



Corporate Social Responsibility: Meeting Professionals International

Sept. 17, 2010 - Sept. 17, 2011

“If they [companies] believe they are in business to serve people, to help solve problems, to use and employ the ingenuity of their workers to improve the lives of people around them by learning from the nature that gives us life, we have a chance.”

—Paul Hawken, environmentalist and author





A Message from:
Bruce MacMillan, CA
 President and CEO
 Meeting Professionals
 International

Following another year of economic uncertainty, it is reassuring that sustainability remains as critical as ever in the modern business environment. *The U.N. Global Compact - Accenture CEO Study 2010* shows that 80 percent of CEOs “agree” or “strongly agree” that “the economic downturn has raised the importance of sustainability as a leadership issue for top management.”

Many companies see the value of CSR as a tool to influence consumer behavior and drive efficiency and productivity gains, but the end result is ultimately reduced environmental impact and resource use and a holistic approach to the communities in which they operate. The event industry needs leaders, and our members and clients who have invested in sustainability strategies—no matter how small—realize that their efforts are valuable. After all, employees are sustainability ambassadors with success stories that should be captured and shared.

The event industry has twice the responsibility—in our own businesses first, looking at systems, processes and impacts, and by helping our clients tell their amazing stories through live events. Sustainability is more than a sideline philosophy—it’s a systematic, enterprise-wide practice, and businesses need to increase the value of their experiences with a well-structured, compelling narrative for all stakeholders.

Increasingly, organizations are harnessing the power of events to create change, drive innovation and make the world a better place. The growth of TED, a non-profit brand of global conferences designed to “use the power of ideas to change attitudes, lives and ultimately, the world” is just one example of this success. Google Ideas launched its own philanthropy event in 2010, the Summit Against Violent Extremism.

These types of events are rewriting what it means to be a corporate citizen in the 21st century. And MPI is committed to providing tools to help its members become more sustainable, learn from best practices and continue on this great journey.

Meetings and events are critical to meeting the world’s challenges, making our industry critical as a leader and catalyst for greater change, and MPI members are leading the way.

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Meeting Professionals International

MPI is the meeting and event industry’s most vibrant global community, helping members thrive by providing human connections to knowledge and ideas, relationships and marketplaces. MPI is a nonprofit association headquartered in Dallas, Texas, with offices in Luxemburg, Canada and representation in Qatar and Beijing.

Vision

To build a rich global meeting industry community.

Mission

To make our members successful by building human connections through knowledge/ideas, relationships and marketplaces.

CSR Goals

A cornerstone of MPI’s strategy is thought leadership, and corporate social responsibility plays a key role. CSR is the umbrella concept whereby we consider the long-term interests of our actions and take responsibility for the impact of these actions on employees, customers/members, the community and the environment.

A sustainable meeting or event incorporates economic, environmental and societal considerations. It simultaneously supports the host organization’s prosperity, minimizes its environmental footprint and has a positive and lasting human impact on its stakeholders and host community.

MPI actively demonstrates this principle through its major live events in Europe and North America, sharing best practices and innovation in sustainable meetings. This report provides an in-depth illustration of how we fulfill our mission while supporting the 10 principles of the U.N. Global Compact and demonstrates how, through thought and practice, we ensure that our members are equipped with the knowledge and tools to be successful with their organizations’ sustainable, social and ethical imperatives.





CORE VALUES

It is imperative at MPI that our strategy and philosophy translates into our everyday behavior and stakeholder interactions. Our core values are instilled in our staff, and examples of these core principles are praised at our internal company meetings.

- **Always put people first.** We value people as our only asset—strong individuals, invincible teams. We are responsible for ourselves, and to each other. We enrich our communities and sustain our environments. Our partnerships with member volunteers are the keys to our success.
- **Do everything with positive energy and a commitment to quality.** We have unrelenting passion for quality, personal accountability for our choices and performance results and fanatical support for our members, our industry and our teammates' successes.
- **Foster trust and integrity.** We cultivate innovation balanced by discipline and respect in an environment where it is safe to express opinions and take risks, where diversity of thought is essential and where creative failure is viewed as a way to learn and grow. We are honest and ethical and earn each other's respect daily.
- **Take only our work seriously, not ourselves.** We have a cross-cultural work environment that encourages laughter, imagination, fellowship, citizenship, creativity and celebration. We commit to share what we do and collaborate without bias or boundaries.
- **Commit to principled profit.** We re-invest in our mission to serve the needs of our members and our industry. We practice sound business with diligence to remain economically viable. How we accomplish our goals is as important as what we accomplish.

