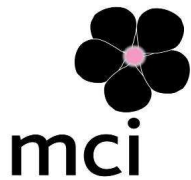


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# MCI CSR Product Packages

*Increase Performance, Enhance Brand, Build Community*



**Building Community**

# MCI CSR Product Packages

*Simple steps, greener meetings, better results*

## Our Commitment and Vision

*“Corporate Social Responsibility is a cornerstone of our business, and as an organization we have a commitment to creating, and producing memorable events and projects in the most ethical, safe, and environmentally and socially responsible way.”*

Roger Tondeur, President of MCI

MCI truly believes in the harmony of people planet and profit. We constantly strive to inspire and empower our talent to integrate principles of CSR in their daily work for customers. It is our vision that by 2012 we will apply triple bottom line reporting for all customers programs and our own reporting.

## MCI CSR Product Packages

MCI Sustainability Services, the CSR consulting organisation of MCI, has developed a collection of clearly defined packages to help event managers and organisers increase the sustainability of your incentives, meetings, congresses and events. These product packages provide process, reporting integrity and proven advice on how to **increase environmental and social sustainability performance, reduce costs, enhance brand value and reinforce an organisations sustainability commitments.** The packages are backed by the meetings industry’s most robust framework of measurement tools and sustainability expertise which support the developing APEX, BS8901 and GRI Standards.

Each product package represents a different level of investment to match your event’s sustainability goals. Different levels also provide opportunity to grow commitment and improve performance over time by starting with fundamental approaches and building improvement with each future event.

These products can be purchased as an integrated part of any MCI organised event or directly by an organisation looking for external expertise and coaching to improve internally managed events.

### **Bronze: Assess**

**2000€**

Designed for “green” beginners who search for a basic understanding and benchmarking of their green event management practices.

- Basic assessment of event management practices using the MeetGreen Measurement platform
- Concise report with high level recommendations for improved performance

### **Silver: Analyze**

**7000€**

Designed for committed organisations who want to fully understand their environmental and social impacts, and want recommendations and advice on how to accelerate future sustainability performance.

- Carbon Measurement and Footprint of event
- Detailed MeetGreen sustainability audit of supply chain and event management processes
- Detailed Sustainability report with analysis and recommendations for improved performance

### Gold: Act

11000€

Designed for fully committed and responsible organisations who wish to demonstrate and achieve a leadership level of sustainability performance for their events

- Consulting and coaching of event organisers in order to achieve leadership levels of sustainability performance
- Leverages BS8901 event management process
- Sustainability strategy development and execution
- Stakeholder engagement, audit and support
- Event team coaching
- Full footprint measurement, sustainability reporting and case study

### Additionally MCI sustainability Services provide ad-hoc consulting services:

- BS8901 external verification and certification
- Sustainability Engagement and Communications consulting
- Community Service/Social Partnership strategy and outreach actions
- Sustainability Training

## Proven Expertise

MCI is the Sustainability Guide for some of the world's leading events on sustainable development, green business, climate change and the renewable energy sectors. Example clients include: The United Nations Climate Change Conference (COP15), The World Business Summit on Climate Change, the International Climate Change Conference, the European Wind Energy Association, Telecom Austria, Novo Nordisk and more. Our consultants work with cities, governments, corporations, associations and venues to develop sustainable event management strategies that deliver triple bottom line benefit.

## Approach

MCI Sustainability Services has developed the Sustainable Event Management (SEM) framework to integrate sustainability into every part of the event management lifecycle. Leveraging the BS8901 Sustainable Event Management System, SEM is a process oriented approach, that divides the event into three phases: pre-event, during event and post event.

SEM brings sustainability focus into 6 key areas

- Event Strategy and Planning Process
- Stakeholder Engagement and Training
- Supply Chain Management
- Measurement and Triple Bottom Line Reporting
- Communication
- Certification and External Verification



Our product packages feature different levels and aspects of the SEM operational process without sacrificing the integrity of the framework or reporting results. Each product package includes event evaluation using the industry leading MeetGreen event performance tool. The MeetGreen Toolkit provides guidelines, surveys, questionnaires and other resources that assist and educate event managers and suppliers on sustainability.

## MeetGreen

MeetGreen is our sustainability assessment, benchmarking and educational platform which is used as an integrated tool in the event management process.

MeetGreen evaluates over 100 event criteria in 8 separate categories to provide direction, advice and recommendations on how to increase the sustainability and business results of an event.

The MeetGreen Toolkit provides over 40 documents (guidelines, surveys, questionnaires and other resources) that assist and educate event managers and suppliers on sustainability.

