

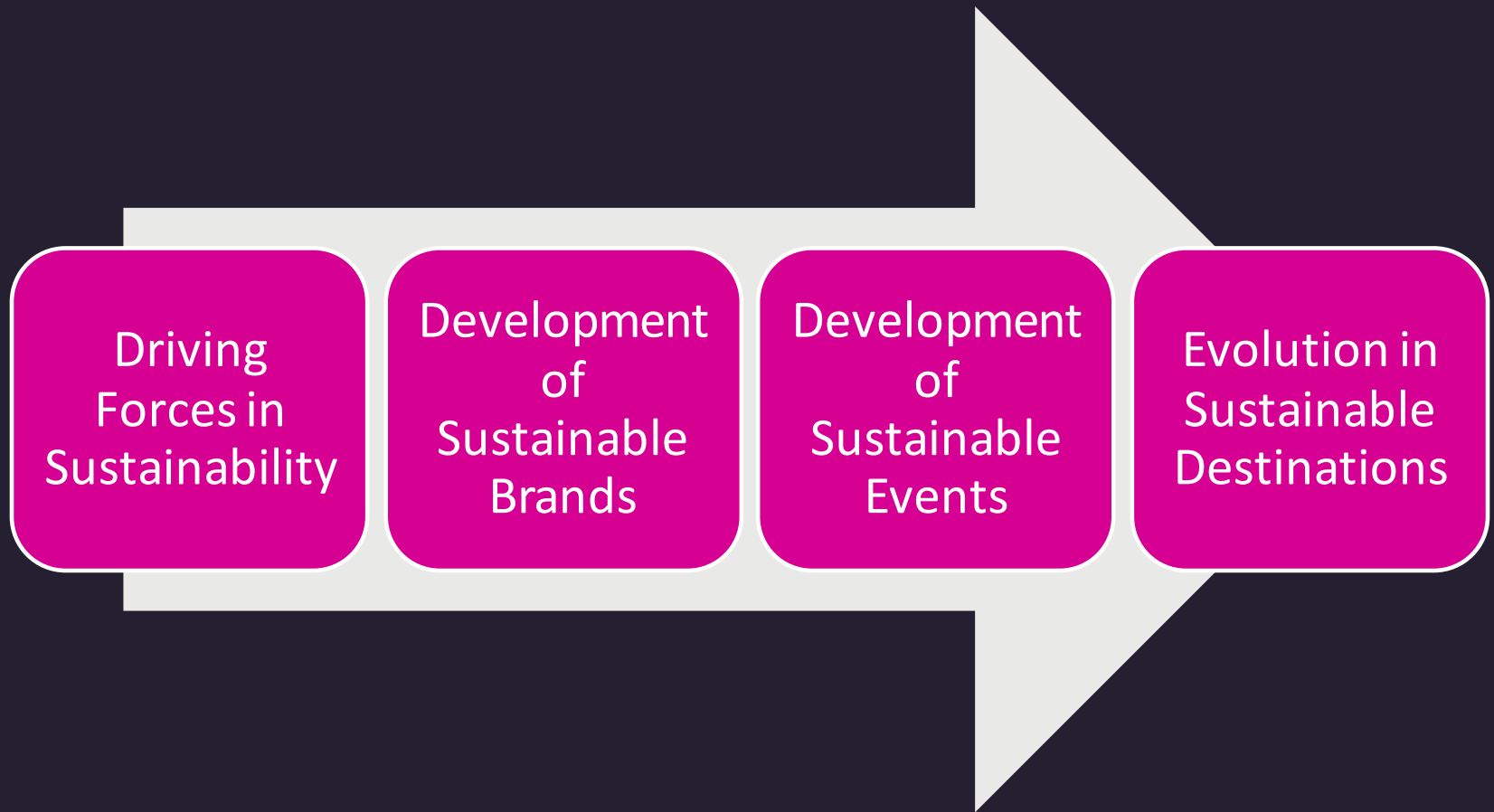
DRIVING CHANGE

How brands and destinations are transforming and winning through sustainability

Guy Bigwood
MCI Group Sustainability Director



Session Journey





A photograph of a man and a woman walking in a hazy, polluted city street. Both are wearing face masks. The woman is wearing a white surgical mask and a red scarf. The man is wearing a green and black patterned mask and a dark jacket. The background is filled with cars and trees, all shrouded in a thick layer of smog or haze. The image has a yellow diagonal overlay in the top right corner.

