



Meeting Professionals International Communication on Corporate Social Responsibility

2009 - 2010





“We can’t solve problems by using the same kind of thinking we used when we created them.”

Albert Einstein

“Sustainable development, in the full extent of inseparable economic, social and environmental elements, is embedded at the heart of our association.”

Bruce MacMillan
MPI President and CEO

Dear Fellow Meetings and Events Industry Stakeholder:

Over the past two years, the business landscape has changed before our eyes, and meetings and events have come under increasing scrutiny, with an increasingly urgent need to provide measured business ROI and a sharper focus on economic sustainability and corporate ethics due to the global financial crisis. Meeting and event professionals play a crucial role in this new paradigm and MPI will provide the necessary resources and also lead by example.

Since our decision to sign the United Nations Global Compact in July 2007, MPI and the meeting and events industry have come a long way. Corporate social responsibility (CSR) is now at the core of our business and in what we offer to our members through our actions, as well as the tools and resources we provide for use on the job. We've developed a thorough road map to ensure our members have the thought leadership, networking opportunities, tools and resources they need to be successful in a changing world. Sustainable development in the full extent of inseparable economic, social and environmental elements is embedded at the heart of our association.

We recognize that MPI's 23,000 members in 71 worldwide chapters and clubs must continue to evolve how they do business in a world committed to CSR progress and accountable to government regulations. From the U.S. House of Representatives contemplating legislation to support a cap-and-trade plan for carbon emissions to the European Union introducing the Emissions Trading Scheme as a cornerstone of its emissions policy, more and more companies and industries closely tied to our own - notably aviation - are falling within the scope of legislation. Hence, our members are increasingly coming under pressure to disclose their CSR-related business practices, and we've decided to lead by example in the hope of inspiring industry-wide commitment.

But as IKEA's CEO Anders Dahlvig recently stated, "It is not good enough to do what the law says. We need to be in the forefront of social responsibility issues." We've taken a leading role to ensure our members are ahead of the curve of legislation and our staff and members are represented on the ISO 20121 Project Committee for the Sustainable Event Management Standard and the advisory group for the GRI Event Sector Supplement. We're proud to have launched the first full day training on the APEX/ASTM Standards at our recent World Education Congress in Vancouver and celebrated the successful launch of the Sustainable Event Measurement Tool, with the goal of creating a common global disclosure platform for the collection, benchmarking and reporting of sustainability data. The tool provides the ideal system to support increased CSR reporting and carbon disclosure, which in turn will provide us with the data to support and inform future industry and government sustainability initiatives and reduction targets.

We remain committed to our role of industry leadership and continuing adherence to the UN Global Compact, and we hope you'll join us on our journey to sustainability.



Bruce MacMillan
President and CEO
Meeting Professionals International

MPI's Vision of CSR

At MPI we interpret CSR as the umbrella concept whereby organizations consider the long-term interests of the communities in which they operate and take responsibility for the impact of their actions on employees, customers/members, the community and the environment.

As the leading global association in the business meetings and events field we have broken down the subject further to guide our members and defined a **sustainable organization/meeting or event** as one that 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. This is a principle we demonstrate through our major live events in Europe and the North America.



Our vision at MPI is to create a rich global meeting industry community by providing human connections to knowledge and ideas, relationships and marketplaces. Later on in this report we'll go in-depth and illustrate how we fulfil our mission in a manner that supports the 10 principles of the UN Global Compact and demonstrate how through thought and practice leadership we set about ensuring our members are equipped with knowledge and tools to be successful in their relationship to their organizations sustainability, social and ethical imperatives.

MPI Core Values - We are committed to sustainable success.

Focused on people. 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.

Carried out with energy and passion. 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' success.

Enabled by 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.

Taking 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.

Commitment 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.

United Nations Principles

The UN 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, labour, 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 over 130 countries.

We would like to encourage our members to take up this great initiative. As more and more organizations take part, business--as a primary agent driving globalization--can help ensure that markets, commerce, technology and finance advance in ways that benefit economies and societies everywhere.

The 10 Principles:

Human Rights

- Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and
- Principle 2: make sure that they are not complicit in human rights abuses.

Labour Standards

- Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
- Principle 4: the elimination of all forms of forced and compulsory labour;
- Principle 5: the effective abolition of child labour; and
- Principle 6: the elimination of discrimination in respect of employment and occupation.

