

Danish Maritime Forum

Event
Sustainability
Report 2015

Copenhagen
7-8 October 2015





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Credits

Unleashing the Potential of the Global Maritime Industry

Key leaders, ministers, opinion shapers, experts, NGOs and other influential decision-makers gathered in Copenhagen on 7-8 October 2015 for the second Danish Maritime Forum, organized by Danish Maritime Days. Representing all parts of the global maritime value chain, these leaders worked to identify key challenges and opportunities in the industry, to unleash the full potential of the global maritime industry, increase long term economic development and human wellbeing.

Towards 2030: Navigating challenging waters

The world economy is undergoing a time of heightened uncertainty and dislocation. Shifts in global trade patterns, disruptive technologies, changes in the geopolitical landscape, environmental pressures and demographic developments present both risks and opportunities. But one thing is certain: they will all have profound short and long term implications for world trade and on - as a consequence - the entire global maritime industry.

The Danish Maritime Forum 2015 explored the changes we are facing and provided an opportunity to share and gain valuable insight and progress towards a better future. As the backbone of globalization and international trade, the global maritime industry's response to these shifts will be vital to future global growth and development, not least in emerging economies. This also applies to what it will take to meet the demand for transporting some 20 billion tons of cargo annually by sea by 2030 – a doubling from the current volumes.

Building on the first Danish Maritime Forum in 2014, this year's instalment brought together the best minds in the global maritime industry to address what will be required in terms of expanding ocean transportation capacity, including ports and terminals, land-based infrastructure, financing and other resources – all in a *sustainable* and profitable manner.

Our Sustainability Approach

The Danish Maritime Forum (DMF) is committed to fully understanding and increasing the positive environmental, social and economic impacts of our event. After all, a central ambition of the DMF is to further discussions on how sustainable growth within the maritime industry can be an economically viable response to environmental degradation, climate change, biodiversity loss and threats to human health.

Supported by sustainability experts MCI Group our approach to organising a more responsible DMF 2015 followed the framework of the ISO20121 Event Sustainability Standard. Our actions were also guided by our Sustainable Event Policy and Supplier Code of Conduct.

This approach had the following key steps:

1. Strategic Planning:

The planning team leaders met to identify the sustainability risks and opportunities that affected DMF 2014, and how we can address them better this year. A strategy was developed with clear objectives and actions to increase the sustainability performance of the event

2. Supplier Engagement

Through a series of meetings with key suppliers, we shared DMF 2015's Sustainability Vision and Supplier Code of Conduct. These documents helped us to communicate our requirements and brainstorm how to improve the sustainability of our event.

3. Sustainable Procurement:

The event management team made a series of better and more responsible decisions in the purchasing of materials and services, including the selection of signage, printing, catering, communications, exhibition services, venue and transport.

4. On-site Audit:

MCI Sustainability Services provided independent audit on the sustainability practices of the key suppliers. They collected measurable data, assessed and documented results.

5. Benchmarking:

Using the MeetGreen® Calculator, an event environmental audit system, MCI Sustainability Services assessed the performance of event management processes across 150 criteria.

6. Review:

The results and experiences from our sustainability initiatives were reviewed by the management team. Improvements will be incorporated into the planning of our next events to improve performance.

Our Sustainability Approach



Sustainability Issues

As part of the planning process we reached out and discussed sustainability issues with all of our venues, suppliers, and key staff. They identified the following common issues and opportunities:

- Reducing waste and recycling
- Increasing sustainability of the food offerings
- Supporting local communities & businesses
- Measuring carbon emissions
- Additional and reduced costs

Based on their input, the operational management team set the event sustainability objectives outlined on the following page.

Sustainability Objectives and Performance

STRATEGIC AREA	OBJECTIVE	KPI	PERFORMANCE
Core Mission	Unleash the potential of the Global Maritime Industry to build a socially, economically and environmentally sustainable future	Attract global leaders to discuss a sustainable future for the Maritime Industry	Achieved: 200 global leaders attended
	Raise awareness and inspire future generations to enter a Responsible Maritime Industry	Organise Young Leaders "meeting" within the Forum	Achieved: 10 young leaders from the global maritime sectors were invited to attend DMF
		Organise outreach program for local schools	Achieved: 1,600 children aged 6-8 attended an outreach event
Value	Innovate to create new and improved processes to improve costs efficiencies and the quality of event	Track costs and any time savings	Achieved: €26,000 of tracked savings
Awareness	Educate and raise awareness of event sustainability initiatives within Meetings Industry	3 media mentions	Pending: post release of this report
Supply Chain	Raise awareness and increase sustainability performance of supply chain	50% of suppliers have a sustainability policy	Achieved: 65% of suppliers have a sustainability policy
		80% of key suppliers to supply sustainability data	Achieved: 80% of key suppliers provided sustainably data

