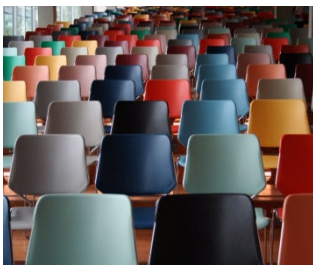




EVENT SUSTAINABILITY REPORT

EVENT SCOPE	Name:	2010 Business for Social Responsibility (BSR) Conference
	Date:	November 2-5, 2010
	Host City:	New York, NY, USA
	Venue:	Grand Hyatt New York
	Attendance:	1009
	Room nights:	1522
	Exhibitors:	14
	Elements:	5 pre-conference training sessions, 5 plenary sessions, 39 breakout sessions, 3 evening receptions, 1 special networking event.

HIGHLIGHTS <i>When people can see a vision and simultaneously recognize what can be done step by step in a concrete way to achieve it, they will begin to feel encouragement and enthusiasm.</i> <i>Erich Fromm, Psychologist, 1900- 1980</i>	<ul style="list-style-type: none"> • 11,780 pounds of waste was diverted from landfill. • 99.8% of attendees participated in the towel and linen reuse program in guest rooms. • 100% organic coffee served. • 45.8% of all menu items chosen were local and/or organic. • 100% post consumer recycled content paper used on conference program resulting in significant energy and resource savings, including: <ul style="list-style-type: none"> ○ 16,000,000 BTUs saved in energy ○ 22,989 gallons water saved ○ 50 fully grown trees saved ○ 1,396 pounds waste saved from landfills ○ 4,773 pounds greenhouse gases saved • 100% plastic name badge holders were biodegradable, compostable, and recyclable. • 100% recycle content plastic lanyards. • 100% of participant air travel and conference energy is offset. • 8,100 bottles and \$60,540 saved by eliminating bottled water.
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Engaging Partners and Improving Performance –
BSR has hosted the annual conference at the Grand Hyatt New York every other year since 2004. The hotel’s willingness to collaborate has resulted in several ‘green’ pilot programs. Prior to 2008, the hotel did not have a front of house recycling program. During that year’s conference, Hyatt placed recycle bins on the meeting room floors and began a recycling program. In 2010, diversion from the hotel’s front of house recycling program was measured and benchmark data is now collected.

EVENT PURPOSE	A leader in corporate responsibility since 1992, BSR works with its global network of more than 250 member companies to develop sustainable business strategies and solutions through consulting, research, and cross-sector collaboration. The annual conference enables members to connect and pursue solution-oriented sustainability actions. The event is regularly ranked by independent analysts as one of the top sustainability conferences globally and is one of the most influential gatherings of corporate responsibility leaders.
EVENT SUSTAINABILITY BACKGROUND	As an organization with a sustainability mandate, it was a natural step for BSR to apply these strategies to their annual conference. This initiative was started in 2006. Five years later green meetings initiatives are now standard processes that bear measurable results. Although BSR aims to maintain and exceed sustainable event practices each year, a primary consideration is ensuring improvement in event sustainability by the host community. At times this may mean BSR Conference performance raises and falls year to year as the event changes location. In all cases the intention is to leave a legacy of improved capacity for sustainable events in the host city.
EVENT SUSTAINABILITY STRATEGY	<p>Policy: BSR has an informal commitment to implementing actions that improve event sustainability. This commitment is not yet formalized in a written policy, but event staff is empowered to act on opportunities to reduce impacts. BSR shows sustainability leadership and illustrates ways other events can similarly reduce impacts through:</p> <ul style="list-style-type: none"> • Influence. New programs piloted during the BSR Conference are now standard at partner facilities. • Partner Engagement. Beginning in 2008, all vendor agreements include sustainability clauses. Exhibitors are also encouraged to adopt practices that reduce their footprint. • Measurement. Data is collected wherever possible, including indicators for waste management and sustainable purchasing. <p>Each year, BSR strives to produce a conference with fewer impacts on the environment.</p> <p>Issues: Event sustainability may be limited by budget, time and staffing realities. In addition, destination infrastructure and venue capabilities can work for and against event sustainability. Hosting the 2010 meeting in New York, NY proved a difficult to transition from a sustainably-minded city such as San Francisco, CA, the host venue for the 2009 conference. In addition, as a non-profit with limited resources BSR can be challenged to fund initiatives such as costlier organic food items or third party recycling and composting services.</p>

