

SUSTAINABILITY STARTS HERE

MELBOURNE, THE WORLD'S MOST LIVEABLE CITY WILL CONTINUE TO DEVELOP AS THE WORLD'S MOST SUSTAINABLE CITY. A CITY FOR ALL FUTURE GENERATIONS TO ENJOY.

OUR VISION

A first choice destination for the world's most progressive organisations and their delegates, through a strong brand with sustainability at its heart.

OUR COMMITMENT

Making Melbourne a sustainable destination for international business events is a key goal for the Melbourne Convention Bureau (MCB). We recognise that many International Associations want to host events in-line with recognised sustainability standards. MCB is committed to making Melbourne internationally recognised as a clean, safe, and sustainable city for business events.

Through our strategic partnership with the City of Melbourne and Destination Melbourne, MCB will drive sustainable initiatives for the business events industry and promote Melbourne as a sustainable city to secure our environmental future, and inspire all industry stakeholders to take action.

As a leader in the industry, we are committed to driving change towards a more sustainable business events sector.

MCB'S SUSTAINABILITY GOALS

STAKEHOLDER EDUCATION



Regular communications highlighting benefits of sustainable initiatives and how to get involved



Organising educational events for partner organisations and wider industry



Providing relevant and up-to-date content via MCB's communication channels

SUSTAINABILITY CERTIFICATION



Promoting benefits of 3rd party sustainability certifications



Increasing the number of certified accommodation providers



Increasing the number of certified Professional Conference Organisers and Event Agencies



Support accommodation providers in obtaining sustainability certification and increasing the 3rd party-certified inventory to 80% by 2020



Working towards a 100% member accreditation in environmental sustainability, and developing a precedent to other industries.

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MCB'S SUSTAINABILITY GOALS

PROMOTING MELBOURNE'S SUSTAINABILITY



Provision of a Meeting Planners Toolkit influencing development and improvement of sustainability initiatives



Support and engagement in industry events promoting sustainability

CULTIVATING GDS-INDEX STANDARDS



GDS Index Steering Committee to drive industry engagement and advocate for sustainability in business events in Melbourne



Partnering with key industry stakeholders to deliver sustainable outcomes in the business events industry



Regular meetings to discuss opportunities to improve performance against key sustainability criteria



Staff training in sustainability in the industry and developing brand ambassadors

INTEGRATED SUSTAINABILITY

MCB's sustainability goals encompass three broad categories:

People

People are at the core of what MCB does; we have developed a sustainability steering committee that consists of internal and external stakeholders to help us develop and deliver the sustainability goals of MCB. We engage with our industry partners, government, academia, and other stakeholders to ensure a joint approach in delivering socially and environmentally sustainable outcomes in the business events industry.

Planet

The MCB takes its responsibility to the planet seriously. We are privileged to represent an amazing city and state, and we are committed to delivering sustainable events which have a minimal impact to the planet.

Profit

MCB supports meeting organisers in developing financially viable events. We believe that financially viable events, with a positive social and environmental contribution can be truly sustainable.