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Newsletter

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Pamela Schwartz, BSR, Sustainable Event Champion & Hero



The Best Q&A on Sustainable Events Ever (Seriously)

Frustrated or confused about sustainable meetings? Industry veterans Paul Salinger (Oracle) and Shawna McKinley (MeetGreen) answer in-depth questions from budgeting to standards in this Smart Meetings Q &A.

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If you think your sustainable event practices are under a microscope, consider the responsibility Pamela Schwartz shoulders as she designs and executes the annual BSR Conference, one of the world's largest and most influential corporate responsibility events hosted by Business for Social Responsibility, a global nonprofit business network and consultancy dedicated to sustainability. As the head of the external and internal conference planning teams, she manages the content, logistics and financial aspects of the event which draws more than 1,000 attendees, all experts in social and environmental responsibility.

Not only does Pamela accomplish this feat, but she does it with a flair unsurpassed by other similar events. The conference is fresh and sensational—not always words associated with sustainability. We asked her to share her insights with us and our readers.

Has your industry or organization changed dramatically in the past five years?

The primary challenge of the 21st century is to build a prosperous, sustainable future for generations to come. BSR believes that a just and sustainable world will result when the unique skills and resources of all sectors—business, civil society, and government—are aligned toward that goal. While sustainability was once only a side note in business discussions, today it has been fully integrated into the day-to-day operations of many corporations and organizations. As a result, I've experienced an incredibly exciting time to work in this field.

What changes do you anticipate in the next five years? Are there any trends that



Millennials Are Talking CSR, Are You Listening?

Half of young people would take a pay cut to work for a socially minded company. Discover how to develop a meaningful CSR program in an era soon to be dominated by Millennials.



Can Vegas Hold Sustainable Events? Asked and Answered

Don't miss our upcoming Google Hangout with Ryan Green of the Las Vegas Sands Expo and Convention Center, LIVE on August 26th at 9AM PDT. A recording will be available on our YouTube channel if you miss the live show. Meanwhile, our channel is filled with helpful videos and quick tips.

concern you?

The question is no longer where should we be heading and why, but how we can build systemic solutions that will enable us to achieve this change. Even with all of the progress we have made, our planet continues to warm, deforestation proceeds, and the number of water-stressed regions in the world grows annually.

How does your event stay relevant for key stakeholders while reflecting the values and vision of the organization?

As a Conference with a 22 year history, this is one of our biggest challenges. Each year, we wipe the slate clean and aim to address the planning process with fresh eyes. As an organization on the front line of sustainable business, we work year round with our globally minded staff to create cutting-edge content and programming. We also try to be as inclusive as possible by including key stakeholders, partners, and member companies whenever possible. On the logistics side, we have made huge strides in producing a sustainable event since I joined BSR in 2007. Some of the achievements I am most proud of include our commitment to serve only locally sourced, sustainable, and often organic menu items; the elimination of bottled water, a traditional exhibit hall, and all giveaways; a Conference mobile app that replaced our 100+ page printed program; and the 100% carbon offset purchases used to offset Conference travel and energy use.

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Nancy Zavada Chosen as Meeting Trendsetter for 2015

Our MeetGreen Founder and President has been named a Meeting Trendsetter by Meetings Focus Magazine. MeetGreen is always raising the bar with innovative new solutions, and Nancy is honored to have been chosen among other industry visionaries.

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