

# HOW TO MEET SUSTAINABLY: CAESARS AND THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Not-for-profit Positive Impact, with the support of Caesars Entertainment, has created this report to give insight to those looking to host events in Las Vegas or at other Caesars properties, on how these events and meetings can align with the United Nations Sustainable Development Goals.

## Why Positive Impact?

- Positive Impact is a global not-for profit with the mission to provide education and collaboration opportunities to create a sustainable events industry.
- Positive Impact tells the story about the power of events outside the events industry to encourage people to hold more events. Partnerships with partners like Caesars and various United Nations bodies facilitate this.
- Positive Impact has a community of more than 300 ambassadors worldwide who share our vision for a sustainable events industry, take action on monthly sustainability challenges and speak out for sustainability in the events industry.

- 300 AMBASSADORS WHO RECEIVE TRAINING AND MONTHLY CHALLENGES TO MAKE A DIFFERENCE
- UNIVERSITY PARTNERSHIPS WHERE WE PROVIDE OPPORTUNITIES FOR ACTION TO OVER 140 STUDENTS A YEAR
- 8 MEDIA PARTNERS WHO COLLABORATE WITH OUR CAMPAIGNS AND REACH OVER 19K PROFESSIONALS, INCLUDING EVENT AND SUSTAINABILITY AUDIENCES
- 2 INSIGHT PANELS GLOBALLY WHO PROVIDE INSIGHT FROM EVENT PLANNERS
- PARTNERING WITH GLOBAL EVENTS SUCH AS EB17A AND IMEX
- A GLOBAL REACH OF 7M+, ACROSS 26 COUNTRIES
- 12 ASSOCIATION ENDORSERS, WITH A REACH OF 350K WHO READ OUR MATERIAL, GET INSPIRED AND TAKE ACTION
- MEMORANDUM OF UNDERSTANDING WITH: UN ENVIRONMENT, UNICEF, EURB, UNFCCC
- 8791 POSITIVE IMPACT MEMBERS: 3474 ON EMAIL DATABASE, 3787 @ TWITTER, 637 ON FACEBOOK, 529 INSTAGRAM
- 1 GLOBAL SECRETARIAT WHO TRANSCRIBES OUR MATERIALS
- HOW WE SHARE MATERIAL AT



CAESARS ENTERTAINMENT

## Caesars Entertainment - Quick Facts

- Caesars Entertainment is one of the largest, most diversified casino-entertainment companies in the world and upholds its corporate social responsibility by setting and achieving economic, environmental and philanthropic targets. They are one of over 500 corporations who have committed themselves to the "Science Based Target Initiative".
- Caesars uses the framework PEOPLE PLANET PLAY to help guide its goals towards sustainability, which targets some of the UN Sustainable Development Goals. These Sustainable Development Goals include Good Health and Well-Being (SDG 3), Decent Work and Economic Growth (SDG 8), and Sustainable Cities and Communities (SDG 11). In line with SDG 11, Caesars Entertainment has donated \$435 million in community contributions through licenced giving, funding of community projects, volunteering time, and cash donations from the Caesars Foundation.
- For four years running, Caesars Entertainment has been recognized as one of the most community-minded companies in the country (and the industry leader) by The Civic 50, a Points Of Light initiative.
- For any events hosted at Caesars, clients will be partnering with a venue that dedicates itself to sustainable and beneficial practices, to both the community and the environment.
- Caesars is passionate about saving the environment and has been analysing and reducing its energy consumption and waste since starting the CodeGreen programme. Caesars set science-based targets to drastically reduce greenhouse gas emissions from the company and throughout its supply chain as part of the Science Based Target initiative (SBTi).





## THE UN SUSTAINABLE DEVELOPMENT GOALS (SDGs)

The UN Sustainable Development Goals are part of the 2030 Agenda for Sustainable Development, which aims to end all forms of poverty, inequality and tackle climate change. The goals were aligned on by the UN and global governments, and by businesses around the world that are using them to create their future business plans.

The SDGs are a road-map for a world that works for everyone and they are unique in the way that they encourage people from all walks of life to promote equality while protecting the planet.



