



RIO+20 CORPORATE SUSTAINABILITY FORUM EVENT SUSTAINABILITY REPORT



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PREPARED BY MCI SUSTAINABILITY SERVICES AND WINDMADE FOR



SEPTEMBER 2012



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INTRODUCTION

THE UN GLOBAL COMPACT is committed to leading by example and demonstrating ethical and sustainable operating practices within its own operations and events. As a result, the UN Global Compact aimed to minimize the environmental impacts of the Rio+20 Corporate Sustainability Forum.

This summary report prepared by MCI Sustainability Services and WindMade, the official Sustainability Partner of the event, provides a sustainability assessment of the Rio+20 Corporate Sustainability Forum. It details a perspective of the environmental footprint of the event and an analysis of the event management system and process concerning sustainable event practices. Recommendations are provided for potential improvements of the sustainable performance of future events.



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EVENT BACKGROUND

HOSTED BY THE UN GLOBAL COMPACT, in cooperation with the Rio+20 Secretariat, the UN System and the Global Compact Local Network Brazil, the Rio+20 Corporate Sustainability Forum (15-18 June 2012) was organized to bring greater scale and quality to corporate sustainability practices, as a critical contribution to sustainable development. As a showcase for innovation and collaboration, the Forum was designed to be a launching ground for widespread action. With more than 2,300 registered participants and hundreds of Government delegates in attendance, the Forum featured over 120 sessions focused on six themes central to the Rio+20 agenda: Energy & Climate, Water & Ecosystems, Agriculture

& Food, Social Development, Urbanization & Cities, and Economics & Finance.

The resounding message emerging from the Rio+20 Corporate Sustainability Forum was that the private sector is willing to be part of the solution and is moving ahead with force. Corporate innovation and collaboration on sustainability are gaining pace, and in many cases leading the way.

See www.compact4rio.org for more information on the event, or download the *Rio+20 Corporate Sustainability Forum Overview and Outcomes Summary Report*.

ORGANIZATION

THE EVENT WAS ORGANIZED by the UN Global Compact Office in New York, with assistance of international event management company MCI. The event was held in the Windsor Barra Hotel, Rio de Janeiro, Brazil. Creative production was provided by MCI, with technical production coordinated by Dorier. Local suppliers were used for audio-visuals, signage, printing and temporary staffing.

Sustainability advisory was provided by MCI Sustainability Services and WindMade, the official Sustainability Partner of the event.



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SUSTAINABILITY APPROACH



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COMMITMENT TO SUSTAINABILITY

THE UN GLOBAL COMPACT aimed to ensure that the Rio+20 Corporate Sustainability Forum was organized in alignment with the ten universal

principles of the UN Global Compact, and sustainable across the environmental, social and governance domains.

SUSTAINABILITY ISSUES

THE EVENT MANAGEMENT TEAM identified the following key sustainability issues and risks when planning the Forum:

- Low levels of awareness by suppliers of event sustainability issues;
- Waste created by stage set production, delegate communication and sponsors (paper hand-outs);
- Low level of maturity of the hotel's sustainability processes (waste, energy & measurement);
- Unreliable energy supply (in Brazil energy spikes and brown-outs are very common);
- Lack of availability and high price of organic produce.



SUSTAINABILITY OBJECTIVES

THE FOLLOWING sustainability objectives were set to lessen the environmental impact of the event:

| OBJECTIVE | STATUS |
|--|----------|
| Reduce local emissions created by the event by engaging the venue to implement a thorough sustainability program | Achieved |
| Go paperless - reduce paper waste by over 50% | Achieved |
| Divert 50% of waste away from landfill | Achieved |
| Procure renewable energy certificates to cover 100% of the electricity used | Achieved |
| Use over 50% of local produce for the meals | Achieved |





SUSTAINABLE EVENT MANAGEMENT ACTIVITIES

SUSTAINABILITY CONCERNS were addressed through all phases of event design and execution, including the following activities:

- **Strategic Planning:** The planning team leaders met to identify a strategy for the sustainable performance of the event and created customized targets.
- **Supplier Code of Conduct:** Inspired by the UN Global Compact, a Supplier Code of Conduct was prepared for the event, which was signed by all key event suppliers. It outlined clear expectations for supplier compliance to ethical, responsible and sustainable business practices.
- **Supplier Engagement:** Through a series of interviews, key suppliers were questioned about sustainable practices and were offered coaching and recommendations for improved results. In particular, MCI sustainability consultants worked with the Windsor Barra Hotel to improve waste management, catering and sustainability measurement processes.
- **Sustainable Procurement:** The event management team made a series of conscientious decisions in the purchasing of material and services. This included signage, congress bags, USB sticks, printing, catering, communications as well as the selection transport providers.
- **On-site Audit:** MCI Sustainability Services provided in-kind independent verification of actions on the part of the hotel, venue, catering, food and beverage, and transportation suppliers followed by a documentation of results.

