# SUSTAINABILITY GUIDE

2025

Future-Forward: A Comprehensive Approach to Sustainability in Meetings and Events



### hello

At BCD Meetings & Events, sustainability is embedded in our values and the way we show up for our customers. As the geopolitical and economic landscape continues to evolve in 2025, our commitment doesn't change. In fact, our focus on driving meaningful and measurable sustainable outcomes has only deepened.

As a business, we have a goal to reduce our total carbon emissions by 35% between 2024 and 2030. This year has seen continued action and intensified focus on achieving measurable results to reach that target.

Reflecting on the past year, we're proud to be recognized with our fifth consecutive platinum EcoVadis rating, our global certifications in ISO 14001 and 45001 and ongoing alignment with the UN Sustainable Development Goals—just some of the ways we hold ourselves accountable. Alongside this, we are working with select industry partners to develop innovative solutions that will bring even greater value and sustainability impact to our customers.

We understand that to drive sustainable actions, businesses must strike a balance between people, planet and profit. This triple bottom line approach is more relevant than ever, and as our customers navigate economic pressures and shifting objectives, we know that short-term priorities may change but the urgency and long-term goals around climate action do not. That's why we've continued to push forward with our 2030 targets and strengthen internal governance to manage our own footprint.

As a leader in the meetings and events industry, we recognize it's our responsibility not only to lead by example, but to actively shape the future of sustainable practices across the sector. Together, we can drive the change needed to protect our planet and ensure a thriving and resilient industry.

Happy reading.

BRUCE MORGAN

BCD Meetings & Events

**Global President** 



We—corporate buyers and travelers, airlines, hotels, travel management companies and all the other players in our industry—must act together to drive down the carbon emissions generated by business travel."

STEPHAN BAARS
Global Chief Executive Officer
BCD Travel

### shaping a more sustainable future

We're facing a man-made crisis on a global scale. The effects of climate change are playing out in real-time and they're no longer subtle. It's not an inconvenience, people's lives and livelihoods are being damaged and today's escalating disasters show we are asking too much of our planet.

However, there is hope. We can live both well and responsibly. The innovation and investment to create a healthier world and reverse the impacts of climate change has already begun and each of us can take actions to become part of a solution.

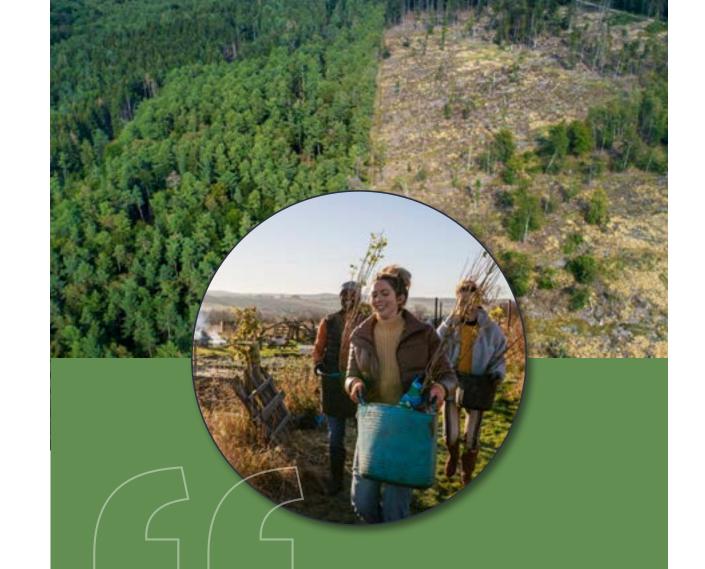
Look around. What's within your reach? Where can you make the biggest difference and deliver the greatest impact?

#### small steps

We can look at sustainability through the lens of the "triple bottom line"—economic, social and environmental impacts. Economic progress has given us substantial social progress—for example, significant investment in healthcare has seen the global mortality rate for children under five drop by more than half and neonatal deaths fall from 5.2 million to 2.3 million since 1990, according to the **World Health Organization**. In order to support efforts for environmental change, companies must be economically and socially healthy.

The meetings and events industry has a role to play. We bring people together, engineer creative experiences that challenge the ordinary and shape how ideas are shared. This gives all of us a powerful opportunity to lead and inspire change.

Change can start with small, smart steps. By understanding some key principles you can move from intention to action and help push us forward.



Every event is a chance to lead. By cutting carbon and embracing sustainability now, you don't just reduce impact, you show your partners and teams that you're serious about shaping a better, cleaner future."

#### THIAGO ARAUJO

**Global Sustainability Director**BCD Meetings & Events

#### change takes time

One day, the Paris Agreement—a global climate agreement to cut emissions—loses the commitment of the world's largest economy. The next, the European Union revisits its tough sustainability reporting regulations, while China moves upward with its robust sustainability reporting system. Meanwhile, countries around the globe continue to decarbonize—each at their own pace. Sustainability is a multi-decade challenge and while progress may seem slow, it is steady.

