



In January 2018, the SITE Foundation provided a grant to Positive Impact to support the creation of a sustainability charter for SITE. Working in collaboration with two members of SITE international board and the SITE sustainability committee, a best practice approach was taken. This report is a summary of that approach and could be used by SITE members to create their own sustainability charters to further their own sustainability strategies.

WHO IS POSITIVE IMPACT?

PI is a global not-for-profit launched in 2005 to provide education and collaboration opportunities to create a sustainable event industry.

During 2018, PI signed MOU's with various UN bodies as part of their collaborate for good campaign.

WHAT IS A SUSTAINABILITY CHARTER?

The definition of charter is "a written grant by the sovereign or legislative power of a country, by which a body such as a borough, company or university is created or its rights and privileges defined"

(<https://en.oxforddictionaries.com/definition/charter>).

For the purpose of the SITE sustainability charter, think of it as a written commitment to ensuring a sustainable future. Other examples of written commitments include policies and statements of mission, vision and principles.

WHO IS SITE?

Founded in 1973, the Society for Incentive Travel Excellence (SITE) is comprised of 2,000+ members and 29 local chapters. Members are incentive travel professionals who know from experience that incentive travel works.

The SITE global member community, which represents 84 countries is on a mission to strengthen and inspire this extraordinary industry.

WHAT IS A SUSTAINABILITY POLICY?

A written policy is a commitment for action.

The SITE Sustainability charter could also be described as the SITE Sustainability Policy.

The event industry has an international standard for implementing an approach to sustainability (ISO20121), which includes creating a policy. The work done by SITE aligns with ISO 20121 requirements.

To align with this ISO20121 a policy should include:

1. Evidence that top management supports the sustainability strategy
2. Objectives
3. Input from interested parties (for example: suppliers, clients, staff).
Their input will influence the objectives, which in turn ensures that top management can not choose easy objectives
4. Reference principles for sustainability

THE PROCESS OF IDENTIFYING SUSTAINABILITY ISSUES CAN BE OVERWHELMING. SITE PROVIDED THEIR CHAPTERS AND MEMBERS WITH A TOOLKIT OF RESOURCES SO THEY COULD DELIVER AN INTERACTIVE SESSION WHICH RESULTED IN THE CREATION OF A ROADMAP. A WEBINAR SERIES WAS PROVIDED TO SUPPORT THE ROLL OUT OF THESE RESOURCES.



SITE SUSTAINABILITY POLICY

The Society for Incentive Travel Excellence recognises that its event management activities, products, services and operations have the potential to have both a positive and negative environmental, social and economic impact.

We aim to minimise our significant negative impacts in all three of these areas and ensure commitment to satisfy applicable legal and other requirements. We will regularly audit our compliance with legislation and with this policy, measure our progress and continually improve wherever practicable.

Our purpose is: strengthen and inspire the incentive travel industry.

Our values are: connections, creativity, trust and results.

We regularly review our principles to ensure that they meet with the Governing Principles of Sustainable Development of stewardship, integrity, transparency and inclusivity.

The scope for this policy which aligns with ISO20121 management system requirements is:
The approach taken by SITE to raise awareness for sustainability best practice within the incentive travel community.

The Society for Incentive Travel Excellence has set the following objectives based on our identified issues:
1- Ask the supply chain "what is the sustainable option"
2- Lead by example and spread the message that incentive travel facilitates the opportunity for people to meet which is how the UN Sustainable Development Goals will be achieved
3-Address the impact of waste caused by incentive travel starting with measuring food, material and water waste.

We are committed to demonstrating leadership and on-going consideration of our potential legacy with the implementation of event sustainability. The Society for Incentive Travel Excellence will strive to leave a positive legacy by:

- empowering a sustainability team to review our sustainability objectives annually
- continuing to engage with our global community to decide our annual objectives
- continuing to provide materials to meet our annual objectives and support our community on their sustainability journey.

This policy will continue to be reviewed annually, and will be brought to the attention of all employees and made available to all stakeholders including the general public via our website www.siteglobal.com or on request.

Authorised by:

Chief Executive

[Signature]

Approved by:

Director of Operations

[Signature]

Date:

RECIPE TO CREATE A SUSTAINABILITY POLICY

THESE STEPS FOLLOW INTERNATIONALLY BEST PRACTICE TO CREATE A SUSTAINABILITY POLICY

1. Consider global trends and industry best practice. For example the United Nations Sustainable Development Goals



2. Consider principles for sustainability. For example principles for sustainable events launched in 2018 by the Event Industry Council (detailed on the pages below).