EVENT IMPACTS

| IMPACTS | KEY PERFORMANCE INDICATOR | VALUE | GRI INDICATOR |
|------------------------------------|--|---------|---------------|
| ECONOMIC | | | |
| Investment in Event Sustainability | Total expenditure to improve event sustainability and offset emissions | 15,000 | EN 30 |
| Participation | Number of delegates (excl. government delegates) | 2,346 | |
| SOCIAL | | | |
| Stakeholder Engagement | Key suppliers signing sustainability (HR, LR, Enviro and corruption) clauses in contract | No cost | HR 2 |
| | Key supplies being evaluated for sustainability | No cost | HR 2 |
| Health and quality of air | Space designated smoke free in venue | No cost | LA 8 |
| Labor Rights | Employees covered by collective bargaining agreements broken down by region/country | No cost | LA 4 |
| ENVIRONMENTAL | | | |
| GHG emissions | Total carbon footprint (tonnes CO ₂ equivalent) * | 3,779 | EN 16, 17 |
| | Flight emissions (tonnes CO ₂) ** | 3,747 | EN 16, 17 |
| | Local transport emissions (tonnes CO ₂) | 14.61 | EN 16, 17 |
| | Venue based emissions (energy, waste) | 32.04 | EN 16, 18 |
| | Emissions per delegate (tonnes CO ₂) | 1.61 | |
| | Emissions offset (USD) | 12,980 | EN 26 |
| Energy | Total electricity consumed (Wh) | 71,400 | EN 4 |
| | Total diesel consumed (l) | 328 | EN 3 |
| | Total gas consumed (m ³) | 3,049 | EN 4 |
| | Renewable energy certificates procured (MWh) | 72 | |

| IMPACTS | KEY PERFORMANCE INDICATOR | VALUE | GRI INDICATOR |
|--|--|--------------|---------------|
| Water | Total water used (m ³) | 789 | EN 8 |
| Paper and materials usage | Sheets of paper used for printing | 1,800 | EN 1, 28 |
| | Carpet landfilled through event | 0 | EN 1, 27 |
| Waste management | Total waste from event (kg) excluding food | 1,970 | EN 22 |
| | Total recycling captured from event (total Kg) | 1,722 | EN 22 |
| | Paper (kg) | 550 | EN 22 |
| | Glass (kg) | 700 | EN 22 |
| | Metal (kg) | 122 | EN 22 |
| | Plastic (kg) | 230 | EN 22 |
| | Organic (food) waste | Not measured | EN 22 |
| | Other (kg) | 120 | EN 22 |
| | Waste diversion from landfill | 87% | EN 22 |
| Food | Number of meals produced | 13,117 | |
| | Percentage local food sourced for meals | 60% | EN 26, EO 9 |
| | Percentage organic food sourced for meals | 3% | EN 26, EO 10 |
| <p>* Please note: To compensate potential inaccuracies, a 10% buffer has been added to the total.</p> <p>** A Radiative Forcing Index (RFI) multiplier was not used for flight calculations as per the UN SUN guidelines on measuring non-CO₂ emissions on air travel. A 50/50 split between economy and business class was assumed for the calculations.</p> | | | |



SUSTAINABILITY PERFORMANCE



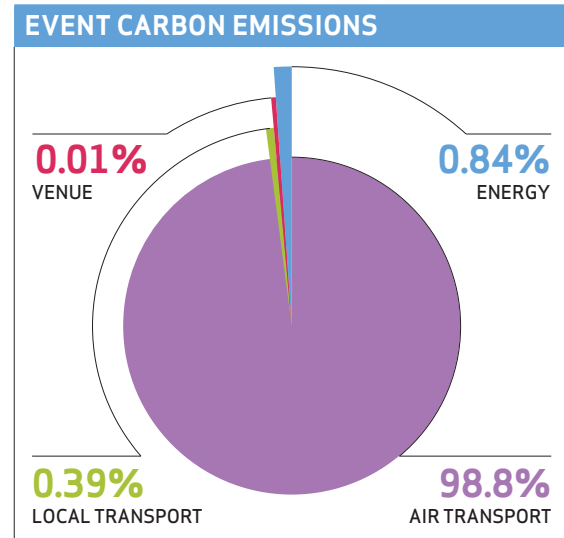
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EVENT-RELATED CO2 EMISSIONS