WE FACE MAJOR
**ENVIRONMENTAL AND
SOCIAL CHALLENGES**

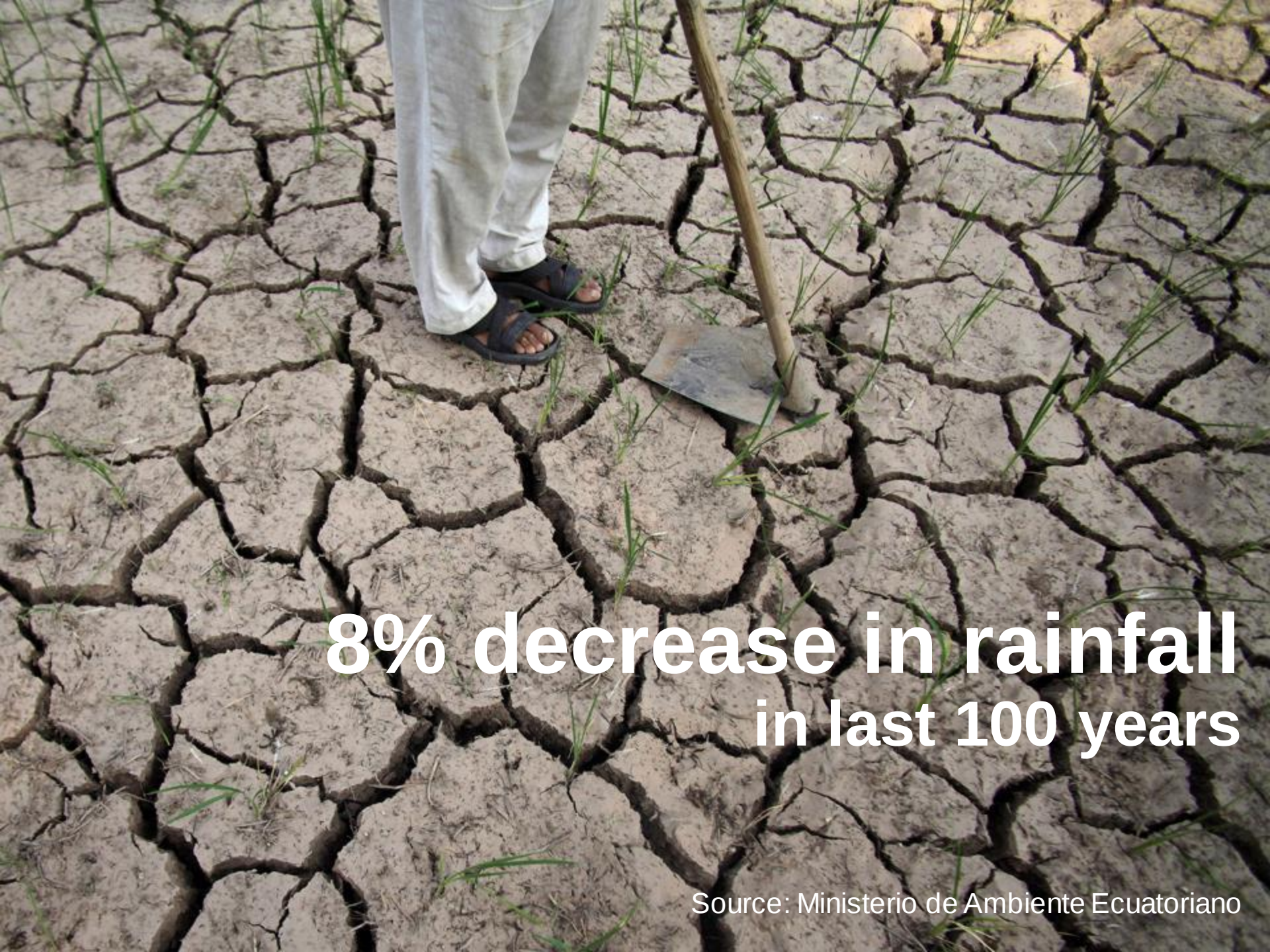
1 in 8 deaths through air pollution

Source: WHO

1.4° temperature rise in last 100 years
50% reduction in glaciers



Source: Ministerio de Ambiente Ecuatoriano

A photograph showing a person's legs and feet standing on a parched, cracked earth. The person is wearing white trousers and dark sandals. A shovel is stuck into the ground next to them. The ground is covered in a network of deep, irregular cracks, with small tufts of green grass growing in some of the fissures. The overall scene conveys a sense of severe drought and environmental hardship.

**8% decrease in rainfall
in last 100 years**

Source: Ministerio de Ambiente Ecuatoriano





**El Inga recoge un promedio diario de
1877 ton/día.**

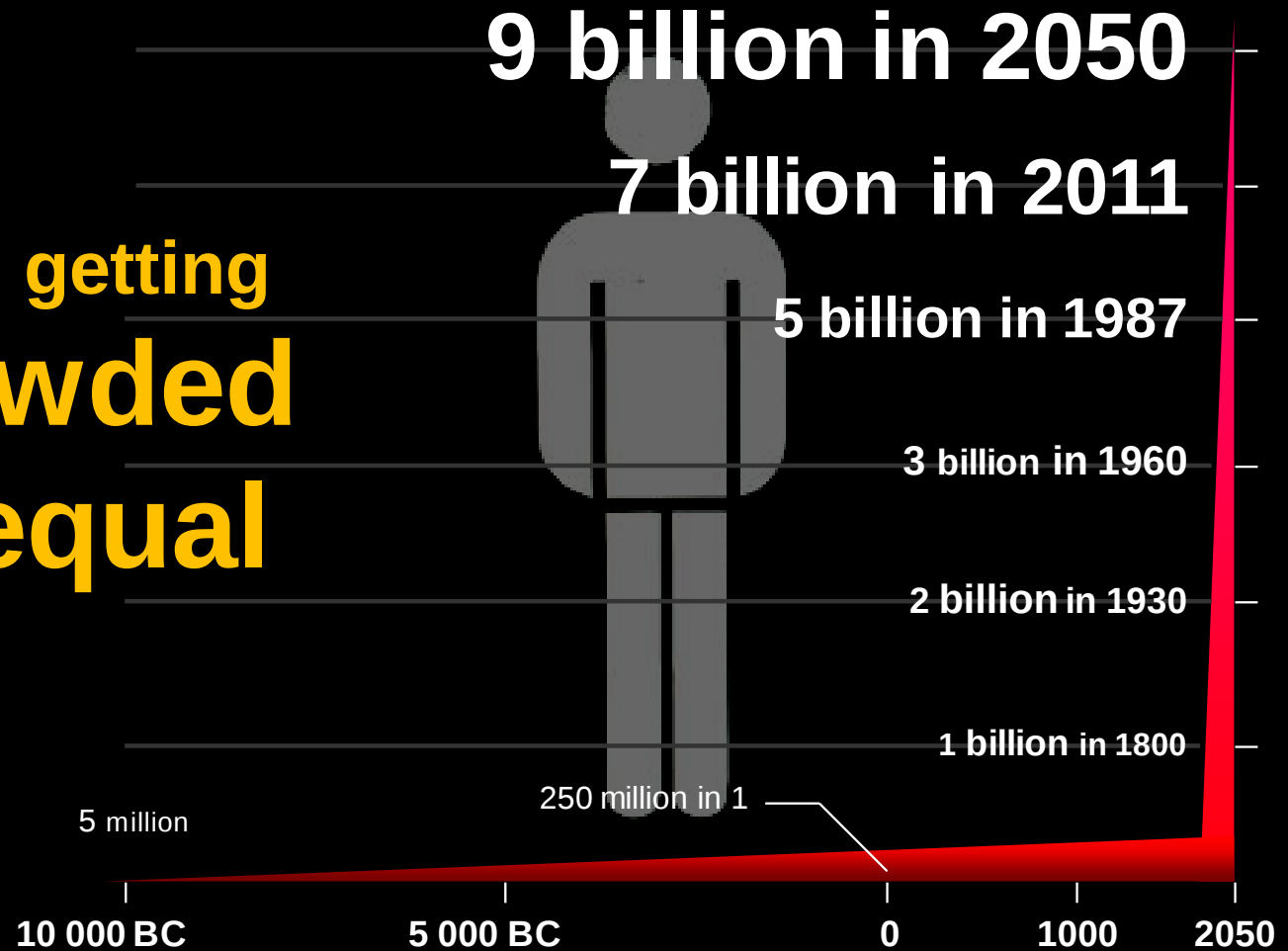
A person wearing a Guy Fawkes mask holds a large Brazilian flag in the center of the frame. The background is a dark street at night, illuminated by streetlights and a large fire in the distance. Other people are visible in the background, some walking and others standing. The overall atmosphere is one of protest or civil unrest.

