



**CARBON
REDUCTION
INSTITUTE**

Carbon Reduction Institute Case Study **MERCURE MEETINGS**



CARBON NEUTRAL MERCURE MEETINGS SERVICE

Mercure Hotels and the Carbon Reduction Institute have joined forces for the Mercure meetings offering. Under the Mercure meetings package, the Carbon Reduction Institute calculates and offsets the emissions produced by meetings at Mercure Hotels across Australia. That means a Mercure meeting has a considerably smaller impact on global warming than meetings at other venues. So far the service has offset of over 15,000 tonnes of CO₂e nationally.

The Carbon Reduction Institute calculates the emissions produced by the following services provided by Mercure for any meeting:

- Heating and Cooling
- Lighting
- Projectors and AV system
- Food and beverage (cooking/refrigeration and embodied emissions)

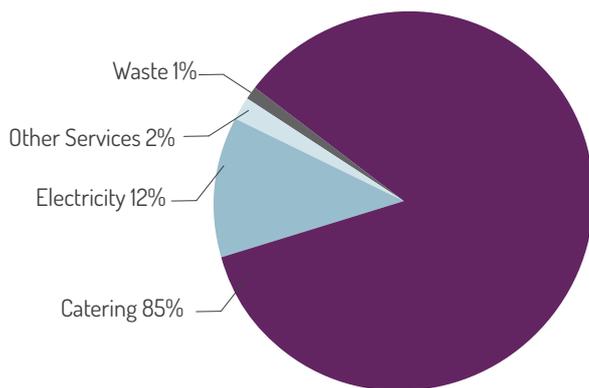
The emissions from these services are calculated based on the running sheet of the event using life cycle data, analysis by CSIRO and emissions factors provided by the Department of Climate Change.

Once they have calculated the emissions from an event Mercure purchases carbon offsets to ensure that the services they have provided have not impacted on our climate. The Carbon Reduction Institute ensures that the offsets purchased by the Mercure Hotels represent an emission reduction which is real, verified, permanent and goes beyond business as usual.

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



EMISSIONS SOURCES FOR MEETINGS



A typical business meeting produces over 3 tonnes of CO₂.

50 people, 1 day duration, no travel or accommodation.

NOCO2 EVENTS INITIATIVE

The Mercure Meetings Service has been made carbon neutral thanks to Accor Hotels and the Carbon Reduction Institute. This service is available through the NoCO₂ Events Initiative. The Initiative enables event managers, venue managers, conference and exhibition organisers to measure, reduce and offset carbon emissions resulting from events.



“Since certifying the Mercure Meetings Service as Carbon Neutral through the Carbon Reduction Institute, we have noticed an increase in companies using the service; particularly those who have a ‘green’ conscience.”

Nick Clarke, National Accounts Manager MICE, Accor Hotels Australia



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