THE EVENT PRODUCED a total of 3,779 metric tons of CO₂ equivalent, or an average of 1.61 tons CO₂ equivalent per participant. This total is equivalent to to the entire annual emissions of Uganda.

As expected, the biggest CO₂ emissions impact originated from international air travel with 98.8% of total emissions, while other activities such as energy usage and waste only contributed 1.2% of the total.



EMISSIONS MEASUREMENT BOUNDARY

THE CARBON FOOTPRINT CALCULATION used for this report is based on the United Nations Guidelines for measuring the carbon emissions of events, as defined in the 2012 UN Sustainable Events Guide.

Greenhouse Gas Measurements for the Rio+20 Corporate Sustainability Forum consider delegate impacts, including travel but exclude food and paper impacts. It is estimated that 50% of the delegates flew business class and the remaining 50% flew in economy class.

| EMISSIONS MEASUREMENT BOUNDARY | | | |
|--------------------------------|--------------------------------------|---|-------------------------|
| Area | Sub-category | CO ₂ source | Data source |
| Transport | Flights Taxis Buses | Emissions from kerosene Emissions from biodiesel Emissions from biodiesel | Participant List |
| Venue | Electricity use, building operations | Emissions from electricity use (mixed source) | meters on site |
| Hotel | Electricity use, building operations | Emissions from electricity use (mixed source) | meters on site |
| AV | Electricity | Emissions from diesel | measurements on site |



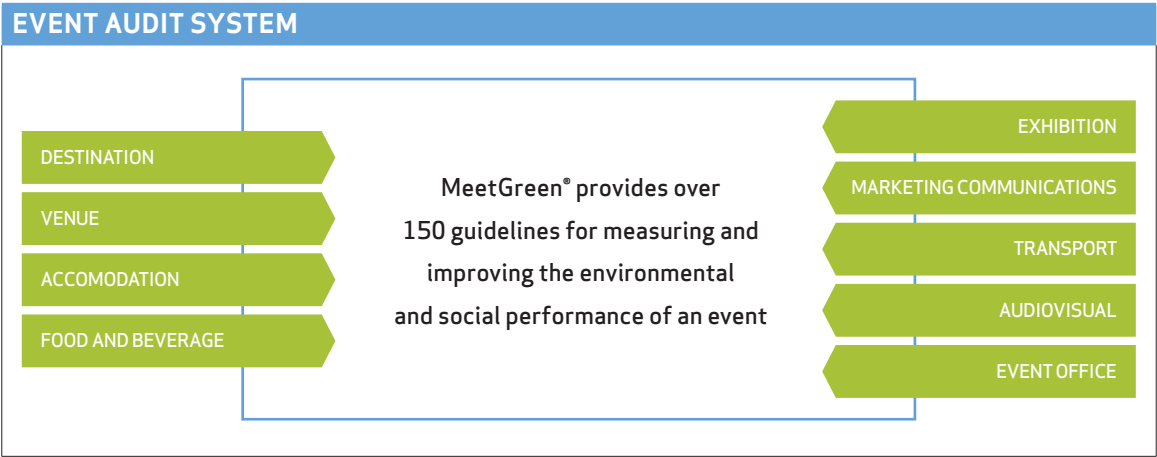


EVENT AUDIT SYSTEM

MEETGREEN® WAS USED as the system to evaluate the performance of the event management system.

MeetGreen® employs the philosophy of continuous improvement that challenges organizations to work to maintain and improve their environmental and social performance.

MeetGreen® aligns with the APEX-ASTM Environmentally Sustainable Meeting standards, and evaluates over 150 event criteria in nine separate categories to provide advice on how to increase the sustainability and business results of an event. A powerful reporting interface allows users to drill down and compare performance within categories (ie. Waste or Carbon Emissions) or benchmark with other events in the database.





