



SUSTAINABILITY REPORT  
Prepared for  
Business for Social Responsibility  
January 17, 2017





# OVERVIEW

## Business for Social Responsibility

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.

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](http://www.bsr.org) for more information about BSR's 25 years of leadership in sustainability.

## BSR Conference 2016

The **BSR Conference** is one of the most important global gatherings dedicated to sustainable business. This November, a global audience of close to 1,000 senior business executives and entrepreneurs from the public sector and civil society will gather in New York to explore emerging trends and innovative solutions to crucial sustainability questions. In addition to unrivaled, inspirational keynote speakers and breakout sessions led by industry luminaries, the BSR Conference offers unparalleled opportunities for networking and creative partnerships in building a just and sustainable world.





# VITALS

|                            |  |
|----------------------------|--|
| <b>Date</b>                | November 1-3, 2016   |
| <b>Location</b>            | New York, NY USA   |
| <b>Venue</b>               | Grand Hyatt New York   |
| <b># Attendees</b>         | 831  |
| <b># Total room nights</b> | 879  |
| <b># Venues</b>            | 1  |
| <b># Speakers</b>          | 132  |
| <b># Sponsors</b>          | 20   |
| <b>Event Features</b>      | 5 keynote sessions, 31 breakout sessions, 7 pre conference training sessions, 3 networking receptions, 1 tour and 1 off site event |

## 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.
- Along with reduction of waste, a concerted effort was put forth 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.



## 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.
- 100% elimination of bottle water, **saving 4,155 plastic bottles and \$41,133.**
- 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.

New York has a sustainability goal of reducing commercial waste by 90% by 2030. Included in the goal is a plan for wider recycling and composting.

## Grand Hyatt New York

The Grand Hyatt New York was selected to host the 2016 Conference for the 11<sup>th</sup> 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

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 4,155 plastic bottles and \$41,133.**
- Bulk condiments were offered for coffee service. No disposable service ware at functions except cocktail napkins for receptions.
- Breakfast juices were served in bulk.
- Healthy options featured at each break such as whole fruit, granolas, 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.
- Water wise choices for protein ingredients.
- Natural table décor for gala dinner.
- 100% Shade grown organic coffee offered.
- Receptions included A Catskills Picnic (local) and Real Food themes featuring 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 2016 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
- BSR feature booth consisted of rented furniture
- 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 4<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.
- 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:  
**45.63**

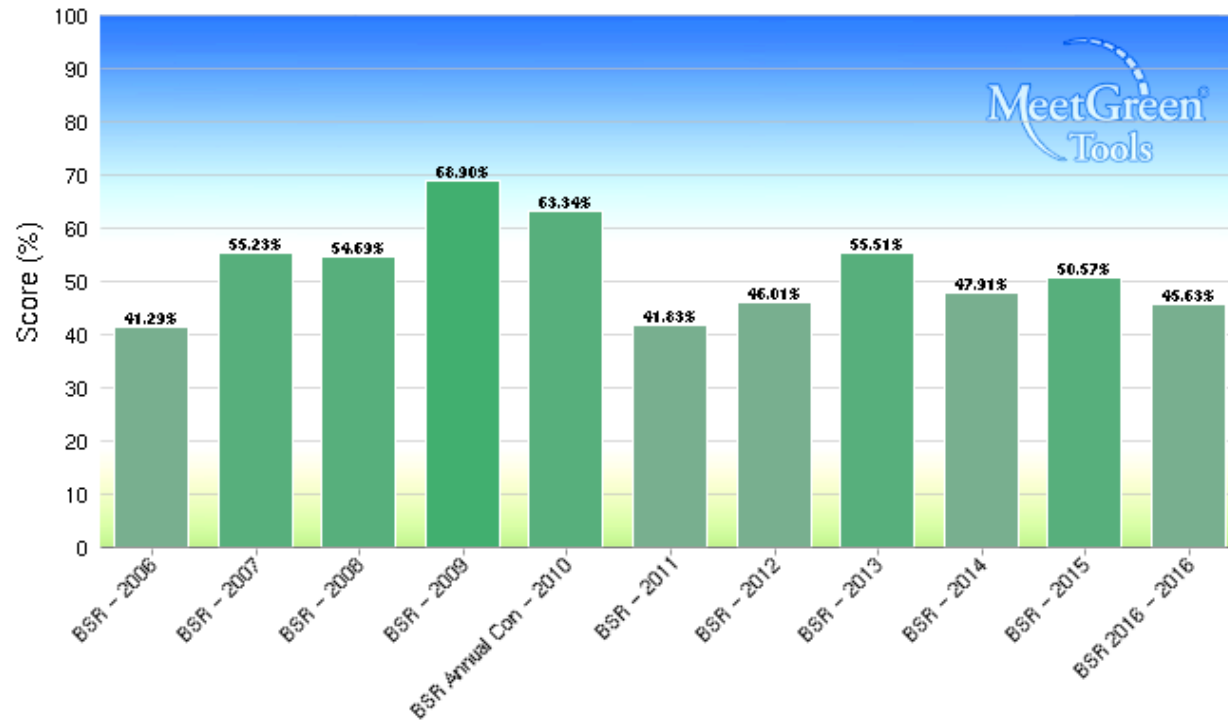
In 2006 MeetGreen® was hired to manage conference logistics and provide leadership and expertise in sustainability as it relates to meeting management. MeetGreen® is independently certified compliant with the ISO 20121: Event Sustainability Management System Standard. All aspects of our work for BSR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

