

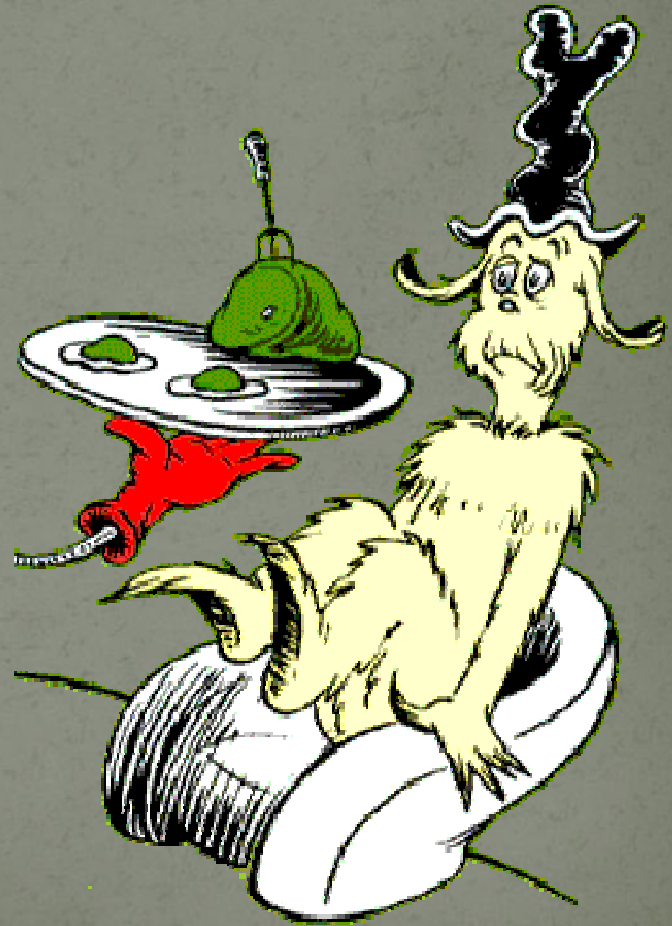
# What it means to meet **Green**

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November 5, 2008  
Climate Wise Fall Fair

# Green lunch, here or there?

“A green meeting / event / shindig / soiree / org incorporates environmental considerations throughout all its stages in order to minimize the negative impact on the environment.”  
- Professional Convention Mgt Assoc



# Green events, meetings, organizations are / can be...

- Sustainable
- Zero Waste (or darn near)
- Environmentally aware
- Climate Neutral
- Etc.



The City of Fort Collins  
Sustainability Program



# Trends



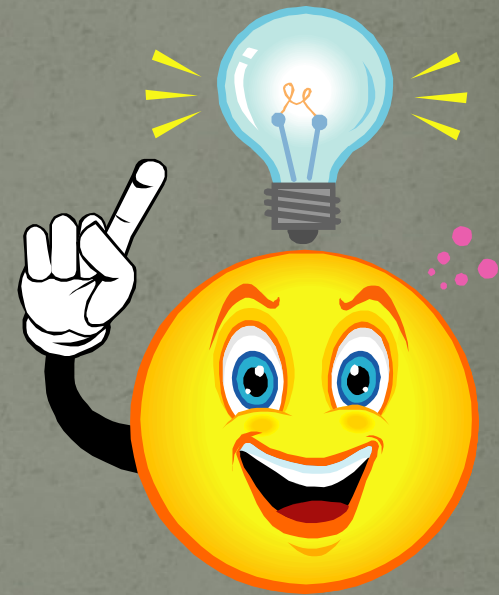
- Green / environmentally aware events and planning increasingly common
- Most trade and professional organizations have developed sustainable event guides or policies
- Carbon neutrality – purchasing carbon credits to offset event

# Trends continued...

- Some organizations developing performance contracts (e.g., National Recycling Coalition):
  - “No food or beverages are to be served on disposable service ware. Must use china service. Facility will state, before contract is signed, any additional costs for china service.
  - All condiments (ketchup, mustard, mayonnaise, jelly, butter, sugar, creamers, etc. ) must be served in serving containers and not in individual packets. Serving containers must not be disposable containers.
  - We request that food is served without garnishes or use edible garnishes.
  - If facility does not currently have a food composting program in place, facility agrees to work with us, at no cost to us or the facility, to provide food composting.” etc.

