

International Congress and Convention Association
Amsterdam, the Netherlands



ICCA

Corporate Social Responsibility

2017



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STRATEGY

1.1 CEO Introduction

This is the tenth annual edition of ICCA's CSR report, to be read in conjunction with the 2016 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 2017 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 second year of operations. ICCA is a founding partner of both programmes.

In addition, in 2017 ICCA launched "Incredible Impacts" in partnership with BestCities Global Alliance, the leading city consortium in the meetings industry, with technical support from specialist financial escrow company, Meetings Escrow. This initiative showcases the positive societal impact of international association meetings, and the work that ICCA and ICCA members do with these associations to facilitate and communicate these impacts.

Dennis Speet
Interim CEO
ICCA

1.2 Key impacts, risks and opportunities

As a relatively small organization employing approximately 40 employees, turning over just over EURO 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 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, 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: 27 staff members. Regional Offices in Malaysia (10 staff members); Uruguay (4 staff members); USA (2 staff members); Africa (1 representative); Middle East (1 representative).

2.5 Members in 95 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; this services delivered throughout all countries where ICCA has members, given the global nature of the market.

2.8 Scale of operations

45 staff (end of 2017).

EURO 5.2 million turnover in 2017.

1,044 members at beginning of 2017; 1,055 members at end of 2017.

Approximately 12,000 regularly occurring international association meetings were identified as taking place during the year.

REPORT PARAMETERS

3.1 The report covers the 2017 calendar year.

3.2 This is the tenth report of this nature produced by ICCA.

3.3 A CSR report will be produced annually.

3.4 Questions regarding the report should be addressed to ICCA Interim CEO Dennis Speet at: dennis.s@iccaworld.org.

3.5 Process: structure and contents originally based on ICCA Board of Directors Working Group analysis of scale of operations, significance of impact, and key issues for ICCA members.

3.6 The report covers the activities and policies of ICCA itself, the potential for ICCA to influence ICCA members, and advocacy potential within the wider international meetings industry.

3.7 The report makes no attempt to measure the full sustainability impact of the meetings industry, both positive and negative; a great deal of further research is needed to create a recognised quantitative base-line from which to measure progress.

3.8 The report covers all ICCA activities in all regions of the world. Offsetting and/or minimising the carbon impact of ICCA members participating in ICCA activities is regarded as the responsibility of the members themselves rather than that of ICCA, and members are encouraged to take on increased personal responsibility.

3.9 ICCA has based the carbon offset costs of staff and Board official flights on the highest estimates calculated by major airlines for short-haul and long-haul flights.

3.10 ICCA has a standard Annual Report format which includes best-practice advice on how to report financial data. This information will not be repeated in the CSR report, but will be referred to wherever relevant. ICCA members have full access to both documents.

3.11 ICCA will report future changes to reporting processes in all future editions of the CSR report.

3.12 The report and all relevant supporting material can be found in the ICCA website, www.iccaworld.com.

3.13 Following 150% increase in GRI fees, ICCA did not renew GRI membership in 2016, but is committed to following GRI reporting models for organisations of ICCA's size, impact and range of activities.

4.3 There is no requirement for independent (ie 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.

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 2016 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.

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.

4.12 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 (eg 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 (eg 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.

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 1,500** in the 2017 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 The 56th 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 was 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.

Delegates also received a public transport card to encourage the use of the public transportation in Prague. Transfers only provided to/from airport, from CAT night and to/from Farewell dinner.

Prague Congress Centre (main venue)

During the extensive renovations that Prague Congress Centre went through in the past year, the sustainability factor was one of the main priorities. Therefore the sustainable development and energy saving are clear priorities of the current Centre.

Prague Congress Centre has completed the complex reconstruction of technical equipment that will result with a cut down of the annual operating costs by 30%. The reconstruction was part of energy saving project which cost 126 million CZK and which guarantees that PCC will save 213 million CZK in ten years in total.

They installed a set of energy-saving measures and introduced energy management to ensure a comfortable living environment in all halls, offices and corridors with the lowest energy consumption and a maximum utilization of waste energy. The intelligent control system responds to all changes and regulates the performance of engines, cooling machines and heat sources exactly according to the weather, the geographical orientation of individual spaces, the occupancy of rooms and halls and the concentration of CO2 in the air.

