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IACC BETTER TOMORROW

Sustainability & Social Impact Plan

Two practical initiatives supporting members, communities and responsible meetings

PLAN PURPOSE To translate IACC's Sustainability and Social Impact Policy into a focused programme of member-facing activity while retaining flexibility over detailed delivery, partnerships and timing.

Plan detail	Position
Plan period	August 2026 – Spring 2027
Programme	IACC Better Tomorrow
Owner	Chief Executive Officer
Oversight	IACC Board and relevant volunteer leadership
Status	Approved by the IACC Global Board, 18 October 2026
Review	Progress reviewed periodically; timing refined as delivery develops

Plan overview

This plan identifies two priority initiatives for the period from August 2026 to Spring 2027. It is deliberately high level: it sets direction, intended outcomes and indicative timing without turning evolving delivery arrangements into fixed policy commitments.

The initiatives combine practical sustainability support through carbon measurement with future-talent engagement through Hospitality Awareness Week. Detailed delivery schedules, communications and partner arrangements will be maintained separately and adjusted as evidence, resources and member participation develop.

Delivery principles

- Provide practical and proportionate value to IACC members.
- Be clear about the difference between confirmed commitments, indicative timing and exploratory activity.
- Use member feedback and evidence to improve delivery.
- Communicate outcomes honestly and avoid unsupported environmental or social-impact claims.
- Retain flexibility to adapt activities without requiring the standing policy to change.

Initiative 1 — SKOOT Eco carbon platform

Purpose	Test and introduce a credible venue-specific approach to measuring the carbon footprint of meetings and events as an optional IACC member benefit.
Intended outcome	Five founding pilot venues help validate the platform and produce practical case studies, followed by wider member access where the proposition demonstrates value and credibility.
Indicative timing	Founding pilot activity August–October 2026; learning and case studies shared in Munich in October; wider availability prepared around the same period.

Current opportunity

SKOOT Eco proposes a bespoke carbon model for each participating venue, using information such as energy data, building layout, room inventory, occupancy and heating systems. The resulting venue-specific room-night and meeting-space coefficients would support more relevant event calculations and be refreshed annually.

First event measured: Munich 2026

The IACC Europe Knowledge Festival in Munich (18–20 October 2026, Chateauform Seminar Haus Starnberger See) was the first IACC event measured using SKOOT Eco. Its calculated emissions of 25.254 tonnes CO_2e were countered through Gold Standard verified carbon credits. The calculation covered event space, heat and light and food and beverage; delegate travel was not included.

In addition, 100 mangroves were planted (not counted towards the carbon figure) and 200 ocean-bound plastic bottles were prevented from entering the ocean through Plastic Bank.

Founding pilot approach

- Work with a closed group of five founding pilot venues representing different venue and market contexts.
- Provide each pilot venue with the full bespoke venue-specific calculator and baseline for an initial evaluation period, subject to agreed participation terms.
- Require participating venues to complete the agreed data process and approve a case study for presentation in Munich.
- Invite one or two pilot venues to contribute to the Munich presentation where practical.
- Use pilot feedback to test relevance, usability, credibility and member value before broader promotion.

Member proposition and safeguards

- Position the service as an optional IACC member benefit, branded as an IACC service and powered by SKOOT Eco, subject to final agreement.
- Document participation arrangements separately and communicate them clearly to pilot venues and the wider membership.
- Complete proportionate checks covering methodology, evidence, data governance, contracting, claims, branding and member support before wider rollout.

High-level indicators

- Number of founding venues completing onboarding and receiving venue-specific outputs.
- Number and quality of signed-off pilot case studies.

- Pilot feedback on credibility, usability and client relevance.
- Member interest and voluntary adoption following the Munich presentation.

Initiative 2 — Hospitality Awareness Week 2027

Purpose	Celebrate hospitality, strengthen understanding of the sector and inspire future talent through member-led activity under Better Tomorrow.
Intended outcome	Build on the successful 2026 launch with a second coordinated campaign that enables members to engage students, educators, communities and hospitality professionals.
Indicative timing	Planning and communications from late 2026; delivery during a week to be confirmed in February 2027; follow-up shortly afterwards.

Proposed approach

- Retain a flexible participation model so members can select activities suited to their location, resources and relationships.
- Refresh the 2026 booklet, blog, campaign messages and marketing schedule rather than recreating the programme from the beginning.
- Invite participation from IACC members and relevant industry colleagues, with a particular focus on students, schools, colleges, universities and people considering hospitality careers.
- Encourage locally relevant partnerships and activities that demonstrate hospitality's people, purpose, career opportunities and community contribution.
- Provide a clear route for members to register activities and share outcomes with IACC.

Illustrative member activities

- Open days, venue visits, field trips and behind-the-scenes experiences.
- Career fairs, guidance workshops, lectures, mentoring and speed networking.
- Student competitions, practical challenges and collaboration with educators.
- Community, charitable or sustainability activities undertaken with local partners.
- Digital storytelling and role profiles that demonstrate the breadth of hospitality careers.

Indicative communications sequence

- Late 2026: confirm dates, refresh resources and issue early awareness communications.
- January 2027: member recruitment, activity registration and campaign preparation.
- February 2027: coordinated campaign and member-led activity during the selected week.
- Post-campaign: thank participants, share examples and capture learning for the following year.

High-level indicators

- Number and geographic spread of participating members and registered activities.
- Types of educational and community partners engaged.
- Estimated student, educator and community participation.
- Member stories, feedback and communications engagement.

TIMING TO CONFIRM The exact February 2027 campaign week remains to be selected. The plan can proceed using February as the working window until those dates are agreed.

Integrated indicative timeline

The timetable below provides a practical working sequence. It is intentionally indicative except where a date has already been confirmed.

Indicative timing	Initiative	Planned focus
Aug–Sep 2026	**SKOOT Eco**	Confirm founding pilot participation; complete venue data onboarding and model development.
Sep–Oct 2026	**SKOOT Eco**	Validate venue-specific outputs; develop signed-off pilot case studies and member-facing materials.
October 2026	**SKOOT Eco**	Share pilot learning at the IACC Knowledge Festival in Munich; prepare wider member availability. Completed: event emissions measured and countered through Gold Standard verified carbon credits.
Dec 2026–Jan 2027	**Hospitality Awareness Week**	Refresh campaign assets, confirm participants and begin member communications.
February 2027	**Hospitality Awareness Week**	Deliver the second annual campaign during a week to be confirmed.

Governance and delivery

- The IACC Board retains oversight of the Sustainability and Social Impact Policy and any material commitments arising from this plan.
- The Chief Executive Officer coordinates delivery with staff, volunteer leaders, members and external partners.
- Detailed project schedules, communications plans, contracts and operational responsibilities will be maintained separately.
- Material changes will be escalated appropriately, with progress reviewed using proportionate evidence, member feedback and delivery learning.

Matters to confirm during delivery

- Final February 2027 dates for Hospitality Awareness Week.
- Final SKOOT Eco contracting, data-governance, methodology and branding arrangements.
- A proportionate method for collecting participation and outcome evidence across both initiatives.