



---

# **BSR Conference 2018**

## **Sustainability Report**

---



# Overview

## **ORGANIZATION MISSION**

---

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. 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.

## **CONFERENCE DESCRIPTION**

---

The annual [BSR Conference](#) is one of the longest-running and most well-regarded business sustainability events. We provide a space for thought-provoking conversations, where we work together to identify solutions to our most complex sustainability challenges. We convene more than 800 participants from around the world, including senior executives from Fortune 500 companies, entrepreneurs, foundations, nonprofit organizations, and governments. Be a part of it and help your company define its own blueprint for sustainability.

# 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% of attendees from outside North America.

Date	November 6-8, 2018
Location	New York, NY USA
Venue	<a href="#">Grand Hyatt New York</a>
# Attendees	791 Registered Online 765 Estimated On-Site Attendance
# Sponsors	24
Event Features	5 keynote sessions, 1 pre event member meeting, 29 breakout sessions, 3 networking receptions, 1 opening dinner.



# Sustainability Achievements

---

There are many areas that contribute to an event's overall sustainability, ranging from venue, accommodations, and food & beverage, to signage, collateral, and even marketing & communications. Greening an event involves a concerted effort across vendors and supply chains to help transform an industry. We are proud of our team's work to advance the following sustainability initiatives.

# Sustainability Achievements



## WASTE MINIMIZATION AND DIVERSION

Signage and conference materials were produced on 100% post consumer recycle content substrate. No disposable serveware and no bottled water.



## MINDFUL SPONSORSHIP FULFILLMENT

On site sponsor benefits fulfillment can often translate to event waste if not properly managed. BSR designed all fulfillment packages to leverage recyclable signs and feature area build outs using rented furniture. Brand alignment also came through carbon offset underwriting, support of healthy and organic catering choices, and topical features.



## LOCAL AND HEALTHY CATERING

MeetGreen worked with our client and the hotel catering staff to devise creative menus that showcased local brands for exciting surprises. Healthy options were prioritized for snacks and grab and go food and beverage.



## Sustainability Achievements



### SUMMARY

For over 20 years BSR has committed to event sustainability with the annual conference and 2018 was no different. A continued effort to minimize waste is a hallmark of the event. Conference proceedings and handouts have been eliminated since 2006. Signage is produced on 100% recyclable substrate and catering waste 100% diverted from landfill.

The optics of catering choices are also very important to the BSR Conference. Emphasizing exciting local businesses such as Patsy's Pizza, Joe's Coffee, Ferrara, and local breweries and wineries not only infused energy into the menu, the conference prioritized local while keeping costs down. 100% elimination of disposable serveware combined with condiments only served in bulk and a kitchen that composts meant back of house packaging was the only item going to the landfill.

# Sustainability Achievements



- MeetGreen **sustainable practice surveys** were sent to **core event** suppliers: Venue, Accommodations, Catering, and Sign vendors.
- The conference venue **recycles glass, paper, plastic, and cardboard**.
- Meals included **sustainable food options**: local, seasonal, organic, fairly-traded, sustainably harvested, or ethically produced.
- 100% of signs were **sourced within 150 miles** of the meeting venue.
- 95% **rented and reusable furniture** supported branded areas. The purchased furniture was donated post conference.
- Sponsor installations incorporated sustainability in theme, activities and branded and messaging.
- Low impact paper was implemented including:
  - 100% 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 6<sup>th</sup> 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**.
- 216 badge lanyards were **recycled**.
- **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.

# From Local to Global

In 2015 the United Nations defined a collection of 17 Sustainable Development Goals (SDGs) designed to achieve the following targeted goals by 2030: ending poverty, promoting prosperity, well-being for all, and protecting the planet. One very powerful visual is seeing how the sustainability actions taken at BSR Conference link closely to the global initiatives outlined by the UN SDGs.

CONFERENCE SUSTAINABILITY ACTIONS	UN SUSTAINABLE DEVELOPMENT GOALS
Donation of leftover food.	SDG 2: Zero hunger
Condiments and beverages served in bulk.	SDG 12: Responsible consumption and production
China and linens for meals, no disposables.	SDG 12: Responsible consumption and production
Utilize electronic signage in the meeting venue.	SDG 12: Responsible consumption and production
Source rented items for branding installs.	SDG 12: Responsible consumption and production
No bottled water served at event.	SDG 12: Responsible consumption and production
Reduce printed material.	SDG 12: Responsible consumption and production
Reduce material for name badges	SDG 12: Responsible consumption and production
Incorporation of local / healthy food on the menu.	SDG 3: Good Health & Well Being



# Event Scoring

---

A green square with the text '58%' in white, representing the BSR Conference 2018 Overall Score.