3. Gather input from your community to understand relevant sustainability issues (detailed on the page below).

4. Gain top management support which can be evidenced by their signing of the policy.



WHAT DID WE HEAR FROM THE SITE COMMUNITY

STEP THREE IN THE PROCESS OF CREATING A POLICY IS TO GATHER INPUT:

The survey responses represented show that SITE membership and roadmap responses of chapters started small, but there was real excitement for the cause and we plan to roll out more in 2019 and beyond!

This is a small sample and could be explained by the following:

- 1- 2018 was the first year that SITE have provided their members with the opportunity to be in action at a chapter level or via online questionnaire to identify their sustainability issues.
- 2- The opportunity for people to use the materials and share their insight was between 1st August and 1st November 2018. SITE chapters who had already scheduled their chapter content for 2018 may use these materials in 2019.

Despite the small sample there were clear themes including:

- 1- Roadmaps identifying working with suppliers as one of the 4 key objectives
- 2- 52% of respondents said the easiest thing the incentive travel industry can do to be sustainable is to continue to facilitate opportunities for people to meet each other (i.e. Human Trafficking as ECPAT is a championed cause within SITE already)
- 3- Over 70% of respondents said the most important issues for the incentive travel industry were addressing food, water and material waste. There is a need for measurement within the industry to understand how to address these issues, so it makes sense that measuring impact would be a start point.

During the creation of the policy, the themes communicated by the SITE global community were put in context with other industry initiatives and trends.

The materials created to support the SITE community to identify and address their issues and process followed is timeless, so can be used in the future.

What does the word sustainability mean to you?

use reduce resources better environment
Future

What do you think is important for the incentive travel industry to be sustainable?

destinations programs sustainability resources travel
make difference way make industry think
impact local world people incentive travel
footprint

POSITIVE IMPACT



site

Society for
Incentive
Travel
Excellence

WHAT DID WE HEAR FROM THE SITE COMMUNITY

STEP THREE IN THE PROCESS OF CREATING A POLICY IS TO GATHER INPUT:

What are the biggest challenges that face the incentive travel industry when you want to be sustainable?

lack_{clients} make_{educate} **costs** destinations

What are the biggest opportunities that face the incentive travel industry when you want to be sustainable?

local_{create} **incentives**_{community} sustainable
world

What else would you like to tell us?

work_{make} **sustainability**

What best practices would you like to share?

Food_{use} **program**_{need} events



PRINCIPLES FOR SUSTAINABLE EVENTS

1. Definition for event sustainability: Sustainability for events means taking action towards preserving our natural environment, promoting a healthy, inclusive, society, and supporting a thriving economy.

2. Four Principles of Event Sustainability:

-Event organisers and suppliers share responsibility for implementing and communicating sustainable practices to their stakeholders.

-Basic environmental practices include:

- Conservation of resources, including water, energy and natural resources
- Waste management
- Carbon emissions reduction and management
- Supply chain management and responsible purchasing
- Biodiversity preservation

-Basic social considerations include:

- Universal human rights
- Community impacts
- Labour practices
- Respect for culture
- Safety and security
- Health and well-being

-Sustainable events support thriving economic practices through:

- Collaboration and partnerships
- Local support, including small and medium enterprises (SMEs) stakeholder participation
- Equitable economic impact
- Transparency
- Responsible governance

-Endorsement of the principles:

- By signing you agree to support the adoption of the Events Industry Sustainability Principles. You commit to endorsing these Principles as a foundation to sustainable event practices. In addition, you agree to integrate sustainable event practices into your events.



WHAT ARE THE STEPS SITE TOOK TO CREATE THEIR POLICY?

THESE STEPS ARE A GUIDE FOR SITE MEMBERS TO FOLLOW TO CREATE THEIR OWN POLICY

1. Ensured Top Manager Support:

"A few years ago, as president of the SITE Italy chapter, I made the decision that we have to become the first chapter in the world to have a green member and one of the board members told me that he would like to be the one."

The collaboration at that time was pretty exciting because after a chat between both parties, we decided to write a book about Eco-events, sustainability and incentive travel. A collaboration between associations can be built up with just a five-minute speech."