**The World is getting more
unequal**



And its going to get worse!

The world is getting hot, crowded and unequal





What does this mean for
the **MICE INDUSTRY**?

Future Driving Forces



**Political
Pressure**

**Attendee /
Employee
Pressure**

**Client
Pressure**



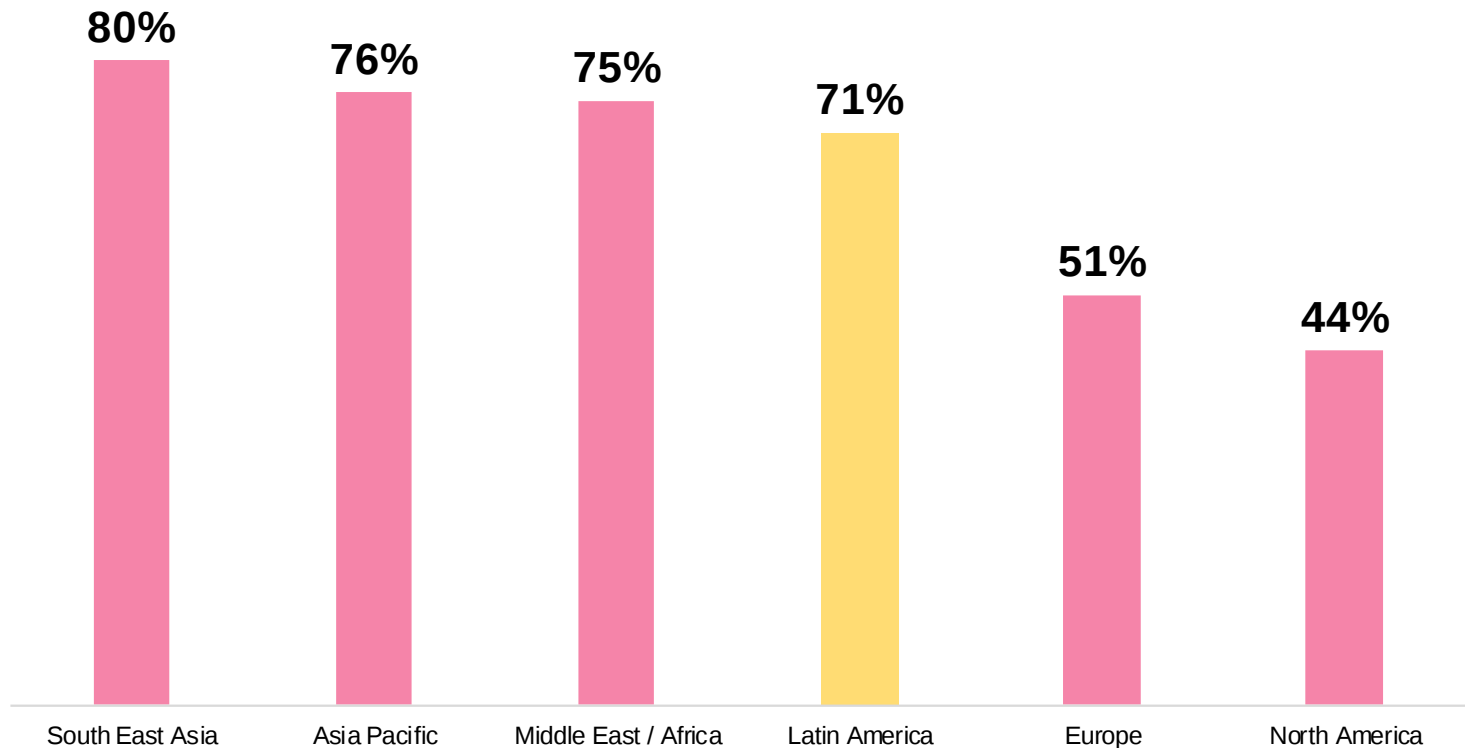
93%

**OF CONSUMERS WANT TO SEE THE BRANDS
THEY USE SUPPORT WORTHY SOCIAL AND
ENVIRONMENTAL CAUSES**

SOURCE: FUTERRA & BSR

Consumer are changing

Prefer companies committed towards creating a positive social and environmental impact





79% OF TRIPADVISOR USERS SAY ITS IMPORTANT



Survey of 15,000 people



80%

**JOB SEEKERS PREFER TO WORK
FOR CSR DRIVEN COMPANIES**

SOURCE: PI SLICE

BRANDS ARE CHANGING

Rethinking the concept of brand value



SHAREHOLDER

Activities focused solely on maximising short-term profits

STAKEHOLDER

Activities designed to maximise returns for employees and partners

SOCIETAL

Activities designed to contribute to the greater good for all

Powerful brands have

PURPOSE

Brand Pressure:

Growth of the Sustainable Brand





The background of the top half of the image is a lush green field of plants, possibly cotton, with sunlight filtering through the leaves. A yellow diagonal shape is in the top right corner.

