Global Reporting Initiative™

Sustainability information for the 2013 Global Conference on Sustainability and Reporting

GLOBAL CONFERENCE ON SUSTAINABILITY AND REPORTING
Information. Integration. Innovation.

Amsterdam | **22-24 May 2013**

www.globalreporting.org
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GRI VISION
A sustainable global economy where organizations manage their economic, environmental, social, and governance performance and impacts responsibility, and report transparently.

GRI MISSION
To make sustainability reporting standard practice by providing guidance and support to organizations.

ABOUT GRI
The Global Reporting Initiative (GRI) promotes the use of sustainability reporting as a way for organizations to become more sustainable and contribute to sustainable development.

GRI's mission is to make sustainability reporting standard practice. To enable all companies and organizations to report their economic, environmental, social and governance performance, GRI produces free Sustainability Reporting Guidelines.

GRI is an international not-for-profit, network-based organization. Its activity involves thousands of professionals and organizations from many sectors, constituencies and regions.

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DISCLAIMER

In this document, GRI reports on the environmental, social and economic topics which were identified by various stakeholders as material for its 2013 Global Conference. Further information on the Conference is available on the *Conference webpages*. GRI's sustainability reporting on the organization as a whole is available in *GRI's Annual Report 2011/2012*. The next full GRI sustainability report for 2012-13, based on the G4 Guidelines, will be available in early 2014.

This document does not address every Compilation point from the relevant GRI Indicators.

Contents

Sustainability information for the 2013 Global Conference

GRI aimed to make the _2013 Global Conference on Sustainability and Reporting_ a responsible event, and leave a positive legacy, by integrating the sustainability principles of stewardship, inclusivity, transparency and integrity into every aspect of the Conference – from planning to execution.

Identifying material topics

GRI is committed to managing its sustainability impacts and improving its performance. To identify the material topics to consider for the 2013 Global Conference, GRI reached out to stakeholder groups to understand their main environmental, social and economic concerns.

For six weeks, an online survey was open for stakeholders to rate, in order of importance, 35 topics related to the disclosure items in the _G3.1 Guidelines_ and _Event Organizers Sector Supplement (EOSS)_. 90 respondents identified 21 key topics: one more, on collecting complaints, was identified by _GRI's 2011/12_ reporting process.
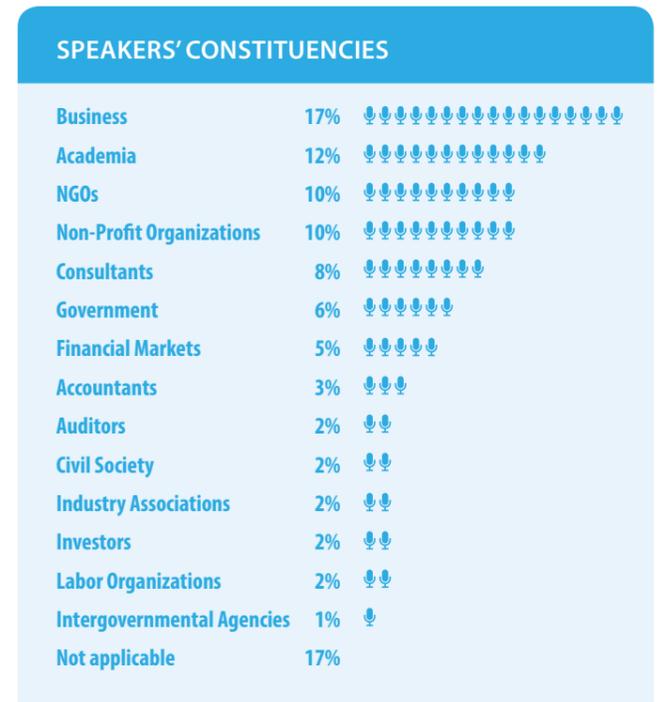
SURVEY RESPONDENTS BY CATEGORY

