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.

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.

The two areas, green meetings practices and sustainable event standards, work well together to create a framework for implementing, measuring and reporting a sustainable event. The case study will focus on the practical elements of an environmentally sustainable event; the process is in the Appendix for those who want to know more about how to implement British Standard 8901.

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.
MeetDifferent Sustainability Objectives:

<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 1500 attendees</td>
<td>We had attendance of 1125</td>
</tr>
<tr>
<td>To educate our community about sustainability in the meetings and events profession</td>
<td>A. We will offer a minimum of five (5) education sessions on sustainability in the meetings industry 20-23 Feb, 2010</td>
<td>A. We offered 5 CSR education sessions on sustainability.</td>
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<tr>
<td></td>
<td>B. We will achieve a total attendance over all sustainability sessions of 15% of the total conference attendance</td>
<td>B. 11.2% Attendance was achieved at the sustainability sessions.</td>
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<tr>
<td></td>
<td>C. We will achieve an average satisfaction score of 4.2 out of 6 for all sustainability sessions at MeetDifferent</td>
<td>C. We achieved a 5.22 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 April, 2010</td>
<td>D. Case study was created on 1 May, 2010</td>
</tr>
<tr>
<td>To leave a social legacy in the community of Cancún</td>
<td>We will implement a community service project in which we provide a minimum of 700 backpacks worth of school supplies to the local Save the Children Branch</td>
<td>Due to the Save the Children need, the backpack project was not beneficial to the group. MPI Attendees did support Save the Children by organizing materials from bulk packaging to individual boxes and helped to create murals that show positive themes and will be displayed in the schools</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 35% of overall paid attendance</td>
<td>A. We offered carbon offset program to attendees with a 9% participation rate</td>
</tr>
<tr>
<td></td>
<td>B. We will use at least 10% local (Mexico) and/or organically sourced foods at conference meals</td>
<td>B. We used 20% Local Beef, 100% Local Vegetables, Fish, Chicken and Pork</td>
</tr>
<tr>
<td></td>
<td>C. We will achieve 90% participation rate for the linen towel reuse program</td>
<td>C. 69% of Meet Different Attendees program to participated in the Linen Reuse</td>
</tr>
<tr>
<td></td>
<td>D. We will achieve a 60% recycling rate for waste resulting from the conference.</td>
<td>D. 873 Pounds of Plastic were recycled 401 Pounds of Aluminum were recycled</td>
</tr>
</tbody>
</table>

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 BS8901 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 will 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 (KPIs) 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
People, Planet, Profit and the Quest for Sustainability
MeetDifferent 2010 Sustainability Case Study

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.

Prior to each event, partners were asked a series of sustainability questions. Measurements were collected by an onsite sustainability team, which included a number of volunteers from the conference. The volunteers had the unique opportunity to engage with sustainability in a variety of ways at the event, including:

- A guided back of house tour at Moon Palace that included the waste recycling area, water filtration plant and Garden Center
- Performing room checks to identify sustainability issues
- Visiting all offsite event venues to discuss sustainability issues

Host Venue, Moon Palace
Moon Palace is recognized as one of the top meeting resorts in Mexico and the Caribbean. The Moon Palace Golf & Spa Resort features spectacular meeting facilities. Staff at Moon Palace understood the importance of considering sustainability for MeetDifferent. MPI worked with the venue to meet the needs and requirements of the sustainability objectives, including providing measurements, recycling and reusing materials from this event. Below you will find information on Moon Palace and their sustainability efforts.

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.

MeetDifferent was a multiple-site event for both educational and social purposes. To effectively measure the entire conference, measurements were collected from all social events at the Moon Palace, from all conference meetings to the closing night event and Chapter Leader reception hotel locations.

Health Committee and Social Welfare Committee, were developed to assist the employees of Palace Resorts and the residents in the destinations where Palace Resorts are located. These committees help the less fortunate overcome challenging psychological, health and social issues and protect the local environment through ecological programs.

