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Clean Water  
For Life

# Greening your Meetings!

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Focus  
Don't lose it.





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# What are we here for again?

# ...and will we come back?





SOIL  
AND WATER  
CONSERVATION  
SOCIETY

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# Perception is reality



Dewayne's "Open Window" syndrome...



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# Some Reported Facts...

- **72% of all consumers believe reducing climate change is important.**
- **61% of the consumers believe that firms should be penalized for contributing to climate change.**
- **56% of corporate executives believe employee interest in sustainability is a significant issue impacting their company.**
- **66% of senior sales and marketing executives are implementing green initiatives within the event function.<sup>1</sup>**

<sup>1</sup> Planning Greener Events: A Practical Approach to Reducing Carbon Footprint, citing Ecoalign



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# More Reported Facts

- One hotel chain estimates that the average three-day meeting attended by 1,000 people produces more than 12 tons of trash, uses 200,000 kilowatts of power and consumes 100,000 gallons of water. <sup>1</sup>
- The average meeting produces 20 pounds (9.1 kilograms) of waste per person, per day. <sup>2</sup>
- The average hotel purchases more products in one week than one hundred families typically do in a year. <sup>3</sup>
- A typical 5-day conference for 2,500 attendees generates 87,500 napkins, 90,000 cans or bottles. <sup>4</sup>

<sup>1</sup> Marriott; <sup>2</sup>Green Meetings Industry Council; <sup>3</sup>Green Seal; <sup>4</sup>Meeting Strategies Worldwide



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# CIC-APEX Standards

**Standards suggested in nine areas for green meetings are:<sup>1</sup>**

- **Accommodation**
- **Audio/visual and production**
- **Communication**
- **Destinations**
- **Exhibits**
- **Food & Beverage**
- **Meeting venue**
- **On-site offices**
- **Transportation**

<sup>1</sup> **Convention Industry Council**



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# Site selection FIRST. Questions for RFP:<sup>1</sup>

- Does the facility and the group have a program to recycle and/or otherwise reduce solid waste?
- Is the facility accessible by public transit system from the airport and the downtown core?
- What information is available after the meeting detailing the environmental impacts/savings of the meeting?

<sup>1</sup> **BlueGreen Meetings**



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Site selection first.  
Information to be  
shared.<sup>1</sup>

- **Does the facility and the group have:**
  - a comprehensive environmental policy and/or plan?
  - a program to reduce the consumption of water?
  - a program to reduce energy consumption?
  - a program to improve indoor air quality?
- **Does the facility minimize the use of harmful chemicals used in cleaning?**
- **Describe any other environmental initiatives in place within the facility and within the group.**

<sup>1</sup> **BlueGreen Meetings**



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Thoughts regarding  
printed materials  
for the meeting.<sup>1</sup>



<sup>1</sup> National Recycling Coalition Green Meetings Guide



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# Thoughts regarding food and beverage.<sup>1</sup>



<sup>1</sup> National Recycling Coalition Green Meetings Guide



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## Exhibitors<sup>1</sup>

What are you giving away?  
Trash generated at booth?  
Shipping/packing materials?



<sup>1</sup> National Recycling Coalition Exhibitors “Green” Checklist

# Some Simple Tips for Greener Exhibiting



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- **Print less (projected signs?) or print green.**
- **Build the exhibit out of recycled or renewable materials as much as possible.**
- **Purchase displays that feature “no VOC” varnishes, paints, and other natural finishes.**
- **Use modular or portable exhibits, reduces shipping.**
- **Use LED lighting, which reduces energy use by up to 90% over conventional sources.**
- **Buy the materials locally to reduce amount of shipping and delivery.**



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# Examples: Contract Clauses

- **"All food used will be from locally grown & sustainable food vendors as much as is possible."**
- **"Recycling bins will be provided in all meeting rooms."**
- **If such clause(s) are included, define the expectations and who is responsible for the cost.**



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# Additional Resources

- Meeting Professionals International
- United States Environmental Protection Agency Website - [www.epa.gov](http://www.epa.gov)
- The Green Hotel Initiative
- Meet Green – [www.meetgreen.com](http://www.meetgreen.com)
- “Green Hotels” Association
- Office of the Attorney General in appropriate state
- Green Meetings Initiative
- U.S. Green Building Council
- BlueGreen Meetings
- Ceres Organization



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# Additional Resources

- The Greenhouse Gas Protocol Initiative - [www.ghgprotocol.org](http://www.ghgprotocol.org)
- Clean Air – Cool Plante - [www.cleanair-coolplanet.org](http://www.cleanair-coolplanet.org)
- Conservation International - [www.conservation.org](http://www.conservation.org)
- Native Energy, Inc. - [www.nativeenergy.com](http://www.nativeenergy.com)
- Greener By Design - [www.drivinggreen.com](http://www.drivinggreen.com)
- AtmosClear - [www.atmosclear.org](http://www.atmosclear.org)
- Atmosfair - [www.atmosfair.com](http://www.atmosfair.com)
- The CarbonNeutral Company - [www.carbonneutral.com](http://www.carbonneutral.com)
- [www.carbonfund.org](http://www.carbonfund.org)
- TerraPass, Inc. - [www.terrapass.com](http://www.terrapass.com)
- J.P. Morgan ClimateCare - [www.climatecare.org](http://www.climatecare.org)
- [www.climatetrust.com](http://www.climatetrust.com)
- E-BlueHorizons - [www.ebluehorizons.net](http://www.ebluehorizons.net)



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# Q & A