- CONFERENCE ATTENDEE 38%
- GRI SECRETARIAT STAFF 31%
- CONFERENCE SPEAKER 18%
- GRI GOVERNANCE BODIES (BOARD, SC, TAC) 14%
- G4 WORKING GROUP MEMBER 11%
- NETWORK PARTNER 9%
- CERTIFIED TRAINING PARTNER 9%
- MEDIA PARTNER 4%
- CONFERENCE SUPPLIER 4%
- CONFERENCE SPONSOR 4%
- CONFERENCE ADVISORY GROUP 2%
- GRI STRATEGIC PARTNER 1%

ON INCLUSIVENESS…

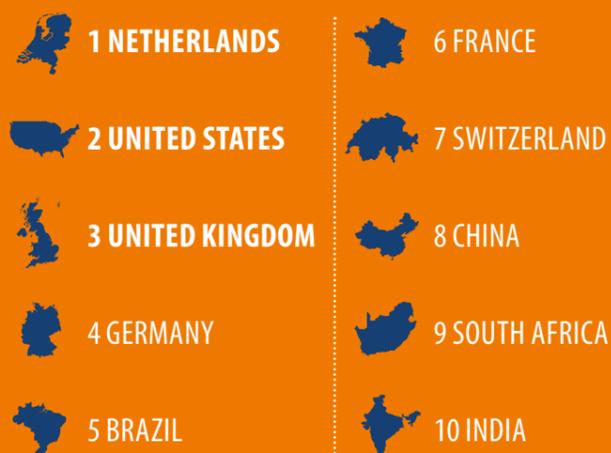EO5: Type and impact of initiatives to create a socially inclusive event

EOSS Commentary to LA1: Speakers by gender, region and type of organization, and attendees by gender, region and type of organization

The Conference pricing structure offered significant registration discounts for attendees from non-OECD countries, non-profit organizations and for students. Travel subsidies were also offered to speakers from these groups.

27% of Conference attendees were from non-OECD countries – the majority in Asia – and 73% were from OECD countries, mostly in Europe.

SPEAKERS' COUNTRY OF ORIGIN: TOP 10

1	NETHERLANDS
2	UNITED STATES
3	UNITED KINGDOM
4	SOUTH AFRICA
5	FRANCE
6	INDIA
7	BRAZIL
8	BELGIUM
9	CHINA
10	SWITZERLAND

SPEAKERS' CONSTITUENCIES

Business	17%
Academia	12%
NGOs	10%
Non-Profit Organizations	10%
Consultants	8%
Government	6%
Financial Markets	5%
Accountants	3%
Auditors	2%
Civil Society	2%
Industry Associations	2%
Investors	2%
Labor Organizations	2%
Intergovernmental Agencies	1%
Not applicable	17%

ATTENDEES' COUNTRY OF ORIGIN: TOP 10

1 NETHERLANDS	6 FRANCE
2 UNITED STATES	7 SWITZERLAND
3 UNITED KINGDOM	8 CHINA
4 GERMANY	9 SOUTH AFRICA
5 BRAZIL	10 INDIA

ATTENDEES' CONSTITUENCY

Business	26%
Consultants	19%
NGOs	10%
Not applicable	10%
Academia	9%
Financial Services	9%
Non-Profit Organization	6%
Government	5%
Industry Associations	2%
Civil Society	1%
Intergovernmental Agencies	1%
Labor Organizations	1%

Media and network partners contributed to raising awareness of the event in their countries and regions. At the Conference, delegations from GRI's Focal Point countries (Australia, Brazil, China, India, South Africa and the US) were joined by delegations from seven other countries and regions: France, Hispanic Americas, Japan, Middle East and North Africa, Republic of Korea, Russia and Central Eastern Europe, and South East Asia.

The total number of attendees was 1552. Overall, attendees represented 69 countries and 30 sectors, as well as a variety of constituencies. 53% of attendees were female and 47% were

male. Despite every effort to increase the number of female speakers, 31% of speakers were female and 69% were male.

As part of its efforts to create an inclusive event, GRI designed the Next Generation Competition to harness the creativity and energy of tomorrow's leaders. The competition invited attendees under the age of 30 to design a poster with an inspiring concept or message to encourage the transition towards a sustainability global economy, and which related to the key words of the Conference theme: Information, Integration, Innovation.

