CORPORATE SOCIAL RESPONSIBILITY 2018
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1.1 CEO Introduction

This is the eleventh annual edition of ICCA’s CSR report, to be read in conjunction with the 2018 Annual Report and detailed financial results for the most recent calendar year.

ICCA follows the CSR reporting structure recommended in Global Reporting Initiative guidelines.

There are three key areas of relevance to ICCA’s CSR policy: the policies, activities and impact of the association itself; the scope for ICCA to influence the activities and impact of its members around the world; and advocacy and global standards issues relating to the overall impact of international meetings, which will primarily be addressed in partnership with other leading meetings industry organisations.

Two of the most important CSR initiatives taking place during 2018 were the Global Destination Sustainability Index and “The Iceberg” online advocacy platform for promoting the positive impact of meetings, both launched in 2016, but developing from strength to strength in their third year of operations. ICCA is a founding partner of both programmes, and will be increasing our sustainability efforts with the Global Destination Sustainability Index in particular into 2019.

In addition, in 2018 ICCA’s “Incredible Impacts” programme, in partnership with BestCities Global Alliance, the leading city consortium in the meetings industry, was successfully executed for the second year running, with technical support from specialist financial escrow company, Meetings Escrow. This initiative showcases the positive societal impact of international association meetings and a second year full of strong entries indicates the long-term impact of business events continues to be advocated. The work that ICCA and ICCA members do with these associations to facilitate and communicate these impacts plays an important role in this success.

Senthil Gopinath
Chief Executive Officer
ICCA

1.2 Key impacts, risks and opportunities

As a relatively small organisation employing 41 employees, turning over just over EURO 5.5 million annually, and delivering most of its services electronically, the direct environmental and societal impact of ICCA’s activities is not of great significance. However, in terms of ICCA’s potential to influence the activities and awareness of ICCA members and other key players in the international meetings industry, ICCA’s impact is far greater. It is therefore of great importance for ICCA to act as an example of good practice in all areas relating to sustainability.

Risks – The greatest strategic danger, as with past years, is that meetings become perceived purely as a negative contributor to carbon emissions rather than as a force for progress, and ICCA should ensure that a balanced understanding of the impact meetings is communicated. In doing so ICCA should always ensure that it acts and is seen to act as a responsible corporate citizen.
Opportunities – Obtaining advice and access to resources from Green Meetings Industry Council (now part of Events Industry Council, of which ICCA is a full member) offers ICCA significant opportunities to support members’ sustainability objectives and education on these issues.

Sustainability is more than environmental impact; it relates to the total societal impact of an organisation or an industry. The role of meetings in knowledge transfer, education, capacity building, problem solving, etc., has never been calculated but is clearly significant. ICCA plays a leading role in global meetings industry advocacy work to communicate these impacts, through the Joint Meetings Industry Council (JMIC) and Convention Industry Council (CIC), the two-leading umbrella organisations for the meetings industry, and now through the “Incredible Impacts” grants programme, which was launched in 2017.

**ORGANISATIONAL PROFILE**

2.1 ICCA, the International Congress & Convention Association

2.2 Global leader in research, sales and marketing services relating to the international association meetings sector. Global leading trade association offering members educational and networking opportunities.

2.3 Majority of services delivered by Head Office divisions: Membership; Research; Marketing & Sales; Events. Additional services delivered by Regional Offices for Asia-Pacific, Latin America, North America, Africa and Middle East.

2.4 Head Office in Amsterdam: 29 staff members. Regional Offices in Malaysia (10 staff members); Uruguay (3 staff members); USA (2 staff members); Africa (1 representative); Middle East (1 representative).

2.5 Over 1,000 members in 98 countries; activities in all regions of the world.

2.6 Membership owned, not-for-profit global trade association registered in The Netherlands.

2.7 Specialist in international association market, assisting members in research, sales and marketing to this sector; these services are delivered throughout all countries where ICCA has members, given the global nature of the market.

2.8 Scale of operations:

41 staff (end of 2018)
EURO 5.5m million turnover in 2018
1,056 members at beginning of 2018; 1,086 members at end of 2018. Approximately 12,900 regularly occurring international association meetings were identified as taking place during the year, according to ICCA’s 2018 Statistics Report.
GOVERNANCE, COMMITMENTS, ENGAGEMENT

4.1 ICCA is governed by a Board of Directors which is made up of elected volunteer leaders drawn from each geographical region and from each industry sector. The Board advises the CEO and management team in strategy and policy and oversees the senior management performance. All member organisations have equal governance rights, able to elect the President and their geographical and sector Board representatives. ICCA members exercise additional governance rights at the annual General Assembly, including approval of the membership fees they pay for the forthcoming year.
4.2 The President is a non-executive volunteer leader, elected for a two-year term, and able to serve two terms. The senior executive staff member is the CEO, whose employment is on a continuous basis.

4.3 There is no requirement for independent (i.e. non-member) Board members since all branches of ICCA membership are represented, with all members able to influence these representatives.

4.4 Members can influence the direction of ICCA in a number of ways: through electing Board representatives; through voting at the General Assembly; through direct approaches to Board or senior management. ICCA is a sufficiently small organisation to be able to provide direct channels to senior management for members wishing to raise important issues.

4.5 All ICCA staff participate in a standard employee incentive programme, linked to both overall financial performance and to a range of important strategic business objectives. As a not-for-profit organisation whose members fees are the primary source of revenue, ICCA believes it is essential to prioritise member benefits whilst maintaining financial discipline, rather than aiming to maximise financial surpluses. CEO remuneration and performance are scrutinised and agreed by the organisation’s Management & Finance Committee.

4.6 Conflicts of interest are avoided by requiring as policy that all Board of Directors declare such potential conflicts whenever they arise during Board discussions on particular issues. All formal Board meetings have this item as the first point on the agenda.

4.7 Board members are appointed through an open voting system rather than through selection based on any identification of technical qualifications. Additional technical expertise is brought in by ICCA to assist in strategic issues requiring specific skills.

4.8 ICCA recognises the need to be transparent, open, non-corrupt, and to deal in a fair, equal way with staff and members, with no discrimination on the basis of gender, sexuality, nationality, ethnicity, religion. Member companies and organisations are regarded as equal “shareholders” in ICCA.

At the General Assembly in November 2015 the Board announced a new Strategic Plan to cover at least the following five years, with “Innovation and Sustainability” as the first listed of ICCA’s five core values, stating: “We remain at the cutting edge of meetings sustainability and innovation, and drive the discussion around trends, providing platforms for local, regional and global dialogue.”

The Strategic Plan also includes “Effective and Sustainable Organisation” as one of six primary Strategic Goals. ICCA members have full access to the Strategic Plan via the My ICCA members-only section of the ICCA website, and receive regular communication from management and Board regarding progress on achieving all objectives contained within the plan.

This strategic plan has now been reviewed, with a new 3 year plan to commence in 2020.

4.9 The Board of Directors will adopt each annual CSR report, as this body is responsible for primary oversight of the association’s sustainability performance.

4.10 The Board of Directors has the power to appoint a Working Group on
sustainability issues to evaluate the association’s and Board’s sustainability performance, but such a group would have an advisory rather than formal governance role, with all policy decisions being the responsibility of the full Board of Directors.

4.11 Precautionary principle: In 2018 ICCA had no formal process of examining whether future plans were analysed for their potential sustainability impacts. Current plans are not regarded as significantly changing the potential impact of ICCA on environmental or other sustainability factors.

4.12 Standards: ICCA engages with a number of globally important “umbrella organisations”, including Events Industry Council (formally CIC); JMIC; UNWTO; GMIC. These are conduits for agreeing and communicating global standards with regard to meetings industry sustainability issues, and for advocating the wider benefits and impacts of international meetings.

4.13 Stakeholders: ICCA’s primary stakeholders are its members, whose competitive position is the first priority for the association. Also important are the international association meetings community, whose meetings make up the centrally important ICCA database, and with whom ICCA builds a continuous long-term relationship on behalf of its members. Finally, ICCA engages with the broader international meetings industry community, and is trusted as a key leader of the industry.

4.14 Stakeholders are identified through the normal strategic planning process.

4.15 ICCA engages with its members in multiple ways: formally through the governance process (e.g. General Assembly); more regularly and less formally through surveys; participation in activities and events; direct communication. International association meeting planners through database and educational resources. Wider meetings industry through JMIC and EIC, and through high-profile PR positioning.

4.16 Members have indicated increasing concerns relating to sustainability issues, which have so far been addressed by providing educational and discussion forum opportunities to discuss these issues at ICCA events. Sustainability related topics feature in every ICCA Congress programme, highlighting programmes where ICCA is a key partner (e.g. Global Destination Sustainability Index; “The Iceberg”), and initiatives by members. Members are particularly concerned with ensuring that the positive impacts of meetings are balanced against negative impacts, whilst at the same time striving to reduce the carbon impact across our industry.

