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An Industry View of CSR and What it Means for Your Business

Dr Simon Woodward

ICRETH, Leeds Met University, UK

How will I fill the next 20 minutes?

- Background to the research
- CSR and the Meetings Industry – some headline results
 - Who?
 - What?
 - Why?
- Next steps in the global study

About the study

- 3 year global study commissioned by MPI
- 3 phases
 - Policy makers (Delphi study, reported January 2012)
 - Industry ('Soft' launch today)
 - Consumers (ongoing)
- Over 1,100 meetings industry businesses from around the world – venues, planners & suppliers – completed an online questionnaire
- 70 of these participated in follow-up interviews

Headlines

9 out of 10 meeting industry businesses are now actively engaging in some aspect of CSR



Global reach of CSR

- 86% USA
- 38% Canada
- 35% UK
- 27% Germany
- 25% Mexico
- 22% China
- 19% Australia
- 18% Japan
- 17% India



James Boardman, formerly of Smyle Creative:

“...an opportunity to reform management systems; to grab the financial benefits; to reduce our outputs and to move to a responsible team culture”



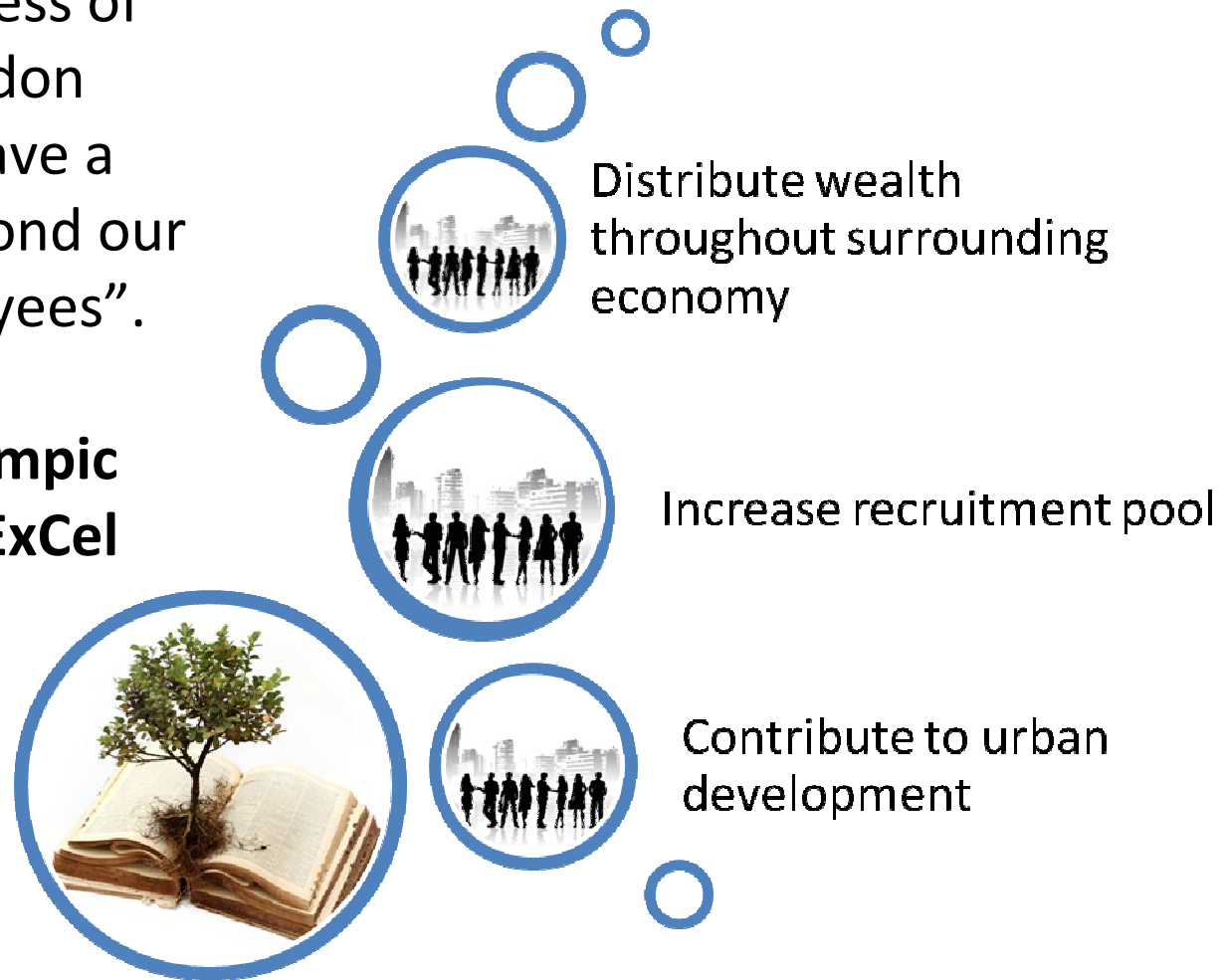
Headlines

External pressures means that engagement in CSR is predicted to grow in the next 5 to 10 years



“We generate excess of £1.6bn to the London economy so we have a responsibility beyond our immediate employees”.

James Marks, Olympic Project Director, ExCel London

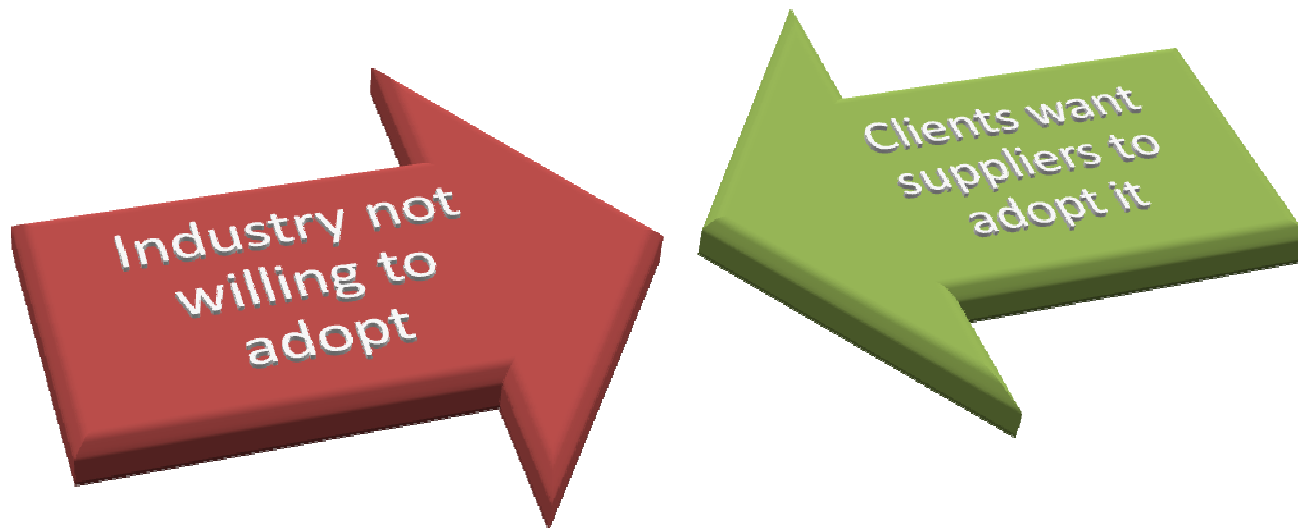


Some food for thought

- 50% of respondents say they give precedence to suppliers with a formal CSR policy
- 1 in 3 give precedence to suppliers with an externally accredited CSR programme
- **BUT Only 1 in 10 say they will definitely sign up to ISO 20121**

