



BSR Conference 2019

Sustainability Report



Overview

BSR 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. From its offices in Asia, Europe, and North America, BSR develops sustainable business strategies and solutions through consulting, research, and cross-sector collaboration.

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 prestigious sustainable business events, providing a space for innovative thought, powerful connections, and the momentum needed to advance the dialogue on the future of business.

The agenda offers a vital platform for insight, action, and collaboration through inspiring plenary addresses, extraordinary networking experiences, and outcome-oriented sessions. BSR Conference 2019 presents a new vision for resilient business strategies, governance, management approaches, and collaborations.

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 25% of attendees from outside North America.

Date	November 12-14, 2019
Location	San Jose, CA USA
Venue	Fairmont San Jose
# Attendees	646 Registered Online 624 Estimated On-Site Attendance
# Sponsors	22
Event Features	5 keynote sessions, 1 pre event member meeting, 27 breakout sessions, 3 networking receptions, 1 opening dinner and 1 off site event.



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.



SUSTAINABLE FUNCTION DESIGN

This year's conference kicked off with a Zero Waste reception to set the sustainability benchmark. Features included all digital signage, mocktails prepared with all house-made ingredients, and trimmings from hors d'oeuvres ingredients used for smoothies and vegetable stock.

An off-site reception was within walking distance from the conference venue and supported local business.



CATERING WITH MINIMAL WASTE

MeetGreen worked with our client and the hotel catering staff to prioritize options that produced the least amount of waste and excess. This included receptions with only passed hors d'oeuvres, centerpieces of whole fruit that could be washed and reoffered at break time, and plated meals whenever possible.



SUSTAINABLE EVENT BRANDING

One of the hallmarks of BSR Conference is a strong brand to carry the conference message. Combined with best-in-class graphic design, the conference brand is delivered with all reusable scenic elements in the main session room. A strong investment in rented furnishings, and 90% of signage produced on recyclable falconboard substrate.



SUMMARY

For over 20 years BSR has committed to event sustainability with the annual conference and 2019 was no different. A continued effort to provide the highest quality and most sustainable event 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 and branding choices are very important to the BSR Conference. This year's emphasis was on waste minimization. With the benefit of its Bay Area location, fresh and local ingredients allowed for less packaging, less food miles, and a healthier offering. 100% elimination of disposable service ware 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. Reusable branding installations supported a circular economy model.

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.
- Waste minimization was championed via sponsorship and event design.
- 90% of signs were **sourced within 150 miles** of the meeting venue.
- 95% **rented and reusable furniture** supported branded areas.
- Sponsor installations incorporated sustainability in theme, activities, product installation, and messaging.
- Low impact paper was implemented including:
 - 90% 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 7th year of using a **conference app** and thereby eliminating a printed program. This was also the first year that an agenda card was not produced.
- Session notes were posted on BSR website.
- **No name badge holder**, greatly reduced material needed for name badges.
- Lanyards made of **100% recycle content plastic**.
- **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

