



PRESS RELEASE - FOR IMMEDIATE RELEASE

MCI sets new CSR standards in the Asian meetings industry with its sustainable event assessment for the 2nd International Conference on Climate Change (ICCC2009) in Hong Kong

23 November 2009, Hong Kong - *MCI - Hong Kong* has conducted a comprehensive sustainable event assessment for **ICCC2009**, which was held from 7-9 October 2009 at the Hong Kong Convention and Exhibition Center (HKCEC) to document the results of integrating sustainability into this event.

MCI's Sustainable Event Management (SEM) framework, combined with the MeetGreen[™] event audit tool enabled a comprehensive and holistic assessment of **ICCC2009**. Key activities included setting specific targets such as influencing the meeting venue to recycle a minimum of 25% of event waste, encouraging suppliers to sign MCI's Code of Conduct and seeking increased 'green' options to minimize waste and energy usage.

MCI - Hong Kong focused strongly on recycling, with all material printed on FSC or recycled paper, and sourcing name badges and recyclable lanyards made from 100% recycled materials. Backdrops made from recycled wood and plastic were reused during the conference and the materials were further reused for other events by the supplier. Delegates were accommodated and social functions were organized within walking distance of the conference venue to eliminate unnecessary transportation. HKCEC organized coffee breaks and lunches using local ingredients which were organic where possible with no red meat and water stations with water in pitchers as opposed to individual plastic bottles eliminating an estimated 1,725 plastic bottles.

Elven Ho, Communications Manager at HKCEC, explains: "As a supporter of Corporate Social Responsibility, the Hong Kong Convention and Exhibition Centre recognizes the effects of global sustainability and climate change. We are delighted to work with MCI's Sustainability Services to share best practice and solutions that will ultimately benefit the exhibition industry and lessen the environmental impact." Co-Chair of the **ICCC** Organizing Committee, Bruce Hicks commented, "We chose to work with MCI on the basis of their global credentials in sustainable event management with proven practices to reduce the environmental impact of events combined with clear assessment measures. MCI spent considerable time encouraging a 'greener' way of thinking by suppliers. We feel that with MCI's commitment and continued efforts we have not only delivered a much more sustainable event than was previously thought possible, but have hopefully created some lasting changes in mind set and practices of those involved in the events community."

Camco generously sponsored the measurement of the event's carbon footprint calculation which resulted in 73 metric tons of carbon dioxide. The CO₂ emissions measurement was followed by an investment in a renewable wind energy project in China. This investment was sponsored by Climate Action. The event hosts covered the cost of the balance of the off-sets to ensure **ICCC2009** was a carbon-neutral event.

Established in 1987, MCI is a globally integrated association, communication and event management company with 37 offices in 20 countries. Since 2004, MCI has been a signatory of the United Nations Global Compact, the world's largest CSR initiative, and works to integrate these principles into day to day operational practices, business strategies and client projects. Today MCI is an industry thought leader in sustainability actively consulting to destinations, venues and event planners. MCI is the selected Professional Congress Organizer and sustainability consultants for world leading events focused on sustainable development, including: The United Nations Climate Change Conference (COP15), The World Business Summit on Climate Change, the International Climate Change Conference, the United Nations Global Compact Leaders Summit and the European Wind Energy Association. For more information, please visit www.mci-group.com/hongkong or www.mci-group.com/csr.

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