H&M CONSCIOUS COLLECTION

More sustainable fashion

We believe in a **better** fashion future – one that makes **fair** and **sustainable** fashion affordable and desirable for all.



H&M Video

https://www.youtube.com/watch?v=z4Y_prnARn4

1 Provide fashion for Conscious customers

Make products with added sustainability value. Our customers are smart, aware and care about people and the environment. Let's help them make informed decisions about their purchases.

2 Choose and reward responsible partners

Work with partners who share our values. You are only as good as the company you keep. So let's work with partners who commit to continuously improving their social and environmental practices.

3 Be ethical

Always act with integrity and respect. It's about doing the right thing. Like not using food to make fashion. If you're uncertain, refer to our Code of Ethics. Or listen to your heart.

4 Be climate smart

Be energy-efficient and inspire others to reduce total CO² emissions. By increasingly using renewable energy and taking smart actions, we can inspire customers, suppliers, policymakers and communities to reduce their total climate impact.

5 Reduce, reuse, recycle

Aim for zero waste to landfills. Let's generate less waste. And try to reuse things like shopping bags and other items when possible. Recycling of hangers and other materials is also key.

6 Use natural resources responsibly

Conserve water, soil, air and species. Planet earth is a delicate place. Our resources are limited. So let's do a better job of preserving our natural resources.

7 Strengthen communities

Contribute to the development of the communities where we operate. We can have a positive impact on local communities. Which is why we invest in programs like "All for children" and "H&M for Water".