Sustainability Objectives and Performance

STRATEGIC AREA	OBJECTIVE	KPI	PERFORMANCE
Waste	Reduce waste created by event and send less to landfill	100% of waste diverted from landfill	Achieved: 100% diverted
		70% of waste recycled, reused or donated	Achieved: 80% recycled, reused or donated
		20% reuse of branding materials	Achieved: 20% of branding materials reused
		50% of branding and signage made from more sustainable materials	Achieved: Office space built using recycled materials and 80% of materials used were donated for reuse
Food & Beverage	Offer greener, healthier and tastier food and beverages	70% local sourcing (less than 160km)	Partially Achieved: 60% menu sourced from within a 160km radius and over 90% sourced within 300km.
		20% organic (with ecolabel)	Achieved: 35% of food served was certified organic
		25% vegetarian	Achieved: 50% of food served was vegetarian/vegan
Emissions	Reduce greenhouse gas emissions created by event and mitigate their impacts	Measure emissions	Achieved: Average of 1.20 tCo2e/participant generated from event, with 94% resulting from delegate air travel
Transparency	Measure, analyze and report on the economic, social and environmental sustainability of the Forum	MeetGreen® Score of more than 50	Achieved: MeetGreen® score of 72 - exceeding targeted score and the 2014 instalment MeetGreen® score of 51
		Produce sustainability report	Achieved: Report produced in alignment with the Global Reporting Initiative GRI G4 Framework

Event Audit System

The MeetGreen® calculator was used to evaluate the overall sustainability performance of the DMF 2015 event management processes.

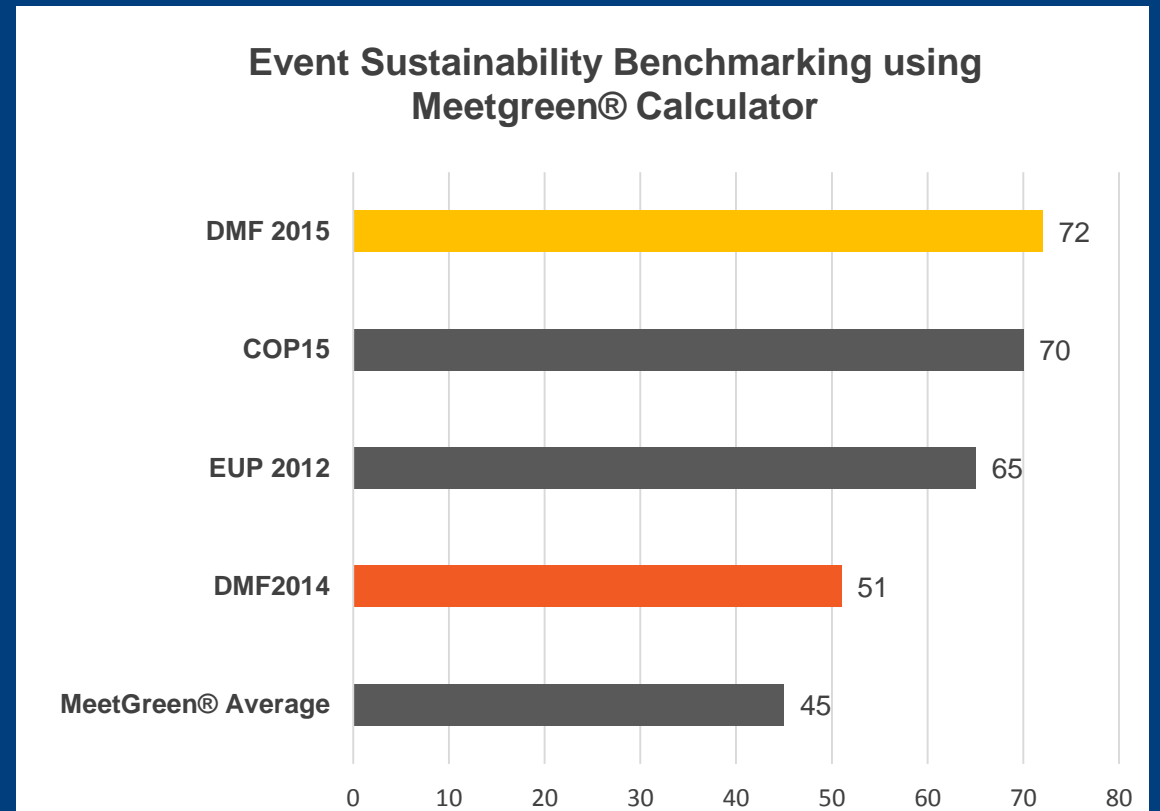
The MeetGreen® system aligns with the APEX-ASTM Environmentally Sustainable Meeting standards, and evaluates over 150 best practices to measure performance and determine an overall meeting sustainability score. The following areas are assessed: Destination, Venue, Accommodation, Transportation, Food and Beverage, Exhibition Production, Audio-visual, Communications and Marketing, On-site Office and Offsets.

