

# Supplier Engagement: Carrot or Stick?

*Creating mutually beneficial partnerships for sustainable events*

**Michael Luehrs**  
MCI Sustainability Services  
2010



**mci**  
*Building Community*



# Sustainability Services



## What we do

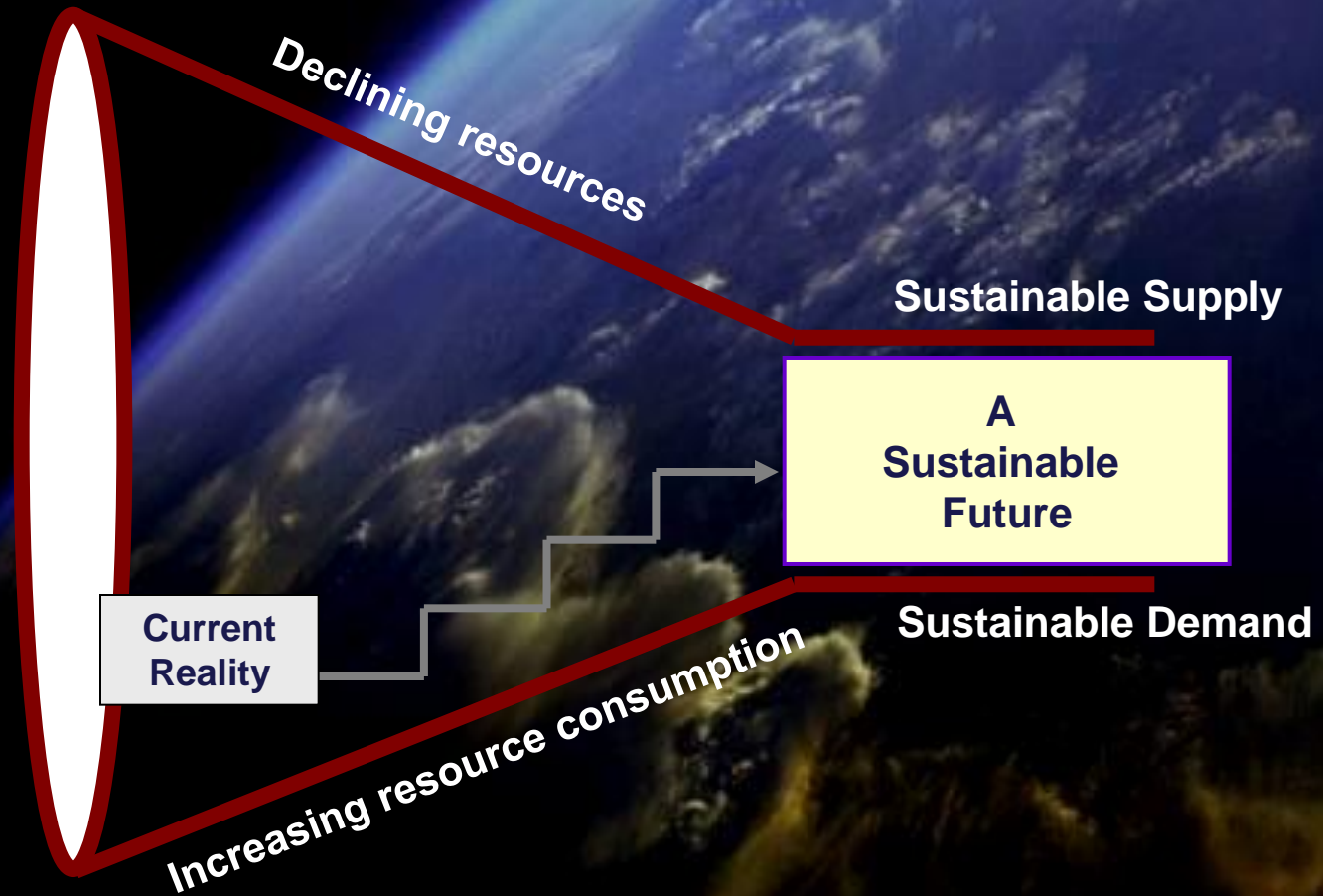
Help organizations facilitate change to create a more ethical and sustainable global marketplace



