

Eventos Verdes

Guidance on management and communication aspects of greening meetings

- Guy Bigwood
- President GMIC
- Director Sostenibilidad MCI

Nuestra misión es transformar
la industria de eventos y reuniones – hacia la
sostenibilidad



No tiene que estar así



9 billion in 2050

6.87 billion in 2010

5 billion in 1987

3 billion in 1960

2 billion in 1930

1 billion in 1800

250 million in 1

5 million

**The world
population
is increasing**

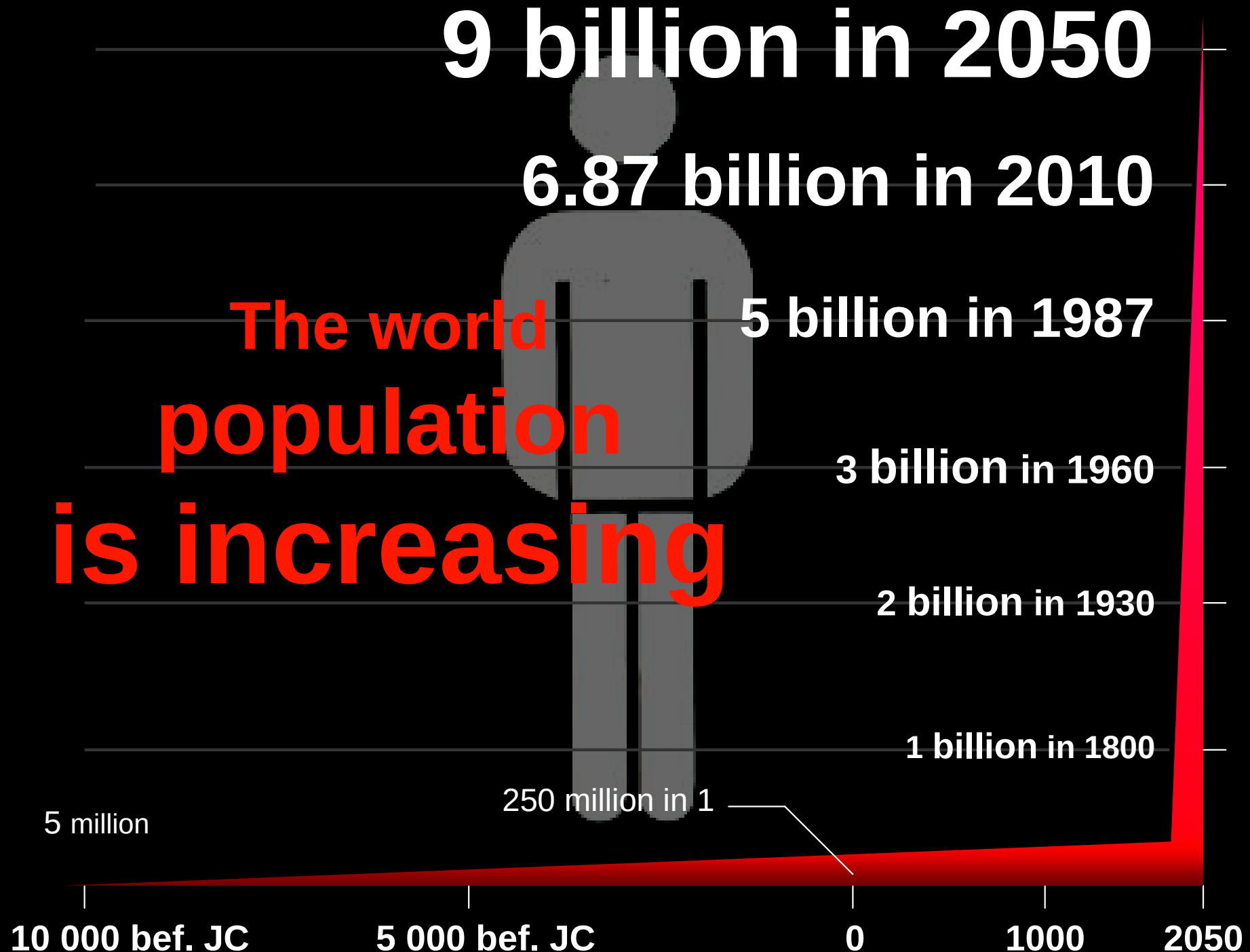
10 000 bef. JC