ON ACCESSIBILITY…

EO6: Types and impacts of initiatives to create an accessible environment

Put into effect on 1 December 2003, the Dutch Act on Equal Treatment of Disabled and Chronically Ill People gives disabled people the right to expect the adaptations necessary to enable them to participate fully in society. This act, along with Article 1 of the Dutch Constitution which prohibits discrimination on any grounds in the Netherlands, applies to public buildings and infrastructure throughout the country – including the recommended hotels and Conference venue.
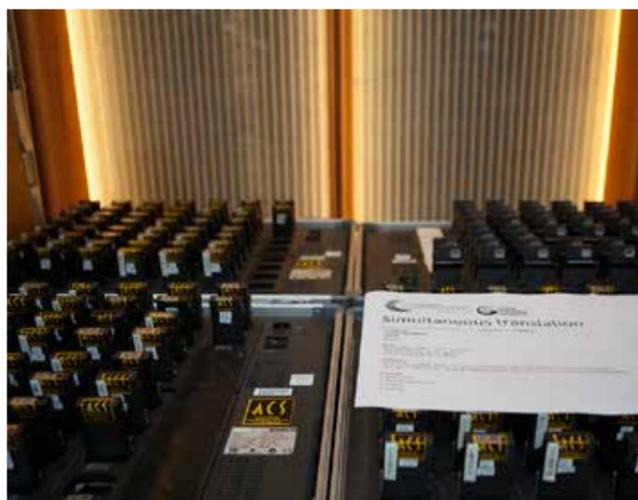
MCI performed three audits of the Conference venue, the RAI Amsterdam, in September 2012, January 2013 and on-site during the event. They confirmed that health, safety and sustainability standards were being met. The RAI has a fully accessible program for disabled and color-blind individuals.

ON FOOD AND BEVERAGE…

EO8: Percentage of and access to food and beverage that meets the organizer's policies or local, national or international standards / EO9: Type and sustainability performance of sourcing initiatives / EN26: Initiatives to mitigate environmental impacts of events, products and services, and extent of impact mitigation

In line with the diversity of attendees, GRI aimed to provide a diversity of food and beverage options which also met sustainability requirements. Attendees were able to indicate specific dietary restrictions when they registered. A total of 3,667 buffet meals and 90 plated meals – those meeting the dietary restrictions of attendees – were served, amounting to a total weight of 2 tonnes. 27% of the menu was sourced locally (within 160 kilometers of the venue) and 16% was certified organic.

Additionally, in an effort to reduce the amount of waste, 22 20-liter water coolers were available throughout the venue, removing the need for 2,200 plastic bottles of water.

HR2: Percentage of significant suppliers, contractors, and other business partners that have undergone human rights screening, and actions taken

GRI did not perform a human rights screening of suppliers, contractors and other business partners for the Conference. GRI performed a screening of its main suppliers in 2010, some of which were also suppliers to the Conference. A GRI Procurement Policy was finalized in 2011/12, which addresses human rights screening and other sustainability issues for procurement - see the Full Content Index of the 2011/12 Annual Report.

Conference speakers all received 'slavery-free' chocolate bars from producer Tony Chocolonely.

HR4: Total number of incidents of discrimination and corrective actions taken

There were no incidents of discrimination recorded during the event.

NGO2: Mechanisms for feedback and complaints in relation to programs and policies and for determining actions to take in response to breaches of policies

GRI staff, the event agency partner MCI and volunteers were all asked in advance to record any complaints received during the event. GRI received two complaints in relation to the event. One occurred pre-Conference during online session registration, related to a participant not being aware of the costs of attending paid-for Conference Master Classes. The other occurred during the Conference, and was related to the ability to download and use the Conference App.

From source to execution: supply chain management

The sustainability performance of the host city, venue, event partners, hotels, and other suppliers all impact the overall sustainability performance of the event. From planning to execution, GRI considered the sustainability performance of key suppliers.