Palace Resorts promotes Earth Day’s environmental sustainability message year-round through the Foundation’s Environmental Committee that provides tools to balance the development of Palace Resorts’ business with the environmental welfare of Mexico’s natural resources and its native ecological inhabitants. Ecological sustainability starts with the Palace Resorts recycling efforts that add up to more than 124 tons of paper and plastic recycled throughout the year and is equivalent to more than 2,121 trees saved. In addition, Palace Resorts ensures all furniture removed from resort properties is reused by selling it for a small fee to those in need and passing along all profits to the Palace Foundation and its three committees.

Palace Resorts encourages employees and guests to contribute to ecological practices through bins for recyclable and organic goods, monitoring the boiler and furnace emissions into the atmosphere, installing systems for measurement and analysis in each drainage well, and providing “ecological tent cards” in all guestrooms to minimize water and energy consumption. Additionally, Vallarta Palace, Beach Palace, Cancún Palace, Sun Palace and Cozumel Palace are equipped with an energy saving light system, which requires

Palace Cares Foundation:
The company that set the standard in five-star, all-inclusive resort accommodations -- honors Earth Day year-round through the Palace Resorts Foundation that promotes sustainable life for local residents and the native environment and its inhabitants. The Foundation’s three committees, Ecological Sustainability Committee,
the room key to be inserted into a special slot upon entering in order to activate in-room lighting. When the key is removed upon leaving the room, all lights are turned off, saving a substantial amount of energy while guests are out enjoying the rest of the resort. These efforts at each Palace Resort have a direct positive effect the local environment and the well-being of all residents of Quintana Roo, Yucatan, Jalisco and Nayarit. Palace Resorts also safeguards native leatherback and loggerhead sea turtles under a program that protects turtle habitats in Cancún and Riviera Maya. Protected beach includes a nine-mile stretch in Cancún, at Beach Palace, Cancún Palace and Sun Palace, and the area in front of Xpu-Ha Palace in the Riviera Maya. Approximately 800 turtles nest in this protected area each year, and each turtle produces hundreds of eggs. Palace Turtle Conservation Camps protect all turtles that nest on the beach or make their way onto hotel grounds by moving them to a dedicated facility where a team of scientists and specialists care for the turtles until they are ready to be released. Palace Resorts guests have the opportunity to help care for and release turtles into the Caribbean Sea, helping Palace Resorts save more than 140,000 offspring of this endangered species.

The Social Welfare Committee provides Quintana Roo, Yucatan, Jalisco and Nayarit residents with psychological and legal assistance through professionals who specialize in various fields. The Foundation provides these services to employees and residents who would otherwise not receive help, giving them a fighting chance to achieve a better quality of life.

The Health Committee makes an immeasurable difference in the lives of families with life-threatening illnesses and disorders. From doctors’ care and physical rehabilitation to financial support for high-risk surgeries and hospitalization expenses, the Palace Foundation provides the resources families need to receive much needed medical care. To date, Palace Resorts has helped treat more than 2,033 people with life-threatening illnesses and psychological disorders.

Sustainable Education Track Offered at MeetDifferent: APEX/ASTM Green Meeting and Events Standards
The Convention Industry Council’s (CIC) Accepted Practices Exchange (APEX) Green Meetings and Events Panel has recently completed its work in the development of green meeting standards. These efforts have been the result of a partnership of industry, government and the private sector and hundreds of volunteers. The standards, which are expected to be officially adopted in early 2010, cover nine meetings-related categories: exhibits, A/V, accommodations, communications, destinations, food and beverage, meeting venues, on-site offices and transportation. In this session, learn the basics of what’s contained in these new industry standards from those involved in their creation, and discover specific, measurable, performance-based criteria for ensuring meetings are green.

CSR and Strategic Meetings Management
Corporate Social Responsibility (CSR) will increasingly become a necessity to include in event planning, implementation and reporting. For event professionals who have created or are in the process of creating a strategic meetings management process (SMMM), integrating CSR elements is the next step.

CSR Unplugged
Join us in Cancún for a truly different session - CSR Unplugged! This session features no A/V and plenty of participant interaction. Suppliers and planners will be given the opportunity to interact for the first half of the session within their own peer groups to discuss environmental, economic and community impacts of corporate social responsibility initiatives. The second half of the session will join the two groups to facilitate a common understanding of shared challenges, needs and wants of your planner/supplier counterpart.

