



High-impact meetings: Think corporate responsibility

Fostering responsible practices at its meetings is something every company can do. Meetings and events at Ernst & Young provide countless opportunities for us to demonstrate our commitment to the public interest. We support Ernst & Young's focus on education and mentoring young people as an integral part of our business strategy. And of course we strive to minimize our environmental impact. In the process, we're helping people and communities achieve their potential.

The following are three ways we're doing this at Ernst & Young; we hope they inspire your own efforts and that you'll share them with others.

Include a community-focused activity

When possible, include a community engagement activity in your meeting or event. Volunteer activities foster a sense of purpose and strengthen relationships. If volunteering isn't practical, consider hosting a raffle for charity or making a charitable donation in lieu of giveaways to attendees.

Idea starters

- ▶ Back to school—Fill backpacks with school supplies and donate to a local school or education charity.
- ▶ Build a bike—Work in teams to assemble and donate completed bikes to a local children's home or shelter.
- ▶ Build a library—Ask attendees to donate a book, based on wish lists from a local school or community center.
- ▶ College care package—Include school supplies, dorm essentials or snacks—and add in a personalized note of encouragement.
- ▶ Supply salvage—Donate unused meeting supplies (folders, notebooks, pads, etc.) to local schools or education charities.
- ▶ Support a classroom—Fulfill the wish list for a local teacher by purchasing or donating requested classroom supplies.



Act green

Consider environmentally responsible choices for meeting locations, travel and accommodations, communications, event materials and giveaways, and catering. Meeting attendees welcome eco-friendly alternatives, so be sure to take advantage of meeting materials or registration sites to let them know you're thinking green.

Idea starters

- ▶ Start with location—Select an eco-conscious venue, such as those with water-conservation or recycling practices; meet locally when possible.
- ▶ Travel light—Arrange car sharing or buses to/from the airport and venue. Consider car services that offer hybrid vehicles. Purchase carbon offsets for attendees.
- ▶ Print responsibly—Use electronic formats (e-mail, websites, USB memory sticks) for information such as invitations or meeting materials. When paper is necessary, use recycled paper.
- ▶ 'Good' giveaways—In lieu of giveaways, donate their value to a non-profit. Purchase practical (recyclable, re-usable) gifts from a socially responsible source.
- ▶ Recycle—Use recycling bins for paper, glass, metal and plastic whenever possible.

Spread the word

Integrate collateral such as posters, brochures and banners that reinforce corporate responsibility. Include corporate responsibility topics and messages at workshops and breakout activities.

Idea starters

- ▶ Speak out—Invite a company leader or outside speaker to explain how your corporate responsibility initiatives are integral to your business strategy.
- ▶ Get competitive—Use your corporate responsibility platform as the basis for trivia questions or interactive games.
- ▶ Go to the polls—Raise awareness of the public interest, or gauge involvement, by polling attendees on relevant issues; be sure to share the results during your meeting or in post-event communications.

Ernst & Young LLP

Assurance | Tax | Transactions | Advisory

About Ernst & Young

Ernst & Young is a global leader in assurance, tax, transaction and advisory services. Worldwide, our 130,000 people are united by our shared values and an unwavering commitment to quality. We make a difference by helping our people, our clients and our wider communities achieve potential.

www.ey.com

© 2008 EY LLP.
All Rights Reserved.

SCORE No. CV0011

 100% Post-Consumer Fiber

Ernst & Young refers to the global organization of member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients.