



down to earth solutions: MERCURE MEETINGS



MERCURE HOTELS across Australia have gone green on conferencing. The 'Mercure Meetings' initiative promises Carbon Neutral Conferencing, ensuring the carbon footprint left behind is as light as possible.

Mercure is the first hotel brand to fund offsets on behalf of their meeting clientele. This means the cost of keeping conference services carbon neutral will be covered by the hotel, who will ensure that greenhouse gases produced during the meeting are offset by funding landfill methane avoidance projects, at no further cost to you.

For conference clients, this factor dispels the myth that being environmentally friendly is an expensive exercise.

Mercure has teamed with the Carbon Reduction Institute to streamline the carbon offsetting process. The Institute's Carbon Calculator determines the amount of carbon emissions created by a conference, and calculates an amount of credits to be purchased from emission reduction projects or carbon trading schemes. Each credit represents a reduction of emissions equivalent to 1 tonne of CO₂ and is registered through the Federal Government's Greenhouse Friendly scheme.

Offsets will go directly back to projects which divert organic waste from landfill, thereby avoiding the production of methane, a powerful greenhouse gas. In addition, The Carbon Reduction Institute donates 10 per cent of all revenue collected from the purchase of these credits to CleanUp Australia in support of their CleanUp Our Climate program.

The eco-factor is not new to the Mercure brand however. All hotels in their portfolio across Australia follow Accor's global

environmental charter with 20 priority actions identified to reduce energy and water consumption and improve waste management and recycling.

Supporting the Carbon Neutral initiative, 'Mercure Meetings' offers three other promises – Healthy Food, Service and Technology.

Healthy food equals healthy minds and the nutritional conference room refreshments ensure more positive outcomes for your meetings.

Service is synonymous with the Mercure brand and the guaranteed same day response to conference enquiries together with a dedicated single point of contact throughout the organisational process of your conference ensures an unsurpassed level of service.

Meeting facilities are fully equipped with Hi-speed internet access and professional Audio Visual equipment with flexible meeting room configurations to suit both small and large gatherings.

With the introduction of 'Mercure Meetings', hotels can offer environmentally focused conference groups with the complete meetings solution – a carbon neutral promise complemented by quality facilities and dedicated conference teams in 15 locations across Australia.

For further information visit
www.mercuremeetings.com.au

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