Actual event in EU



# Living beyond our means





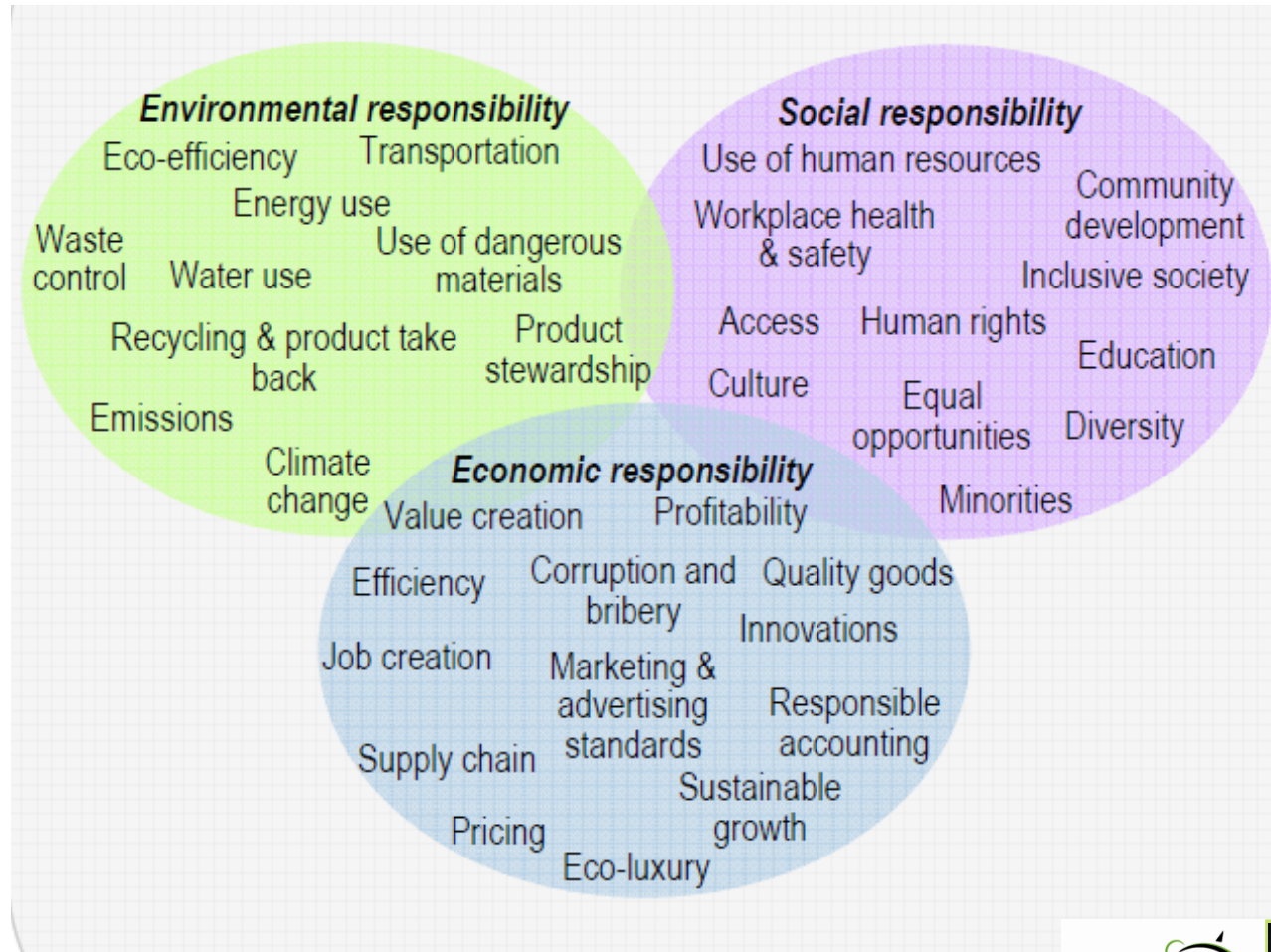
# Points

1. Collaboration
2. Codes of Conduct
3. Contracts
4. Case Studies
5. Catalogue



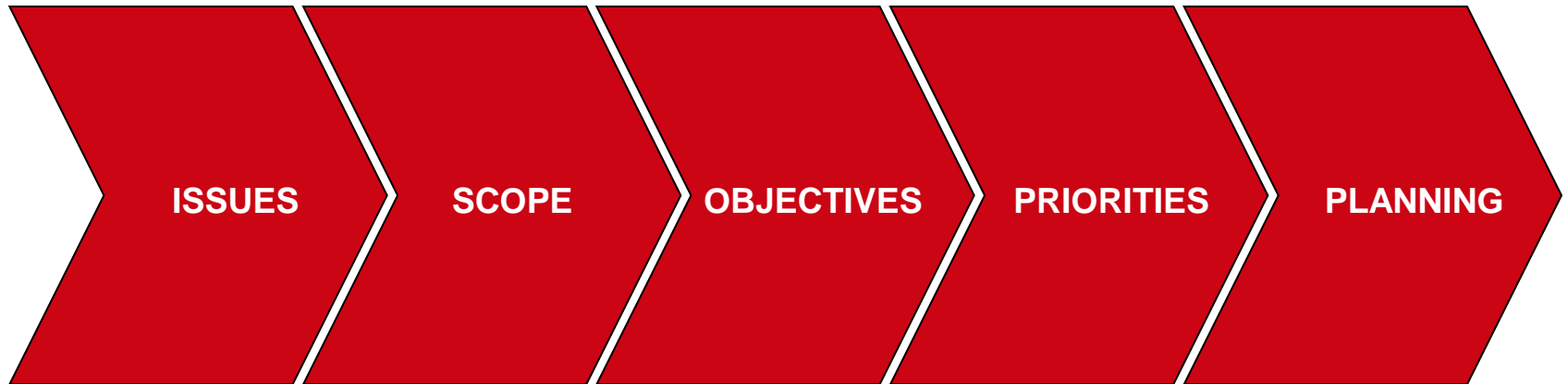
**Building Community**

# Triple Bottom Line: The Balance



# Strategic Approach

---



# Partnership = Both Carrot & Stick

---

## Before event:

- Create objectives
- Inform potential Suppliers
- Ask how they can help
  - Ask about their practices & how they measure
  - Ask about their suppliers and purchasing program
- Establish commitment (codes of conduct, contract)

## During event

- Measure, follow up, reaffirm commitment

## After event

- Share the story



# CIC APEX Green Meeting Standards

---





# Typical RFP Questions

---

## ○ Policy

- Does your company have a Corporate Responsibility policy? If the answer is yes, please send us a copy.

## ○ Responsibility

- Does your company have a person in charge of the CSR policy?

## ○ Key Factors

- Please indicate the most pertinent environmental factors and social factors for your company (employment, health and safety conditions, community service)

## ○ Reports


- Does your company publish a CSR report?

## ○ Supply Chain

- Please describe it your company's process for implementing CSR standards in its supply chain?

# Code of Conduct: Documented Support


- Based organizer sustainability definition
- Educate
- Invite
- Communicate before contracting phase



**World Business Summit On Climate Change  
Supplier Code of Conduct**