#### 2030 is not far—it's our wake-up call

Don't underestimate the pressure that will come as we approach 2030: the key interim milestone for both the Paris Agreement and the Science Based Targets initiative (SBTi)—a corporate climate action organization that enables companies to play their part in combating the climate crisis. The closer we get, the louder the calls for deep emission cuts. Prepare today, those who wait will be left scrambling.

# why does carbon take all the air out of the room?

Limiting global warming to 1.5°C, or well below 2°C, is non-negotiable. In regions with lower per capita emissions and deeper social challenges, climate disruption poses the greatest threat. The collapse of ecosystems, food systems and economies are a real risk. The good news? There's still an opportunity for change, but we need to act now.

#### focus where it matters

When thinking about meetings and events, reducing waste and carbon is the primary opportunity we must address. Ask questions such as: Which destination would reduce air travel? Does the venue have a sustainable meetings and events program, use clean energy and manage water and waste effectively?

# start measuring your events' impact

5

You can't reduce what you don't measure. Fortunately, robust and accessible carbon calculators tailored for events have emerged in recent years. If you want to find out more about our tools including our carbon calculator, see page 12 for more information.

#### a new pact for impact

6

We tend to value what we can see. That's why eliminating plastic bottles gets more traction than reducing air travel or energy use. Start with the big levers—transport, energy, water, food waste—and don't neglect the symbolic wins that engage your audience, like eliminating single-use plastics.

## good for the planet, good for our hearts and minds

Eco-anxiety affects more than a billion people worldwide. A 2021 study in The Lancet Planetary Health, surveying 10,000 people aged 16-25 across 10 countries, found that 60% were very or extremely worried about climate change. Almost half said it affected their daily lives. Events are powerful communication tools. Showing your teams that your organization is committed to sustainability—and inviting them to take part—can boost engagement and increase a shared sense of purpose and hope.

#### team up

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Sustainability is a collective effort that requires collaboration across departments, partners and industries with a culture of shared responsibility. Empower your teams, educate your clients and build alliances. The transformation we need won't happen in silos. For an example in action, read about our IMPACT event. See page 30.

### refuse. rethink. reduce.

Refuse. Rethink. Reduce. These three actions can help event planners cut waste, use fewer resources and design more sustainable experiences. They offer a simple, practical way to make better choices at different stages of the event lifecycle.

#### **REFUSE**

Say no to what's not needed. Skip giveaway and promotional items that often end up as waste, cut down on unnecessary decorations or equipment, and challenge "we've always done it this way" thinking.

#### RETHINK

Could you deliver the same impact in a different way? Try digital agendas instead of print, or create moments that connect people without giving them stuff.

#### REDUCE

Use less wherever you can-from fewer build materials and printed signs to simplified menus and smaller footprints.