Environment

- Principle 7: Businesses should support a precautionary approach to environmental challenges;
- Principle 8: undertake initiatives to promote greater environmental responsibility; and
- Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

- Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

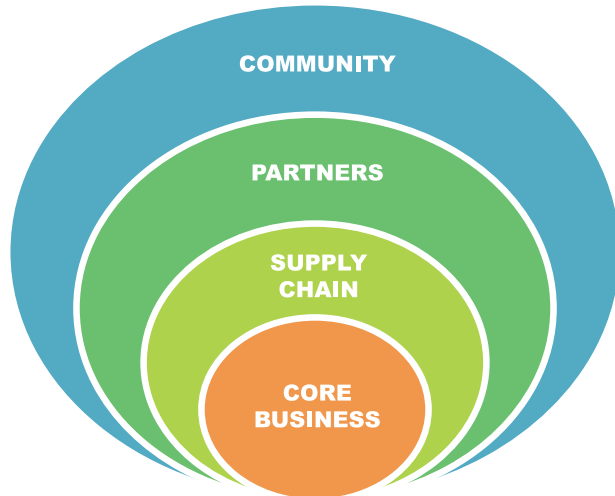
How Are We Doing?

Our Association's Activities in the Field:

Industry Leadership

The meeting industry touches every sector of business and government across the world and through the services our members provide; be they meeting planners, airlines, hotels, CVBs or any other multitude of stakeholders in the industry they have a great opportunity to be catalysts for change. The events we produce have and will continue to shape the very foundations of the world we live in, from peace accords and charters of human rights to climate summits (Kyoto, Copenhagen, etc.) to the methods and principles we employ in executing those events.

As the leading association for the global events industry we have a responsibility under the guidance of our international board to equip our members with the latest knowledge, tools and resources to be sustainable and through our networks, member businesses and supply chains wield significant influence.



Standardizing Best Practice

MPI was the first organization to have an event third-party-certified to the BS 8901 standard (our European Meetings and Events Conference in 2008). We've continued implementing the standard and have now advanced our scope by including all major events we organize worldwide. We have issued "People, Planet, Profit and the Quest for Sustainability" reports for each event, illustrating the process of organizing an event under a sustainable management framework in an easy, step-by-step format in order to inspire increased adoption of these best practices by our members and attendees.

Continuing our commitment to creating standards for our industry, MPI has expert liaison status for the creation of the ISO (International Organization for Standardization) Standard for sustainability in event management 20121. The standard will be broad reaching and applicable to any organization working within the event industry, taking a management systems approach that requires identification of key sustainability issues like venue selection, operating procedures, supply chain management, procurement, communications, transport and others.

MPI is also represented on the GRI (Global Reporting Initiative) Event Sector Supplement Advisory Group in partnership with organizations such as the International Olympic Committee, UEFA and UNEP to create and promote the world's most widely used sustainability reporting framework. Coupled with the first in-depth analysis of the draft APEX/ASTM Standards at our recent event in Vancouver with a full day workshop, the industry is rapidly developing best practice models for managing, measuring and reporting on events we organize, and we're proud to be deeply involved in these developments.

Developing Tools and Resources Focused on a Sustainable Future

Key to our commitment to serve our members, MPI aspires to provide access to the best tools and create awareness of sustainable practices. Through our live event strategy we've pioneered new technologies aimed at a more sustainable way of organizing and executing events, from handheld electronic programs and networking devices to PDA applications to the early adoption of hybrid meeting formats where we provide online networking and access to most of our education sessions and webinars to members not attending events. We are also evaluating and preparing for deployment of further digital and virtual conferencing advancements.

We want to showcase potential tools available to the industry that help businesses cut down on the use of unsustainable resources. Alongside those already available, we are developing and investing in new tools to address needs we've identified in our sector. We recently launched the Sustainable Event Measurement Tool, with a goal of creating a common global disclosure platform for the collection, benchmarking and reporting of sustainability data, increasing CSR reporting and carbon disclosure, which in turn will provide us with the data to support and inform future industry and government sustainability initiatives and reduction targets. A recent IFS study found that although C-level executives considered environmental metrics to be important in the three regions they tested (82 percent of participants in Scandinavia, 79 percent in Benelux, 83 percent in the U.S.), around three quarters of companies in Benelux and Scandinavia lack the functionality to monitor the environmental impact in their current systems. We are therefore addressing a real need in the business community today. The world of CSR is vast and can become complicated very quickly for those not familiar with the concept, so we've also developed and launched a content portal for Corporate Social Responsibility in our industry to help those from basic to advanced level skill levels integrate sustainability in the way they work and to highlight and gather best practices and case studies for our industry, along with the CultureActive© tool (provided to educate our members and staff about cultural differences).

