a place where BSR and Grand Hyatt New York can be proud of its accomplishments! Grand Hyatt is commended for a clear commitment and excellent partnership in meeting catering goals. Practices included:

- Leveraging strong ordering history to not over order and minimize food waste
- Complete elimination of bottled water. Saving 3,732 plastic bottles and \$37,470
- Bulk condiments were offered for coffee service. No disposable service ware at functions except cocktail napkins for receptions
- All kitchen scraps were composted
- Breakfast juices were served in bulk
- Healthy options featured at each break such as wheat grass shots, whole fruit, granolas provided by sponsor, and cut vegetables
- 100% locally sourced fruits in season only, no tropical fruits to reduce food miles
- Local vendors were contracted for specialty items such as beer, soda, and feature coffee
- A strong emphasis on locally sourced and/or organic ingredients for all menu items.
- Natural and biodegradable table décor for gala dinner
- 100% Shade grown organic coffee offered
- A local Hudson Valley-themed reception featured local wines and an 100% locally -sourced ingredients from Hudson valley





COMMUNICATIONS & REGISTRATION

Due to the fleeting nature of conferences, a large amount of paper and often petroleum-based products are produced that have very little use beyond the specific days of a conference. BSR Conference 2014 sought to minimize the use of paper while also eliminating any purchases of petroleum-based products through the following practices:

- 95% of signs were sourced locally and required no shipping
- Reuse of conference app kiosk
- BSR feature booth was decorated with live plants
- Low impact paper was implemented including:
 - 80% of signs using 10mm re-board
 - Name badges printed on 100% recycle content paper
 - Pre conference printed promotions limited to one piece. All other marketing completed electronically via eblasts, blog posts, and other social media channels.
 - Conference office printer used 100% recycle content paper. Staff were asked to make only essential copies .
 - Complete elimination of a printed program, conference app
 - Session notes were posted on BSR website
- No name badge holder, greatly reduced material needed for name badge
- Lanyards made of 100% recycle content plastic
- 267 badge lanyards were recycled
- All communications with vendors was conducted electronically
- Communicate sustainability commitment to attendees and other stakeholders via conference website, blog posts, and informational slides during meal functions.
- Plenary sessions streamed live thereby reaching a large audience using a smaller carbon footprint





MEETGREEN™ CALCULATOR

While it is important to ask for and implement green practices, it is even more important to gain feedback on how successful these requests and subsequent actions were. The MeetGreen® Calculator is a comprehensive tool available for benchmarking the sustainable elements of events. Using the Calculator allows BSR to capture valuable information throughout the event planning process in order to make it easy to see where successes lay and where improvements can be made.

Those events that score highly are run by planners who not only request sustainable practices, but also ensure that these requests are implemented through systemic processes, that procedures are tracked and that a high level of performance is achieved. For example, to score highly in the venue category a planner would request and implement recycling through contract procedures, in addition to measuring a high percentage of waste diversion from landfill.

The calculator tracks practices in the following areas:

- Destination Selection
- Meeting Venue Selection
- Accommodation Selection
- Transportation
- Carbon offsets
- Food & Beverage
- Exhibit Production
- Audio Visual
- Communications & Marketing
- On-site Office

In 2006 MeetGreen® was hired to manage conference logistics and provide leadership and expertise in sustainability as it relates to meeting management. MeetGreen® is independently certified compliant with the ISO 20121: Event Sustainability Management System Standard. All aspects of our work for BSR comply with ISO 20121 approaches. The sustainability report shares the steps that have been taken to date and provides a path forward for continuing the commitment to a sustainable conference.

