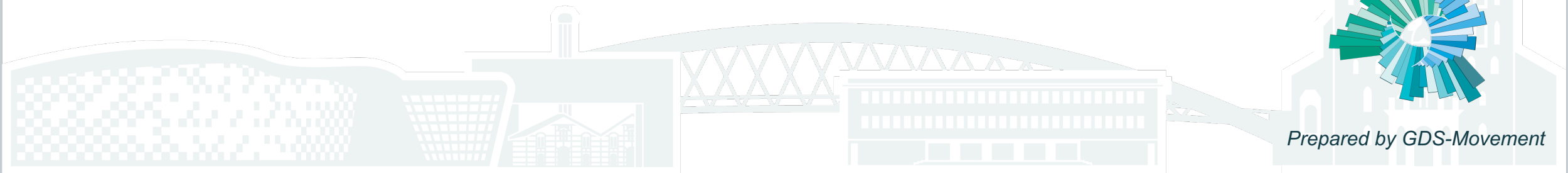


61ST ICCA CONGRESS

6-9 NOVEMBER
2022 · KRAKÓW
POLAND



Sustainability Measurement Report 2022



Agenda

Event Overview/Update

Sustainability Roadmap and Strategy

- Vision
- Goals

Performance review – Footprint

- Overall carbon footprint calculations
- Waste management
- Performance review against strategic goals
- Comparison of 2019 vs 2021 vs 2022

Event Successes and Best Practise

- Production, design and signage
- Food and Beverage
- Attendee Wellbeing
- Transportation
- CSR initiatives

Key Challenges and Recommendations

Credits



Event Overview

Where? ICE Kraków, Poland

When? 7 – 9 November, 2022

Over 900 in-person attendees

The 61st annual ICCA Congress is the premier business event for all involved in the global association meetings industry. Each year, thousands of events professionals and association executives converge at a new host destination for the three-day programme. Attendees benefit from opportunities to make meaningful connections with new business partners, knowledge-sharing, and expert insights.

The scope of this sustainability report covers in-person measure of the environmental footprint of the ICCA Congress event, following the ICCA Congress Sustainable Event Strategy. In cases where real-time data was not available, estimated data points were taken into consideration.



ICCA Congress 2022 Sustainability Roadmap



Plan

- Co-create vision
- Define objectives
- Build action plan

Assess

- Evaluate suppliers and inhouse processes and performance
- Create sustainable event policy
- Develop supply chain assessment process
- Create performance improvement plan (PIP)
- Stakeholder Engagement

Implement

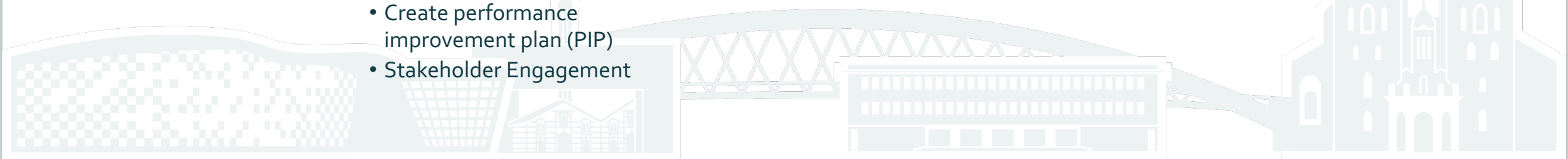
- Engage suppliers and Company's team.
- Educate, innnovate and improve processes
- Communicate actions

Measure

- Collect data
- Calculate impacts and performance

Improve

- Evaluate performance
- Identify best and worst practices
- Improve processes, tools, policies, planning