The World Business Summit on Climate Change (WBS), sponsored by the Copenhagen Climate Council, is the most important business event before the COP15 United Nations Climate Conference in 2009. Patterned after the United Nations Global Compact principles, the Supplier Code of Conduct (SCC) sets the minimum performance standards for Copenhagen Climate Council's purchases and suppliers. The WBS will apply this code of conduct as one of the criteria used in the selection of business partners and suppliers and strongly encourage that suppliers and their subcontractors/suppliers follow and support this code.

- 1. Legal and Ethical Requirements**  
WBS encourages our partners and suppliers, as well as their sub-contractors, to comply with national and other applicable law of the country of manufacture of products including those laws relating to labor, worker health and safety, and the environment.
- 2. Child Labor and forced labor**  
WBS relies on suppliers and their sub-contractors to promote human rights and to be able to show that they purchase no products, or support in any way, business that harms children or benefits from forced, illegal labor.
- 3. Disciplinary Practices**  
WBS suppliers and their sub-contractors will treat workers with respect and dignity and ensure workers are not subjected to any form of physical, sexual, psychological, or verbal harassment or abuse.
- 4. Wages and Benefits**  
WBS suppliers and their sub-contractors will meet national legal requirements for wages and benefits within the country of manufacture, irrespective of special status granted that permits the organization to compromise applicable standards.
- 5. Discrimination**  
WBS will not work with suppliers who discriminate on the basis of race, gender, political or religious beliefs, social, ethnic or national origin sexual orientation, or disability.
- 6. Health and Safety**
  1. WBS suppliers and their sub-contractors will:



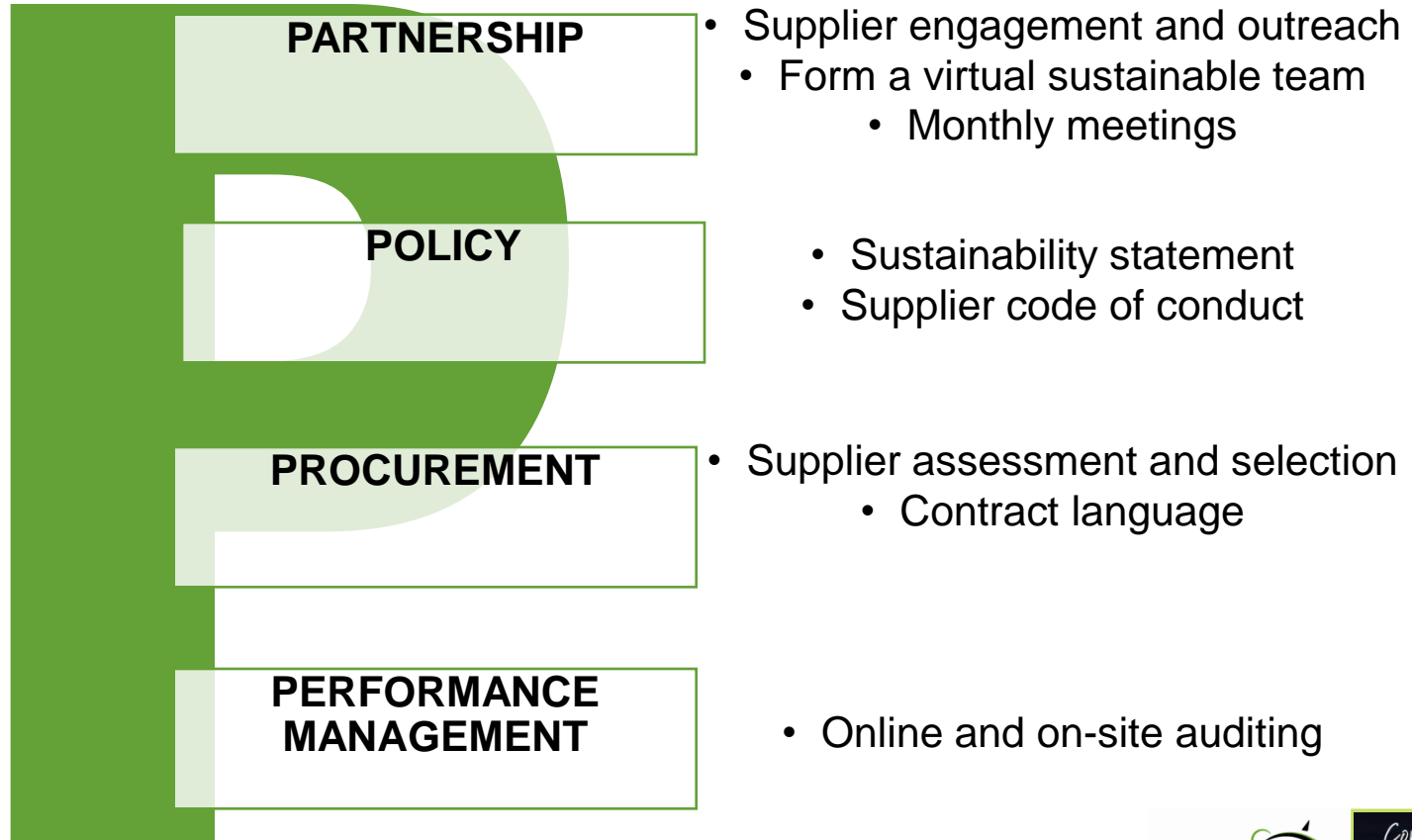
**GMIC**  
INSPIRING SUSTAINABILITY  
GREEN MEETING INDUSTRY COUNCIL

*Corporate Responsibility Centre*  
IMEX NEW VISION

# 4Ps of Planning

---

## Strategic Supply Chain Management



## Event

World Business Summit on Climate Change

## Location

Copenhagen, Denmark

## Background

500 attendees over 3 day period. No exhibition. High profile event with more than 200 CEOs. Food and Beverage each day, organized transportation and 2 social events.

## Actions

- Workshop to create event specific vision, sustainability goals and KPIs
- Participation in Copenhagen sustainability taskforce
- Supplier Engagement plan and Supplier Summit
- Pre event and On site **MeetGreen** Evaluation
- Key Performance Indicator development and tracking, including carbon measurement
- Sustainable event report, including 'learnings'



THE EUROPEAN WIND ENERGY ASSOCIATION

# C

## ase study

### Event

European Wind Energy Conference and Exhibition

### Location

Marseille, France

### Background

- Energy Association annual event.
- 7500 attendees over 4 day period.
- 950 exhibitors – 9000m<sup>2</sup>.
- Food and Beverage each day, organized transportation

### Actions

- Workshop to create event specific vision and sustainability goals
- Stakeholder Engagement, process & training
- Pre event and On site MeetGreen Evaluation
- KPIs tracked, including carbon measurement
- Sustainable event report

# COP15

---

- **C**onference **O**f the **P**arties
- Took place 7<sup>th</sup> – 18<sup>th</sup> (19<sup>th</sup>) December 2009 in Bella Center, Copenhagen
- Actual attendance of 30,222 (22,000 delegates and 8,000 technical staff)
- Organized by Danish Ministry of Foreign Affairs for the UNFCCC
- Largest ever international political meeting



