

sustainability

Driving Sustainability Demand

Mariela McIlwraith, CMP, CMM, MBA

Director of Sustainability

Events Industry Council

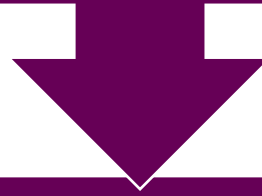


Introducing... EVENTS INDUSTRY COUNCIL



Agenda

Share information on trends in the demand for sustainable products and services



Share how we implement sustainability at events for the Events Industry Council



Sustainable Meeting and Event Practices: The State of the Industry

Yen-Soon Kim, Ph.D.

Dina Marie Zemke, Ph.D.

University of Nevada, Las Vegas



10/18/2016

Thank-you to our study sponsors



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The State of the
Industry



Methodology - employed a “mixed methods” approach



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Qualitative: telephone interviews

- 16 interviews conducted with customers, planners, and suppliers



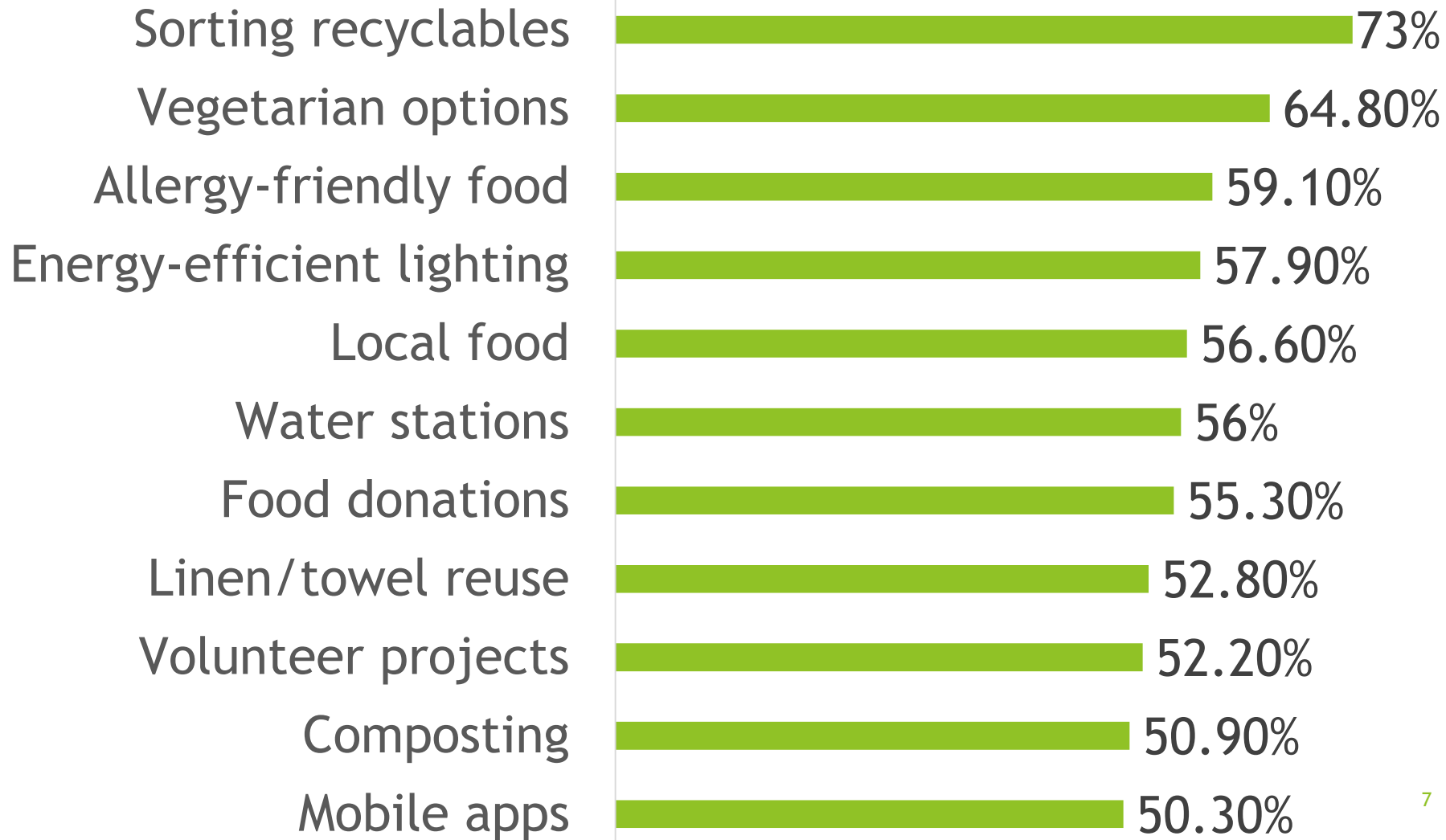
Quantitative: online survey

- Data collection in June-July 2016
- Total usable surveys: 159
 - Customers: 34 (21%), 3rd party planners: 62 (39%), Suppliers: 63 (40%)
- 5 continents

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Results - sustainable practices



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Who is responsible?



Elements that affect sustainability

Infrastructure



Venue and hotel



Destination

Design



Food



Logistics

Participants



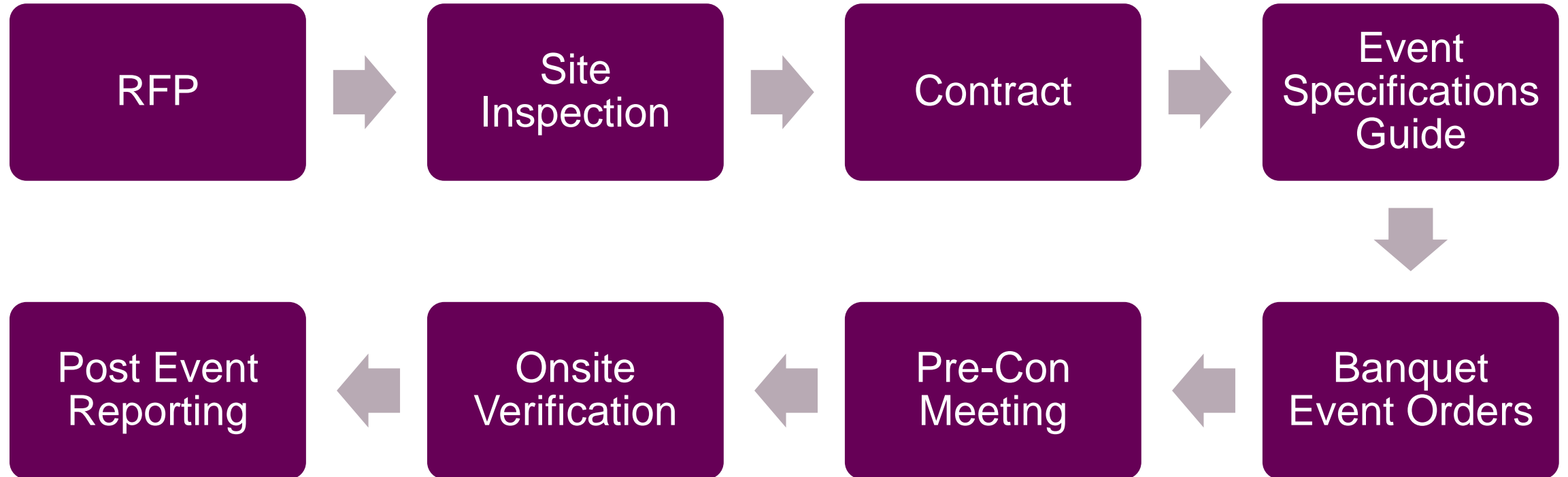
Responsible
consumption



Education

Work together to achieve sustainable results

Process



Setting Priorities



Priorities

Carbon Footprint

- Transportation
- Energy efficient
- Renewable energy
- Food choices
- Reporting