ON DESTINATION, VENUE, ACCOMMODATION AND EVENT AGENCY PARTNER SELECTIONS…

EO9: Types and sustainability performance of sourcing initiatives

The City of Amsterdam has a strong commitment to sustainability, with effective public transport and waste management programs. The Conference venue, the RAI, is located close to recommended hotels and is only 15 minutes by train from Schiphol Airport, and 20 minutes by tram from Amsterdam Central Station.

GRI actively researched, evaluated and selected a venue with strict commitments to sustainability. The RAI was the first convention center in Europe to be certified with both the Green Globe Benchmark and the Green Key programs. The RAI has industry-leading environmental practices and technology, and a strong commitment to supporting local and international charities. The RAI produces an *Annual Sustainability Report* using GRI's Reporting Framework.

Key performance areas of the RAI include:
• Effective waste management, including recycling in public and private areas
• Renewable energy use
• Energy and water efficiency practices and investments in new technology
• Location close to accommodation
• Focus on locally-sourced, seasonal and organic food options for catering

Additionally, two sustainability workshops were organized with hotels in the vicinity of the RAI by GRI's Conference Partner MCI, in order to share GRI's vision of a sustainable event and encourage partnership and collective action on this front. All hotels recommended to Conference attendees were evaluated and benchmarked for their sustainability performance. The

hotel sustainability ratings were displayed on the Conference website and registration platform. 70% of the hotels have third party environmental certification with Green Key, EMAS or ISO14001.

GRI also included strict sustainability criteria when sourcing the event agency partner. The international agency MCI was selected as the Professional Conference Organizer. A GRI Organizational Stakeholder, MCI reports its sustainability initiatives and impacts using GRI's Reporting Framework. As stated in the *MCI Sustainability Report 2012*, MCI is committed to integrating sustainability into their procurement and operational processes. In 2012, 76% of all MCI events (a total of 2,660) were assessed for security and sustainability risks. These assessments were also performed for the 2013 Global Conference.

ON PRINTED MATERIALS AND THE MARKETPLACE…

EO9: Types and sustainability performance of sourcing initiatives / EN26: Initiatives to mitigate environmental impacts of events, products and services, and extent of impact mitigation / EN1: Materials used by weight or volume

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An integrated part of the Conference experience, the Marketplace showcased a diverse range of organizations, products, services and information. Located at the heart of the Conference venue, the Marketplace included the following 17 exhibitors: Tony's Chocolonely; EcoDriving; Do Sustainable; Credit360; Heineken; PE International; Holland Financial center; Enel; Quickmobile; Pricewaterhouse Coopers; Petrobras; WeSustain; Wdesk; Bloomberg; GRI; Tofuture; and Ernst & Young.

All exhibitors received recommendations for a sustainable Marketplace via email when registering as an exhibitor. These practical guidelines included:

GRI SUSTAINABLE EXHIBITIONS RECOMMENDATIONS

Booth design	If you don't use the GRI provided booth, we recommend choosing a modular and reusable stand with low energy LED lighting. Create undated signage and branding. Hiring furniture, IT and AV equipment has a lower impact than buying these.
Supplier selection	When selecting your suppliers, check their commitment to sustainable practices.
Decorate sustainably	Aim to hire plants rather than using cut flowers. Cut flowers often have a high environmental footprint because of pesticides and growing in green houses.
Less paper	Use electronic media where you can, and use a minimum amount of paper. The paper used should best be FSC certified or paper which has a minimum of 40% post-consumer recycled content, with vegetable based ink.
Giveaways	Giveaways are an extension of your brand. GRI prefers not to have plastic throwaways provided. If you use giveaways, seek sustainable options.
Less waste	Plan carefully to avoid unwanted post event waste. Seek options to donate unused materials to reduce disposal costs.
Environment friendly practices	At the end of each day, turn off all your lights and electrical items to save energy.
Involve the community	Work with local suppliers to maximise your input into the local community.
Share your story	Profile your CSR commitments and actions as part of your booth design and communication strategy.
Overnight stay	Book hotels which have environmental / sustainability certifications and preferably within walking distance of your venue.
Transport	Use public transportation wherever possible.

