

BSR AT
25

HOW BUSINESS
LEADS
BSR CONFERENCE 2017

SUSTAINABILITY REPORT

Prepared for
Business for Social Responsibility
January 4, 2018





Overview

Business for Social Responsibility

BSR is a global nonprofit organization that works with its network of more than 250 member companies and other partners 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. [Learn more](#) about BSR's 25 years of leadership in sustainability.

The organization'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 Conference 2017

The BSR Conference is one of the most important annual gatherings dedicated to finding solutions to our most pressing global challenges. Every year, nearly 700 sustainable business experts from Fortune 500 companies, as well as leading foundations, nonprofit organizations, and government, gather for unparalleled networking experiences, powerful plenary addresses and breakout sessions, and interactive professional development opportunities.





Vitals

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.



Date	October 24-26, 2017
Location	Huntington Beach, CA USA
Venue	Hyatt Regency Huntington Beach
# Attendees	643
# Total room nights	1235
# Venues	1
# Speakers	97
# Sponsors	21
Event Features	5 keynote sessions, 30 breakout sessions, 5 pre conference training sessions, 3 networking receptions, 1 sustainability tour and 1 CSR event



Successes

- Carbon offsets purchased to offset 100% of conference travel and energy use.
- Sustainable food choices included 100% shade grown, organic, fair trade coffee.
- Local food and beverage vendors showcased during networking events to raise awareness of local products.
- 100% elimination of bottle water, **saving 3,272 plastic bottles and \$26,994.**
- All condiments served in bulk.
- No disposable service items offered at coffee service, **diverting 1,268+ coffee cups from landfill.**
- Recycled and reusable centerpieces rented for gala dinner.
- 100% of signs were sourced within 100 miles of the venue.
- 100% elimination of conference handout and sponsor flyers. All collateral content was produced digitally.
- All rooming lists, banquet event orders, and meeting invoices provided electronically.
- Discount coupons sourced to encourage carpool options for airport transfer.
- For the first time, a CSR project was offered on the conference agenda.



Venue Selection

Aside from organizational policy development, conference venue is the most defining decision factor for event sustainability as it informs all other choices for an in-person event.

Huntington Beach, CA USA

Huntington Beach is a small municipality (population 200,000) situated along the Pacific Coastline with natural wetlands. The city benefits from the resources and infrastructure provided by Orange County (greater Los Angeles area) and puts forth a sustainability report, however the contents of this report were not able to be verified.

Hyatt Regency Huntington Beach

Assessment and responsibility for sustainability is clearly outlined in the conference request for proposal and contract language for the host hotel using the MeetGreen Sustainable Event Kit. Contract guidelines include specific sustainability actions and requested measurements for accommodation, catering, meeting venue, waste diversion, and logistics.

Hyatt brand properties have hosted the BSR Conference for over 15 years. 2017 is the first time the conference was hosted at the Huntington Beach property. The hotel has achieved sustainability recognition including the 2014 USGBC Eco-Award, Most Sustainable Hotel in Orange County and California Green Lodging Program certification.

The hotel has a demonstrated commitment to sourcing local and seasonal ingredients for catering functions, however waste diversion and energy management practices did not appear to be followed.