2. Created An Internal Sustainability Team comprising of SITE Members:

The sustainability team consisted of Aoife Delaney, Eda Ozden, Carina Bauer, Benoit Sauvage, Roger Lehner, Mandy Brown, Lyne Montpetit, Chooleng Goh and Jane Scaletta. All team members became Positive Impact Ambassadors, held regular calls with Positive Impact and received materials four times a year to support them to talk about how to create a sustainable event industry.

4. Empowered SITE Members To Identify What Their Key Sustainability Issues Are:

Materials were created so SITE chapters could hold education sessions to identify their sustainability issues. Chapters could access powerpoints, films, audio recordings and templates to be able to lead an interactive activity and create a roadmap. These materials could also be used by the wider incentive travel community.

3. Empowered SITE Members To Learn About Sustainability:

Two webinars were created and made accessible for SITE members and the wider incentive travel community. The webinars provided education on how to identify sustainable challenges unique to your situation and how to lead a group conversation to identify your issues and create a roadmap to address them.

5. Facilitated the Opportunity for SITE Members to Give Their Input Into SITE'S Sustainability Policy:

A questionnaire was created to gather feedback from SITE members and SITE chapters were asked to submit their roadmaps. This content contributed to the creation of objectives within the SITE Policy.

6. Told The Story Of SITE being in action :

Case studies, interviews and blogs meant SITE was continually sharing their story. Inspiration went beyond the SITE community and this work was used to inform global business, United Nations and governments of the role of incentive travel, and inspiring their community.

7. Referenced Global Industry Best Practice:

This included the creation of Principles for Sustainable Events co ordinated by the Event Industry Council, the launch of a campaign to address plastic waste supported by Monterey County Convention Centre and themes identified during #CSRShare Day which reached a community of over 1.2 million event professional.



This word cloud represents the trend of 2018's CSR Share Day

WHAT DOES BEING IN ACTION TO IDENTIFY YOUR SUSTAINABILITY CHALLENGES AND CREATE YOUR POLICY LOOK LIKE?

THIS IS A CASE STUDY FROM THE FLORIDA AND CARIBBEAN CHAPTER ON HOW THEY CREATED A ROADMAP TO IDENTIFY THEIR SUSTAINABILITY ISSUES AND CREATE THEIR FUTURE PLANS

STEP ONE: The sustainability champion listened to training and watched a webinar to understand how to facilitate a workshop. The sustainability champion downloaded a powerpoint and agenda to use in the workshop. These materials can be used by SITE Members and the wider incentive travel community.

<https://www.positiveimpactevents.com/blog/site-roadmap?rq=site%20roadmap>



In 2019 SITE will launch a sustainability charter because they recognise the positive impact which incentive travel events can have.

To create a sustainability charter is important to understand the sustainability challenges the industry is facing.

In order to gather input from global SITE community a number of engagement opportunities have been created including:-

1. A webinar for SITE members at large to identify their challenges.
2. A questionnaire which is suitable for SITE members at large to share their input.
3. A webinar for SITE Chapters to understand how they can use their roadmap toolkit as a Chapter activity.
4. A roadmap toolkit which can be used by SITE Chapters including a [SITE Roadmap agenda](#), [SITE Roadmap creator](#) and a [SITE Roadmap presentation](#).

SITE members and Chapters are encouraged to create roadmaps and submit them to info@positive-impact-events.com so content can be used to inform the creation of SITE's sustainability charter.

If you are a SITE member and would like to get involved as a sustainability champion please contact info@positive-impact-events.com

STEP TWO: The sustainability champion from the Florida and Caribbean Chapter facilitated a workshop to identify sustainability issues and create a roadmap.

