UN Global Compact Leaders Summit 2010

Sustainability Report

prepared by mci

UN GLOBAL COMPACT
LEADERS SUMMIT 2010
BUILDING A NEW ERA
OF SUSTAINABILITY

Secretary-General Ban Ki-Moon opening the 2010 Leaders Summit.

UN Global Compact Leaders Summit 2010

Sustainability Report

prepared by mci

UN GLOBAL COMPACT LEADERS SUMMIT 2010
BUILDING A NEW ERA OF SUSTAINABILITY

Mayor Bloomberg delivers keynote address.

UN Global Compact Leaders Summit 2010 Sustainability Report

The United Nations Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption. In alignment with these ten principles and the Global Compact's mission to promote environmental, fiscal and social responsibility, the Global Compact Office has a responsibility to "walk the talk" and demonstrate ethical and sustainable operating practices — including within their own events.

This report prepared for the UN Global Compact by MCI Group, seeks to support a commitment to transparent reporting and constant improvement by presenting the material impacts of the event in terms of sustainability as well as the procedures implemented for sustainable event management. Further, it is hoped that this report will establish a record to both guide planners of future events and to share ideas with other organizations.

prepared by mci

UN GLOBAL COMPACT LEADERS SUMMIT 2010
BUILDING A NEW ERA OF SUSTAINABILITY

A structured process was implemented during the Summit to reduce, reuse and recycle materials.

The Approach

The Global Compact Office outsourced the event's management, logistics and creative production to MCI Group, a world leader in Sustainable Event Management as well as a signatory of the Global Compact.

The event's organizing team adopted the **MCI Sustainable Event Management** (SEM) framework to increase the social and environmental performance of the Summit. The SEM methodology recommends actions that are compliant with the BS8901 Standard on Sustainability Management Systems for Events. The recommended actions address:

- Strategy: From the first strategic planning workshop to the post-event review, sustainable development principles were integrated into the strategic planning, design and operation of the Leaders Summit. During the development of the event strategy, environmental, social and economic sustainability goals were clearly defined to guide implementation. Planners sought to align the event with the event's theme of 'A New Era of Sustainability', which influenced decisions and helped inform stakeholders about the focus of the Leaders Summit.

- Stakeholder Engagement: The planners of the Leaders Summit outlined clear expectations for supplier compliance with ethical, responsible and sustainable business practices. Through a series of interviews and meetings, staff, sponsors, suppliers and partners were asked about their approach to sustainability. Each supplier provided information about their environmentally and socially responsible practices, and each was asked to support the mission to make a more sustainable Leaders Summit.

- Operational Integration: The event planning team made a series of conscious decisions in the purchase of materials and services. MCI's SEM includes use of the MeetGreen™ toolkit which provides guidance, recommendations and contracting language, covering nine areas of the event's organization: Accommodation, Venue, Transportation, Audiovisuals, Food and Beverage, Communications, Exhibits, and an Onsite office.

- Governance: MCI Sustainability Services performed audits and verifications of the sustainability performance of the hotel, venue, caterers, food and beverage suppliers, and transportation suppliers using the MeetGreen™ calculator. The results were benchmarked against the performance of other events and shared with stakeholders.

MCI Sustainable Event Management (SEM) framework

Sustainability Performance and Impacts

Performance against objectives

Event organizers identified unique sustainability goals as an integral part of the 'New Era of Sustainability' strategy and plan for the Summit. These goals were reviewed by event managers throughout the various planning phases.

Objective	Target	Performance
Communicate, and live the UNGC principles	100% of key suppliers and sponsors to sign UNGC principle based code conduct and contractual terms Venue to be certified and member of UNGC	All suppliers committed and signed sustainability Code of Conduct. Marriott, though active in practice, did not become a member of UNGC.
Dematerialise the event using technology solutions. Marketing materials, AV, print outs, booth designs	0 bags to landfill/incinerator. Reduce paper consumption by 50%	All collateral was produced from sustainable materials. More effort should be focused on reducing quantity of printed brochures.
Reduce, Measure, Offset Emissions	100% emissions measured and offset	100% of total event emissions offset was produced from sustainable materials. More effort should be placed to reduce amount of print materials from sponsors and UN agencies.
Highly visible recycling for exhibitors and delegates	Minimum 60% event waste captured and recycled (not incinerated)	Recycling containers in place and use verified. Waste removed and separated offsite. Diversion rates not measured.
Eliminate bottled water from event	Reduced bottles by 80%	Bottled water provided to speakers, eliminated from coffee breaks. Estimated reduction from standard service: 90%
Create healthy climate smart menus	Vegetarian options every meal. Source 40% products within 100miles. min 40%organic	100% of meals offered vegetarian option. 75% of menu sourced within 300 miles, 40% of menu certified organic
Create social project (benefit event) to support local community and reinforce UNGC Values	Donate leftover food to foodbank. Organise UNGC-supplier social engagement	0% food donated (Marriott used left over in staff canteen) UNGC social engagement not conducted