The benchmarking chart compares DMF 2015 against the sustainability practices of other events that were measured using the same MeetGreen® methodology.

The Danish Maritime Forum 2015 earned an overall meeting sustainability score of 72% (100% being the best performance, and +50% being our initial target).

The score of DMF 2015 is above the average of 45%, and marks a significant improvement **from last year's score of 51%**. This demonstrates the positive results of the event team's commitment to improving processes and working with suppliers to increase event sustainability.

The chart below illustrates how well the event was managed according to the MeetGreen® calculator relative to other sustainable events in Copenhagen; the UN Climate Change Conference 2009 (COP15), the European Union Presidency 2012 (EUP 2012) and the Danish Maritime Forum 2014 (DMF 2014).

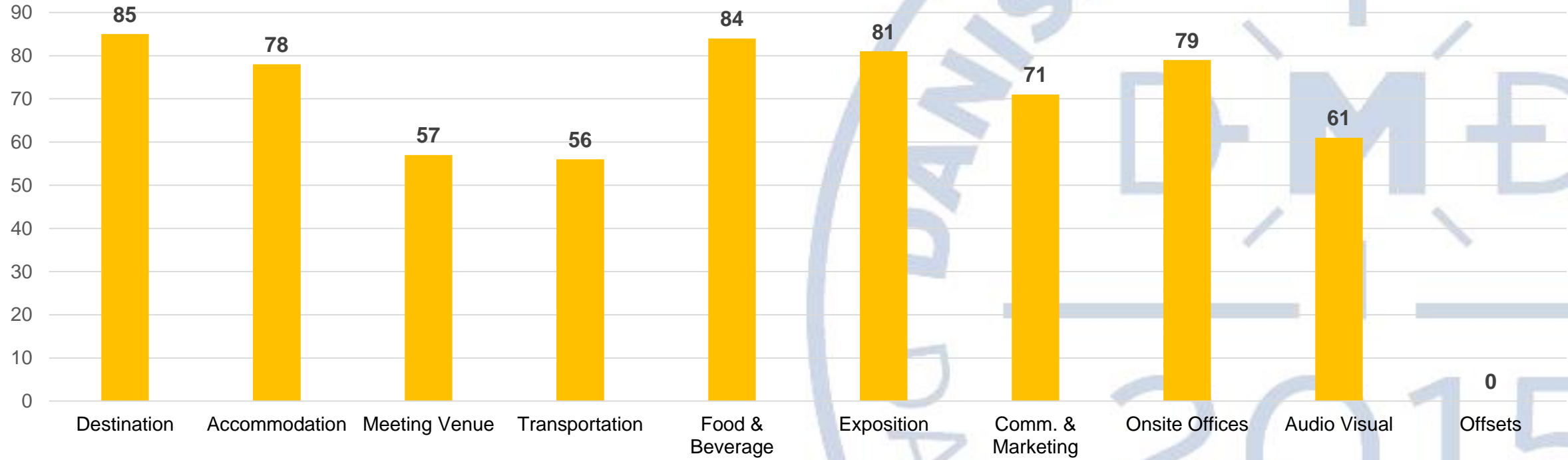


Performance Review

Event Performance Summary

In order to better understand sustainable event management performance, we assessed and evaluated ten areas of event practices and procedures. The following chart illustrates the performance of DMF 2015 in those respective areas.

DMF 2015 Event Summary



Economic Investments and Savings

Total expenditure to improve event sustainability was 41,000 DKK. Savings produced were 235,000 DKK giving a net benefit of 194,000 DKK (26,000€).

There was a conservative approach to spending, which drove the policy of eliminating free umbrellas, document bags and other gifts and merchandising saving approximately 140.000DKK.

Additional savings were produced (but not measured) by

- Eliminating limousines through the promotion of taxi pooling and offering shared shuttles busses during the official program
- The Secretariat using bikes for their own transport and renting small electric cars (on an hourly basis)
- Borrowing computers in place of renting/buying them from Danish Shipowners.

Sustainable food and drink products are generally more expensive, however we produced a very eco and ethical menu for no additional cost by

- Selecting a catering company with full commitment to sustainable food
- Carefully selecting the menu (i.e.: having less meat which is expensive and increasing vegetarian offering)
- Prudently calculating demand and reducing redundant food supply
- Serving tap water in decanters instead of bottled water

Savings Area	Savings (DKK)
Furniture used on the Terminalerne	6,000
Recycling container - inside	1,000
Recycling container	5,000
Rented and borrowed flowers	3,200
Reduced carpet by 50% at Terminalerne	60,000
Eliminated Umbrellas	20,000
Reduced presents and gifts	80,000
Eliminated conference bags	40,000
Reused Press corner backdrop from 2014	20,000
Total	235,200