# COP15 Sustainability Snapshot

---

100% of delegates carbon emissions were offset

**93%** of the participants used public transport to and from the venue

75% of the food and beverage was certified organic

**53%** of hotels in the Copenhagen Area and the venue were eco-certified

600.000€ saved by not giving gifts

**40%** of food was sourced within a 100mile (160km) radius

20% reduction in CO2 emissions at the Bella Center

**4%** of Venue Energy Consumption generated by onsite Wind Turbine

1st UN event to achieve BS8901 certification of its management system



# Copenhagen Sustainable Meetings Protocol



A unique and innovative private-public partnership



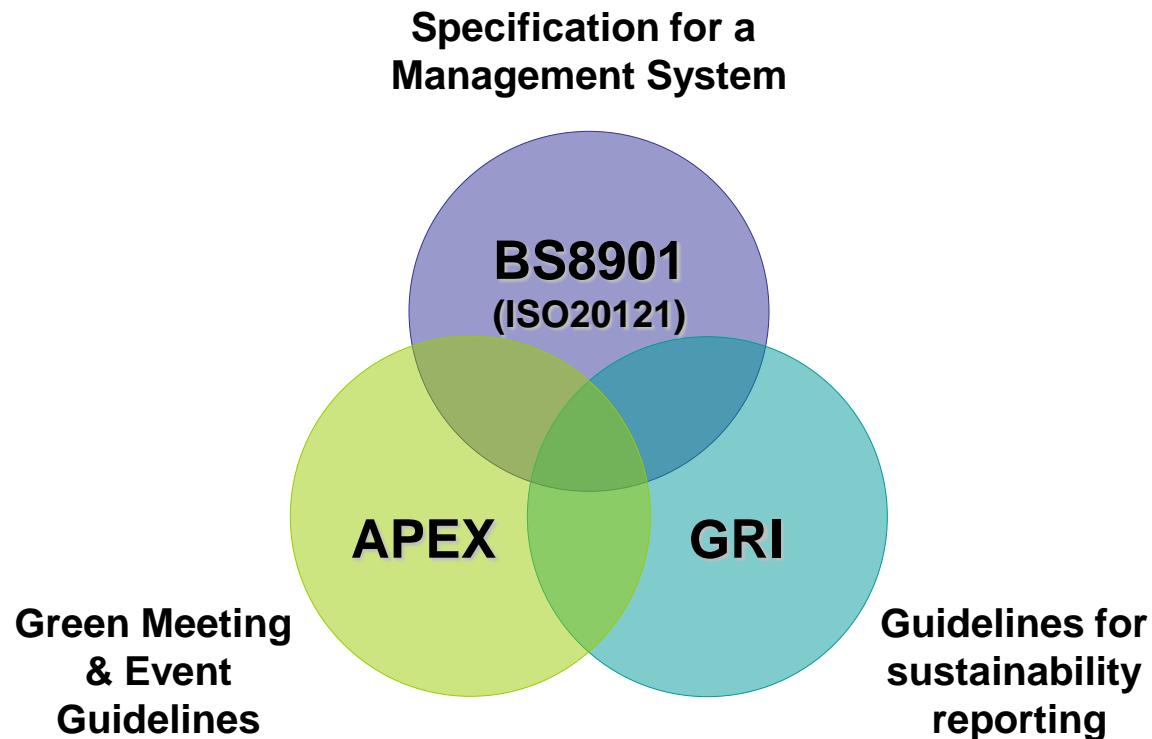
# CSMP FRAMEWORK



# Resources: Don't recreate the wheel

---

- Emerging standards: collaboration for increasing the sustainability of events



# MeetGreen™

<https://www.mci-group.meetgreen.com/index.php>



MeetGreen was created and based on the Convention Industry Council Green Meetings Task Force Report, 2004. It is approved by the Green Meetings Industry Council



# Procurement: contracting

---

- **HOTEL agrees to provide and/or implement the following at no additional charge to “Client”:**
- **Recycling Participation –**
  - Provide a recycling program (recycling paper, plastic, glass, aluminum cans, cardboard and grease) for entire hotel including sleeping rooms and meeting space.
  - Provide clearly marked recycling containers in common areas including lobby and HOTEL guest rooms unless HOTEL sorts and recycles.
- **Energy Use –**
  - Instruct HOTEL housekeeping staff to shut blinds and turn down the heat/air conditioning and turn off lights during the day in rooms while attendees are gone.
  - Implement a towel and sheet reuse program.
- **Waste Minimization –**
  - Instruct the HOTEL housekeeping staff to not replace consumable amenities daily unless they are gone. Use of soap and shampoo dispensers would be optimal.
  - Use glass or china (non-disposable) catering plates, cups and glasses.
  - NO polystyrene (#6 plastic) used under any circumstances.
  - Serve condiments in bulk containers, not individual servings, eliminating wasteful packaging. This includes sugar, creamer, butter, cream cheese, etc. (exception: serve sugar substitutes in individual servings).
  - Use cloth napkins, whenever possible. Use coasters instead of cocktail napkins. If paper napkins are required – then they must be made of post-consumer recycled paper.
- **Environmentally Responsible Purchasing –**
  - Use cleaning products that do not introduce toxins into the air or water.
  - Use bathroom papers that contain post-consumer recycled content fiber.
  - Use predominately local, organic produce/products in any food and beverage events contracted as part of the conference.