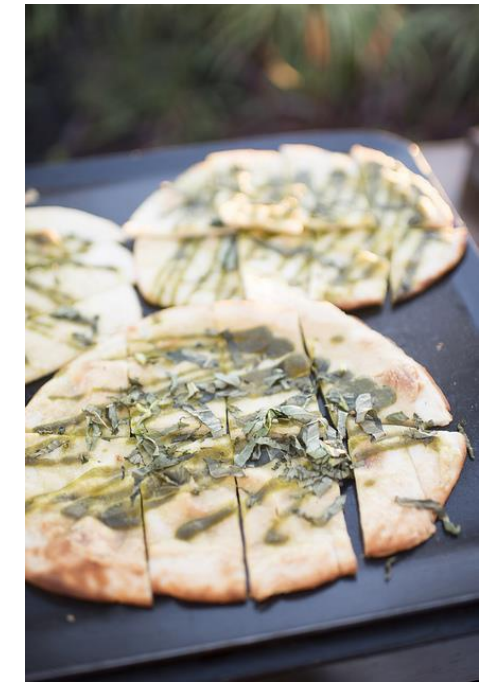




Food & Beverage

Hyatt Regency Huntington Beach 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 3,272 plastic bottles and \$26,994**
- Bulk condiments were offered for coffee service. No disposable service ware at functions except cocktail napkins for receptions.
- Breakfast juices were served in bulk, **diverting approximately 825 plastic bottles from landfill.**
- Healthy options featured at each break such as whole fruit, granolas, and cut vegetables.
- Local vendors were contracted for specialty items such as soda and beer.
- A food truck lunch featured local vendors, some with demonstrated commitment to sustainability.
- A strong emphasis on locally sourced and/or organic ingredients for all menu items.
- Water wise choices for protein ingredients.
- Natural, recycled, and reusable table décor was featured for gala dinner.
- 100% Shade grown organic coffee offered.
- Reception themes emphasized sustainability including a local food showcase and a sponsored theme emphasizing the story behind food sourcing.

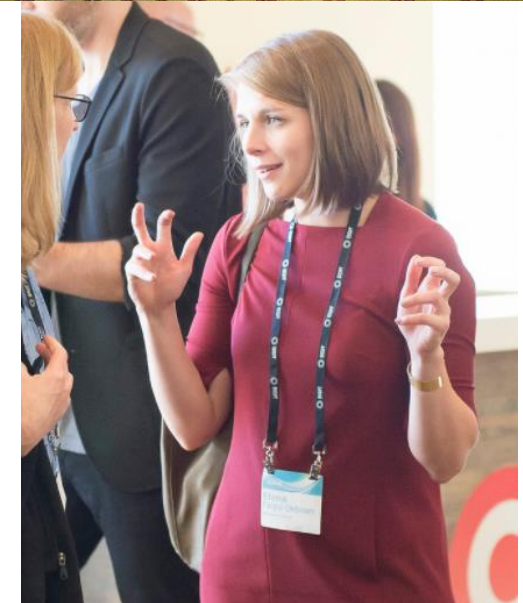




COMMUNICATIONS & REGISTRATION

Due to the fleeting nature of conferences, a large amount of paper and petroleum-based products are produced that have very little use beyond the specific days of a conference. BSR Conference 2017 sought to minimize the use of paper while also eliminating any purchases of petroleum-based products through the following practices:

- 100% of signs were sourced within 150 miles of the meeting venue.
- Rented and reusable furniture supported branded areas.
- Sponsor installations incorporated sustainability in theme, activities and branded and messaging.
- Low impact paper was implemented including:
 - 85% of signs using 10mm re-board
 - Name badges printed on 100% recycle content paper
 - Pre conference printed promotions were entirely digital. All marketing was 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.
 - The 5th year of using a conference app and thereby eliminating a printed program.
 - 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.
- 154 badge lanyards were recycled.
- All communications with vendors was conducted electronically.
- Sustainability commitment was communicated 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