H&M CONSCIOUS
For a more sustainable fashion future

Unilever Sustainable Living Plan - Three big goals

HELP

1 BILLION

PEOPLE IMPROVE
THEIR HEALTH
& WELL-BEING

HALVE

ENVIRONMENTAL
FOOTPRINT OF
OUR PRODUCTS

SOURCE

100%

OF AGRICULTURAL
RAW MATERIALS
SUSTAINABLY

SUSTAINABLE LIVING BRANDS IN 2014

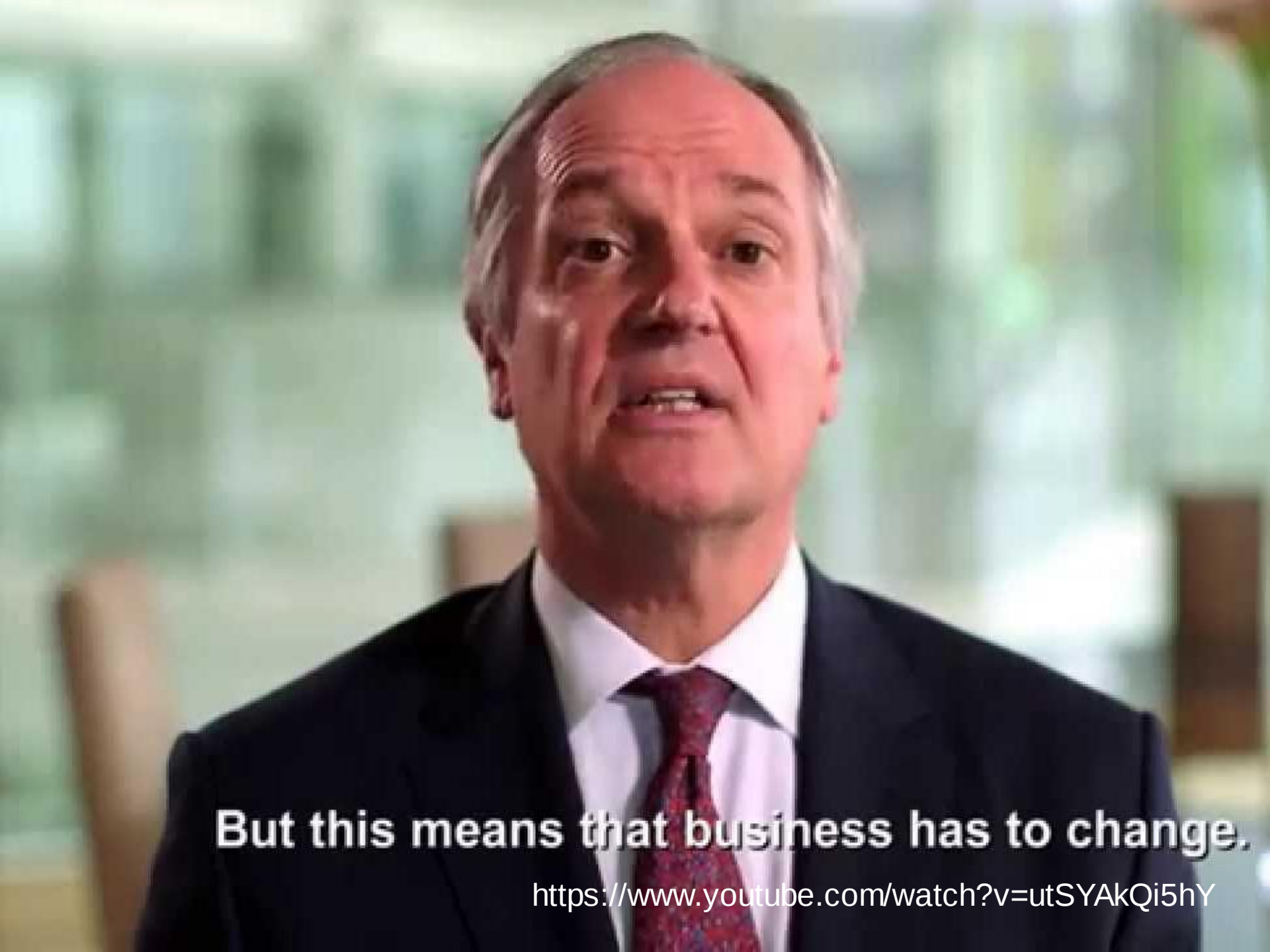


2X
THE RATE OF
GROWTH

BRANDS
WITH A POWERFUL
PURPOSE ENJOY
**SUSTAINABLE
GROWTH**

50%
OF UNILEVER'S
GROWTH

MORE
PROFITABLE
THAN STANDARD PRODUCTS

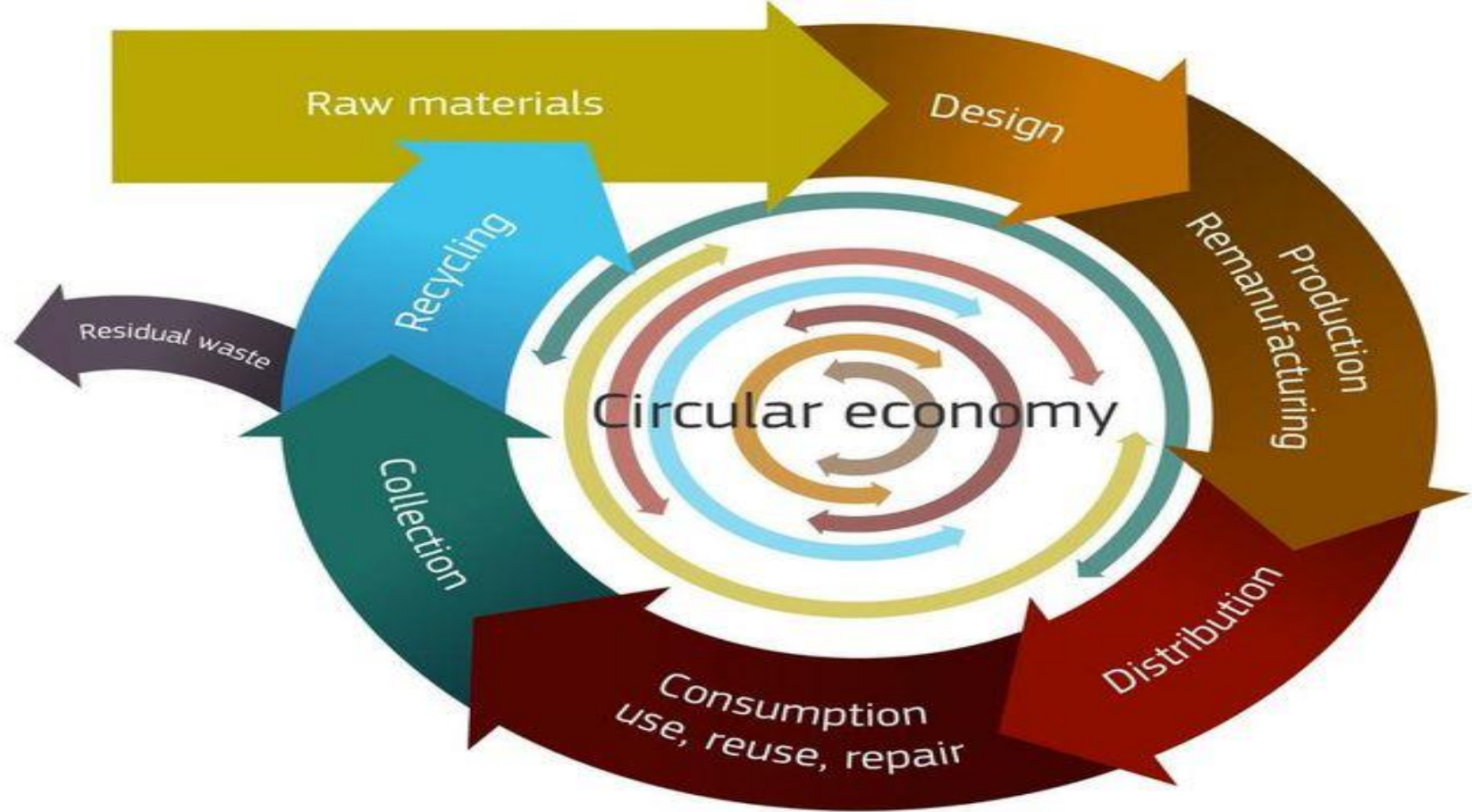
A middle-aged man with thinning grey hair, wearing a dark blue suit, white shirt, and a red patterned tie, is speaking directly to the camera. The background is a blurred indoor setting with greenery.

But this means that business has to change.