# Success Factors

---

1. Initiate
2. Integrate
3. Innovate

# Help!

---

- **Green Meetings Industry Council:**  
<http://www.greenmeetings.info/>
- **The Natural Step:** <http://www.naturalstep.org/>
- **BS8901:** <http://www.bsigroup.co.uk/en/Assessment-and-Certification-services/Management-systems/Standards-and-Schemes/BS-8901/>
- **APEX Green Meeting Standards:**  
<http://www.conventionindustry.org/apex/inprogress.htm>
- **Global Reporting Initiative:**  
<http://www.globalreporting.org/ReportingFramework/SectorSupplements/Events/>

## Also:

---

- Live the Deal: <http://www.livethedeal.com/>
- UN Global Compact: <http://www.unglobalcompact.org/>
- One Planet Living: <http://www.oneplanetliving.org/index.html>
- Spatrisano & Wilson/ Bergqvist/ M. Jones



# More: Messaging

---

1. Merge
2. Measure
3. Modesty
4. Mean it

Please share ideas and feedback

---

# LessConversation MoreAction.com

Email: [michael.luehrs@mci-group.com](mailto:michael.luehrs@mci-group.com)

Twitter: <http://twitter.com/michaelluehrs>



# Thank you!

## MCI Offices

ABU DHABI - AMSTERDAM - BENGALURU  
BARCELONA - BELFAST – BERLIN  
BRUSSELS - BUENOS AIRES - DELHI - DUBAI  
DUBLIN - GENEVA - GOTHENBURG - LYON  
MADRID - MUMBAI - PARIS – PETERSFIELD  
LONDON - PRAGUE - ROME - SHANGHAI  
SINGAPORE - STOCKHOLM – STUTTGART  
TOKYO - VIENNA - ZURICH



**mci**  
*Building Community*



# Michael Luehrs

---

- Responsible for promoting sustainable practices within the MC organization and to MCI's clients
- Recognized as an industry expert on sustainability in the meetings industry, Michael consults to associations, corporates, cities and venues worldwide
- 17 years of industry experience with proven talent in staff education, sustainable business development, and management of sound environmental operational plans.
- Director of Operations of the Hilton Portland Double Tree.
  - Repositioned the hotel as one of the leading green hotels in the US.
  - Won numerous "green" awards including the Green Seal Certification and the State of Oregon's Sustainability Award
- Hotel director of various eco-lodges in the northwestern United States



# Overview of our services



## Consulting and tailor made solutions

### Consulting

Strategy and creativity  
Industry knowledge

### Solutions

Creation and organisation

## Production Services

### Services

Organisational excellence

## Sustainability Services

**AMC**  
Association  
Management

Helping your association build a community of like-minded professionals and ensuring an efficient and professional service throughout the year

**M&E**  
Meetings  
& Events

Supporting your organisation through expert meeting, event, conference and incentive travel management knowledge

  
ovation  
GLOBAL DMC

**DMC**  
Destination  
Management

**PIP**  
Performance  
Improvement  
Programme

Supporting your business objectives through people, motivation and loyalty programmes and incentive solutions.