PI ADVICE ON..
NEXT STEPS IF YOU ARE INSPIRED + WANT TO FOLLOW SITES LEAD AND CREATE YOUR OWN SUSTAINABILITY CHARTER:

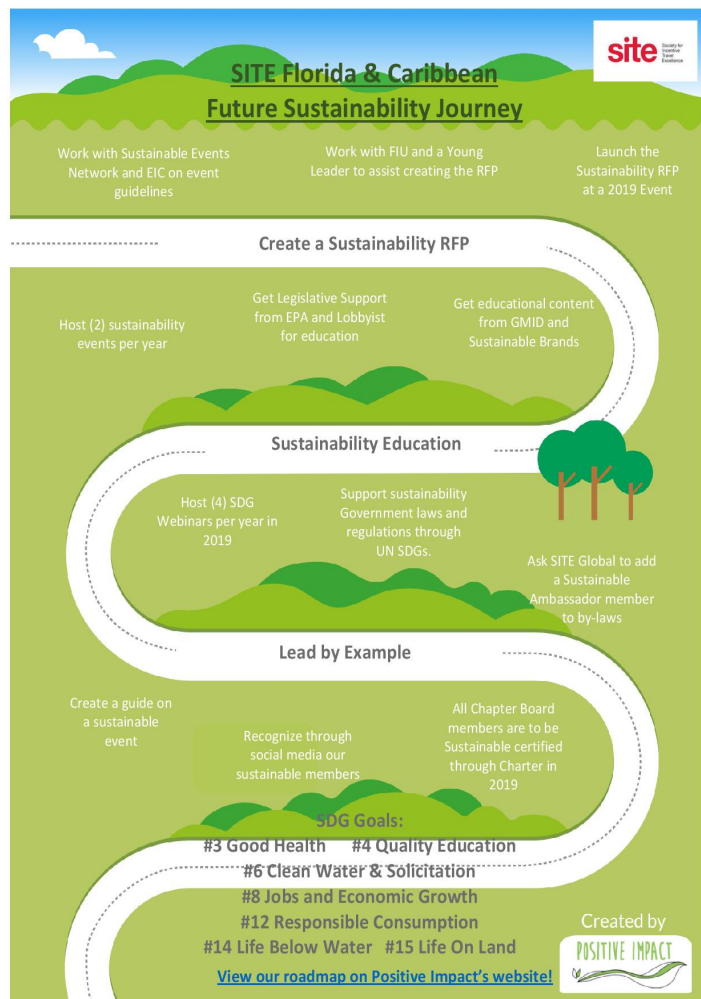
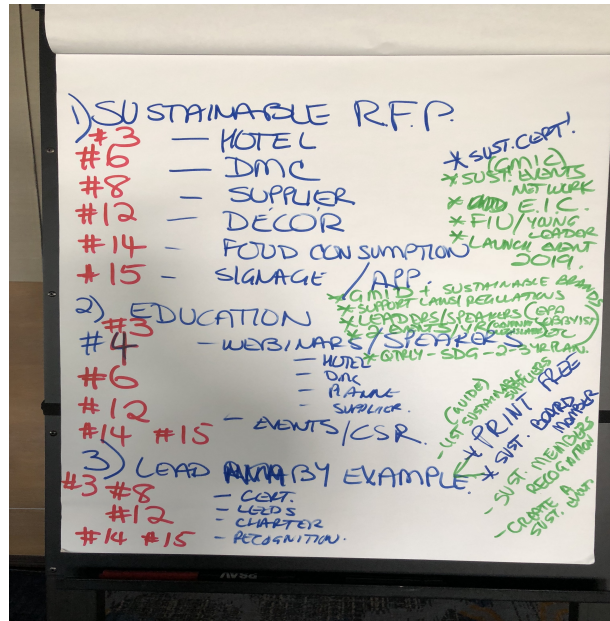




WHAT DOES BEING IN ACTION TO IDENTIFY YOUR SUSTAINABILITY CHALLENGES LOOK LIKE?

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STEP THREE: The Florida and Caribbean Chapter became aware of their unique sustainability issues and as a community prioritised them (because not every issue can be addressed at the same time!)



STEP FOUR: The SITE Florida and Caribbean Community created a roadmap so they now have a visual to share which clearly communicates their sustainability journey in 2018/2019.



WHAT IS THE TEMPLATE FOR A ROADMAP

INSERT SITE CHAPTER NAME

What is our Future Sustainability Journey?

