



Corporate Social Responsibility

The venue's perspective

Rob Davidson



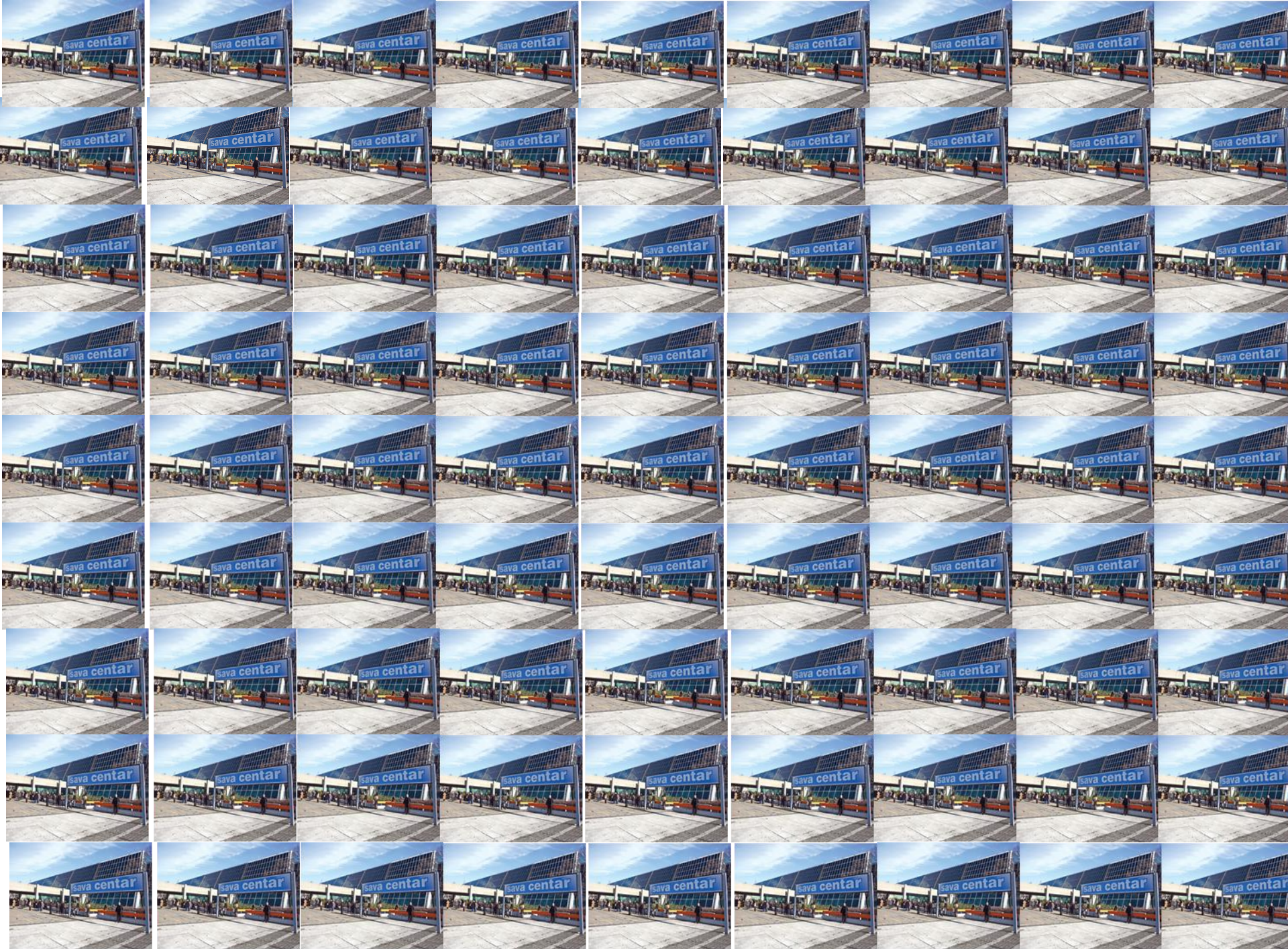
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Why is this important now?

- Huge expansion in the building of conference centres, worldwide
- For example, China wants to have 120 world-class conference centres by 2020



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Why is this important now?

- Conference centres have the potential to make a significant negative impact on the environment in which they are situated
- through their use of resources such as energy and fresh water
- and through the substantial amounts of waste they generate.



CSR

- Corporate social responsibility = ‘achieving commercial success in ways that honour ethical values and respect people, communities and the natural environment’
(Business for Social Responsibility)



Green construction

- 1. Development of **reliable** building-rating and performance measurement systems for new construction and renovations:
- Leadership in Energy and Environmental Design (**LEED**) rating program.
- The UK's **BREEAM** (Building Research Establishment's Environmental Assessment Method)
- Australia's **Green Star**



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Green construction

- 2. Financial advantages of going green.
- Well-designed green buildings have lower utility costs.
- Green buildings can increase employee productivity because they use alternative building materials that don't emit toxins, like formaldehyde, that are commonly found in standard building materials and workplaces.
- Green design criteria— including abundant daylighting, individual climate controls, and outdoor views – raise morale and employee satisfaction, which also improves productivity.



Green construction

- 3. Green building materials, mechanical systems, and furnishings have become more widely available, and their prices have dropped considerably - in some cases below the cost of their standard counterparts





Vancouver Convention Center



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Vancouver Convention Center

- LEED Platinum standard
- 5-acre living roof – the largest in North America
- Landscaped with more than 400,000 indigenous plants and grasses
- A natural habitat to birds, butterflies, insects, small mammals, and bees.
- The 240,000 bees produce honey to be used in the venue's kitchen.
- The roof acts as an insulator, reducing heat gains in summer and heat losses in winter





ExCeL London Exhibition and Conference Centre



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- Lighting is set at 50% during build-up and break-down
- Motion sensors have been fitted on lights and escalators to reduce energy use
- An average of 90% of waste is recycled. Only 10% goes to landfill
- Vegetable food waste goes to an on-site wormery to be turned into compost



Melbourne Exhibition and Convention Centre



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Melbourne Exhibition and Convention Centre

- The first convention centre in the world to achieve a **6 Star Green** environmental rating
- Food – fresh and local:
- “We support local producers and suppliers that are sustainable. This means we reduce the emissions associated with transport while supporting producers who share our vision for a greener world”





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- Offers conference delegates tickets for public transport valid throughout the conference
- Supports the activities of the local UNICEF branch, encouraging clients to make their own donations
- Supports ZWERGENLAND: “Little Dwarfs’ Land” - a home in Leipzig for children who have lost their parents and have no other relatives.



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Questions to be answered

- Are conference organisers and conference participants willing to pay MORE to have their meetings in **green** venues?
- Is Corporate Social Responsibility more important to **Generation Y** than to older generations?
- What kind of venues will **YOU** demand in the future?



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Rob Davidson

R.Davidson@Greenwich.ac.uk



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