

Professional Convention Management Association



Canada East
chapter

Green Meeting Toolkit

A collection of useful information, tips and data based on my own experiences as a meeting planner that I hope will make your journey to **greener pastures** just a little easier!

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INDIVIDUAL MEMBER

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Green Meeting Toolkit

Glossary: Click on topic to go to page

- [Getting Started](#)
- [Fast Facts & Statistics](#)
- [Guidelines & Checklist](#)
- [Green Directory—Suppliers & Articles of Interest](#)
- [Green Meetings Industry Council—Membership Flyer](#)
- [Wish List](#)
- [Standards and Regulations](#)
- [Future Trends to Watch For](#)

Getting Started – Build a Green Plan!

Presentation by: Sandra Wood, CMP, Annual Meeting Manager, Canadian Medical Association
Genevieve Leclerc, CMP, Manager Congress Operations PCO Corporate Division, JPDL Montreal

Set your goals and objectives

- Research
- Talk their (your employer/client's) language, maybe they have environment in their strategic plan already, maybe they have something about health, sustainability, social responsibility in their mission statement (code of conduct/ethics, policies, guidelines etc.), even if they don't they may still be open to a "green goal" for the meeting/event.
- Create a goal specific to the greening of your meeting/event to ENGAGE your employer/client in the process...you need their support, you need the funding!

Example below:

Goal: To minimize the adverse environmental and human health impact of hosting CMA General Council by adopting principles of resource conservation and pollution prevention while ensuring that the needs of attendees to General Council, the needs of the CMA membership and the needs of the CMA are met.

(Note: This goal is aligned with the mission, goal and vision statement of the Canadian Coalition for Green Health Care of which CMA is a founding member).

Objectives – Short Term – what can you do at this meeting? (they should be S.M.A.R.T. = Specific, Measureable, Attainable, Realistic, Time Specific)
Long Term – what you can't achieve this meeting or this year...what can you do longer term?

Prepare Guidelines

- you don't have to reinvent the wheel – PCMA Fifth Edition Chapter 30, Environment Canada Green Meeting Guide, Environmental Protection Agency, Convention Industry Council, Canadian Network for Environmental Education and Communication Steering Committee Green Conference Guide – there are lots of guidelines out there, these are just a few.

Audit what you normally do, where can you make changes in the following areas:

- Site Selection
- Accommodation and Venue Selection
- Registrations/Invitations
- Printing/Postage/Signage
- Delegate Kits Bags/Name Badges
- Food/Beverage
- Computers/AV/Website/Other Technical Equipment
- Transportation (Ground/Air)/Shipping
- Floral/Décor
- Service Contractors
- Sponsors
- Trade Show/Exhibitors
- Carbon Offsets

Build a Task List or Check List – what can you realistically do – add it to your existing checklist – needs to be integrated

Use Credible Sources

- buyer beware – no regulations, few standards available
- do your homework, Google, look at the Green Meeting Industry Council Website

Build a Strong Relationship with Your Venue

- send them your “wish list”
- encourage them, work with them, can they set up a green committee (if they don’t have one)
- involve various departments within venue from the start (operations, housekeeping, reservations, banquets, sales, chef, engineering)
- be aware that they too are learning and changing processes – start with gentle nudging and guidance

Be F-l-e-x-i-b-l-e!

- compromises to be made (organic versus locally grown), you can’t get all the green items you want...at least not yet but as things come on line that will change
- you can’t do it all the first time, do what you can, solid steps
- limitations, varies city to city, venue to venue

Communicate Your Efforts

- tell your delegates daily, announcements, project into plenary
- don’t make promises in advance you can’t keep – you’ll lose credibility, be careful
- get daily updates from the venue and relay that to your attendees “that event we went to last night, only produced 1 garbage bag for the landfill” etc.
- give them a list of what you did (maybe put up a poster)
- ask attendees on the evaluation form if they have suggestions for the future, engage them
- have a “green” info booth or maybe hold a “green” orientation session to show/explain to everyone what you’re doing at the event and how they can help

On Site Delivery

- pre-con to remind venue, the departments, of your efforts
- get green volunteers to help you monitor daily what’s happening
- keep notes of what you observe, improvements for the future

Measureables

- how did you do?
- Determine what you want to measure, create consistency from year to year
i.e. Measure total weight of garbage/recycling/composting at venue generated by your event
Measure power consumption
Costs – where did you spend where did you save?
What was your carbon footprint?
Prepare a post event green report of what went well, what didn’t, steps forward, recommendations, policies required, revisit those guidelines do they need revising? Is the goal still attainable, do the objectives need revisiting/updating?