Actions to achieve objective 1. E.g. 100% of attendees receive sustainability education

Actions to achieve objective 1

Actions to achieve objective 1

Objective 1: e.g. "Educate internally and externally"

Actions to achieve objective 2

Actions to achieve objective 2

Actions to achieve objective 1

Objective 2

Actions to achieve objective 2

Actions to achieve objective 3



Actions to achieve objective 3

Objective 3

Actions to achieve objective 3

Actions to achieve objective 3

Actions to achieve objective 3



WHAT IS AN EXAMPLE OF BEST PRACTICE FROM SITE

EVENT SUSTAINABILITY CASE STUDY; SITE ISA

CREATED BY POSITIVE IMPACT

SUSTAINABLE DEVELOPMENT GOALS



QUICK FACTS:

The Society for Incentive Travel Excellence (SITE) was founded in 1973. They are now the global authority on incentive and motivational travel.

1

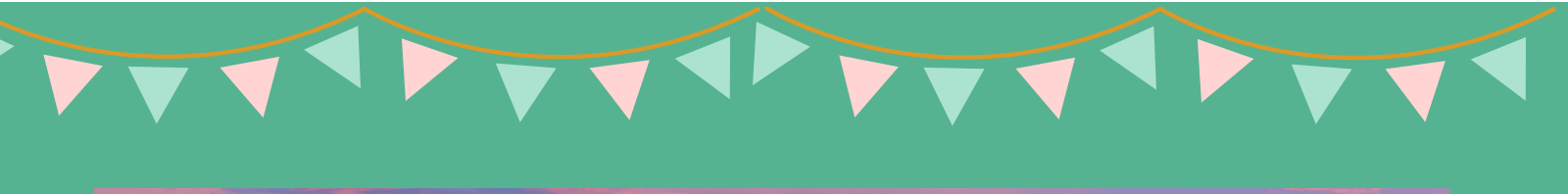


SITE bridges the gap between members and business leaders who seek improved performance through powerful experiences. It works to reward, retain and motivate employees.

2

SITE are committed to supporting select partners which are dedicated to causes such as the fight against human trafficking, climate change, and environmental sustainability.

3

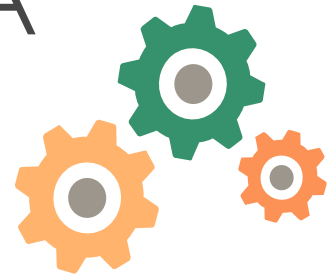


SITE Incentive Summit Americas
5-8 April 2018
Park City, Utah, USA



SITE ISA is an annual summit aiming to connect incentive travel leaders to network, share learning and grow business. It allowed Engaging and relevant education targeting sophisticated industry professionals.

How SITE implemented sustainable actions at ISA and its impact





We focused on the work SITE ISA implemented related to the UN SDGs to create a more sustainable event industry....



WHAT DOES THIS MEAN?

The SDG 12 promotes resource and energy efficiency, alongside sustainable infrastructure and access to basic services providing a better quality of life for all. It aims at 'doing more and better with less', requiring a systematic approach and cooperation among the entire supply chain and engaging the consumer.

The UN target is to achieve sustainable management and efficient use of natural resources by 2030.



7 AFFORDABLE AND CLEAN ENERGY



WHAT DOES THIS MEAN?

The social development goal 7 promotes sustained affordable and clean energy. Energy is essential for jobs, security, climate change, food production or increasing incomes. Sustaining energy is opportunity; transforming lives, economies and the planet.

The UN target is to achieve an improved global rate of energy efficiency and increase investments in clean energy technology and infrastructure by 2030.

Save paper and reproduction

SITE ISA went 100% digital had no printed welcome packs. Not printing single use/event information help reduce unnecessary production, helping SITE meet SDG 12.



At ISA SITE pledged to only work with apps and push notifications and social media tagging.

If all 300 Positive Impact ambassadors followed this lead, say each event would use 200 sheets of paper, this would save 60,000 sheets of paper, this is equivalent to 4 trees!

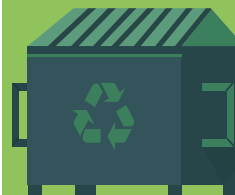


Positive Impacts 3 top tips on saving paper at events:

1. Make sure materials can be easily stored between events
2. Make sure no specific dates are written onto materials
3. Make sure nothing is title specific



Re-usable signs



Around 90% of the signage for ISA will be used again in the future.

At such a collaborative event, sharing idea with other incentive travel businesses creates a wider audience to show how you can reduce waste.