Focus On Our Events - Reducing Environmental Impacts and Enhancing the Communities where we do Business

MPI has focused on designing sustainable events since the turn of this century. Following our signature to the global compact in 2007, we received a renewed mandate from our international board of directors to strongly implement this strategy through our organization, live events and chapter activities. From the implementation of BS 8901 on one event in 2008 to the present we've had a solid management framework with BS 8901. This standard focuses on all event stakeholders as a key component of the event's sustainability strategy through surveys involving internal and external partners in the planning stage, which helps us identify sustainability issues and set our key objectives and Key Performance Indicators to address these issues.

We've organized projects to benefit local communities in all our major events over this period, culminating in our largest ever program in Vancouver in July, where we physically aided four projects and financially supported a fifth.

- Attendees at the conference worked with Pacific Assistance Dogs (PADS), socializing young dogs as part of the organization's mission: to raise and train assistance dogs for people who are facing the daily challenges of life with a physical disability or who are deaf or hard of hearing.
- Attendees and MPI staff held a clothes drive for Dress for Success Vancouver, a registered Canadian Charity that helps low- and no-income women transition into the workforce by providing professional attire.
- Attendees and MPI staff worked to restore Salmon Habitats in Vancouver with the Pacific Streamkeepers Federation.
- Attendees recycled soaps, shampoos, conditioners and lotions discarded by hotels through the Clean the World initiative and redistributed these products to impoverished peoples. Our Foundation also made a financial contribution to the charity working with this project in Canada's poorest postcode; Mission Possible
- Attendees purchasing a carbon offset through their registration invested in a windmill Power Plant located in Devarkulam, India, alleviating poverty through employment generation, improving quality and frequency of electricity for the local grid and diverting power demand from fuel-based to sustainable sources.

Alongside the community impact initiatives, we've implemented strict environmental objectives aimed at reducing use, re-using and recycling and aggressive targets in our supply chain to source locally and sustainably. Examples include the catering at our recent European conference in Malaga, Spain where 60 percent of goods came from within Andalucia and 85 percent from within Spain. Additionally 223 Kg of waste was sorted and recycled over a two-day period.

At MeetDifferent in Mexico, we achieved 100 percent of our goal of all vegetables, fish, chicken and pork being produced and sourced locally. We are proud to reveal that at our most recent World Education Congress in Vancouver we recycled 93 percent of all waste generated at the event venue with over 7,722 Kg of organic materials composted and 5,635 Kg of recycled materials.

Our Organization

Whether at a volunteer leadership level with our CSR Advisory Council or at an operational level with our office champions Sustainability team, we factor sustainability into everything we do. On an operational level our Sustainability team leads initiatives for the organization that eliminate waste and reduce consumption of energy and resources—while also making recommendations on improving work-life balance. They've implemented a sustainability policy and planned an office clothes drive and will be incorporating a community project for our next all team summit and ensure our CSR commitment is channelled through each department and staff member of MPI. Following our climate survey and all team summit, MPI's Core values have been updated and enhanced collaboratively to ensure they represent the core priorities in our culture. In this past year we've worked with the Children's Medical Center of Dallas donating children's DVDs during the holidays and will continue our partnerships in the local community where we live and work.

At a strategic level our CSR Advisory Council, comprised of industry experts and sustainability advocates, advises our participation in industry initiatives, evaluates potential research projects and reviews our high-level tools and education content. The advisory council is comprised principally of leading figures from the hotel, venue, planning and Non Governmental Organisation fields to ensure our strategy and products are wide-ranging and representative of the needs of our community.

Through our charitable fundraising arm the MPI Foundation and its kind donors we are able to identify, cultivate and support thought leadership research projects, publications, scholarship grants to those in need and educational programming including heavy investment in Corporate Social Responsibility as a key priority. Last year the Foundation distributed \$989,124 USD to education, research and outreach programs. With the support of the MPI Foundation Global Board of Trustees and vital donors, we truly succeeded in making a lasting impact on the meetings industry each year. Due to MPI's commitment to advancing a leadership position in Corporate Social Responsibility, the Intercontinental Hotels Group (IHG) recently committed to investing half a million US dollars in the area of CSR with the MPI Foundation.

Our Role as Educators

Content is one of MPI's key products for the meeting and events industry. We're respected as a primary deliverer of relevant and quality content to the business event community. Through our comprehensive education tracks at our major live events, education partnerships with major industry trade shows, chapter events, global training program, publications, webinars, research documents, content portal and other electronic formats we are able to deliver knowledge to our geographically diverse community and give them access to the best thinkers in our industry. During the past year MPI has included many topics in the field of CSR and ethical concepts and regulation, from basic to advanced level CSR and green meetings to guidance around newly launched standards already covered in this report. We featured a total of 13 sessions at our recent World Education Congress with nearly 20 hours

of education on CSR from the general sessions, through to executive sessions and workshops and launched a knowledge hub staffed by 10 sustainability experts and MPI staff where we provided advice, materials and research on implementing CSR in member organisations and events.

Further relevant topics this year have included education around transparency and anti-corruption, including the Sarbanes-Oxley Act and the Troubled Asset Relief Program (TARP), which had particular relevance to our industry. MPI clarified its Conflict of Interest policy this year and enhanced its disclosure forms. We've maintained a strategy of curbing crisis and guiding the business event community through difficult times with consistent communications including an up-to-date status Web page, our "meetings mean business" program and a focus on human rights issues. Through our magazine *One+* we've featured top-level stories and articles, and we've maintained blogs and a CSR online discussion group. Through our *MPINews* e-newsletter we've featured articles such as an interview with the CEO of an Israeli/Palestinian-owned company sharing his business model for peace.

Grassroots Activism Through Our Chapter Network

Core to our success and reach as an association, our 71 chapter/club global network acts as a local distributor of content and serves as a community for networking and business relationships. Many of our chapters and volunteer leaders have been inspired to follow their own path to sustainability through their local initiatives and have embraced CSR in their spare time as volunteers. One such example is our Gulf States Chapter, which has its own Green Task Force and sustainability policy, which recognizes the chapter's commitment to building their brand and connecting the community in an environmentally sustainable way. They've conducted a green audit of the chapter, and like all of our worldwide chapters have delivered specific content around sustainability and environmental leadership in our community.

MPI continues to promote the ECOS Project (Events for Communities of Sustainability) with the support of sponsor AVW Telav and the MPI Foundation Canadian Council, which supports our commitment to the UN Global Compact by creating a social responsibility program in support of the UN Millennium Development Goals. ECOS is a framework to support sustainability in the communities where our members live and where we do business, and a guide to help us focus specifically on building elements that have a direct relationship to the meetings and events industry. It focuses specifically on the significant areas of food, water, shelter and education. The program also allows some flexibility in how and where it is implemented. A toolkit and guidelines were created to take the guesswork out of planning a community event.

Chapter	Amount of Food/Goods in lbs	# of MPI Volunteers	Partner Volunteers	Value of Volunteer Hours*	Cash of Value of Goods	Community Impacted	Will Project Continue?
Greater Calgary	32,030	15	17	\$2800	\$64,120	229	Yes
Greater Edmonton	550	10	7	\$1000	\$1,170	N/A	Maybe
Manitoba	N/A	20	10	\$3400	\$8,815	500	Yes
Ottawa	N/A	100	2	\$6000	\$100	625	Yes
Montreal	N/a	2	2	\$280			Yes
Toronto	1965	50	11	\$3400	\$3900	628	Yes
Atlantic Canade	N/A						
Totals				\$16880	\$79,015	0	0

“Christmas is a great time of need for many families in our community. Our city is very generous with their donations, but there always remains the problem of getting those donations into the food bank for distribution—we made that happen”