It gets easier as you integrate all of these things into your normal practices and as suppliers and venues come on line.

We Are All Learning

Create the Demand for Green Products and Services

Share Your Experiences With Others, Spread the word

Every step forward in greening is a step in the right direction

How far do you go? As far as you can!

We all have a stake in this

We all benefit!

P.S. Do you need to print this? If yes, turn your settings to double sided printing and use post-consumer content paper.

To help you present a green plan you may want to provide/refer to some information listed below. Keep a file of interesting facts to help keep the interest and “green” momentum going. Here’s my collection so far!

Sources are quoted whenever possible but a lot of information gets passed along so the original source can be unknown. Use this information as you see fit. There’s always lots of statistics being published. This is just a snapshot. I hope you find this helpful.

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Remember – Use credible sources and research those sources to find out who they are.

Accommodation

A hotel purchases more products in a week than 100 families will purchase in a year (*Source: What’s It Like to Be Certified Workshop at the Green Meetings Industry Council Conference, February, 2007*)

41% of Canadian travelers surveyed and 51% of business travelers said they would add a percentage of their room cost to their hotel bill to make their stay more environmentally friendly. Furthermore, 62% of business travelers and 50% of leisure travelers would pay \$20 Cdn. More to stay at an environmentally friendly hotels. (*Source: Hotel Association of Canada – Canadian Travel Intentions Survey, February 2008*).

J.D. Power survey indicates that 75% of hotel guests are willing to participate in eco-programs at hotels, but only 63% say they are aware of such programs (*Source: Smart Meetings Magazine, October 2007*)

If a hotel changes sheets and towels on request (rather than daily), the hotel not only saves money and energy it can save 200 barrels of oil (saved per week on the new regime) which is enough to run a family car for 180,000 miles (*Source: PCMA Professional Meeting Management Book on Comprehensive Strategies for Meetings, Conventions and Events, Fifth Edition, Chapter 30. Also Green Suites International*)

In the US alone hotels spend \$3.7 billion a year on energy with much of it going to waste, and the typical property uses 218 gallons of water per day per occupied room. (*Source: Meetings & Conventions August 2006 and Washington based American Hotel & Lodging Association*).

The 223-room Sandals Negril Beach Resort & Spa’s restaurants measured the amount of untouched water glasses and it tallied up to 55 gallons. The resort instituted a “second glass of water on request” program. That simple initiative has saved the hotel as much as 20,075 gallons of drinking water in one year. (*Source: Meeting and Convention August 2006*).

Earlier in 2006, Fairmont brand launched wind-powered check-in by purchasing Eco-Logo certified wind power from the Pembina Institute, an independent Canadian environmental policy research and education organization, to run all 249 front desk computers at its North American properties. Fairmont predicts the effort will result in greenhouse gas reduction of almost 100 tons by the middle of 2007. As well the 770-room Fairmont Banff Springs in Alberta recycles used kitchen oil from the cafeteria of a local high school into bio-diesel fuel, which is then used to power all of the property’s landscaping equipment, from lawn mowers to trimmers. (*Source: Meetings and Convention August 2006*).

Audio Visual

In 2004, an estimated 450 million consumer batteries were sold in Canada, and approximately 348 million were discarded. Batteries can contain heavy metals, many of which are toxic substances (*Source: Statistics Canada Catalogue no 16-002-X, Enviro Stats Spring 2008*)

Buildings

Buildings consume over 40% of the world’s total energy, 25 percent of wood harvest, and 16% of water consumption (*Source: US Department of Energy’s Centre of Excellence for Sustainable Development*).

Unveiled in July 2007, there is now an official Canada Organic label which is a visual reminder to consumers that Canada has a set of regulatory standards.

Heating the average Canadian home with oil produces 7 tonnes CO₂, with natural gas 5 tonnes, with electricity 1.3 tonnes. Running an economy car 20,000 KM puts 6 tonnes of CO₂ into the air we breathe. On average, 98 trees capture and store 1 tonne of airborne carbon dioxide every year. Over 80 years, the average Canadian tree absorbs 200 kg of carbon dioxide – plus ozone, nitrous oxide, particulate matter and sulphur dioxide. Every day, a large tree provides enough oxygen for four people. (Source: *Tree Canada Foundation, 2007*)

50-60% or more of our hot water heat could be derived from solar power. (Solar Energy Society of Canada) Vancouver International Airport installed 100 solar collectors for hot water, resulting in a yearly savings of about \$90,000 (*Alive Magazine, February 2008*)

CO₂

CO₂ levels are higher today than at any time in the past 650,000 years (Source: *Carbonfund.org*).