A-Booth Exhibitor Services supplied stand construction services for all exhibitors. Evaluated for its sustainability performance, A-Booth offers eco-certified products made of sustainable and reusable materials.

In line with a key goal of limiting paper consumption at the event, GRI developed an exclusive App for the Conference with the provider Quickmobile. Additional and necessary paper products were printed with five different suppliers, all of which print with recycled materials and use energy-efficient processes: MVD Printing, SDA Print Media, Staples, Ecodrukkers and Multicopy.

Item	Supplier	Number of sheets per item or pack	Number of items or packs ordered	Percentage of recycling material	Total kg recycling materials	Total kg
					235.64	291.20
Flyer "Global Conference On Sustainability Report"	MVD Printing	1700	1	100%	28.63	28.63
Folder "Sustainability Reporting for Sustainable Growth: Europe's leadership is needed	SDA Print Media	1000	1	70%	60.60	86.57
GRI Conference In Review - cover and back side	SDA Print Media	2	100	100%	3.40	3.40
GRI Conference In Review	SDA Print Media	22	100	100%	14.35	14.35
Office supplies (printing paper)	Staples	500	30	100%	74.84	74.84
Flyer "Global Conference On Sustainability Report"	Ecodrukkers	4900	1	100%	51.95	51.95
Table cards personalized	Ecodrukkers	340	1	100%	1.87	1.87
G4 - Reporting Principles and Standard Disclosures	Multicopy	41	20	100%	0.00	4.09
Conference Pocket Program	Provision	1700	1	100%	0.00	25.50

24.95 kilograms of paper were printed in-house by GRI staff for Conference-related items.

Banners that were displayed throughout the venue were printed on warm knitted fabrics made of 100% polyester. This material and the printing agent are Oeko-Tex Standard 100 certified; this scheme assesses textile companies' supplier relationships and facilitates the flow of information regarding potentially problematic substances. Banners produced with such materials include:
• Two banners of 1,5 x 8 meters
• Two banners of 1,5 x 6 meters
• Two banners of 3,00 x 8,00 meters
• One banner of 2,00 x 2,00 meters (double-sided)
• Four computer unit posters of 1,03 x 1,00 meters
• Seven banners of 85 x 200 centimeters
• 12 lectern posters of 46 x 70 centimeters

Four additional banners of 85 x 200 centimeters were produced the day before the event. The only production material available at short notice was Front-lite.

Economic impacts

FINANCIAL OVERVIEW GRI 2013 GLOBAL CONFERENCE (AMOUNT IN K EURO)

REVENUE

Registrations	1,102.70
Sponsoring	826.9
Commission	3.4
Other	52.8
Total	**1,985.80**

EXPENDITURE

Venue & Organization	819.5
Food & Beverage	311.8
Marketing & Communications	29.4
GRI staff costs	797.7
Total	**1,958.40**

BALANCE	**27.4**

EO1: Direct economic impacts and value creation as a result of sustainability initiatives

GRI developed an exclusive mobile App for Conference attendees to download and use, instead of printed materials. A key element of the Conference sustainability strategy, the App reduced paper usage and improved attendees' experience. The App also contributed to financial savings. As all Conference information was available via the App, GRI created a concise pocket program rather than a more extensive book, as it had for its 2010 Conference. This also removed the need for a Conference bag for attendees' paper materials, leading to a saving of approximately €35,650:

PRODUCT		AVERAGE COST		TOTAL POTENTIAL COST
1600 conference bags	➡	€9 per bag	➡	€14,400
1700 program books	➡	€12.50 per book	➡	€21,250
Total saving	➡	€35,650		

The Conference App contributed to attendees' experience of connecting, engaging and exchanging. App features enabled attendees to:
• Customize their Conference program
• Participate in live polls and surveys
• Upload photographs from the App to a device
• Connect and contact other attendees
• See what's currently on at any time
• Take notes directly
• Ask questions during sessions
• Contact and interact with speakers
• Access venue information, maps and a city guide

• Share content on Twitter, LinkedIn and Facebook
• View and contact Conference sponsors and partners

Additional economic impacts of GRI's sustainability strategy extended to the provision of water stations, which removed the need for individual plastic water bottles. GRI's calculations indicate that a total of €16,760 was saved with this effort: if one attendee drank four bottles of water of 50 cubic centimeters each day of the event, for three days, then a total of 192,00 water bottles would be consumed and wasted. Each water bottle would cost €0,90.