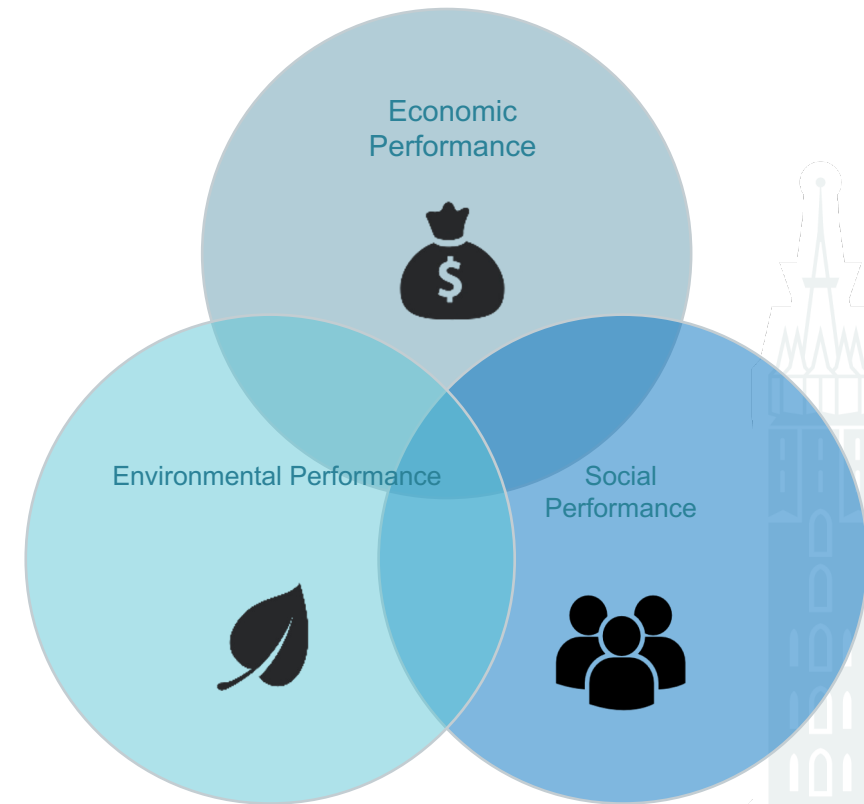
ICCA Congress 2022 Sustainability Roadmap



Sustainability is an integrated part of the ICCA Congress vision and purpose to unite the Global Business Events Community.

ICCA and Krakow Convention Bureau - the host of the 61st ICCA Congress - are committed to integrate sustainability into the entire life-cycle of the event based on strategic goals and KPIs.

ICCA has integrated the measurement the Congress footprint and handprint for the last editions of the Congress dating back from 2019 – including the turbulent times of organizing the Congress during Covid-19 pandemic in 2021.



2022 Sustainability Goals



Waste Management

- Works towards eliminating single use plastic, polystyrene and PVC in all areas of the Congress
- Decrease waste sent to landfill to less than 30%, and increase recycling to +50%
- +60% of all signage and branding to be made from more sustainable materials

Engagement

- Integrated attendee communication about Congress sustainability approach and attendee role – prior, during and after the Congress
- Industry Partner Engagement through sustainability sponsorship opportunities

Journey to Zero Emissions

- 90% of local transportation to be more sustainable (public or electricity powered)
- +70% of food served is vegetarian
- 70% of food is locally sourced (less than 160km)

Inspire Action and Positive Impact

- Integrate Sustainability Content as part of the Congress Program (at least 30% of all content)
- Integrate CSR activities to the event program
- Contract at least 1 social enterprises as a supplier to event
- Integrate wellness activities throughout the Congress

Performance review. How did we do?



Total carbon footprint

2079.35 tCO₂e

Average carbon footprint per attendee

3053.38 kgCO₂e

An icon showing two orange footprints, one slightly larger than the other, with the word "Footprint" written in a script font between them.

Waste Footprint

26.01 Tonnes

Average waste per attendee

38.19 Kg

An icon showing three orange recycling bins with different symbols (a star, a triangle, and a bottle) on them.

Are you wondering on how the impact of this event relates to everyday measures?

An icon of a yellow car with smoke coming out of its tailpipe.

CO₂ equivalent from 1039.7 cars on the road for one year

This is the equivalent of

An icon of a small green seedling with two leaves growing out of a pile of brown soil.

The carbon sequestered by 10396.7 tree seedlings grown for 10 years

The emissions from local event production, delegate and team travel, accommodation, food & beverages, venue and online participation were included in the calculation. In cases where real data was not available, data points were estimated based on industry averages.