5 000 bef. JC

0

1000

2050



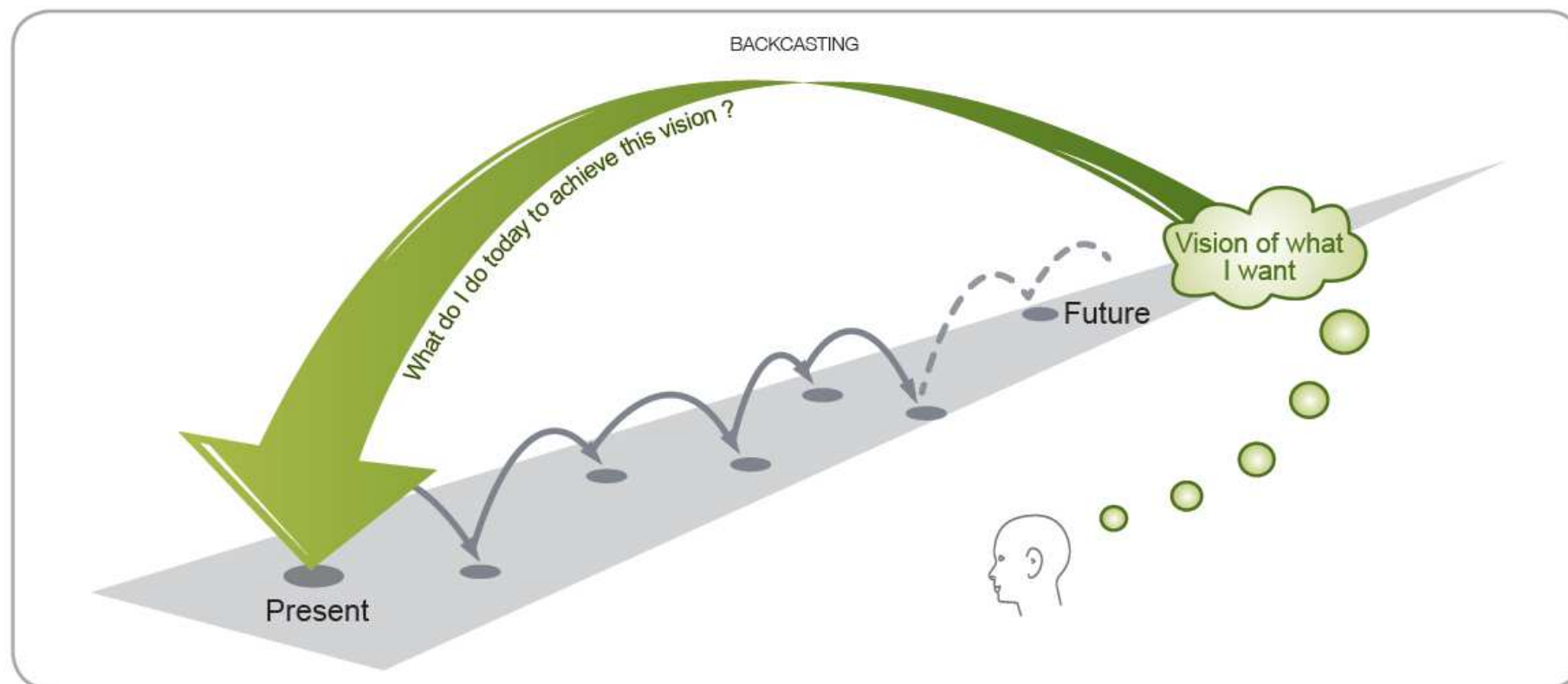
El Camino hacia la sostenibilidad



Source: The Natural Step

“Backcasting” - retroproyección

Creando la visión del éxito



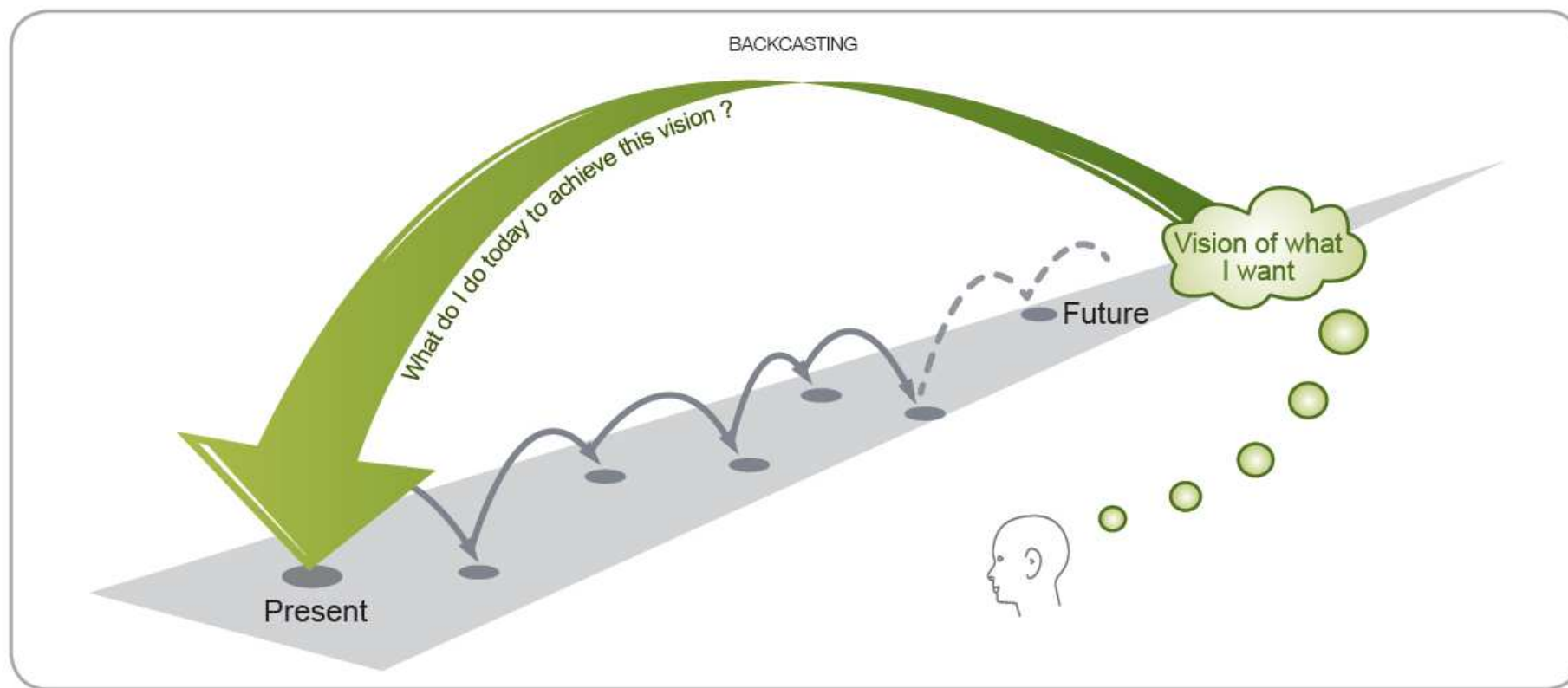
1. Comienza con un fin en la mente
2. Retrocede desde la visión hasta el presente
3. Muévete paso a paso hacia la visión

Bienvenido a nuestro futuro



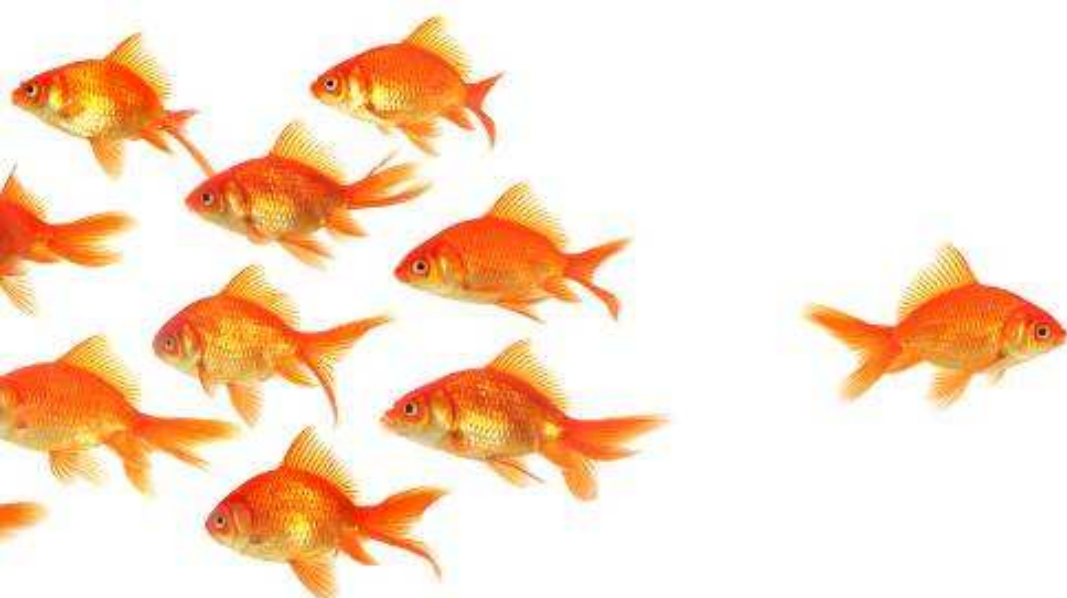
“Backcasting” - retroproyección

Que son los pasos hacia la visión?