Water Footprint

- Water efficient
- Landscaping
- Paper use
- Food choices
- Reporting

Materials

- Reduction
- Diversion
- Reuse
- Reporting

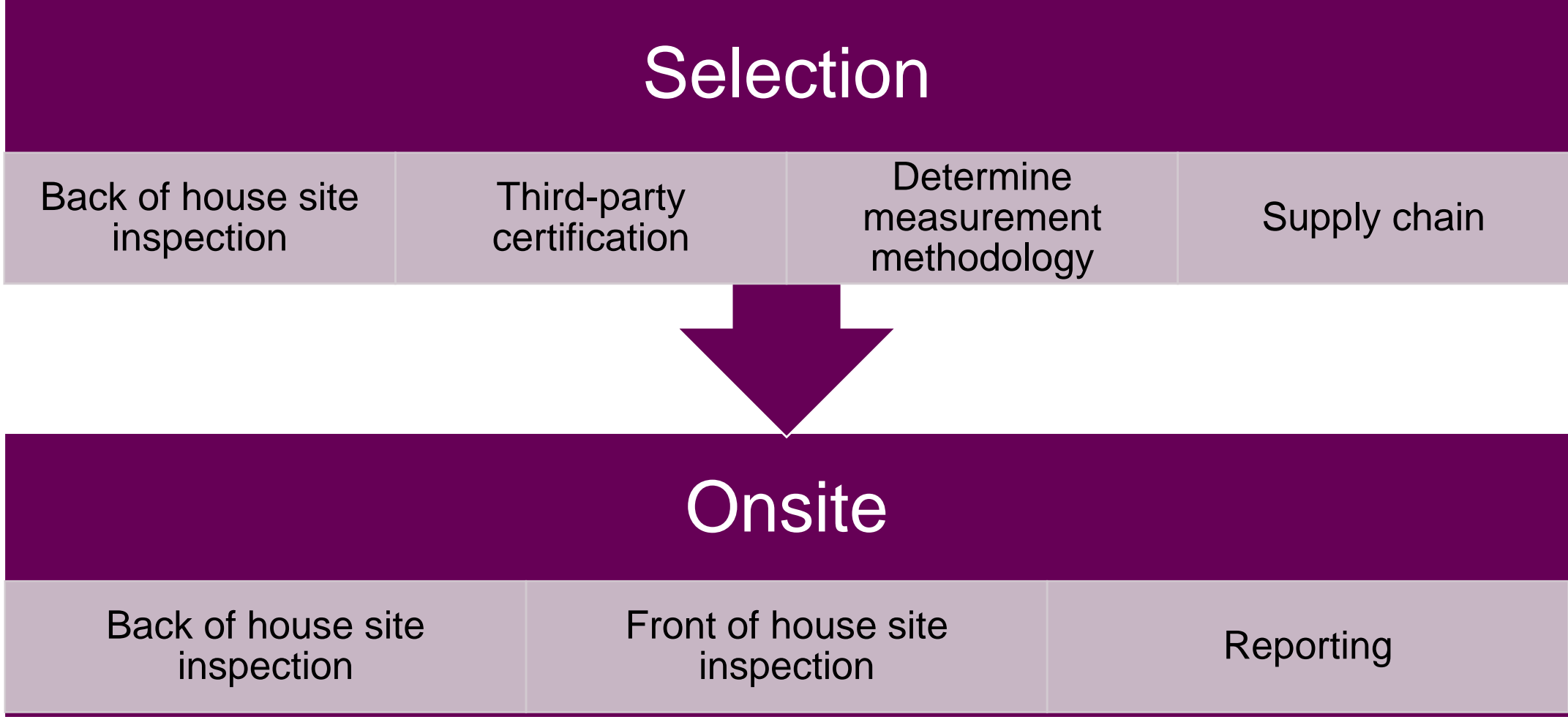
People

- Sustainability team
- Labour practices
- ECPAT training
- Accessibility



Destination specific issues

Verification



Advantages and limitations of checklists



Results - metrics



- ▶ 20-25% of customers/planners request/require tracking of metrics
- ▶ Suppliers do most of the tracking
- ▶ Carbon footprint measurement has relatively low tracking
 - 16 survey participants request/use the Hotel Carbon Measurement Initiative (HCMI)
 - 27 survey participants request/use another carbon measurement tool

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On a scale of 1 to 5*, what is the effect on employees and customers?



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4.08

- Sustainable practices/services are performing well

4.26

- Sustainable practices are satisfying for their customers

4.22

- Sustainable practices are having a positive effect on sales

3.66

- Companies could do a better job of training employees to perform these practices/services

* Data expressed as the mean value of agreement with the statement.

“Tell us” versus “ask us”



- ▶ Customers want suppliers to automatically provide information about sustainable practices
 - They do not think they should have to ask for it
- ▶ Most suppliers do not automatically provide this information in the proposal
 - Suppliers assume that the customer will ask for it if they want it

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Upcoming Programmes

Register at: www.gmicglobal.org

Sustainable Event Professional Certificate

November 12-13, 2017, National Harbor, MD, USA (co-located with CMP Conclave)