Environmental impacts: from energy to waste

EN8: Total water withdrawal by source, conservation and improvement initiatives and results

163 cubic meters of sanitary water was consumed during the event: the water consumption by attendee was 0.11 cubic meters (110 liters).

In collaboration with RAI, tap water in 22 20-liter water coolers was provided instead of bottled water, amounting to 440 litres of water.

The RAI has successfully reduced its water consumption by 25% over the last five years (see RAI CSR Report 11/12). RAI's sanitary system offers water saving options.

ON-SITE WASTE MANAGEMENT…

EN22: Total weight of waste by type and disposal method, and initiatives to manage waste and their results

Over 90% of waste created at the Conference was recycled or incinerated to produce energy; none of the waste was diverted to landfill. A total of 2.45 tonnes of waste was produced during the event, including build-up and break-down of event structures, equaling 1.58 kilograms of waste per attendee. This included:

TYPE OF WASTE PER M³	
Organic waste	1.18
Paper	0.09
Glass	0.64
Plastic	0.002

3 tonnes of modular reusable frame systems and design materials were provided by A-Booth for the Marketplace exhibition spaces. Less than 1% of this waste went to landfill. The printed signage boards will be reused for future events.

As stated above, GRI significantly reduced the amount of its own printed promotional materials, and encouraged exhibitors, which contributed the small amount of total paper waste.

EN3: Direct energy consumption by primary energy source

100% of the energy used during the event came from renewable energy sources. In 2012, the annual carbon emissions of the RAI were 5,093 tonnes of CO_2.

Between 21 and 24 May 2013, a total of 709 cubic meters of gas/diesel was consumed, including by generators. The total amount of electricity consumed during the event was 14,001 kilowatts per hour. None of the event energy consumption at the venue was offset.

EO2: Modes of transport taken by attendees as a percentage of total transportation, and initiatives to encourage the use of sustainable transport options

GRI aimed to keep carbon emissions from the event to a minimum. Offsetting the unavoidable emissions was therefore a priority in the sustainability strategy. GRI worked with climate and development experts Climate Care to offset these emissions with the award-winning LifeStraw Carbon for Water project. This project is delivering safe water to more than 4.5 million inhabitants of Kenya, generating significant carbon reductions and improving local economic circumstances. Climate Care committed to offset 100% of the event's greenhouse gas emissions.

To track the impact of attendees traveling to and from the Conference, attendees gave details of their mode of transport during registration. GRI calculates that a majority (75%) of

attendees and speakers traveled by plane to the conference, as shown in the chart. The category other applies to travel by bicycle, electric car or on foot.

MODES OF ATTENDEE TRAVEL

- AIRPLANE 75%
- CAR 4%
- PUBLIC TRANSPORT 8%
- TRAIN 11%
- BIKE 1%
- OTHER 1%
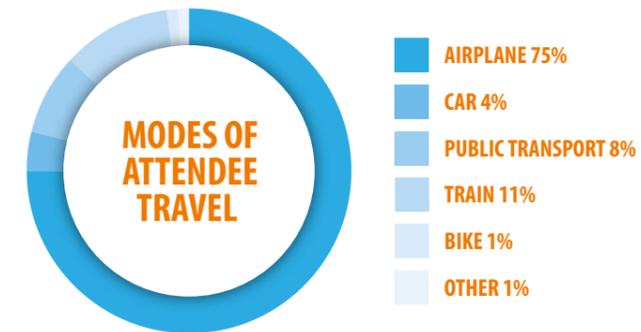
During the event, attendees were encouraged to travel in Amsterdam by public transport, bicycle and on foot. Bicycles were available for rent on-site. The proximity of the recommended hotels facilitated more sustainable travel options.