Como ORGANIZAMOS un evento SOSTENIBLE





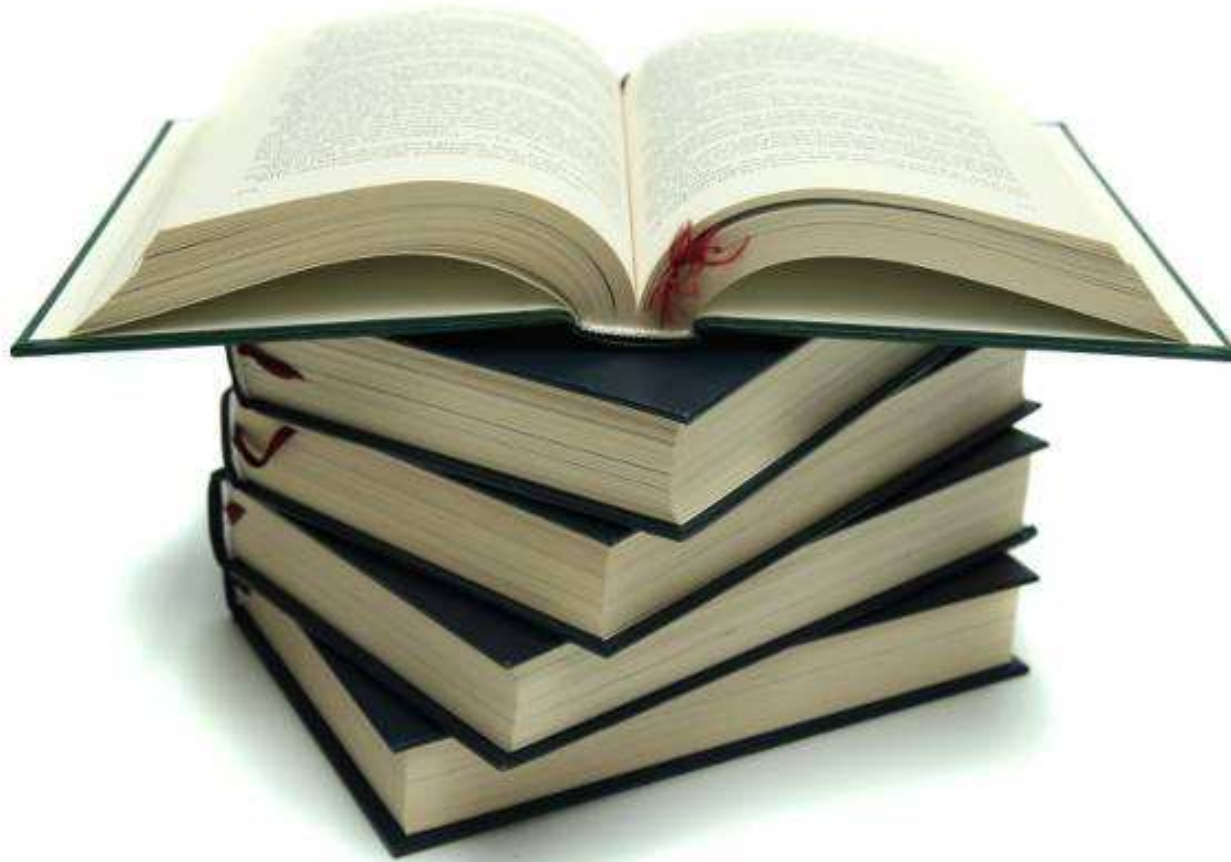
PENSAR

Diferente

Elementos de un evento sostenible



EDUCACIÓN





Nuestra comprensión de sostenibilidad



<http://www.youtube.com/watch?v=Doeb6QWJ5kA>

Que es mas sostenible



Principios de la “Natural Step”



1. Reducir nuestra dependencia de combustibles fósiles



2. Reducir el aumento progresivo de químicos y compuestos producidos por la sociedad



3. Reducir degradación y destrucción física de la naturaleza y procesos naturales



4. Eliminar las condiciones que socavan la capacidad de las personas para satisfacer sus necesidades básicas.

Conceptos Basicos



RE-PENSAR

REDUCIR

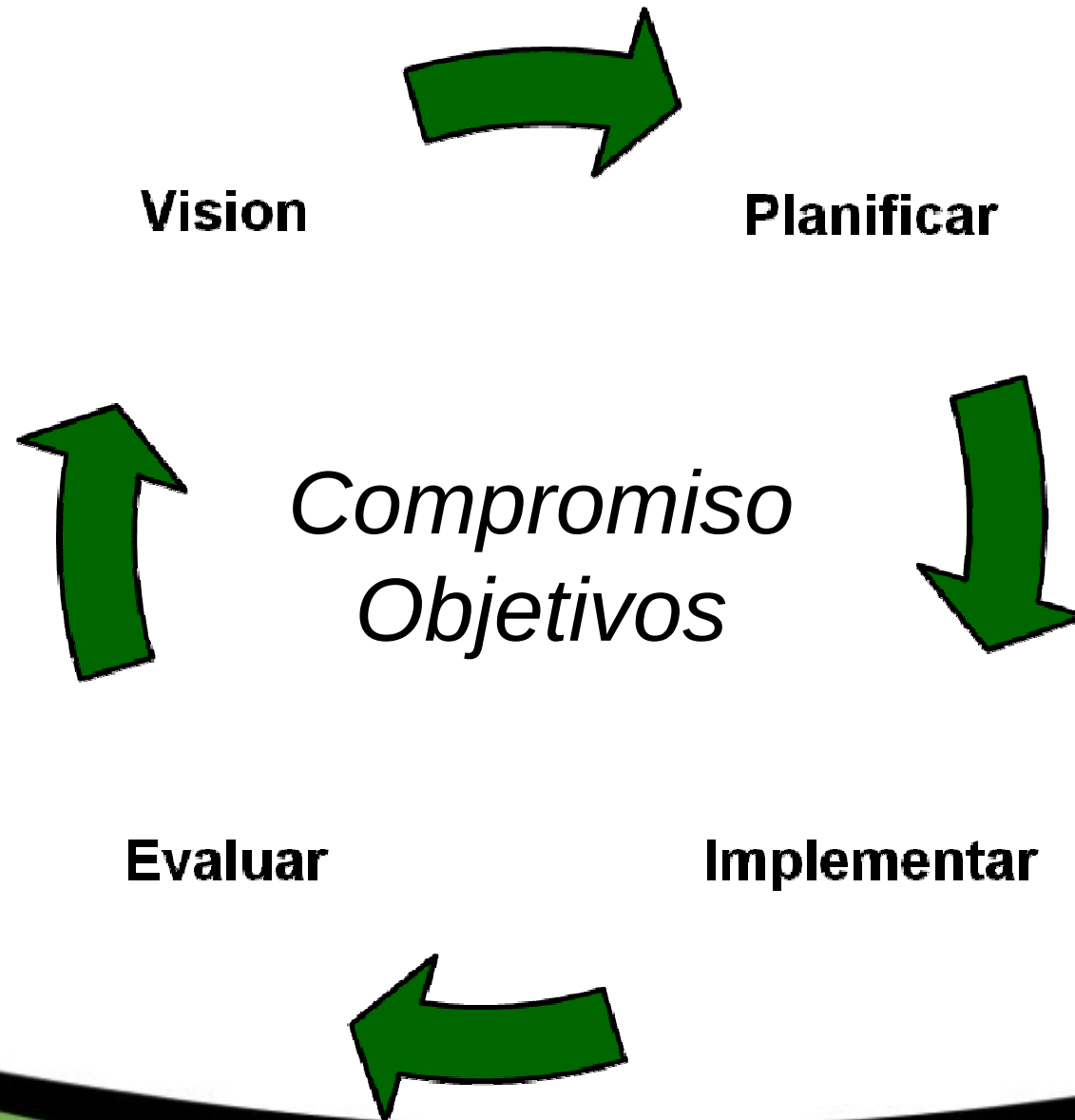
REUTILIZAR

RECICLAR

REPORTAR

5 R's

PLANIFICACIÓN ESTRATÉGICA



Objetivos	KPI'S
Medir el impacto ecológico	• Medir emisiones, residíos, agua
Reducir los impactos del evento	• Min 60% de reciclaje • Reducir los residíos por 20% • Compensar 100% de emisiones
Ser un líder de sostenibilidad	• Publicar 4 artículos en la prensa

Crear una política de sostenibilidad

The future of your business is being decided now. Any input?

Putting forward recommendations to shape the next global treaty on climate change.



World Business Summit on Climate Change
Copenhagen, 24-26 May 2009



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, marital status, age, union affiliation, sexual orientation, or disability.
- 6. Health and Safety**
 - 1. WBS suppliers and their sub-contractors will:**