4.17 Since 2016, ICCA has established a Staff Representation Committee (SRC) which, amongst other things, offers a platform for employees to suggest and put forward ideas regarding reducing ICCA’s carbon footprint, encouraging sustainability and reviewing ICCA’s overall societal impact.
PERFORMANCE ISSUES

5.1 General
ICCA is a relatively small organisation with minimal environmental impact through its primary activities, but as a meetings industry leader all efforts are made to follow best practices, to influence members and other meetings industry players.

5.2 Office practices
Location – Head Office was deliberately chosen in 2007 to be close to major public transport intersection; incentives in place to encourage staff to use public transport; but car parking still supplied to those who do not live close to public transport or who are supplied with company cars (5 executives).

Lighting – motion sensors are located in all departments so that only occupied areas are lit.

Heating – building-wide system but with area thermostats to ensure minimal wastage of heat or cooling.

Recycling – all waste paper and glass is recycled; the office building has no provision for recycling plastic, but only minimal amounts of plastic are used by ICCA. Amsterdam has a policy of central separation of plastic from other waste, rather than requiring separation by businesses or residents.

Postage – only materials regarded as essential, such as the membership directory, are physically posted; policy is that materials should be provided electronically unless there is a clear business case for printing.

When printing brochures and other materials, sustainable forest sourced paper or recycled paper is selected, along with non-toxic inks, using printers and suppliers who have signed up to sustainable practices.

Letterhead and envelopes use paper from sustainable forest sources.

No Christmas/New Year cards are sent out, apart from an electronic message, but the equivalent cost of sending cards is donated annually to Doctors without Borders.

ICCA has allocated a total of EURO 4300 in the 2018 budget towards offsetting the carbon impact of day-to-day operations (not including air travel, calculated separately).

5.3 ICCA events
Members bidding to host a major ICCA event are required to provide information on their sustainability/CSR policies, initiatives, and plans, and should also highlight challenges that ICCA can help to address were the congress to take place in that location.

5.3.1 57th ICCA Congress
No Congress bags have been given out this year – delegates were encouraged to bring their own bags if required.

Delegates did not receive a Notebook.
Official policy of no sponsor materials to be circulated; no written invitations or promotional materials produced for networking events; delegates encouraged to bring sample materials, not mass quantities of brochures.

We didn’t print the Networking Guide and provided only an online version to save paper.

Paper and money were saved by using electronic evaluation methods and putting all speaker presentations online.

We decided not to print the Congress Final Programme, just a foldable programme overview.

Badges and lanyards are biodegradable.

**Host destination: Dubai’s sustainability initiatives**

From government initiatives involving multiple entities to efforts within the private sector, sustainability has been embraced across Dubai, with stakeholders understanding the profound impact new strategies and best practices can have in the long term.

And while some initiatives are still on the horizon or in their planning phases, others are well underway and already making an impact, and were affecting aspects of the delegate experience at the 57th ICCA Congress in Dubai. More information on Dubai’s sustainability initiatives are available on the Sustainability Factsheet and Sustainable Overview.

**Dubai World Trade Centre**

In its continued commitment to champion the United Arab Emirates’ clean energy agenda, the Dubai World Trade Centre (DWTC) seeks to be a benchmark in fully integrated, new-age renewable energy solutions across its developments. Read how DWTC powers up with solar energy and how DWTC is tackling the food waste problem.

**Congress hotels’ sustainability initiatives:**

- Conrad Dubai
- Fairmont Dubai
- Hotel Ibis One Central
- Novotel World Trade Centre Dubai
- Sheraton Grand Hotel

**Charity**

Instead of giving out speaker gifts and Local Host Committee gifts, the money was donated to Noor Dubai Foundation, at a total of EURO 4,000.

In addition, we had two extra charity initiatives this year:

**ICCA Members Gift of Love**

Congress delegates had the chance to give an extremely special gift: the gift of sight. We encouraged participants to bring glasses or sun glasses in good condition to the ICCA Congress 2018 in Dubai and donate them to the Noor Dubai Foundation.

**ICCA Charity Run ‘N’ Walk**

The 57th ICCA Congress hosted the second ever ICCA Charity Run ‘N’ Walk in support of Noor Dubai Foundation. There was no admission fee, just a charity donation of a minimum of €25.

Result: EURO 5,555
Staff air travel and travel by Board members attending ICCA events in 2018 have been offset at a cost of **EURO 2668**. This is based on paying near the top range of the most expensive offset-calculations by major airlines for long-haul and short-haul flights (e.g. Amsterdam to North America West Coast or Asia ranged between EURO 10.00 and 15.00 and Amsterdam to European destinations ranged from below EURO 1.00 to EURO 1.80). Delegates attending ICCA events are encouraged to take personal responsibility for offsetting their own carbon travel impacts.

