



Making Events More Sustainable

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Session Overview

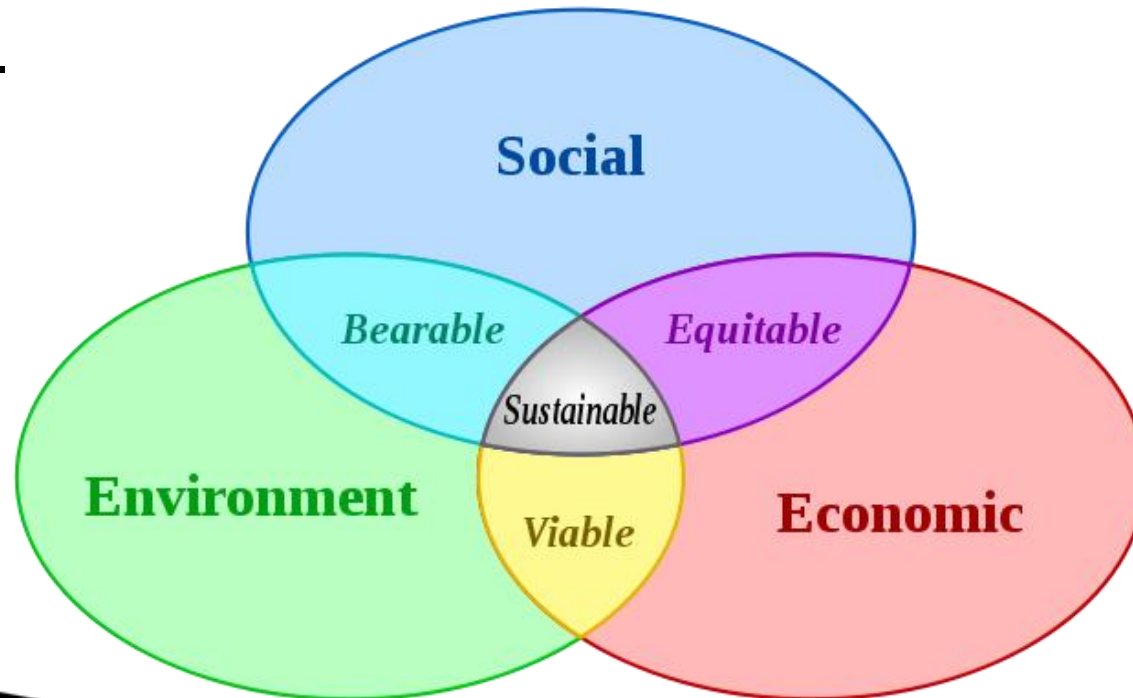


- ✓ **Rethink: Strategy and Planning**
- ✓ **Reduce: Measurable Plan & Case Example**
- ✓ **Redesign: Creating Meetings that Engage**

Redefine: Green/Sustainable Meeting



Sustainable meetings integrate the business needs of the organization with respect to the environmental, economic and social impacts of the event.



What this means to me?



Key Elements of a Sustainable Event:



- **Leadership and Vision**
- **Identify and Define Measureable Objectives**
- **Engagement of Stakeholders**
- **Integration into Operational Procedures**
- **Measurement**
- **Transparency and Reporting**



RETHINK..



Rethink*



- Is it necessary to do this?
- Is there a better way to achieve this objective?
- Can we recoup the cost somewhere else in the budget?
- What other use can this have?
- Will the event reflect the values of my organization?

* Questions from MeetGreen, *Saving Green by Going Green*

Rethink*



Is it necessary to do this?

- Individual consumption of plastic water bottles
- Themed and signage for one time use
- Conference Bags
- Shuttle Buses
- Plastic Name Badges

Alternate Solution?

- Reusable bottles that have a sponsor logo or water served in pitchers
- Reusable or Digital Signage
- Sustainably sourced bags
- Walkable Venues
- Recycled or Biodegradable, Reuse

Measuring the Value



- Establish Goals and Measurable Objectives
- Create a Baseline
- Create a grid of cost savings and cost investments to track net value of actions
- Monitor and evaluate performance each year

Event Case Example



Proposing to stakeholders

- Aligning with organizations business goals
- Getting buy in from the team (internal & vendors)
- Setting SMART objectives
- Drafting an action plan
- Drafting a communications plan
- Monitoring onsite
- Measuring results
- Reporting results



SWOT



- **Strengths:**
 - control over destination
 - venue selection
 - senior management
 - attendees
- **Weaknesses:**
 - inexperienced team
 - new initiative
- **Opportunities:**
 - new initiative
 - aligns with attendee values
 - vendors
- **Threats:**
 - lack of interest
 - minimal participation
 - vendors