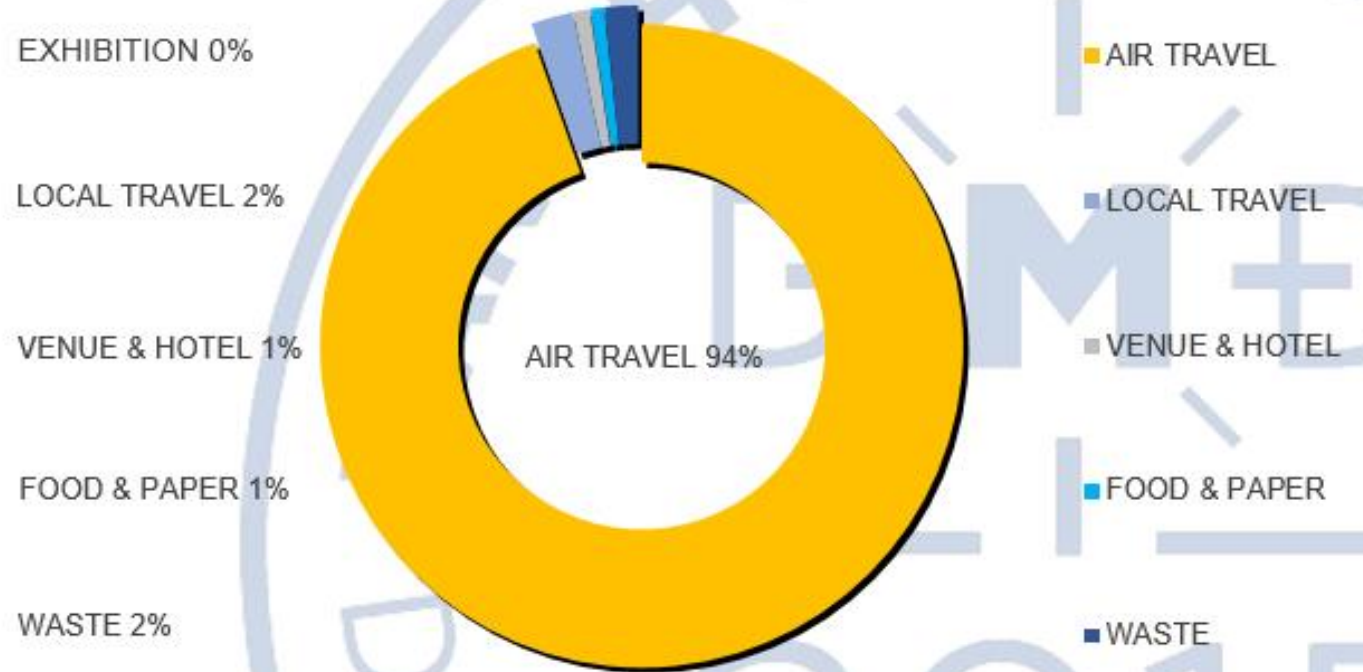
Carbon Emissions

The Danish Maritime Forum 2015 produced a total of 425 metric tons of CO₂ equivalent, or an average of 1.20 tons CO₂ equivalent per delegate. This total is comparable to the total annual carbon emissions of 59 Danes.

The largest CO₂ emissions impact originated from international air travel, constituting 94% of the total Forum emissions. Local travel, venues, hotels and F&B accounted for the remaining 6%.

Impact Area	GHG Emission (tCO ₂ e)
Air Travel	402.06
Local Travel	9.07
Venue & Hotel	3.52
Exhibition (AV & Production)	0.16
Food & Paper	3.02
Waste	7.17
TOTAL	425.00

DMF 2015 GHG Emissions
by Category (tCO₂e)