#### there's still hope

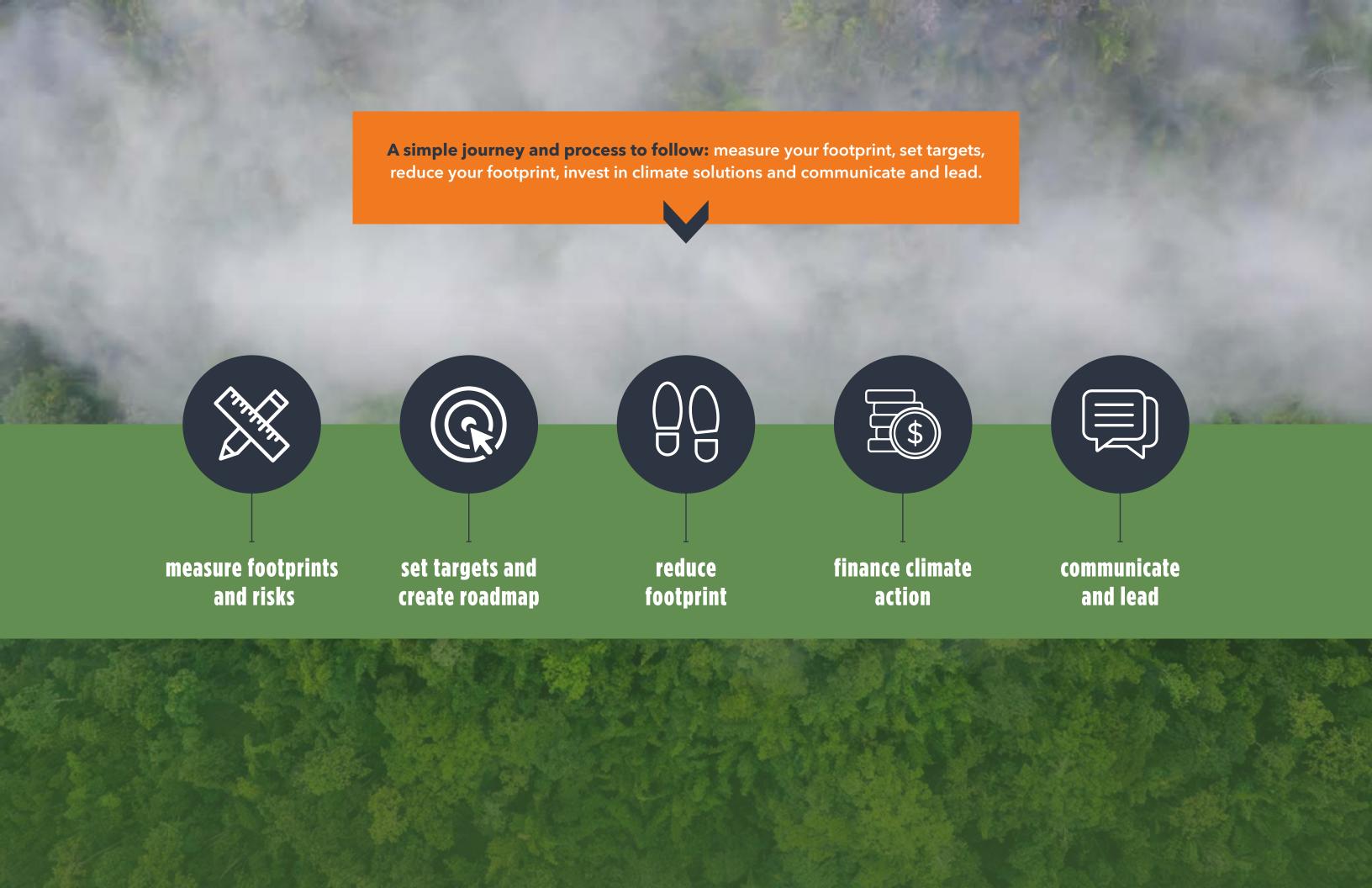
The meetings and events industry has made significant progress in recent years with growing investment and real commitments to reducing carbon emissions. What began as small initiatives like zero-plastic events has evolved into a powerful movement driving meaningful change. Together, the industry is shaping a more sustainable future, proving that positive impact is both possible and within reach.



- **Plant loss:** Plants that will lose at least half their numbers
- 1.5°C = 8% vs 2°C = 16%
- Insect loss: Insects that will lose at least half their numbers

1.5°C = 6% vs 2°C = 18%

Source: ActiveSustainability.com





### supports clients

Our vision is to be the world's most sustainable meetings and events agency. We aim to cut emissions by 35% between 2024 and 2030.

In 2024, BCD M&E appointed
Thiago Araujo as global sustainability
director. This appointment further
advances BCD's mission to drive
sustainability across corporate travel,
meetings and events.



#### sustainability toolkit

Our Sustainability Toolkit empowers clients to integrate sustainability into their meetings and events programs. We are dedicated to continuously investing in and improving our tools to offer the best solutions for measuring and enhancing the sustainability of events.

These include:

- **⊘** Carbon Calculator
- **⊘** Venue Scorecard
- **V** Event Planning Checklist

#### maturity model

Our Maturity Model allows us to benchmark our global strategic clients on the status of their program across a number of key factors. Sustainability, DE&I and wellness are three of the 16 categories incorporated as part of this review process. Our analysis shows us that many of our clients are still in the "Development" phase of their Sustainability, DE&I and wellness strategies for their programs. To assist them in their journey to "Performing" and, ultimately, "Leading" programs, we work closely with our clients to guide them in developments and communicate best practices.

Discover how our Maturity Model drives program success.



In 2024 we saw the Venue Scorecard influence our customers to choose the venue that best meets their sustainability criteria more than 96% of the time, over and above other venues.\*

Selected from our menu of more than 40 options, the top ten most-asked questions by our clients were:

#### venue scorecard

We use a robust sustainability scorecard framework that includes more than 40 criteria to assess a venue's environmental impact. To ensure relevance and alignment with each client's goals, we conduct a workshop to identify the sustainability factors that matter most to them. These criteria are then applied during the sourcing process, whether through our proprietary tools, where data capture is built in or by integrating with a client's preferred sourcing platform. This ensures venues are assessed consistently and transparently against their selected sustainability objectives.

Do you have sustainability credentials such as an ISO accreditation, carbon neutral construction or LEED certification?

Is your venue well serviced by public transport options?

- Do you conduct due diligence to ensure that forced labor, human trafficking and slavery do not exist within your organization or supply chain?
- Is your electricity provided by sustainable energy suppliers or renewable sources?

- Do you have policies in place to limit the use of single-use plastics? Including straws, single-use bottles, etc.
- Do you have a comprehensive waste management policy in place?

Do you have a workforce diversity, equity and inclusion policy?

9 Are your standard banquet menus based on locally available, in-season ingredients?

- As a standard, do you reduce food waste through donations, composting or other measures?
- Do guest rooms implement energy-saving lighting, climate control and smart water management?