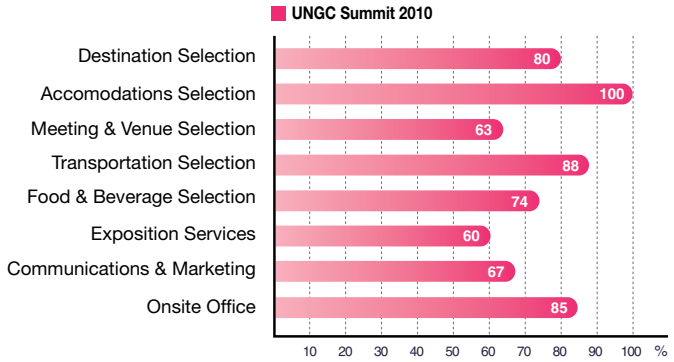
In view of logistical difficulties, it was decided to cancel plans to organize community service action.

Benchmarking Performance

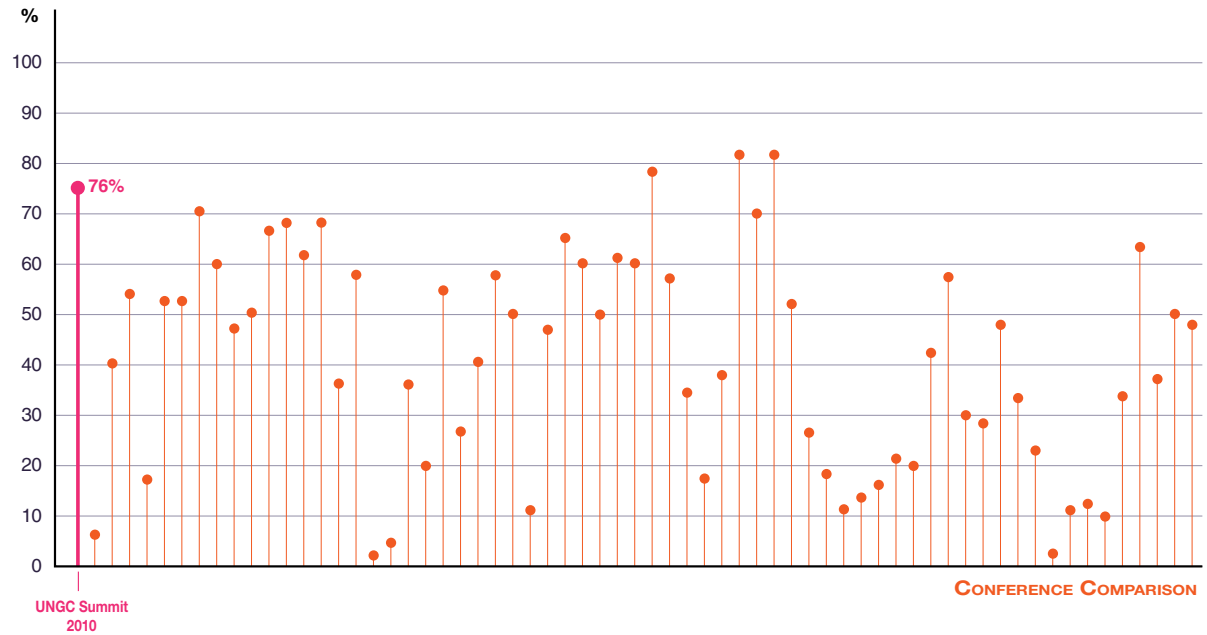
The MeetGreen™ report for the Leaders Summit reveals that total event performance was well above average achieving 3 stars on the MeetGreen™ performance index with an overall score of 76 out of a possible 100.
The charts below show the relative performance of the Leaders Summit against other events in the MeetGreenTM database. The chart to the right shows the total scores for individual areas of event planning (e.g. Transportation, Accommodation Selection or Destination Selection etc).
For more information about the MeetGreen™ tool, please visit

https://www.mci-group.meetgreen.com

Conference Summary Report



Total Conference Comparison Report



prepared by mci

UN GLOBAL COMPACT LEADERS SUMMIT 2010 BUILDING A NEW ERA OF SUSTAINABILITY

Sustainability Impact Summary

The Global Reporting Initiative's G3 guidelines were used to provide guidance in the collection and reporting of data and performance indicators. This approach is relatively new within the meetings industry and is regarded as current best practice.