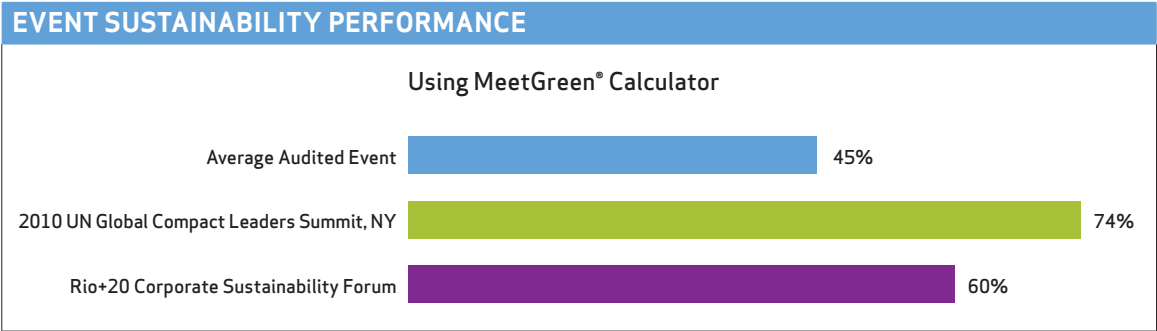
SUSTAINABLE EVENT MANAGEMENT PROCESS

PERFORMANCE

USING THE MEETGREEN® SYSTEM, the Rio+20 Corporate Sustainability Forum earned a total average score of 60%. For benchmarking purposes, the following chart compares the sustainability practices of the Forum against the 2010 UN Global Compact Leaders Summit and the average performance in the MeetGreen® system. The Forum score is above average, and demonstrates the results

of the event team’s commitment to improving processes and working with suppliers to increase event sustainability.

In order to better understand sustainable event management performance, the next chart looks at the different MeetGreen® categories.







SUSTAINABILITY
FORUM

GLOBAL COMPACT

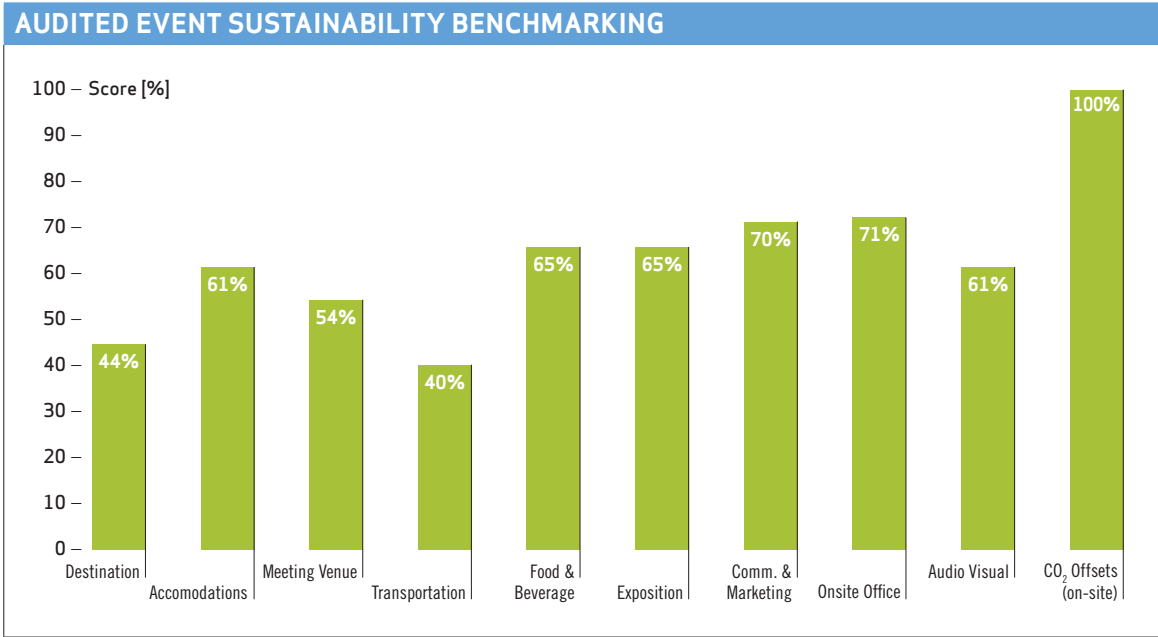
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FORUM

THE GLOBAL COMPACT

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In order to better understand individual areas of sustainable event management performance, the following chart highlights different MeetGreen® categories.