EO3: Significant environmental and socio-economic impacts of transporting attendees and participants to and from the event and initiatives taken to address the impacts

GRI calculates the following amount of GHG emissions due to attendee and speaker travel to, from and during the Conference.

FORM OF TRAVEL		TOTAL EMISSIONS (TONNES OF CO_2 EQUIVALENTS)
Flight	✈	1192.97
Train	🚋	3.26
Car	🚗	8.22
Local transportation	🚌	2.61
Total		**1207.06**

25% of attendees indicated during registration that they or their organization would offset the greenhouse gas emissions of their trip to the Conference.

EN16: Total direct and indirect greenhouse gas emissions by weight/ EN17: Other relevant indirect greenhouse gas emissions by weight

In addition to attendee travel, other sources of greenhouse gas emissions included the venue, hotels, food production, paper and waste, as shown in the table. 100% of these emissions were also offset by GRI.

SOURCE		TOTAL EMISSIONS (TONNES OF CO_2 EQUIVALENTS)
Venue	🏠	7.30
Hotel	🛏	0.04
Food	🍴	0.15
Paper	📄	0.62
Waste	🗑	0.15
Total		**8.25**

Event responsibility

PR1: Life cycle stages in which wellbeing and the health and safety impacts of the event and its products and services are assessed for improvement, and the number and percentage of significant products and services categories provided at the event subject to such procedures / PR7: Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship, by type of outcomes. / PR9: Monetary value of significant fines for non-compliance with laws and regulations concerning the event and the provision and use of its products and services / EO10: Type, amount and impact of benefits, financial and in-kind received from suppliers

The RAI offers a _handbook on safety_ at events held at the venue. No incidents of non-compliance with regulations and voluntary codes concerning marketing communications were found. Neither GRI nor the RAI were fined for non-compliance with laws and regulations.

GRI received various financial benefits from suppliers, as is common in the events industry:

RAI	50% discount on bandwidth and wireless infrastructure (total amount: €29,225) Additional discount on bandwidth of €6,000
MCI	15% return commission on hotel bookings (approximately €3,000)
QUICKMOBILE	Discount on App in return for a free exhibition space at the Marketplace (€9,500)
IDFA	Discount of €1,000 for screening IDFA documentaries
KLM / AIR FRANCE, OFFICIAL CARRIERS OF THE GLOBAL CONFERENCE	Global Meetings deal. Attendees and speakers were able to book tickets with a 5-10% discount, and GRI could also earn free flight tickets.

Illustration by Valentine Giraud-Robben, Filippa Barfvetam and Marieke van der Velden

Legacy of change

EO11: Number, type and impact of sustainability initiatives designed to raise awareness, share knowledge, and impact behavior change, and results achieved

1552 sustainability thought leaders and practitioners from around the world convened in Amsterdam for the three-day event, with the aim of advancing sustainability reporting and the transition to a sustainable global economy. The Conference provided a platform to learn best practice, exchange ideas, debate visions, and develop the skills for continued professional growth.

The Conference saw the launch of the fourth generation of GRI Guidelines, G4, which marks a major step forward in sustainability reporting. The launch signifies a move towards a more meaningful, impact-based reporting process that provides organizations – from SMEs to multinationals – with the necessary tools for measuring, managing and changing their activities.

GRI's Vimeo channel showcases videos of the Plenaries and a selection of parallel sessions, including all G4 sessions.

Change towards long-term thinking is the responsibility of each individual, of this and the next generation. Impacts on behavior change, and the results achieved, should become better understood in future, when academic research may become available.

EO12: Nature and extent of knowledge transfer of best practices, and lessons learned

Attendees were invited to complete a post-Conference survey, to help GRI plan and execute future events and tailor them to meet stakeholders' needs. The survey let attendees share their thoughts on the Conference experience.

GRI has created a detailed internal evaluation document to capture the knowledge and lessons learned from the Conference.

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