For more information : http://www.globalreporting.org/ReportingFramework/SectorSupplements/Events/

Categories	Objective	Value	Performance of total	GRI Indicator
Financial impact on destination	In-Direct Income for Destination	Not calculated	n/a	
Direct economic value generated and distributed	Event Budget	Awaiting info	n/a	EC1
Investment in Event Sustainability	Total expenditures to improve event sustainability and offset emissions	39826	n/a	EN30
Participation	Number of delegates	1250	n/a	
	Number of technical staff	25	n/a	
Stakeholder Engagement	Suppliers signing sustainability (HR, LR, Enviro and corruption) clauses in contract	No cost	100%	**HR2**
	Supplies being evaluated for sustainability	No cost	100%	**HR2**
Health and quality of air	Space designated smoke free in venue	No cost	100%	**LA8**
Labor Rights	Employees covered by collective bargaining agreements broken down by region/country.	No cost	0%	**LA4**
Social community investment	Donations to community, civil society, and other groups broken down in terms of cash and in-kind donations per type of group.	Not Reported	n/a	
Minimize risk to health and safety of community	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region.	no cost	0 injuries	**LA7**

ECONOMIC

SOCIAL

Categories	Objective	Value	Performance of total	GRI Indicator
GHG emissions	Total Carbon footprint (tonnes co2 equivalents)	2059	100%	EN16
	Flight Emissions (tonnes co2)	1993	96,79%	
	Local transport emissions (tonnes co2)	6,6	0,32%	
	Venue based emissions	0,85	0,04%	
	Other	58,97	2,86%	
	Emissions offset	2059	100%	
	Emissions per delegate	1,49	n/a	
Energy	Total energy consumed (kwh). % energy from renewable sources	349812kwh	10%	EN3
Paper Usage	Sheets of paper used for printing. Percentage 50% or more from recycled paper	10110	100%	EN26
Biodiversity	Significant impacts on biodiversity associated with activities and/or products and services	No activities significantly impacted bio diversity of the region	n/a	EN12
Waste management	Total waste produced (kg/m3/litres). Percentage Diverted from landfill	Not measured for event	n/a	EN22
	Average diversion rate of venue/hotel		15%	EN22
	Food waste. And Food Wasted diverted to bio fuel	Not measured for event	0%	
	Signage materials reused or recycled	Weight not measured	50%	
	Percentage of cleaners used at venue that are non-polluting.		80%	EN26
Food	Number meals produced. Percentage local. Percent organic	3000	75% local, 40% organic	EN26

ENVIRONMENTAL

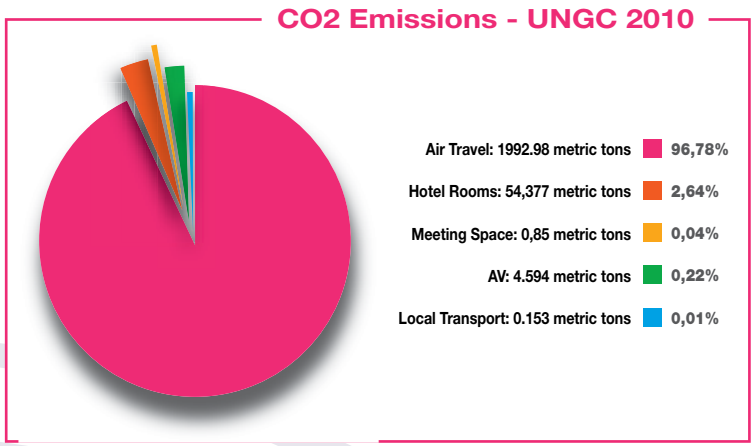
prepared by mci
UN GLOBAL COMPACT LEADERS SUMMIT 2010
BUILDING A NEW ERA OF SUSTAINABILITY