U.N. PRINCIPLES

The U.N. Global Compact is a strategic policy initiative for businesses or organizations that are committed to aligning their operations and strategies with 10 universally accepted principles in the areas of human rights, labor, environment and anti-corruption. The Global Compact is the largest corporate citizenship and sustainability initiative in the world, with more than 7,700 corporate participants and stakeholders from more than 130 countries.

MPI encourages its members to join the initiative. As more and more organizations take part, businesses—as a primary agent driving globalization—help ensure that markets, commerce, technology and finance advance in ways that benefit economies and societies everywhere.

THE 10 PRINCIPLES

HUMAN RIGHTS

BUSINESSES SHOULD:

- Principle 1: Support and respect the protection of internationally proclaimed human rights
- Principle 2: Make sure that they are not complicit in human rights abuses

LABOR STANDARDS

BUSINESSES SHOULD:

- Principle 3: Uphold the freedom of association and the effective recognition of the right to collective bargaining
- Principle 4: Eliminate all forms of forced and compulsory labor
- Principle 5: Abolish child labor
- Principle 6: Eliminate discrimination in respect of employment and occupation

ENVIRONMENT

BUSINESSES SHOULD:

- Principle 7: Support a precautionary approach to environmental challenges
- Principle 8: Undertake initiatives to promote greater environmental responsibility
- Principle 9: Encourage the development and diffusion of environmentally friendly technologies

ANTI-CORRUPTION

BUSINESSES SHOULD:

- Principle 10: Work against corruption in all its forms, including extortion and bribery



MPI practices sustainability at the core of its live events. See page 6.

MPI SUCCESS STORIES

RESEARCH LAUNCH

In July 2011, MPI launched a three-year study into the value of corporate social responsibility to the meeting and event industry, conducted by the U.K. Centre of Event Management, the International Centre for Responsible Tourism and the Centre for Hospitality & Retailing at Leeds Metropolitan University. This study, the most comprehensive of its kind, will bring new insights into how the meeting and event industry can build a sustainable future.

The research will analyze global trends by interviewing top executives from major venues, organizations and suppliers as well as event consumers worldwide, including a selection from leading organizations such as the U.N. Environmental Programme, the U.N. World Tourism Organization, the International Hotel & Restaurant Association, the World Wildlife Fund, the Sustainable Tourism Council, Conservation International, the International Finance Corporation, the InterAmerican Development Bank, the International Trade Centre, the International Organization for Standardization, the British Standards Institute, the certification bodies of BS 8901, relevant sustainable tourism and event programs, CERES, the International Labour Organisation and industry and events associations.

The findings will be collated and used to formulate an executive summary, case studies, white papers and articles. The final report will pull together all aspects of the research. The results will determine the role CSR plays in consumer buying behavior, in relation to the decision-making unit and the role of personal beliefs. It will identify key influences on consumers in the meeting sector and underscore factors that will impact and potentially increase the level of importance to these groups.

MPI will create three presentation re-

ports for the following audiences to maximize the power of this research:

- The meeting and hospitality sectors and their suppliers (industry engagement articles, papers and case studies);
- Business buyers (consumer demand articles, papers and case studies); and
- Government and non-governmental CSR and sustainability agencies (executive

Early Developers
Intel event uses smart, sustainable thinking to improve the delegate experience.

By Ian Whittington

There are few bigger names in computer technology than Intel, and few bigger tech events than the Intel Developer Forum (IDF), which takes place in Beijing at April and to San Francisco in September. It's where leading computer technologists—hardware and software developers, designers, engineers and architects—meet to learn, innovate and hear Intel's vision for the future of technology. It's also a hotbed of debate on best practices and the challenges facing the IT industry. IDF's appeal is cross-sector, attracting not only the global business community, but also government employees and academics.

With so many stakeholders looking forward, the event necessarily has a strong sustainable history—it won a Green Meetings Silver Award from the Green Meeting Industry Council and IMEX in 2009—just reward for Intel's mission (since 2007) to reduce IDF's carbon footprint in ways that add to the delegate experience. Intel Corporate Event Marketing's sustainability vision is to "do simple things now to reduce impact, add value and educate attendees about sustainability."