CSR/Green Meeting Metrics: Accountability, Measurability and ROI
Many of us are now familiar with the need for greener meetings. We’ve had basic education in what we should be doing to green our meetings, but now what? If you’re struggling with how to build the business case for green meetings or how to demonstrate ROI, then this is the course for you. Beginners will learn more about CSR/Green concepts, and those already familiar with the basic concepts will benefit from more detail on the execution of fundamentals.

This is Not Your Mother’s Green Meeting/ How to make your green meetings fun and inventive
By now most planners and suppliers have attended a variety of sessions on green meetings. We’ve all heard about ways to reduce our footprint on our planet by recycling, composting and reducing paper waste. But can a green meeting be fun as well as responsible? Yes! This session promises new and innovative ways to incorporate exciting green elements into your meetings. Representatives from Portland, Oregon, one of the most sustainable cities in America, will offer tips on how to weave green features and strategies into your meetings - in ways that will make your delegates smile.
Community Service, 
Save the Children Mexico 

As MPI delegates discovered, Cancún and the surrounding areas are places of awesome natural beauty and top level service. But parallel to this sheltered existence, there are many people living below the poverty line. 70% of the children in the area are “temporarily abandoned” each day due to the fact that both parents need to work to support their family. These children often end up on the streets or alone at home.

Save the Children Mexico created a network of “Ludotecas” or Playing Centers where girls and boys can go to before and after school instead of being on the street or alone at home. In the Ludotecas, the charity provides safe and loving environments, where they can stimulate children’s psychomotor skills and their social and intellectual abilities, hoping to develop their emotional intelligence.

The project consisted of organizing school supplies, such as crayons, markers, paper, glue, and small musical instruments, and then putting these items into containers. Supplies and containers were set up in the foyers near the Knowledge Sessions at Moon Palace on 22 February, from 7:30am - 3:30p.m. Attendees were invited to take a few minutes to stop by and help stuff the containers. The containers were given to Save the Children Mexico to be distributed to their Ludotecas.

Thanks to our attendees support and kind donations, many of these children will grow and develop.

Measurements 
Implementing Phase 2 of BS 8901 included managing the collection of all the requested measurements from the event stakeholders.

<table>
<thead>
<tr>
<th></th>
<th>Linen/towel re-use</th>
<th>% Usage</th>
<th>Water reduction strategies</th>
<th>Food compost</th>
<th>% locally sourced food</th>
<th>Bulk items</th>
<th>Recycling</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td></td>
<td>Low flow shower heads &amp; faucets, Use of own reverse osmosis system through water table &amp; not municipal sewage</td>
<td>No</td>
<td>90 %</td>
<td>Drinks &amp; Creamer</td>
<td>Paper, Plastic, Glass, Aluminum, Cardboard</td>
</tr>
<tr>
<td>Moon Palace</td>
<td>Yes</td>
<td>60% All hotel guests</td>
<td>Low flow shower heads &amp; faucets</td>
<td>Yes - 14 Tons</td>
<td>N/A</td>
<td>Drinks &amp; Creamer</td>
<td>Paper, Plastic, Glass, Aluminum, Cardboard</td>
</tr>
<tr>
<td>Paradisus</td>
<td>Yes</td>
<td>Small % use since it is an opt in program</td>
<td>Low flow shower heads &amp; faucets</td>
<td>No</td>
<td>N/A</td>
<td>Drinks &amp; Creamer</td>
<td>Paper, Plastic, Glass, Aluminum, Cardboard</td>
</tr>
<tr>
<td>Westin</td>
<td>Yes</td>
<td>40% All hotel guests</td>
<td>Use COTHERM System, Air Conditioning System uses seawater and saves $5,281 kwh per month, bought a reverse osmosis system; Optimal Energy project</td>
<td>No</td>
<td>20 %</td>
<td>Drinks &amp; Creamer</td>
<td>Paper, Plastic, Aluminum, Cardboard</td>
</tr>
<tr>
<td>Omni</td>
<td>Yes</td>
<td>60% All hotel guests</td>
<td>N/A</td>
<td>No</td>
<td>N/A</td>
<td>Drinks &amp; Creamer</td>
<td>Office Paper</td>
</tr>
<tr>
<td>Gran Mella</td>
<td>Yes</td>
<td>90% All hotel guests</td>
<td>Low flow shower heads &amp; faucets, preventing leaks in system</td>
<td>No</td>
<td>N/A</td>
<td>Drinks &amp; Creamer</td>
<td>Not currently a hotel policy, but starting to separate</td>
</tr>
<tr>
<td>Me</td>
<td>Yes</td>
<td>N/A</td>
<td>N/A</td>
<td>No</td>
<td>N/A</td>
<td>Drinks &amp; Creamer</td>
<td>Not currently a hotel policy, but starting to separate</td>
</tr>
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Amount Recycled (lbs)