**EVENT
SUSTAINABILITY
STRATEGY**

CONTINUED

Objectives:

Although formal objectives are not documented, MeetGreen® works on behalf of BSR to achieve the following objectives:

Objective	Target	Status
1. Improve conference sustainability performance.	<ul style="list-style-type: none"> 10% improvement on scoring in the MeetGreen® Calculator. 	Target not met due largely to lack of venue infrastructure.
2. Improve stakeholder engagement in sustainability.	<ul style="list-style-type: none"> Green clauses included in 100% of vendor contracts. 	Target met.
3. Reduce energy and water use, and waste production	<ul style="list-style-type: none"> Report measurable data for recycling and waste. 100% participation in towel reuse program. 100% energy offset for travel and meeting space. Offer 100% organic coffee. 	Target met.

RESPONSIBILITY

The BSR Conference Director sets sustainability expectations and is responsible for informing BSR staff about their role in sustainability initiatives, and ensuring attendee engagement through conference marketing. Implementation of sustainability is initiated and guided largely by MeetGreen®. Vendor responsibility for sustainability is clearly outlined in event request for proposals and contract language. Contract guidelines include specific sustainability actions and measurements for all of the following:

- Accommodations
- Meeting Venue
- Caterer
- General Services Contractor
- Meeting Management & Logistics
- Communications & Marketing
- On-site Office & Signage

**ENGAGEMENT
STRATEGY**

Over 50 BSR staff attend the conference and assume a high degree of personal ownership of breakout sessions. Staff is trained in practices to reduce paper use and is informed of all conference sustainability practices. Sustainable marketing practices are employed by BSR Communications Department. **Attendees** are informed of sustainability practices via the conference program and micro-site. They are asked to take personal responsibility by making better transportation choices, participating in the linen reuse program, and donating partially used soap and in-room amenities to the Clean the World program. **Exhibitor and sponsors** are asked to limit shipped collateral shipped and giveaways and ensure that promotional items are made from sustainable materials using fair trade practices. **Vendor** engagement in sustainability can be a challenge. BSR has created a strong partnership with Hyatt Hotels with sustainability commitments included contracts through 2012.

ACTION PLAN

It's a job that's never started that takes the longest to finish.

J.R.R. Tolkien

Reduce:

- ✓ Turn off lights/reduce heat in sleeping/meeting rooms when not in use.
- ✓ Produce only one pre-Conference communication using paper. Conduct all remaining pre-conference communications electronically.
- ✓ Minimize printing of on site materials.
- ✓ Use china and silverware for all meals.
- ✓ Condiments served in bulk containers only - no individual packets.
- ✓ 100% participation in towel and sheet reuse program.

Recycle:

- ✓ Implement in room amenities and soap collection program.
- ✓ Provide an on-site recycling program.

Sustainable Procurement:

- ✓ Include sustainability requests in RFP processes and vendor contracts.
- ✓ Produce signs on 100% recovered fibers with an average 35% post consumer waste content.
- ✓ Use 100% post-consumer recycled paper for printed items.
- ✓ Provide registration badges and lanyards made of recycled materials.
- ✓ Serve 100% organic coffee.
- ✓ Hire local entertainment for receptions.
- ✓ Source local and/or organic meal items whenever possible.

Measurement:

- ✓ Measure waste diversion for landfill, compost, and recyclables.
- ✓ Track the degree of local and organic menu items.
- ✓ Estimate benefits of water bottle elimination and recycled content paper use.

Responsibility:

- ✓ Train staff to be aware of and follow sustainability guidelines.
- ✓ Invite attendees and exhibitors to reduce their footprint by communicating opportunities to be more sustainable.
- ✓ Offset all energy for attendee travel and meeting rooms.