Event carbon and waste footprint was calculated using the GHP Protocol, industry best practice methodologies and an advanced measurement tool called TRACE.

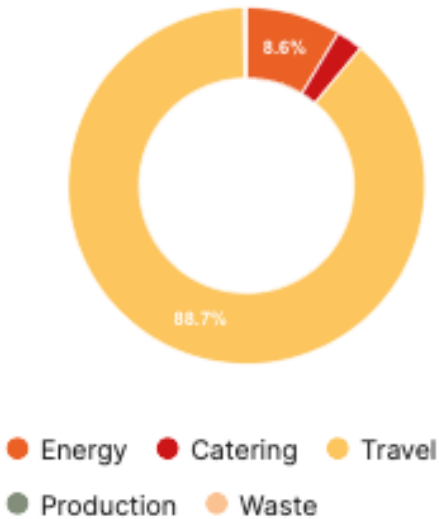
**The scope of this sustainability report covers in-person measure of the environmental footprint of the ICCA Congress event. In cases where real-time data was not available, estimated data points were taken into consideration.*

Performance review. How did we do?

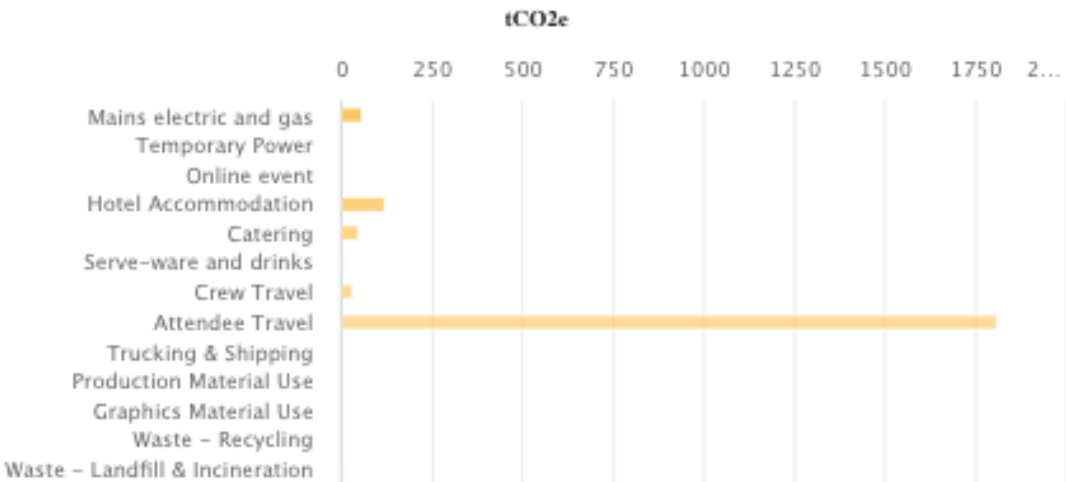


Carbon Emissions

Carbon Footprint



Emissions breakdown by category



**The scope of this sustainability report covers in-person measure of the environmental footprint of the ICCA Congress event. In cases where real-time data was not available, estimated data points were taken into consideration.*



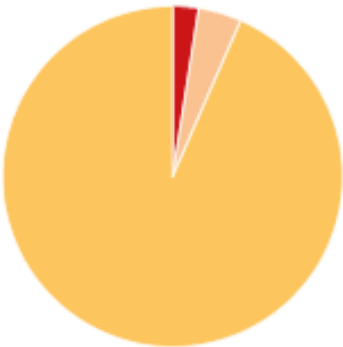
Performance review. How did we do?