Every tree provides oxygen enough for three people to breathe (Source: *North Carolina Office of Waste Reduction and Recycling*).

Over 80 years, the average Canadian tree absorbs 200kg of carbon dioxide – plus ozone, nitrous oxide, particulate matter and sulphur dioxide. Every day, a large tree provides enough oxygen for four people. Trees cool cities, reduce rainwater runoff, provide wildlife habitats and lift our spirits. On average, 98 trees capture and store 1 tonne of airborne carbon dioxide every year. Heating the average Canadian home with oil produces 7 tonnes of CO₂ with natural gas, 5 tonnes, with electricity, 1.3 tonnes. Running an economy car 20,000 km puts 6 tonnes of CO₂ into the air we breathe; running a heavy diesel truck that distance adds 26 tonnes. (Source: *Tree Canada Foundation, 2007*).

Computers

A laptop computer uses, on average, 10% less energy than desktop computers (Source: *Meeting and Conventions August 2006, article by Amy Spatarano*).

A study commissioned by Environment Canada estimated that 81,000 tonnes of IT and telecom equipment were recycled and disposed of in 2002. Computers and monitors accounted for 70% of this total. The study projected that recycling and disposal of IT waste would increase to 91,000 tonnes in 2010 (Source: *Statistics Canada Catalogue no. 16-002-X, EnviroStats, Spring 2008*)

Conferences/Meetings/Events

According to recent research, 67% of meeting and incentive professionals have taken environmental considerations into account when planning a conference or incentive program (IMEX 2007). (Source: *Green Lodging News, April 2007*).

If a five-day event serves 2200 people breaks, breakfasts, lunches and receptions using plastic disposables instead of china, it prevents 1,890 lbs. of plastic from going into a landfill (nearly one ton). At that same event, if the venue does not pre-fill water glasses at banquet tables during three days of served lunches for 2200 attendees, 520 gallons of water can be saved. (Source: *Convention Industry Council's Green Meetings Report and Meetings Strategies Worldwide*).

Using 1,000 disposable plastic teaspoons consumes over 10 times more energy and natural resources than manufacturing one stainless steel teaspoon and washing it 1,000 times (Source: *Smart Meetings Magazine, Nov. 2006 and the Environmental Defense Council*)

Over a five day period a conference for 2,500 attendees will use 62,500 plates, 90,000 cans or bottles, 75,000 cups, 87,500 napkins (Source: *Convention Industry Council and PCMA Convene Magazine June 2004*)

A conference of 1,300 attendees where green practices were implemented can save you money as follows: using on-line registration instead of printing/postage at \$3/each for a total of \$3,900. Not providing conference bags at \$9 each saves \$11,700 plus shipping, not providing a 15 page handout can save \$1,950 or more, providing pitchers instead of plastic bottles at a rate of one bottle per participant per day can save \$12,187. Eliminating the use for busing (choosing closer locations)

can save you \$30-\$40,000 for a three day conference. Recycling plastic name badges at 75 cents each can save \$975. (Source: MPI, May 2003, Volume 23, Number 5, *The Meeting Professional*, article written by Amy Spatrisano, CMP and Nancy Wilson, CMP).

Demographics

95% of the meeting professionals who have ever lived are alive today. We have the opportunity together to decide what this young profession will be about; bringing people and ideas together as part of the problem, or as part of the solution. – David Berman, Expert Speaker on Design, Ethics, Social Responsibility.

Food and Beverage

The average meal travels approximately 1,500 miles (2,414 km) before it reaches your table. (Source: PCMA Convention December 2006 and *Alive Magazine*, February 2008).

27% of all food produced in North America is wasted (Source: *Toronto Environmental Handbook 1999 and Recycling Council of Ontario*).