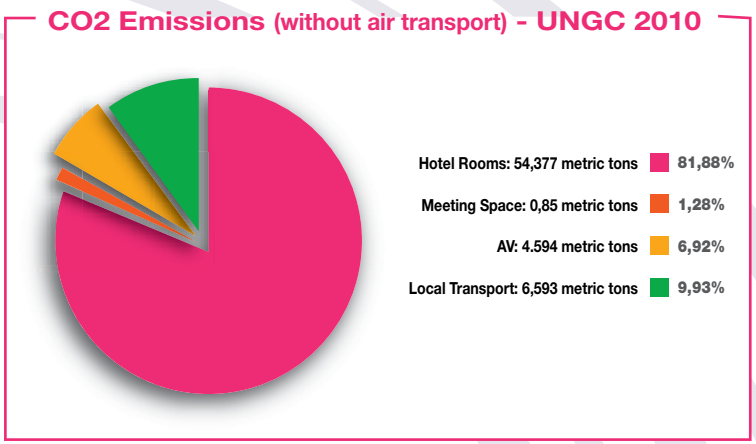
Event-Related Carbon Dioxide Emissions Measurement

Responsible event management requires planners to identify and track carbon dioxide emissions through an assessment of event-related energy and fossil fuel usage. The UN Global Compact asked MCI to measure event emissions and identify a suitable Clean Development Mechanism (CDM) offsetting project for the summit.

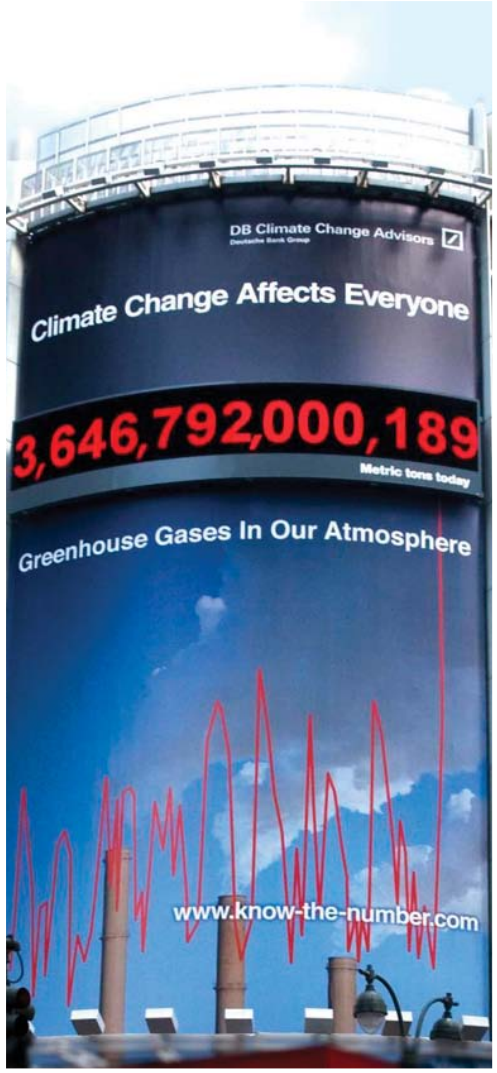
Post-event analysis revealed that the UN Global Compact Leaders Summit 2010 resulted in total emissions of 2059 metric tonnes CO2 equivalents, approximately equal to the total annual emissions of 1000 residents of Guyana. This represents 1.52 tonnes CO2 equivalents per participant. The event's largest climate impact was the result of air travel by international delegates with 96.78% of total emissions. The second largest carbon impact was from energy-usage associated with occupied hotel rooms. It is assumed that the Marriott investment in energy efficiency helped to keep this at 2.64% of total event emissions.

It should be noted that a Radiative Forcing Index (RFI) multiplier was not used for flight calculations. This decision was based on UN recommendations resulting from a recent meeting with experts from MIT, the University of Manchester, United Nations Environment Programme (UNEP), the International Civil Aviation Organization (ICAO), the Intergovernmental Panel on Climate Change (IPCC), and the US Federal Aviation Authority (FAA). This expert working group decided that as the science behind RFI is still not fully developed regarding non-CO2 effects from aviation, it is better to not include such data in emissions calculations due to possible unreliability.





Emissions Measurement Boundary



The carbon footprint calculation is defined on the basis of existing and emerging guidelines and standards (GHG Protocol and ISO 14064) and uses a control based approach. This means that the scope primarily includes activities whose GHG emissions can be controlled to a certain degree by either the organizers or the participants. Event-related carbon emissions were measured in four areas: transportation (local and international), venue, AV and hotel.

The following impacts were not in the reporting boundary and not included due to difficulty to obtain reliable data and due to their relatively small representation of total emissions: Waste, food and beverage, paper and embedded carbon from marketing collateral. Confidence in the reliability of the collected data was high for the venue, av and hotel. Confidence was medium-high for the international transportation and so an additional 5% was added as a safety margin to cover any errors.