Integración Operacional



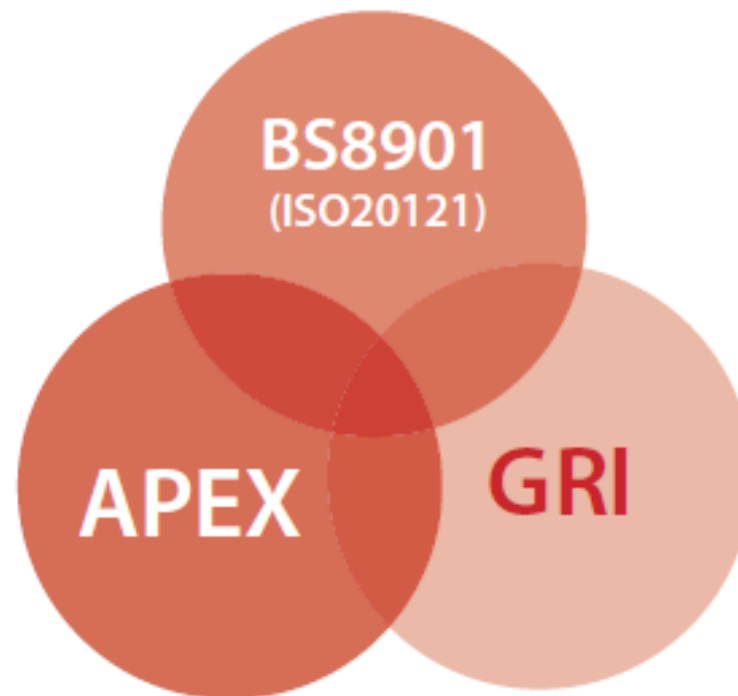
Implicar e Integrar



Definir unas practicas estándares



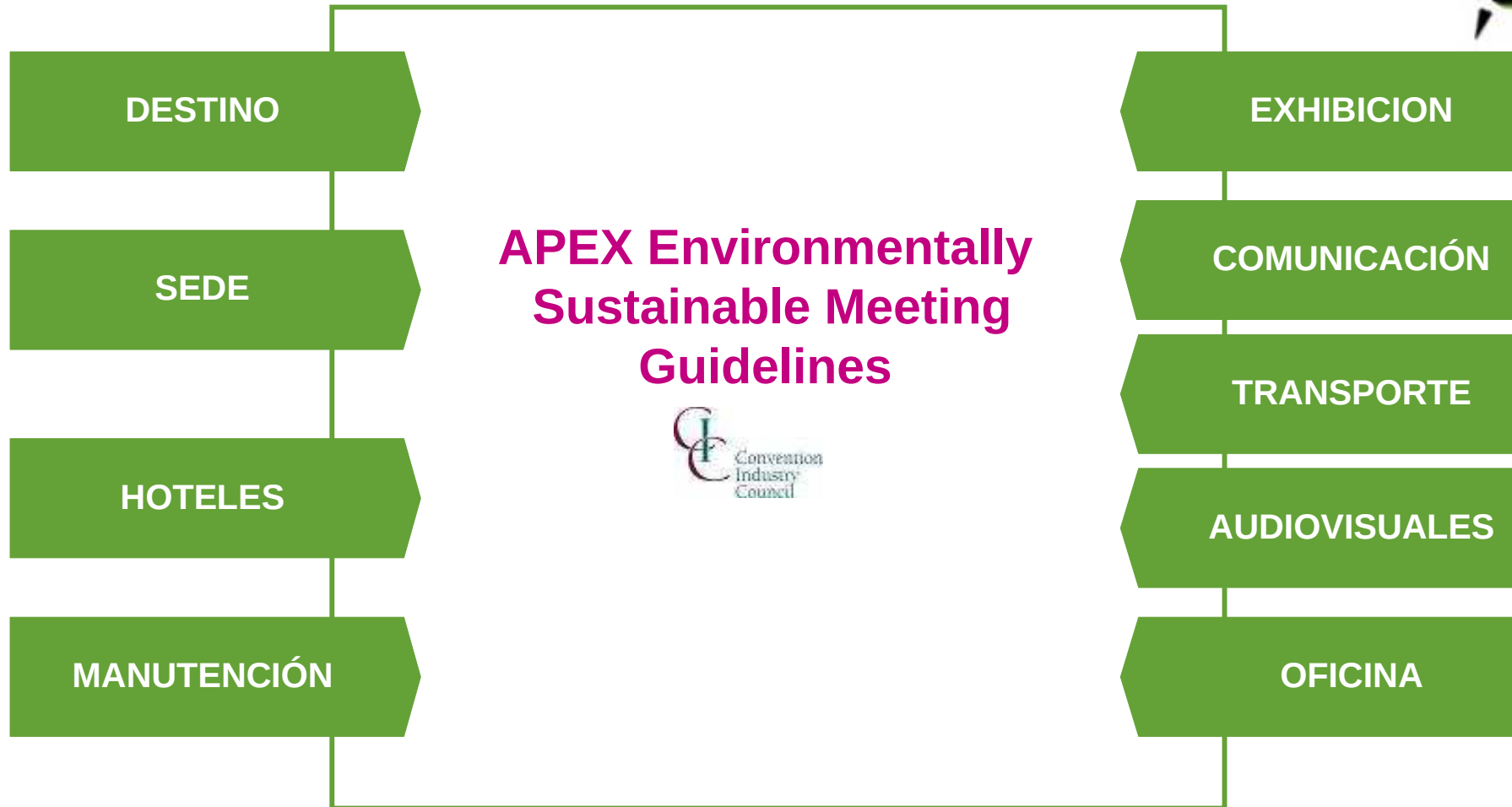
Specification for
sustainable event
management system



Guidelines to increase
environment
sustainability of
meetings and events

Guidelines for
sustainability reporting
for the event sector

Utilizar una estándar para crear su practicas



FLOSS



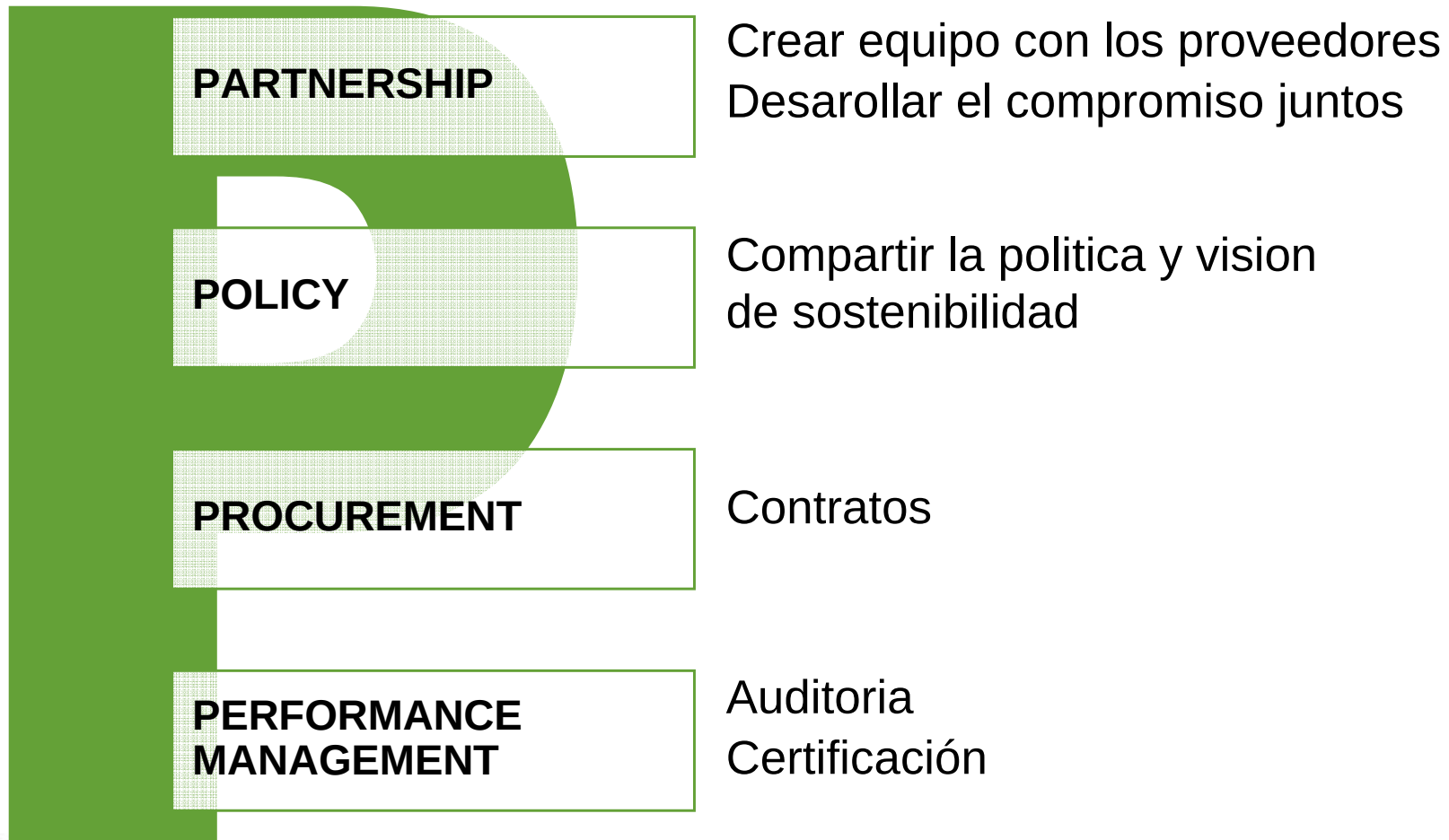
FRESH
LOCAL
ORGANIC
SEASONAL
SUSTAINABLE





3. Gestión de la cadena de valor

4Ps de la gestión de la cadena de valor





Robert Gibson

Rowena Li
The Hongkong and Shanghai
Banking Corporation Limited

Philippe Lacamp
2000 Bank & Bank (HK) Ltd

Raymond Cheng
The Hongkong and Shanghai
Banking Corporation Limited

Robert Todd
The Hongkong and Shanghai
Banking Corporation Limited

Samuel Kwong
John Swire & Sons (HK) Ltd

Shanaaz Bhay
The Hongkong and Shang
Banking Corporation Limit

Raymond Poon
Climate Systems (HK) Ltd.