STRENGTHS AND WEAKNESSES

| AREA | KEY STRENGTHS | WEAKNESSES |
|-------------------------------|---|---|
| Destination | | Poor public transport offering. Low levels of sustainable event management experience within local supply chain. |
| Accommodation & Meeting Venue | Management of Windsor Barra Hotel were very committed to improving practices and made significant improvement in preparation of event. Significant improvement of recycling processes, resulting in over 80% waste diversion. Hotel started towel reuse, customer engagement and communication program. | The hotel did not have a formal documented sustainability strategy. Hotel had limited previous experience providing event measurement data, however with coaching reliable data was collected. More front of hotel recycling required. |
| Transportation | Venue and main hotel were in the same venue, which significantly reduced the need for transfers. Buses to Rio+20 were new and efficient. | Distance from airport and lack of public transport required most delegates to use taxis. |
| Food and Beverage | Over 70% of food was sourced locally (within 100 miles). Delegates were encouraged to use reusable water bottles and dispensers, resulting in a 25% decrease in plastic water bottles used. The paper cups used at the water dispensers were biodegradable. All other serving materials were reusable glass, crockery or cutlery. | Reusable water bottles were supplied but were not used frequently after they were allocated to delegates. Low availability and high cost of organic products, and lack of supplier awareness of sustainability in the area of food and beverage. |

| AREA | KEY STRENGTHS | WEAKNESSES |
|---------------------------|---|---|
| Exhibition | All shell schemes were hired and modular. Exhibitors were not allowed to provide paper brochures and reports. | |
| Communication & marketing | Excellent mobile application reduced paper usage to almost zero. Website and brochure communicated commitment to sustainability. Nearly all signage was electronic. No give-aways. Recyclable conference bag and limited paper inserts. | Unreliable WIFI connections. |
| Onsite Office | Paper usage reduced to minimal. All printer paper used was made from FSC certified stock. | Plastic water bottles used by staff. Large water filters/bottle were not supplied in staff rooms. |
| Audio Visual | Minimal carpet used on stage set. | Care should be taken to choose the most energy efficient AV equipment. |
| Offsets | 100% of the onsite emissions were offset using Gold Standard VERs. 31% of delegate emissions were offset. | |
| Electricity | 100% of the electricity used was offset using high quality renewable energy certificates based on Gold Standard VERs. | |



NOTEWORTHY INNOVATIONS



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THE WINDSOR BARRA HOTEL upgraded its recycling processes. All waste was separated and sold with profits supporting a local children's charity.



