

## Estoril Congress Center takes leap forward in event greening leadership through partnership with e)mission



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### AT A GLANCE

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#### General partnership objectives:

- Build on the strength of the ECC's Market Strategy;
- Take innovative steps towards sustainability targets, creating opportunities for publicity, promotion and differentiation consistent with ECC's positioning.
- Promote climate responsibility.

#### Specific objectives:

- Implement an integrated carbon management system;
- Work to reduce emissions further, and commit to becoming e)mission neutral certified in 2011
- Use ECC's leadership to influence its value chain to implement steps towards carbon management

#### What we're doing:

- Footprinting ECC's corporate emissions for 2008 and 2009;
  - Identifying reduction opportunities;
  - Promoting carbon neutralization of the events held in the venue.
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The Estoril Congress Center has teamed up with e)mission to deliver on its commitments to manage its carbon emissions, work towards carbon neutrality, and engage its value chain in taking concrete steps towards a lower carbon economy.

### Building on excellence

The Estoril Congress Center (ECC) has a strong commitment to sustainability. In addition to carrying out extensive modernization of its own infrastructure, equipment and supplies, the ECC's qualified staff work with clients to promote greening of the events it hosts in the beautiful ocean-side resort of Estoril, near the capital, Lisbon.

The take-up of an integrated carbon management system is a natural step. e)mission will monitor the facilities carbon emissions as an indicator of the results of investment in energy and water use efficiency.

The ECC committed to offset 100% of its unavoidable carbon emissions. Starting 2011, the Estoril Conference Center will be the first e)mission neutral certified® international congress center.

Pedro Rocha, ECC's Director, stated, "Sustainability is part of our value proposition; carbon management isn't only about environmental care; it's also about taking the pulse of our efforts to reduce operational costs and marketing ourselves as leaders. This partnership with e)mission will help position us in line with this ambitious vision."

The ECC is a Silver Member of GMIC, the Green Meetings Industry Council. Its Environmental Policy spells out ECC's vision of "operating a meeting facility with maximum energy efficiency, aiming at zero net emissions, zero waste and continuous improvement on sustainability performance". The setting of this policy, and concrete steps towards its implementation, have earned the ECC a series of accolades, including Green Venue Benchmark status with Green Globe International.

### Clients as Partners

**Part of the objective of the partnership is to provide a straightforward way for event organizers and promoters to take action to reduce the environmental impact of the event, and to offset the calculated carbon emissions. This creates an excellent opportunity to raise awareness of**



**the issue of climate change to participants, as well as the promoter's vision.**

But the partnership has the ambition of going further, **to take advantage of the ECC's status to influence local service providers.** Local hotels, caterers, and transport companies, for instance, will be encouraged to join the ECC's carbon management efforts, and those with credentials in line its own environmental policy will be favoured in supply contracts.

**"The creation of a cluster of e)mission neutral certified organizations, from both public and private sectors, is an excellent step towards a lower carbon economy", said Sérgio Teixeira Santos, Chief Executive of Access2 Carbon Markets, which owns the e)mission service brand at international level. "Working together, these companies can provide a competitive edge for their municipality to attract more quality business tourism".**

From 2008 to 2009, the Estoril Conference Center's energy related carbon emissions dropped by around 15%.

e)mission provides an integrated service for enterprise carbon management, including offsetting using carbon credits issued to industry leading international standards. These derive from sustainable energy projects in developing countries, thereby aiding in the transfer and uptake of clean technologies which improve living and working conditions in local communities.

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