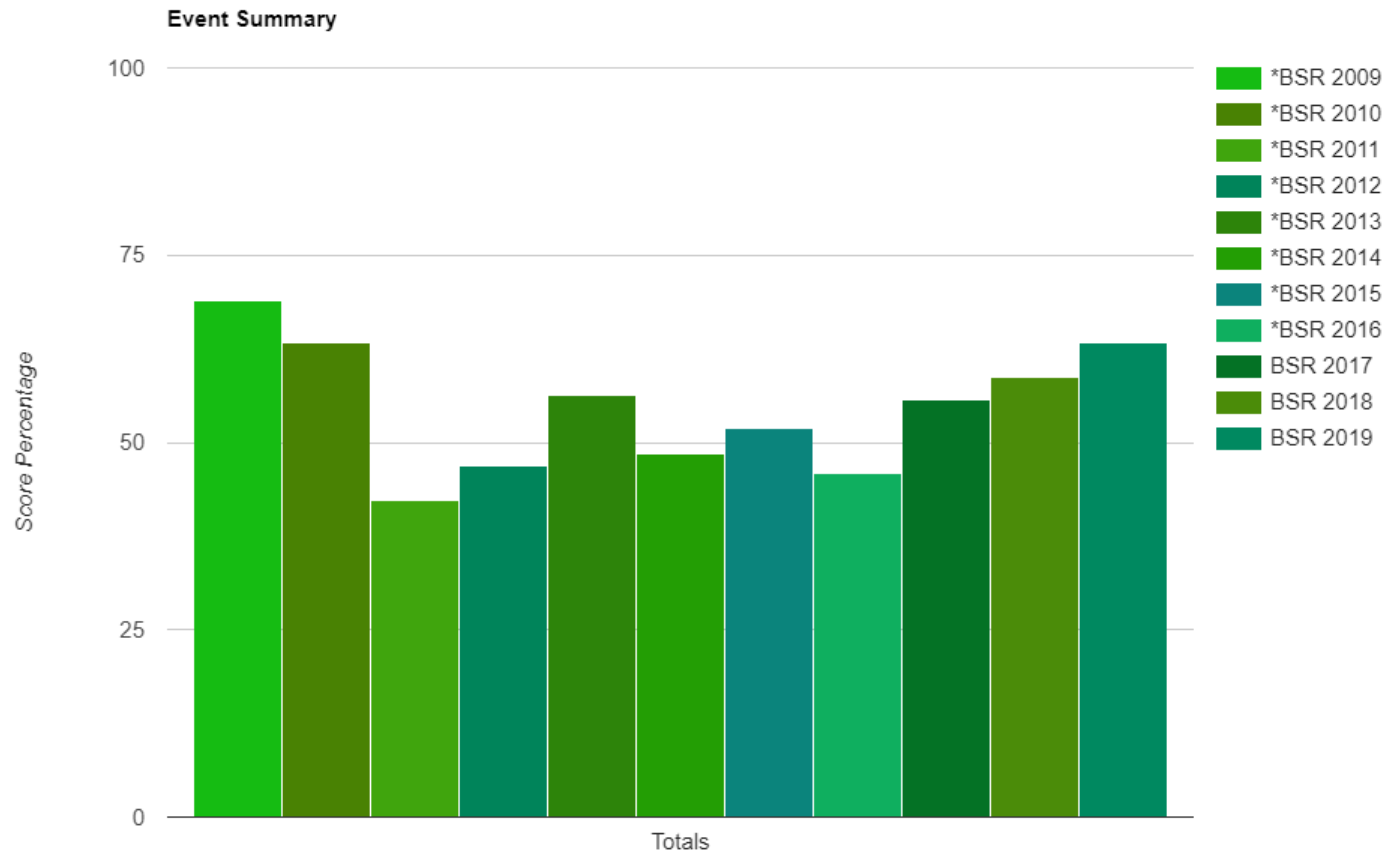


Event Sustainability Leaders measure, track and report on performance targets using key data. They share best practices freely with others to continuously raise the bar as well as address global issues with solutions that are event-specific.

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.