Business for Social Responsibility - BSR  
Total Score



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

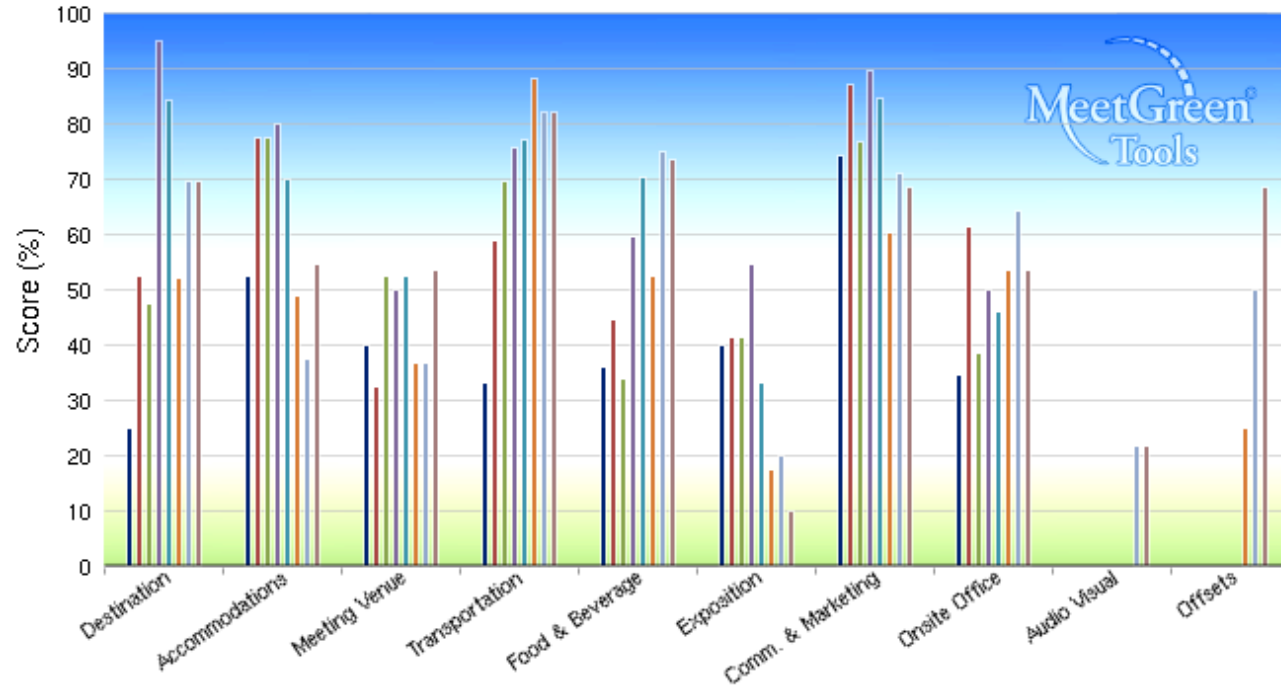
A reduction in overall 2016 performance is due largely to challenges with both the venue and facility's lack of infrastructure and a lack of sustainability practices being standard operating procedure at the host hotel.





