

## Design award-winning sustainability events

Combining unique experience management solutions and global best practices in sustainability, MCI helped Global Initiatives to deliver an innovative Responsible Business Forum that truly 'walked the talk.' From the 100% locally-sourced vegetarian menu to one of the highest waste diversion rates ever disclosed for an event of its scale in Singapore, the event set new standards for the Asian events industry and received the coveted IMEX-GMIC Green Meetings Award in recognition of an outstanding green event.

## Powering Responsible Business Practice

### The Challenge

Global Initiatives promotes solutions to global challenges by bringing together business leaders, NGOs and policy-makers to share knowledge and best practice. Recognised as a pioneer of green events, Global Initiatives organises the annual Business for the Environment Summits and Sustainable Business Awards with PwC.

For its 2013 Responsible Business Forum in Singapore, an event focused on sustainable development in Southeast Asia, Global Initiatives and its partners the World Business Council for Sustainable Development (WBCSD), the Natural Capital Coalition (NCC) and the Sustainable World Wide Fund for Nature (WWF) were determined to 'walk the talk' by delivering a showcase sustainability event that would set new a new benchmark for the Asian meetings industry.

Looking to our unique experience management solutions, thought leadership in responsible business and global best practices in sustainable events, Global Initiatives engaged MCI as a strategic partner.

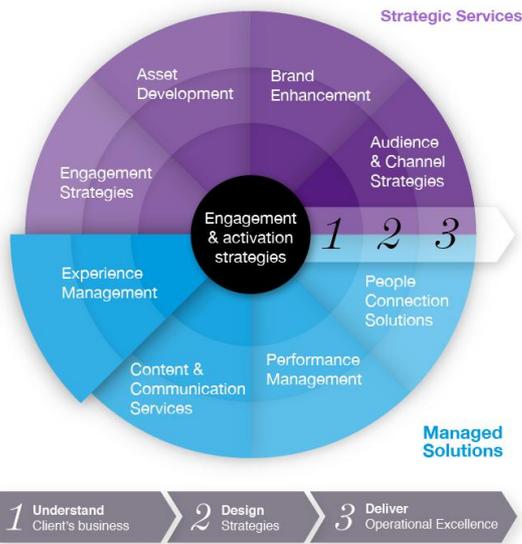
Alongside full event management services, MCI helped the organisers to identify the following key sustainability challenges:

- **Carbon emissions created by international flights for delegates and speakers.**
- **Waste created by stage set production, delegate communication, catering and materials.**
- **High energy consumption and demand.**

With Global Initiatives already demonstrating great leadership in sustainable events, the challenge was on for MCI to help the organisation raise the bar and meet even more ambitious sustainability goals.

### Solutions

MCI worked hand-in-hand with Global Initiatives and Marina Bay Sands, the



event location and a key supporter of the forum, to design an innovative sustainability strategy to inspire delegates and provide the perfect environment for high level sustainability discussions.

## Lasting Results

The Responsible Business Forum was a showcase sustainability event for the Asian events industry thanks not only to its innovative content and high-level participants, but also to the use of creative sustainable event practices. Over 430 industry, government and NGO participants engaged in the event, helping to activate sustainability commitments across seven key regional industries.

Ambitious waste recycling targets diverted 88% of waste away from landfills - one of the highest waste diversion rates disclosed for an event of its scale in Singapore; 100% of carbon emissions were offset and a 100% vegetarian and locally-sourced menu proved that menus can be both delicious and sustainable.

Local community group, MINDS (Movement for the Intellectually Disabled of Singapore) performed the Forum's opening act, while leftover food from the venue and liquid soaps and shampoo from hotel rooms were donated to a local charity.

The RBF Young Leaders Dialogue, a side event focused on sharing knowledge and leaving a lasting legacy, brought unique insights to local students, while an educational video and sustainability report sharing sustainability best practices are currently inspiring other event organisers to take more responsible decisions.

A testament to its innovative sustainability solutions, in May 2014 the Responsible Business Forum received the coveted IMEX-GMIC Green Meetings Award in recognition of an outstanding green event.

To find out more about MCI's sustainability consulting and sustainable solutions for events, please contact [Guy.Bigwood@mci-group.com](mailto:Guy.Bigwood@mci-group.com).



Visit [www.youtube.com/groupcommunication](http://www.youtube.com/groupcommunication) to view event sustainability in action.

## About MCI

MCI is the world's leading provider of strategic engagement and activation solutions and a key driver of innovation in the meetings, events, association and congress industries.

Through creative live experiences and digitisation, globalisation, brand enhancement and content strategies, MCI helps organisations to enhance performance, grow globally, energise communities and drive business results.

An independent, privately held company with headquarters in Geneva, Switzerland, MCI's 1,600 experts in 56 cities and 29 countries help clients across Europe, the Americas, Asia-Pacific, and India, the Middle East and Africa to unlock their potential and deliver real change.

Find out more at [www.mci-group.com](http://www.mci-group.com).

*"MCI's industry leading approach has pushed us to further raise the bar in delivering truly sustainable events. Winning the IMEX-GMIC Green Meeting Award 2014 is testament to that."*



**Tony Gourlay**  
Chief Executive, Global Initiatives