Waste Summary

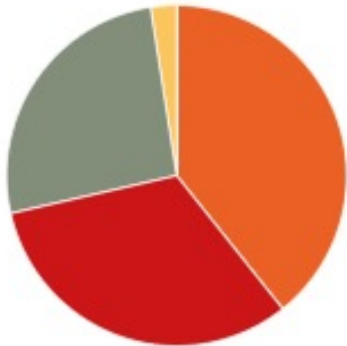
Where did waste come from? (by weight)

Built items	0.0%
Graphics	0.0%
Food waste	2.5%
Serveware	4.1%
Everything else	93.4%



Where did waste go? (by weight)

Landfill	39.3%
Incinerated	32.1%
Recycled	26.1%
AD/Compost	2.5%
Re-used	0.0%



**The scope of this sustainability report covers in-person measure of the environmental footprint of the ICCA Congress event. In cases where real-time data was not available, estimated data points were taken into consideration.*



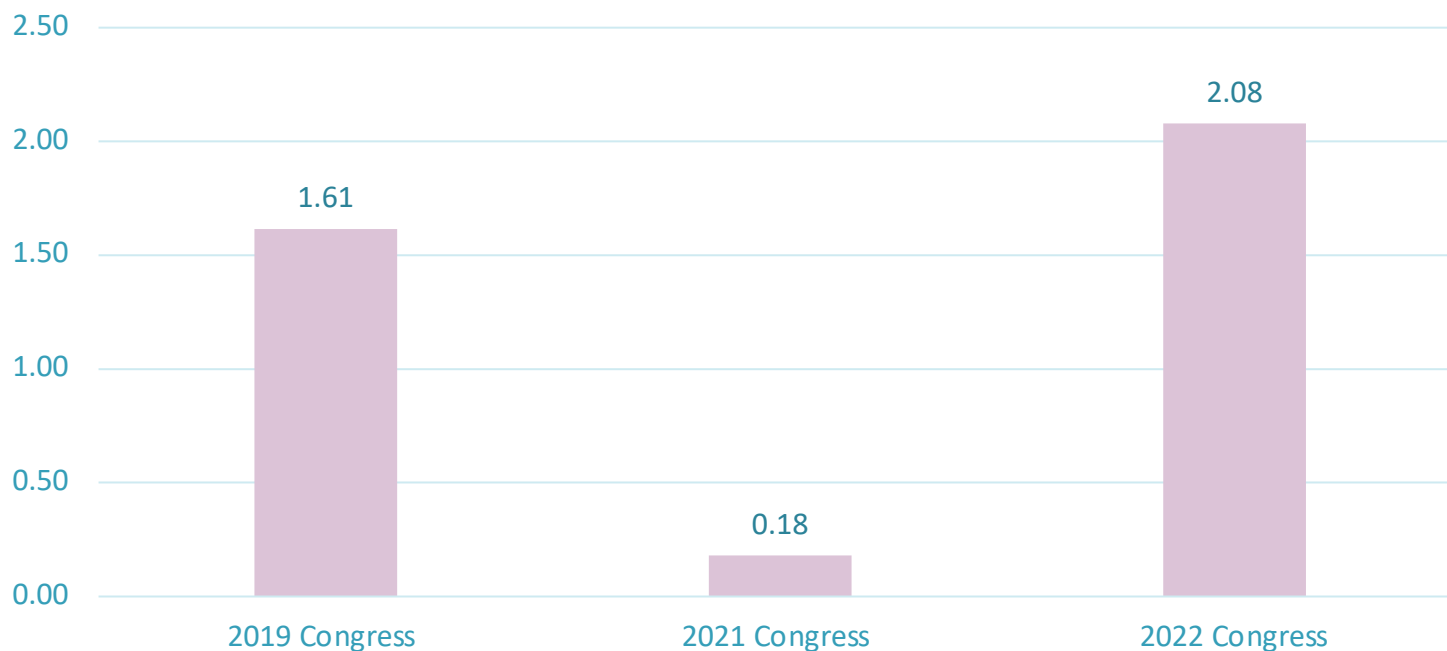
How did we do on Sustainability Objectives?