"A couple of years ago, event sustainability was a nice-to-have for companies shopping around for event venues. Today it's a requirement," says Lou Cozzo, manager of the Executive Speech and Events Group for Intel Corporate Event Marketing. "We have started to integrate minimum requirements for sustainable events into our requests for proposals and contracts. Our agencies and the venues we work in are quickly realizing that they need to have smart programs in place that support sustainability in order to do business with us."

Intel found its perfect green partner in the China National Convention Centre.

"Our green initiative in Beijing was a grass roots effort," Cozzo says. "The operations staff embraced our initiative, and

Key Player: Lou Cozzo
Manager of the Executive Speech and Events Group for Intel Corporate Event Marketing

"Having a successful business is not just the result of good earnings, it's about having triple bottom line success by thriving in all three areas: environmental impact, social responsibility and economic benefits. It is our responsibility as a corporation, but more so as human beings, to act responsibly in everything we do. We share in that responsibility from Intel's senior management down to each and every employee across the globe. Driving sustainable events is no different than designing the next power-efficient chip. It all counts."

disclosed a number of smart building designs that we were able to leverage to help maximize our efforts."

For instance, the facility's venting system pushes air from roof-down to cool the inside during hot months. This decreases power usage by reducing the need for air conditioning. The roof has a built-in water collection system that directs rainwater to holding tanks positioned underground. The water irrigates more than 1,000 plants and trees on the property.

Intel also implemented a number of green practices. The company installed recycling bins, promoted hotel linen reuse,

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summary, papers, articles and case studies).

DAY OF KINSHIP

MPI practices sustainable thinking at the core of its live events and in the resources and tools it provides to its membership, but it also ensures that its staff has structured opportunities to contribute to the local

community at its headquarters in Dallas, Texas. The MPI internal sustainability team collaborated with the Volunteer Center of North Texas to determine two appropriate organizations in terms of volunteer numbers, time and relevance.

Supporting MPI's commitment to Article 25 of the Universal Declaration of Human Rights, 40 employees volunteered at Head Start of Greater Dallas Inc., which provides children with the foundation of skills and knowledge they need to be successful in school and life and fosters self-reliant families and communities. The team painted closets, created a playground bicycle trail and decorated the outdoor recreational space with artwork, murals and "put-in cups."

A second team volunteered at Operation Kindness, the oldest and largest no-kill animal shelter in North Texas. The team beautified the yards around the shelter with native plants, weeded and made repairs to the Memorial Garden. Volunteers also socialized with the animals and took them on walks.

Alongside the combined 320 volunteer hours, the U.S. federal government matches time for dollars with an in-kind program at Head Start, and MPI efforts were doubled with a financial contribution. At Operation Kindness, three staff members opted to provide loving forever homes to three previously homeless animals.

CLEAN THE WORLD

MPI entered its second year of partnership with Clean the World, an Orlando, Florida-based social enterprise that collects, recycles and distributes hotel soaps to help stop the spread of preventable diseases. In just two years, Clean the World has distributed more than 8 million soap bars to children and families in nearly 45 countries, collected from more than 1,000 hotel partners throughout North America.

A stirring presentation by Shawn Sepler, executive director of Clean the World, at the 2010 MPI World Education Congress in Vancouver, introduced the nonprofit to the Canadian marketplace. Results were immediate. WEC 2010 delegates donated more than 400 pounds of soap, and Clean the World collected an additional 2,000 pounds in the first two months of operation in Canada, signing up 65 new hotels.

Clean the World has now opened two



recycling centers in Canada—in Vancouver and Toronto. The Vancouver facility serves Western Canada and was established with help from a US\$5,000 donation from the MPI Foundation to Mission Possible, a downtown Vancouver charity that helps empower the homeless and disadvantaged.

MPI is now advancing Clean the World’s meeting industry partner program, designed to help planners implement sustainable practices during the RFP process. The turnkey CSR initiative turns meetings into life-saving events in which host properties and event delegates play a role in the collection and shipping of soap to the Clean the World headquarters, where the materials are processed and distributed to communities in need.

Fifty-five volunteers at the MPI 2011 WEC in Orlando reprocessed and sterilized 680 pounds of amenities at the nearby Clean the World headquarters. Products processed by WEC volunteers will be used by up to 725 children.

The effort marked just one of seven social initiative projects at the 2011 WEC.