Waste Management

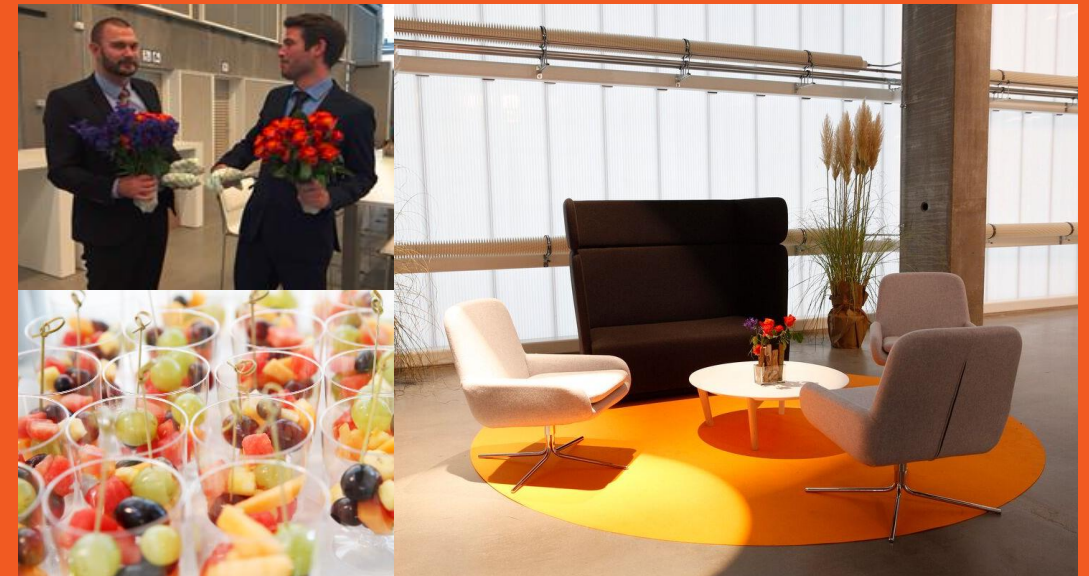
We partnered with our suppliers and set a goal of zero waste to landfill. As a result, we achieved a waste diversion rate of 100%, with only 0.93kg of waste being sent for incineration. No waste was sent to landfill.

In collaboration with Terminalerne and Copenhagen Lounge key achievements included:

- 92% of all carpet was reused (over 1,100m²) and the remaining 8% was recycled.
- 80% of production materials used were reused or donated.
- 60% of all materials were sourced locally, supporting local communities.
- Furniture was rented instead of being bought & discarded, reducing environmental impact.
- Many branding collaterals were reused from last year, such as 20% of the lanyards.
- Merchandising was limited to minimise waste and non-year specific merchandise was kept for future events.
- FSC certified paper was used for the few printed materials– ie the 1,200 event brochures.
- Limiting use of metal and wood frames for banners and staging. Wood from the stage backdrop was reused and reborn as a dog pen for a family in North Zealand, Denmark.

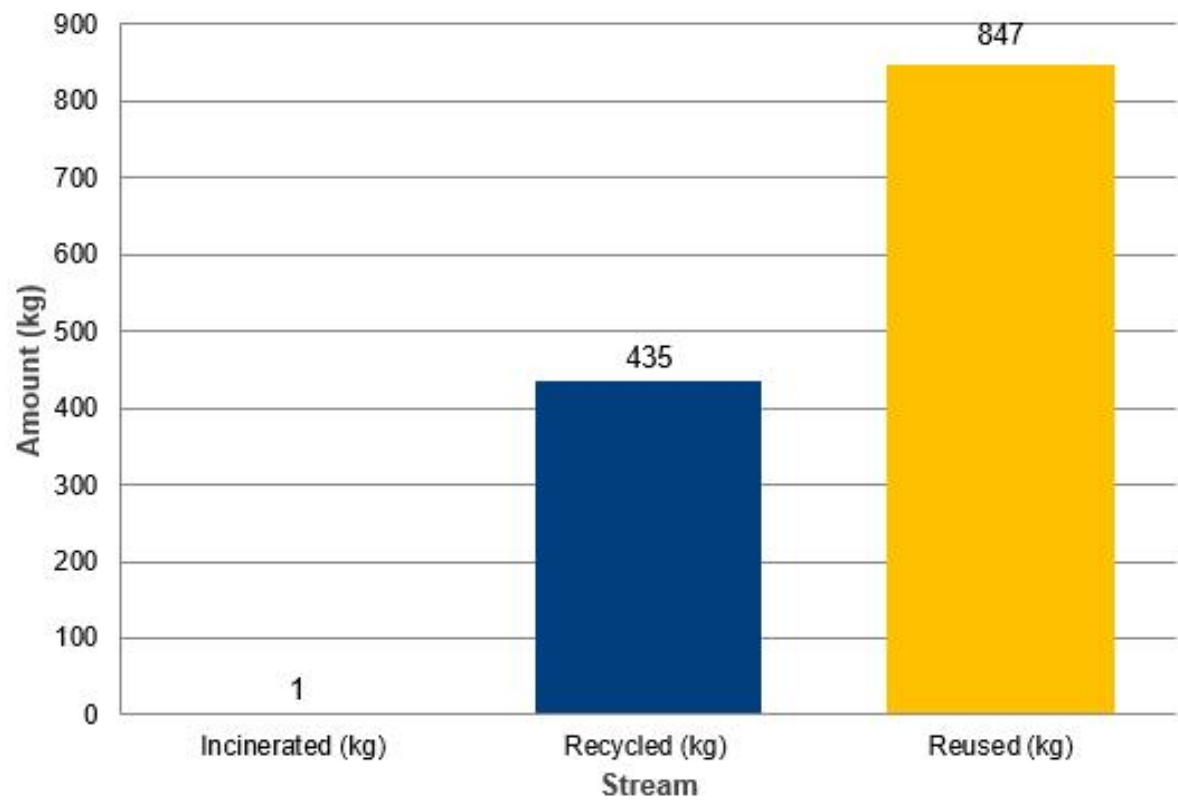
Working with our F&B provider, Mad med Omtanke (Food with Care), we devised and implemented a comprehensive food waste management program. This included donating surplus food, composting and by accurately sourcing the quantity of food by finalizing orders just one day before the meal. Unfortunately we were not able to track the weight food composted.