Susan Ross and Janet Bennett
MPI Calgary Chapter

Areas of Action Under the Global Compact 2009-2010

AREAS		OUR ACTIONS
Human Rights		
Implemented	Equality	
100%	Equal Employment	<p>Over the past year MPI has delivered on its commitment to a workplace of Equal Employment Opportunity 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 will be administered without regard to race, color, religion, marital status, sex, national origin, age, disability or veteran status. • Ensure that all employees and all 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 to a workplace of Equal Employment Opportunity and understand that the overall evaluation of their performance will be affected by their ability to support, implement and enforce this policy.</p> <p>Our People and Performance department monitor our recruitment and staff relations to ensure that the company's human rights policies are implemented.</p>
100%	Social Sustainability Program	The ECOS Project (Events for Communities of Sustainability) volunteered an estimated US\$ 16,880 in hours and delivered US\$79,035 of goods.
0%	Forums for Education	MPI continues to prioritise relevant and valuable content based on needs, we will continue to review the need for education around human rights and anti-bribery issues for our members.
100%	Other	<p>MPI successfully provided safe and healthy working conditions for all MPI staff and worked to protect the economic livelihood of local communities through its major live event BS 8901 management system, setting KPIs for all major events around procurement-local sourcing of labor and catering and the application of a minimum of one community service project--leaving a positive legacy in every city we visited.</p> <p>MPI funded access to both seasonal flu and H1N1 vaccines to MPI staff and their family as well as provided aggregated information regarding precautions for our member community as they planned their events.</p>
Labour		
Diversity		
100%	Global Offices	MPI maintained its global office network and ethnically and gender balanced workplace. MPI management can be found in the United States, Canada, Luxembourg, Belgium and Doha, bringing a global perspective to our operations.
100%	Tools	MPI continued promotion and adoption of the CultureActive Tool to members and staff to better understand and communicate with our global membership. The tool, used by organizations such as the World Bank, allows you to explore your own cultural fabric as compared to over 60 other cultures.

100%	Women in Management	In 2010 MPI increased its percentage of women in management positions (director level or higher) to 43%.
Workplace		
100%	Engagement	MPI implemented its annual employee "climate survey" to gather anonymous feedback on the working practices and morale in the workplace and reviewed this at our All Team Summit. MPI also updated its core values collaboratively to ensure increased adoption and dissemination.
100%	Non Discrimination	The Association is an equal opportunity employer and offers employment to qualified persons of the greatest ability without discrimination because of race, color, religion age, gender, national origin, disability that does not prohibit the performance of essential job functions, marital status, citizenships status or any other characteristic protected by law or other protected group status.
100%	Ethics	<p>The MPI conflict of interest policy obligates all MPI 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 executive level of the Association. Business dealings with outside firms should not result in unusual gains for those firms. Unusual gain includes, but is not limited to, bribes, product bonuses, special fringe benefits, unusual price breaks, kickbacks, special privileges and other windfalls designed to benefit the employer, the employee or both.</p> <p><i>Principles of Professionalism are the code of ethics for our global community.</i></p>
100%	Problem Resolution	<p>It is the policy of the Association that employees have an opportunity to present job-related concerns to management for resolution. Some examples of complaints that may be resolved under this policy include:</p> <ul style="list-style-type: none"> • Policies, practices, rules, regulations or procedures have been applied in a discriminatory or unfair manner. • Coercion, reprisal, harassment or intimidation. • Discrimination because of race, color, religion age, gender, national origin, disability that does not prohibit the performance of essential job functions, marital status, citizenships status or any other characteristic protected by law or other protected group status • Improper or discriminatory administration of employee benefits or conditions of employment, such as scheduling of vacations, fringe benefits, promotions, holidays, performance reviews or compensation
100%	Management	<p>In March 2010, MPI created a new position to support the Director of Corporate Social Responsibility to guide the association's efforts to become more responsible and sustainable, including guiding the association to a better alignment under the UN Global Compact.</p> <p>Sustainability is an integral part of our strategic imperatives, around which we have built our business planning.</p>

75%	Professional Development	Despite the difficult economic climate MPI continued to support the professional development of its employees. We continue to support certifications, memberships, seminars and university credit courses, providing full or partial reimbursement of costs of approved sessions.
40%	Objectives integrated into management performance assessments	MPI evaluated the structure of management performance assessments and included sustainability objectives in relevant staff KPIs as necessary rather than the full management team.. We continue to evolve our performance assessments.
20%	Outsourced and work relationships	MPI engaged with its supply chain and attempted to contract suppliers to use the same criteria for social responsibility as MPI, but due to the complexity of our business relationships and difficulty to evaluate success managed only environmental criteria in final and agreed contracts. At our MeetDifferent event in Mexico we worked to address the issue of as many as 70 percent of the workers' children from the tourism industry being "temporarily abandoned" each day due to the fact that both parents need to work to support their existence. Through our community project we supported Save the Children's network of "Ludotecas," or playing centers, where girls and boys can go to before and after school instead of being on the street or alone at home. In the Ludotecas, the charity provides safe and loving environments, where they can stimulate children's psychomotor skills and their social and intellectual abilities, hoping to develop their emotional intelligence.
100%	Other	MPI's Director of CSR conducted a human rights assessment of the situation in countries where the company organizes events and has offices to identify the risk of involvement in human rights abuses and the company's potential impact on the situation and these findings will be taken into account in future planning.