BSR
Conference
2016 Overall
Score:
55.72

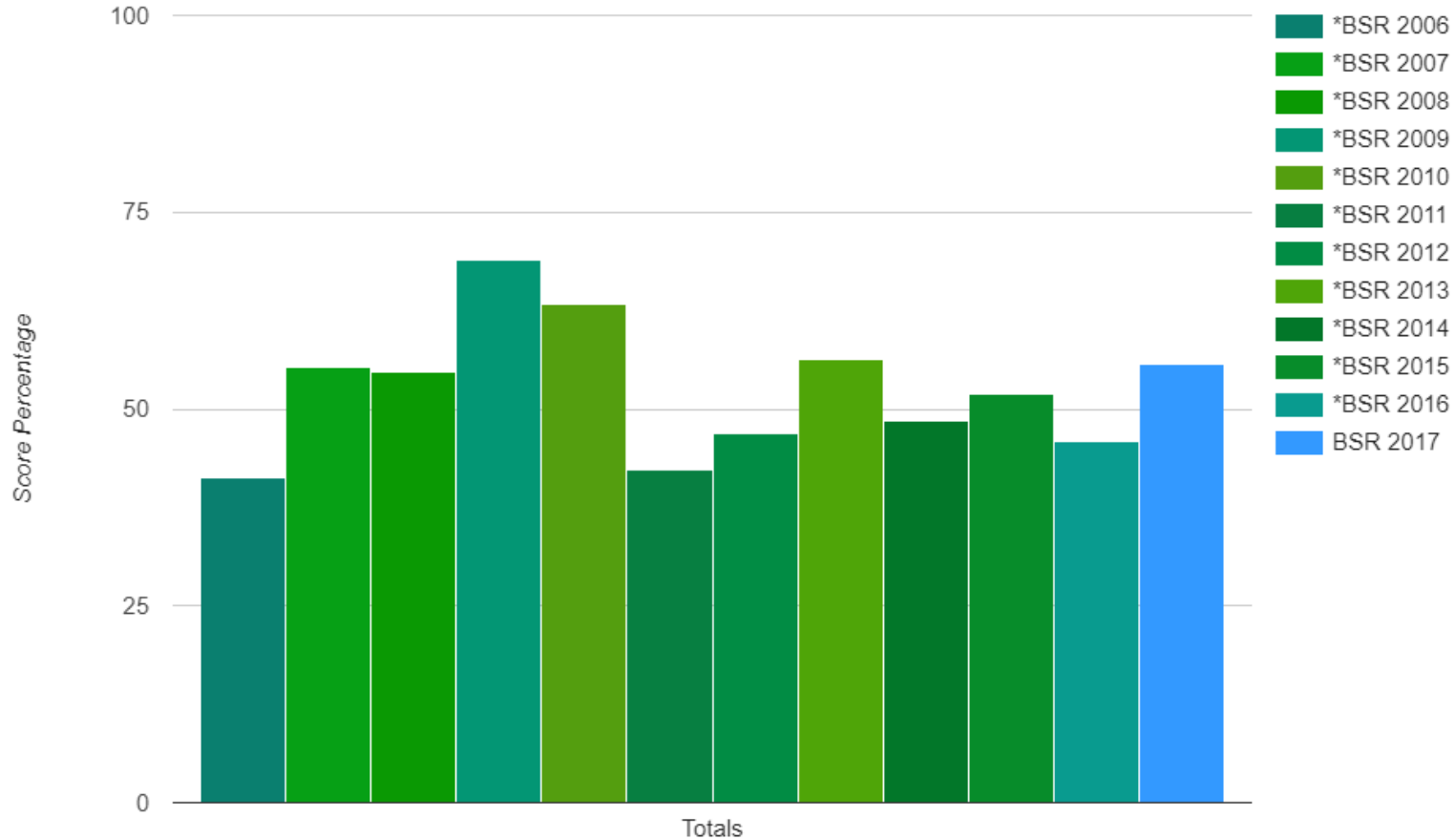
In 2006 MeetGreen® was hired to manage conference logistics and provide leadership and expertise in sustainability as it relates to meeting management. MeetGreen® is independently certified compliant with the ISO 20121: Event Sustainability Management System Standard. All aspects of our work for BSR 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.