WHAT IS AN EXAMPLE OF BEST PRACTICE FROM SITE

EVENT SUSTAINABILITY CASE STUDY; SITE NITE EUROPE 2018



Society for Incentive Travel Excellence



ABOUT SITE:

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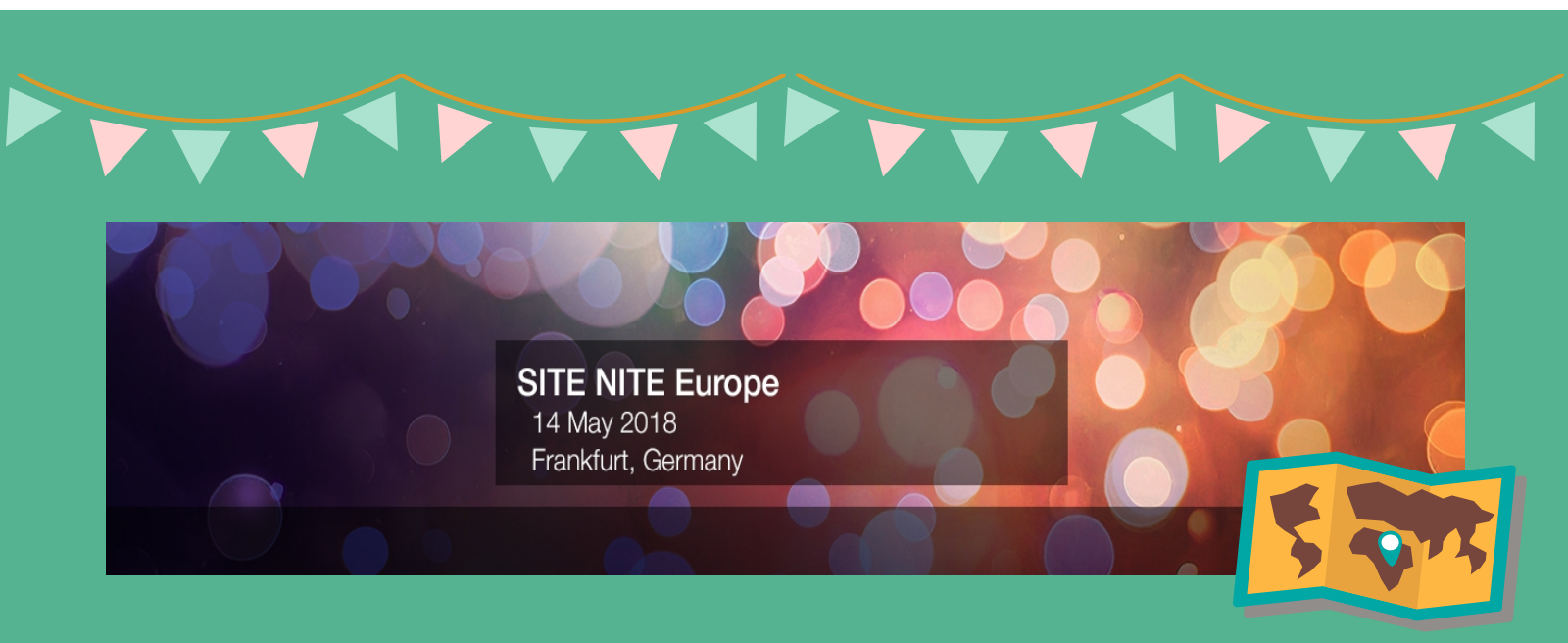
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1

2

3



SITE NITE was an event aiming to connect with over 500 incentive travel professionals whilst supporting the SITE Foundation's commitments to advocacy, research and content generation.

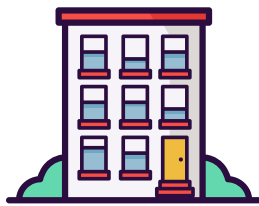
How did SITE implement sustainable event practices at SITE NITE Europe?

HOTEL ENERGY

Energy saving lamps were used throughout the venue; The Intercontinental Frankfurt Hotel uses 100% ecological energy and Motoric sensors for lights in hallways.



Data and information gained from such events can be used to inform and implement changes for future events, educating suppliers and hosts on what makes an event truly sustainable.



FOOD AND BEVERAGES

Over 60% of the food and ingredients were sourced from less than 50km of the hotel, and the meal was served in the form of a buffet.

Locally sourced food helps reduce transport emissions, and is often more sustainable as well as supporting local communities and businesses.