Organic farms use 33 to 56% less energy per hectare. Organic farms need 10 to 70% fewer fossil fuels, according to European and American data presented at the United Nations Food and Agriculture Organization. Organic methods actually capture atmospheric CO₂ and incorporate it into the soil. Rodale Institute's calculations suggest that one 130 hectare farm going organic is equivalent to taking 117 cars off the road eliminating 526,500 kg of CO₂ emissions. Each conversion to organic farming reduces the 680 billion kg of total CO₂ emissions that conventional agriculture in the US alone produces annually. In Canada the organic F&B sales topped \$1 billion, according to Organic Agriculture Centre of Canada and Statistics Canada's 2006 census states that the number of organic producers has risen almost 60% since 2001 from 2, 230 to 3, 555. (Source: *Alive Magazine*, January 2008).

Local food is more likely to be fresher and better for you than food shipped long distances. The largest loss of nutrients comes from picking unripe fruit so it can withstand long transit times. Transportation accounts for 25% of Canada's greenhouse gas emissions. (Source: *Art of Being Green Festival, Lanark, Ontario 2006*)

General

Average North Americans weigh 20-30 times more heavily on the planet than residents of the world's poorest countries. The global average human ecological footprint is about 2.2 hectares while only 1.8 hectares of productive land and water are available per capita. This means that the human enterprise has already overshoot the long-term carrying capacity of the planet by more than 20 percent. (Source: William E. Rees, PhD, FRSC, human ecologist and ecological economist at UBC and creator of the term "ecological footprint", *Alive Magazine*, April 2008)

The American Hotel & Lodging Association estimates that in the US alone hotels spend \$3.7 billion a year on energy with much of it going to waste, and the typical property uses 218 gallons of water per day, per occupied room. (Source: *Meetings & Convention August 2006, American Hotel & Lodging Association*)

According to Georgia Malki, president of Green Event Management Solutions, next to construction home building, we're the second most wasteful industry. (Source: *Tradeshaw Week, January 2005*).

Greenpeace was founded in Vancouver in 1971!

Canadians use as much energy as the entire continent of Africa, home to 700 million people. On a per capita basis, Canada is the largest consumer of energy in the world and the second largest producer of greenhouse gases. In Canada, 90% of material extracted for use in manufacturing goes to waste. The average family goes through about 1000 plastic bags a year. Worldwide, between 500 billion and 1 trillion plastic bags are consumed a year – that's over 1 million per minute. The earth loses 27,000 species a year. (Source: *Art of Being Green Festival, Lanark, Ontario 2006*).

Health

According to a new study led by University of BC Trudeau Scholar David Boyd, Canadians are awash in toxic chemicals and it's costing the Canadian health care system up to \$9.1 billion and 1.5 million hospital days annually. (Source: *Media Release October 2007, UBC Public Affairs*).

Former Saskatchewan premier Roy Roman who led a royal commission on the health-care system in 2002 says “The environment and health care, currently among the top three priorities for Canadians, aren’t “natural enemies” but in fact interrelated issues. The state and quality of our environment will greatly impact the state and quality of our personal health and our community health.” (Source: *Canadian Press, June 13, 2007 CTVglobe*).

According to the World Health Report published by the World Health Organization in 2002, indoor air pollution is responsible for 2.7% of the global burden of disease. (Source: *Alive Magazine, March 2008*).

Recycling

Every ton of recycled paper saves about 17 trees (Source: *Purdue Research Foundation and US EPA*).

Travel (Air and Ground)

A round trip flight from New York to London produces one ton of carbon dioxide per person (Source: *Dr. David Suzuki Foundation*)

Winglets (vertical fins) on planes reduce wind drag and cut fuel burned by 3 % (Source: *Meetings & Convention Magazine, August 2006*)

If just one passenger per each flight in the world this year packed 1 pound less of luggage, they would save enough fuel to fly a Boeing 737 around the world 474 times! (Source: *Delta-Sky Magazine: Green Numbers, March 2007*).

Nearly a quarter of the planet’s greenhouse gas emissions are attributable to deforestation, which equals about 1.5 billion tons of CO₂ (Source: *Zerofootprint*)

Virgin Atlantic Chairman Richard Branson has pledged the earnings from his transportation businesses, including Virgin Atlantic, to be invested in businesses that develop renewable energy, with plans to contribute \$3 billion during the next decade for the initiative. (Source: *PCMA Convene, December 2006*)

According to a report by Texas A&M Americans burn 2.9 billion gallons of gas a year while engine idling--an amount worth around \$78.2 billion. (Source: *Green Lodging News, March 2008 issue*).