One of the largest budget line items for a conference of BSR's size is food and beverage spend. In 2007, BSR committed to providing 100% organic coffee for the conference however lacked the financial resources to implement this idea. They found a solution through the conference sponsorship program and developed a package to cover the additional cost of organic coffee while creating an effective marketing vehicle for corporate sponsors.

BENCHMARKS

MeetGreen® measures sustainability wherever possible. The following measurements were collected for BSR 2010:

Waste & Recycling

Trash Collected	50,320 lbs.
Recycled Paper and Cardboard	6,300 lbs.
Plastic Bottles	80 lbs.
Composted Food Waste	5,400 lbs.
Recycling Diversion	19%
Waste per participant	50 lbs

Water Conservation

Water bottles saved	8072
Oil use avoided	183 lbs
Energy use avoided	11,399,576 BTUs
Cost savings for not purchasing bottled water	\$60,540

Housekeeping

Towel & linen reuse program participation	99.8%
Green cleaners	70%

Food & Beverage

Locally and/or organically produced meal items	45.8%
Organic coffee served	100%

Marketing & Communications

Trees saved	50
Energy saved	16,000,000 BTU
Water saved	22,989 gal
Waste avoided	1,396 lbs
Greenhouse gases saved	4,773 lbs

MEETGREEN® CALCULATION

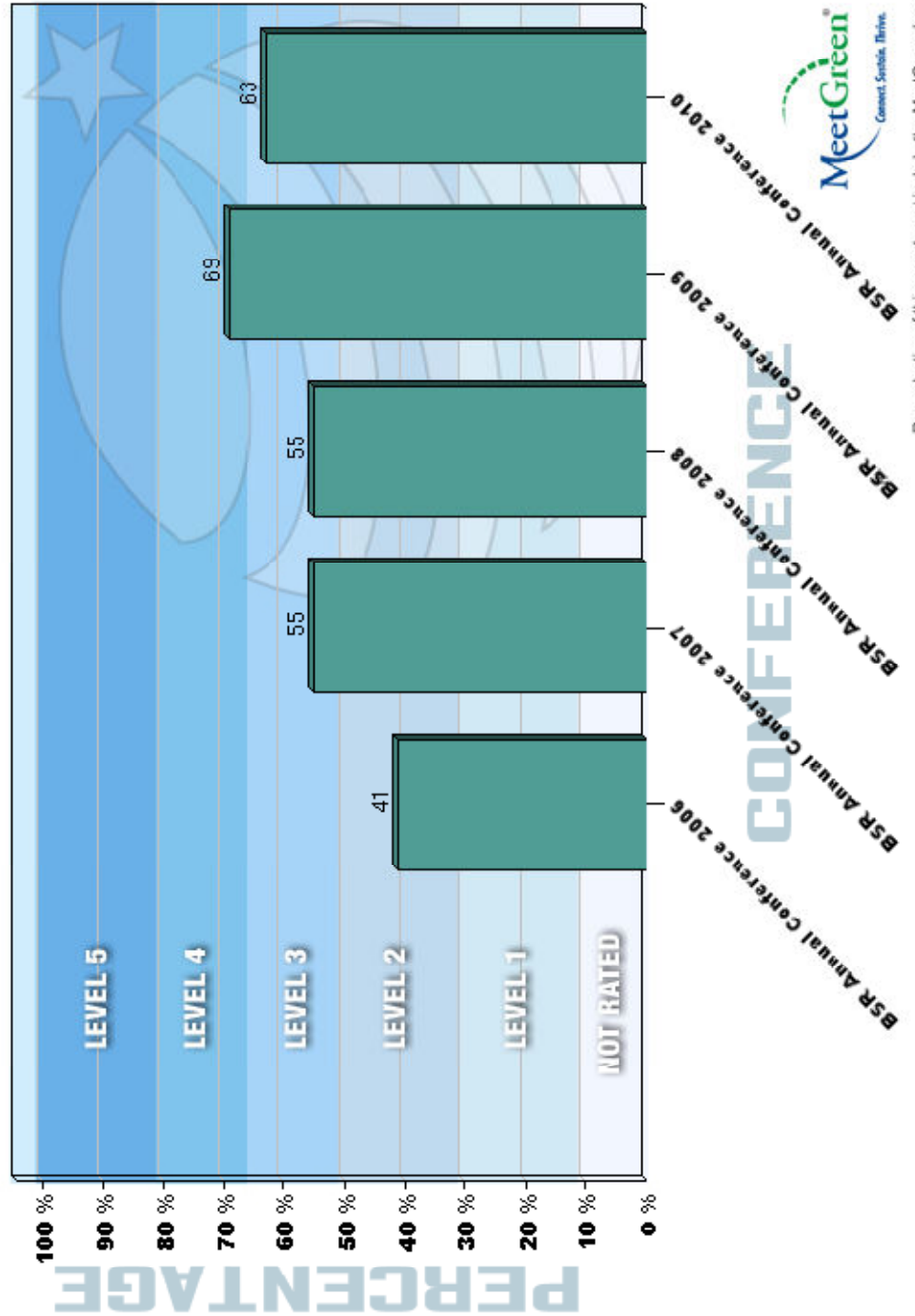
MeetGreen® prepared an event calculation for BSR using the MeetGreen® Calculator. Those events that score highly are run by planners who not only request sustainable practices, but also ensure that these requests are implemented through systemic processes, that procedures are tracked and that a high level of performance is achieved. For example, to score highly in the venue category a planner would request and implement recycling through contract procedures, in addition to measuring a high percentage of waste diversion from landfill. Practices and measurements tracked by the MeetGreen® Calculator meet or exceed United States Environmental Protection Agency purchasing policies and Convention Industry Council Green Meeting Guidelines. The calculator tracks practices in the following areas:

- Destination Selection
- Meeting Venue Selection
- Accommodation Selection
- Transportation
- Food & Beverage
- Exhibit Production
- Communications & Marketing
- On-site Office

Conference Level Report

This report shows the total calculator score for your conference. That score is then ranked to show what level your conference would achieve.

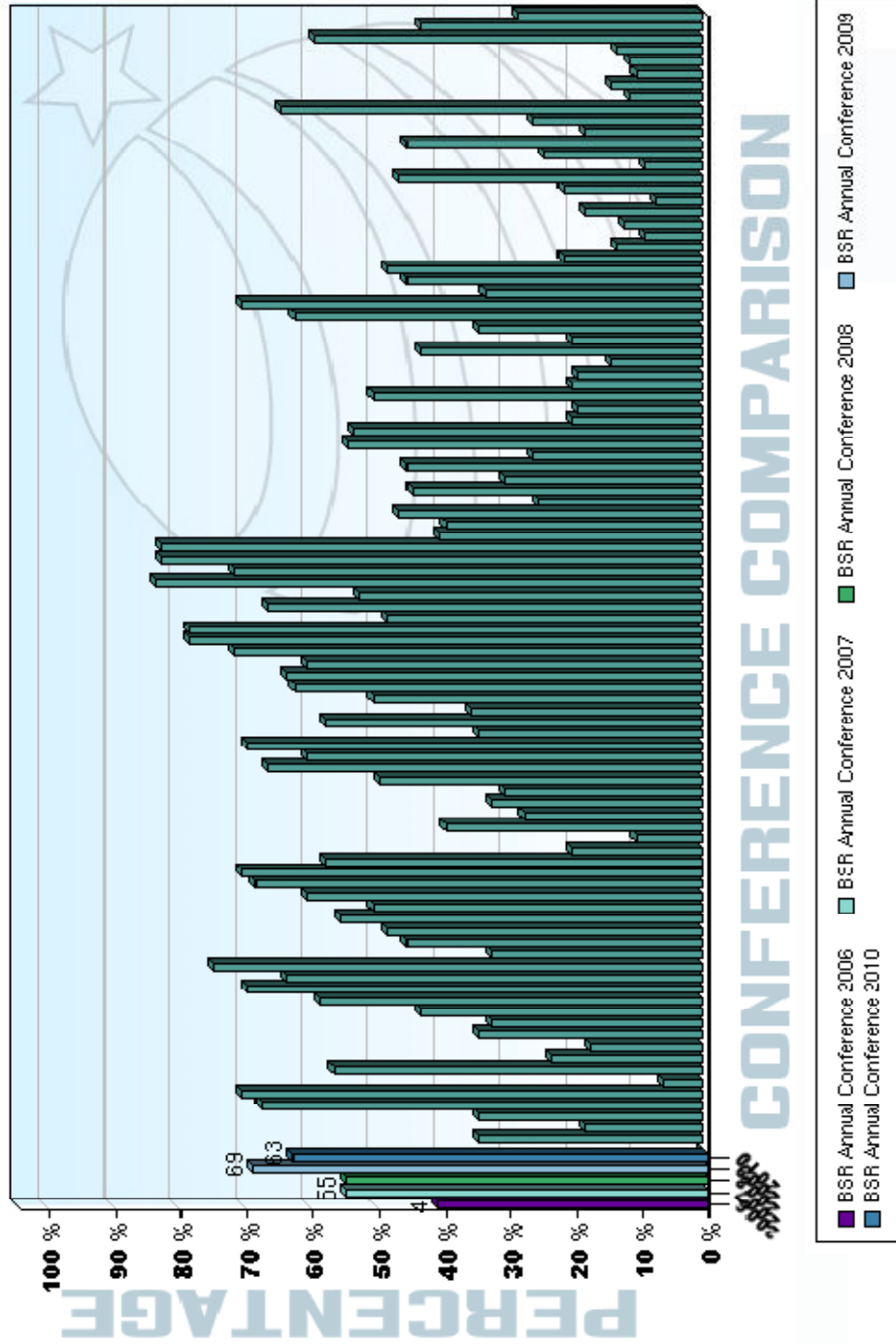
Conference Level Report



Reproduction of this report must include the MeetGreen logo.

Total Conference Comparison Report This report shows the total calculator score for your conference next to the total scores from other conferences