<sup>\*</sup>They have chosen the venue with the highest % score relating to meeting their sustainability questions.

#### steps to

### sustainability in events

Act now to make your meetings and events more sustainable.



#### measure the carbon footprint of your event

Carbon measurement doesn't have to be all-or-nothing. Start small and be transparent. Decide which aspects of your event you'll measure. Many organizations begin by tracking three to five key areas, such as:

- Attendee transportation
- Accommodation
- Catering
- Energy
- Waste

This creates a baseline you can compare across events. Over time, you'll build a per-capita emissions figure, helping you assess options and make better-informed choices.

#### tools to explore

#### Climeet

Climeet is a leading carbon calculator built specifically for the event industry. It provides standardized emissions accounting through an intuitive platform that helps event organizers assess and reduce environmental impact without needing technical expertise. Users can model multiple scenarios across the full event scope, including travel, freight, energy, catering, accommodation, waste and digital-related emissions. The tool automates calculations, offers built-in reduction scenarios, a quick-estimate feature for early planning, and generates shareable reports aligned with Corporate Social Responsibility (CSR) goals and stakeholder expectations.

#### Trace by isla

Trace is a carbon measurement platform designed specifically for the events industry by isla. It enables organizers to capture emissions data across key event components such as travel, energy, catering and materials. With built-in benchmarks and reduction guidance, Trace supports data-driven decision-making and helps align event planning with sustainability goals. The platform also generates clear, actionable reports to support stakeholder engagement and ongoing improvement.



two

### strike a balance between actions that drive impact and actions that drive engagement

When planning sustainable meetings and events, it's important to understand the difference between what makes a real environmental impact and what drives high engagement from attendees. Some actions do both. Others might feel meaningful but have limited impact.

- Single-use plastics (like water bottles) are a focal point that have received a lot of attention over the past few years. However, the overall environmental impact at an event level is relatively low.
- Air travel is one of the biggest drivers of event emissions, yet suggesting someone skips a trip can feel exclusionary or unpopular-it's low engagement, even if it's high impact.

three

#### use venues with robust sustainability certifications

Where possible, prioritize venues with credible sustainability certifications. In some regions, perfect options won't exist, but valuing real effort still drives progress.

Travalyst–Founded by Prince Harry, The Duke of Sussex, Travalyst is a not-for-profit coalition of major travel and tech brands–including BCD, Booking.com, Google and Mastercard–working together to make sustainability information clear, credible and consistent across the travel industry.

By aligning standards and sharing data, Travalyst helps travelers make more informed choices and supports industry-wide collaboration for a more sustainable future.



#### eliminate red meat from your menus

Reducing or removing red meat from your menu is one of the simplest ways to lower your event's carbon footprint.



### pilot initiatives to understand challenges and impacts

You don't have to tackle everything at once. Start small. Piloting makes sustainability real and measurable. It's often the first step to getting wider buy-in across your team or business.







#### compensate / contribute / invest

Cutting emissions is essential but it's only one part of the solution. We also need to restore and protect the planet's natural ability to absorb carbon.

Nature-based solutions like reforestation, soil regeneration and wetland restoration play a critical role. According to the **UN Environment Programme** (UNEP), around 49% of the CO2e reductions needed by 2050 could come from these kinds of projects.

• That's where carbon credits come in. We recommend working with trusted partners that support high-quality, nature-based carbon projects. One example is **GoodCarbon**—a platform that helps businesses identify, measure and invest in nature-based carbon removal projects. It enables organizations to take measurable climate action by investing in verified solutions such as reforestation, regenerative agriculture and blue carbon ecosystems. With transparent project data and impact reporting, Good Carbon supports companies in aligning offset strategies with broader sustainability goals and communicating climate contributions to stakeholders.

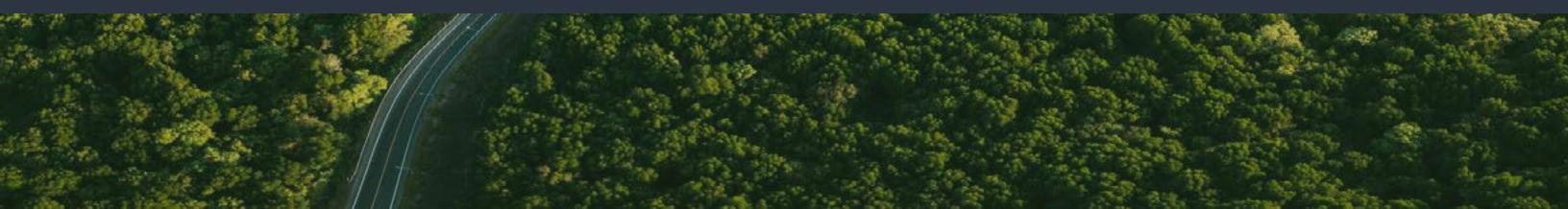
# Seven

#### collaborate

Sustainability isn't something you can do alone. It's hard to make real progress in isolation–collaboration is essential. That's the thinking behind the UN's Sustainable Development Goal 17: Partnerships for the Goals.

Start by valuing the partnerships with like-minded organizations. For example:

- Qondor–A platform used by meetings and events companies that offers solutions in areas such as attendee and project management and sustainability reporting.
- Hotel partners–More and more hotel brands offer sustainability tools for measuring the impact of meetings and events and have extensive initiatives to address their own sustainability goals.
- Destinations–Many have significant sustainability initiatives and tools in place for groups to take advantage of to track against impact, using the destination's own best practices in event programs.

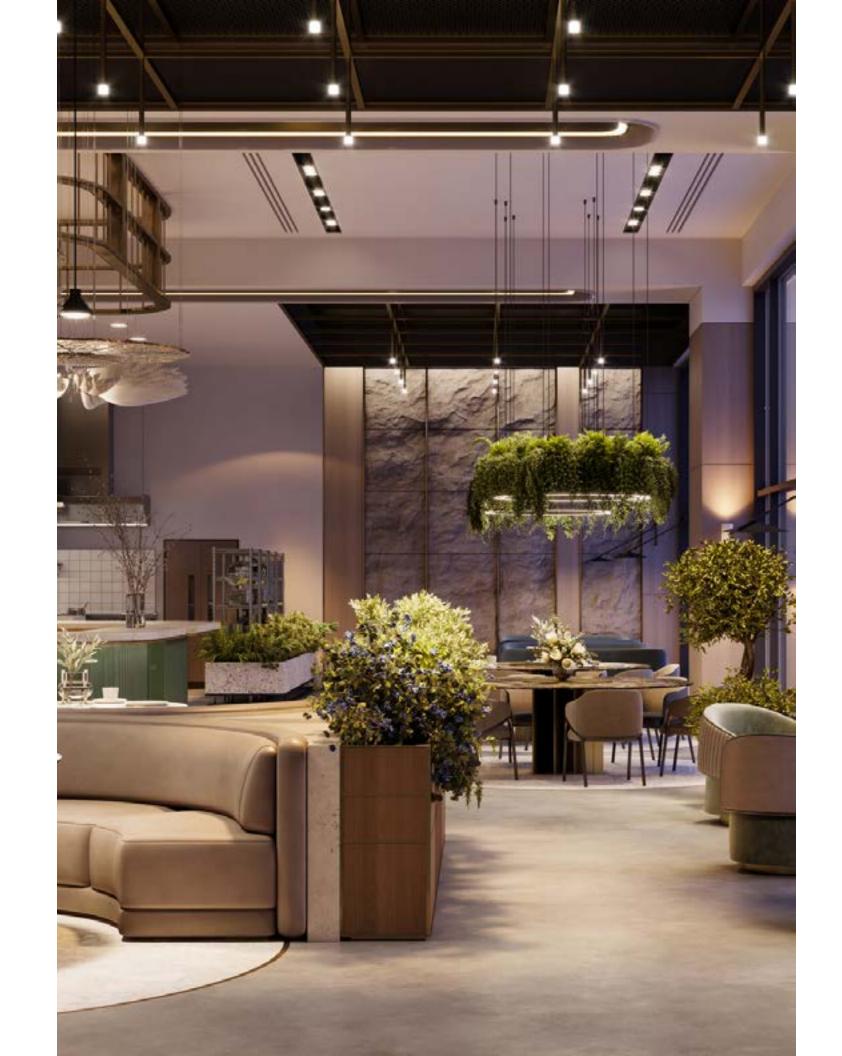




#### hotels and sustainability

Accor's CSR strategy centers on rigorous corporate-level measurement, powered by digital tools, data analytics and external validation aligned with the UN Sustainable Development Goals. Across its global portfolio, over 85% of hotels deploy carbon measurement systems, feeding into a centralized ESG platform where KPIs—such as Scope 1–2 emissions, food waste and single use plastics—are quantified and tracked annually. In Meetings & Events, Accor leverages a carbon calculator to model emissions for stays or events in any property. By 2030, Accor is committed to reducing its Scope 1 and 2 greenhouse gas (GHG) emissions by 46% and its Scope 3 emissions by 27.5% and to ensure that 50% of the menu options in its restaurants are vegetarian. Third party verification, science based targets and annual ESG dashboards ensure transparency, comparability and continuous improvement.

**Hilton's** commitment to making a positive impact through <u>Travel</u> with <u>Purpose</u> is driven by the strength of its people, its hotels and the communities it serves. They are creating more sustainable stays for their guests with a relentless focus on responsible business practices to ensure they operate with accountability, integrity and transparency. Central to this effort is aligning with customers to advance their impact objectives, by supporting customers to host more sustainable meetings and events while giving back to their communities through <u>Meet with Purpose</u>, Hilton's responsible meetings and events offering. To learn more visit Meet with Purpose.



