



CRYSTAL  
AWARD  
WINNER  
**site**

Jan 14, 2019 14:22 GMT

## **CWT Meetings & Events wins SITE Crystal Award for Impactful Incentive Program**

CWT Meetings & Events has won a SITE Crystal Award for “Most Impactful Effort Toward Corporate Social Responsibility as Part of an Incentive Program.”

Considered the highest honor in the Incentive Travel industry, the recognition was awarded by the [Society for Incentive Travel Excellence \(SITE\)](#) during the [SITE Crystal Awards Recognition Program](#) at this year’s SITE Global Conference in Bangkok. The award stemmed from a CSR opportunity that CWT Meetings & Events organized for 3M in Maui in March 2018.

“We are honored to be recognized as a SITE Crystal Award recipient for our work with 3M, the Ku’ia Agricultural Education Center and the Hawaii Farmers Union Foundation,” said Beau Ballin, VP Business Development, CWT Meetings & Events. “Harnessing 3M’s values around integrity, sustainable growth and respecting social and physical environments, CWT M&E organized a team of 3M and local volunteers to work on a meaningful project that will provide long-term, sustainable return to the local community, make a positive impact on the environment, and leave a lasting legacy for our client.”

The community service project involved 350 3M team members who qualified for the incentive trip by accomplishing a key business goal. They planted more than 100 trees, including breadfruit and coconut trees, which are projected to yield over 200,000 pounds of fruits annually. These will then be distributed for free to the local community and school districts.

Breadfruit trees were a key staple in Hawaii in ancient times, but few now remain, making this agroforestry initiative on undeveloped land an exercise in natural farming practices that also respects Hawaiian culture and tradition.

“Our team came from all over the world for a very unique 3M event. We wanted to do something that would leave a positive impact on the community,” said Sara Merritt, strategic planner, 3M. “This trip, for us, was about recognizing and celebrating the power of a team, and the community event was a perfect way to work collectively to make an impact and help others for years to come.”

Every year, CWT M&E creates thousands of inspiring incentive programs around the world, working with clients to ensure their values and objectives are incorporated into any project. Through meaningful social investments and thoughtful engagement, organizations are able to leave behind a lasting impact on the communities and causes they seek to serve.

CWT M&E partners with local organizations, companies and suppliers to bolster the community feeling of an event and produce consequential programs that engage employees and drive both CSR and business results.

CWT Meetings & Events delivers 38,500 innovative, high-quality projects for customers every year – across all industry sectors, globally. Our creative know-how helps us deliver awe-inspiring events, and our logistics expertise guarantees professional meeting services, group travel, and compliance. We manage your strategic meetings management programs with one aim in mind – to maximize your return on investment.

CWT Meetings & Events is Carlson Wagonlit Travel’s meeting & events division.

## Carlson Wagonlit Travel

Companies and governments rely on us to keep their people connected. We provide their travelers with a consumer-grade travel experience, combining innovative technology with our vast experience. Every day, we look after enough travelers to fill more than 260 Boeing 787s and 100,000 hotel rooms - and handle 105 events. We operate in around 150 countries, and in 2017 posted a total transaction volume of more than US\$ 23 billion.

## Contacts

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### Media enquiries

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