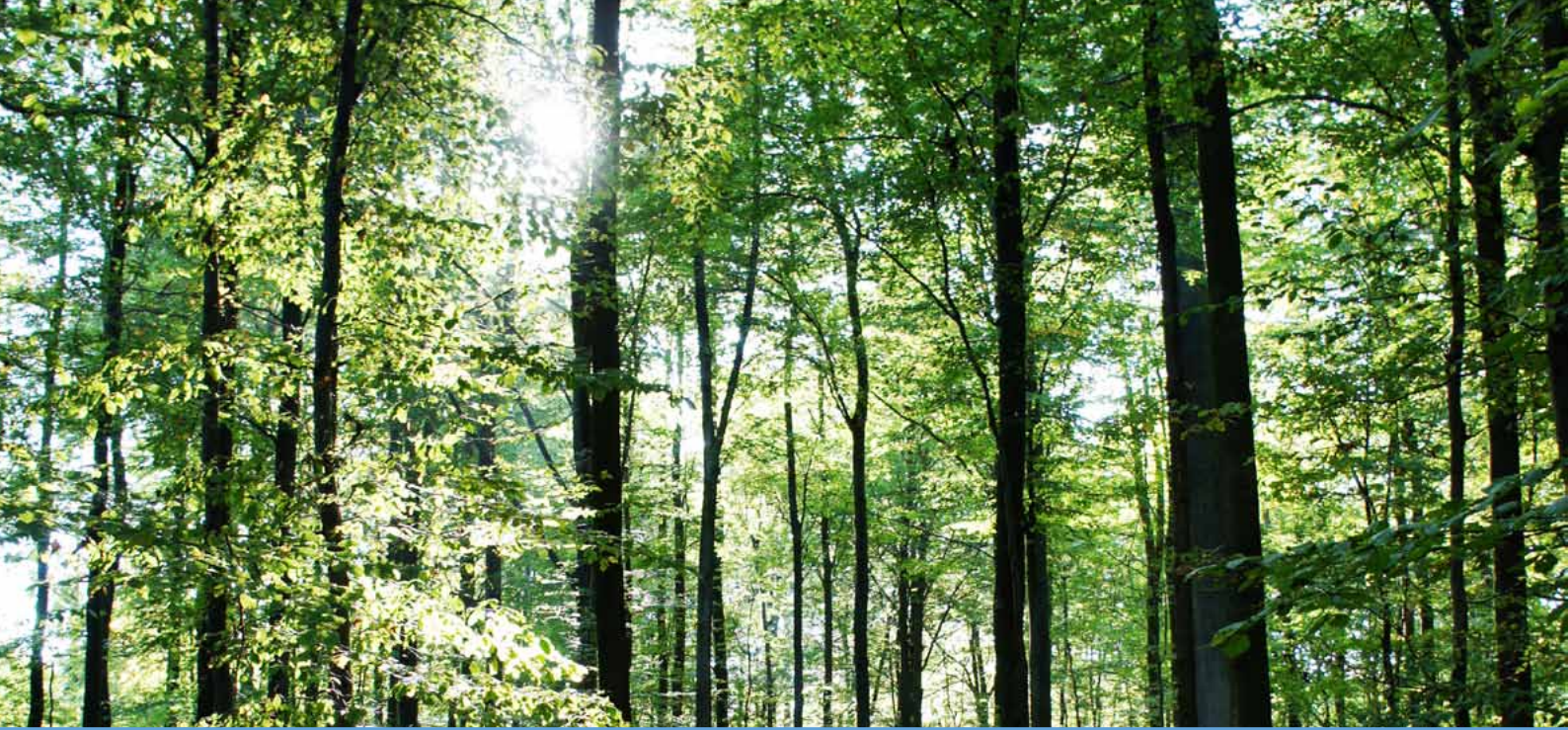


Following the UN's PaperSmart guidelines, there were no printed materials (publications, agendas, flyers, exhibitor handouts). This saved over \$15,000 in expenses.

Materials were made available to participants through a customized application for mobile devices providing an electronic compendium of information. Banners used scannable QR codes linked to the UN Global Compact website.







ELECTRICITY AND CARBON OFFSETTING



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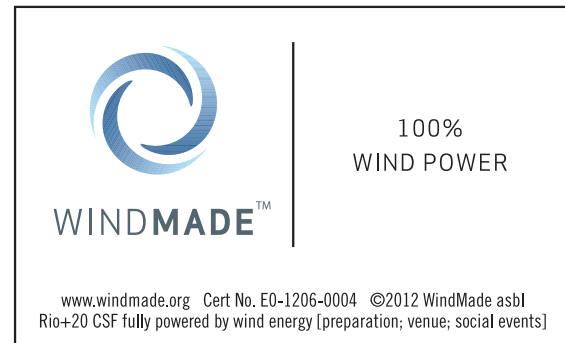


THE FORUM WAS the first ever UN event to be labelled WindMade. WindMade, the organization behind the first global consumer label for organizations using wind power, was the official Sustainability Partner of the Rio+20 Corporate Sustainability Forum.

Wind power procurement covered 100% of the Forum's electricity footprint, including event preparations at the UN Global Compact's offices, power usage at the Windsor Barra Hotel and electricity used at social events. In order to achieve this, the UN Global Compact procured the equivalent amount of GoldPower, a high quality energy-based product provided by Climate Friendly. The power is derived from a wind farm in Izmir, Turkey. This commitment is compliant with the requirements set out in WindMade's Events Standard.

Düzova is a wind power project located in the Province of Izmir on the West Coast of Turkey, which borders the Aegean Sea. The 30 MW project consists of 12 wind turbines standing 85 metres high with blades 100 metres across, producing more than 100,000 MWh per year, enough to supply power to 20,800 people.

Düzova not only supplies renewable energy to the grid but it also provides several socio-economic benefits to the nearby villages of Aşağıkırıklar and Yesikent. For example, the project developer



has supported the local village's primary school by helping to rebuild its main building and providing it with air conditioning and stationery.