**Hyatt's World of Care** initiative is deeply embedded across all areas of its business and brings the company's purpose to life through its actions in advancing care for people, the planet and responsible business. Their environmental framework includes focus areas related to climate change and water conservation, waste and circularity, responsible sourcing and maintaining thriving destinations. Key 2030 targets include a science-based target to reduce greenhouse gas emissions and cut food waste to landfill in half. Hyatt hotels welcome the opportunity to work with customers to advance shared sustainability priorities. To this end, participating hotels provide information about their sustainability initiatives through their Event Experience Guide, helping facilitate collaboration on these topics with meeting planners.

**IHG Hotels & Resorts (IHG)** launched <u>Journey to Tomorrow</u> in 2021, a 10-year plan to help shape the future of responsible travel together with those who stay, work and partner with them. Aligned to the UN Sustainable Development Goals (SDGs), it's a powerful framework for how IHG can focus its efforts to deliver its purpose of True Hospitality for Good in five key areas: people; communities; carbon & energy; waste; and water.

To support meeting and event planners in delivering more sustainable event experiences, IHG offers a global sustainable meetings program called **Meeting for Good**. With over 500 participating hotels globally, the program focuses on initiatives that focus on minimizing waste, conserving energy, and embracing digital solutions. Key features include digital initiatives, reduced HVAC and lighting policies, food waste reduction, locally sourced and plant-based menu options and single-use and plastic-free meeting setups.

Marriott International is committed to making a positive and sustainable impact wherever it does business through its sustainability and social impact platform, Serve 360. The company and its portfolio are driving progress towards its 2025 Serve 360 Goals through a variety of sustainability programming and reporting. An extension of Serve 360, Connect Responsibly with Marriott Bonvoy Events, supports sustainability efforts in meetings & events. From providing meeting impact reporting, access to carbon offsets, using responsibly sourced ingredients, reducing single-use items and tackling food waste, Connect Responsibly can help event planners and attendees meet their sustainability objectives.

Within the Connect Responsibly program, the Meeting Impact Report provides organizations with key sustainability measurements from their events. The report captures event details, sustainability practices implemented and displays the calculated carbon and water footprints of the event, based on industry methodologies. It also highlights property-specific sustainability practices utilized during these meetings.









Seattle is a leader across North America in eco-urban planning. This city surrounding the fresh-water Lake Washington is full of green spaces, bike trails and an environmentally integrated urban agenda. We chose to highlight Seattle for its impressive efforts towards carbon neutrality and alternative transportation options.

#### strengths

- Green spaces: Seattle is full of green spaces, parks and natural adventure. Just outside the city you'll find national parks, mountain ranges and an ocean view.
- Commitment to electric vehicles: By 2030, all Seattle rideshare vehicles will be electric, and King County Metro aims to have all its buses charged with renewable energy by 2035. Charter bus company MTRWestern has a similar goal: 15% of its fleet will be electric by 2025.
- Light rail: In the city of Seattle, the electric powered Link light rail runs from the airport to the downtown center, making attendee arrivals and departures seamless and eco-friendly. Over 78% of the power the city delivers is generated from carbon-neutral hydroelectricity.

#### indicators & stats

- In 2023, Seattle became the only U.S. city selected as a Role Model City for The United Nations' Generation Restoration program.
- Seattle Convention Center Summit building was certified as LEED Platinum last year. The Arch Building is also LEED Silver.

#### hotel recommendations

Populus Seattle hotel is the city's first carbon-positive hotel, meaning that the hotel offsets more carbon than they produce. They do so by planting a tree per guest and night of stay—one night, one tree. The adaptive reused 100+ year-old building now the Populus, features a restaurant committed to zero waste and prioritizing locally sourced and seasonal menus.

1 Hotel Seattle, another sustainability-centric hotel. On its way to LEED is Silver certification, the hotel's mission is rooted in the harmony of luxury stays, city living and sustainability. During its construction, 75% of the waste was diverted from landfills. The hotel maintains sustainability by using strategic water systems to limit waste and saving energy by incorporating light sensors throughout.





San Jose, Costa Rica, one of the most biodiverse destinations in the world is leading the industry of eco-tourism. Within the city center, reforestation is a priority with efforts to create urban forests helping capture more carbon, improve wellbeing and control temperatures. Costa Rica is a leader in creating policies to protect land and reduce emissions, which is why we chose San Jose as a top destination for groups looking for an eco-friendly immersive experience.

#### strengths

- **Biodiversity:** Costa Rica is home to approximately 5% of the world's biodiversity, featuring various ecosystems, including rainforests, cloud forests and coral reefs. This rich natural heritage supports numerous species, many of which are endemic.
- Electricity from renewable sources: The country boasts a commitment to clean energy, generating around 99% of its electricity from renewable sources, including geothermal, hydrogen, wind and solar energy.

