



Press Release - 3 August 2009

## MCVB's Carbon Calculator Sees Another Australian First

The Melbourne Convention + Visitors Bureau (MCVB) continues to cultivate a green path for the Business Events industry with the launch of the new MCVB Event Carbon Calculator.

The online Carbon Calculator now enables sustainability conscious Event Organisers to instantly calculate the environmental impact of their Melbourne conference, meeting, incentive or event.

Ms Sandra Chipchase, CEO of MCVB, said the Carbon Calculator, developed in conjunction with the Carbon Reduction Institute (CRI), marked another Australian Convention Bureau first.

"The Calculator encourages Event Organisers to assess, reduce and offset their carbon emissions, no matter how big or small their event in Melbourne.

"The online tool is easy to use and covers all aspects of running an event such as venues (including Melbourne's new 'Six-Star Green Star' Convention Centre), food and beverage supply, accommodation, transport and even gifts. Additionally, the website offers tips and information throughout to show how simple it is to reduce the environmental impact of events through planning.

"For many Business Events, reducing costs can go hand-in-hand with reducing emissions. Our Carbon Calculator reinforces the idea that managing the triple bottom line benefits financial performance," said Ms Chipchase.

The Event Carbon Calculator is the newest addition to MCVB's numerous 'green' programmes and initiatives. One example is MCVB's Melbourne's 'Green Credentials' Report, which lists the environmentally friendly initiatives of leading Business Events suppliers.

MCVB's own events and trade fairs are run as environmentally responsible as possible; MCVB minimised the environmental impact of the 2009 Asia Pacific Incentives & Meetings Expo by purchasing the highest quality carbon credits to offset carbon emissions in areas where they could not be directly reduced.

MCVB further promotes green events through its 'Green Check-list' in the Melbourne Planner's Guide and by allocating a 'green logo' on the Suppliers section of the MCVB website to green contributors.

This year, MCVB launched a green, low carbon impact incentive travel website, making organising green incentive programmes in Melbourne and Victoria easier than ever before.

Mr Robert Cawthorne, Managing Director of CRI, said it was encouraging to see the Business Events sector being so proactive in pursuing environmentally sustainable initiatives.

"Through its initiative, the Melbourne Convention + Visitors Bureau has shown it is committed to leading and supporting green programmes to reduce the impact of the Business Events industry on the environment," Mr Cawthorne said.

The MCVB Event Carbon Calculator is available online now. Visit: <http://www.mcvb.com.au/melbourne-green-calculator.aspx>

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