Tourism

Nature tourism has been growing in the last decade at an annual rate of 20-34% (Source: *PCMA Convene, November 2007 and the International Ecotourism Society*)

The average conference delegate:

* Produces 61lbs of solid waste over a 3 day conference (USEPA, 2000) – roughly 20lbs per day. This amounts to 2 big green garbage bags of trash. To put this in context, the average American generates about 1.5 tons of solid waste per year – or about 4.5lbs per person, per day (USEPA, 2003), amounting to 100 large garbage bags per person.

* Uses 846 gallons of water (USEPA, 2000), or roughly 262 gallons per day. Regular home use of water by the average American amounts to about 86 gallons per day (World Bank, 2000).

* Produces 1418 lbs of greenhouse gas emissions (USEPA, 2000) This is roughly the equivalent of operating your car for one month.

The message: conference delegates use and consume a lot more when they meet, and produce far more garbage than they might at home.

References:

<http://www.metro-region.org/article.cfm?articleid=5579>

<http://www.newton.dep.anl.gov/askasci/gen01/gen01629.htm> - This information was included in a presentation by **Shawna McKinley, Project Manager, Meeting Strategies Worldwide**

Building your Guidelines, Preparing your checklists

To put your green plan together and develop guidelines take a look through these resources and you will easily find great info to help you. There are others out there so start with these and create a list that works for you!

1. **Chapter 30 of the PCMA Professional Meeting Management Book** on Comprehensive Strategies for Meetings, Conventions and Events, Fifth Edition – not a website but has excellent info on how to prepare a green plan (very useful info).

2. **The Convention Industry Council Green Meeting Report**
www.conventionindustry.org/projects/green_meetings_report.pdf

3. **Environment Canada's Green Meeting Guide**
www.greeninggovernment.gc.ca/default.asp?lang=En&n=9697C298-1

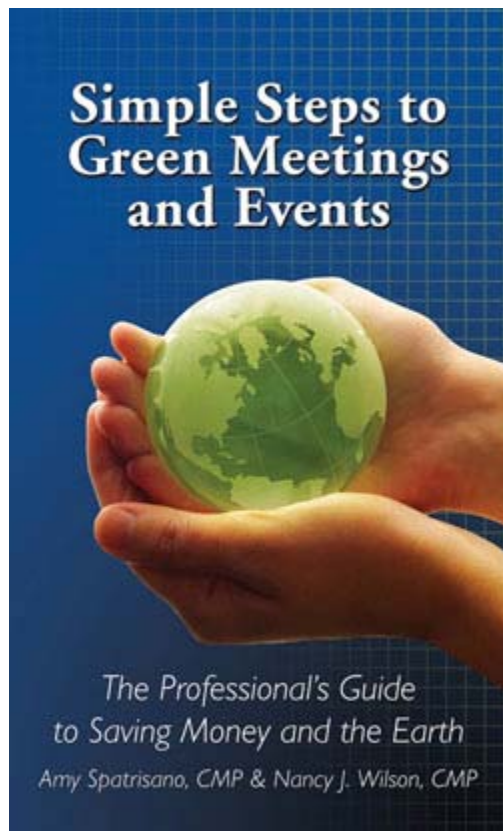
4. Also, the **GMIC website** (wonderful resource to point you in the right direction, a green launch pad!)
www.greenmeetings.info

5. **Environmental Protection Agency (USA)** has developed new policy recently. Check out their website at www.epa.gov/oppt/greenmeetings/pubs/who.htm#planner

6. **Canadian Network for Environmental Education and Communication** has a good document you can use at www.eecom.org/index.php?option=com_content&task=view&id=39&Itemid=73

7. A checklist for **assessing green facilities** is available at www.ceres.org/pub/publication.php?pid=60

8. Nancy Spatrisano and Nancy Wilson, meeting planners out of Portland Oregon who founded the **Green Meeting Industry Council** have just published a book that you can be sure is packed full of great info, great tools! To order go to www.meetgreen.com/book.php



Here's some websites to suppliers and some articles worth reading (this is nowhere near exhaustive). You can use this to build your own source list. GMIC , IMEX, GreenLodgingNews, Innovolve have more comprehensive lists. You can also Google to find many more useful sites.