150 long-haul flights @ EURO 15.00 = EURO 2250  
209 short-haul flights @ EURO 2.00 = EURO 418

5.5 Carbon offsets – CSR charity donation  
The total cost of carbon offset-equivalents for 2016 activities (travel + general office...
activities) has been set aside in the 2016 budget for donation to a suitable sustainability/CSR project, to be approved by the ICCA Board of Directors.

**Donation: EURO 6968.**

### 5.6 Second year of Incredible Impacts Programme

This programme was launched in partnership with BestCities Global Alliance and with technical financial escrow service support from Meetings Escrow, to provide recognition of outstanding international association meetings that run programmes or projects that showcase the range of positive societal impacts generated by these meetings.

The winners were announced at the ICCA Congress in Dubai, United Arab Emirates.

The three associations from across the globe each received US $7,500 towards future projects, in recognition of their hosted events going “beyond tourism” in areas such as legacy development, sustainability and accessibility.

Chosen from 12 impressive entries, an independent panel of international association executives selected the following winners:

- Down Syndrome International
- Society for Ecological Restoration
- Union for International Cancer Control

Showcasing a diverse range of events, the successful associations demonstrated a unique and well-thought-out approach to ensure their events made a difference beyond what was happening within their venue walls. Thanks to the Incredible Impacts Grant Programme, it is hoped the winners’ good practice will be a source of reference and inspiration for other event planners worldwide.

#### Down Syndrome International:

Down Syndrome International (DSI), hosted their World Down Syndrome Congress in July 2018 in Glasgow. The congress brought together a range of professionals and researchers from health and social care, education, employment and human rights. People with Down syndrome and their families were also present for an inspiring experience of education with the aim of removing some of the stigmas surrounding the condition.

Their mission through the conference is to improve quality of life for people with Down syndrome worldwide and promote their inherent right to be included and accepted as valued and equal members of society. The congress had an outstanding impact by raising public awareness for the community, attracted over 1000 delegates, of which 120 were people with Down syndrome, and recruited a team of commissioners (adults with Down syndrome) as ambassadors for the event, with one member conducting a filmed interview with Nicola Sturgeon, the First Minister of Scotland, used to close the ceremony. DSI plan to continue their commissioner programme for future congresses in Dubai and Brisbane, utilising their experience and expertise to pass this on to the next host city.

#### Society for Ecological Restoration:

The Society for Ecological Restoration (SER) hosted a unique global forum striving to develop and advance the world’s knowledge and understanding of our ecosystems. The World Conference on Ecological Restoration hosted in Brazil in 2017 brought together the foremost experts in the rapidly emerging field for a week of networking and knowledge sharing on the latest scientific advances, environmental policy questions and innovative methods for returning ecosystems to health and vitality.
The conference attracted 1,000 delegates from more than 60 countries, creating a massive impact across the globe by promoting worldwide knowledge transfer, and facilitated paid-for attendance from delegates in developing countries, in recognition of the fact that environmental degradation is a global problem and those countries are the hardest hit. The week-long conference also gave attendees the opportunity to spend the day volunteering at a restoration site near the venue, planting trees and collecting native seed. The SER also made a donation on behalf of the event to support local restorative activities in the area to offset the conference’s footprint.

**Union for International Cancer Control:**

This association brought together key decision makers from around the world to define compelling messages to support the call to action against cancer. The Union for International Cancer Control (UICC) hosted their 2017 World Cancer Leaders’ Summit in Mexico City. With a theme of ‘Cities Driving Change,’ they convened 350 global cancer and public health leaders to discuss solutions in cancer prevention and care into further national action by 2025.

The high-level policy meeting was dedicated exclusively to furthering global cancer control and encouraged timely debate on emerging issues related to cancer. As an outcome of the 2017 event, it’s impact motioned for policy changes in the country, with the Mexican Government officially appointing the National Cancer Institute of Mexico to coordinate the development and implementation of a sustainable national cancer control plan in the country.

2018 Incredible Impacts winners at the 57th ICCA Congress in Dubai
Video testimony and case study material on Incredible Impacts and the 2017 winning entries is accessible to all visitors on the ICCA website via ICCA's Knowledge Hub.

5.7 Meetings industry-wide issues

ICCA maintained senior management level contact with GMIC/EIC to ensure that any new initiatives were promoted to ICCA members. ICCA continued to encourage and promote sustainability initiatives via “The Iceberg” industry advocacy platform and the Global Destination Sustainability Index, the 2018 winners from which were recognised at the ICCA Congress in Prague, and also contributed towards ICCA’s educational programme.