SUSTAINABLE EVENT TOOL

Following an in-depth beta testing period with close to 300 users, the MPI Sustainable Event Measurement Tool underwent a series of upgrades and is now free to any suppliers in the industry, with event-specific reporting functions limited to MPI members. The tool is now open to thousands more users who can gauge the sophistication of their sustainability approaches.

ENHANCED FEATURES INCLUDE:



- Simplified user levels (basic and advanced)
- Measurement and reporting of the water, waste, energy, paper, food and community impacts of events
- Conversion and calculation of carbon emissions through international standards and datasets
- Planning questions informed by industry standards (APEX/ASTM, BS 8901/ISO 20121 and the Global Reporting Initiative)
- Improved graphical report generation and export capabilities
- Integration with other measurement systems, such as IHG Green Engage.

The tool officially launched this summer, with the news that the Danish meeting industry will include it in its na-



“The Danish Sustainable Events Initiative will include a Danish National Sustainability Week together with a Meeting Industry CEO Forum, technology showcases, the implementation of the MPI Sustainability Measurement System on a national level and the production of an event sustainability report following the Global Reporting Initiative (GRI) framework.”

—Jonathan Cohen, the international business tourism sales manager for Visit Denmark



tional sustainability project, the Danish Sustainable Events Initiative, to ensure that Danish sustainability leadership in action is advanced, showcased and shared. Denmark will host the Presidency of the Council of the European Union in the first half of 2012, resulting in more than 100 meetings of various sizes and attracting more than 15,000 delegates to Copenhagen and Horsens.

AWARD-WINNING EDUCATION

MPI champions CSR as a critical component of meetings and events, and educational offerings reflect this commitment, from the generation of case studies to education sessions.

The 2011 WEC in Orlando featured a CSR track. Delegates interacted with experts by examining case studies and studying the application of sustainability principles to meetings and events. Topics included everything from sustainable



catering to the advanced psychology of sustainability presented by a doctor in psychosocial and environmental communication studies. Many of these sessions are available to MPI members free of charge through its web platform, extending the life of valuable knowledge.

CSR focused education sessions at the WEC included:

- “Green Menu Engineering: Working with your Venue to Save Money and the Environment”
- “Where’s the ROI in Green Meetings?”
- “Why Sustainability Reporting is Here to Stay”
- “Coca Cola: Evolving Corporate Client Expectations”
- “De-carbonating Your Events”
- “The Full Monty: Standards Exposed”
- “Next Practices - When Getting Bigger Means Going Smaller”
- “Choosing Green Hotels & Venues”



- “The Myth of Apathy: Engaging People with Sustainability”
- “How to Engage Attendees and Change the World”

Meanwhile, MPI’s magazine *One+* offers regular pieces on sustainability and CSR, and it produced a themed sustainability issue in late 2010 featuring articles on standards and guidelines, the business benefits of implementing CSR, sustainable events and food and beverage, personal health, behavioral science, local sourcing, green technology, venues greening their operations and environmentalist Ed Begley Jr. The issue won a silver award for Single Issue Special Topic from Association Media & Publishing and two profile features also earned top honors.

EVENTS

Sustainable leadership is part of MPI’s live event strategy. It continued this commitment to the environment and society with a slate of innovative CSR projects at the 2011 World Education Congress in Orlando, called Big Heart Events. The off-site and onsite projects, in addition to the education sessions, ensured that delegates gave back to the greater Orlando community while learning about best practices in the industry.

MPI offered the following community projects:

- Oyster bed restoration at the Brevard County Zoo. Delegates prepared more than 20 mats for the Mosquito Lagoon oyster reef.
- Epilepsy Association of Central Florida. Delegates re-labeled and pre-stuffed thousands of envelopes with epilepsy literature.
- Heavenly Hoofs Therapeutic Riding Center. Delegates repaired fences, cleaned stables and widened access for vehicles.
- OneSight Eyewear. Delegates donated prescription eyewear and non-prescription sunglasses.
- Canine Companions for Independence. Delegates socialized guide dogs over four days.
- Keep America Beautiful. Delegates took part in lake cleanup efforts coordinated by Keep Orlando Beautiful.

Following the WEC, MPI began work on the industry’s first event report based on the GRI Event Sector Supplement draft for the London Olympics. This will be available to MPI members along with comprehensive education programming and templates.

ECOS PROJECT

MPI continues to support the Events for Communities of Sustainability project adopted by its Canadian chapter network, reinforcing support for the U.N. Millennium Development goals to end poverty and hunger and achieve universal education. The projects include the following.