Remember, it's a buyer beware market so be choosy and beware the six sins of Greenwashing (go to www.terrachoice.com)

Shawna McKinley's blog address <http://greendestinations.blogspot.com/>
www.greenmeetings.info (GMIC website)
www.meetingstrategiesworldwide.com/
Ottawa's Take It Back Program go to www.ottawa.ca
www.cerc04.org/resources/overview.html
www.innovolve.com/our-work.asp?PUI=9 (Canadian Green Meeting Directory – available Spring 2008)
www.green2b2c.com/Pages/pr_gesbambooth.html

Accommodation

www.tourismpartnership.org/Practical_Solutions.html (excellent website that house environmental management tools for hotels)
www.hacgreenhotels.com/index.htm
www.greenkeycard.com/
www.fairmont.com/EN_FA/Environment
www.terrachoice.com/Home/Clients/Hotels
www.greenseal.org/programs/lodging.cfm
www.ec3global.com
www.greenhotel.com
www.environmentallyfriendlyhotels.com
www.mattcanada.com/home.html

Green Lodging News

Please be sure to sign up for Green Lodging News' free weekly e-mail newsletter, the lodging industry's leading environmental news source. It is delivered every Monday to approximately 7,000 lodging industry representatives. The Green Lodging News website, updated every week day, can be accessed at www.greenlodgingnews.com. Planners, don't give this a miss, it's got great info and shows you what's becoming available to venues.

Magazines that are great resources

<http://www.greenhotelier.org/>
www.greenbiz.com
www.greenatwork.com

Buildings

www.bomagogreen.com
www.usgbc.org (US Green Build – LEED etc.)

Food and Beverage

www.plantatreewine.com
www.dinegreen.com
www.slowfood.ca/about.php
www.canadianvintners.com/faq.htm
www.plusonewater.ca/en/index.php

Seafood

www.mbayaq.org/cr/seafoodwatch.asp

<http://eng.msc.org>
www.montereybayaquarium.org
www.blueoceaninstitute.org

Directories and Green Suppliers

www.greenmeetingguide.com (1st Canadian Green Supplier directory)
IMEX Study - www.greenmeetings.info/presentations/2007/IMEX_SurveyResults_GHIC2007.pdf
BlueGreenMeetings.org
www.greenlodgingnews.com/GreenProductGuide.aspx
www.frogfile.com
www.fairware.ca
www.greeneventsuppliers.com/
www.ggv.org.uk/suppliers/register/
www.greenshift.ca/greenshift_products.html
www.greenconferencing.com
www.emagazine.com/
www.greenbiz.com/
www.conventionplanit.com/green_meetings.php
www.greengatherings.info/green-meeting-resources
www.botanicalpaperworks.com/
www.atelierscrap.ca/

Carbon offsetting/Green Power/Renewable Energy Credits

www.v-c-s.org/about.html (Voluntary Carbon Standards - very new!)
www.davidsuzuki.org/Climate_Change/What_You_Can_Do/carbon_neutral.asp
www.nrdc.org/thisgreenlife/0606.asp?gclid=CKi-jumGkocCFQ9OWAod7Sw9bQ
www.tufts.edu/tie/tci/carbonoffsets/index.htm
www.treecanada.ca
www.zerofootprint.net
www.bullfrogpower.com
www.pembina.org/wind
www.cleanandgreen.us/what.php
www.carbonfootprint.com
www.carboncounter.org
www.cleanerandgreener.org (this is the Leonardo Academy)
www.offsetters.ca
www.econeutral.com
www.climatecare.org
www.myclimate.org

www.rco.on.ca

Tourism

www.ecotourism.org

Trade Show

www.ecosystemsdisplays.com/
www.meetingstrategiesworldwide.com/files/docs/DailyPlanIt07Apr.html
www.bambooth.com

Transportation/Biodiesel

www.btnmag.com/businesstravelnews/headlines/frontpage_display.jsp?vnu_content_id=1003221668
<http://magma.nationalgeographic.com/ngm/2007-10/biofuels/biofuels.html>
www.sustainabletravel.org
www.spaceshare.com
www.autostopp.net

www.rideshareonline.com
www.greenride.com
www.flexcar.com

Travel

www.sustainabletravelinternational.org/
www.grida.no/climate/ipcc/aviation/index.htm

Zero Waste

www.grn.org/zerowaste
www.turtleislandrecycling.com

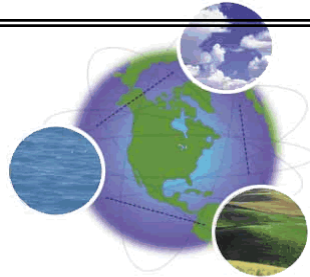
GREEN MEETING INDUSTRY COUNCIL

The GMIC is the **definitive source** of knowledge and expertise about sustainability in the meetings, incentives, events and conference industry. We help our members and the industry understand and achieve the benefits of sustainable practices by increasing the environmental performance, social value and the business impact of their events and meetings. The Council is comprised of individual members and supporting businesses seeking to transform the meetings market to support green meetings. For further information please visit www.greenmeetings.info.