Rodger Lee
Airport Authority Hong Kong

Sandi Wei
The Hongkong and Shanghai
Banking Corporation Limited

Shenchang Chao
ASTRI

Rita Chung
Earthwatch Institute

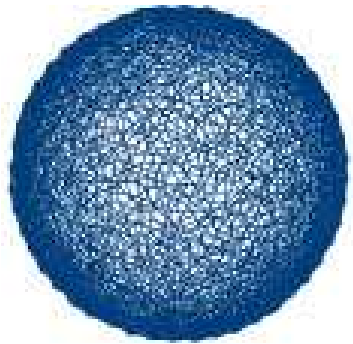
Rohit Sarwate
Tata Consultancy Services
Asia Pacific Pto Ltd

COP15 – Cumbre de cambio climatico

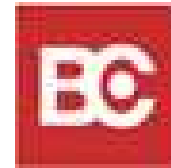
- **Cumbre mas grande fuera de NYC**
- **30,222 participantes**
- **Ganador de premio GMIC – Evento Verde**



Copenhagen Sustainable Meetings Consortium



COP15
COPENHAGEN
UN CLIMATE CHANGE CONFERENCE 2009



Bella Center
Copenhagen

VisitDenmark



CLIMATE CAPITAL
COPENHAGEN



COPENHAGEN
SUSTAINABLE
MEETINGS
PROTOCOL



75% de la comida era ecologica



**93% de los participantes
viajaban con transporte
publico**



53% hoteles
certificados
En 18months



**€537.000
ahorrado**





EWEA
THE EUROPEAN WIND ENERGY ASSOCIATION



European Wind Energy Association

How EWEA implements sustainability

Approach

Estrategía y Visión

The most sustainable event in the global energy industry, leaving long term positive social and environmental legacies within the local communities we visit.



Integración Operacional

1: Destinations:

2: Palacios:



Hoteles



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Hotel name	Single rate	Double rate	Distance from the venue (Brussels Expo)	Green score
Hotels 5*****				
Meridien	264 EUR	294 EUR	9 km	0
Radisson Blu Royal Hotel	249 EUR	279 EUR	9 km	5
Royal Windsor	215 EUR	245 EUR	9 km	0
Manos Premier	205 EUR	240 EUR	11 km	0
Sofitel Brussels Le Louise	195 EUR	215 EUR	10 km	0
Plaza Brussels	190 EUR	215 EUR	9 km	0
Hotels 4****				
Aloft	204 EUR	204 EUR	9 km	4
Mercure Brussels Center Louise	195 EUR	215 EUR	10 km	0
Manos Stéphanie	195 EUR	220 EUR	10 km	0
NH du Grand Sablon	195 EUR	210 EUR	9 km	0
Sheraton Brussels Hotel & Tower	190 EUR	215 EUR	8 km	0
Crowne Plaza City Centre	190 EUR	217 EUR	8 km	2
NH Atlanta	190 EUR	205 EUR	8 km	4
Crowne Plaza Europa	189 EUR	219 EUR	10 km	2

Operational integration

4: F&B:

5: Exhibitions:

6: Transport:



Operational integration

Comunicaciones



EWEA

THE EUROPEAN WIND ENERGY ASSOCIATION

Global Wind Day EWEA 2011 GRIDS 2010 OFFSHORE 2011

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Members' lounge
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Events

- Upcoming Events
- Policy Events
- Project Events
- Conference Proceedings
- Logos
- Sustainability**

Sustainability

Sustainability report for EWEA's annual conference and exhibition 2010 published

Representing a clean, modern industry such as wind energy, EWEA is well aware of the importance of acting responsibly when it comes to its own activities. As an event organiser, we are taking a number of measures to ensure that we reduce the environmental impact of each event, and to integrate sustainability considerations into our decisions, procedures and practices.

Our events are independently audited across a range of criteria by **MCI Sustainability Services**. In this way, we can directly measure the impact of our events and benchmark the effectiveness of our 'green' efforts against those of similar events. The results are detailed in our Sustainable Event Assessment reports, produced after each event.

- [EWEA 2010 Event Sustainability Assessment](#) (eMag plus standard PDF)
- [OFFSHORE 2009 Event Sustainability Assessment](#) (PDF 1.14mb)
- [EWEA 2009 Event Sustainability Assessment](#) (PDF 3.47mb)

€5,400 donated on behalf of all participants at EWEA's annual conference and exhibition 2010!

The European Wind Energy Association compensated for the carbon emissions of the 2010 edition of its annual conference and exhibition (EWEA 2010) by supporting the work of **Renewable World** (formerly known as the Kivu Foundation) with a donation of €5,400 on behalf of all participants!

This donation will enable **Renewable World** to scale up their programme in Central America and improve the lives of many more poor people in the region by providing wind generated power which will light homes and power vital services such as schools and health centres and small businesses.

[Read about the Nicaragua Small Wind Technology Transfer Project](#) part of Renewable World's Central America programme

Event Sustainability Assessment

Post your job advert

Discover the five reasons to join EWEA

Internet | Pro



EWEA 2011 - The most sustainable event in the global energy industry

The European Wind Energy Association (EWEA) is proud to announce that it has been awarded the 'Most Sustainable Event' award by the MCI Sustainability Services for the 2010 edition of its annual conference and exhibition.

EWEA 2010 was awarded the gold medal in the 'Most Sustainable Event' category, beating 100 other events from across the world. This is a testament to the commitment of EWEA and its partners to sustainability and to the industry's commitment to reducing its environmental impact.

Each year EWEA's Sustainability Committee works hard to ensure that the event is as green as possible. This year the committee has set a number of targets to be achieved by the event, including:

- To reduce the event's carbon footprint by 10% compared to the previous year.
- To use 100% recycled paper for all event materials.
- To use 100% renewable energy for all event power.
- To use 100% local food and drink for all event catering.
- To use 100% local transport for all event travel.

The committee has also set a number of targets to be achieved by the event's partners, including:

- To use 100% recycled paper for all partner materials.
- To use 100% renewable energy for all partner power.
- To use 100% local food and drink for all partner catering.
- To use 100% local transport for all partner travel.

Renewable World

Renewable World is a non-profit organisation that works to improve the lives of poor people in Central America by providing wind generated power. The organisation has a number of projects in progress, including the Nicaragua Small Wind Technology Transfer Project.

Discover the five reasons to join EWEA

1. **Access to the industry's leading experts and thought leaders.** EWEA is the only organisation that brings together the industry's leading experts and thought leaders in one place. This gives you the opportunity to learn from the best in the industry and to share your own expertise.

2. **Access to the industry's latest news and information.** EWEA is the only organisation that provides you with the latest news and information from the industry. This gives you the opportunity to stay up to date with the latest developments in the industry.