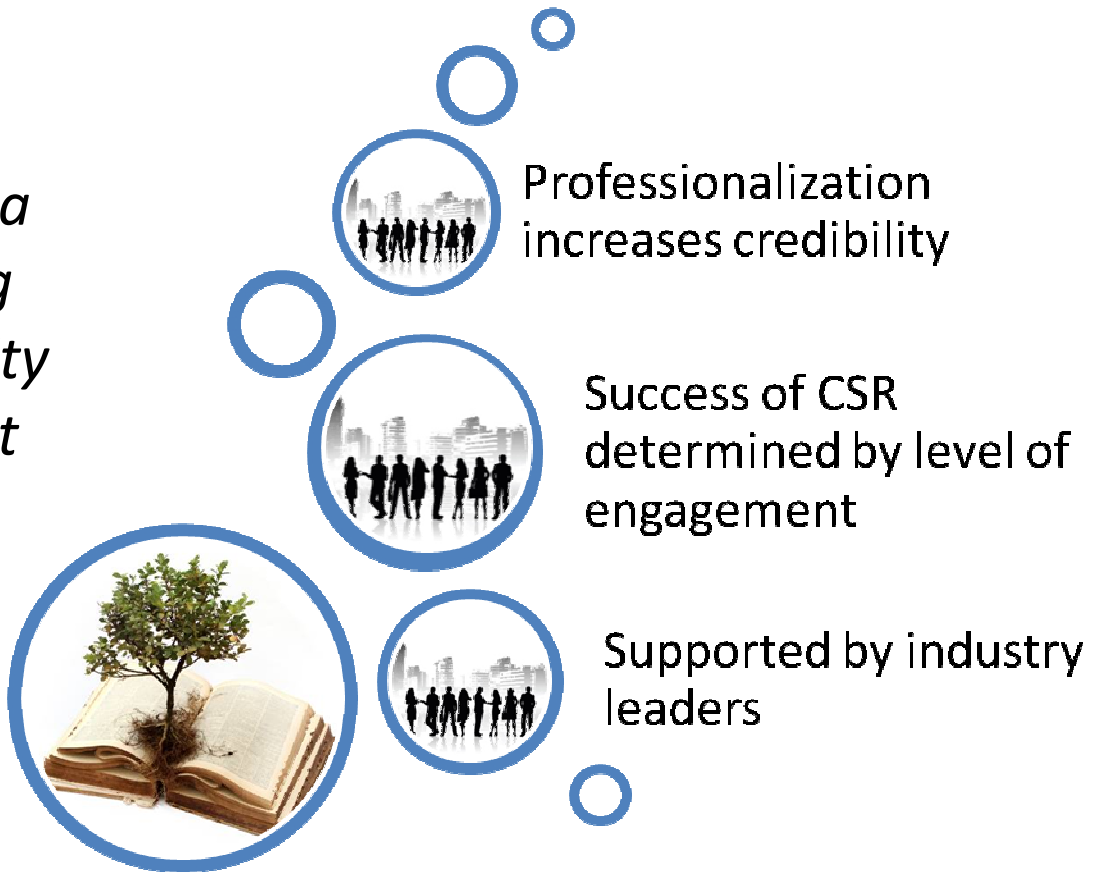
Headlines

Value of formalised accreditation is still not fully recognised



Jonathan Green from 3sixtyglobal:

“the issue is definitions and understanding. I believe that there is not a very clear understanding of corporate responsibility actually is. Unless we get to that stage, I fear that we are going to mis-communicate and not find the right solutions for business.”



Headlines

Increasing concern that a lack of engagement with voluntary standards increase the risk of enforced regulation



Stephanie Rapko, GFS Ontario

“...regulation might even end up being mandatory at some point, just because there’s more pressure being put on us by society and organisations to be responsible because of climate change and the effects its having”.



