

MELBOURNE CONVENTION + VISITORS BUREAU

www.mcvb.com.au

MCVB launched Melbourne's 'Green Credentials' Report in 2008. The Report lists the environmentally friendly initiatives of leading Business Events suppliers, from hotel and transport providers, to venues and caterers. This enables event planners to take into consideration the environmentally friendly initiatives of leading suppliers when booking Business Events in Melbourne.

An Australian Convention Bureau first, MCVB is the foundation sponsor of an Events Carbon Calculator. Designed by the Carbon Reduction Institute, the Calculator enables event planners to calculate and offset the emissions of events held in Melbourne.

MCVB launched a green, low carbon impact incentive travel program website, making organising green incentive programs in Melbourne and Victoria easier than ever before. The website includes Victoria's top ten green incentive activities, sample itineraries, advice on planning a green Business Event in Melbourne and a 'Green Check-list' for Business Events.

MCVB makes planning a green event easy through publishing a 'Green Check-list' in the Melbourne Planner's Guide, and by allocating a 'green logo' on the 'Find a Supplier' section of the MCVB website to promote green contributors.

Water Management

- ✓ Use water jugs/reusable water bottles.

Waste Management

- ✓ Use of environmentally friendly products
- ✓ Reuse sign, name badges etc
- ✓ Locally sourced food/manufacturers
- ✓ On-site compost bin for organic waste
- ✓ Encourage a reduction in paper usage by communicating electronically
- ✓ Recycle paper, rubbish, print cartridges, aluminium, metal etc.

Energy Management

- ✓ Sensor lighting systems
- ✓ Switch off computers/lights/air conditioners when not in use.

Program Participation

- ✓ Earth Hour.

Strategies Implemented

- ✓ Staff green team
- ✓ Staff inductions and/or training on environmental practices
- ✓ Communication to staff, guests, clients and/or suppliers about green initiatives
- ✓ Carbon offsetting
- ✓ Use of/promote public transport.

Accolades Received

- ✓ Awarded the 2010 'Corporate Social Responsibility' award for organisations with 30 staff or more.

Other

MCVB set a new benchmark for exhibitions in Australia, running every Asia-Pacific Incentives and Meetings Expo (AIME) since 2008 as a low carbon event, offsetting carbon emissions where possible.