For more **information** please visit [www.mci-group.meetgreen.com](http://www.mci-group.meetgreen.com)

## Sustainable Event Planning and Process

MeetGreen Audit and Benchmarking

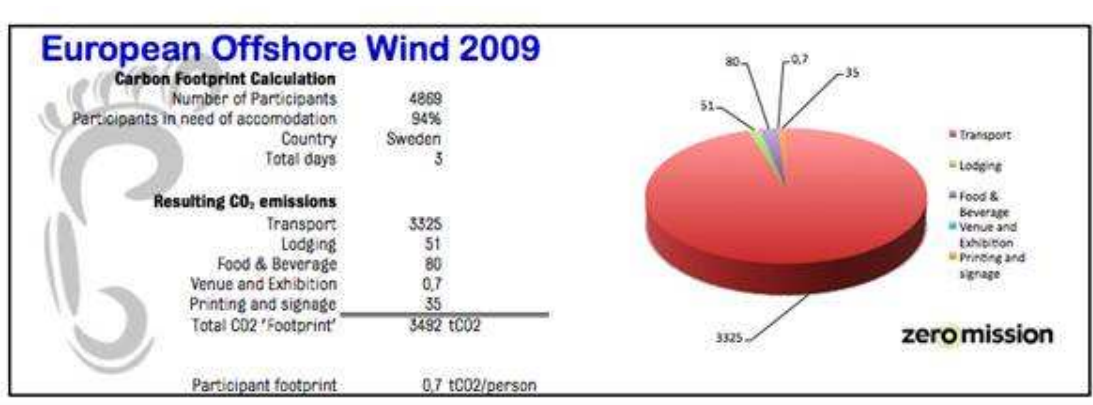


MeetGreen was created and based on the Convention Industry Council Green Meetings Task Force Report, 2004. It is approved by the Green Meetings Industry Council.

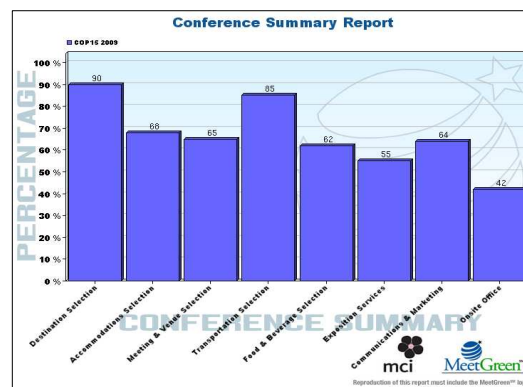
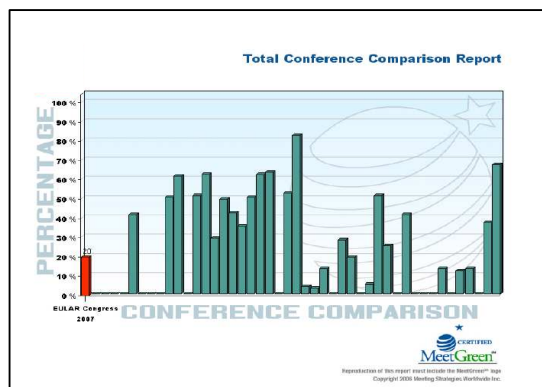
## Footprinting and Benchmarking

The three packages include increasing depth of MeetGreen Reporting. This includes analysis of eight areas of the event and benchmarking against other similar events.

The silver and gold packages include detailed footprint measurement and analysis of carbon emissions,



energy consumption, travel, water usage, waste, paper and food.



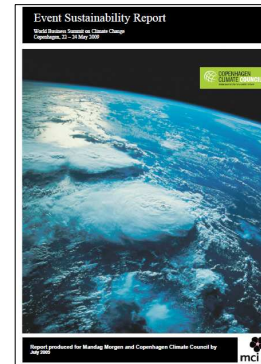
## MCI CSR Product Packages

Prepared by MCI Sustainability Services – HQ Office  
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## Event Sustainability Report

The Silver and Gold packages include the creation and preparation of a detailed event sustainability report: This includes documentation of

- Event Management System & Approach
- Strategy, commitment, vision, principles
- Analysis of the management system performance
- Data measurement of impacts
- Interpretation into meaningful comparisons
- Benchmarking with industry averages
- Lessons learned and improvement actions



Gold Level reports follow the GRI G3 guidelines and can be registered for a minimum of C-Level compliance..

## MCI and CSR

At the heart of all that we do is MCI's own commitment to sustainable practices, underscored by our commitment to the United Nations Global Compact. MCI is a champion for sustainable practices and we seek to integrate responsible practices for every event we organize.

As a result of this commitment, MCI created the Sustainability Services business unit whose role and purpose is to forward and advance the integration of sustainability into MCI, our clients and the industry.

We leverage the experience and insight developed by MCI Sustainability Services to provide the following benefits for you:

- ◆ Highly qualified and respected sustainability consulting team
- ◆ Global pioneers in the development and implementation of global green meeting and sustainability standards such as GRI, BS8901 and APEX.
- ◆ Unique experience implementing sustainable event management strategies globally in high profile events
- ◆ Industry leading sustainability framework with books, manuals, tools and IT platforms
- ◆ Involvement in the creation of the Copenhagen Sustainable Meetings Protocol, and the UN Greening Events Guide.
- ◆ Proven experience implementing sustainability in award winning green meetings and venues
- ◆ Experience identifying and avoiding greenwashing by building and developing credible case studies and measurement data

*"We have chosen to work with MCI on the **World Business Summit on Climate Change** because we know that MCI has a second-to-none methodology for securing sustainable conduct around all aspects. MCI has a proven track record that convinced us, that they will be able to handle an event of the magnitude."*



## For more information

Please contact Guy Bigwood, MCI Group Sustainability Director  
[guy.bigwood@mci-group.com](mailto:guy.bigwood@mci-group.com), +34 669762634

Please visit [www.mci-group.com/csr](http://www.mci-group.com/csr) and our sustainability blog  
[www.lessconversationmoreaction.com](http://www.lessconversationmoreaction.com)

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