What is a 'Green Meeting'?

"A green meeting incorporates environmental considerations throughout all stages of the meeting in order to minimize the negative impact on the environment and positively contribute to host communities."



Source: Green Meeting Industry Council's definition accepted by the Convention Industry Council for use as the APEX definition



Join us! Discover the Benefits of Being Involved with GMIC!

GMIC can help industry professionals and organizations adopt green meeting practices. Your participation will:

- Increase awareness of the benefits of green meetings,
- Remove the barriers to executing greener meetings,
- Increase your networking and shared learning opportunities with other professionals,
- Educate you on the industry-recognized guidelines for green meetings best practices,
- Help you find marketing potential in an ever-growing client base interested in sustainability,
- Receive extra media exposure,
- Realize money saving efficiencies,
- Entitle you to access to the Green Meetings Journal and discounted registration fee at the upcoming 2008 "Greening the Hospitality Industry" Conference.

Going Green Can Improve your Bottom Line:

- **Water Savings.** Replacing 3.5 gallons per flush (gpf) with a 1.6 gpf saves 307,914 gallons of water each year and \$1,163 annually (Green Seal, 296 room hotel).
- **Energy Savings.** Switching from incandescent to fluorescent lights can save hotels over \$51,613 per year (Fairmont Royal York, 2004).
- **Planner Savings.** Eliminating conference bags can save \$11,700, serving water in pitchers can save \$12,187 and eliminating shuttle service can save \$30,000-\$40,000 per conference (Forest Leadership Forum 2002).

GREEN MEETING INDUSTRY COUNCIL OBJECTIVES:

- **Education:** To inspire and motivate meeting professionals to action to address sustainability by developing and providing resources that enable adoption of green meeting practices.
- **Community:** Bring planners and suppliers together to create green meetings by providing networking, mentorship and information sharing.
- **Recognition:** Increase the profile of innovators in the green meetings field.
- **Control:** Standardize sustainable meeting practice by providing a certified qualification for green meeting professionals.
- **Research & Policy:** Provide credible and relevant data, expertise and policy to assist professionals in making informed and intelligent decisions.

Wish List – a work in progress!

Page 1

Here's a list of things you can send to the hotel/venue to get them thinking about what your needs will be. Some hotels are further along the greening process than others. It varies a lot. One thing is to ask them upfront where there will be costs and where there won't. It will help you prioritize.

Remember to be patient and work with the hotel/venue, especially the CSM. Don't let the responsibility of delivering a green event fall upon the shoulders of the CSM alone. You will need to help them, provide them with sources (for securing green products) and just share your general knowledge and experience with them.

My experience so far has been very positive. The hotels/venues and suppliers are very receptive to greening but they have their own challenges which may depend on many factors including what services and infrastructure are available in the city, what contractual obligations they are bound by and securing reliable/quality growers/supplier (of food etc.). So whether or not you can accomplish everything on the wish list, be rest assured that by "making the ask" you are sending a message and creating the demand. The rest will come.

Also, I have found that by using some of the stats from the fast facts sheet, it can be a profound and powerful reminder of why it's important to make the changes listed below.

Sources: Many of these ideas/suggestions I have picked up from the Green Meetings Industry Council, Meeting Strategies Worldwide, PCMA, MPI, Environment Canada and the US Environmental Protection Agency and numerous articles from industry and trade magazines, various hotels and suppliers and my own journey to greener pastures. Needless to say this list continues to grow and evolve and it is nowhere near exhaustive. Use this list as a starting point and build your own to suit your needs.