To further reduce organic waste, when flowers could not be planted back into gardens DMF 2015 repurposed them as unique delegate gifts.

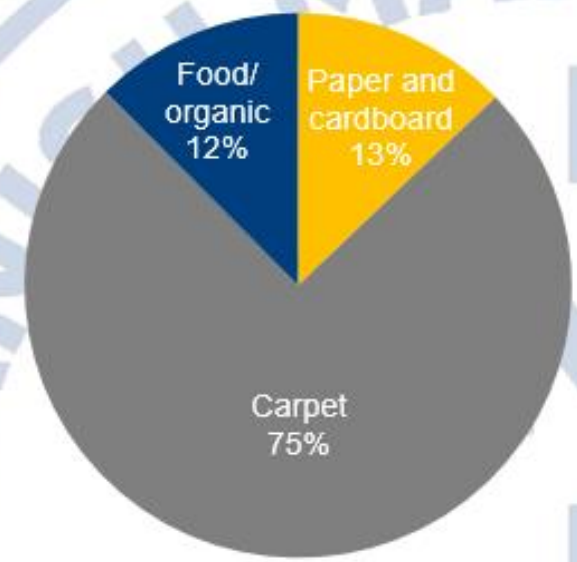


Waste Management

DMF 15 Waste Management by Stream



DMF 2015 Waste Recycling by Stream



Total residuals produced by the event was 1,283kg. The data does not include the weight of composted food. 100% of materials were reused, recycled or incinerated. No waste was sent to landfill.

Tastier, healthier and more sustainable food

Local, fresh, organic, seasonal and sustainably sourced food was an important aspect of the Forum - to fuel delegates minds and bodies, support local businesses and reduce our environmental impact. Menu selections were guided by the provision of this food.

In collaboration with Mad med Omtanke, the Danish Maritime Forum crafted and implemented a highly sustainable food sourcing and management plan. As a result, we managed to achieve the following:

- 100% of coffee was Fairtrade.
- 90% of food served was sourced within 300km, and 60% from within 160km.
- 80% of the seafood served was sustainably sourced from within the Nordic region.
- 50% of food served was vegetarian.
- 35% of food was certified organic.
- No single-use plastic water bottles were served throughout the Forum. Instead tapped water was served in glass carafes – saving approximately 2,700 bottles.
- All food was served on china or biodegradable and compostable alternatives

In line with this commitment, the DMF 2015 team sourced 100% of the fresh flowers and decorations used at the event locally to reduce our impact while highlighting the beauty and quality of Danish produce and products.



Venue Selection

DMF 2015 organisers selected the Terminalerne as the venue of choice due to its impressive sustainability credentials, accessibility and – being a terminal - it's alignment to the maritime industry.

For the summer months the building is used as a terminal for Cruise Ships. Then in off-season months it is used as a venue for events.

In close proximity to hotels, social function venues and food establishments, the Terminalerne was thus considered the perfect hub for the Danish Maritime Forum 2015.

Constructed in collaboration with CCO Architects, By & Havn, and Copenhagen Malmö Port and designed as a showcase for Danish design, heritage and tradition, visitors are greeted to the Terminalerne with a clear signal of sustainability and green thinking. This is reflected in the light natural materials, cubic glass panels, and greenery at Terminalerne.

Some of the Terminalerne's sustainable design features include:

- A green roof, which reduces rainwater runoff by 80%
- A sophisticated energy management system to reduce carbon emissions





Other Innovations

With the support of our suppliers we were able to make the following choices to reduce our environmental impact whilst supporting local communities and healthy, sustainable lifestyles:

1. Guidelines:

- Distributed the Danish Maritime Forum Sustainability Policy to all DMF 2015 suppliers to promote sustainability and share ideas on how to participate sustainably.

2. Transportation:

- Delegates were encouraged to carpool in electric cars using the DriveNow App, and registration team onsite provided assistance for arranging taxi sharing.
- Boats used to transport delegates for the Gala Dinner at the opera were 100% carbon neutral.
- Use of bicycles were highly encouraged for delegates and event teams alike.
- Eco-friendly buses were provided by Danish Maritime Days for use during the course of the event.

3. Hotels

- All hotels contracted were eco-certified. The hotels with large rooms blocks were assessed to ensure compliance with the DMF sustainability policy.