**BSR CONFERENCE  
2018 OVERALL SCORE**

---

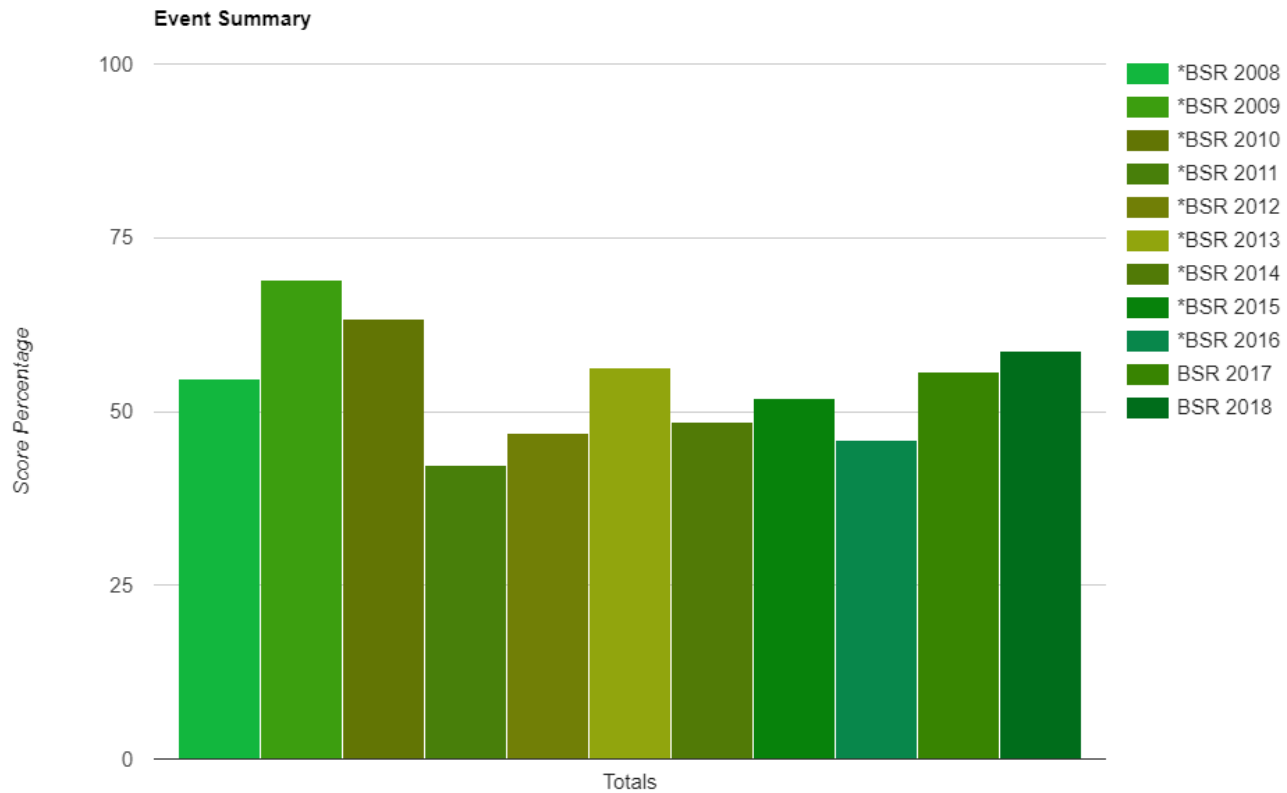
*Compared to an average  
Calculator score of 42%*

The **MeetGreen® Calculator 2.0** 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 organizers 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.



