



FOR IMMEDIATE RELEASE

MPI debuts Sustainable Event Measurement Tool

New resource enhances planning, reporting, compliance for meeting professionals

July 26, 2010– Vancouver, BC – At the World Education Congress ([WEC](#)) in Vancouver today, Meeting Professionals International ([MPI](#)) officially launched a sustainability measurement tool for the meeting and event industry. The tool was developed in collaboration with the Green Meeting industry Council with a founding investment by MPI, and guided by MPI’s CSR advisory council with members from Oracle, the United Nations, Intercontinental Hotels Group (IHG) and Microsoft.

With companies increasing their focus on CSR compliance in procurement policies and growing adoption of global standards, meeting professionals now have a tool based on global standards to measure and report on the environment and sustainability impacts (ESI).

“It’s vitally important that we continue to support not only our members, but the industry at large on critical issues that impact every side of the meeting and events business,” said Bruce MacMillan, president and chief executive officer of MPI, “By providing free access to our members, they can now utilize this tool to simplify and standardize the measurement of their event impacts, and contribute to the aggregate data MPI collects in an effort to continually benchmark progress in CSR initiatives within our industry.”

The tool is free to MPI members and the beta version is accessible at mpiweb.org. Features include:

- Two different levels (basic and advanced)
- Capability for suppliers and planners
- Measurement and reporting of an events water, waste, energy, paper, food and community impacts
- Conversion and calculation of carbon emissions using international standards and datasets
- Planning questions informed by industry standards (APEX/ASTM, BS8901/ISO 20121 and the Global Reporting Initiative)
- Graphical report generating and export capabilities

MPI will continue to provide forward thinking content on CSR including case studies, articles, books and videos both online through the newly launched online [CSR Content Portal](#). During MPI live events the focus will be on the implementation of a certificate in Sustainable Meetings and Business Events.



Editorial Notes:

- The launch of the Sustainable Event Measurement Tool is just one element of a major focus on CSR by MPI, thanks to a US\$500,000 investment in the MPI Foundation from IHG.
- MPI is at the forefront of the development of standards for the industry having organized the first ever event in the world to be certified under BS 8901, its 2008 European Meeting and Event Conference.
- MPI has expert liaison status with the technical committee of the International Organization for Standardization for ISO20121, the broad-reaching standard for sustainability in event management, targeted to launch alongside the London 2012 Olympic Summer Games.
- Yesterday, July 25, in partnership with the Green Meeting Industry Council, WEC delegates were able to attend the first [official training program](#) in the industry for the upcoming APEX/ASTM Environmentally Sustainable Meeting Standards.
- MPI was the first industry association to sign the United Nations Global Compact, and continues to promote advancements in all areas of corporate social responsibility.
- Thanks to the generous contributions of investors like PSAV and Omni, the MPI Board of Trustees exceeded their fundraising goal of the 09/10 fiscal year of US \$2 million.
- Integration with other measurement systems such as IHG Green Engage.

-Ends-

About MPI: Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community, helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 23,000 members belonging to 71 chapters and clubs worldwide. For additional information, visit mpiweb.org.