KIDS UP FRONT FOUNDATION

The British Columbia Chapter donated left-over trade-show giveaways from the MPI 2010 World Education Congress to a local children’s charity for a total value of CAD\$1,400 coupled with a \$10,000 donation from its National Meetings Industry Day program. The money will create an endowment fund to help students become better future meeting professionals through education.

INTERFAITH FOOD BANK

The Calgary Chapter partnered with AVW-TELAV (which donated trucks and drivers) to collect food for the Calgary Interfaith Food Bank during the 2010 holiday season. The volume of collections is always high that time of year.

SANTA’S ANONYMOUS & EDMONTON FOOD BANK

The Greater Edmonton Chapter collected 50 gifts for Santa’s Anonymous for children ages 1 to 13. Chapter members also helped sort and package food at the Edmonton Food Bank, to which the chapter donated \$15,000 in National Meetings Industry Day proceeds.

OSBORNE HOUSE

The Manitoba Chapter collected needed items for the Osborne House, an organization that empowers women and children who are victims of domestic abuse by providing them with a safe and supportive environment through residential and non-residential programs and services. Donations included slightly used clothing, bedding, towels, toys, toiletries and money. Six companies participated and collected more than 1 ton of clothing, linens, household goods and 20 televisions.

DAILY BREAD FOOD BANK

The Toronto Chapter donated food and funds to the Daily Bread Food Bank for the second year in a row. It also encouraged members to participate in the program individually by:

- Donating non-perishable food items at MPI Monthly meetings
- Purchasing a \$5, \$10 or \$20 pre-packaged food bundle



- Organizing a company food drive
- Participating in the ECOS food sort and delivery day

AVW-TELAV picked up the donations and assisted with sorting.

DINNERS UNLIMITED

The MPI Ottawa Chapter and AVW-TELAV second annual bake-off supported Dinners Unlimited, which provides unlimited plated dinners in a fun, festive atmosphere, up to four times a year. In 2010, MPI members baked and cooked food for a potluck dinner, and 550 food plates were served to the less fortunate at the event. This year, the chapter helped fulfil the organization’s ultimate wish to serve turkey (which it doesn’t have the facilities to do). The New Delta Ottawa City Centre Hotel cooked the turkeys, AVW-TELAV provided transport and ARAMARK Canada and Carleton University Dining Services supplied potatoes, stuffing and gravy.

SUN YOUTH

The Montréal & Québec Chapter and AVW-TELAV participated with the local Sun Youth organization in La Grande Guignolée. MPI board member Heather Miliken and AVW-TELAV picked up food and money donations for Sun Youth, Moisson Montréal and La Société St-Vincent de Paul. The chapter, AVW-TELAV and Sun Youth also sorted non-perishable food and toys for Christmas baskets.

FEED NOVA SCOTIA

The Atlantic Canada Chapter partnered with Feed Nova Scotia, a charitable organization that collects and distributes food to more than 150 member food banks. Volunteers sorted 8,193 pounds of food—259 boxes built, packed, weighed and put on pallets.

Events for Communities of Sustainability

Key Results						
Chapter	Amount	Volunteers	Value of Hours	Value of Goods	Community Impacted	Will Project Continue?
Atlantic Canada	N/A	11	\$660	\$16,386	300 People	Yes
British Columbia	N/A	15	\$600	\$10,000	75 People	Yes
Calgary	20,900 lbs.	18	\$2,160	\$41,800	500 People	Yes
Edmonton	N/A	7	\$410	\$25,000	350 People	Yes
Manitoba	2,000 lbs.	3	\$800	\$4,000	300 People	Yes
Montréal/ Québec	N/A	16	\$960	\$1,000	100 People	Yes
Ottawa	N/A	80	\$4,800	\$2,000	550 People	Yes
Toronto	1,808 lbs.	14	\$840	\$4,146	100 People	Yes
TOTALS	37,901 lbs.	164	\$11,230	\$104,332	2,275 People	

COMPARED TO 2010

- 3,326 more pounds of food
- \$25,297 more in goods
- 293 more people impacted



CSR Site

The Corporate Social Responsibility site provides a single point of access to the latest in sustainable thinking, research and content. Regularly updated, the site also feeds hot topics to the MPI homepage, drawing further traffic. Members can access the Sustainable Event Measurement Tool and join discussion forums. The site is one of the most popular sections of the website, and articles are often among the most-read pieces. Page views amounted to 15,328 between May 1, 2010 and June 27, 2011.