The electricity that the PCC partly produces for its needs is also being saved in the lighting of the premises. All existing lights in the basement were replaced by LEDs with controlled dimming that respond to the movement of the operating staff. In practice, underground garages or corridors are illuminated only dimly, and the intensity of light increases when sensors detect a movement of a person or car.

Zátiší Catering Group (catering partner on Local Host Committee)

Thanks to the loyal guests and clients, Zatisi Group is committed to giving something back to the world. That is why they devote up to 50% of their profits each year to helping others, and why Zátiší Catering helped collect 9,200 euros for the ICCA charity project. But they do more than donating money to worthwhile causes; they are also trying, in the modest way, to improve the physical world we and the children live in. That's why Zátiší Catering decided to collaborate with the Zero Waste Movement, an eco-catering strategy that reduces the amount of produced trash. These are the ways of expressing the heartfelt gratitude to all those who have contributed to their success.

Support for local charities

Instead of giving out speaker gifts and local host Committee gifts, the money was donated to Jedlicka Institute and The Tap Tap, EUR 2000 each.

This year we had two extra charity initiatives:

ICCA Members Gift of Love

Through this year's Congress, we invited all delegates to bring a traditional toy from their country as a special gift of love for the children at SOS Children's Village.



#BridgetoPrague: ICCA Charity Run

The 56th ICCA Congress hosted the first ever ICCA charity run to support the work of the SOS Children's Village. There was no admission fee, just a charity donation.



Result: **EUR 6,510**

5.4 ICCA travel offsets

Staff air travel and travel by Board members attending ICCA events in 2017 have been offset at a cost of **EURO 2,765**. 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 (eg 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.

155 long-haul flights @ EURO 15.00 = EURO 2,325
220 short-haul flights @ EURO 2.00 = EURO 440

5.5 Carbon offsets – CSR charity donation

The total cost of carbon offset-equivalents for 2017 activities (travel + general office activities) has been set aside in the 2017 budget for donation to a suitable sustainability/CSR project, to be approved by the ICCA Board of Directors.

Donation: **EURO 4,265**

5.6 New ICCA project – Incredible Impacts

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 Prague, Czech Republic.

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 20 impressive entries, an independent panel of international association executives selected the following winners:

- International Society on Thrombosis and Haemostasis (ISTH): World Thrombosis Day Campaign
- World Parkinson Coalition (WPC): World Parkinson’s Congress
- World Confederation for Physical Therapy (WCPT)

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.

Placing a global spotlight on the misunderstanding and often overlooked condition of thrombosis, ISTH organised over 8,100 events across the globe in 2016. The team demonstrated creative thinking in a number of ways, reaching beyond tourism, with one standout example being their annual Twitter Chat Day. By creating a platform for people to talk about the condition, sharing expert advice and insights, the project garnered an impressive 4.5 million impressions worldwide.

A unique global forum that opens dialogue on the latest scientific discoveries and medical pioneers relating to Parkinson’s Disease, the WPC describes their four-day congress as a ‘Parkinson’s Festival’. Judges were particularly impressed with their “Patients Included” element of the programme, through which Parkinson’s sufferers become part of the discussion and decision-making process. From covering travel costs for attending patients to free webcasts of their educational programmes being made available to communities worldwide, judges commended WPC on their fresh approach to inclusivity and accessibility.

The final winner, WCPT is the largest global gathering of physical therapists where the latest practices, research and education are shared in a bid to make positive change to global health. The association places a large focus on creating knowledge transfer opportunities with its attending and non-attending audiences, via their effective use of social media and by sharing outcomes from the congress proceedings free of charge post event.

In addition to the three main grants, a student bursary of US\$2,500 was also awarded to Tamirez Viera Marques from Brazil through the WYSE entry.

Video testimony and case study material on Incredible Impacts and the 2017 winning entries is accessible to all visitors on the ICCA website at www.iccaworld.org/incredibleimpacts.



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 2017 winners from which were recognised at the ICCA Congress in Prague, and also contributed towards ICCA’s educational programme.