Total Conference Comparison Report

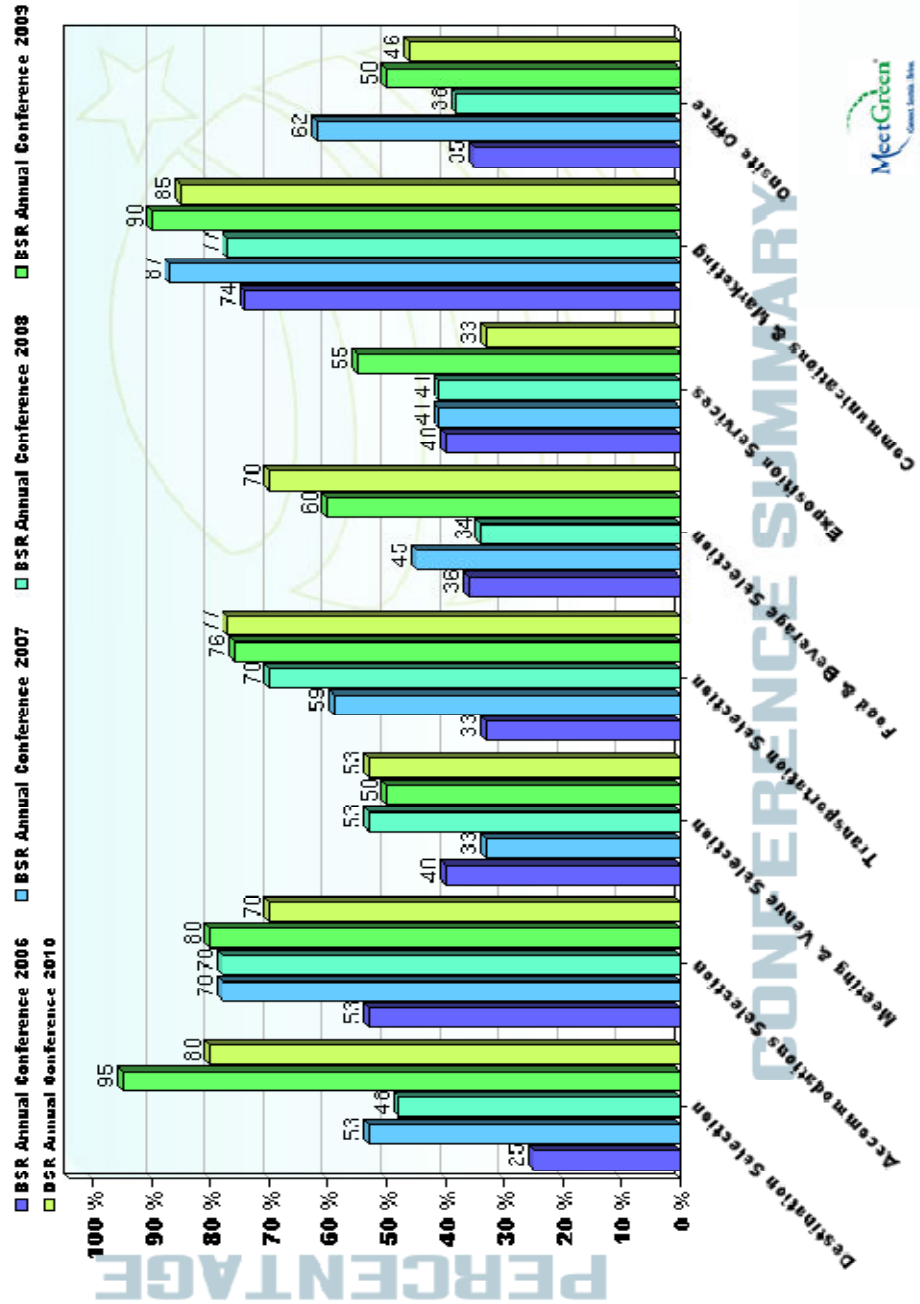


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Conference Summary Report

This report shows historical scores for each category. It allows you to see how the scores for each category change over time.

Conference Summary Report



Reproduction of this report must include the MeetGreen logo

RECOMMENDATIONS

*Unless someone like you
cares a whole awful lot,
Nothing is going to get
better. It's not.*

Dr. Seuss, from The Lorax

Develop a Sustainable Meeting Policy for the 2011 BSR Conference

BSR began developing a policy to establish commitment and ensure that green meeting practices are incorporated into all meetings. This process should be finalized and communicated to all stakeholders. The Policy would include:

- Sustainability priorities.
- Minimum guidelines for cities hosting the BSR Conference.
- Minimum guidelines for meeting venues and accommodations.
- Minimum guidelines for food and beverage.
- Minimum guidelines for marketing and communications practices

Develop a Strategic Plan for Implementing the Green Meeting Policy

- Determine what components BSR wants to start with and build on.
- Identify the measurable indicators to be tracked.
- Establish the time frame.
- Establish areas of responsibility including staff and vendors.
- Determine how to communicate this information to all stakeholders.

Create new initiatives

- 100% communications pre conference electronically.
- More locally and organically sourced food items.
- Increase waste diversion.

Share the Story.

BSR is ideally positioned to receive media coverage about its sustainable meeting practices. To remain at the forefront and demonstrate transparency, BSR's green meetings story should be cultivated and shared.

CONCLUSION

*Keep a green tree in your heart
and perhaps a songbird will
come.*

Chinese proverb



In today's conference and event world, green comes in many shades. To some, a conference is green if it offsets its emissions. To another green is demonstrated through a checklist of implemented tactics for each meeting. For others sustainable practices are only possible with strategic approaches that track indicators in order to demonstrate impact under specified and well-thought out goals. Without a clear and universal standard it is difficult to compare efforts to know what level of performance is leading.

BSR has shown a clear commitment to greening the BSR Conference. Tracking progress in implementing green processes into the conference over the past 5 years, BSR continues to raise the bar with measurable results.