



sustainability

Meetings & Incentives Worldwide Annual Sustainability Report

Performance Year: 2025

Published: March 2026



Global event agency Meetings & Incentives Worldwide (M&IW) designs event experiences rooted in human connection, elevated by human touch, and powered by smart technology, all while prioritizing customizable, sustainable event solutions. We are proud to be a certified Women-Owned Business Enterprise (WBE) since 2013.

In 2025, we advanced eco-conscious event planning, strengthened operational efficiencies, and continued our fully virtual workforce model. This report highlights the initiatives, outcomes, and commitments driving our environmental and social impact.



*“Sustainability
isn’t an initiative.
It’s a mindset.”*

Tina Madden
CEO
Meetings & Incentives Worldwide, Inc





2025
Impact
at a Glance

Food Recovery & Waste Reduction



20,272 lbs.
of surplus food recovered



4.73 million
gallons of water saved

52,747

single-use plastic bottles
avoided across events



19,116
meals provided

62,500 lbs.
of CO₂e emissions avoided



Sustainable Operations & Engagement

- Trained employees in energy conservation, climate action, waste reduction, and sorting
- Measured the travel and energy carbon footprint of the 2025 M&IW Summit
- Implemented an internal platform to exchange and repurpose office supplies
- Refurbished and reused IT hardware
- Trained employees in emergency preparedness and response



Governance, Labor, & Ethics

- Maintained policies covering health and safety, working conditions, social dialogue, career management and training, child and forced labor prevention, anti-discrimination/harassment, and external stakeholder human rights
- Maintained full GDPR compliance across customer event registration websites
- Conducted annual ethics training, including anti-corruption due diligence and whistleblower procedures
- Established incident response plans and robust information security controls



Sustainable Procurement & Supplier Management

- Enacted Environmental Policy and Sustainable Procurement Policy
- Improved EcoVadis score from 61 to 64
- Established Sustainability Certificate Program in partnership with Purpose Net Zero
- Improved sustainability data tracking and reporting
- Embedded sustainability and neuroscience lenses in planning and sourcing workflows

Measurement & Reporting



Increased number of Sustainability Closeout Process Forms completed by **77%**



Reported greenhouse gas emissions using EcoVadis carbon estimator

Targets Initiative (SBTi)

- Committed to set near-term company-wide emission reductions in line with climate science with the SBTi
- Launched a two-year program to evaluate scope emissions, set targets, and take action, driven by customer demand and our values



2025
Detailed
Achievements



Environment & Operations

- Continued food donations via Copia and direct hotel partnerships
- Conducted virtual employee training on energy conservation and climate action with 90% completion rate
- Introduced internal platform to exchange office supplies across departments to reduce waste and shipping
- Renewed commitment to IT hardware refurbishment and internal reuse with 20 laptops repurposed companywide
- Calculated carbon footprint for travel and energy per event where applicable; see details in [Measurement & Reporting](#) section
- Prioritized plant-based food and beverage options and reduction of single-use plastics across events
- Promoted alternative transportation over private vehicles
- Facilitated food waste recycling options on property where available





Labor & Human Rights

Maintained comprehensive policies and practices covering:

- Anti-discrimination and harassment
- Career management and training
- External stakeholder human rights
- Health and safety
- Prevention of child labor, forced labor, and human trafficking
- Social dialogue
- Working conditions



Ethics & Compliance

- Maintained full GDPR compliance across customer event registration websites
- Conducted annual ethics training company-wide with 100% completion
- Maintained and/or updated M&IW policies and controls covering:
 - Anti-corruption due diligence
 - Bribery prevention
 - Conflicts of interest
 - Corruption
 - Corruption risk assessments
 - Fraud
 - Incident response planning
 - Information security due diligence
 - Money laundering
 - Sensitive transaction procedures
 - Stakeholder consent for processing and retention of confidential information
 - Third-party data protection
 - Whistleblower procedures



Sustainable Procurement & Partner Engagement

Policies:

- Introduced two new company-wide policies:
 - M&IW Environmental Policy
 - M&IW Sustainable Procurement Policy

Recognition: EcoVadis Bronze Medal

- Increased EcoVadis score from 61 in 2024 to 64 in 2025 through corrective actions



Planner Enablement: Sustainability Certificate Program

- Made available to all M&IW event planners through Purpose Net Zero
- Seven planners certified in 2025 with more anticipated or already in progress for 2026

Systems: Cvent Sustainability Closeout Process Forms

- Completed 78 forms in 2025 compared to 44 completed in 2024, a 77% increase year over year
- Enhanced data collected and tracking and reporting mechanisms

Sustainable Event Planning:

- Added 50+ new questions to sustainability RFP questions for sourcing hotel and non-hotel partners
- Engaged and educated partners with sustainability webinars; see details in [Industry Education](#) section

Measurement & Reporting

Greenhouse Gas (GHG) Emissions – Reporting Year 2025

Scope	Category	Emissions
Scope 1	Stationary combustion	17.44 tCO ₂ e
	Mobile combustion	2.24 tCO ₂ e
	Total Scope 1	19.67 tCO ₂ e
Scope 2	Purchased electricity (location-based)	31.48 tCO ₂ e
Scope 3	Upstream total	19,237.87 tCO ₂ e
	Downstream total	N/A*

Emissions calculated using the EcoVadis Carbon Estimator.

**M&IW did not perform activities that contribute to Scope 3 Downstream GHG emissions, per the EcoVadis Carbon Estimator.*

Recognition, Education, & Thought Leadership

Awards & Recognition

- Donna Collins, Sustainability Champion, M&IW, won the BTN Group's 2025 Business Travel Sustainability Award for Sustainability Champion. [Read more.](#)



Industry Education

- LinkedIn Live Event: "Event Sustainability: Facts, Fiction, & Future" featuring Donna Collins; Marley Finnegan, Founder, PURPOSE; and Paige Lowe, Vice President of Customer Success, Copia. [Read more.](#)
- 2025 M&IW Summit Session: Food Recovery TED Talk with M&IW partners featuring Donna Collins

Thought Leadership

- **M&IW blog posts:**
 - [Reducing Food Waste at Events: A Sustainability Success Story](#)
 - [Sustainable Events on a Budget: 8 Best Practices](#)
 - [Four Steps to Make Event Sustainability a Reality](#)
 - [Top 5 Practices for Sustainable Events](#)
- **Industry publications:**
 - Cited in The Meeting Magazines' March 2025 article "[Green Meetings: How Net Zero Practices Can Boost Attendance](#)"

"[Donna] demonstrates strategic leadership grounded in real-world results... [making her] not just a leader in sustainability, but a true champion and changemaker."

Business Travel Sustainability Awards Judges





Commitments and Priorities: 2026 and Beyond

Effective December 11, 2025, M&IW has committed to set near-term company-wide emission reductions in line with climate science with the SBTi.

In addition, the following focus areas have been identified for our 2026 sustainability efforts:

- Eliminate single-use plastics at all customer events
- Expand Scope 3 emissions solutions and reporting for customers
- Further embed neuroscience and sustainability lens across delivery workflows
- Deepen partner engagement and data sharing via RFP and post-event reporting
- Scale community impact through food recovery/donation partnerships

“There’s always room for improvement, and when it comes to sustainability, there’s no time to waste.”

Donna Collins



Report Prepared by:

Donna Collins

Sustainability Champion, Meetings & Incentives Worldwide, Inc.

Accredited by PURPOSE Sustainable Event Strategy

2025 Business Travel Sustainability Champion