Further information on GHG measurement can be found in the Copenhagen Sustainable Meeting Protocol www.csmp.dk

Aera	Sub-category	CO2 source	Data Source
Transport	Flights Trains Limos Taxis Busses Sebway/Metro	Emissions from jet fuel Emissions from Energy (brown coal) Emissions from gasoline Emissions from gasoline Emissions from diesel Emissions from electricity use (mixed source)	Participant List Survey of attendees Region specific CO2 data sets
Venue	Electricity use, building operations	Emissions from electricity use (mixed source)	meters on site
Hotel	Electricity use, building operations	Emissions from electricity use (mixed source)	meters on site
AV	Transport	Emissions from gasoline	Distance travelled to site number and type of vehicle

prepared by mci
UN GLOBAL COMPACT LEADERS SUMMIT 2010
BUILDING A NEW ERA OF SUSTAINABILITY

Carbon Responsibility and Offsetting

The approach to offsetting was designed to ensure the highest standard of reliability and overall credibility while contributing to environmental protection as well as economic and socially sustainable development. The planners of the Leaders Summit sought to select a carbon offset project that clearly demonstrated carbon emissions additionality and had no certification or verification issues.

After reviewing over 20 potential carbon offsetting projects, MCI Sustainability Services recommended a project from EcoSecurities, a world leader in sourcing and developing emission reduction credits through greenhouse gas emission reduction projects. EcoSecurities generates carbon credits through its work with companies in both developing and industrialized countries to implement projects which significantly reduce greenhouse gas emissions, many of which have substantial community co-benefits. The selected offsetting project was a Geothermal CDM plant based in Amatitlan, Guatemala: UNFCCC 2022. For more information, see http://cdm.unfccc.int/Projects/DB/DNV-CUK1218173149.57

The Amatitlan geothermal power project has an installed capacity of 25 MW. The plant utilizes three turbines (two with installed capacities of 12 MW each, and one at 1.2 MW) and generates 162,000 MWh per annum. The project harnesses heat stored beneath the earth's surface to generate a clean, sustainable and reliable electricity source for local communities.

Increasing electricity capacity, specifically renewable energy, is an integral part of Guatemala's development strategy. This project helps to diversify the country's electricity portfolio and provides greater stability to consumers and the national economy, while also meeting Guatemala's increasing electricity demands.

The Amatitlan plant has many other sustainable development benefits, including:

- increasing employment in the surrounding area by generating approximately 500 temporary jobs during the construction phase and 20 permanent jobs during its operation phase;
- enhancing the local investing environment and opportunities through programmes specifically targeted to direct local financial assistance towards lasting improvements that the surrounding community can manage;
- implementing a programme to reduce flooding of the local area through the repair of road infrastructure and the reforestation of hillsides with over 5,000 trees;
- opening of an Environmental Education Centre in the community which focuses on volcanology and geothermal power.

The project contributes to global efforts to mitigate climate change by offsetting an estimated 82,978 tCO2e emissions annually. (The actual power output over the latest monitoring period, 1 May 2009 to 31 December 2009, was an estimated 53,720 tCO2, which is less than that forecasted in the PDD.)

ECO SECURITIES

prepared by mci
UN GLOBAL COMPACT LEADERS SUMMIT 2010
BUILDING A NEW ERA OF SUSTAINABILITY

ECO SECURITIES

The EcoSecurities Amatitlan, Guatemala project is an example of a high quality CDM project. Not only does it deliver environmental benefit by reducing Greenhouse Gas emissions, but it also delivers social and economic benefit to the local community.

Key Performance Areas

Venue

Located in the heart of New York City, the Marriot Marquis was selected as the summit venue via competitive bid for its above average commitment to service, quality and sustainability. Further, the Marriott Marquis enjoys convenient access to public transportation and has invested significantly in energy and water efficiency initiatives.

Highlights

- The venue is centrally located in New York's Times Square, thus reducing total event-related emissions.
- The venue is the flagship Marriott hotel for commitment to environmentally and socially responsible operating practices.

Opportunities

- Waste management strategies did not include on-site recycling for common areas, guest rooms or back-of-house operational areas.
- The venue purchased just 10% of its energy from renewable sources.

Accommodations

The Mariott Marquis showcases sophisticated programmes for energy and water efficiency as well as having highly engaged social responsibility plans and actions. The hotel scored 100 (of 100) on the MeetGreenTM evaluation.

Highlights

The Marriott Marquis Hotel, New York

- signed the UN Global Compact Supplier Code of Conduct;
- institutes energy- and water-saving towel and sheet re-use programmes;
- uses non-toxic cleaning chemicals.

Opportunities

- The Marriott Marquis is working towards LEED certification which will boost performance.
- Marriott International, Inc. is not a signatory of the Global Compact but was encouraged to join by both MCI and the Global Compact Office. It is evaluating implementation of the ten principles.

prepared by mci
UN GLOBAL COMPACT LEADERS SUMMIT 2010
BUILDING A NEW ERA OF SUSTAINABILITY

Food and Beverage

The Marriott Marquis was selected to provide food and beverages for the Leaders Summit.

Highlights

- 75% of all food served was sourced from local suppliers based not more than 300km from New York City.
- 45% of all food served was certified organic.
- All menus offered a low-carbon, vegetarian option.
- All meals and coffee breaks served items in bulk to reduce both waste and cost.
- All unserved leftover food was used in hotel staff restaurants to feed associates and provide complimentary dining for the city's police officers.

Opportunities

- The Marriott did not serve Fairtrade certified products. Many producrs such as coffee, tea, chocolate are available at competitive pricing.

Other event-related areas

Transportation, a small exhibition, gifts, printing and signage all represented areas in which the Leaders Summit had an impact on the community and the environment. The Leaders Summit planning team committed to reducing any negative impacts from these areas while enhancing any positive impacts.

Highlights

- 100% of all vehicles used were low-diesel with regenerating engines to reduce particulate emissions. A strict no-idling policy was enforced.
- Reduced resource use through effective application of technology. Innovative use of super wide multi-projector screens reduced the need for plenary stage set materials and labour costs from carpentry. By creating a stage backdrop using video, planners created a visually appealing effect with re-usable materials and minimal energy.
- 100% of all items provided to registered delegates were selected based on having recycled content or eco-labels.
- 100% of signage made from recyclable materials.
- Reduced total printing for the event by posting all event proceedings online.