Any food waste was sent to be used in biogas facilities to produce energy.

During food service, straws were eliminated alongside plastic or paper tableware and there was minimal use of linens.



MINIMISING TRANSPORTATION

SITE used existing furniture from hotel as much as possible. If this is not a possible local event suppliers were used.



SITE worked with hotel partners for any AV needs and most equipment was either installed or in house.



SAVE PAPER AND REPRODUCTION

Reduce production of one time use signage. For example: The buffet description was summarised on one page instead of being labelled individually.

Re-use of gobos from previous events.

Items from previous events are starting to be used e.g. SITE bracelets. Therefore, no badges were printed, people were merely required to wear their IMEX badge.



12 RESPONSIBLE CONSUMPTION AND PRODUCTION

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Positive Impact's 3 top tips on reducing food wastage at events:

1. Use Local produce – greenhouse gas emissions from transport is reduced.
2. be accurate in planning and allocation of resources in advance allows for minimum wastage.
3. Monitor the food used and wasted



If each partner then shared this collective content with its respective communities, it thus delivers an outreach and amplified engagement which these partners could not possibly achieve in isolation. If you want to row your own boat, you're in the wrong boat.



SINCE 2005 THE MOST COMMON QUESTION EVENT PROFESSIONALS HAVE ASKED POSITIVE IMPACT IS "CAN YOU GIVE US A CHECKLIST SO WE CAN BE SUSTAINABLE?"

A checklist is "easy" to follow and event professionals are used to following a list however, if a culture for sustainability is to be created, an approach which fosters understanding, innovation and taking responsibility is important. A meeting facilitated by the Event Industry Council in 2018 at IMEX America for sustainability experts in the industry agreed that empowering individuals to identify their own sustainability issues, relevant to their local community should be the first step rather than providing industry checklists

This is the approach SITE has taken in 2018 and which can be copied by those across the industry who want to take a responsible approach to creating a sustainability checklist suitable for their requirements.

CHECKLISTS DO EXIST IN THE INDUSTRY, FOR EXAMPLE:

- Apex ASTM
- Swan Eco Label
- Green Globe
- Green Key

HOWEVER, THEY HAVE LIMITATIONS FOR THE FOLLOWING REASONS:

However, they have limitations for the following reasons:

1. They will be geographically limiting because cities have different infrastructure, i.e. different recycling schemes.
2. Assumptions will be made
3. Supply chains vary in each location

WHAT ARE THE NEXT STEPS FOR SITE

1. The sustainability team will continue and there is an opportunity to get involved: <https://www.siteglobal.com/page/join-site>
2. Chapters will be encouraged to use roadmap materials and update roadmaps annually

WHAT ARE THE NEXT STEPS FOR YOU!

IF YOU ARE WANTING TO START OR FURTHER YOUR SUSTAINABILITY JOURNEY FOLLOW THESE STEPS:

1. Visit <https://www.positiveimpactevents.com> to see the SITE roadmap toolkit, watch webinars and access all you need to identify your own issues and create your own roadmap visual.
2. Bring together a team of sustainability champions to identify your issues and create your own roadmap.
3. Read and create your own branded version of sustainable event principles and share this with your community.
4. Invite your interested parties (e.g. clients and suppliers) to tell you what they think your sustainability issues are.
5. Copy the format of SITE policy and add your own content and use this as your policy.
6. Share your policy with your community.
7. Ensure members of your sustainability team have responsibility for the objectives in your policy.
8. Plan regular meetings to review process.
9. Tell your story, for example during #CSRshareday using social media.
10. Become a Positive Impact ambassador and collaborate with a global community who are in action to make a difference and advocate to tell the story of the power of events.
11. Become a SITE member to keep up with things such as webinars and roadmaps: <https://www.siteglobal.com/page/how-to-join-site>

THROUGHOUT THIS PROCESS, MATERIALS WERE SHAPED BY INPUT FROM THE SITE SUSTAINABILITY TEAM, GLOBAL POSITIVE IMPACT COMMUNITY, SITE INTERNATIONAL AND FOUNDATION BOARD, MADE UP OF AOIFE DELANEY, EDA OZDEN, CARINA BAUER, BENOIT SAUVAGE, ROGER LEHNER, MANDY BROWN, LYNE MONTPETIT, CHOOLENG GOH AND JANE SCALETTA .

Created by