Caesars strategically aligns their PEOPLE PLANET PLAY programming around three SDGs.

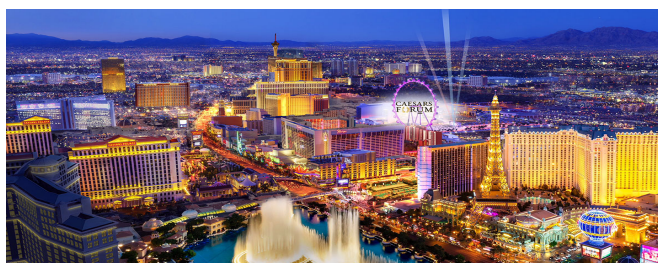


### SDG3: GOOD HEALTH AND WELL-BEING

Ensure healthy lives and promote well-being for all at all ages.

#### HOW DOES CAESARS SUPPORT SDG 3?

- Caesars is the only company in the casino-entertainment industry to receive perfect scores on the Human Rights Campaign Corporate Equality Index for twelve consecutive years, including 2019.
- Caesars has an award-winning Wellness Rewards employee program, which includes 26 nurses and coaches. This program demonstrates improved health metrics each year for the participating employees.



## SDG 8: DECENT WORK AND ECONOMIC GROWTH

Promote sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for all.

8 DECENT WORK AND ECONOMIC GROWTH



### HOW DOES CAESARS SUPPORT SDG 8?

- Caesars reviewed 2016 pay data and found that 99% of employees had no meaningful differences in pay between its female and male non union employees in 40 of its properties and headquarters.
- In 2017, 54 percent of their team members were from minority groups and 42 percent of their managerial roles were filled by women. Through its Gender Equity Initiative, Caesars committed to achieving gender equality among its leadership ranks by 2025.
- Caesars funds initiatives that make life better in their communities and in 2017, their corporate giving amounted to \$ 63 million.

Caesars encourages diversity, equity and inclusion.

Caesars announced its goal to achieve gender equity in leadership by 2025.

Caesars aims to reach 100% pay equity across all levels.

## SDG 11: SUSTAINABLE CITIES AND COMMUNITIES

This goal is about making cities and human settlements inclusive, safe, resilient and sustainable.

11 SUSTAINABLE CITIES AND COMMUNITIES



### HOW DOES CAESARS SUPPORT SDG 11?

- 100% of Caesars North American owned or managed properties received a 4 Green Key rating or higher in 2018. Green Key is recognised by the Global Sustainable Tourism Council, and this programme ranks, certifies and inspects hotels and resorts based on their commitments to sustainable operations. Green Key uses a rating system of 1 to 5 Keys, with 5 being the highest possible attainment.
- In 2018, Caesars received an "A" score for disclosing carbon, and supply chain performance from CDP, formerly known as the Carbon Disclosure Project, an international not-for-profit that drives sustainable economies.
- Caesars promotes sustainable sourcing of key food ingredients for its menus from sustainable managed farms and fisheries, and have committed to source cage free eggs across all of their properties by 2025.

Caesars has reduced water use by 21% per square foot since 2008.



Caesars targets to reduce its greenhouse gas emissions 30% by 2025 has seen a reduction in energy consumption across its properties by 21% and greenhouse gas emissions by 34% (compared to 2007).

## HOW TO MEET SUSTAINABLY: CAESARS AND THE UN SUSTAINABLE DEVELOPMENT GOALS

In 2018, the Harvard Business Review predicted that the UN Sustainable Development Goals are forecast to generate market opportunities of over \$12 trillion dollars a year by 2030 (and that is considered a conservative estimate). As businesses shape their products and services to align with the UN SDGs, they will expect their supply chain to do so too and this includes the delivery of meeting and events.

The global meeting and events industry has an opportunity to tell the story of the power of events in achieving the UN SDGs. The events are an opportunity for people to meet, collaborate and innovate on solutions. Sharing collaborations such as this between Positive Impact and Caesars will provide inspiration and education for a global community of events professionals.



Positive Impact would like to thank Caesars for its continued leadership and support of a sustainable event industry. To learn more about Caesars, visit their website by clicking the logo above!

**Thank you!**



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