Goal Area	Goal	Result	Impact
Waste Management	Works towards eliminating single use plastic, polystyrene and PVC in all areas of the Congress		Only a small portion of single use plastic products used in catering resulting 0.11 tCO2e serveware emissions Productions data is not provided
	Decrease waste sent to landfill to less than 30%, and increase recycling to +50%		39.3% of waste went to landfill 26.1 of waste recycled after the event
	+60% of all signage and branding to be made from more sustainable materials		No information reported
Engagement	Integrated attendee communication about Congress sustainability approach and attendee role – prior, during and after the Congress		Dedicated online and on-site sustainability communication integrated into overall communication strategy
	Industry Partner Engagement through sustainability sponsorship opportunities		No sustainability sponsorship associated with the event
Journey to Zero Emissions	Increase balance of female speakers to +30%		39% female, 61% male speakers
	+70% of food served is vegetarian		77% of food served was vegetarian or vegan
	70% of food is locally sourced (less than 160km)		No information reported
Inspire Action and Positive Impact	Integrate Sustainability Content as part of the Congress Program (at least 30% of all content)		A third of the content was sustainability focused
	Integrate CSR activities to the Congress program		ICCA Gift of Love program fully integrated to the event
	Contract at least 1 social enterprises as a supplier to event		Brian Allan from Rock Your Business sang a song together with Polish and Ukrainian children
	Integrate wellness activities throughout the Congress		A dedicated Wellness Lounge was created

Data Comparison

ICCA Congress 2019 vs 2021 vs 2022
Average emissions per participant tCO₂e



Event formats:

- 2019 in-person Congress in Houston
- 2021 scope of Cartagena, Paris and the Online Hubs
- 2022 in-person Congress in Krakow

**Produced using data from ICCA, the event agency, key hotels, congress venue, transport suppliers and general contractor.
Missing data was replaced using Industry benchmarks supplied by the GDS-Movement.*

Key Successes



Key Successes

Production, design and signage

Digital signage used during the Congress



4-stream waste management implemented at the venue



Potted plants used to create cozy atmosphere

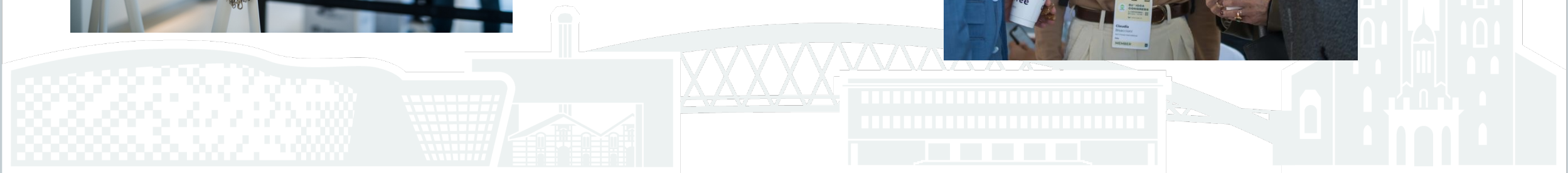


Key Successes

Production, design and signage (cont.)

Delegates were encouraged to leave their lanyards behind for further reuse in the future - 700 lanyards collected

All badges were printed on recycled and biodegradable paper



Key Successes

Food and Beverage

Water refill stations provided next to each catering outlet allowed attendees to refill their own bottles or use paper cups – avoiding single-use plastic



*Seasonal, local fruits served during the coffee breaks
Plastic-free unwrapped delights prioritised*



Reusable serve ware used during the Congress contributing to less waste



Key Successes

Wellbeing Initiatives

A dedicate Wellness Lounge was created as part of the Congress set up with conformable space to relax and refresh



Morning runs and walks were integrated as part of the Congress program



Key Successes

Transportation in Kraków

All delegates received a free transportation card; a little encouragement to use public transport, namely Kraków's excellent tram and bus network!



Key Successes

Community Support – Gift of Love

ICCA's initiative Gift of Love was set back in 2013 allowing delegates to leave a tangible legacy after leaving host destinations. In 2022, ICCA members attending Congress were encouraged to donate something – anything - that might lighten the darkness, even for the briefest of moments.

All donations were gifted to the Polish Humanitarian Action



Key Successes

Community Support – Chapter Initiatives

*City Clean Up
42 attendees dedicated their time and
left the city in a better shape*



*Hands on Help at the local shelters in
Kraków*



*Postcard writing sessions were for
volunteers to come along and write
cards personal for the elderly*



Key Successes

The ICCA Future Leaders Council organized a special session at congress, the ICCA Future Leaders Council Solution Studio, where anyone could drop in for a 10-minute chat with one of the Future Leaders to discuss a problem or challenge for which they needed a more diverse point of view.