| Recycled Material | Paper-Moon 29 tons (2009); Plastic-Moon Palace #1 PET 110 tons, #2 Pet 45 tons (2009); Glass B21-All Palace Resorts 306 tons (2009); Aluminum/cans-Moon Palace 23 tons (2009); Cardboard-Moon Palace 313 tons (2009) | Paper-3943.12 Kg Plastic-7537 Kg Aluminum-301.53 Kg Cardboard-9328.15 Kg | N/A | Paper - 6.75 kilos per month Plastic - 39.25 kilos per month Aluminum - 4.25 Kilos per month Cardboard - 38.25 kilos per month | N/A | N/A |

Energy reduction programs

| Program | Drapes closed when room is empty; Solar panels for golf and spa; Lighting/HVAC system controlled by engineer, Sleeping room sensors | Drapes closed when room is empty and air conditioning adjusted | Hotel purchased 2 emergency electric plants and operate them in rush hours. These plants save the hotel 36,750 kw monthly, use all incandescent bulbs, times on air conditioning in office, motioned sensor lighting in some areas; Optimal Energy project | No program at this timer | Reduce use of high demand energy equipment during peak demand times, sunlight reflective layer on windows, maintain & clean chillers & HWs to reduce energy consumption |

Track energy savings | No | Yes | No | Yes | No | No |

Tracks carbon emissions | No | No | No | No | No | No |

Community support

| Support | Palace Foundation, buy local products, Turtle Habitat Program | Local school donation of supplies and shelter donations of used soft goods | Children’s Charity, Red Cross, Fire Department | Donate linens & towels to Red Cross & Homeless association, Christmas Party for the Children of the Salvation Army | Support local shelter with money, clothes, soft goods, Holds event for orphans | Support local shelter with donations and invest in a local school’s infrastructure |

Amenity donation | No donation program in place, but bottles are refilled | Use amenities in different locations, soap is used in laundry | Send bottles back to supplier to be refilled | No, but hire local village to make and supply all in room amenities. Support community by giving them a livelihood | No donation program in place, but refill bottles and reused in rooms | No donation program in place at this time |

Green cleaning products

| Products | Key Desengrasante LD Key 1000 Multisuso Key Triple Accion Limon Vanguard Jabon De Manos Key Brillo Key Limpias Banos M - 10 Sarricida | Johnson Diversey, Diversey Lever, Magia Clean, TQM, Bioiscina, Vifer, Antikill, Aloe Up | N/A | Vijusa, Yuc Herbal | N/A | Products from Johnson - Sactif (Multipurpose Germicide), Shine up (Furniture), Crew (Chrome cleaning), View (Floors), Axxion (glass) |

Environmental Purchasing Strategies

| Strategies | Buy locally | Buy locally, have clause in all purchasing agreements | Fork toilet tissue 30% post consumer prospcts | N/A | Purchase as much local as possible |

Staff Training

| Training | Yes | Yes | Yes | Yes | Yes | Yes |

Certification

| Certification | Working toward Green Globe | Green Globe Certified | Distinctive Watch Guidelines | N/A | N/A | N/A |

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 to 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.