#### indicators & stats

- Protected land: Approximately 30% of the country's land area is designated as protected, encompassing national parks, wildlife reserves and preserves. This commitment to conservation helps protect habitats and fosters eco-tourism.
- Certificate of Sustainable Tourism: Costa Rica has implemented a certification program for sustainable tourism, encouraging hotels and businesses to adopt environmentally friendly practices, contributing to the preservation of its natural resources. This certificate is recognized by the United Nations.

#### hotel recommendations

The **Balmoral Hotel** a regenerative hotel and a leading example of the efforts of conscious urban restoration. Located in the heart of the historic district, Balmoral Hotel is actively involved in sustainable tourism practices and implementing eco-conscious amenities.

Xandari Resort & Spa, located just outside of San Jose, emphasizes sustainability with its eco-friendly design and practices. The resort is Certification for Sustainable Tourism (CST) certified, and features organic gardens with onsite composting and a Plant-a-Tree program which allows guests and employees to take part in reforestation. The Xandari serves local cuisine and offers activities like hiking and birdwatching, allowing guests to engage with Costa Rica's rich biodiversity.





Cairns, a vibrant hub for tourism, attracts visitors with its stunning natural landscapes and eco-tourism opportunities. As a city where 70% of its economy is driven by tourism, Cairns is committed to sustainability, ensuring that visitors can enjoy its beauty while contributing positively to the environment.

#### strengths

- Reef restoration, Great Barrier Reef: The cost of visiting alone helps fund research and resiliency projects dedicated to preserving this UNESCO World Heritage site.
- Eco-tourism: The North Tropical Highlands is rich with eco-tourism opportunities, ranging from underwater adventures to scenic cable car rides through the rainforest. Organizations like Ecotourism Australia and EarthCheck ensure that excursions align with environmentally sustainable practices, offering certified experiences that cater to various group preferences.

#### indicators & stats

- Most eco-certified destination in Australia: Cairns is currently home to 72 eco-certified companies, with 27 more currently in the process.
- Member of the Queensland Tourism Climate Action Plan: This plan aims to achieve carbon net zero by 2050. In pursuit of this goal, Cairns is implementing electric buses, supporting community reforestation efforts and consulting with indigenous groups to promote best practices.

#### hotel recommendations

Green Island Resort is a boutique resort located at the doorstep of the Great Barrier Reef. 40 minutes from the city, the resort has held the Advanced Ecotourism Certification for over twenty years and has been inducted into Australia's Eco-tourism Hall of Fame. Some of the hotel's best practices include advanced composting systems, solar-powered energy and reducing disposable plastics as much as possible.

Pullman Cairns International, an official Sustainable Certified Hotel, is a luxury option within the city limits. The Pullman opts for bamboo room cards instead of plastic, incorporates energy-saving measures and the onsite restaurant prioritizes locally sourced ingredients. Additionally, the eco-tours offered by the hotel support ecological initiatives that promote the conservation of local habitats.





Stockholm stands out as a premier sustainable destination for meetings and events in Europe. Renowned for its environmental innovations, the city uses a significant percentage of renewable energy sources, including hydro and wind power. We chose to feature Stockholm because its mix of modernity and nature make it an ideal destination for an environmentally conscious gathering of any size.

#### strengths

- Renewable energy: Stockholm has made significant investments in hydroelectric power from the numerous rivers in the region and wind energy from strategically located farms. The city aims to be fossil fuel-free by 2040.
- Food waste reduction: Stockholm is actively promoting initiatives to reduce food waste through campaigns and educational programs aimed at both consumers and businesses. This includes partnerships with local restaurants that prioritize using locally sourced and organic ingredients, as well as redistributing unsold food to charities and food banks.
- Waste management: The city has implemented an advanced waste management system. This includes sorting dry waste to recover recyclables, an efficient composting program for organic waste and a robust incineration system that converts non-recyclable waste into energy. As a result, a significant portion of waste is diverted from landfills.

#### indicators & stats

- Stockholm is ranked 30th in the Global Destination Sustainability Index, showcasing its commitment to progressive sustainability initiatives and infrastructure.
- Stockholm was one of ten European cities awarded with the EU mission label, recognizing the city's commitment to achieve carbon neutrality by 2030.

#### hotel recommendations

Radisson Blu Waterfront Hotel, this hotel has one of the most energy-efficient buildings and has implemented multiple green initiatives, including a commitment to sourcing sustainable, local food in its dining offerings.

Haymarket by Scandic, awarded "The Nordic Swan," one of the most rigorous eco-labels in the Nordics, this hotel emphasizes sustainability in its design. It utilizes recycled materials and offers guests the flexibility to choose their preferred housekeeping services.

Elite Hotel Arcadia, this hotel has earned the "Green Key" eco-label and prioritizes sustainability by integrating energy-saving technologies across its facilities. Additionally, it actively participates in local environmental programs aimed at reducing its overall carbon footprint.