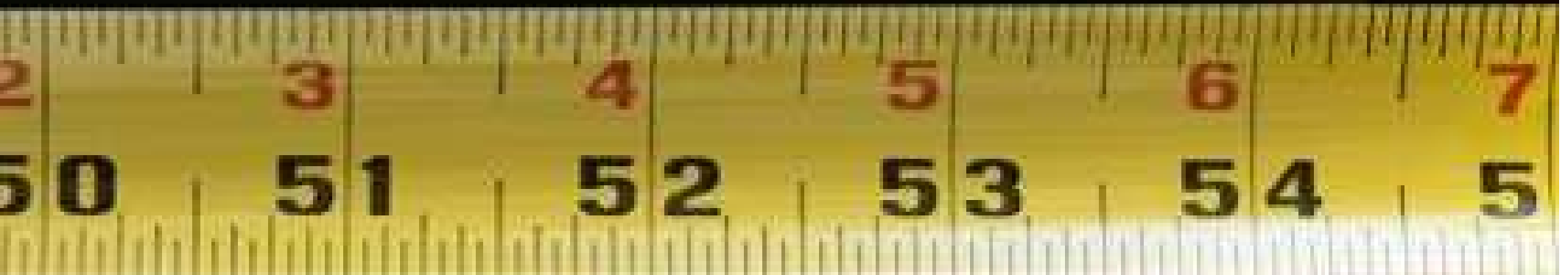
3. **Access to the industry's leading research and analysis.** EWEA is the only organisation that provides you with the latest research and analysis from the industry. This gives you the opportunity to learn from the best in the industry and to share your own expertise.

4. **Access to the industry's leading policy and regulatory experts.** EWEA is the only organisation that brings together the industry's leading policy and regulatory experts in one place. This gives you the opportunity to learn from the best in the industry and to share your own expertise.

5. **Access to the industry's leading business and investment opportunities.** EWEA is the only organisation that provides you with the latest business and investment opportunities from the industry. This gives you the opportunity to learn from the best in the industry and to share your own expertise.

Medición

Por qué tenemos que medir?



Oracle OpenWorld – A Big Impact Event

7 Venues

1,800 Sessions

450 Partners





500,000



\$1.5M



\$135,000

**Recycled
Signage**

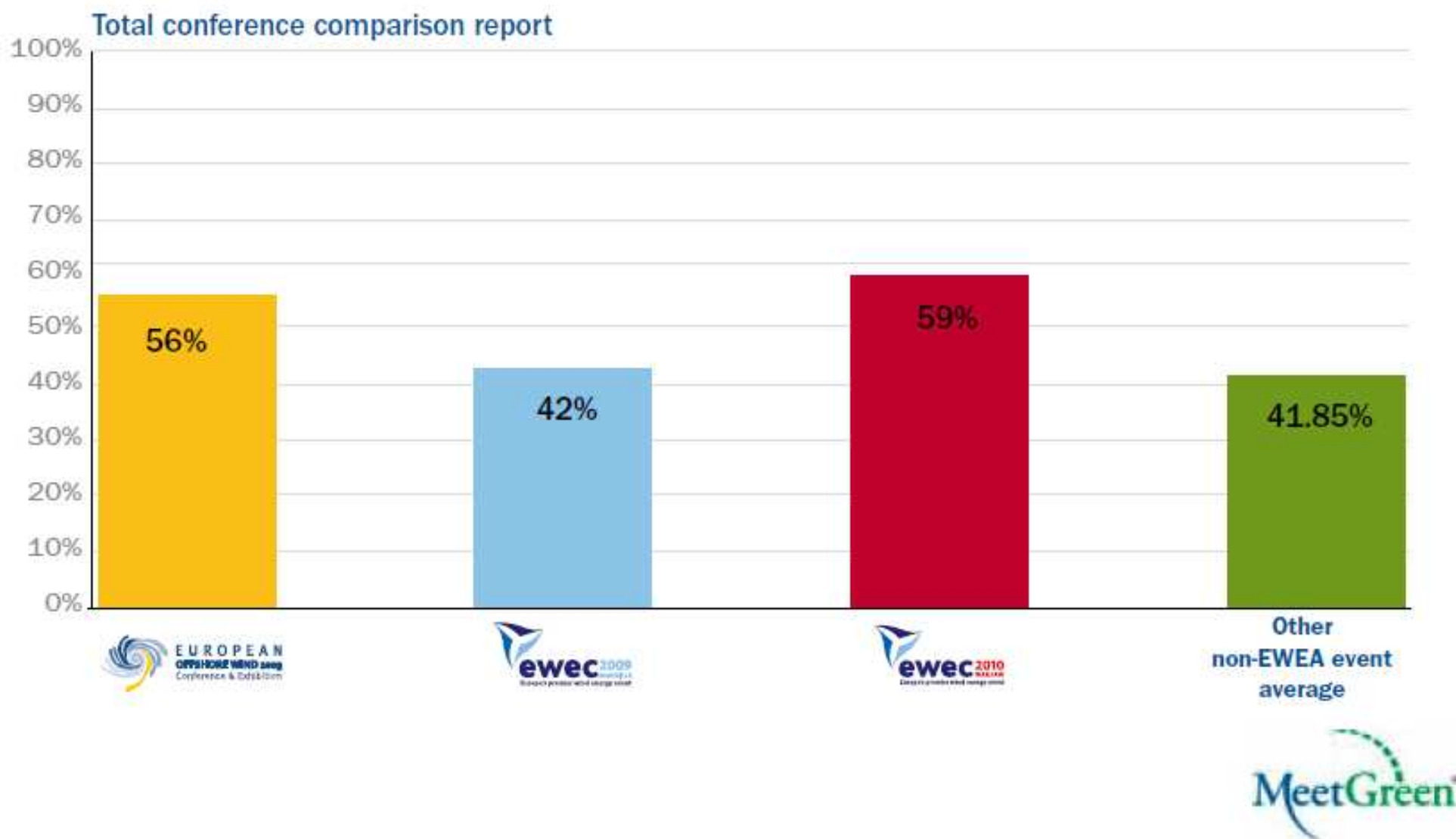


965 Arboles



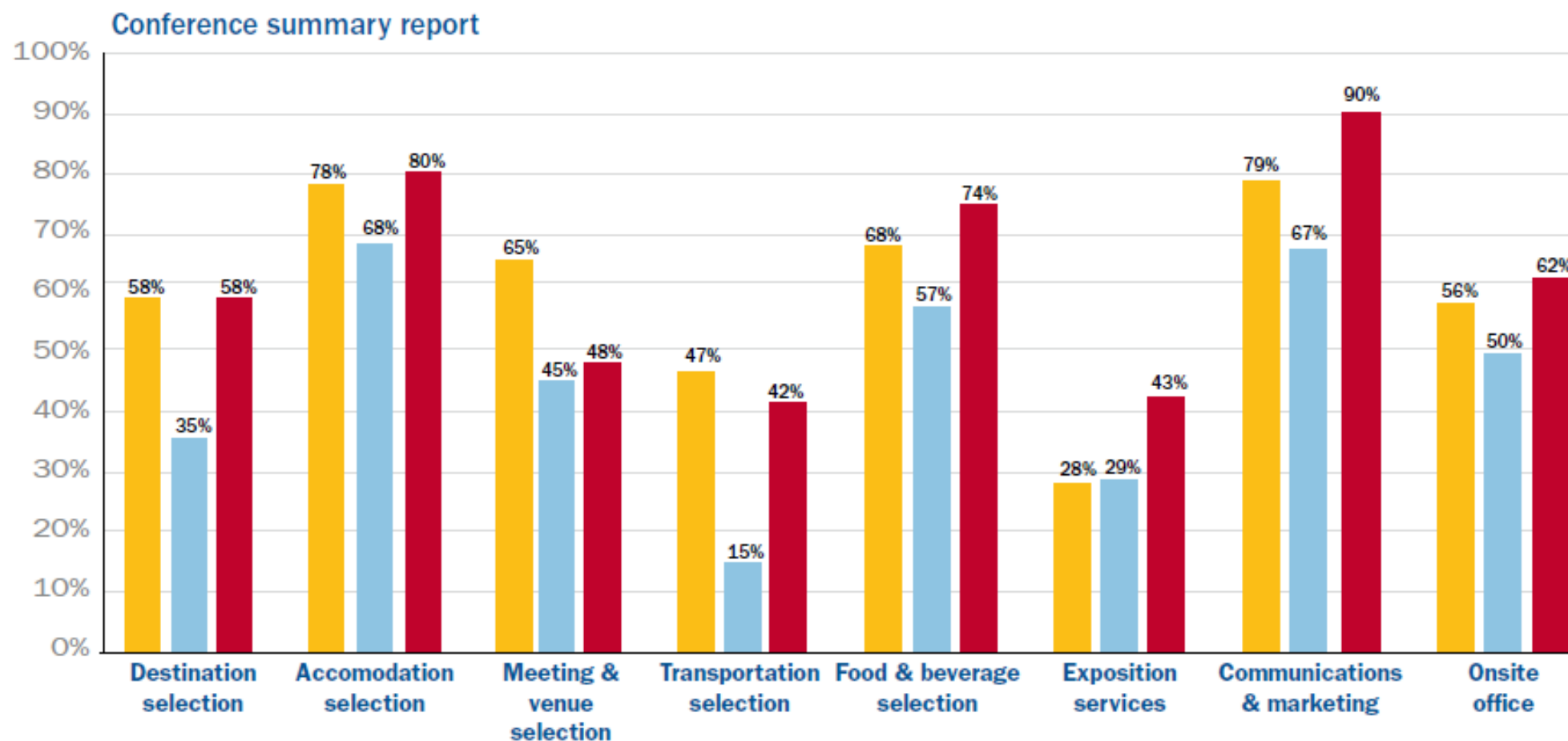
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Benchmarking EWEA events against other comparable events