THE 10 PRINCIPLES

Human Rights

% Implemented	Equality	MPI Actions
100%	Equal Employment	<p>Over the past year, MPI has delivered on its commitment to a workplace of equal employment opportunities and pledges to continue to:</p> <ul style="list-style-type: none"> • Ensure that all personnel actions including, but not limited to, recruiting, hiring, compensation, benefits, transfers, promotions, terminations, association-sponsored training, education and social and recreational programs is administered without regard to age, color, disability, marital status, national origin, race, religion, sex, sexual orientation and veteran status. • Ensure that all employees and applicants are afforded equal opportunities in all aspects of employment, free from all forms of discrimination or harassment. <p>All association management personnel share this commitment and understand that their performance evaluation is affected by their abilities to support, implement and enforce this policy. Our People and Performance department monitors our recruitment and staff relations and ensures the implementation of the association's human rights policies.</p>
100%	Social Sustainability Program	<p>The Events for Communities of Sustainability project comprised an estimated US\$11,230 in hours and delivered US\$104,332 in goods. Internally, MPI implemented a structured day of kinship and organized two community service projects.</p>
0%	Forums for Education	<p>MPI prioritizes relevant and valuable content based on needs and continues to review the demand for education around human rights and anti-bribery issues.</p>
100%	Other	<p>MPI provided safe and healthy working conditions for staff and protected the economic livelihood of local communities through its BS 8901 event management system, setting key performance initiatives for all major events in sourcing labor and offering community service projects—leaving a positive legacy in every city it visited.</p> <p>MPI funded access to seasonal flu and H1N1 vaccines to MPI staff and their families and provided precaution information to its member community.</p>

Labor - Diversity

% Implemented	Equality	MPI Actions
100%	Global Offices	<p>MPI maintained its global office network and ethnically and gender-balanced workplace. MPI management works in Canada, China, Luxembourg, Qatar and the U.S., bringing a global perspective to its operations.</p>
100%	Tools	<p>MPI has created and still promotes the adoption of its CultureActive Tool to better understand and communicate with its global membership. The tool, used by organizations such as the World Bank, allows users to explore their own cultures and compare them to more than 60 others.</p>
100%	Code of Ethical Conduct	<p>MPI issued a code of ethical conduct policy to its staff, and the code remains available on the association's Intranet.</p>
100%	Women in Management	<p>MPI increased its percentage of women in management positions (director level or higher) to 50 percent from 43 percent.</p>

Labor - Workplace

% Implemented	Equality	MPI Actions
100%	Engagement	<p>MPI implemented a mid-year climate survey to inform its annual survey and gather anonymous feedback on staff working practices and morale.</p> <p>MPI staff reviewed the results at an all-team summit. MPI focuses on its core values to ensure increased staff adoption and dissemination</p>
100%	Non-discrimination	<p>MPI is an equal-opportunity employer and offers jobs to qualified persons without discrimination due to age, color, disability, marital status, national origin, race, religion, sex, sexual orientation and veteran status or any other characteristic protected by law or protected-group status.</p>
100%	Ethics	<p>The MPI conflict of interest policy obligates all employees to conduct business within guidelines that prohibit actual or potential conflicts of interest. Transactions with outside firms must be conducted within a framework established and controlled by the association's executives. Business dealings with outside firms do not result in unusual gains for those firms. Said unusual gains include—but are not limited to—bribes, fringe benefits, kickbacks, product bonuses, special privileges, unusual price breaks and any other windfalls designed to benefit the employer, the employee or both. Principles of Professionalism is the code of ethics for our global community.</p>
100%	Problem Resolution	<p>MPI employees can present job-related concerns to management for resolution. Examples of complaints that may be resolved include:</p> <ul style="list-style-type: none"> • Policies, practices, procedures, regulations or rules that are discriminatory or unfair; • Coercion, harassment, intimidation or reprisal; • Discrimination based on age, color, disability, marital status, national origin, race, religion, sex, sexual orientation, veteran status or any other characteristic protected by law or other protected group status; and • Improper or discriminatory administration of employee benefits or conditions of employment, such as compensation, fringe benefits, holidays, performance reviews, promotions or scheduling of vacations.
100%	Management	<p>MPI has a staff person dedicated to CSR who guides the association to better alignment with the U.N. Global Compact. Sustainability is an integral part of MPI's strategic imperatives.</p>
100%	Professional Development	<p>Each team member is responsible for creating a personal development and training plan. MPI supports certifications, memberships, seminars and university courses, providing full or partial reimbursement of costs for approved sessions.</p>
30%	Management Performance Assessments	<p>MPI evaluated the structure of management performance assessments and included sustainability objectives in relevant staff key performance initiatives as necessary. It continues to evolve its performance assessments.</p>
20%	Outsourced and Work Relationships	<p>MPI engages with its supply chain to contract suppliers that use the same criteria for social responsibility. Due to the complexity of its business relationships and the difficulty in evaluating success, the organization only managed environmental criteria in final and agreed contracts.</p>
100%	Forum on Labor Issues	<p>MPI stimulated debate in its online discussion groups around a number of topics in this field including CSR and labor practices.</p>