Community Engagement

Engaging the Future

This year, the Danish Maritime Forum invited 10 young leaders from the global maritime sectors to attend the event alongside the more experienced delegates. This decision was driven by the DMFs commitment to unleash the full potential of the maritime industry and increasing its long term development. After all, building the future's interest in the industry, providing them access to mentorship and learning opportunities as well as hearing their input on both the past and future is central towards stimulating discussion and the sustainable development of the maritime industry.

Reaching out to an even younger audience, during the week more than 1,600 school children between the ages of 6 and 8 visited M/S Bibiana - an art ship - with the purpose of engaging future generations through maritime themed tales and art.

Supported by the Danish maritime equipment manufacturing industry, 9th grade students from across the country were also invited to company visits to interest them in an education and career in the maritime industry.

Community Support

As part of our commitment to support Danish communities, DMF 2015 organisers ensured surplus food that met criteria was donated to the venue's staff through Terminalerne and Mad med Omtanke.

As Danish laws make donating food externally quite challenging, the organising team identified Cantina of the Børsen as an impactful way of minimizing the environmental footprint of the Forum through food wastage while bringing the most benefit to the local community.



Changing Mindsets

By setting demanding goals around event sustainability, Danish Maritime Forum 2015 has contributed towards driving its suppliers to embrace more sustainable practices.

Being challenged to rethink materials and processes forced suppliers to sharpen their sustainability skill set and innovate – ultimately encouraging them to operate with more of a competitive edge.

Through training sessions and briefings, staff and event teams working on the Forum too were educated on the various processes involved in making DMF 2015 a more sustainable event as well as why it is important to do so.

Likewise, the sustainability commitments and actions of DMF 2015 were communicated to Forum attendees throughout the event process to highlight the importance of sustainability. Slideshows highlighting steps taken, a dedicated sustainability page on the event website and the use of electric cars are just a few examples of the storytelling mechanisms used to educate and change mindsets.



Start being concious about your environmental impact.

Did you consider sharing a taxi?

Please ask us here in the [registration](#) to arrange it for you

Event Impacts

Impacts	KPI	Data	GRI Indicator
ECONOMIC			
Participation	Number of delegates	200	
Investment in event sustainability	Total expenditure to improve event sustainability	€ 5,600	G4 - EN31
	Total saving from event sustainability initiative	€ 26,000	G4 - EO1
SOCIAL			
Stakeholder engagement	Suppliers supporting sustainability code of conduct	100%	G4 - EO9
	Number of key suppliers evaluated for sustainability	100%	G4 - EO9
Health and quality of air	Space designated smoke free in venue	Yes	
	Percentage of venues assessed for Health and Safety	100%	GR - PR1
	Number of injuries and incidents	0	GR - EO7
Accessibility	Hotels and venues with accessibility programme	100%	G4 - EO5
Community Action	Donations of cash or in-kind	Food	G4 - SO1
	Number of charities and NGOs supported	2	G4 - SO1
ENVIRONMENTAL			
Food & Beverage	Number meals served	1,000	
	Percentage of local (<160km) food sourced for meals	60%	G4 - EN27, G4 - EO8
	Percentage of organic food sourced for meals	35%	G4 - EN27, G4 - EO8
	Percent vegetarian meals served	50%	G4 - EN27, G4 - EO8
	Plastic water bottles used in event	0	G4 - EN27, G4 - EO8
	Plastic bottles not served due to bulk water dispenser / filter	2,700	G4 - EN27, G4 - EO8

Event Impacts

Impacts	KPI	Data	GRI Indicator
ENVIRONMENTAL (Continued)			
GHG emissions	Total Carbon footprint (tonnes co2 equivalent)	425.0	G4 - EN16, G4 - EN17
	Flight Emissions (tonnes co2e)	402.1	G4 - EN17, G4 - EO2, G4 - EO3
	Local Transport (tonnes co2)	9.1	G4 - EN17, G4 - EO2, G4 - EO3
	Hotel and venue (tonnes co2)	3.5	G4 - EN17, G4 - EO2, G4 - EO3
	Exhibition (tonnes co2e)	0.2	G4 - EN16, G4 - EN17, G4 - EO2
	Food and paper emissions (tonnes co2e)	3.0	G4 - EN17
	Waste (tonnes co2e)	7.17	G4 - EN17
	Emissions per delegate (tonnes co2e)	1.2	G4 - EN18
Energy	Total electricity consumed (kwh).	6,789	G4 - EN4
	Total energy consumer for heat and air conditioning (kwh)	NA	G4 - EN3
Water	Total water used (m ³)	NA	G4 - EN8
MeetGreen	Event sustainability performance score	72%	