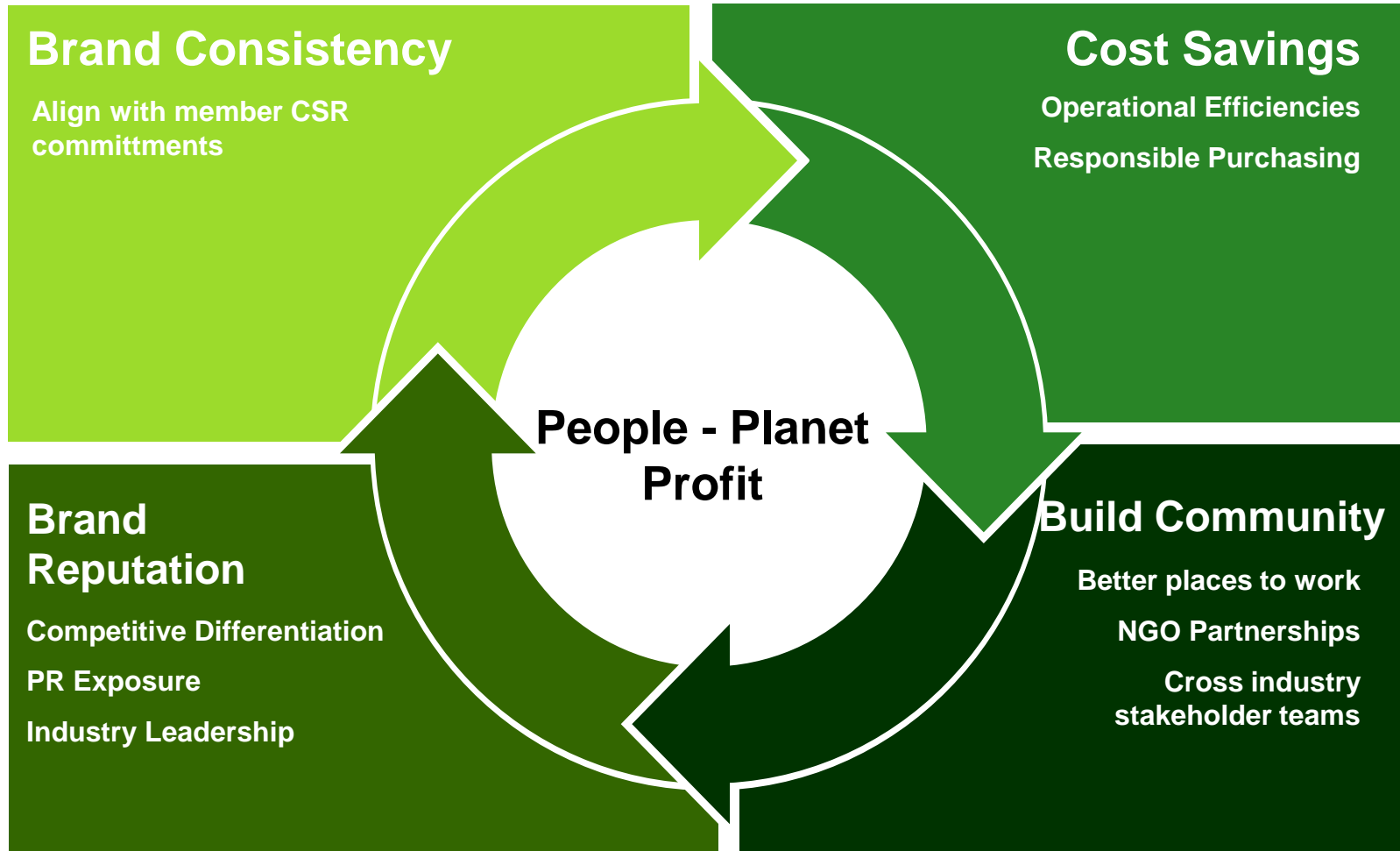
**PCO**  
Professional  
Congress  
Organiser  
Exhibitions  
Management

Helping you to build a strong community of congress participants or members through efficient and professional services.