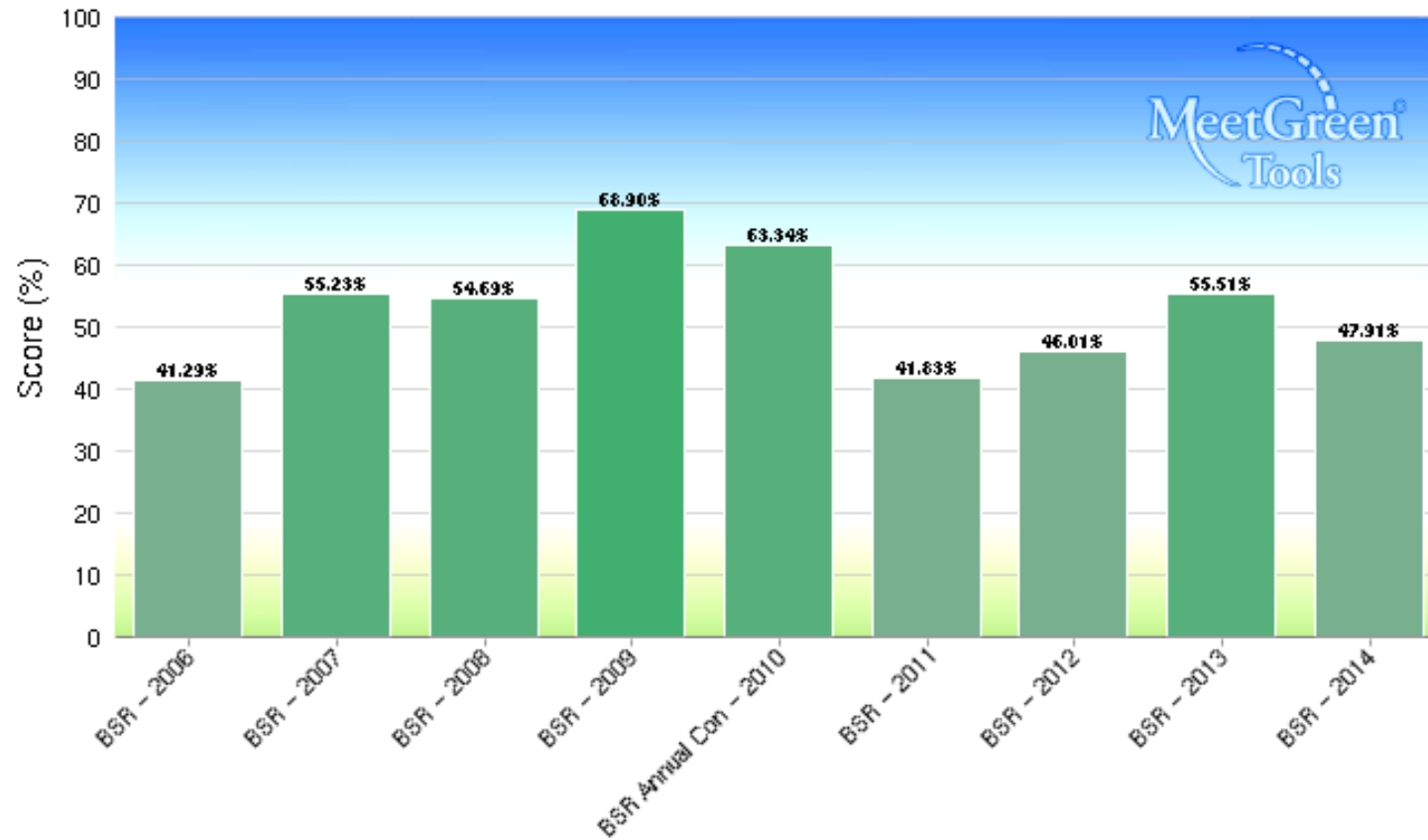
BSR
Conference
2014 Overall
Score:
47.91





CONFERENCE LEVEL REPORT

Business for Social Responsibility - BSR Total Score



This report shows the total calculator score for the BSR Conference over a history of years.

