Purpose
MPI has a firm commitment to sustainable meetings and events, and formally declared this commitment to sustainability by signing the United Nations Global Compact in July 2007. This case study is to demonstrate leadership in our community, to provide a practical resource to our members and to celebrate the progress made by your association and its key partners on its journey to sustainability.

Who Should Read This
Industry professionals who realize that sustainability is a long-term trend affecting global business at all levels, and who want to add value through sustainable events to their organizations and clients.

Focus: The Practice and the Process
This case study will focus on two complementary areas: the strategic process of creating a sustainable event, and the practical implementation of environmentally sustainable or “green” meetings. The practical implementation of a green meeting follows the eight areas set out by the Convention Industry Council APEX Initiative:

- Destination Selection
- Food and Beverage
- Accommodations
- Communications
- Venues
- On-site Office
- Transportation
- Expositions

Sustainability is a journey. Meeting Professionals International’s (MPI) approach to social responsibility recognizes and prioritizes the “triple bottom line” of people, planet and profit. MPI strives to balance these three pillars as we plan and implement our global events. Our actions support our commitment to the UN Global Compact. We try to make good decisions that benefit our stakeholders, our environment and our bottom line. Along the way, we want to inspire and unite our global community in a common vision of a sustainable, just and profitable future.
<table>
<thead>
<tr>
<th>OBJECTIVE</th>
<th>KPI</th>
<th>HOW MET</th>
</tr>
</thead>
<tbody>
<tr>
<td>To be financially sustainable</td>
<td>We will meet our budgeted event goals based on 500 attendees</td>
<td>We had attendance of 421</td>
</tr>
<tr>
<td></td>
<td>A. We will offer a minimum of four (4) education sessions on sustainability in the meetings industry 28 Feb - 2 March, 2010</td>
<td>A. We offered 3 CSR education sessions on sustainability</td>
</tr>
<tr>
<td></td>
<td>B. We will achieve a total attendance at all sustainability sessions equal to 15% of the total conference attendance</td>
<td>B. CSR Sessions were well attended</td>
</tr>
<tr>
<td></td>
<td>C. We will achieve an average satisfaction score of 4.5 out of 6 for all sustainability sessions at EMEC</td>
<td>C. We achieved a 4.4 out of 6 average satisfaction score for all sustainability sessions</td>
</tr>
<tr>
<td></td>
<td>D. We will create a case study of the event, to be published no later than 1 June 2010</td>
<td>D. Case study was created in July 2010</td>
</tr>
<tr>
<td>To leave a social legacy in the community of Málaga</td>
<td>We will implement a community service project where we reforest indigenous trees to Málaga’s local national park with at least 5% delegates participating</td>
<td>We achieved an 8% participation rate in the community project</td>
</tr>
<tr>
<td>To promote the recognition of the impact of business events on our environment</td>
<td>A. We will offer a carbon offset to attendees, achieving a participation rate of 30% of overall paid attendance</td>
<td>A. We Offered Carbon Offset program to attendees with a 9.5% participation rate</td>
</tr>
<tr>
<td></td>
<td>B. We will use at least 70% local (Spanish) and/or organically sourced foods at conference meals</td>
<td>B. We achieved 85% local (Spanish) foods</td>
</tr>
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<td></td>
<td>C. We will achieve a 65% participation rate for the linen/towel re-use program (where possible)</td>
<td>C. We achieved recycling figures of: Paper 13.1KG, Containers 5KG, Glass 1.2 KG, Organic 22.4 KG</td>
</tr>
<tr>
<td></td>
<td>D. We will achieve a 70% recycling rate for waste resulting from the conference.</td>
<td>D. The hotels chose not to track re-use rates</td>
</tr>
<tr>
<td></td>
<td>E. We will use 75% local suppliers for the implementation of the event</td>
<td>E. We used 78% local suppliers for the implementation of the event</td>
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</table>
British Standard 8901:
BS 8901 is a sustainable events standard for the industry. The standard sets a generic framework that manages sustainability implementation for events, venues or suppliers of any size. This framework creates a way of working, where people consider economic, environmental and social impacts.

Implementing the BS 8901 standard consists of 3 phases:
• Phase 1: Planning pre-event
• Phase 2: Implementation during the event
• Phase 3: Review post-event

Each phase is separately certified, and can be a self-certified or externally certified standard.

This standard, the world’s only sustainable event standard, was released in November 2007. MPI was the first in the world to become third-party certified under the standard for the 2008 European Meetings and Events Conference in London. Since then, organizations such as Microsoft and the US Green Building Council have been third-party certified for events. Created so the London 2012 Olympics Games would have a sustainable events baseline to guide its actions, BS 8901 may evolve into an international standard (ISO) by the time the Games launch, for more information contact rsimons@mpiweb.org.