<https://www.youtube.com/watch?v=utSYAkQi5hY>

Driving Innovation

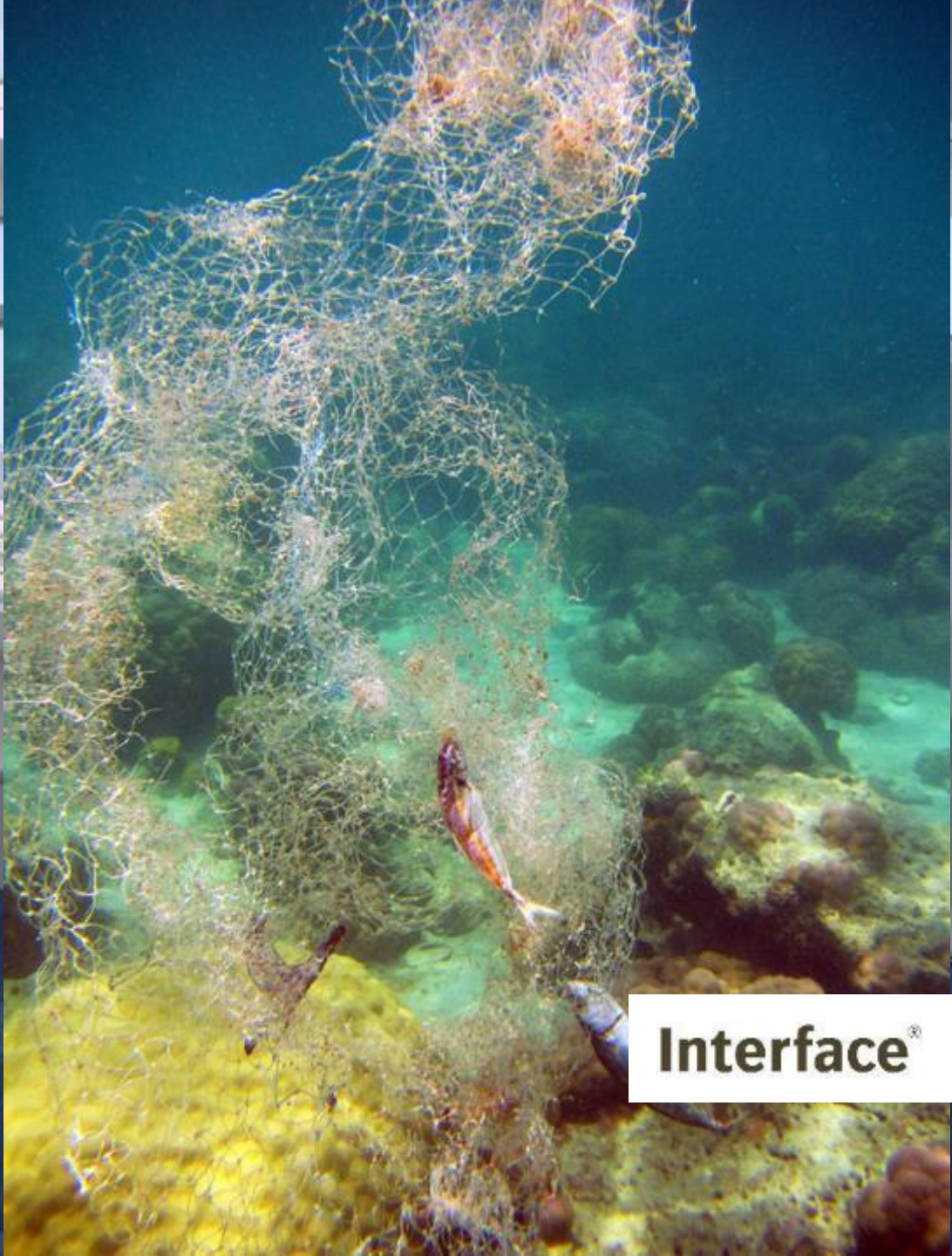




Vs

Linear economy





Interface®



What does this mean for the
MICE INDUSTRY?



79%

Of MCI clients have increased their focus
on event sustainability over the last 3
years

3MONTHS
WMO • WPC • FMS

A photograph of an industrial facility. In the foreground, a large blue metal cage or enclosure stands on a floor marked with yellow and red diagonal stripes. Two workers wearing high-visibility yellow safety vests are standing near the cage; one is pointing towards it. In the background, there are wooden crates and various safety signs on a dark wall. A large yellow triangle is overlaid on the top left corner of the image.

68%

of MCIs clients ask their suppliers to comply with a sustainability policy and evaluate it

In 2013 it was 51% - in 2011 only 25%!

SUSTAINABLE BRAND CASE STUDY

ROADSHOW
4 COUNTRIES
2,757 DELEGATES

GOAL

**INTEGRATE
SUSTAINABILITY TO
TRANSFORM THE
BRAND EXPERIENCE**

WASTE AUDIO VISUAL EXHIBITION & SIGNAGE

BRAND EXPERIENCE #1

90%

SUSTAINABLE MATERIALS

89%

DIVERSION OF WASTE (RECYCLE / REUSE)

