



**CARBON
REDUCTION
INSTITUTE**

Carbon Reduction Institute Case Study **MERCURE MINDFUL MEETINGS**



CARBON NEUTRAL MERCURE MINDFUL MEETING SERVICE

Mercure is part of the AccorHotels group, a European leader and major global player in travel, tourism and corporate services.

Mercure Hotels have engaged the Carbon Reduction Institute (CRI) to consult on the group's Carbon Neutral conferencing program launched in 2008 - 'Mercure Meetings'. To enable Mercure Hotels to offset the emissions for their conferences, CRI provides the Mercure Hotels with a carbon calculator that takes into account emissions from energy usage during the meetings such as:

- Heating and Cooling
- Lighting
- Stationary provided
- Food and beverage (cooking/refrigeration)



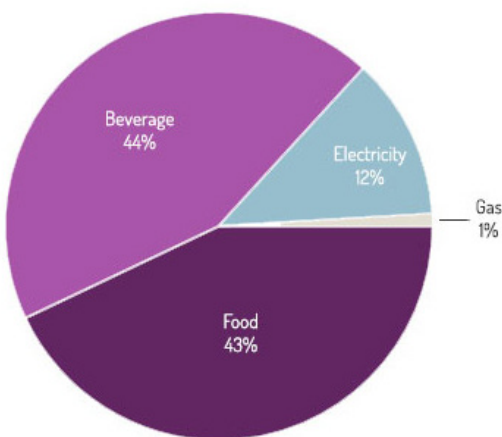
The emissions from these services are calculated based on the running sheet of the meeting using life cycle analysis data, analysis by CSRIO and emission factor provided by the Department of Environment and Energy.

Once staff at the Mercure Hotels have entered their data into the carbon calculator and emissions by meeting have been calculated, Mercure Hotels purchases carbon offsets to ensure that the services they have provided have no impact on climate. CRI ensures that the carbon offsets purchased by the Mercure Hotels represent an emission reduction which is real, verified, permanent and goes beyond business as usual.

Providing those carbon calculators will give the Mercure Hotels a significant competitive edge over other, emission intensive conference venue providers. Since 2008 Mercure Hotels have carbon offset over 18,000 tonnes of CO₂e nationally.

Every company should consider the Mercure Meeting Service for their meetings and events as a simple step they can take to reduce their business impact on climate.

EMISSIONS SOURCES FOR MEETINGS



On average a Mercure Meeting produces approximately 0.5 tonne of CO₂ (no travel or accommodation included).

NOCO2 PROGRAM INITIATIVE

The Mercure Mindful Meeting Service has been made carbon neutral thanks to AccorHotels and the Carbon Reduction Institute. This capability is available through the NoCO₂ Program, a CRI logo certification program which enables for example event managers, venue managers, conference and exhibition organisers to measure, reduce, offset carbon emissions and communicating their environmental credentials.

"Mercure Mindful Meetings artfully combine health, wellbeing and sustainability into meeting packages with a purpose to deliver carbon neutral meetings. From whole-food menus to incorporating yoga into meeting breaks, to offsetting greenhouse gasses by funding renewable energy sources through the Carbon Reduction Institute, Mercure's Mindful Meeting concept is the way of the future."

Charlotte Gutte, Director of Business Travel & MICE AccorHotels.Australia

AccorHotels, winner of the 2017 Banksia Large Business Sustainability Leadership Award.



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