Phase 1: Planning Pre-Event
Implementing Phase 1 involved:
• Identifying a Sustainability Champion for the event
• Creating a Sustainable Development Policy including objectives, key performance indicators (KPI’s) and targets
• Identifying issues specific to the event
• Engaging stakeholders

Our sustainability objectives:
• To be financially sustainable
• To educate our community about sustainability in the meetings and events profession
• To leave a social legacy in the community of Cancún
• To promote the recognition of the impact of business events on our environment

Stakeholder Engagement:
Engaging stakeholders with sustainability, and raising awareness of the initiatives set in place for the conference, is challenging and demanded time and dedication. Communication methods varied from direct meetings, group conference calls, site visits and emails. The most effective method of education and communication was through email.

Direct engagement allowed MPI to outline how important sustainability was within the stakeholder groups. Ongoing communication demonstrated stakeholder responses were positive and showed an overall enthusiastic approach to working toward the standard. As BS 8901 is a management system, all stakeholder communication was documented as a way of managing the stakeholder engagement process.

Phase 2: Implementation During the Event
Implementing Phase 2 consists of:
• Defining Roles and Responsibilities
• Operational Control
• Supply Chain Management

Phase 2 also incorporated measuring the sustainability impacts of the event. BS 8901 does not specify numeric measurement levels which must be achieved because each event, venue and supplier will need to set objectives according to their specific issues.

Measurements and date were collected by an onsite sustainability team, which included a number of volunteers from the conference and staff. The volunteers had the unique opportunity to engage with sustainability in a variety of ways at the event, including:
• Attending the Community Project in the Montes de Málaga Natural Park
• Performing room checks to identify sustainability issues
• Visiting offsite event venues and hotels to discuss sustainability issues

The Conference Venue: Palacio de Ferias y Congresos de Málaga (FYCMA)
FYCMA have embraced sustainability as a key component of their brand as a venue and recently received recognition of this: the Environmental Management Certificate from the Spanish Association of Standardization and Certification (AENOR), in accordance with the UNE-EN ISO 14001 standard. This commitment is evident through the venue’s operations, the most impressive initiative being the photovoltaic power plant they operate, which last year generated 95,000kWh, or the equivalent of the yearly energy consumption of 23 houses.
Other innovations include sustainability training for staff and best practice guides, automatic light sensors in corridors, bathrooms and on staircases, the separation and sorting of glass, cardboard and paper at seven (7) points of recycling in common areas. Following the MPI event and increased demand from clients, the Palacio will install underground skip bins for different types of waste adjacent to the venue, thus facilitating the recycling process of waste generated by the centre, as well as implementing a more hygienic and aesthetic method than the current containers. Cleaning products are procured with sustainability considerations paramount and are non hazardous to the environment.

The Palacio has recently received a grant of more than EUR 350,000 from the State Fund for Local Employment and Sustainability and will invest this in technological advancements to reduce energy waste. Improvements will include the installation of double sliding doors in the entrances to FYCMA’s two halls to improve insulation and reduce air conditioning usage, the implementation of a zone lighting control system, and the modernization of the centre’s energy management by updating its control system. All the existing metallic halogen lamps will be reused and work will centre on overhauling cabling and lighting switchboards. The last project, affecting all the facilities, involves updating and improving the air conditioning and electricity control systems of the building, the existing management software being replaced by a more modern and sophisticated software package, and the installation of thermal energy meters in strategic points of the power grid to analyze consumption in real time and optimize it.

Sustainability in Practice
An inspiring presentation and eye opener showing the benefits of being part of the solution both as a business and as an individual. The thinking based on The Natural Step Framework and with cutting edge best practices presented such as Scandic Hotels (which earned the Nordic Swan ecolabel) and Six Senses Resorts & Spa.

An Industry in Transition
Due to the current economic climate our industry is now facing the challenge of change. Global environmental changes are linked to the economic climate and this session will address how the event industry will need to adapt, diversify and change to meet economic and environmental factors. These challenges also provide opportunities and this session will take delegates through a step-by-step transition process with the result of the creation of a strategy of change which will provide a big picture viewpoint and allow individuals to take away their own action plan.

Community Project — Reforestation of Indigenous trees, Montes de Málaga
The delegates enjoyed a trip out to the heart of the Natural Park Montes de Málaga (Málaga Mountains) and learned about the importance of this green lung for the city. At a height of 800 m above the sea level, the delegates were split in groups, first to learn about sustainability issues in the parkland and then to re-plant local trees. Deforestation of the original Mediterranean woodland began in the 15th century when the Catholic Monarchs took possession of Málaga and divided up the land.

The group left a positive legacy by reforesting the area with indigenous species which among other benefits for the local environment helps to reduce a major fire risk and flooding. Biodegradable raincoats were provided made from potatoes with seeds inside, non event branded to allow reuse.

Sustainable Education Track offered at EMEC
Greening COP 15 - How to implement extremely sustainable events that transform a destination. In December 2009, 15,000 delegates met in Copenhagen, Denmark to negotiate a new global climate deal at the United Nations Climate Change conference. The event sets new levels of greening performance, process and commitment. But was it the greenest conference ever? What long term legacy did it leave in the destination and what can other CVBs and organisers learn from this experience? This session will provide delegates with an overview of the Copenhagen Sustainable Events protocol, a framework of sustainability principles, standards and initiatives used by the COP 15 taskforce in order to spark innovation and change towards an aggressive low carbon destination strategy. Hear about the strategies and experiences from the team that worked on the event, and learn from the successes and mistakes of the CVB, DMO, organizer, venue, PCO and consultancy.

