

# THE TOP 10 CORPORATE SOCIAL RESPONSIBILITY FOR THE MEETINGS INDUSTRY



MEETING PROFESSIONALS INTERNATIONAL



## CSR stands for...

- a. Center for Subatomic Research
- b. Corporate social responsibility
- c. Customer service representative
- d. Center for Shellfish Research

## CSR is...

- a. An all-purpose cleaner
- b. Shorthand for “Caesar”, a famous Canadian adult beverage made with clam juice
- c. Green meetings
- d. An organization taking responsibility for the social, environmental and economic impacts of its actions

## CSR Defined

Corporate Social Responsibility (CSR) is a concept whereby organizations consider the long-term interests of the communities in which they operate and take responsibility for the impact of their actions on employees, customers/members, the community and the environment

## A green meeting is...

- a. An event on St. Patrick's Day
- b. An event incorporating environmental considerations to minimize its negative impact on the environment
- c. A meeting in Hawaii in December when you are from Wisconsin
- d. A meeting of an environmentally conscious political party running for office

According to the Convention Industry Council, a ***green meeting*** is...

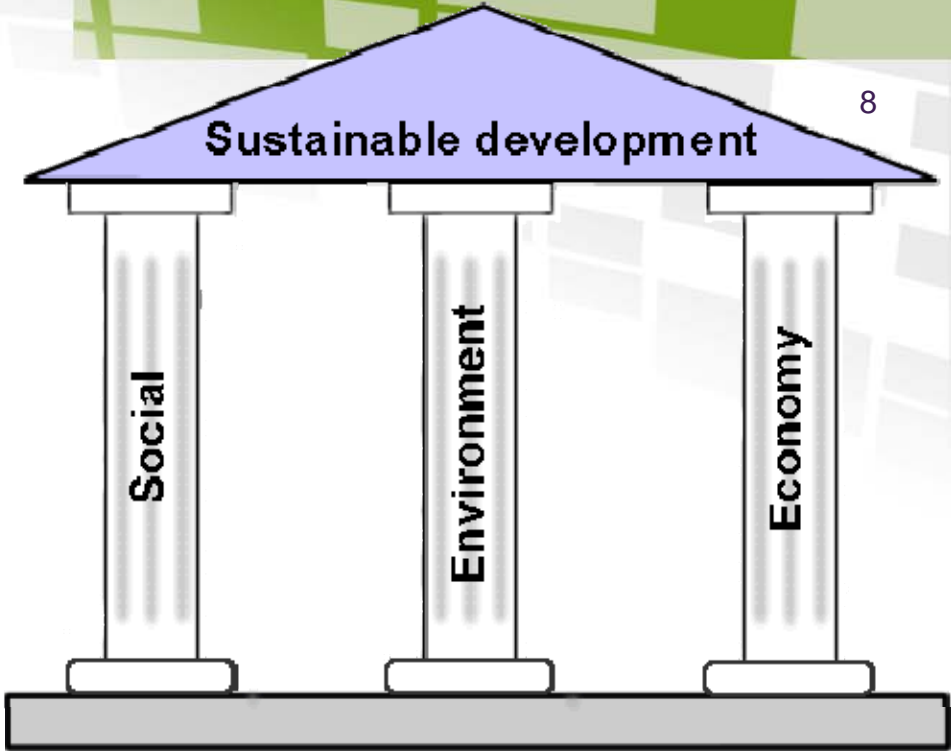
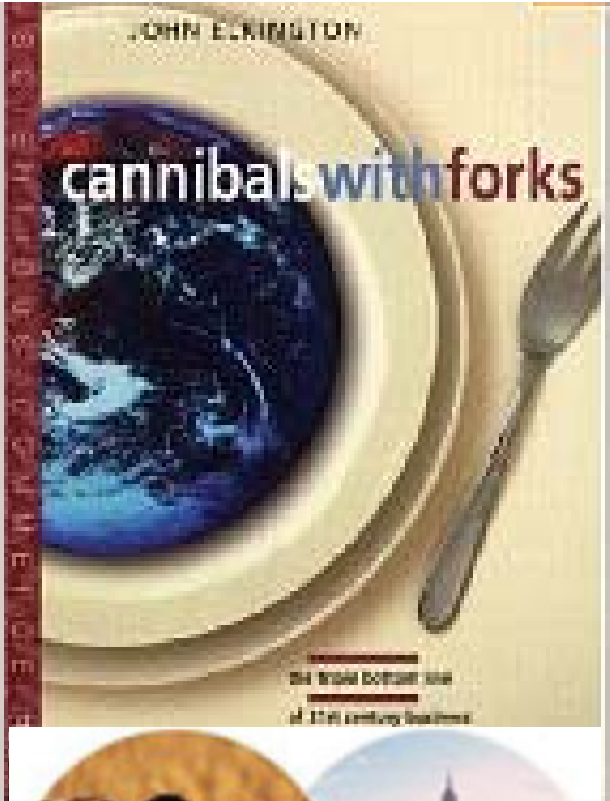
A green meeting or event incorporates environmental considerations to minimize its negative impact on the environment.



