



Transforming Your Destination Through Sustainability

December 2010
Presentation to EIBTM

GMIC

- Nonprofit membership based organization started in 2003
- Member of the Convention Industry Council (CIC)
- Co-created first green meeting guidelines
- Advocate for int'l sustainable event standards



*Our vision is to **transform** the meetings industry, creating a more successful and **sustainable** global meetings marketplace.*



Our Vision of Success



- **By 2020, GMIC envision a transformed meeting and event industry, driving towards sustainability which**
 - Achieves strategic goals that serve the economic, environmental and social interests of all stakeholders
 - Incorporates the principles of sustainability as standard operating practice
 - Integrates international sustainability standards into its management, operations and reporting
 - Impacts positively on the local and global society through diversity and inclusivity
 - Promotes health and wellbeing, creativity and business effectiveness

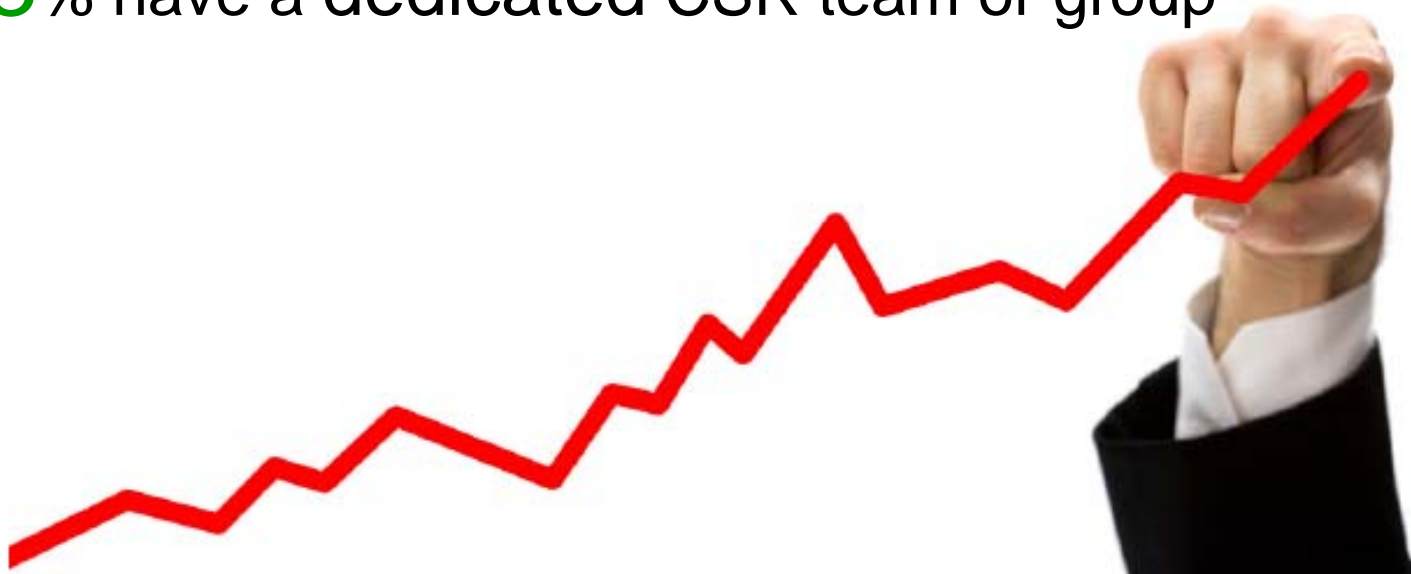
Status: CSR in Events Industry



63% of U.S. meeting planners report that CSR will be a focus for their organizations (76% in EMEA) FutureWatch 2010

66% of planners will or had already implemented - green initiatives 2009 EventView

18% have a dedicated CSR team or group



What is a Green/Sustainable Event?



A green/sustainable event incorporates environmental and social considerations throughout all stages of the meeting process in order to minimize the negative impact on the environment and make a positive contribution to host communities.



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graph TD; A((APEX Green Standards)) --> B(Audio Visual); A --> C(Accomodation); A --> D(Communications); A --> E(Destinations); A --> F(Exhibits); A --> G(Food & Beverage); A --> H(Meeting Venue); A --> I(On-Site Office); A --> J(Transportation); A --> K(Transportation);
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APEX
Green Standards