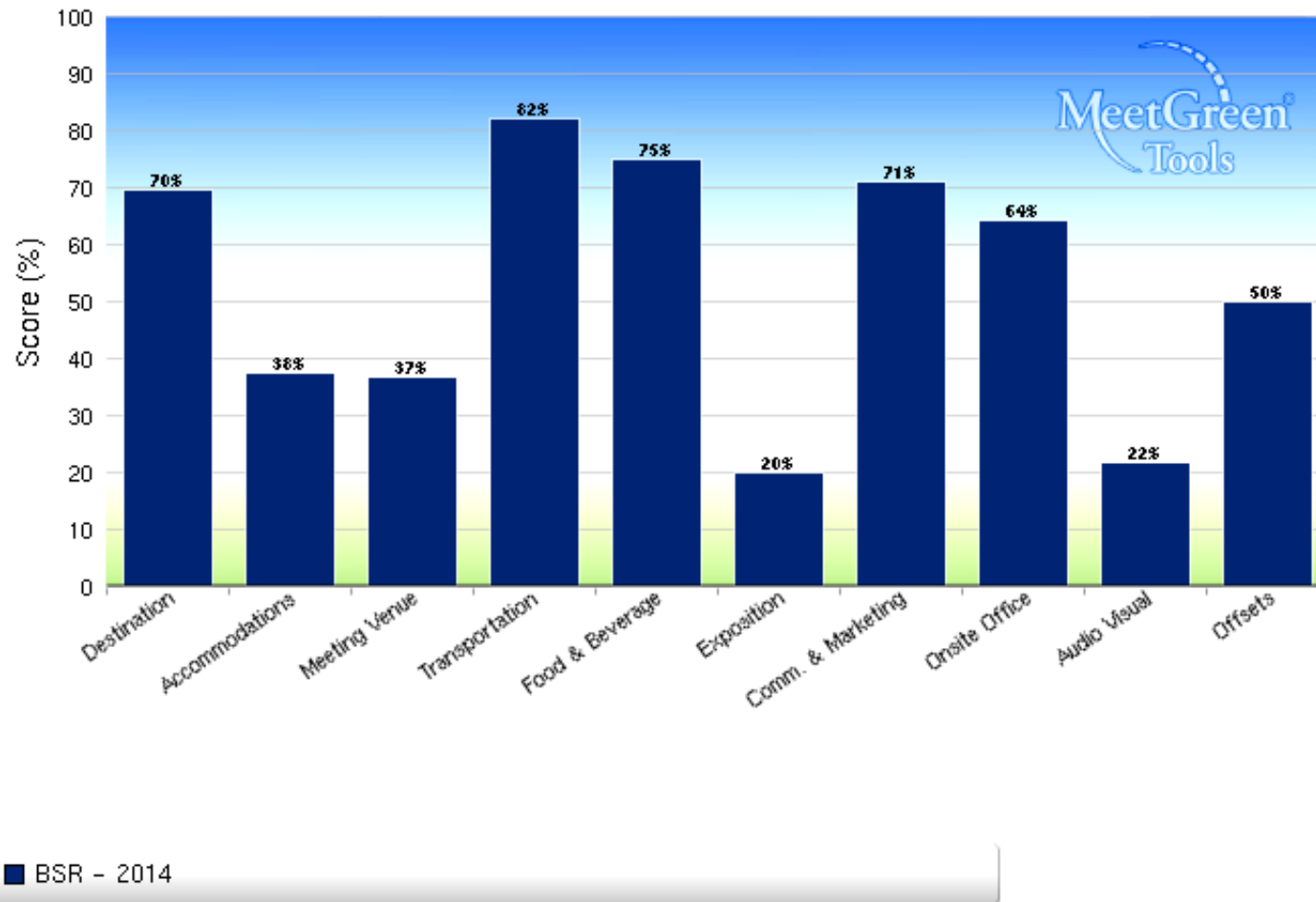
A reduction in overall 2014 performance is due largely to challenges with both the venue and facility's lack of infrastructure and a lack of sustainability practices being standard operating procedure at host hotel.