The WindMade Events Standard also encourages event organizers to offset the remaining carbon emissions resulting from the event with Gold Standard certified carbon offsets. In order to achieve this, the UN Global Compact collected voluntary contributions of 45 USD from delegates during registration and used the totality of funds collected to offset carbon emissions, which were mainly generated by delegate air travel. It is estimated that the offset covered 31% of the emissions of delegates attending the Forum.¹ These offsets, which were provided by Climate Care, were derived from another wind farm, also located in Turkey.

¹ Since the event took place in the framework of the larger political Rio+20 meeting, it was estimated that the majority of participants did not travel specifically for the Forum.

The Aliğa Wind Farm is a 90 MW wind power project in the Izmir region of western Turkey, situated outside the village of Atcilar, near Bergama, making the most of the good wind resource in the Aegean region. A total of 36 wind turbines with 2.5 MW capacity each generate an average of 300,000 MWh of clean renewable electricity ever year, thereby displacing the predominately fossil fuel powered grid and generating approximately 200,000 tonnes of emissions reductions annually.

The baseline for this project is the fossil fuel rich Turkish Electricity Grid. Due to the high concentration of thermal plants in Turkey, the grid emissions factor is approximately 0.7 tonnes of CO₂ per MWh, as compared to the cleaner UK figure of 0.43 tonnes of CO₂ per MWh. The project issues Gold Standard certified VERs.



The Aliğa Wind Farm is a 90 MW wind power project in the Izmir region of western Turkey.

Düzova is a 30 MW wind power project also in Izmir, providing electricity and also socio-economic benefits to the nearby villages of Aşağıkırıklar and Yesikent.





RECOMMENDATIONS & CONCLUSIONS

RECOMMENDATIONS FOR IMPROVED SUSTAINABILITY

1. Consider implementation of the ISO20121 Sustainable Event Management System by the UN Global Compact.
2. Select a destination and venues that will improve sustainable results (i.e. catering, energy and recycling).
3. Start early. Create at the earliest moment a virtual sustainability team consisting of key suppliers of the event. Identify key issues and challenges early on, and ensure partner engagement.
4. Communicate sustainability expectations when sourcing suppliers. Include sustainability criteria during the site selection process and ensure integration into supplier and sponsor contracts, with accompanying penalty clauses.



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5. Include a community service event, and social enterprise suppliers of services and products to the event. This can help delegates connect with the local community.
6. Continue to improve the communication to exhibitors about sustainable practices and recognize increased performance.
7. Amplify communication of sustainability initiatives to delegates. Use storytelling to better communicate sustainability initiatives.
8. Continue WindMade program, promoting renewable energy by contracting with suppliers who purchase a minimum of 50% renewable energy or are WindMade labelled.
9. Include carbon offsetting costs within delegates fees.

CONCLUSIONS

The Rio+20 Corporate Sustainability Forum took responsible steps to implement an event in line with the UN Global Compact principles. Notable progress was made by working with event partners to improve performance in a region where event sustainability is a developing concept. With a commitment to continuous improvement and by implementing the practical recommendations outlined in this report, the UN Global Compact can continue to serve as a role model and guide for others in the meetings industry.

CREDITS

AUTHORS AND CONTRIBUTORS

This report was prepared by Guy Bigwood of MCI Sustainability Services and Angelika Pullen of WindMade. Valuable input and support was provided by Lila Karbassi of the UN Global Compact office, and Gina Van Dir, Luciana Belfort and Naina Goulart of MCI Brasil. Special thanks go to event suppliers, and particular thanks to Marcos Bezerra and his team at the Windsor Barra Hotel for their responsiveness and for their commitment to sustainable practices. Special thanks go to the following corporations: Amil, Braskem, Sinopec and Groupe Casino for their generous support as the Forum's Greening Sponsors.

ABOUT THE UN GLOBAL COMPACT

Launched in 2000, the United Nations Global Compact is a both a policy platform and a practical framework for companies that are committed to sustainability and responsible business practices. As a multi-stakeholder leadership initiative, it seeks to align business operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption, and to catalyze actions in support of broader UN goals. With 8,700 corporate signatories in 135 countries, it is the world's largest voluntary corporate sustainability initiative.

For more information, see www.unglobalcompact.org.

ABOUT MCI SUSTAINABILITY SERVICES

MCI is proud to be seen as industry thought leaders in sustainable event management and consulting. MCI is actively engaged in efforts to change the way the world meets through the promotion of smart, sustainable business solutions.