Plan & objectives

- Destination requiring the least amount of air travel
- Destination requiring min. ground transport for events
- Venue LEED certified
- 10% of attendees would purchase carbon offset credits
- 90% of attendees would remain onsite



Communication Plan

- Pre-conference
- During
- Post-conference

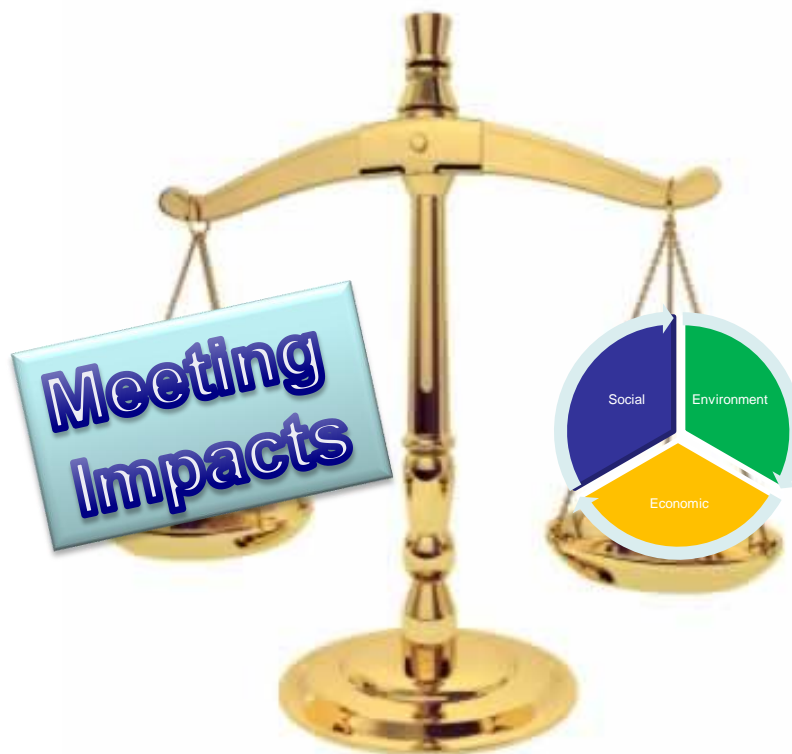


Measurement & reporting

- LAX direct flights for most attendees
- LA LIVE! Venue
- 16% of delegates purchased carbon offsets
- 98% of delegates remained onsite



How Will Standards Help?