  
Dorier  
Audio-Visual global solutions

**PROD**  
Technical  
Production

# Sustainable events = Smart Business



# Status: CSR in Events Industry

---

**76%** of EMEA meeting planners report that CSR will be a focus for their organizations (63% in U.S) FutureWatch 2010

**66%** of **planners** will or had already implemented - green initiatives 2009 EventView

**18%** have a **dedicated** CSR team or group



# Savings Potential

**Oracle OpenWorld 2008**

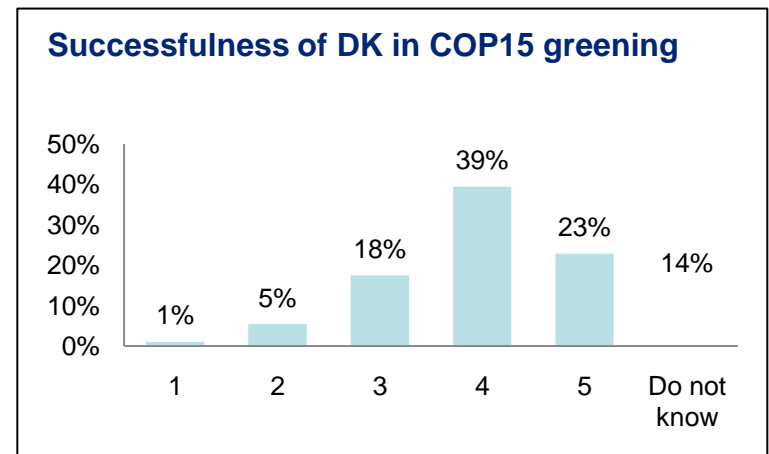
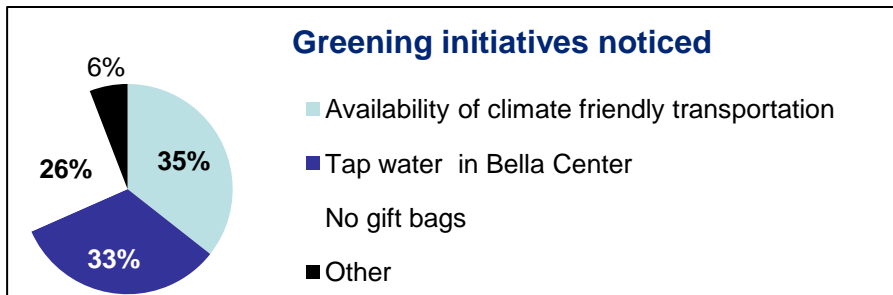
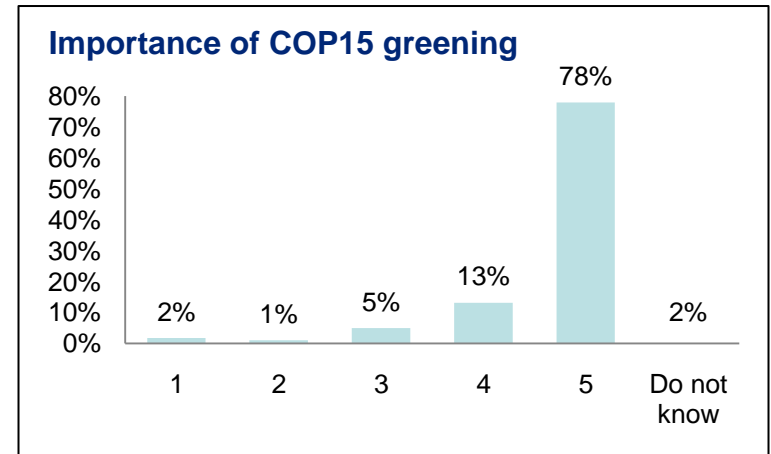
**\$1,500,000 - reducing water bottles**

**\$235,850 – Printing 75% less.**

**\$60,000 - Saved by cutting shuttles.**

# Was it important and successful?

Greening COP15 issue	Weighted average
Importance of COP15 greening	4.7
Successfulness of Denmark in COP15 greening	3.9



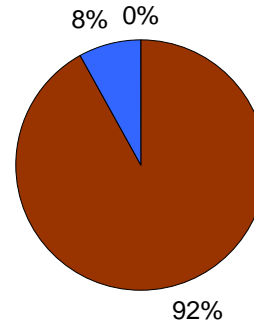
# Eco- Efficiency: Doubletree Portland

- \$20,000 invested

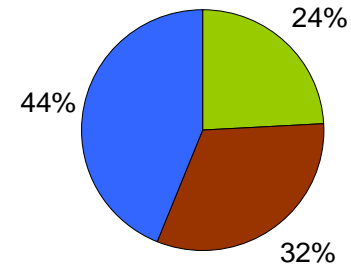
- \$200,000 saved

\*(2006-2009)

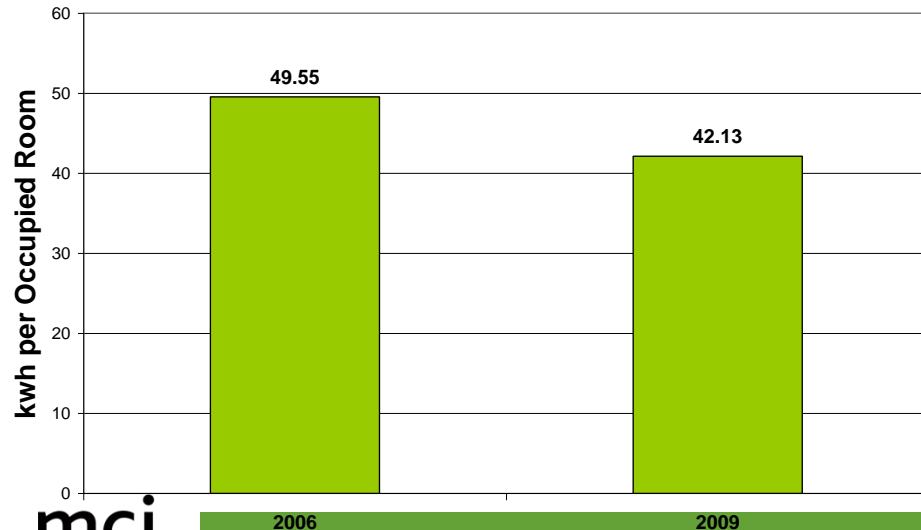
2004 Waste Removal



2009 Waste Removal



Electricity Consumption per Occupied Room



Water Usage Per Occupied Room