# 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.

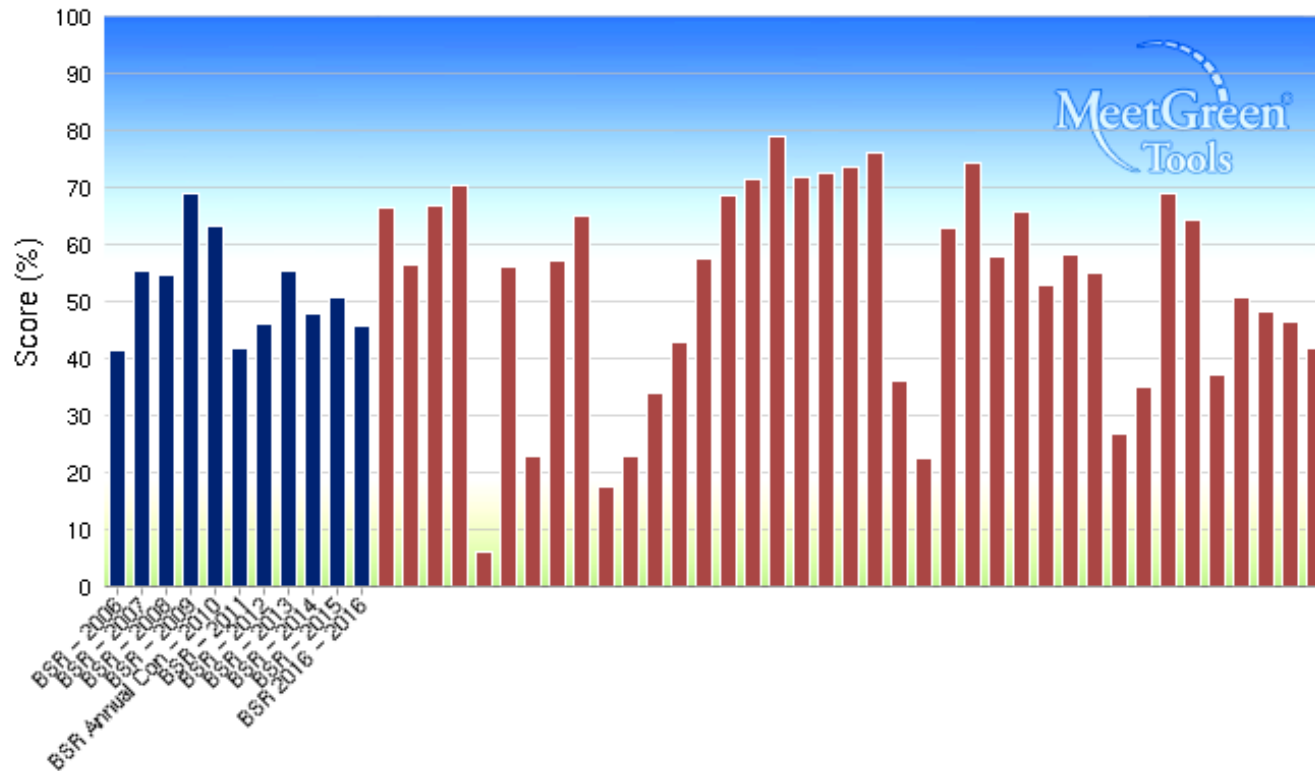
Audio visual and offsets categories are recent additions to the calculator.





# 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%. XX% 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 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

- Offer 100% locally and organically sourced food items.
- Include region-specific initiatives for 2017 such as drought tolerant menus.
- Commit to greater attendee engagement by communicating your efforts. Keep a green tagline at bottom of any eblasts.
- Increase waste diversion incrementally each year.
- Consider a waste management sponsorship working towards a zero waste conference.



# APPENDIX

## Online Resources

Hyatt Thrive Corporate Social Responsibility Program

<https://thrive.hyatt.com/en/thrive.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](http://hyatt.com/hyatt/images/hotels/nycgh/NYCGH_CorporateResponsibility2.24.12.pdf)

NYC Zero Waste

<http://www1.nyc.gov/assets/dsny/zerowaste/businesses.shtml>

Blog posts

<https://meetgreen.com/2015/08/pamela-schwartz-bsr-sustainable-event-champion-hero/>

BSR's Sustainable Event is Walking the Talk: <https://meetgreen.com/2016/06/3129/>



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