Impacts	KPI	Data	GRI Indicator
Paper and materials usage	Approx sheets of A4/letter paper used for printing (kg)	17	G4 - EN1, G4 - EN27
	Signage and banners (M ²)	NA	G4 - EN1, G4 - EN27
	% of Signage Made from Eco Substrates (kg)	NA	G4 - EN1, G4 - EN27
	Carpet used for event (KG)	324.8	G4 - EN1, G4 - EN27
	Carpet landfilled/incinerated through event (KG)	0	G4 - EN1, G4 - EN23
	Badges recollected	NA	G4 - EN1, G4 - EN23
Waste	Total waste from event (kg)	1283	G4 - EN23
	Incinerated (kg)	1	G4 - EN23
	Reused (Items normally landfilled) (kg)	847	G4 - EN23
	Recycled (kg)	435	G4 - EN23
	Co-mingled	325	G4 - EN23
	Organic waste (composted) (kg)	54	G4 - EN23
	Paper and cardboard (kg)	56	G4 - EN23
	Glass (kg)	0	G4 - EN23
	Metal (kg)	0	G4 - EN23
	Plastic (kg)	0	G4 - EN23
	Carpet (kg)	0	G4 - EN23
	Other waste (kg)	0	G4 - EN23
	Diversion rate from Landfill	100%	G4 - EN23
	Total waste per participant	3.6	G4 - EN23

Key Learnings & Recommendations

Summary

Through hard work and strong collaboration with our team and partners at MCI, Terminalerne, Proshop, Mad med Omtanke and Copenhagen Lounge DMF2015 was a showcase sustainable event, radically improving performance since DMF2014.

Whilst we are proud of our achievements, we realise that sustainability is an ongoing process and journey. Our advisers MCI have identified the following points that require attention to improve performance for future events.

Supply Chain

- Advise suppliers about DMF environmental commitments and sustainable sourcing at initial planning stage
- Integrating sustainability clauses into the RFPs and contracts
- Work with suppliers better to develop and set KPI's and initiatives driving them to deliver above and beyond their normal sustainable activities.
- Emphasise and explain the need to track performance to allow better data to be collected.
- Verify that properties have waste management, energy efficiency, water conservation and procurement programs in place that meet or exceed minimum guidelines.
- Be persistent. Some suppliers need encouraging.

Food and Beverage

- Discuss sustainability with the food and beverage teams at an early stage.
- Work with catering teams to improve the measurement of sourcing and waste data.

Production

- Highlight and communicate the steps taken to integrate sustainability into the event during the plenary and breakout sessions for more impact.
- Though carpeting was recycled or reused, innovation could eliminate the need for carpeting completely or for as much carpeting.

Carbon

- It is advised to implement delegate funded carbon offsets with a small fee (€5) at event registration to make a further contribution to carbon mitigation.

Community

- Provide more networking and engagement opportunities, discounted registration fees and targeted marketing for specific groups, such as younger participants or those in developing nations, to drive delegate numbers of those groups.
- Consider implementing a community action project that delegates could be involved in.

Measurement

- Data collected should be more robust, especially around local and international travel, and economic impacts.
- Better verification and performance monitoring can be delivered if the person involved in sustainability and producing the sustainability report is onsite to observe and assess practices.

Looking to the future we hope our event and experience can continue to serve as a role model and guide for others in the event industry in Denmark.

In Summary

"Sustainability is good business. It's helping us to improve our environment, social responsibility and economic impacts. Contributing to sustainable development makes sense"

Michael Søsted
Head of Secretariat



This report was prepared by Guy Bigwood and Pranav Sethaputra of MCI with valuable data being provided by Danish Maritime Days, Terminalerne, Copenhagen Lounge and Mad met Omtanke.

Our special thanks go to our event suppliers for their leadership stance in the hospitality industry and their commitment to sustainable practices.

Pictures used in this report were provided by Danish Maritime Days and Ty Stange.

Danish Maritime Days

The Danish Maritime Forum is organized by Danish Maritime Days, a non-profit public-private partnership between Danish Maritime, the Danish Maritime Authority and the Danish Shipowners' Association and supported by the A.P. Møller Relief Foundation, the Danish Maritime Fund, D/S Orients Fond // D/S NORDEN, the Hempel Foundation, the Lauritzen Foundation, the Danish Ministry of Business and Growth and the Torm Foundation. Our mission is to unleash the full potential of the global maritime industry.

For more information, see <https://www.danishmaritimedays.com>

MCI Sustainability Services

MCI is proud to be seen as an industry in sustainable event management and consulting. MCI is actively engaged in efforts to change the way the world meets through the promotion of smart, sustainable business solutions. MCI has been the selected Professional Congress Organiser and Sustainability Guide for more than 700 of the world's leading events on sustainable development and the renewable energy sectors, including: The UN Climate Change Conference (COP15), the UN Conference on BioDiversity (COP11), the GRI Global Conference on Sustainability and Reporting, Sustainable Brands and the UN Global Compact Leaders Summit.

For more information, see www.mcisustainability.com

Contact

In the interest of continual improvement, we welcome all ideas and comments on this report. Please address comments to:

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