

Sustainable Meetings: A Case of Marriott's Connect Responsibly Program



Source: Pexels (2018)

Background

In modern society, the pursuit of a more sustainable future is increasingly prioritized, and the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry is no exception. Event organizers are actively seeking ways to reduce the carbon footprint of their events. Marriott International has responded to this demand with the launch of its Connect Responsibly Program in October 2024, aiming to help meeting planners embed sustainability into their events at participating Marriott Bonvoy properties worldwide (LODGING, 2024). This initiative offers more than just event space—it provides opportunities for events to contribute positively to the environment. The program is divided into two main components: impact measurement and carbon offset (Marriott, n.d.).

After an event, organizers receive a Meeting Impact Report detailing event-specific sustainability practices, as well as the event's carbon and water footprints (PR Newswire, 2024). The report also includes additional indicators, such as the amount of leftover food and its disposal, and the number of plastic bottles saved by using sustainable alternatives (Business Traveller, 2024). Available in 11 languages, the report is compiled using established hospitality industry methodologies (LODGING, 2024). This comprehensive feedback not only helps event planners assess how their event met sustainability goals, but also provides valuable insights for improving future practices.

Additionally, Marriott has partnered with sustainability consultancy South Pole to offer event customers access to a curated selection of carbon offset projects (PR Newswire, 2024). Through the South Pole online shop, organizers can offset their event emissions by supporting global environmental initiatives such as reforestation, wildlife preservation, and economic development in emerging regions (South Pole, n.d.). This collaboration encourages and supports clients on their sustainability journey, while also providing a meaningful cause to promote to their audiences.

Challenges

As an international hotel brand, Marriott manages properties of varying sizes, which presents unique challenges in measuring sustainable impact and compiling comprehensive reports. Smaller establishments may find the process particularly time-consuming due to limited staff and resources for tracking and recording relevant data. Moreover, while Marriott provides industry methodologies, it has not established standardized guidelines for participating hotels to follow when composing these reports. This lack of standardization can make consistent measurement and documentation of sustainable impact difficult across the brand. Additionally, the industry's need to balance sustainability with profitability raises questions about whether event organizers will be willing to allocate funds for carbon offset projects, as Marriott encourages.

Discussion Questions

1. What are the potential benefits and drawbacks for hotel brands like Marriott to offer support to their event clients in embracing sustainability?
2. In what ways can Marriott address the challenges associated with manpower and consistency in measuring and reporting the sustainable impact of events across its diverse range of properties?
3. How effective is Marriott's initiative to encourage event organizers to invest in carbon offset projects? How can the group increase the motivation of organizers despite concerns about profitability?
4. How can Marriott balance profitability with the push for more sustainable events?
5. What incentives could Marriott offer to increase participation in the Connect Responsibly Program?

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Keywords

- Hotel
- Event planning
- Sustainability
- Impact measurement
- Carbon offset
- Environmental reporting

可持续会议：万豪 "Connect Responsibly" 项目案例



Source: Pexels (2018)

背景

在现代社会，对更可持续未来的追求日益受到重视，MICE（会议、奖励旅游、大型会议和展览）行业也不例外。活动组织者正在积极寻求减少其活动碳足迹的方法。万豪国际集团于 2024 年 10 月推出了 "Connect Responsibly" 项目，以响应这一需求，旨在帮助会议策划者将可持续性融入其在全球参与该项目的万豪旅享家旗下酒店举办的活动（LODGING, 2024）。这项举措不仅仅提供活动场地——它还为活动提供了对环境做出积极贡献的机会。该项目主要分为两个部分：影响测量和碳抵消（Marriott, n.d.）。

活动结束后，组织者们会收到一份《会议影响报告》，详细说明活动特定的可持续实践，以及活动的碳足迹和水足迹（PR Newswire, 2024）。报告还包含其他指标，例如剩余食物及其处理情况，以及通过使用可持续替代品所节省的塑料瓶数量（Business Traveller, 2024）。该报告以 11 种语言提供，是使用成熟的酒店业方法编制而成的（LODGING, 2024）。这种全面的反馈不仅有助于活动策划者评估其活动如何实现可持续发展目标，还为改进未来的实践提供了宝贵的见解。

此外，万豪与可持续性咨询公司 South Pole 合作，为活动客户提供一系列精选的碳抵消项目（PR Newswire, 2024）。通过 South Pole 在线商店，组织者可以通过支持全球环境倡议（如在新兴地区的重新造林、野生动物保护及经济发展项目）来抵消其活动排放（South Pole, n.d.）。这种合作鼓励并支持客户踏上他们的可持续之旅，同时也为他们向观众推广一个有意义的事业提供了机会。