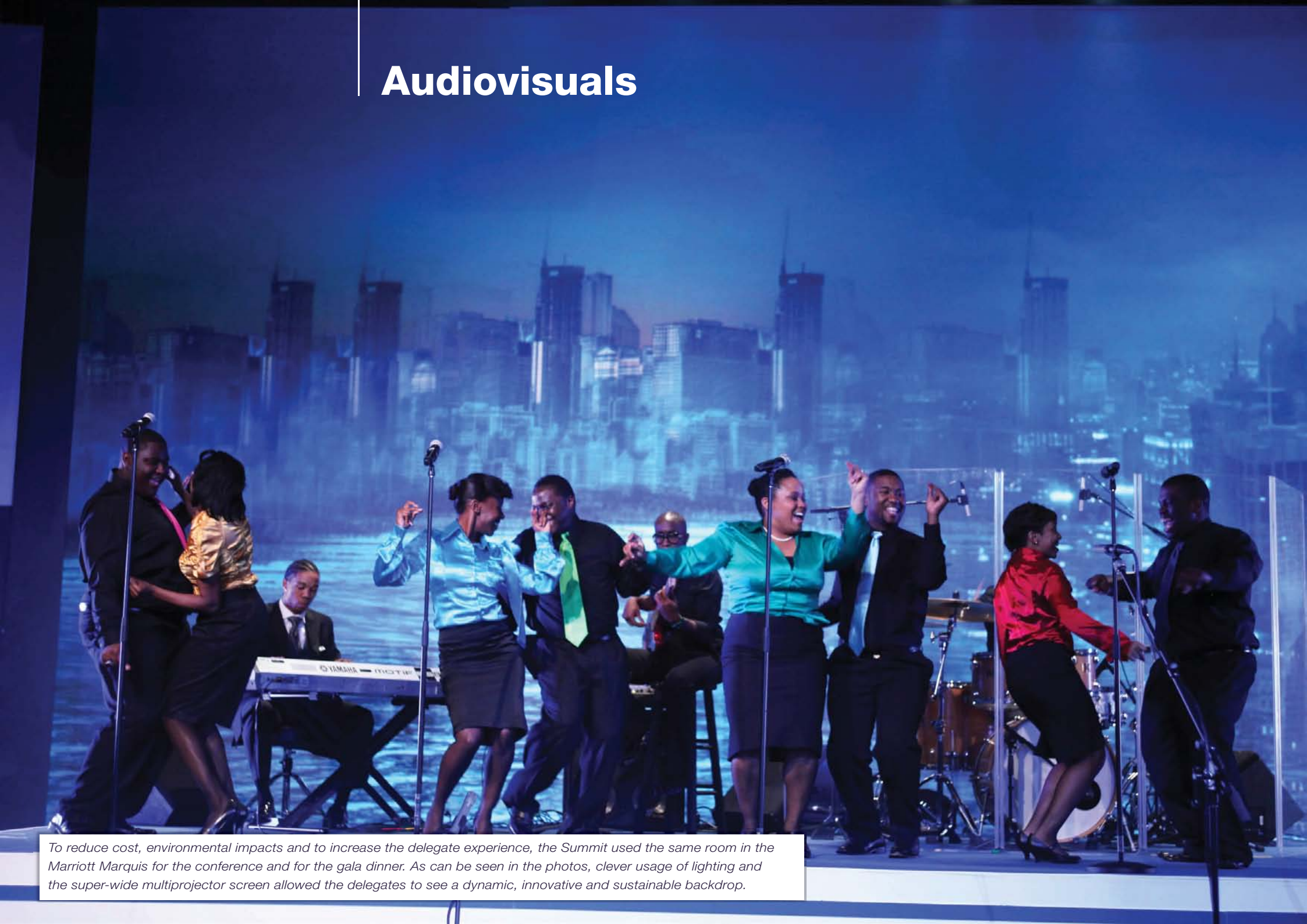
Opportunities

- Leaders Summit planners should consider educating venues and suppliers — including suppliers not selected — about sustainable event expectations.
- The event website did not feature information about sustainability considerations pre-event, nor did it help event delegates better participate in sustainable practices by providing such information. Information was supplied post event.
- Event Sponsors and UN representatives arrived with an excessive amount of printed collateral (brochures, magazines, marketing information, etc. Many of which were not used and thrown away). These materials represent hidden sustainability and environmental impacts from resource-use as well as embedded energy due to production and transportation. Increased effort should be made to reduced collateral and create new more innovative ways to more effectively distribute information.
- Although Leaders Summit bags and souvenirs were selected for their sustainable attributes, planners should consider de-materializing the conference by eliminating these items. The cost of purchasing these items could be invested into socially responsibility projects instead.
- The Global Compact is encouraged to seek hotels with comprehensive recycling and composting programmes to reduce conference waste.

Sustainable Event Management for the UN Global Compact Leaders Summit 2010: Best Practices

- **Event specific leadership vision and goal-setting:** Global Compact administrators, event planners and staff gathered to create a sustainable event strategy and plan for the Leaders Summit.
- **Creation of a sponsorship opportunity focused on sustainability:** PriceWaterhouseCoopers became a “Greening Sponsor” focusing their sponsorship on the promotion of sustainability in the event’s management practices. One of their senior consultants provided input on the sustainability of the planning process and their Chairman raised the profile and importance of the sustainable event initiatives by including it in his keynote address.
- **Holistic and strategic approach to event planning:** By considering sustainable practices for each aspect of the event, organizers uncovered creative approaches to reducing waste, for example, by donating floral decorations for re-use to Flowers for New York or by investing in the community by working with Julliard students to provide event entertainment.
- **Supplier Engagement:** Initiated a unique supplier engagement process to educate the hotel/venue and catering partners on the goals of the event and expectations of the organizers.
- **Community Engagement:** More than 40% of the Leaders Summit budget was invested in the local community, due to an effort to contract with New York-based suppliers who helped to deliver the event.

Audiovisuals



To reduce cost, environmental impacts and to increase the delegate experience, the Summit used the same room in the Marriott Marquis for the conference and for the gala dinner. As can be seen in the photos, clever usage of lighting and the super-wide multiprojector screen allowed the delegates to see a dynamic, innovative and sustainable backdrop.

The innovative use of multi-projectors allowed the stage designed to be quickly and easily changed from the gala dinner to the final plenary session, reducing the need for carpentry and other wasteful set production.

Top 10 recommendations for improving sustainable event management processes

As part of our effort to elevate the sustainable performance of the UN Global Compact Leaders Summit 2010, the Global Compact Office collaborated with MCI Sustainability Services to guide, challenge and objectively evaluate performance from a sustainability perspective. What follows are recommendations to improve sustainable event performance for future meetings.

1. Identify opportunities to better integrate virtual meeting solutions. Speakers, audiences, media and other participants can be linked to Global Compact events using these advanced tools, which are readily available. Such technology solutions can reduce event-related emissions by reducing the need for air travel and can bring event messages to a wider audience. This practice can also be an important element of stakeholder engagement.

2. Include sustainability criteria during the city and site selection process. As part of a strategic approach to sustainable event management, planners should ensure that they consider the social and environmental risks of selecting cities and locations which do not uphold a commitment to Global Compact principles. In New York City, where investment and commitment are well noted, Leaders Summit planners accelerated sustainable infrastructure advances by showing that sustainability is a top selection criterion.

