

Corporate Social Responsibility (CSR) Efforts & Opportunities

New Orleans is the most remarkable, unique, and welcoming city in the world. New Orleans & Company's mission is to inspire, promote and encourage travel to our city for the economic, social and community benefit of New Orleans and its people, Our internal CSR commitments have four key areas of focus: Sustainability, **Business Community**, **Philanthropy**, and **Diversity Equity and Inclusion (DEI)** in the Workplace.

SUSTAINABILITY

Goal: To reduce the waste we produce as an organization and help our community keep our city clean.

In 2023 New Orleans & Company collaborated with the City of New Orleans and local recycling organizations to create a Mardi Gras recycling campaign called Recycle Dat. The campaign encouraged residents and visitors alike to recycle glass, aluminum cans and beads during the carnival season. Through this initiative the following was collected and recycled:

- 1500 pounds of glass
- 1,475 pounds of aluminum (roughly 50,000 cans)
- 11,535 pounds of beads/throws were collected and recycled.

In 2022 New Orleans & Company partnered with Life City to create a Zero Waste Challenge for the hospitality and tourism industry, which reduced business waste and increased recycling and composting efforts.

- 68 Businesses participated
- 1500 tons of waste diverted from landfills
- 2022 focus Water & Energy
- 2023 focus Recycling



New Orleans & Company participated in Love the Boot Week, a statewide cleanup effort. 12,777 individuals volunteered a total of 61,493 hours, removing 313 tons of litter in all 64 Louisiana parishes. In addition to litter removal, volunteers focused on community beautification, planting 370 trees and 3,542 plants, and refurbishing 146 gardens.



BUSINESS COMMUNITY

Goal: To help small and disadvantaged businesses connect with opportunities in the hospitality and tourism industry.

- New Orleans & Company created a procurement council made up of stakeholders in our industry and business community leaders to create and streamline better opportunities for small business owners to bid on work within our industry.

PHILANTHROPY

Goal: To fulfill our mission centered around supporting the community we serve.

New Orleans & Company provides opportunities for staff to donate time and money to nonprofit organizations.

- New Orleans & Company has donated school supplies to public schools.
- New Orleans & Company has donated to Toys for Tots and Second Harvest Food Bank during the holiday season.
- New Orleans & Company has provided meals to the unhoused population.
- New Orleans & Company participated and sponsored a Habitat for Humanity Women's Build and a Pride Build.



DIVERSITY, EQUITY AND INCLUSION (DEI)

Goal: To help us better reflect the city we represent and create better policies that support and foster DEI efforts within our own organization.

- New Orleans & Company underwent an equity audit performed by Beloved Community, a locally based national nonprofit, to identify strengths and needs in operationalizing commitments to diversity, equity, and inclusion.
- New Orleans & Company is working with Tourism Diversity Matters, a national organization that helps destination marketing organizations build a better understanding of DEI among staff.
- New Orleans & Company conducts staff-wide Know Be4 Training on DEI topics.
- Our Director of HR completed a 6-month DEI Leadership Series conducted by the Ladipo Consulting Group in partnership with Destinations International that included sessions focused on Emotional Intelligence, Effective Communication, Microaggressions, Unconscious Bias and Allyship.
- New Orleans & Company President & CEO, Walt Leger III participated in the "Roll With Me" campaign. The program invites local civic leaders to navigate their cities in wheelchairs to bring awareness to accessibility needs.

MEETINGS & CONNECTIONS

New Orleans & Company provides opportunities for conferences and meetings to support our local community through CSR efforts. Our team can connect meeting planners and business professionals with local non-profit organizations that can help them create a volunteer or donation activity for their group. We're able to recommend non-profits that closely align with a conference's CSR mission, creating a fun experience for attendees to give back while visiting our city. Visiting associations and corporations have the chance to donate time, money, and supplies while engaging in meaningful team-building activities. We are proud to share testimonials from groups who have participated in CSR givebacks and left a positive impact on our community.

TESTIMONIALS

826 New Orleans:

- "I cannot overstate how incredible and overwhelming it was to have such enthusiastic and dedicated support from the amazing ALA volunteers. I would find myself standing back in awe watching so many people working so diligently and so energetically in our space to make it the best that it can be. When the second and final bus departed, I just walked around in awe. In 6 short hours, the whole world changed for us at 826 as our organized and sorted physical space could match our intent and drive to support and nurture and amplify the voices of young people through writing and publication. That we did it in collaboration with a professional group who are dedicated to the power of books, writing, and knowledge sharing, themselves so often facing some of the same hurdles that we do, was a magical thing to be a part of."
- "On behalf of the whole 826 New Orleans staff, we cannot say thank you enough. I joked with some of the volunteers that it was like a group of angels descended and gave us a miracle. But that is actually true—we feel like the beneficiaries of an incredible outpouring of support from a group of amazing and—what feels like—supernatural people. We are so appreciative of this gift and for meeting all of you. Thank you from the bottom of our hearts! You will, literally, live on in our space for years and years to come."

New Orleans Charter Science and Mathematics High School:

- "I had the opportunity to accompany a group of students to a pathology conference recently, and it was an unforgettable experience. The conference was a great opportunity for the students to learn more about the field of pathology and to interact with professionals in the field."
- "Overall, the pathology conference was a fantastic learning experience for the students, and I believe it will have a lasting impact on their academic and professional lives. The organization of the conference was excellent, and the content was both informative and engaging."



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