Overview of Standards



BS 8901 and ISO 20121

Provides information required for creating an event management system



APEX/ASTM Env Sustainable Meeting Standards

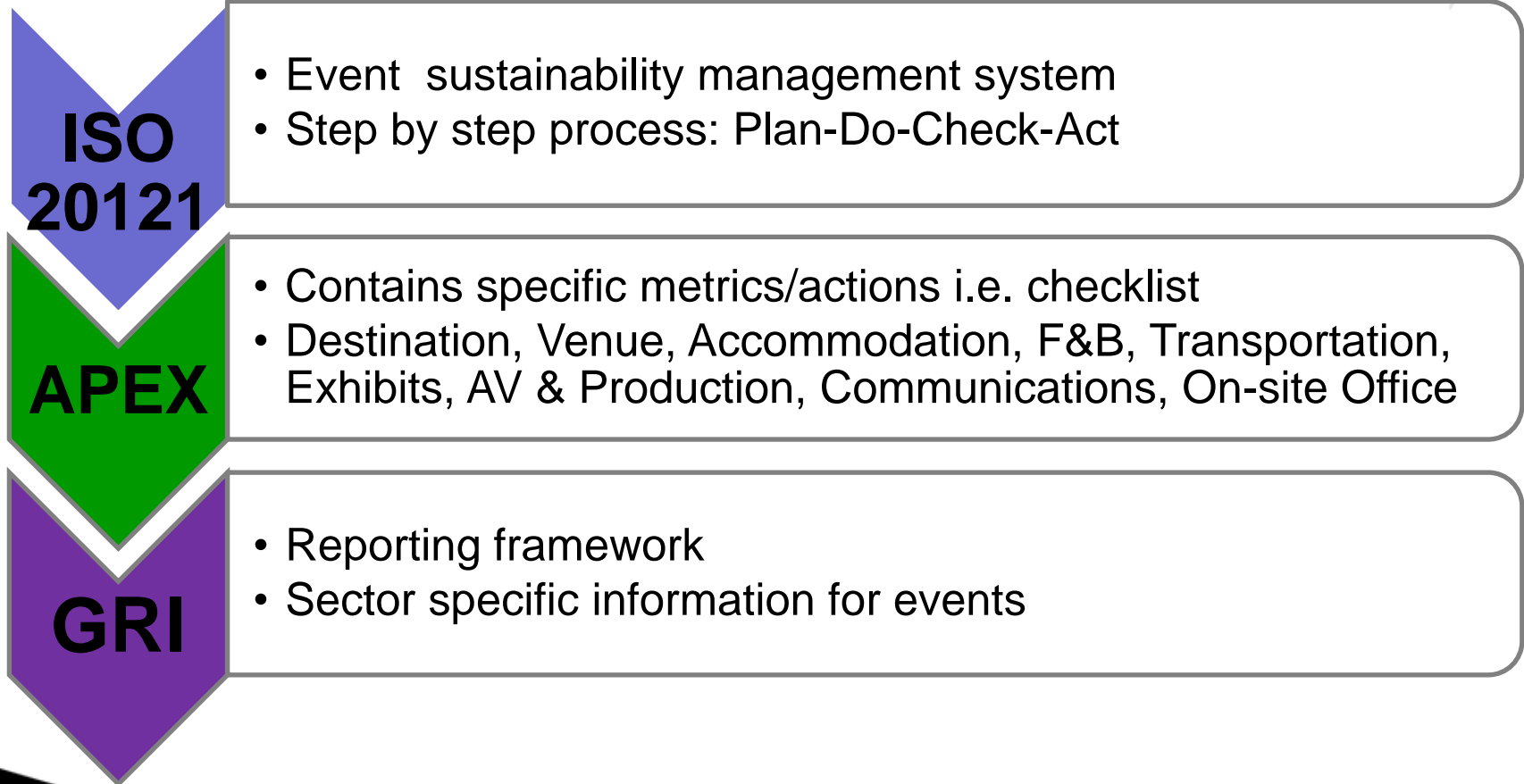
Collects data required for planner and supplier standards compliance in 8 areas, across 9 sectors



