

Sustainability in Action!

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What is sustainability?

- Environmental awareness and action / Green issues
- Corporate social responsibility



Environmental awareness

- Growing demand for eco-friendly products and activities
- EU checklists
- Green credentials



“Meetings now must be environmentally responsible.

Instead of recyclable, meetings have to be 'non-waste'.

Greg Duffell
President and CEO
Pacific Asia Travel Association



Environmental awareness

- ASEAN Tourism Forum 2010 in Brunei
- Asian Overland Services' all-green conference
- Green meetings



CSR

- Growing social awareness
- CSR clauses
- MICE programmes with CSR component
- Activities: community reinvestment, grassroots projects, cottage industries





Himmapaan Foundation



Beluga School
for Life



Value of sustainability



Dollars and cents

Costs

Recycled paper

Biodegradable materials

Savings

Adopting sustainable practices, in the long run, leads to savings in water, electricity



Value of perception



Value of perception

The AIG effect

Backlash against lavish events

Image and brand

Responsible corporate behaviour



Value of perception

Impact

Shunning of “party” destinations

Pay more for good image

Willingness to incur hefty
cancellation charges



Conclusions

- Sustainability is in action
- More than just “green”
- Putting the heart into MICE
- Not yet the norm, but not the exception either
- New phenomenon: value of perception



Thank you!

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