



Sustainability Takes Center Stage

Pioneering a strategy to measure event impact and reduce future carbon emissions

The Situation

Since 2018, Maritz has partnered with Mastercard to evolve and grow their strategic meetings management practice. The relationship rests on a foundation of collaborative thinking and a commitment to proactively bringing industry-best solutions to the table.

When the Mastercard Events team identified their core objective of becoming a more sustainable brand and reducing the environmental footprint of their activations, Maritz was uniquely positioned to support.



The Solution – Part 1

Maritz approached Mastercard's sustainability goals through:

1. Engaging the **Maritz General Manager, Environmental Strategy, Rachael Riggs**, with the Mastercard Meeting & Travel Services team to assess and develop a plan.
2. Activating the **carbon footprint measurement tool** for Mastercard's 2021 and 2022 Internal Staff Meetings in Laguna Niguel, California. *

In conjunction with our partner, Reduce2, the tool measures data points in key event categories**:

- Air travel
- Car travel
- On-site ground transportation
- Freight transportation
- Accommodations
- Waste handling
- Food & beverage
- Meeting rooms

The data was analyzed and organized into a report that summarizes greenhouse gas emissions (GHG) by category, per person measurements, key insights, and recommendations for future event planning.

*Note: Carbon output is best measured over a period of years, and the year 2 report is considered the best baseline.

** Data was supplied by Mastercard and third-party suppliers supporting the events.



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The Solution – Part 2

Maritz added value to the carbon footprint reporting process by analyzing the data to elicit **key insights, recommendations and strategic guidance** for reducing emissions at future events.

- **Provided Environmental Protection Agency (EPA) calculated equivalents** to help the Mastercard audience understand what the CO² emissions number means. Example: 862 tons of CO² emissions = emissions from 186 gasoline-powered passenger vehicles driven for one year
- **Offered recommendations for immediate impact** including (1) purchasing carbon offsets equivalent to total CO² emissions for the 2021 event and (2) budgeting for carbon offsets in 2022.
- **Flagged key successes** such as selecting an event location with robust sustainability practices already in place, choosing a hotel venue with the highest LEED certification rating, offering a virtual component of the meeting, utilizing a mobile app to reduce print communications, utilizing reusable water bottles on site, and offering more sustainable menu options.
- **Suggested tactical improvements for the 2022 event planning team** such as purchasing local goods when possible to eliminate freight transportation, incorporating more CSR and well being activities into the event design, ensuring any off-site venues are within walking distance from the hotel, and considering both upstream and downstream effects of meeting materials and gifts.

Maritz continued to consult with Mastercard following the 2021 event and through the planning cycle of the 2022 event to refine the reporting process and enact measurable changes. **By implementing several recommendations, Mastercard reduced year-over-year emissions in four of six key environmental categories.**

We also created an abbreviated executive report view for easier consumption and upwards conversation within Mastercard.



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The Results

As part of a comprehensive report, Maritz developed a visually engaging graphic that demonstrates the environmental impact, arranged into key reporting categories, of Mastercard's internal staff meetings in 2021 and 2022. The variance in each category is evident at both the aggregated and per person levels. While CO² emissions increased in most categories due to a higher guest count (355 people in 2022 versus 287 people in 2021) and other factors, per person CO² emissions decreased in four of six categories.

Looking Ahead

Maritz will measure Mastercard's 2023 internal staff event and continue to fine tune the measurement tool, while also providing ongoing consultation and recommendations for future improvements.

2021 Event Overview: 2.5 days | December



2022 Event Overview: 2.5 days | December



1 tonne = 2,204.6 lbs

Variance