Through these 121 sessions, the Future Leaders provided some out of the box ideas on a range of topics, including first-hand advice on how to engage and retain young professionals in the association meeting industry.

ICCA Future Leaders Council Solution Studio



Key Challenges and Recommendations



Key Challenges

Design, catering and data

Decorations:

Making sure sustainable design and decoration features are implemented consistently throughout the event (example: avoiding exotic fresh cut flowers used as decorations)



Catering:

- *Improve estimated attendance vs required amount of food to reduce food waste (640 kg of food waste was reported during this event)*
- *Carefully consider menus with locally sourced ingredients*



Data accuracy and measurement practices:

- *Provide accurate and more detailed data of production items*
- *Improve reporting about the food supply chain (locally sourced food within radius of 160km)*



Key Recommendations



Planning

- Make sustainability a priority and agenda item from the project initiation
- Start early in the event design process to engage, assess and train suppliers

Procurement

- Communicate sustainability requirements with your suppliers well in advance by adding it in the RFP process
- Make sustainability part of the procurement selection process
- Ensure that sustainability and measurement requirements are part of the contract to avoid delays in providing data

Measurement

- Ensure each supplier is coached, capable and can provide measurement data 2 weeks after the event
- Apply more focus in measuring production and signage
- Implement a framework to measure and report on the positive handprint and legacy of the Congress

Production and Waste

- Choose more sustainable signage options and completely eliminate PVC
- Eliminate freshly cut exotic flowers being used as decoration during the event

Food and Beverage

- Apply more focus on locally sourced menu options (within the distance of 160km)
- Improve food and beverage planning and estimates in order to reduce compost waste metrics
- Offer 100% vegetarian or vegan options at the Congress from 2023

Credits



This report was prepared by the GDS-Movement with valuable data and editorial support provided by the ESCRS team.

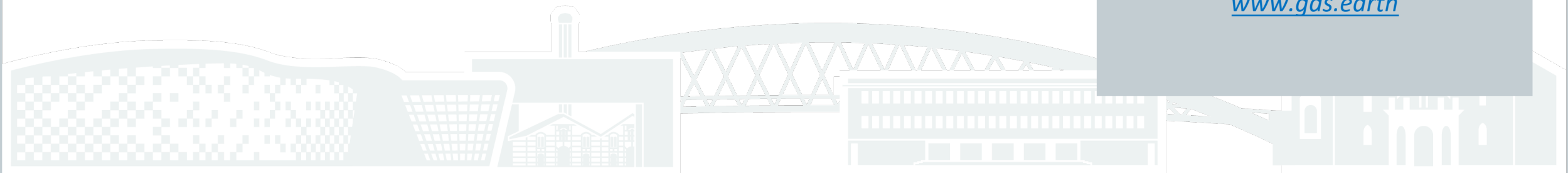
Event carbon and waste footprint data was measured using industry best practice methodologies as well as an advanced measurement tool called TRACE.

The emissions from local event production, delegate and team travel, accommodation, food & beverages, venue and online participation are measured. Where data was not available, impact data was estimated using the GDS-Movements database of sustainable events.

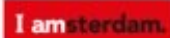
GDS-Movement unites and enables tourism and event professionals to create flourishing and resilient places to visit, meet and live in.

Our mission is to co-create sustainable and circular strategies, mindsets and skill sets that will enable destinations of the future to thrive, and society and nature to regenerate.

www.gds.earth



Congress Primary Sponsors

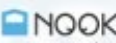


ICCA

Congress Host City



Congress Sponsors



Congress Local Partners

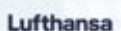


Actions co-financed with public funds from the state budget as part of the support from the Ministry of Sports and Tourism.

Congress Official Airline Partner



Congress Sponsor Airlines



Congress Sustainability Partner



Industry Partners



Technology Partner

Research Partner



Destination Partner



Association Partners