88%

REDUCTION OF WASTE

vision

SYMPOSIUM 2014

DUBAI | MUMBAI | PARIS | LONDON

**FRESH
LOCAL
ORGANIC
SEASONAL
SUSTAINABLE**

REIMAGINE THE FOOD EXPERIENCE

BRAND EXPERIENCE #2



RETHINKING AUDIENCE ENGAGEMENT

BRAND EXPERIENCE #3



\$29,000

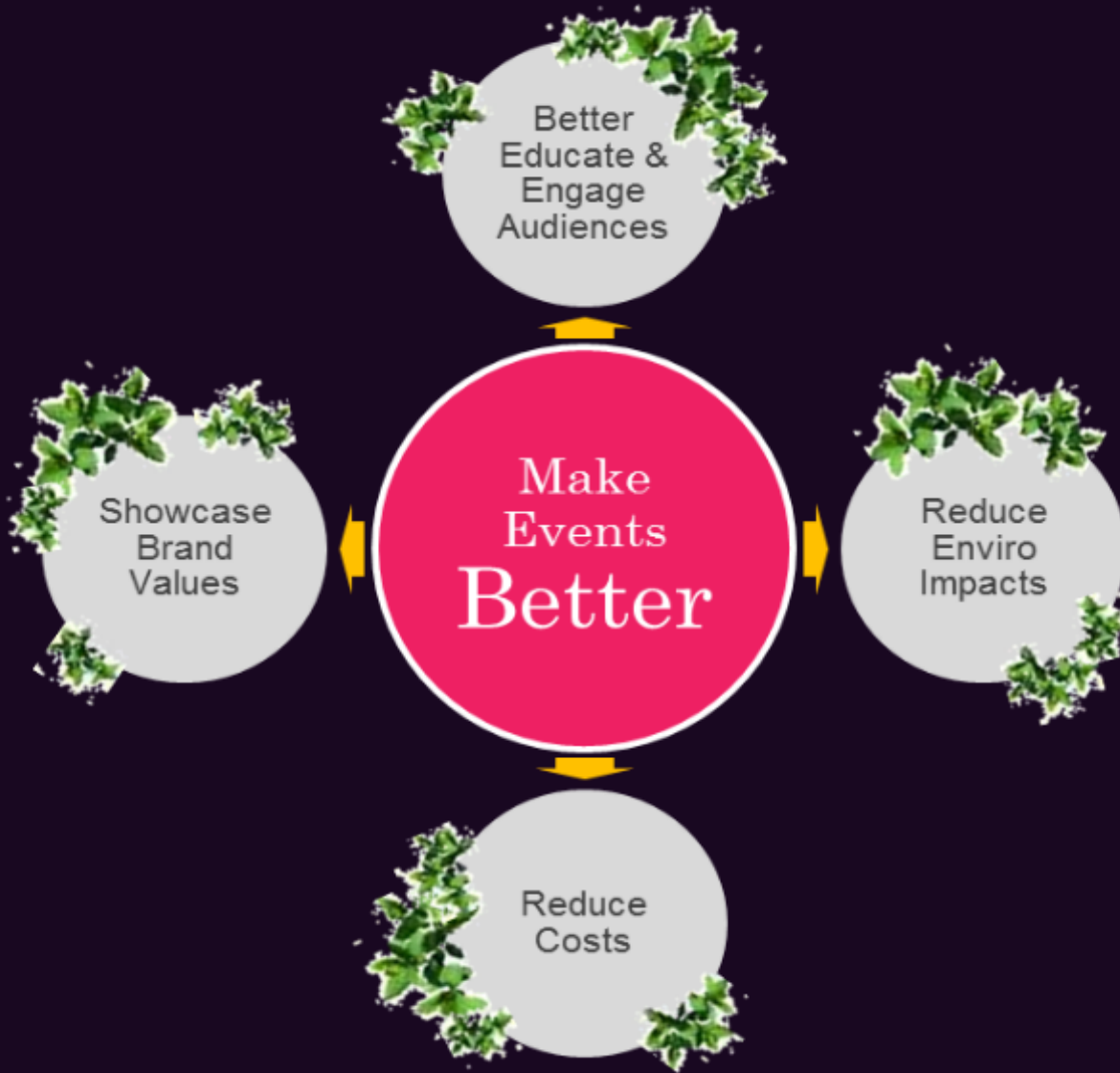
Saving

49%

INCREASE IN AUDIENCE
PERCEPTION OF
SYMANTEC AS A BRAND
THAT IS COMMITTED TO
SUSTAINABILITY



THE VALUE OF SUSTAINABLE EVENTS



**If brands are becoming more sustainable
– what about destinations?**



Collaborative business initiative created to help Destinations, Convention Bureaux, Event Planners and Suppliers drive the adoption and recognition of sustainable practices in their city and in the global events industry.



Benchmarking of 40 cities



www.gds-index.com

Conclusion 1

Leading MICE cities
now understand that
their **competitiveness**
is directly linked to
their **capacity** to bring
social, economic and
environmental
wellbeing



Conclusion 2

There is a big difference between being a sustainable city and being a sustainable meetings destination



What are the leadership characteristics of sustainable MICE destinations?



An aerial night photograph of a city skyline, likely Vancouver, with numerous illuminated skyscrapers and buildings. In the background, a range of mountains is visible under a dark blue twilight sky. The city lights create a vibrant contrast against the dark surroundings.

1. Leading cities have a strong vision and plan for strong, inclusive and sustainable growth of the MICE Industry.

- They develop a multi year plan for**
- **Economic growth**
 - **Environmental sustainability**
 - **Social inclusion & development**

CHALLENGES, INNOVATION & GREEN GROWTH

Sustainability study on Singapore's MICE Industry



Conducted for the **Singapore Tourism Board**
by **MCI Sustainability Services**
25th June 2012

LEADING THROUGH SUSTAINABILITY

2020 Sustainable Destination Master Plan for the
Thai Meetings, Incentives, Conferences and Exhibitions Industry



Conducted for the Thailand Convention and Exhibition
Bureau by MCI Sustainability Services

24th November 2014

.....

2. Leaders create **networks** and inspire collaboration



4. Leaders **build capacity**

Leaders implement programmes to engage the industry and improve the skills, quality and competitiveness of their MICE professionals



VANCOUVER

Energy management team provide
consulting and advice on incentives



5. Leaders drive certification and standards

Example: Gothenburg

100% Venues

92% Hotels

50% Taxis

30% Restaurants

Airport



**SUSTAINABILITY
GUIDELINES
FOR THE SINGAPORE
MICE INDUSTRY**

SACEOS launches certification to promote sustainable practices

Singapore industry association's MICE sustainability certification encourages greater adoption and practice of environmental guidelines

1 Sep 2016



Meetings • Incentives • Conventions • Exhibitions

S I N G A P O R E

The Singapore Association of Convention and Exhibition Organisers & Suppliers (**SACEOS**) has launched its own sustainability certification to encourage industry professionals to implement more sustainable practices.

The MICE sustainability certification encourages greater adoption and practice of sustainability guidelines, in line with Singapore Tourism Board's (**STB**) 2013 Sustainability Guidelines.

6. Leaders **communicate authentically**

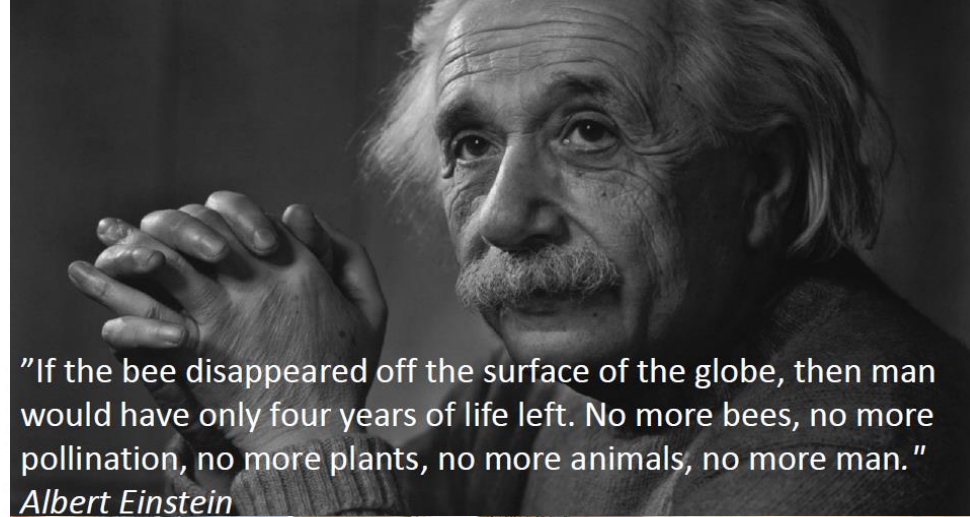
Leaders engage with national and international audiences to build community, create conversations and share stories on key issues that inspire change and as a result build brand.