3. Reinforce the Global Compact brand by choosing host venues that are participants of the Global Compact. Articulate sustainability expectations when sourcing and contracting with all suppliers during initial phases of planning. Create the expectation that event partners should sign the Supplier Code of Conduct as a precondition for participation.

4. Develop a sustainable printing protocol and share this with event stakeholders to reduce the expense and carbon emission impact from printing and shipping paper, especially paper from non-sustainable sources. Although the paper selected for the Leaders Summit was 100% recyclable, total printing nevertheless consumed 105,000 pages, and the energy required to produce this amount generated approximately 4 metric tons of carbon dioxide emissions. This statistic does not take into account the many boxes of glossy brochures offered to delegates during the event.

5. Include a community service event to give delegates and partners an opportunity to meet and network while supporting a socially responsible cause. It is important that the Global Compact commitment to social responsibility be reinforced by featuring tangible connections with NGO groups in the host city. If an off-site event is not possible, consider giving speaking opportunity and floor space to a selected NGO.

6 Create opportunities to better engage stakeholders before, during and after the event. Event websites, social media, surveys and virtual town hall meetings are all ways to communicate the mission of an event and gain input from affected individuals and organizations . Today's highly connected global community expects to be able to offer a voice to high profile events. Establishing two-way communication expands the expertise informing the Global Compact and creates a broader network to engage critics.

7 Plan to donate and/or re-use event materials, including signage. 100% of signage selected for the Leaders Summit was recyclable, but this should not be linked with disposability. Signage can be designed for re-use, thereby saving cost for future events and reducing waste and energy use. For materials which cannot be used for future events, donations are a good option. Groups such as Special E, SCRAP, Clean the World and I Love Schools routinely accept donations from meetings and events.

8 Promote renewable energy by contracting with suppliers who purchase a minimum of 20% renewable energy. Options to purchase renewable energy are available in most markets. The Global Compact can help reinforce the connection between renewable energy and action against climate-destabilizing fossil fuel use. Ask suppliers and potential event partners to meet Global Compact expectations for the purchase of renewable energy before contracts are finalized.

9 Create a volunteer green team of students to raise awareness about recycling and Global Compact sustainable event initiatives. Ask for the destination city or venue to organize, sponsor and oversee this team of volunteers. This reduces the amount of logistical organization time required by event planners and will encourage the destination city to showcase their knowledgeable community in a positive way.

10 Communicate commitment to sustainable event management practices through existing channels and develop new ways to engage stakeholders through social media platforms. The Global Compact can be an advocate and guide for delegates at future conferences by helping them understand how they can express their commitment to sustainability as they plan travel and attendance. For future events, Twitter and Facebook could provide no-cost options for a communication platform with stakeholders. In addition to these basic resources, the Global Compact should integrate into their event websites options for the public to offer feedback and input.

prepared by mci

UN GLOBAL COMPACT LEADERS SUMMIT 2010
BUILDING A NEW ERA OF SUSTAINABILITY

PRICEWATERHOUSECOOPERS

Authors and Contributors

This report was prepared by Guy Bigwood and Michael Luehrs of MCI Sustainability Services with the valuable input, contribution and support of Lila Karbassi, Nessa Whelan, and Jonas Haertle of the United Nations Global Compact, as well as support from Michael Podt of MCI Brussels. Special thanks go to event suppliers, and particular thanks to Bill Michell and the Marriott Marquis team, and Briggs DMC, New York for their responsiveness and for their commitment to sustainable practices.

Special thanks go to Price Waterhouse Coopers for their generous support as the United Nations Global Compact Greening Sponsor.

Contact

In the interest of constant improvement, all ideas and comments about this report are welcome. Please address comments to Guy Bigwood, MCI Group Sustainability Director -
Guy.bigwood@mci-group.com

The Marriot Marquis was selected as the summit venue for its excellent commitment to service, quality, the community and the environment. The hotel is a flagship property for Marriott and demonstrates their commitment and investment in sustainability.

Executive Director Georg Kell celebrating the 10th anniversary of the UN Global Compact.

Photo Credits
Photos were provided by Guy Bigwood (MCI),
the UN Global Compact and Michael Dames

Graphical Design
MCI Creative Services Brussels

Copyright© MCI
This publication may be reproduced in whole or in part and in any form for educational or non-profit purposes without special permission from the copyright holder, provided acknowledgement of the source is made (including photos).
MCI Group would appreciate receiving a copy of any publication that uses this publication as a source.
No use of this publication may be made for resale or for any other commercial purpose whatsoever without prior permission in writing from MCI.