Audio Visual

Transportation

Accomodation

On-Site Office

Communications

Meeting Venue

Destinations

Food & Beverage

Exhibits

GMIC Chapters

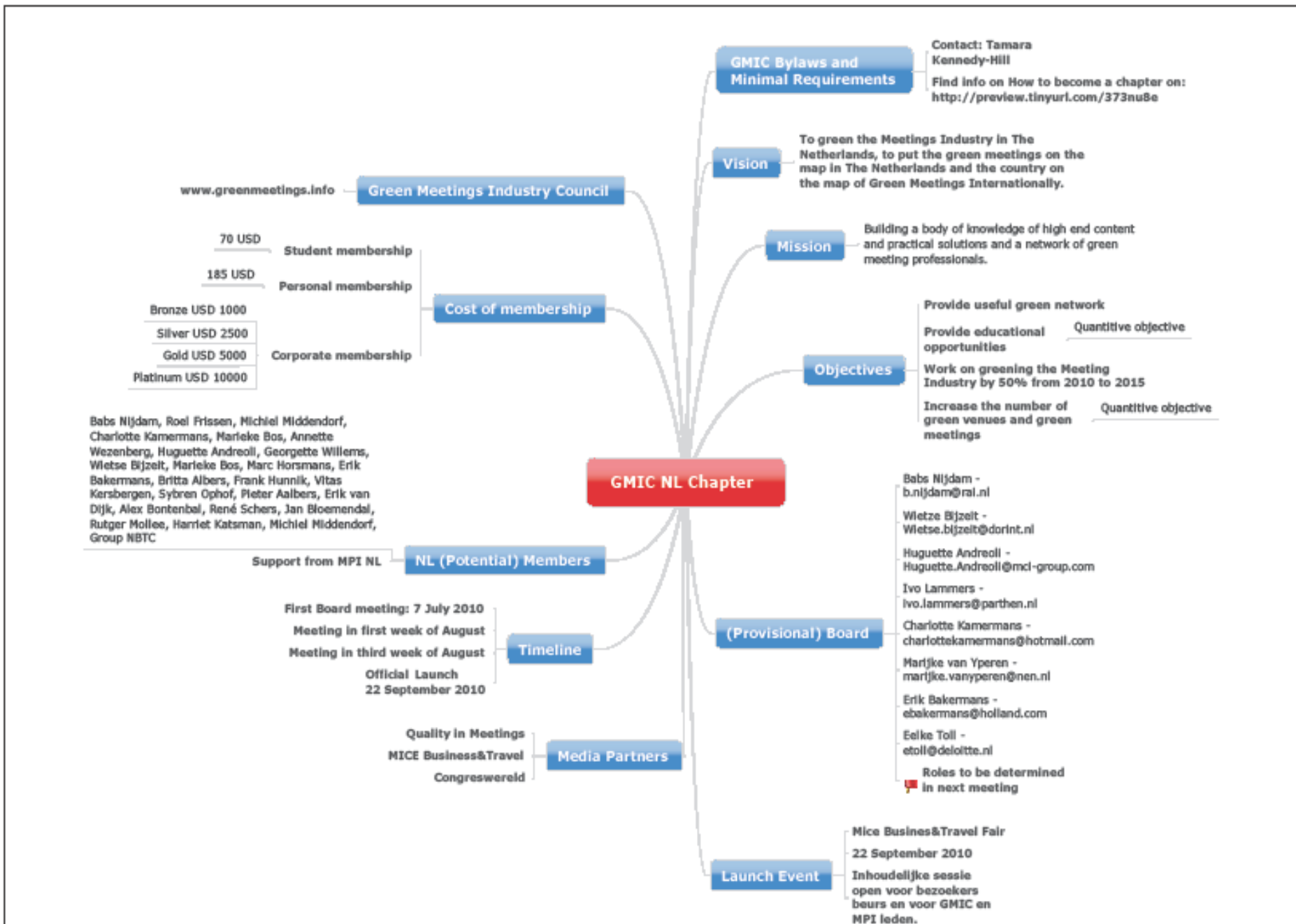


- Official Launched:
 - Oregon, Northern California, Colorado, Italy and Atlanta
- In active formation
 - The Netherlands, Chicago, Southern Florida and Southern California
- In development for 2010
 - DC, Boston, New York, Las Vegas, Canada and Europe

How it all started...

What is our aim?

Ingredients of a successful chapter



Mission GMIC NL?



Mission

Build a body of knowledge of high end content and practical solutions and a network **green** meeting professionals

Objectives

- Provide useful **green** (inter)national network
- Provide educational opportunities & share with other Chapters
- Working on **greening** the meeting Industry in the Netherlands with 50% by 2015



What we have done so far



- Launch event at Mice Business & Travel Fair – 22nd September 2010
 - » Mailing
 - » Attendance 70 pax
 - » Inspirational speaker
- Co-creation with MPI CSR Educational 4th November 2010
 - » Interview GMIC Chapter president
 - » Presentation Guy Bigwood, President GMIC
- Session at the “Dag van de toegevoegde waarde 2010” (Day of added value)
 - » Presentation by one of our sustainable members
 - » 13 december 2010

Results



- Chapter created within 7 months
- Official chapter by the end of 2010
 - (22 members at the moment and we need 30)
- 8 articles/free publicity

Ingredients of a successful Chapter



- Enthusiastic and passionate people
- Network (media partners, associations etc)
- Great timing
- Get started....