Environment - Operations

% Implemented	Equality	MPI Actions
100%	Environmentally Sustainable Meetings	MPI demonstrated leadership by integrating environmental practices into its meetings/events in eight areas: accommodations, communications, destination selection, exhibitions, food and beverage, onsite operations, transportation and venues. MPI updated its sustainable meetings tool to create wider access and further disseminate a common global disclosure platform for collecting, benchmarking and reporting sustainability data, thereby increasing CSR reporting and carbon disclosure.
100%	Policy	<p>MPI has implemented its sustainable events policy.</p> <ul style="list-style-type: none"> • We recognize the immense potential impact our actions have on the communities in which we do business and make a deliberate commitment to the transformational power of meetings and events to support environmental, economic and social sustainability. • We establish leadership and demonstrate commitment in the area of sustainable meetings by including environmental, economic and social factors in all decisions we make on behalf of our members and by making the best use of resources for maximum impact and alignment with our objectives. • We educate and inform our members about our actions. We commit to building our brand, supporting our mission and vision and connecting our community in a sustainable way. • MPI also defined the term “sustainable event” as an event that incorporates economic, environmental and societal considerations and supports the host organization’s prosperity, minimizes its environmental footprint and has a positive and lasting human impact on its stakeholders and host community.
100%	Codes and Standards	The MPI 2008 European Meetings and Events Conference became the first event in the world to be third-party certified under sustainable event standard BS 8901. MPI repeated this certification in 2009 and 2010 and continues to implement this sustainable management system, ensuring stakeholder feedback and aggressive sustainability targets. MPI promotes the adoption of this standard to its membership through case studies and workshops. MPI joined the ISO 20121 Project Committee for the Sustainable Event Management Standard and the advisory group for the GRI Event Sector Supplement.
100%	Problem Resolution	<p>MPI employees can present job-related concerns to management for resolution. Examples of complaints that may be resolved include:</p> <ul style="list-style-type: none"> • Policies, practices, procedures, regulations or rules that are discriminatory or unfair • Coercion, harassment, intimidation or reprisal • Discrimination based on age, color, disability, marital status, national origin, race, religion, sex, sexual orientation, veteran status or any other characteristic protected by law or other protected group status; and • Improper or discriminatory administration of employee benefits or conditions of employment, such as compensation, fringe benefits, holidays, performance reviews, promotions or scheduling of vacations
80%	Influence	MPI integrated environmental considerations into its supply chain by creating requests for proposal to destinations, venues and other suppliers that include environmental requirements. It also includes environmental requests in the sourcing of materials for its magazine, <i>One+</i> , which uses paper printed on Forest Stewardship Council-certified 30 percent post-consumer waste recycled paper.
100%	Education & Training	MPI employs a policy of comprehensive education on environmentally sustainable meetings at all conferences, and this year, enhanced its education to include a wider CSR agenda offering, particularly at the 2011 World Education Congress, with new sessions on cutting-edge subjects such as the psychology of sustainability. MPI launched its groundbreaking three-year CSR research with complementary education planned for the coming year. Through its industry blogs, chapter events, content portals, electronic communications, magazines, online discussion groups, research documents, trade shows and webinars, MPI delivers CSR education and training.
100%	Communication	MPI proves its industry leadership through its communication channels. It issues case studies around its live events, and the CSR Content Portal shares relevant environmental sustainability knowledge with members and the industry community at large.
100%	Supplier Engagement	MPI engages suppliers and all stakeholders at its live events through the application of the BS 8901 Sustainable Event Management System, which has provided the organization with a process to ensure adequate engagement across the board.

