



MESA Monthly Member Meeting (4M)

Tuesday 21st June

'B' ing ahead of the curve: Sustainability and what difference you can make...

Thank you for attending the June MESA Monthly Member Meeting (4M) recently. Thank you to [Russ Magnuson](#) for reading the MESA Pledge.

Our session included 5 valuable snippets in 5 minutes from [Russ Magnuson](#) - MESA Member - RD Mobile: "Wisdom from the Garden: 5 Lessons from Pumpkins in 5 Minutes"

1. Farmers focus on the best pumpkins in the field – you should **focus on your best customer** – bad one's suck time and energy from you
2. **Saying YES** to everything and everyone is unsustainable
3. **Don't get overly fixated on your competition** – it can distract you from what you do. Not everyone is in your pumpkin patch!
4. **Plot out what it is versus what it should be** – create an organisational chart. Who we are and what people do – if you took out people who you have, what will it look like? Organise it around the organisation you want to create v what you are
5. **Understand your 'sweet spot'** – why are customers choosing you over your competition? If people choose you, find out why (it may not be the reason you think and will give you leverage for where to focus your promotion on as a strength)

Overall – for those things we do good, how can we get the optimum out of them
Based on book [The Pumpkin Plan by Mike Michalowicz](#) (not recommended for reading!)

Main topic: With guest speaker [Emma Wellstead](#) (Founding Partner, Warwick Events)

[B Corp certification](#) can be important and using your business as a force for good. It's having a focus on people and the planet – this can attract customers to you because you are doing the right thing. There are approximately 4,000 B Corp's globally and the UK is the fastest growing. You will need to go through 5 assessment areas, and you must be doing what you say you will be doing for certification and an application can take approximately 18 months. It can change the way staff think – it's a community. [Leaders build communities, not just profits – Watch Video](#) Everything should tell a story. You can have a company that understands that, and then the company who wants to start that journey too.

- Many events do not **immerse you in the culture** of where the event is taking place. Warwick Events now work with companies that are within a 50-mile radius of the event.
- Emma discovered this journey when she by chance saw a brewing company promoted called [Toast Ale Company](#) – at the beginning of 2022 they had saved 2½ million wasted slices of bread use for brewing their ale rather than using virgin barley.
- B Corp is to business, what Fairtrade is to coffee. **B Corp is a framework** to guide you to accelerate you and it runs across 156 industries.
- It's **about taking accountability** and many companies such as Body Shop and WeTransfer are now B Corp certified.
- **Designed by B Lab**, it was started in 2007. To become certified, you need to score a minimum of 80 (average score is 51) across 200 questions in 5 areas.
- It is followed by an **in-depth verification process** – and you need to be doing what you say you are doing otherwise you could be 'greenwashing'.
- It includes **using the team to their best abilities**, so they enjoy every element of their role to let them work at what they most enjoy doing.

What's the Story?

Next time you are complemented about something, start a conversation by telling a story about where it is from, who made it. Be sustainable.

Only 14% of flowers sold in the UK is from Britain. If you need to import anything, but Fairtrade. **Look at alternatives** eg locally grown plants or house plants which can be donated after to a hospice or charity. There are always choices.

Emma's mantra: If anyone has suffered for our event to exist, it shouldn't have happened. Dig deeper and discover the truth. What is its past story and what is its future? – for when you make your next purchasing decision.

RFID badges cannot be recycled as you cannot separate the chips and costs become very high.

What about lanyards at events – organisers need the sponsorship money, but it is not sustainable – why don't we all just have our own lanyard?

We can't solve all the problems straightaway but there are many more options out there that don't look as green but are greener. We are in a frustrating industry – we are all meant to be creative but sometimes we are not being very creative.

Emma mentioned a **TED talk during the call** – if we could improve education of women around the world, we would solve the world's problems – watch it here:

[How empowering women and girls can help stop global warming \(Katharine Wilkinson | TEDWomen 2018\)](#) - If your time is limited - watching from 4½ minutes in is where the great content kicks in!

Danny Stevens (MESA Member fielddrive) - MESA Sustainability Pledge

Danny will lead a group/ committee to create a MESA Sustainability Pledge to look at what we can do together – we put our ideas together and our solutions as the event tech part of the industry to improve our footprint. **For those that want to join this committee, please contact Danny Stevens on danny@fielddrive.com**

Thank you to our speakers and moderator – you can also connect with them here:

Host/Moderator: [Gordon Glenister](#) Speaker, Author, Podcaster & MESA Director of Communications, UK

Speaker - [Emma Wellstead](#) Founding Partner, Warwick Events, UK

About the MESA Sustainability Pledge – [Danny Stevens](#) Founder & CEO, fielddrive, Belgium

Additional Links

- [B Corp – Make business a force for good](#)
- [B Corp video – Learn more about our mission](#)
- [B Corp Climate Tools Base](#)
- [Coutts – ESG moves up energy agenda](#)
- [GreenStory – Show your customers your positive impact and go carbon neutral](#)

NEXT MEETINGS: On Tuesdays

MESA MONTHLY MEMBER MEETINGS (4M's) 1400 GMT / 1500 CET:

- 26th July – **Networking Event – Summer MESAfest: Open to All – With SongDivision **Register now for this Summer's MUST-ATTEND Virtual Event****
- 30th August - **Customer Engagement: Understanding your client's needs in confusing and difficult times**
- 27th September - **Adapting to change and finding the ability to adapt**
- 25th October - **How can you be more effective?**
- 22nd November (ibtm following week) - **Finding a mentor and being a mentor**
- 13th December – **Xmas Quiz with Prizes!**

We look forward to seeing you there!

MESA Events page

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Remember: You are in the MESA Community Platform (Intranet wall)

- For general access and content
- To be connected and hear about events
- To get to know MESA and the community
- **Please post content and connect with each other**

Please connect to our LinkedIn page <https://www.linkedin.com/company/meetings-events-support-association/>

Thank you, MESA MEMBERS!