CONFERENCE CATEGORY SUMMARY REPORT

Business for Social Responsibility - BSR Event Summary



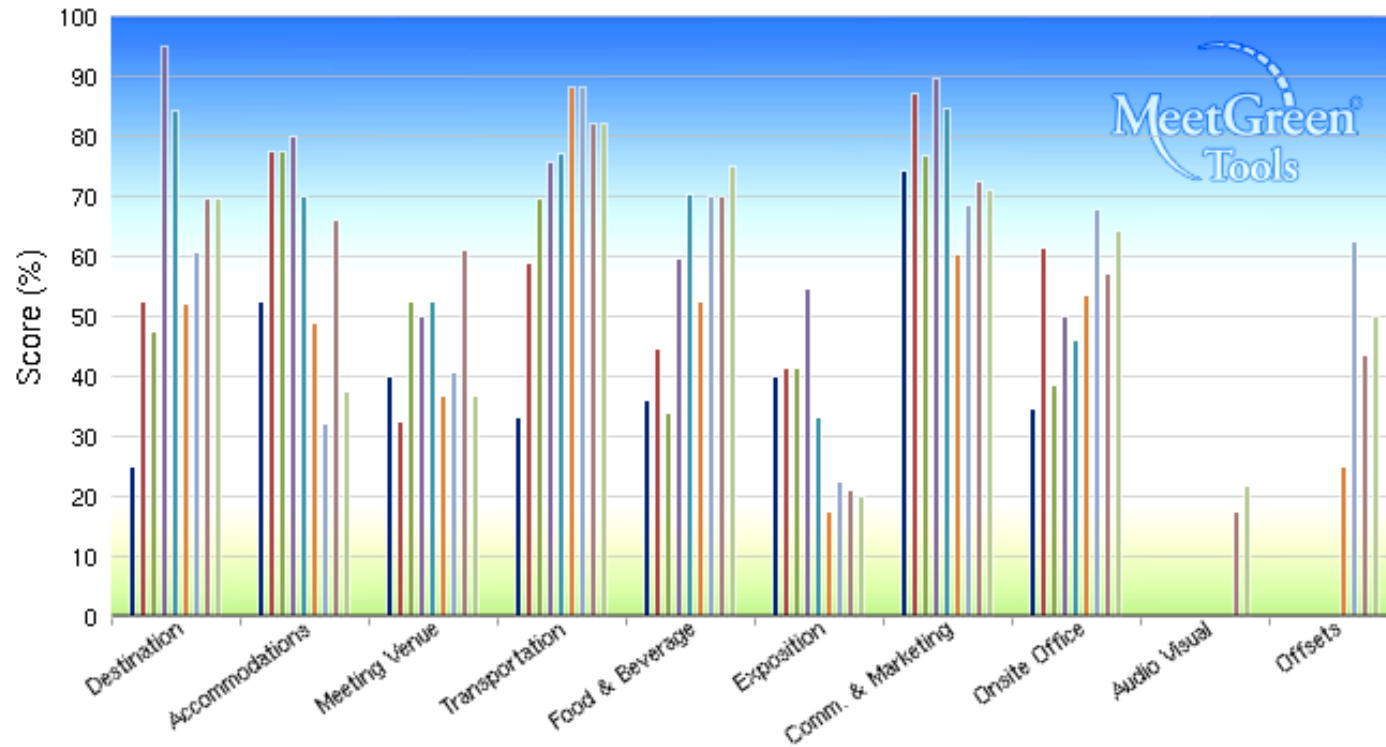
This report shows the total score for each category across the 2014 conference.





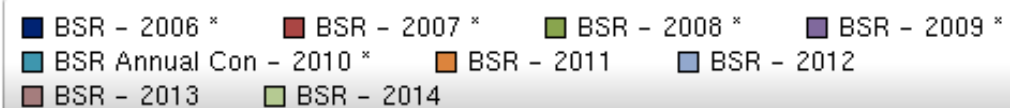
CONFERENCE COMPARISON REPORT

Business for Social Responsibility - BSR Event Summary



This report shows the total score for each category across the history of the conference.

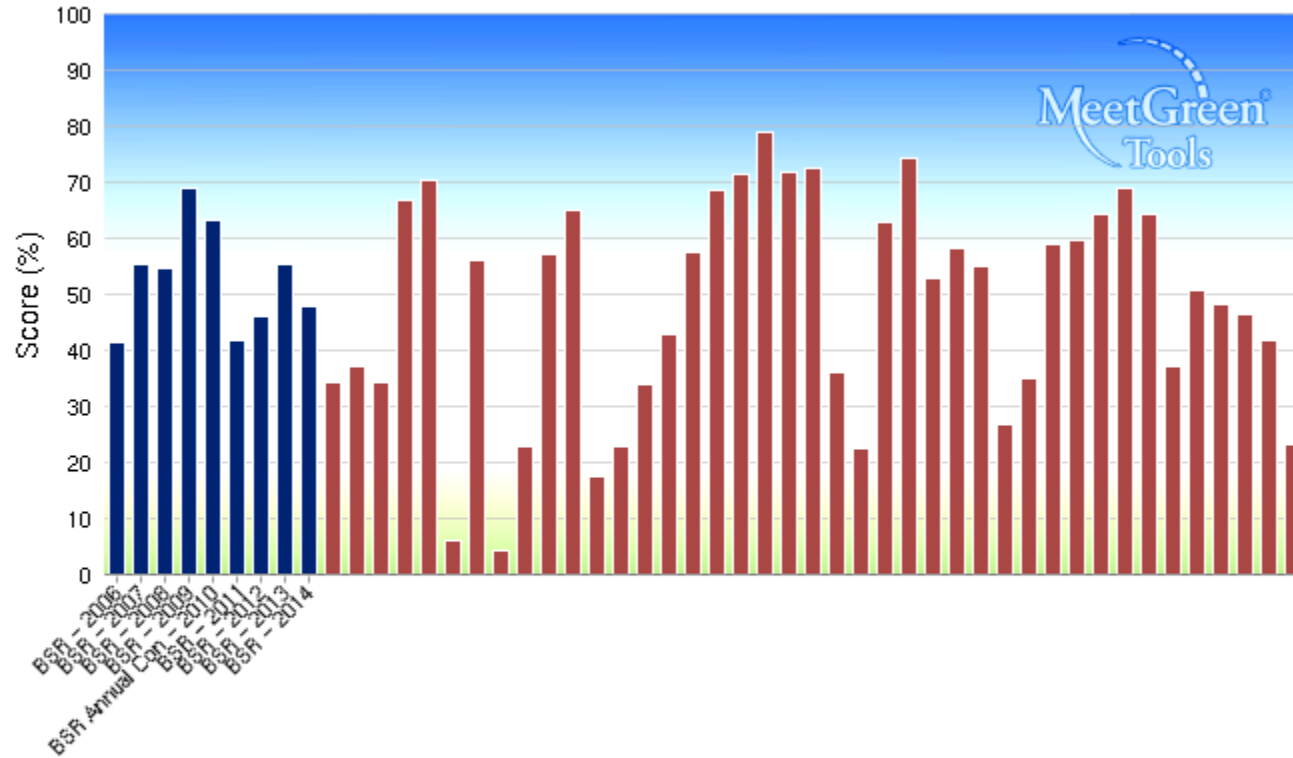
Audio visual and offsets categories are recent additions to the calculator.