GRI Event Sector Supplement

Supplies data required for GRI indicators for sustainability reporting

How the Standards Work Together

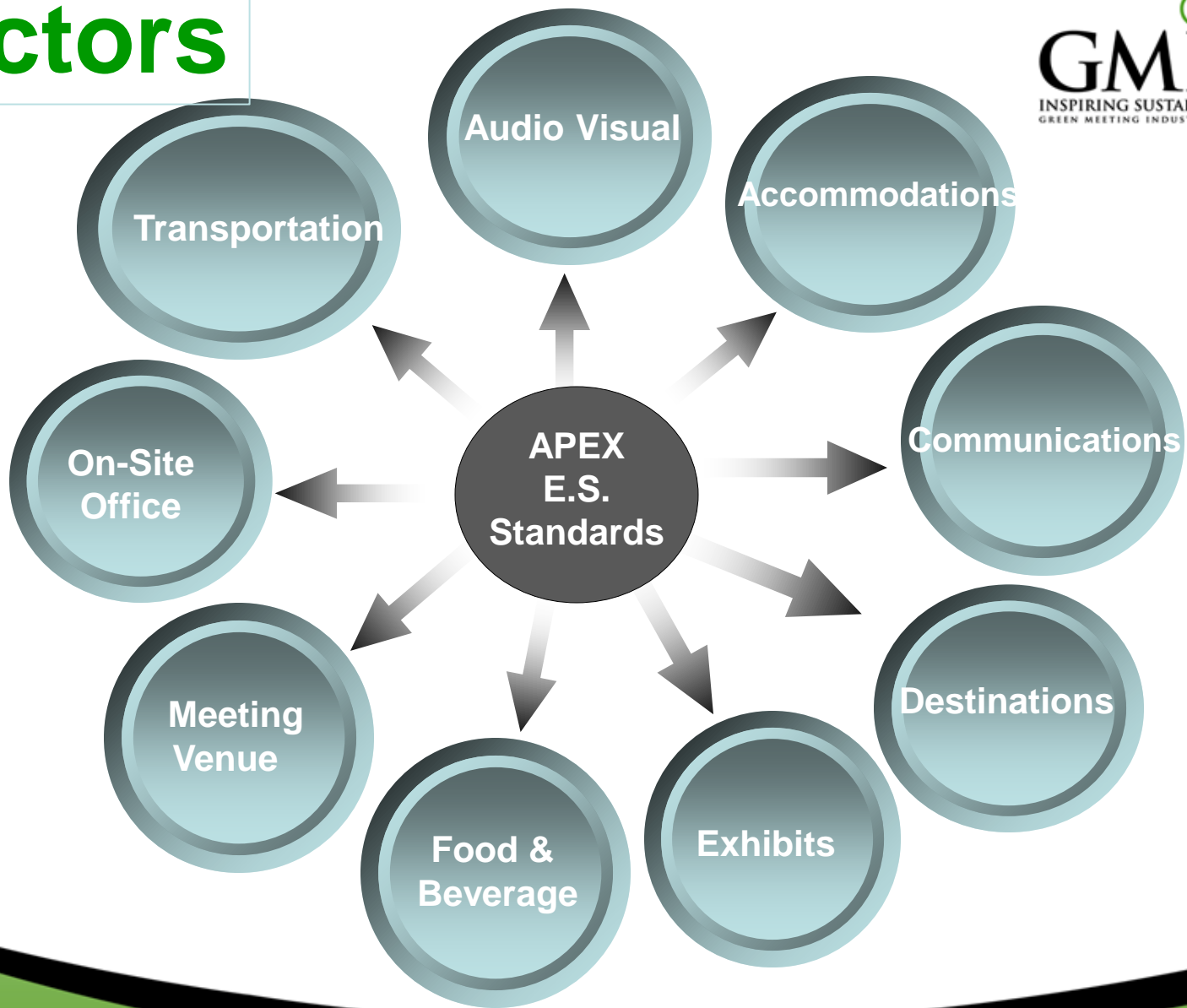


Purpose of the APEX Standards

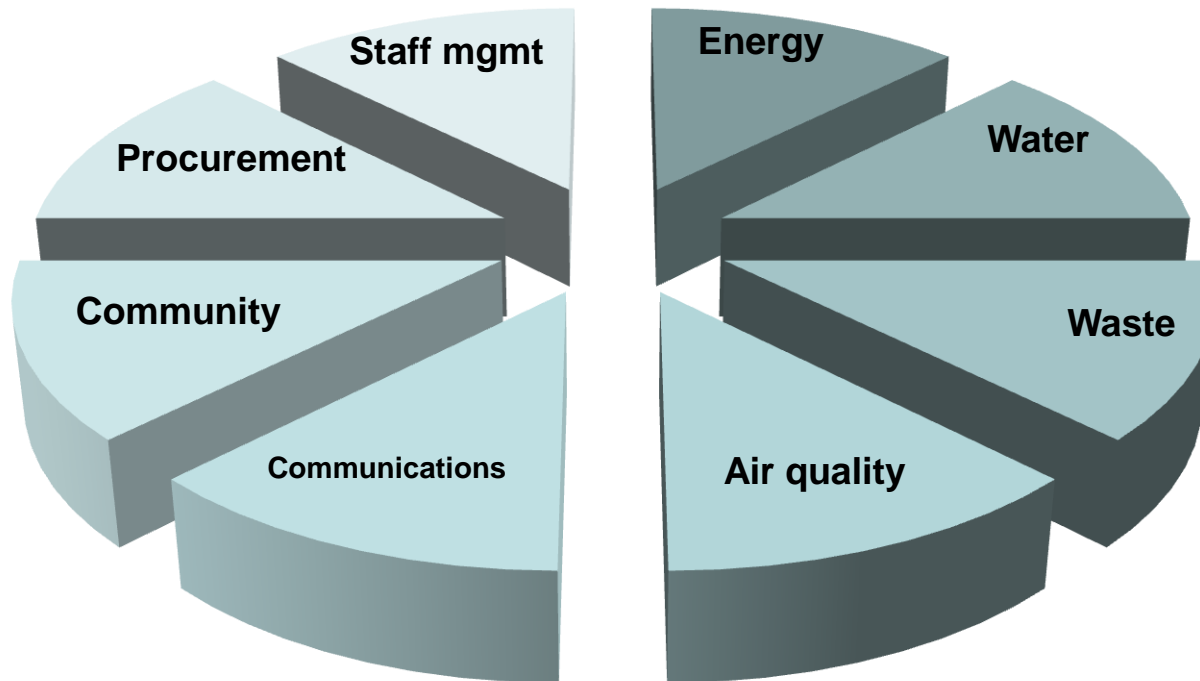


- The purpose was to develop voluntary standards that can be implemented to create a more sustainable meeting or event. The standards:
 - are measurable
 - available in a tiered system to allow for different levels of engagement
 - address policies
 - hold both the supplier and planner accountable for implementation
 - are intended to be complimentary to other meeting industry recognized standards

9 Sectors



1 Sector/8 Categories



Redesign: Delegate Satisfaction



- Added value
- Engagement
- Health & wellness
- Personal satisfaction







Questions?



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