## The triple bottom line is...

- a. A new brand of ultra-absorbent diaper
- b. Cost reduction, cost avoidance, and cost savings
- c. An accounting term
- d. A way to refer to “people, planet, and profit” or social, environmental and economic sustainability

# Triple Bottom Line



## A carbon footprint is...

- a. Also called a “carbon copy”, referring to the Age of Typewriters and white-out
- b. What you leave on the carpet when you clean out your wood-burning fireplace
- c. A measure of the impact human activities have on the environment due to the release of greenhouse gases as measured in units of carbon dioxide (CO<sub>2</sub>).

# Footprints

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## ***A carbon footprint...***

is a measure of the impact human activities have on the environment due to the release of greenhouse gases as measured in units of carbon dioxide (CO<sub>2</sub>).



## An ecological footprint is...

- a. What Bigfoot leaves in the forest
- b. The area of land and water needed to produce the resources to sustain the event and absorb its waste
- c. The same as a carbon footprint

# Footprints

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## An *ecological footprint*...

is the area of land and water needed to produce the resources to sustain the event and absorb its waste



## A carbon offset is...

- a. What you use to clean up the floor after you clean your fireplace
- b. The price of a pencil sketch by a famous artist
- c. The mounting on a diamond ring
- d. A financial tool to help organizations balance their carbon footprint by funding projects that reduce or eliminate carbon emissions elsewhere

## A *carbon offset...*

is a **conceptual financial tool** to help people mitigate the impact of their activities. The theory is that since climate change is a global problem, a reduction in emissions elsewhere will have a balancing effect. This is known as going “**carbon-neutral**”.

## Carbon philanthropy is...

- a. Giving diamond jewelry
- b. Donating a sack of coal
- c. A non-profit alternative to carbon offsetting, giving the consumer a choice of initiatives to address the causes of climate change
- d. Sponsoring offsets for a conference or other event

## Greenwashing is...

- a. Spray-painting your lawn
- b. Misleading the consumer about the environmental benefits of a product or service
- c. Another name for money laundering
- d. Al Gore's new line of personal hygiene products



# THE SIX SINS OF GREENWASHING™

[www.terrachoice.com/Home/Six%20Sins%20of%20Greenwashing](http://www.terrachoice.com/Home/Six%20Sins%20of%20Greenwashing)

## Event miles are...

- a. Reward points planners get from hotels
- b. A marathon to help raise funds for charity
- c. The total amount of miles travelled by attendees, speakers, staff, and materials to a specific event
- d. How far you walk at conference between your hotel and the meeting venue each day

## Event Miles

Concept whereby events track the amount of miles travelled by participants, staff, speakers, etc. to the location and the amount of carbon emissions associated with this travel

## British Standard 8901 is...

- a. A law forbidding the metric system in the United Kingdom
- b. The recommended height of a meeting room ceiling if you plan to use rear-view projection
- c. A new sustainable event standard
- d. Similar to California emission standards for vehicles

# British Standard 8901 for Sustainable Events

- A management system for working sustainably on meetings and events
- MPI first organization in the world to be 3<sup>rd</sup> party certified under the new standard