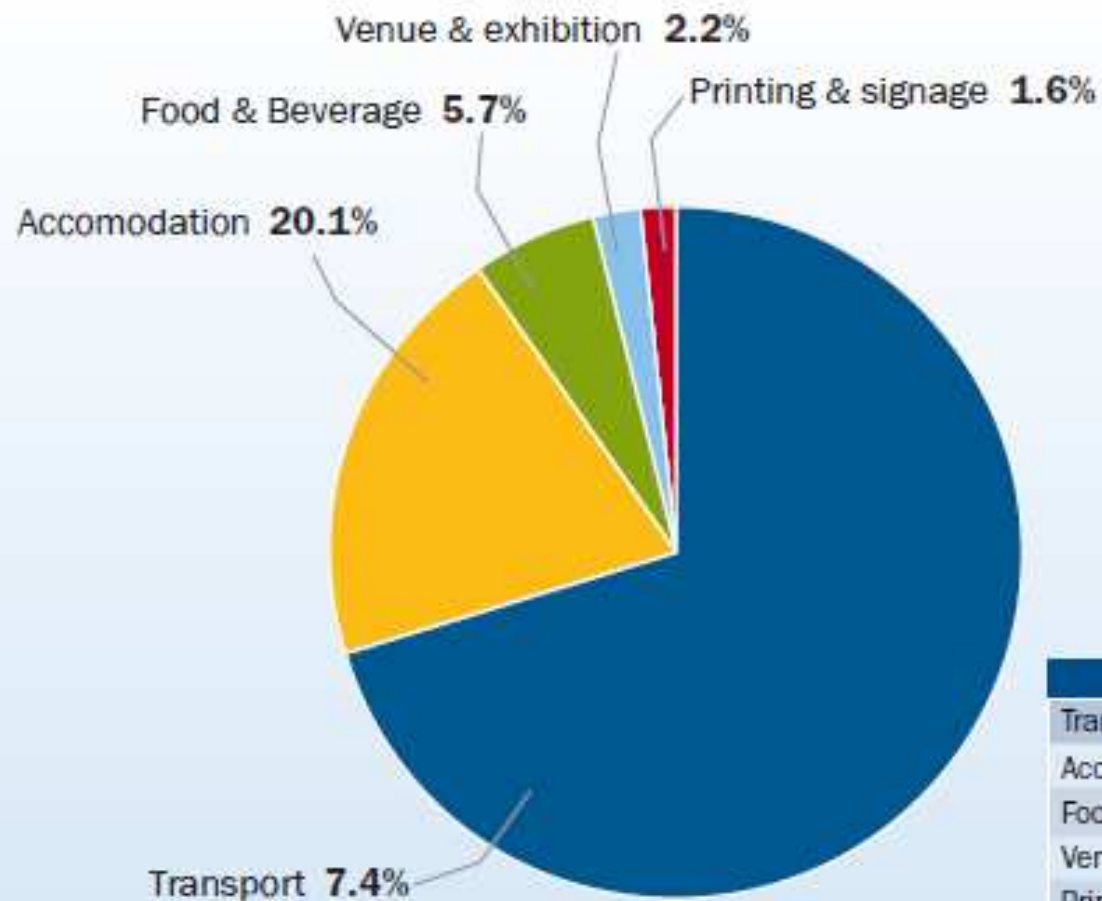
Comparison between EWEA events (using Meet Green categories)



Medición de emisiones



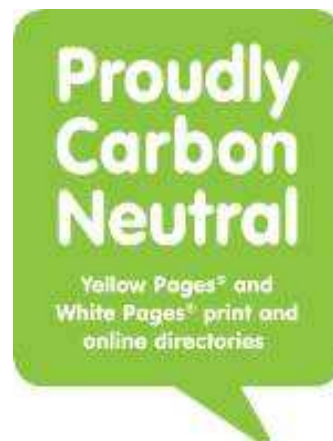
EWEA
THE EUROPEAN WIND ENERGY ASSOCIATION



ESTIMATED CARBON FOOTPRINT	
Transport	860
Accommodation	245
Food & beverage	70.1
Venue and exhibition	26.6
Printing and signage	20.1
Total carbon footprint	1,221 tCO ₂ e
Participant footprint	0,4 tCO ₂ e/person

Note: tCO₂e stands for "tonnes of CO₂ equivalent"

Compensación de emisiones



CarbonNeutral.com

CO₂ emissions reduced to net zero in accordance with The CarbonNeutral Protocol

Compensación - Certificadas





ECO SECURITIES

Compensación - Certificadas



Friends of the Koru Foundation



The official charity of:

BWEA



Our climate is changing and it is the world's poorest people who are hardest hit.

Lack of access to energy affects people's health, education and employment opportunities.

The Koru Foundation provides clean, sustainable sources of power, enabling people to cook food, pump water, power homes and schools and run small businesses....

[Read more...](#)



New Projects



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Stay informed on our latest news!

Email:

- ☒ Subscribe
☐ Unsubscribe

News

At the moment, we are currently recruiting for a CEO, a new post within the organisation to provide the leadership,