Humour is key

Meet the Copenhagen CVBee...



#BeeSustain - the latest buzz in the meetings industry



"If the bee disappeared off the surface of the globe, then man would have only four years of life left. No more bees, no more pollination, no more plants, no more animals, no more man."

Albert Einstein



7. Leaders develop their **community**

Leaders create programmes that promote social innovation, and support local small-to-medium sized businesses and the local community.

They leave a legacy.



8. Leaders use sustainability to drive economic growth

Leaders engage with their community to create AND attract events about sustainability.

They use sustainability to drive economic, social and environmental development.



ACTIVATING PURPOSE



Discover how brands and business leaders are Activating Purpose with sustainability-led innovation that creates scalable impact and profitability

COPENHAGEN FASHION SUMMIT

COPENHAGEN OPERA HOUSE
24 APRIL 2014

[REGISTER NOW](#)



WORLD
CITIES
SUMMIT

1 - 4 JUNE 2014

Liveable and Sustainable Cities:
Common Challenges, Shared Solutions

Join us as city leaders and experts around the world come together at **World Cities Summit 2014**.

Enjoy 10% off registration rates.

[REGISTER HERE](#)



**What is your destinations dream
for a strong, inclusive and sustainable events industry?**



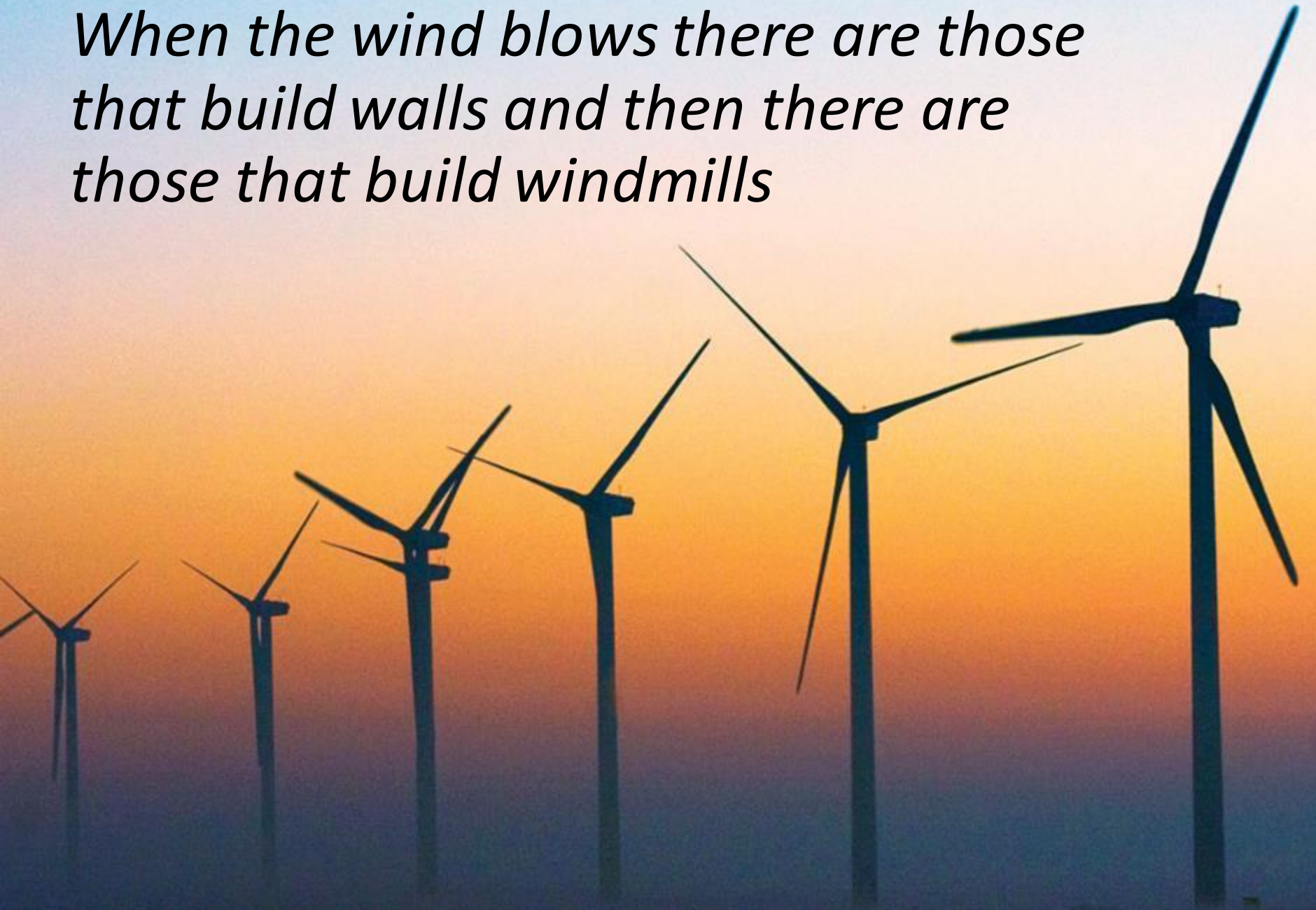
Conclusions



The MICE industry is changing

1. Sustainability delivers business and societal value.
2. Your clients are and will increasing demand more
3. Your competitors are doing it, or soon will be.
4. Start today. The sooner you start, the faster you reap benefits and the less you need to catch up.

*When the wind blows there are those
that build walls and then there are
those that build windmills*





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[#guybigwood](https://twitter.com/guybigwood)