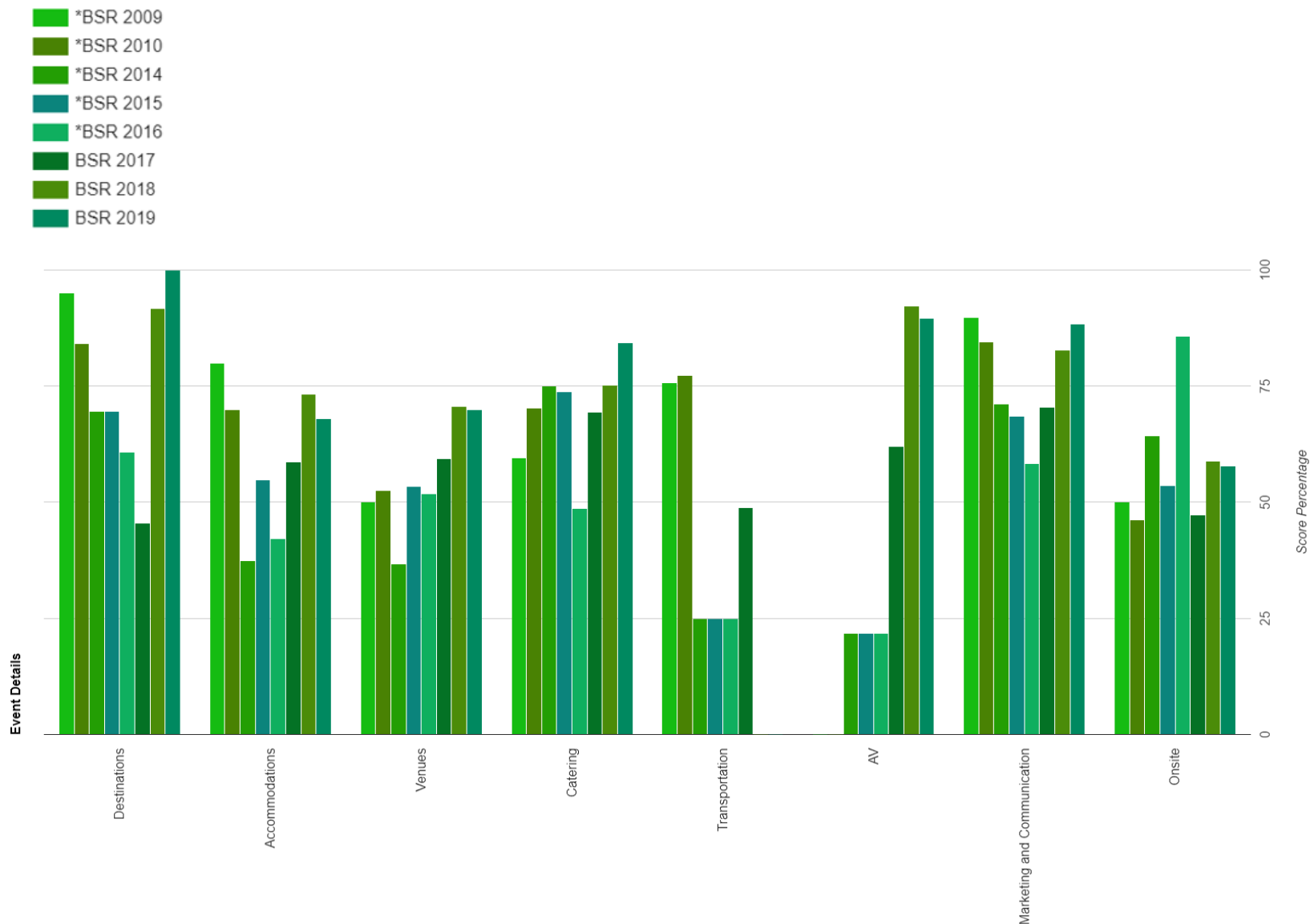




BSR CONFERENCE MEETGREEN CALCULATOR SCORE YEAR BY YEAR

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

Event Scoring



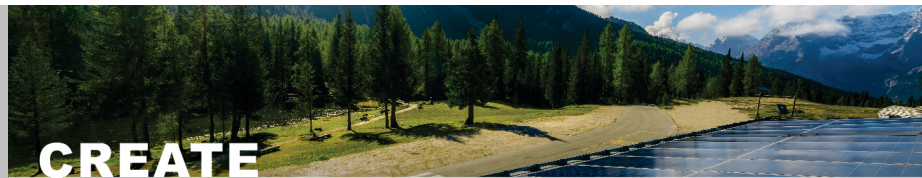
MEETGREEN CALCULATOR EVENT CATEGORY COMPARISON

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 your 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.



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.

Aligning the **efforts of BSR** with priorities identified by the **UN Sustainable Development Goals**.

Commit to greater attendee engagement by consistently communicating your efforts and encouraging attendee sustainability efforts. Utilize data output from the MeetGreen [My Event Footprint](#) storytelling tool.

At the outset of the 2020 conference, **identify 3 new goals and desired outcomes** that relate to sustainability.



Implement the event sustainability policy across all BSR meetings. Finalize and communicate this policy 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 2019 sustainability, including:

Pamela Schwartz, BSR Conference Director
[Fairmont San Jose](#), Mayying Wong, Convention Services Manager
[Pacific Color Graphics](#)
[Kleertech](#)
[Blueprint Studios](#)
[BSR Conference Sponsors](#)
BSR Conference attendees and BSR Staff

We appreciate everyone's efforts!

DECEMBER 2019 | PREPARED BY MEETGREEN