Environment - Operations

% Implemented	Equality	MPI Actions
80%	Measurement & Reduction of Environmental Footprint	MPI has launched its Sustainable Event Measurement Tool and continues to set aggressive targets around sustainability at events, though incremental reductions per event are dependent on a number of factors beyond its control, often specific to the sustainable infrastructure of the destination.
80%	Environmental Sourcing	The MPI internal sustainability team identifies further improvements in headquarters office procurement. The environment is considered in the majority of sourcing, but due to financial implications and restraints with the building management the most sustainable option is not always possible.

Anti-Corruption

% Implemented	Equality	MPI Actions
100%	Employee Protection and Whistle Blowing	MPI issued, communicated and educated staff on new policies including an Employee Protection and Whistle Blowing Policy to affirm the organization's expected standards of conduct, identify the mechanism for employees to report on financial and other wrong-doings and guarantee protection against retaliation to employees who make good-faith complaints under the policy.

Environment - Operations

% Implemented	Equality	MPI Actions
100%	Stakeholder Dialogue	Providing a medium that enables its global community to connect is a strategic imperative for MPI. The integration of social networking technology into a once-static website allows this global and cultural interchange to happen. The site offers blogs and community groups, among other platforms. One of the largest groups is the CSR GroupSpace, with more than 300 engaged, global members. The Web page www.mpiweb.org promotes environmentally, economically and socially sustainable meetings and events.
100%	Advisory Committees	MPI renewed its CSR Advisory Council, featuring both members and non-members, to provide high-level strategy. MPI also continued its membership in an industry taskforce headed by the Convention Industry Council to discuss sustainability and responsibility in the industry.
100%	CSR Survey	In 2011, MPI launched a unique research study alongside its annual <i>FutureWatch</i> survey to track the advancement of CSR principles and implementation in the community.
100%	Day of Kinship	The MPI Day of Kinship program allowed MPI staff to take one day of paid leave to assist in a community project in addition to the two sponsored events at the all-team summit.
100%	Sustainable Development	MPI works with the Global Reporting Initiative to develop an event-sector supplement as part of the Advisory Council and plans to take advantage of this opportunity to influence sustainability reporting in its global community.
100%	Co-creation with Chapters	The ECOS toolkit provides Canadian chapters with guidance on how to create environmental and community projects, and the MPI CSR director worked with these chapters to make the events as successful as possible. MPI engaged the community at live events by identifying sustainability issues in the stakeholder feedback process.
100%	Internal Education on Sustainability	MPI continues to conduct training on a need-to-know basis, including the ongoing education of its global events team and management updates on CSR. MPI allotted time at its all team summit to discuss further action in this area.

GOALS 2011-2012

HUMAN RIGHTS

1. MPI will continue to comply with government regulations relating to safe and healthy working conditions, non-discrimination and non-harassment, child labor laws and the employment of minors. It will continue its "Open Door Policy" so that employees can discuss issues and concerns with their managers without fear of retribution. MPI will also continue to communicate and educate employees on its policies.
2. MPI pledges to continue engaging with the Dallas headquarters community in support of Article 25 of the Universal Declaration of Human Rights. (Everyone has the right to a standard of living adequate for the health and well-being of himself and of his family, including food, clothing, housing, medical care and necessary social services.)

LABOR

1. MPI will continue to provide an employment environment free from discrimination and harassment and provide equal employment opportunities for all employees and applicants. MPI will continue to enforce its policy prohibiting harassment by co-workers, customers or vendors.
2. MPI will add comprehensive statements on child workers, fair wages for outsourced workers (comparable to market averages) and work relationships in its contracts with suppliers. MPI will continue to enforce employee protection and support whistle blowing policies.

ENVIRONMENT

1. MPI will continue to promote a balanced approach to the triple-bottom line through its CSR research initiative.
2. MPI will promote its newly launched tool for the measurement of the environmental and social impact of the meeting industry.
3. MPI will educate its community on environmentally sustainable strategies.
4. MPI will measure and reduce its environmental footprint at its headquarters office and continue to do so for events.
5. MPI will continue to evolve its contracting and sourcing to include environmental considerations, both internally and for events.

ANTI-CORRUPTION

1. MPI will continue to promote its recently updated MPI staff policies, including an Employee Protection and Whistle Blowing Policy to affirm that its standards of conduct identify a mechanism for employees to report on financial and other wrong doings and guarantee protection against retaliation for employees who make good-faith complaints.



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