MCI has been the selected Professional Congress Organizer and Sustainability Guide for more than 130 of the world's leading events on sustainable development and the renewable energy sectors, including: The UN Climate Change Conference (COP15), the UN Conference on BioDiversity, the GRI Global Conference on Sustainability and Reporting, the Climate Group Asian Business Summit on Climate Leadership and the 2010 UN Global Compact Leaders Summit.

For more information, see www.mci-group.com/csr.



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ABOUT WINDMADE

WindMade is the first global consumer label for companies, events and products using wind energy. The WindMade label gives companies the ability to communicate their commitment to renewable energy in an intuitive and credible way, by being part of an independent certification programme.

WindMade's mission is to boost corporate investment in renewables and raise consumer awareness to the benefits of wind power.

WindMade was established as a co-operation between the UN Global Compact, conservation organization WWF, Vestas Wind Systems, the Global Wind Energy Council, Bloomberg, the LEGO Group and PwC.

For more information, see **www.windmade.org**.

CONTACT

In the interest of constant improvement, all ideas and comments about this report are welcome.

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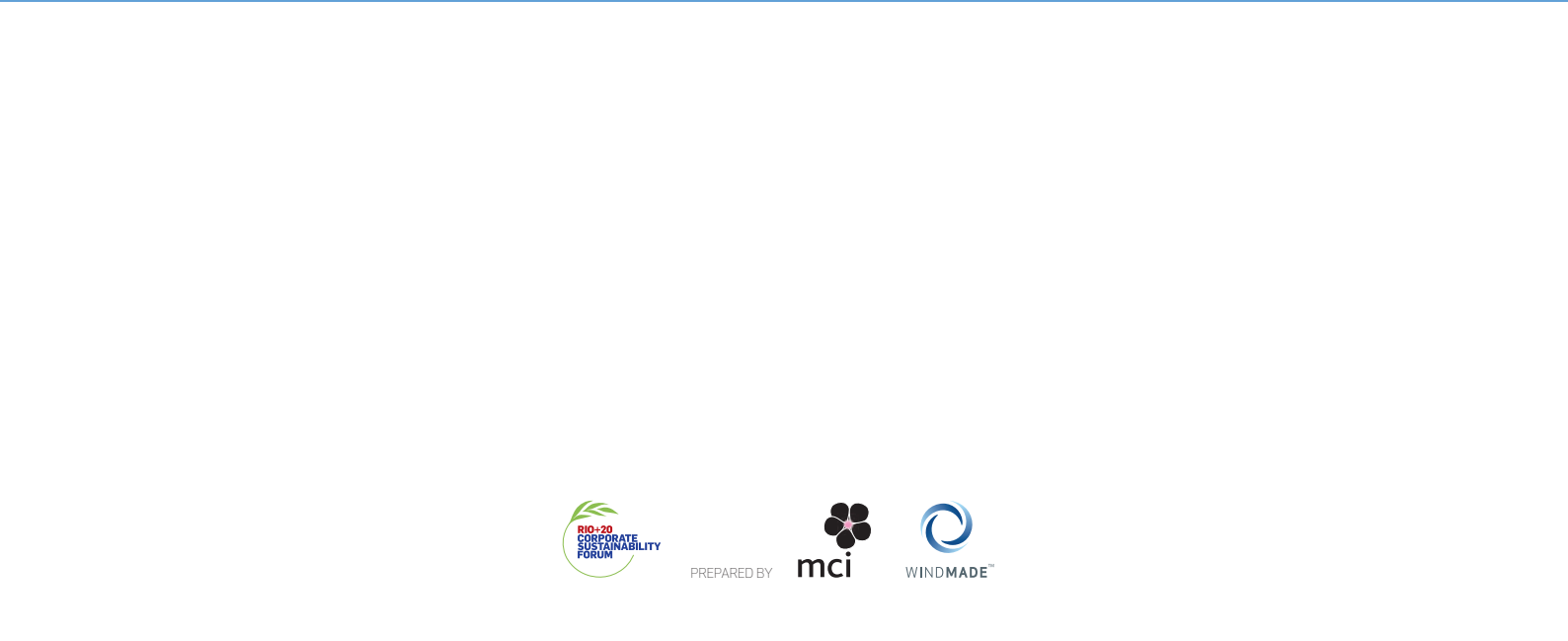
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