Environment

Operations

100%	Environmentally Sustainable Meetings	MPI continued to demonstrate leadership integrating environmental practices into our meetings/events in eight areas: destination selection, venues, accommodations, transportation, communications, food and beverage selection, onsite operations and exhibitions. We developed our own tool for the industry, with a goal of creating a common global disclosure platform for the collection, benchmarking and reporting of sustainability data, increasing CSR reporting and carbon disclosure.
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100%	Policy	<p>We continued to implement our sustainable events policy: <i>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.</i> <i>We will establish leadership and demonstrate commitment in the area of sustainable meetings by including environmental, economic and social factors in decisions we make on behalf of our members, and by making the best use of resources for maximum impact and alignment with our objectives.</i> <i>We will educate and inform our members about our actions. We are committed to building our brand, supporting our mission and vision and connecting our community in a sustainable way.</i></p> <p>And continued to disseminate what a sustainable event should mean for the industry: <i>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.</i></p>
100%	Codes and Standards	In 2008, MPI became the first organization in the world to become third-party-certified under the first sustainable event standard, BS 8901:2007 for our European Meetings and Events Conference in London. We repeated this certification in 2009 and 2010 and continue to implement this sustainable events management system for events organized by our Global Events Team, ensuring stakeholder feedback and aggressive sustainability targets. We successfully promoted the adoption of this standard to our 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.
80%	Influence	We successfully integrated environmental considerations into our supply chain through creating requests for proposal to destinations, venues and other suppliers for our events that include environmental aspects. We have also included environmental requests in the sourcing of materials for our magazine, One+, which uses paper printed on Forest Stewardship Council-certified 30 percent post-consumer-waste recycled paper. We recognize there are further opportunities for expansion and are actively exploring them.
100%	Education & Training	We have included sessions on environmentally sustainable meetings in our conferences for many years, but this year we have enhanced our education to include a wider CSR agenda offering, particularly at the recent World Education Congress with over 12 hours of sessions. Additionally, through our partnerships with industry trade shows, chapter events, magazines, webinars, research documents, content portal, blogs, CSR online discussion group, MPINews e-newsletter and other electronic formats we continued to deliver education and training.
100%	Communication	We focus on our communication strategy to adhere to our principle of industry leadership, ensuring we communicate adequately what we are doing. We continued issuing case studies in particular around our live events, and through the education methods above and CSR Content Portal continue to ensure relevant environmental sustainability knowledge is consistently available to our members and the industry community at large.

100%	Supplier Engagement	We continue to engage suppliers and all stakeholders in our live events through the application of the BS 8901 Sustainable Event Management System--this has provided us with the perfect process to ensure adequate engagement across the board.
80%	Measurement and Reduction of environmental footprint at events	MPI has made great steps in the direction of measurement through the launch of the Sustainable Event Measurement Tool and continues to set aggressive targets around sustainability at events. We do, however, find that incremental reductions per event are dependent on a number of factors beyond our control often specific to the sustainable infrastructure of the destination.
80%	Environmental considerations in all sourcing	Our internal Sustainability team identified further improvements in our headquarters procurement, and while the environment was considered in the majority of our sourcing, due to financial implications the most sustainable option was not always possible.
Anti-Corruption		
100%	Create a forum for our industry to discuss anti-corruption in the industry	MPI delivered education around transparency and anti-corruption with sessions on the Sarbanes-Oxley Act and the Troubled Asset Relief Program (TARP), which had particular relevance to our industry. MPI clarified its Conflict of Interest policy this year and enhanced its disclosure forms.
Community		
Stakeholder Engagement		
100%	Stakeholder Dialogue	Providing a medium that enables our global community to connect is one of our strategic imperatives. 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 for people to use. One of the largest groups is the CSR GroupSpace, with over 225 engaged global members. The creation of www.mpiweb.org/sustainability also helps to promote environmentally, economically and socially sustainable meetings and events.
100%	Advisory Committees	We formed a new CSR Advisory Council, featuring both MPI members and members of the community at large, to help create a road map and action plan for our association. We continued our membership in an industry CSR taskforce headed by the Convention Industry Council (CIC) to discuss sustainability and responsibility issues across the industry.
100%	CSR Survey	In 2009 and 2010 we conducted our FutureWatch survey, incorporating CSR to track the advancement of CSR principles and implementation in our community.
100%	Day Of Kinship	The MPI Day of Kinship program was continued in 2009 and 2010, allowing all MPI staff to take one full day of paid leave annually to assist in a community project of their own choosing.
100%	Sustainable Development	We continue to work with the Global Reporting Initiative on the development of an event sector supplement for the meetings and events industry as part of the Advisory Council, and plan to take advantage of this opportunity to influence sustainability reporting in our global community.

