



Corporate  
Social  
Responsibility  
Community Value



## Resource Leadership

We want to be the leader in providing practical tools to our community.

**Web Resources:** Resources are posted at [www.mpiweb.org/sustainability](http://www.mpiweb.org/sustainability); this site includes a large CSR GroupSpace community, case studies, and other resources

**Case Studies:** All of our events since 2007 have sustainability case studies so our members can learn from our experience

**Research and Practical Guides:** In 2008/2009, MPI published the results of its CSR survey and a primer on Corporate Social Responsibility, found at [www.mpiweb.org/sustainability](http://www.mpiweb.org/sustainability)

**Platinum Series:** With the support of the MPI Foundation, we developed a CSR Platinum program for our global chapters. Available since March 2009, the program offers three levels of education in the areas of CSR Knowledge (basic), CSR Measurement (Intermediate) and Strategic CSR (Advanced). It is available in the 2009/2010 Platinum program as well.

**Webinars:** The CSR Sustainability series is available at no charge at [www.mpiweb.org/education/online.aspx](http://www.mpiweb.org/education/online.aspx) and includes:

- Using Market Resources to Enhance Sustainability
- Eat Well and Do Good
- Destination Selection
- Creating Strong Contracts to Support People, Planet and Profit

**Chapter Leader Tools:** We developed a tool, presented at the 2009 Chapter Leader Conference, to help chapters integrate the sustainability principles of the UN Global Compact, British Standard 8901 and green meetings practices into their chapter operations

**Conference Education:** Since 2007, we have included education sessions on green meetings and sustainability at all of our major conferences, including:

- 2007 World Education Congress, Montreal: Trends in sustainability: How to have a positive impact on your bottom line, client relationships and the environment; A Green Perspective on Site Selection;
- 2008 MeetDifferent, Houston: Tim Sanders, Keynote Speaker, How to Save the World at Work - a CSR Revolution; How Green Are Your Meeting Practices?; Mission Advancement Goals: Realize the Enjoyment of Social Responsibility While Sustaining Company Profit; The Liability of Social Responsibility; Green 11: Emergency! How to Stay Green in a Brown Situation; Don't Let Green Make You See Red; Making Business Sense of Climate Change: A Practical Guide; Getting to Green: Standards, Partnerships and Procurement for Sustainable Meetings; Markets for Virtue: Creating New Value Through Socially Responsible Innovation; Green Café; How Green are Your Meeting Planning Practices

- 2008 World Education Congress, Las Vegas: Ethics in Today's Meeting Industry; Green Standards and Certifications; Designing a Sustainable Event; Point/Counterpoint on Green Contracts; Green Café; Book Club: Green to Gold - How Smart Companies Use Environmental Strategy to Innovate, Create Value and Build Strategic Advantage; Elevating the Conversation: CSR Trends and Strategies; Going Green Without Breaking the Bank; APEX Green Standards
- 2009 MeetDifferent, Atlanta: Thought for Food: It's Easy Being Green; Green Meetings and Social Responsibility: The Legal Essentials; Green AV: Finally!; Going Green Guide for Meeting Facilities;
- 2009 European Meetings and Events Conference, Torino: The Great CSR Debate; CSR: How to Measure and Achieve Sustainable Events; Greening the COP 15; Sustaining Excellence: Achieving BS 8901 at Your Event; Italian Sustainable Events Case Study

## Practice Leadership

We want to lead by example.

### Standards

- MPI achieves third-party certification under British Standard 8901 for both the 2008 and 2009 European Meetings and Events Conference
- MPI is in the process of obtaining events team certification under British Standard 8901 for sustainable events, which will confer compliance under the standard to all major events planned by this team for a period of 36 months

### Community Support

- MPI holds first community service project at the Professional Education Conference in New Orleans in January 2007
- MPI has incorporated community service projects in all major events since that time
- MPI is rolling out a pilot project of its ECOS Project (Events for Communities of Sustainability) to all Canadian chapters of MPI prior to a projected global roll-out

### Environmentally Sustainable Events

- We continually build on environmentally sustainable practices at our events so our community can learn from example

## Thought Leadership

We want to be recognized as a thought leader in CSR.

The MPI Principles of Professionalism ask that all members commit to the protection of the environment by responsible use of resources in the production of meetings as part of professional business practices.

**2007:** MPI becomes the first business events industry organization to sign the UN Global Compact and begins to offer CSR education at the World Education Congress in Montreal

**2008:** With the support of the MPI Foundation and its partners, MPI becomes the first organization in the world to become third-party certified under the new British Standard 8901 for sustainable events; we publish CSR: Where We Stand, a summary of our CSR activities to date

**2009:** 244 people join the CSR GroupSpace Community to engage on sustainability; in February, we publish CSR: Where We Stand, an update on our CSR activities since 2007