Calendar

October						
S	M	T	W	T	F	S
					1	2
4	5	6	7	8	9	10

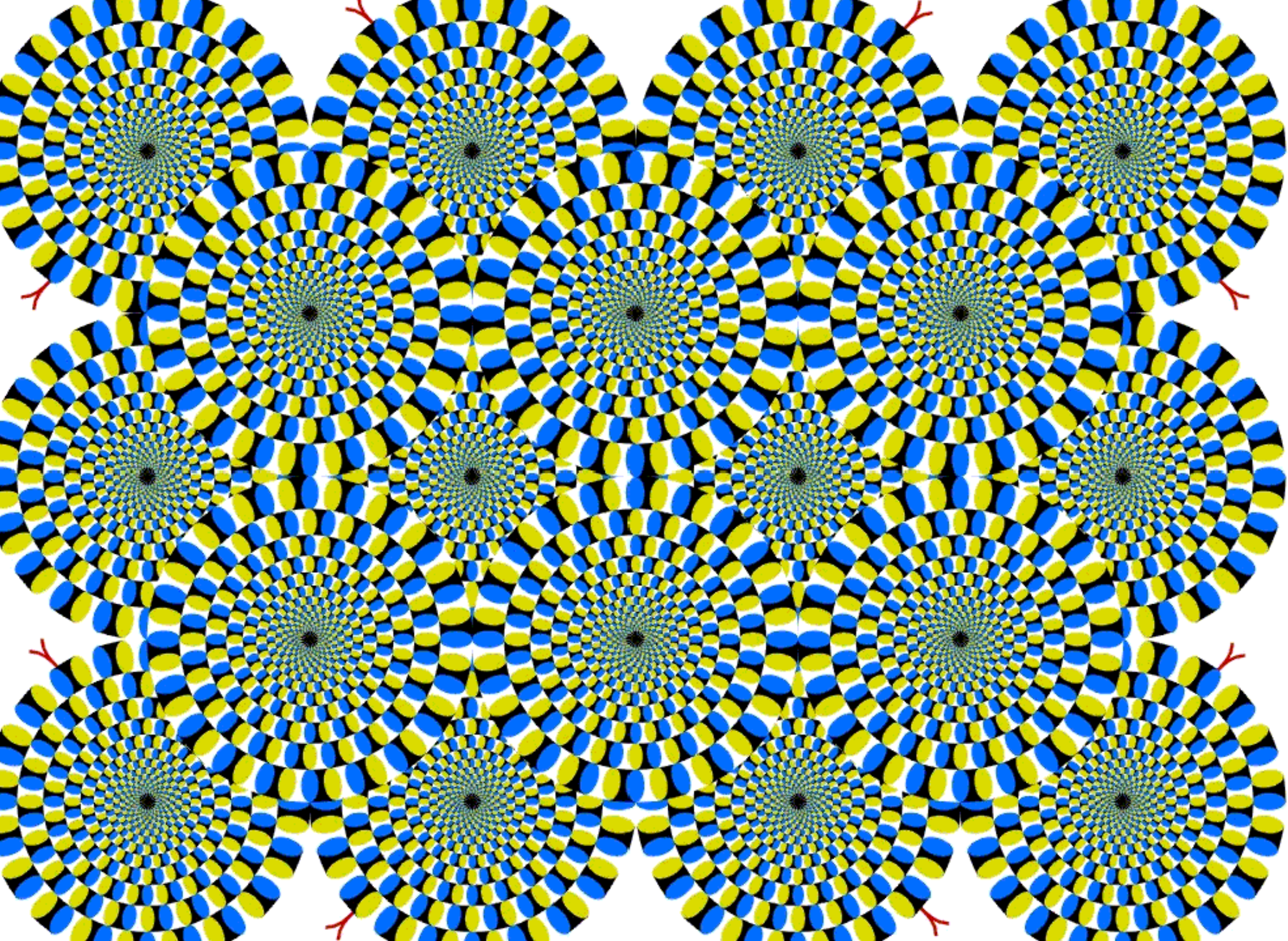
Compensación de eventos

Más de 45 eventos han colaborado con CeroCO2 en la reducción y compensación de sus emisiones, entre éstos:





PROYECTO DE COMPENSACIÓN VOLUNTARIA DE EMISIONES
PLANTANDO ÁRBOLES EN LA CIUDAD DE MADRID



Conclusión



Tenemos que acelerar hacia un futuro mas sostenible



Los pasos

Antes

- Comprometerte
- Definir Objetivos
- Crear un equipo con todos los actores
- Comunicar

Durante

- Comunicar
- Medir
- Verificar

Después

- Medir
- Reportar
- Compensar

Elementos de un evento sostenible

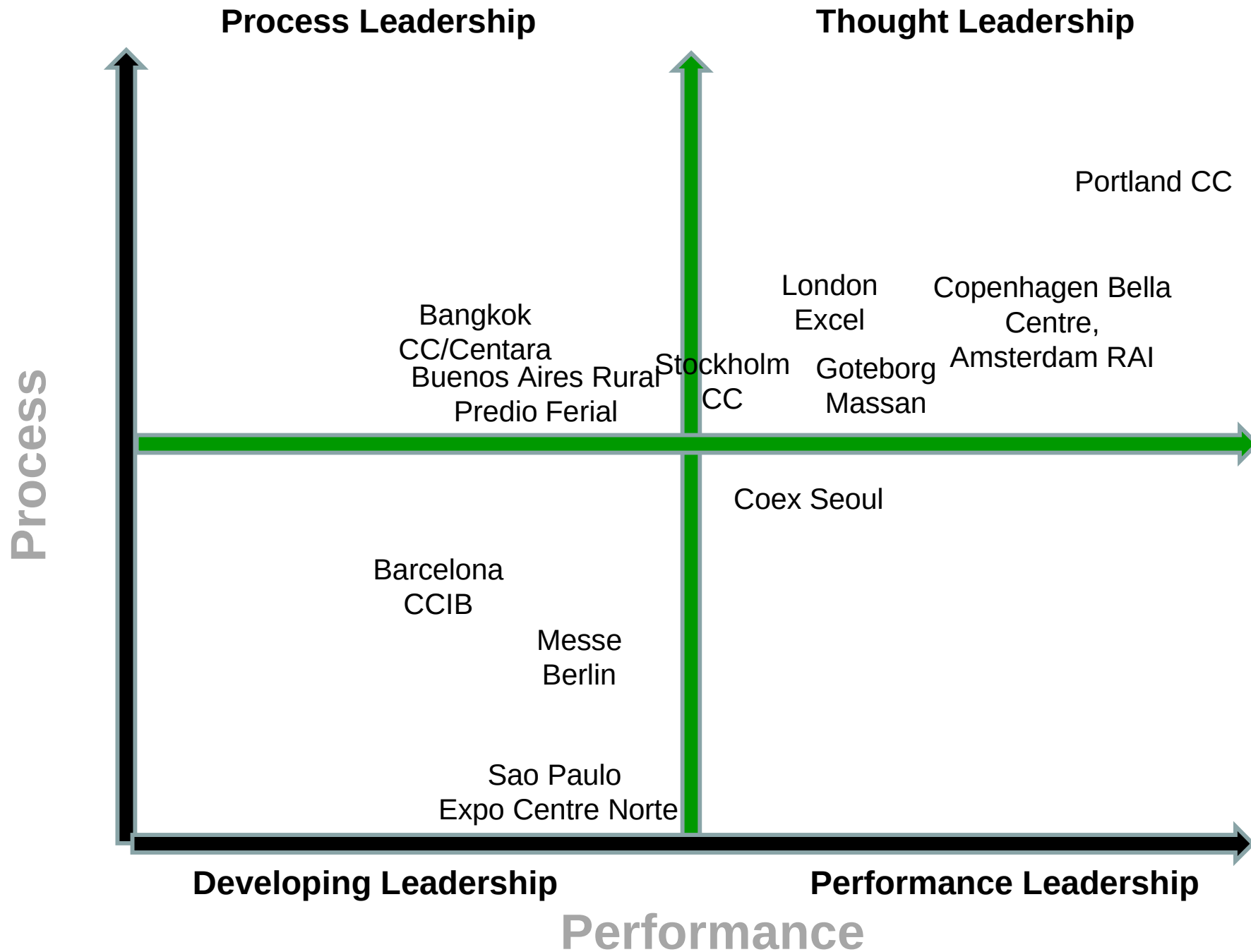


How do we
accelerate
the transformation
towards sustainability?





...and increase
competitive advantage





THE END

casi



Step by Step Approach



愚公移山

“The man who removes a mountain begins by carrying away small stones.”

~ Chinese Proverb

Home

Scope

Agenda

Sponsors

Partners

E
ATE



DEVELOP SOLUTIONS

Face the challenges of the rapidly changing global meetings and events industry head-on. Find the balance between live and virtual meetings to cope with mounting air travel limitations. Discover better methods to assess the financial and social returns of sustainable alternatives. Chart your course to positive results.

Fe

conference for leaders and innovators in the sustainable

?

Sustainable Meetings Conference is the premier event for planners and suppliers to address issues that are redefining the events industry. Whether you are an experienced green professional or in the beginning stages of implementing green event practices, the annual **conference** will help take your green meeting strategies to the next level. Join us at the Doubletree Hotel in Portland, Oregon for our 2011 event.

The Green Meeting Industry Council

The Green Meeting Industry Council (GMIC) is a global community dedicated to sustainability in the meetings industry not only through education but also by spearheading research, policy and standards. The development of numerous sustainability standards and metrics that are endorsed by the global nonprofit association, the GMIC has member representation in over 20

The 2011 GMIC **Conference** will feature the online game, role-playing, live feedback, and attendees to learn about industry hands-on management conference experience level!

Para más información

LessConversationMoreAction.com

- Guy.bigwood@mci-group.com
- +34 669 76 26 34



transferring something
relegate implies
esp. one of inferiority, and
removal of something
com·mit·ment -mə-
mitted 2. official con-
viction, to a mental hos-
pital something 4. a

agreed to buy or
proposed legislation