Sustainable Education Track offered at EMEC
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Measurements
Implementing Phase 2 of BS 8901 included managing the collection of all the requested measurements from the event stakeholders.

<table>
<thead>
<tr>
<th>Measurements</th>
<th>Molina Lario</th>
<th>AC Málaga Palacio</th>
<th>Monte Málaga</th>
<th>Barcelo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linen/towel re-use</td>
<td>Not Standard</td>
<td>Towel use Standard</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Temperature regulation</td>
<td>23-24c</td>
<td>22-23c</td>
<td>21-22c</td>
<td>21-23c</td>
</tr>
<tr>
<td>Housekeeping staff sustainability trained</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Staff identified with Sustainability responsibility</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Staff identified with Sustainability responsibility</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Energy Reduction programs</td>
<td>Curtains closed when room is empty and air conditioning adjusted</td>
<td>Curtains closed when room is empty and air conditioning adjusted</td>
<td>Photovoltaic panels, sun shading, solar heated water unit, lighting/HVAC system controlled by engineer, curtains closed when room is empty and air conditioning adjusted</td>
<td>Sun shading, curtains closed when room is empty and air conditioning adjusted</td>
</tr>
<tr>
<td>Only replace Amenities when fully used</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Recycling</td>
<td>Paper, compost, glass</td>
<td>Paper, Plastic, glass and compost</td>
<td>Plastic, compost and paper</td>
<td>Glass, plastic and paper</td>
</tr>
<tr>
<td>Green cleaning products</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Food donation</td>
<td>Employee Cafeteria</td>
<td>Catholic Organisation feeding homeless</td>
<td>Catholic Organisation feeding homeless</td>
<td>Catholic Organisation feeding homeless</td>
</tr>
<tr>
<td>Environmental Purchasing Strategies</td>
<td>Yes, buy locally</td>
<td>Local but not organic</td>
<td>Local, seasonal &amp; organic</td>
<td>Local, seasonal &amp; organic</td>
</tr>
<tr>
<td>Bulk items</td>
<td>Sugar, Drinks &amp; Cream</td>
<td>Water, Milk, Coffee, cream</td>
<td>Milk, coffee, juice, marmalade, butter &amp; yoghurt</td>
<td>Drinks, sugar, jam</td>
</tr>
<tr>
<td>Track energy savings</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
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</tbody>
</table>
Focus on Monte Málaga:
Málaga recently joined the SmartCity project, which has an ultimate objective to achieve 20% energy savings and reduction of emissions by over 6,000 tons of CO2 per year. The SmartCity Málaga project is included among the six major projects of this kind now existing in the world, the others being developed in Stockholm (Sweden), Malta, Masdar (Dubai), Boulder and Columbus (USA), and is included in the 20-20-20 Plan of the European Union.

The SmartCity project aims at fully integrating renewable energy into the power grid by installing photovoltaic panels in public buildings, using micro-generation electricity in hotels and installing small wind turbines in the area. The Monte Málaga hotel is only 4.5 years old and was designed with sustainability in mind, it is one of the first hotels in Europe to have new cutting edge technology like the PhotoVoltaic System where the panels also double as fixed sun-shading elements, as part of the bioclimatic strategy of the building for energy savings and energy efficiency purposes.

Careful thought has been given to the integration of the solar panels in the overall architectural design. On the façades, the solar panels transform sunlight into electricity. Alongside these panels, the hotel has further thermal panels on the roof that permit the heating of water used in the hotel and the central courtyard of the hotels is designed to be a lung with which the hotel breathes and is air conditioned, letting natural light and air into its corridors and congress rooms. Intelligent lighting allows the lights in the hotel to be adjusted, depending on the external light. This automated system enables energy savings, making the most of the abundant and comfortable natural light.

Phase 3: Review Post-Event
The final stage of implementing an entire BS 8901 management system includes evaluating and reviewing the outcomes of the event. This includes evaluating the economic, environmental, and social impacts from the event.

Phase 3 also requires an auditing process to occur post-event, from an impartial auditor. Impartiality refers to a person that was not involved in building and implementing the BS 8901 management system which delivered the event, or a critical organization member that organized the event.

Moving Forward
MPI will continue to set sustainability objectives, measure, and report back to the community what we learned. We hope to inspire and inform our community into sustainable action. We intend to use experiences from this event to make future events more successful and sustainable.

Best Practices
Best practices were generated from this event that we believe our community can benefit from by adapting to their own events:

- Sustainability objectives: Having objectives makes measuring success against those objectives possible, and allows organizations to report their success back out to the community.
- Community Event: Working to leave a positive legacy within the local community was important.