100%	Co-creation with chapters	Through our ECOS toolkit, we gave our chapters guidance on how to create environmental and community projects and our CSR Director worked with them to make the events as successful as possible. We engaged our community at our live events by identifying sustainability issues in the stakeholder feedback process.
40%	Internal Education Programs on sustainability	Although weren't able to implement a company-wide program due to time commitments we did conduct training on a need to know basis including full training for our global events team and management was consistently updated on CSR developments in our field. Time was also allotted to our developments in this field at our annual All Team Summit.
100%	Collaboration with GRI	MPI's Director of CSR took an active role in the development of the Event Sector Supplement.
0%	Global Compact Meeting	Due to time restrictions and availability, a senior management staff representative was unable to attend a Global Compact meeting.

Goals 2010-2011

AREAS	OUR ACTIONS
Human Rights	
	We will continue to comply with government regulations relating to safe and healthy working conditions, non-discrimination and non-harassment, child labour laws and the employment of minors, etc. We will continue our "Open Door Policy" where employees have the opportunity to discuss issues and concerns with their manager without fear of retribution. We will continue to communicate and educate our employees on our policies.
	We will launch a community project for MPI staff supporting 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 and medical care and necessary social services)
Labour	
	We will launch CSR training for our staff and achieve a 50% rate We will update our Code of Ethical Conduct policy. We will continue to provide an employment environment free from illegal discrimination and harassment and to provide equal employment opportunities for all employees and applicants. We will continue to enforce our non-harassment policy prohibiting harassment whether by co-workers, customers, or vendors.
	We will create a forum to debate the perceived impact of "greening" at hotels on labour issues We will add comprehensive statements on child workers, fair wages for out-sourced workers (comparable to market averages) and work relationships in our contracts with suppliers
Environment	
	We will launch a major CSR research initiative for the industry We will promote the use of the newly launched tool for measurement of environmental and social impact of meeting industry businesses and events
	We will further educate our community on environmentally sustainable strategies for the industry.
	We will strive to measure and reduce our own environmental footprint at our Headquarters and continue to do so for events, measured against the same event the previous year.
	We will continue to evolve our contracting of environmental considerations in all of our sourcing, both internally and for events.
Anti-corruption	
	We will clarify and update our MPI staff policies including an Employee Protection and Whistle Blowing Policy -the purpose is to affirm MPI'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.

Governance

Meeting Professionals International is governed by an 18 voting member MPI Board of Directors. In 2009-2010, we have been governed by:

EXECUTIVE COMMITTEE

Chairwoman

Ann Godi, CMP

Chairman-Elect

Eric Rozenberg, CMP, CMM

Vice Chairman of Finance

Craig Ardis, CMM

Vice Chairman

Kevin Kirby

Vice Chairman

Sebastien Tondeur

Immediate Past Chairman of the Board

Larry Luteran

Ex-Officio

Bruce MacMillan, CA

2009-2010 MPI Board of Directors

Terms expiring 2010

Matt Brody, CHSP

Luca Favetta

Caroline Hill

Issa Jouaneh, PENG MBA

Terms expiring 2011

Kevin Hinton

Patty Reger, CMM

David Scypinski

Carl Winston

Terms expiring 2012

Chuck Bowling

Paul Cunningham

Cindy D'Aoust

Chris Gasbarro

One-year term

MPI Foundation Board Representative

Margaret Moynihan, CMP

Legal Counsel

Jonathan T. Howe, Esq.