CONFERENCE LEVEL REPORT

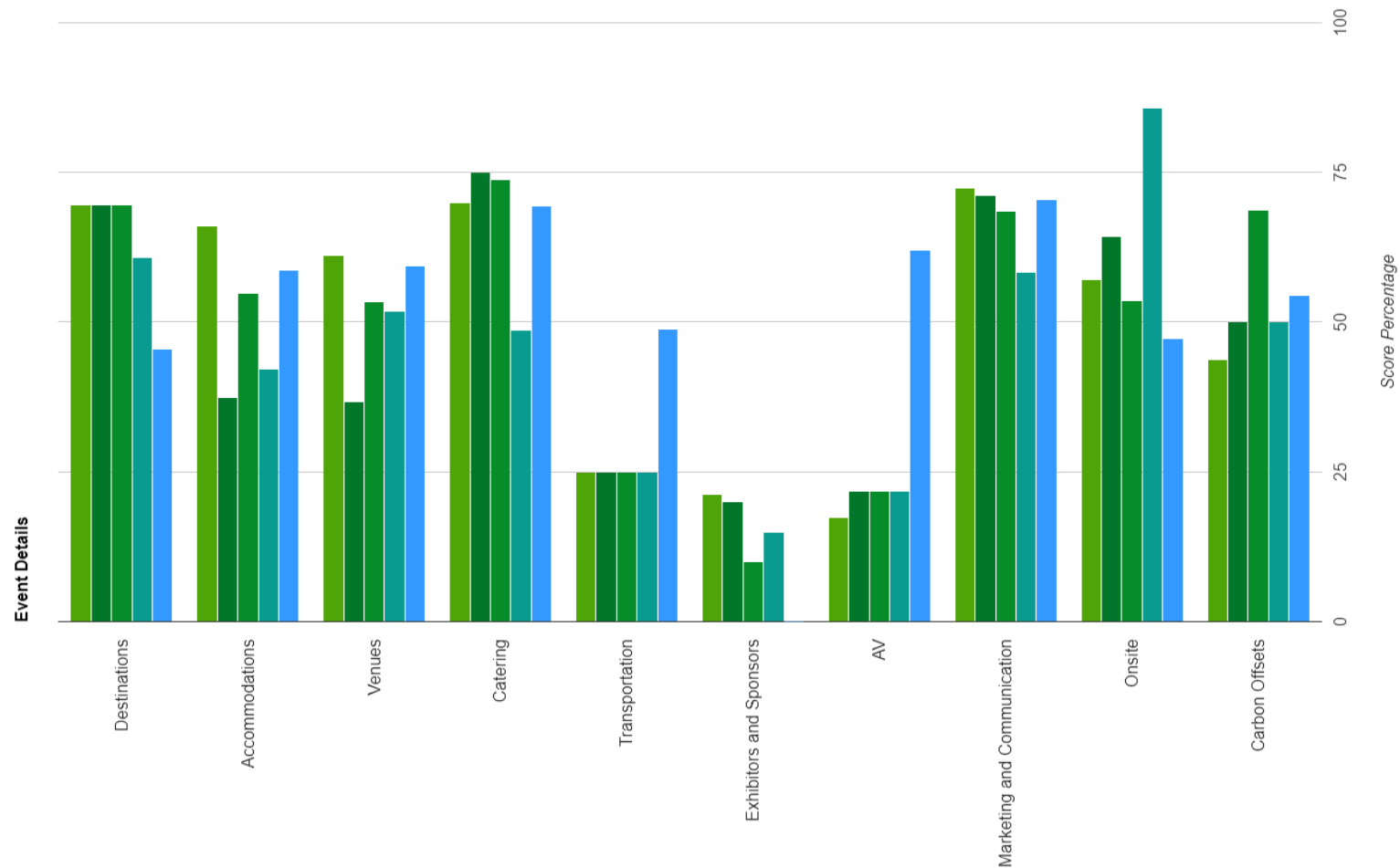
Event Summary



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



CATEGORY COMPARISON REPORT

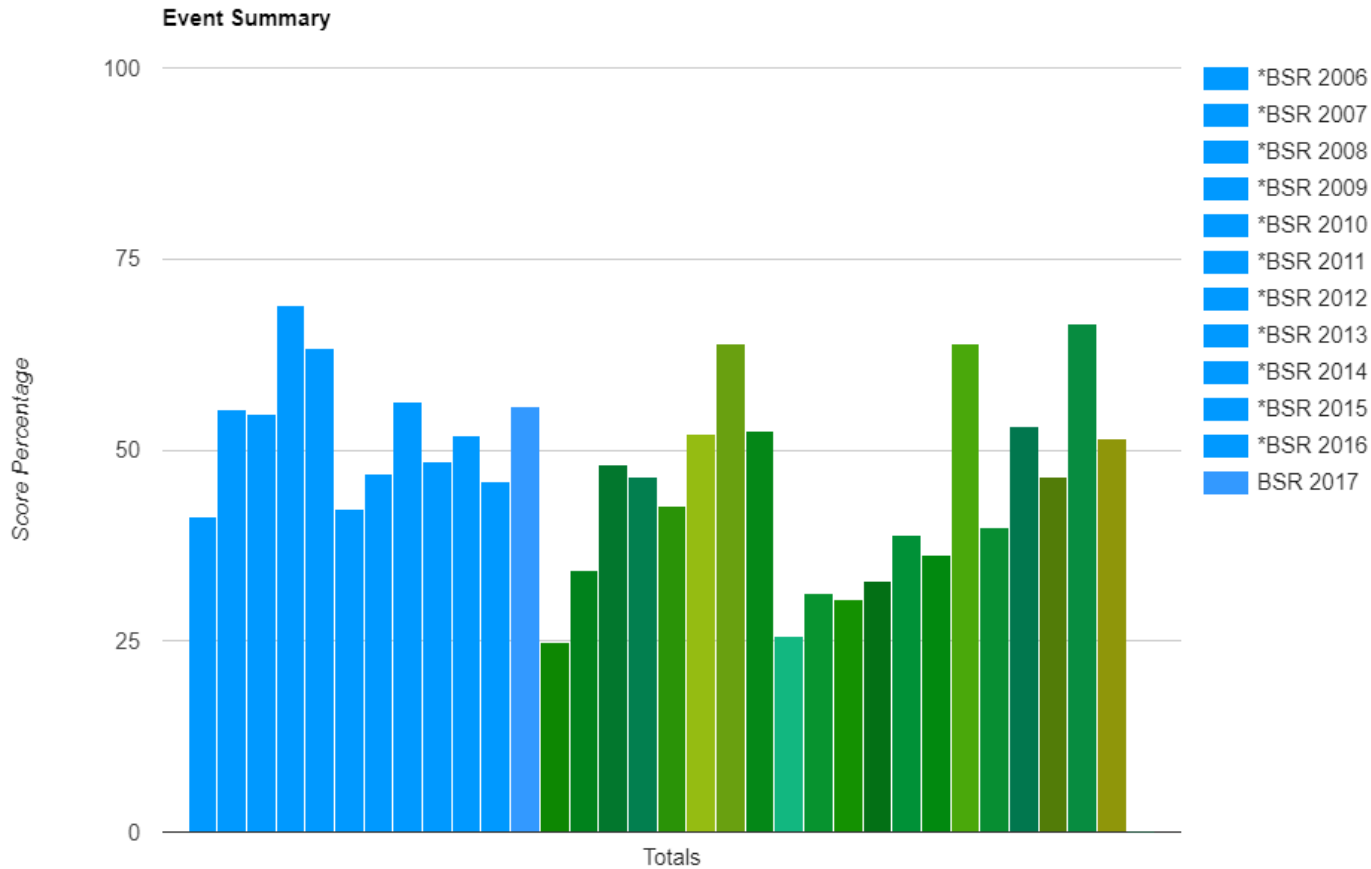


This report shows the total score for each category across the last 5 conference years.

- *BSR 2013
- *BSR 2014
- *BSR 2015
- *BSR 2016
- BSR 2017



TOTAL CONFERENCE COMPARISON REPORT



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

The blue bar at the left of the graph represents the total score earned by BSR conferences.



Recommendations

✓ DEVELOP a Sustainable Meeting Policy for Business for Social Responsibility

- Begin a sustainability policy and consider using [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 BSR 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

- Consider migrating the conference to a circular economy model for assets such as signage.
- With the advent of recent challenges to waste diversion streams, make a concerted effort to *minimize* waste rather than recycle materials.
- Commit to greater attendee engagement by communicating your efforts. Keep a green tagline at bottom of any eblasts.
- Consider a waste management sponsorship working towards a zero waste conference.
- At the outset of the 2018 conference, identify 3 goals and desired outcomes that relate to sustainability (environmental, social or otherwise).



Appendix

Online Resources

Sustainable HB

<https://www.huntingtonbeachca.gov/residents/sustainable-hb/>

Hyatt Thrive Corporate Social Responsibility Program

<https://thrive.hyatt.com/en/thrive.html>

California Green Lodging Program

<http://www.dgs.ca.gov/travel/Programs/GreenLodgingProgram.aspx>

USGBC Orange County Eco Awards

<https://www.usgbc.org/event/usgbc-orange-county-2017-eco-awards>

MeetGreen Sustainable Event Kit

<https://meetgreen.com/products/sustainable-event-kit/>

Hyatt Regency Huntington Beach Catering

<https://huntingtonbeach.regency.hyatt.com/en/hotel/meetings-and-events/catering.html>



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