Scotland's capital city stands out among one of the most sustainable destinations in the UK. From beautiful gardens to endless castles, there is no shortage of natural and historic beauty to admire as a visitor. Edinburgh is quickly becoming a leader, not only in the UK but across the world as a desirable destination working toward rigorous sustainability goals.

#### strengths

- Green spaces: Edinburgh is home to a plethora of parks and gardens, including Holyrood Park and the Royal Botanic Garden, which contribute to the city's urban biodiversity and provide residents and visitors with beautiful, natural environments.
- Public transport usage: The city is easily accessible via public transportation or walking. Approximately 30% of residents use public transport regularly.

#### indicators & stats

- The city was named **the most sustainable destination** by the World Travel Awards 2023
- **Green certification:** Over 20% of hotels in Edinburgh have environmentally-friendly certifications, such as Green Key or Eco-certification.

#### hotel recommendations

The Glasshouse, Autograph Collection: Behind the gothic façade, The Glasshouse maintains its iconic historic charm since its conception in 2000 while innovating for modernity and sustainability. The hotel features a green roof that helps to insulate the building and reduce energy consumption. Additionally, the hotel has implemented water-saving measures, such as low-flow fixtures and rainwater harvesting.

Hotel du Vin Edinburgh is majority powered from renewable electricity sourced from wind power. The hotel also prioritizes guest health and environmental safety by using chemical-free cleaning solutions throughout the property. Additionally, Hotel du Vin aims for a minimum waste recycling target of 70%, ensuring that a large portion of its waste is diverted from landfills and repurposed sustainably.

#### bcd m&e impact event

### case study

#### driving sustainability in events

The purpose of our IMPACT event is to create a collaborative space for cross-industry learning, peer-to-peer connection and honest conversations about the importance of sustainability in meetings and events. We gathered strategic clients and key industry players to think about solutions for the future of the industry.

The event assembled senior stakeholders from procurement, events and sustainability for a transformative 36-hour event dedicated to integrating sustainability into strategic meeting management programs.

Key discussions revolved around data and measurement, emphasizing the importance of tracking carbon emissions and social value. They also explored offsetting strategies, including the role of nature-based solutions. Another focus was budgeting for sustainability, challenging the misconception that sustainable choices always come at a higher cost.

Participants concluded the event with a PACT TO IMPACT, committing to bold sustainability leadership, transparent communication and the continued education of colleagues and clients. Pledges included enhancing ESG alignment, supporting clients in sustainability strategy development, increasing the visibility of sustainability efforts and engaging leadership in decision-making.

These commitments lay the foundation for ongoing action, with planned follow-ups that include a virtual event where attendees will share progress and insights. BCD M&E is also working closely with several clients to identify opportunities for more sustainable events—exploring how integrated planning can reduce environmental impact and deliver measurable benefits across the event lifecycle.

By building an engaged community of sustainability ambassadors, BCD Meetings and Events is leading the charge in rethinking how business events contribute to a more sustainable future.



### performance snapshot across bcd

people

#### **Increasing positive** social impact

projects

countries

through our Making a Difference program, growing our support for children in our local communities.

#### **Increasing industry** awareness of human trafficking

of employees completed mandatory annual human trafficking awareness training.

#### **Increasing employee net** promoter score\* DE&I score

DE&I employee engagement score, placing us in the top 5% of companies.

\*eNPS = a way of measuring employee satisfaction

#### **Reducing our emissions**

reduction of our Scope 1 & 2 emissions against our

reduction of our Scope 3 emissions against our

Scope 1 & 2 refer to emissions we directly control, like company vehicles and energy use in our buildings. Scope 3 covers indirect emissions, like business travel and our supply chain.

#### **Purchasing renewable electricity**

renewable electricity consumption globally.

#### Maintaining global coverage of environmental, health and safety (EHS) management

planet

of majority-owned countries covered by ISO 14001 & 45001 certification internationally recognized standards that help organizations improve their environmental and health & safety performance.

#### **Achieving Platinum EcoVadis rating**

Placement of all companies assessed by EcoVadis-a leading platform that rates companies on sustainability and ethics.

#### **Enhancing supplier due diligence**

 $% \mathbf{0} \mathbf{0} \mathbf{0} = \mathbf{0}$  of top-spend suppliers assessed through new assessment tool.

#### **Educating employees** on ethical practices

of employees completed annual Code of Conduct training.

#### **Growing client** sustainability services

increase in Advito Sustainability Consulting practice sales.

#### **Developing sustainability products**

Read **BCD Travel's Report** 

progress

Across the industry, we've seen what's possible when companies commit to smarter, more sustainable choices. We encourage you to take the next steps on your sustainability path and keep the conversation going. Whether you're just starting or ready to scale, there are simple, proven actions you can take right now. Remember you don't have to figure it out alone.

Ready to put sustainability into action?

- let's talk