# Why Meet **Green**?

- Reduce waste
- Reduce energy and water use
- Support local business
- Save money
- Education / awareness
- Shrink carbon footprint
- Perception / expectations
- Reduce transportation and travel (teleconference)
- Respond to trends, walk the walk



# Why this is important, examples

- 5-day conference can generate 90,000 cans / bottles
- At one event, Meeting Strategies Worldwide Inc. replaced bottled water with reusable containers and bulk dispensers. This simple step saved about \$15,000.
- According to the Convention Industry Council, collecting and reusing name card holders for an event of 1300 attendees can save \$975.00 (US).

(Environment Canada's Green Meeting Guide, 2007)



# How?

- Concept of **greening** events / meetings / orgs exists on continuum

**Easier** → reduce waste, avoid Styrofoam →

**Ambitious** → Zero Waste / sustainable / carbon neutral events

## High visibility items

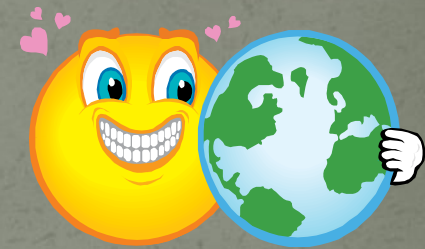
- AVOID STYROFOAM!!!
- Use re-usables if possible
- Avoid unnecessary disposable items (straws)
- Bulk up food and beverage, reduce packaging
- Provide recycling/composting options
- Double-sided copies on recycled paper (or go electronic)

# Set environmental goals / priorities early in the planning process

- **Venue selection**
  - Can host provide recycling, reusables?
  - Work with outside vendors?
  - Is the venue centrally located? Does it have access to alternative transportation options?
- **Vendor selection**
  - Can vendor provide food in bulk?
  - Does vendor use local ingredients, labor?
  - Provide options that require few or no dishes?

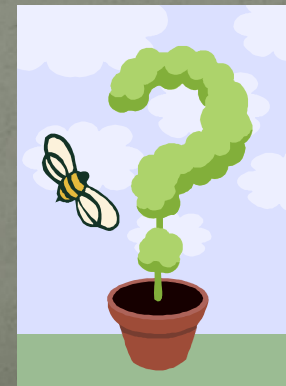
# The Details!

- **Recycling**
  - Education and Signage
- **Composting**
  - Local resources – the worm man
  - Education and signage – what can and cannot be composted
- **Transportation**
  - A tough nut to crack
  - Encourage carpooling, biking, public transit, etc.
- **Marketing**
  - Avoid paper use
  - Look for eco-friendly options
- **Education**
  - Let attendees know that you are hosting a green meeting/event
  - Hide the trash cans!
- **Carbon Offsets?**



## What else?

- Ask questions
- Attempt the best job for a given situation



# Don't Stop There!!!

Review and refine, what worked? what didn't?

- Options, degrees of success may vary by location

This is a learning process!



# Business Environmental Program Series

## Successes:

- Carpooling encouraged – Meetings held in venues where mass transit was available
- Reduced Handouts by posting information online
- **REQUESTED** china and silverware, food in bulk, water decanters and glasses, re-usable serving platters and utensils, and linen napkins.

## Challenges:

- Remembering to REQUEST the above services to the caterers for each event.
- Getting recycling containers
- Cleaning the china.
- People like their handouts!!!
- Setting up composting
- Signage



# Green Drinks Event



## Successes:

- Used china plates, silverware, and reusable glasses for the bar. (Did increase cost of event but greatly reduced waste)
- Composted paper napkins and left over food waste
- Removed/sealed off trash cans
- Reduced handouts by informing booth participants about making this event zero waste.

## Challenges:

- Locally produced food was hard to arrange (so was dropped)
- Difficult to order the correct amount of food to minimize waste. (Caters don't like to run out of food)
- Do handouts constitute waste?

# Employee Holiday Party



## Successes:

- Contract with Waste Not to assist with implementation
- Compostable disposables used when possible
- Trash actually fit in our bin...almost
- Minimal additional cost

## Challenges:

- Mashed potato martini glasses
- Coffee stirrs
- Staffing/education
- Venue (dark and decentralized...and yes, cold)

# General resources

- Blue Green Meetings  
[www.bluegreenmeetings.org](http://www.bluegreenmeetings.org)
- EPA Green Meeting Resources  
[www.epa.gov/oppt/greenmeetings](http://www.epa.gov/oppt/greenmeetings)
- Environment Canada – Green meeting Guide!!!  
[www.greeninggovernment.gc.ca](http://www.greeninggovernment.gc.ca)
- Green Meeting Industry Council  
[www.greenmeetings.info](http://www.greenmeetings.info)