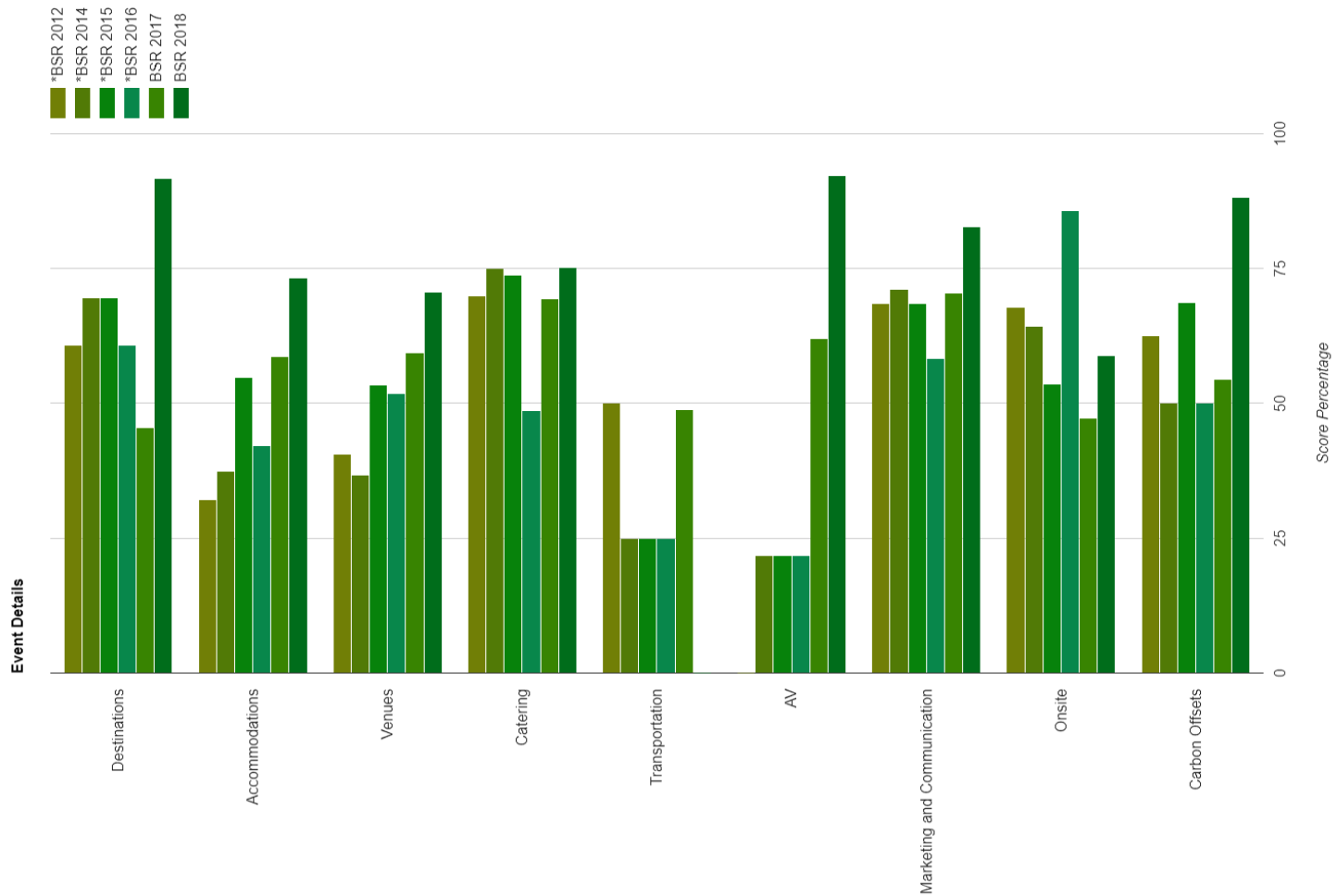
# Event Scoring



## BSR CONFERENCE MEETGREEN CALCULATOR SCORE YEAR BY YEAR

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

# Event Scoring



## MEETGREEN CALCULATOR EVENT CATEGORY COMPARISON

This report shows the **Calculator score** across each category for BSR Conference over a history of years.



# Sustainability Opportunities

---

Event sustainability is inherently a long-term process. As such, it is an opportunity to innovate, and evolve at a pace that is congruent with an organization's resources and road map. The following pages offer a combination of practical next steps as well as some ambitious targets to help frame future event sustainability planning.



## CREATE

Consider migrating the conference to a **circular economy model** for assets such as signage. With the advent of recent challenges to waste diversion streams, continue to make a concerted effort to minimize waste rather than recycle materials.

**Commit to greater attendee engagement** by consistently communicating your efforts. Keep a **green tagline** at bottom of any eblasts or staff signature lines leading up to the event.

At the outset of the 2019 conference, **identify 3 new goals and desired outcomes** that relate to sustainability.



## ADVANCE

**Draft a comprehensive event sustainability policy** to ensure that green practices are incorporated into all meetings. This process should be finalized and communicated to all stakeholders.

**Confirm event-specific priorities and measurement targets.** This could be a first action-step for the sustainable event team.

Establish **areas of responsibility** including staff and vendors and 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.





---

# *Congratulations*

---

**on a successful event using  
the Earth's resources wisely!**

# Special Thanks

---

We are grateful for the individuals and companies that contributed to BSR Conference sustainability, including:

Pamela Schwartz, BSR Conference Director

[Grand Hyatt New York](#), Wan Yi Tang, Convention Services Manager

[Heritage Printing](#), James Zambrano

[Parthen Meeting Services](#)

[Ariston Floral Boutique](#)

[BSR Conference Sponsors](#)

BSR Conference attendees and BSR Staff.

We appreciate everyone's efforts!

**DECEMBER 2018 | PREPARED BY MEETGREEN**

© 2018