TOTAL CONFERENCE COMPARISON REPORT

Business for Social Responsibility - BSR Event Comparison



This report shows the total calculator score for the conference next to the total scores from the 50 most recent conferences input into the calculator.

The blue bar at the left of the graph represents the total score earned by BSR Conferences. Note that the current top score of all compared conferences in the MeetGreen® calculator is 80%, not 100%. 43% can be considered an average score for use of the MeetGreen® tool.





RECOMMENDATIONS

✓ DEVELOP a Sustainable Meeting Policy for Business for Social Responsibility

- Begin a sustainability policy and consider the guidelines in either [the APEX Environmentally Sustainable Event Standard](#) or [ISO 20121](#) Event Sustainability Management System. This policy will establish commitment and ensure that green meeting practices are incorporated into all meetings. This process should be finalized and communicated to all stakeholders. The Policy would include:
 - Sustainability priorities
 - Minimum guidelines for cities hosting the ILFI meetings
 - Minimum guidelines for meeting venues and accommodations
 - Minimum guidelines for food and beverage
 - Minimum guidelines for marketing and communications practices
- Convene a sustainable event team to create an action plan. This should start as early as possible and include staff and vendors

✓ SHARE the Story

BSR is ideally positioned to receive media coverage about its sustainable meeting practices. To remain at the forefront, demonstrate transparency, and influence individual decisions and practices, BSR's sustainable meetings story should be cultivated and shared.

✓ ADVANCE a Strategic Plan to Implement the Sustainable Meeting Policy

- Identify objectives and measurements to evaluate success of plan implementation
- Confirm event-specific priorities and measurement targets. This could be a first action-step for the sustainable event team
- Identify the measurable indicators to be tracked
- Establish the time frame
- Establish areas of responsibility including staff and vendors
- Determine how to communicate this information to all stakeholders
- Communicate opportunities and impacts. Include a strategy for pre, during and post-event outreach to attendees and other stakeholders

✓ CREATE New Initiatives

- Offer 100% locally and organically sourced food items
- Increase waste diversion incrementally each year
- Commit to greater attendee engagement by communicating your efforts
 - Keep a green tagline at bottom of any eblasts
- Expand hybrid meeting component.
- Actively encourage smart transportation
 - Encourage ride share and carpooling
- Leverage volunteers for sustainability through a waste management program



APPENDIX

Online Resources

Hyatt Thrive Corporate Social Responsibility Program

<http://thrive.hyatt.com/aboutHyattThrive.html>

Grand Hyatt New York Sustainability Initiatives

<http://www.grandnewyork.hyatt.com/en/hotel/news-and-events/news-listing/greeninitiatives.html>

http://hyatt.com/hyatt/images/hotels/nycgh/NYCGH_CorporateResponsibility2.24.12.pdf

Blog posts

<http://www.bsr.org/en/our-insights/blog-view/environmental-sustainability-at-the-bsr-conference>

<http://meetgreen.com/2014/11/taking-the-leap-to-paperless/>



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