挑战

作为一个国际酒店品牌，万豪管理着各种规模的酒店，这在衡量可持续影响和编制综合报告方面带来了独特的挑战。由于人力和资源有限，用于追踪和记录相关数据的过程可能对小型酒店来说尤为耗时。此外，尽管万豪提供了行业方法，但并未为参与酒店在编写这些报告时制定标准化的指导方针。缺乏标准化可能导致在整个品牌范围内难以对可持续影响进行一致的测量和记录。另外，行业需要在可持续性与盈利能力之间取得平衡，这也引发了一个问题：正如万豪所鼓励的，活动组织者是否愿意为碳抵消项目分配资金？

讨论问题

1. 对于像万豪这样的酒店品牌，为其活动客户在拥抱可持续性方面提供支持，有哪些潜在的益处和弊端？
2. 万豪可以采取哪些方式，来解决在其多样化的酒店组合中，衡量和报告活动可持续影响时面临的人力资源和一致性方面的挑战？
3. 万豪鼓励活动组织者投资碳抵消项目的举措效果如何？尽管存在对盈利能力的担忧，该集团应如何提高组织者的积极性？
4. 万豪应如何平衡盈利能力与推动更可持续活动之间的关系？
5. 万豪可以提供哪些激励措施来提高对"Connect Responsibly"项目的参与度？

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关键词

- 酒店
- 活动策划
- 可持续性
- 影响测量
- 碳抵消
- 环境报告

可持續會議：萬豪 "Connect Responsibly" 專案案例



Source: Pexels (2018)

背景

在現代社會，對更永續未來的追求日益受到重視，MICE（會議、獎勵旅遊、大型會議和展覽）行業也不例外。活動組織者正在積極尋求減少其活動碳足跡的方法。萬豪國際集團於 2024 年 10 月推出了"Connect Responsibly"專案，以回應這一需求，旨在幫助會議策劃者將永續性融入其在全球參與該專案的萬豪旅享家旗下酒店舉辦的活動（LODGING, 2024）。這項舉措不僅僅提供活動場地——它還為活動提供了對環境做出積極貢獻的機會。該專案主要分為兩個部分：影響測量和碳抵消（Marriott, n.d.）。

活動結束後，組織者會收到一份《會議影響報告》，詳細說明活動特定的永續實踐，以及活動的碳足跡和水足跡（PR Newswire, 2024）。報告還包含其他指標，例如剩餘食物及其處理情況，以及透過使用永續替代品所節省的塑膠瓶數量（Business Traveller, 2024）。該報告以 11 種語言提供，是使用成熟的酒店業方法編製而成的（LODGING, 2024）。這種全面的回饋不僅有助於活動策劃者評估其活動如何實現永續發展目標，還為改進未來的實踐提供了寶貴的見解。

此外，萬豪與永續性諮詢公司 South Pole 合作，為活動客戶提供一系列精選的碳抵消專案（PR Newswire, 2024）。透過 South Pole 線上商店，組織者可以透過支持全球環境倡議（如在新興地區的重新造林、野生動物保護及經濟發展專案）來抵消其活動排放（South Pole, n.d.）。這種合作鼓勵並支持客戶踏上他們的永續之旅，同時也為他們向觀眾推廣一個有意義的事業提供了機會。

挑戰

作為一個國際酒店品牌，萬豪管理著各種規模的酒店，這在衡量永續影響和編製綜合報告方面帶來了獨特的挑戰。由於人力和資源有限，用於追蹤和記錄相關數據的過程可能對小型酒店來說尤為耗時。此外，儘管萬豪提供了行業方法，但並未為參與酒店在編寫這些報告時制定標準化的指導方針。缺乏標準化可能導致在整個品牌範圍內難以對永續影響進行一致的測量和記錄。另外，行業需要在永續性與盈利能力之間取得平衡，這也引發了一個問題：正如萬豪所鼓勵的，活動組織者是否願意為碳抵消專案分配資金？

討論問題

1. 對於像萬豪這樣的酒店品牌，為其活動客戶在擁抱永續性方面提供支援，有哪些潛在的益處和弊端？
2. 萬豪可以採取哪些方式，來解決在其多樣化的酒店組合中，衡量和報告活動永續影響時面臨的人力資源和一致性方面的挑戰？
3. 萬豪鼓勵活動組織者投資碳抵消專案的舉措效果如何？儘管存在對盈利能力的擔憂，該集團應如何提高組織者的積極性？
4. 萬豪應如何平衡盈利能力與推動更永續活動之間的關係？
5. 萬豪可以提供哪些激勵措施來提高對"Connect Responsibly"專案的參與度？

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關鍵詞

- 酒店
- 活動策劃
- 永續性
- 影響測量
- 碳抵消
- 環境報告