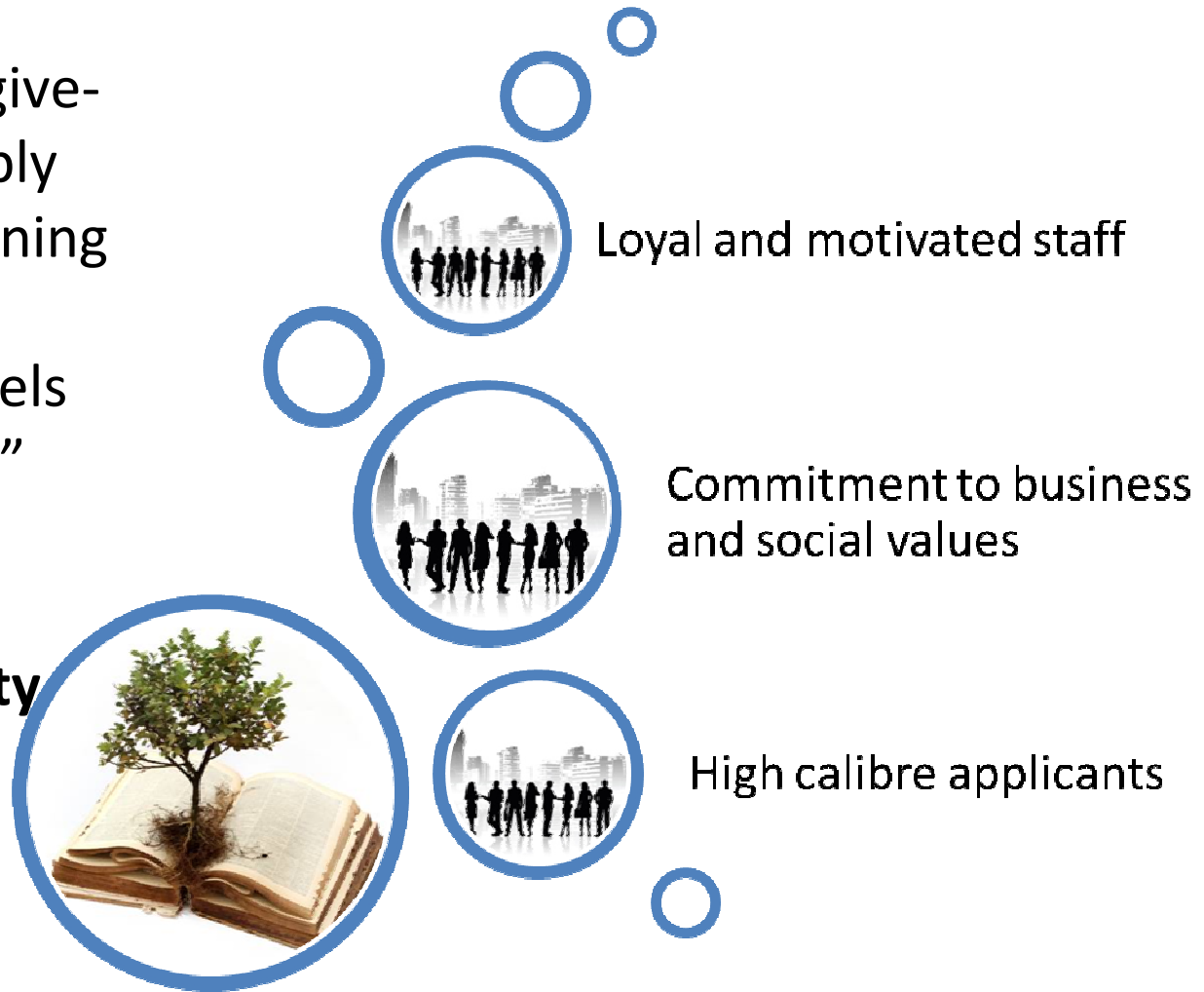
Headlines

Without a CSR programme, you might find it hard to get the staff you want



“Companies that have a strong programme of ‘give-back’ will probably gleam in the training department, by having lower levels of staff turnover”

**Anne Auburn,
Monterey County
Convention &
Visitors Bureau**



Next Steps

- Release of full industry engagement findings in late April/ early May 2012
- You still have an opportunity to contribute - dedicated survey of your customers
- Repeat some of the baseline research in late 2012 and 2013

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