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Guestroom Services

- when guest checks in give them a "green check-in" and ask if they want newspaper delivery or not, paper copy of their invoice or e-mailed to them?
- have a system whereby the guest puts a card on the bed when they want the bed sheets changed (don't automatically do every 3 days)
- what types of amenities do you provide and are they certified organic and not tested on animals?
- unfinished shampoos etc. to be donated to charity – even better can hotel have bulk dispensers installed instead
- don't automatically replace the shampoos etc. if they are in use or replace every 2 days instead depending on usage by guest
- unused toilet rolls to be used throughout service areas of hotel and are you using recycled toilet paper?
- drapes closed during day in summer to reduce heat
- drapes opened in winter to warm rooms up
- have you eliminated any smoking room floors and therefore avoid the use of air cleaners?
- has hotel retrofitted energy efficient lighting?
- are there recycling bins in the rooms and do they clearly explain what materials can be placed in them, if not can you ensure something is in the room to explain
- ensure housekeeping doesn't turn on the radio or leave lights on after turndown service to conserve energy (we can explain this to the attendee in our pre-meeting green info we give them)
- are you using eco-conscious cleaning products in guestrooms but also throughout venue
- do you have low flow showerheads and toilets and tap aerators or what other initiatives have you undertaken to conserve water?
- Can you use biodegradable plastic bag liners for the garbage cans in the guestrooms?

Wish List – a work in progress!

Page 2

- Do you have occupancy sensors or timers to control lighting in guestrooms as well as programmable thermostats
- Can you have fair trade coffee and organic tea in the guestrooms?
- Do guest rooms have access to the hotel's TV station where we can post tips on the environment and/or a list of the successes (environmental) the hotel has realized as a result of greening?
- Are you replacing linens (once they need replacing) with those made from organic cottons, bamboo and other renewable fibre sources?
- Are you using recyclable plastic key cards not made from PVC (see www.greenkeycard.com)

General

- can you extend either free parking or parking discount to cars that are hybrids
- are you Green Key rated by the Hotel Association of Canada, if no, can you look into securing the accreditation?
- do you have any other green accreditation?
- escalators turned off in meeting areas during non-use times
- lights turned off in meeting areas when not in use and HVAC turned down or off
- can hotel use environmentally friendly cleaners and washing fluids throughout including in the kitchen and in the guestrooms, general areas?
- Does hotel have recycling bins for paper, plastics, metals and glass in areas and clearly labeled?
- Can you use biodegradable plastic bag liners in all garbage cans where bags are used?
- Can you use reusable plastic coat check "chits" instead of paper tickets?
- Do you have a digital signage system that we can use and rely on to provide direction and labeling of events so that we can reduce the amount of additional signage we must bring in?
- Do you have whiteboards instead of flipcharts but if you only have flipcharts are the pads of paper for them sourced from post consumer content?
- Can you hold off putting pads of paper and pens out unless the client asks for them and can you arrange to donate any used pads or pens to local schools (if pen caps are missing, do not throw the pen out). Also are the pads made from recycled papers and are the pens biodegradable?
- Are your banquet tables, or are you considering replacing banquet tables with ones that do not require skirting?

Operations

- hotel to ensure they are recycling in all areas and that minimal amounts are actually put into landfill (plastics, papers, metals, glass all recycled), food wastes from restaurant and hotel kitchens to be composted if not consumed or donated
- another alternative is could the food be donated to local pig farmers for feed (this saves the farmers money and they yield a higher grade meat at the end)
- make sure that cabs, buses and shipping vehicles do not sit and idle their vehicles outside the hotel (can you have signs around hotel to say "no vehicle idling allowed on premises") – (for example, Vancouver has a no idle city bylaw)
- ask cab companies that service the hotel to consider hybrid vehicles to service clients at the hotel
- can hotel investigate purchasing green power to run it's front desk operations or some other portion of their hotel
- are you using, or can you start using low volatile organic compound (VOC) materials such as paints, carpets, wall coverings in all areas of the venue?
- Are you replacing all your lights with energy efficient lighting and are you replacing all your fluorescent light bulbs from T12's to T8's? Are you recycling your light bulbs?
- Are you recycling batteries collected at and recycling them?
- Are you sending the printer toners for recycling?

Corporate Social Responsibility/Carbon Offsetting/Renewable Energy Credits

- are you donating furniture, sheets, other hotel supplies you no longer use to charities?
- Are you purchasing green power for any areas of the hotel and are you carbon offsetting?

Flower arrangements/Gardens

Wish List – a work in progress!

Page 3

- all flowers left in areas where conference was held as well as in the guestrooms to be collected and placed in an area (a charity will be arranged to pick up these items)
- does hotel wish to keep any plants for planting on their property including any herbs for the chef's garden?
- Are you maintaining green space around your property and are you using natural landscape products and avoiding use of leaf blowers and pesticides?

Kitchen – Foods/Beverages

- Non-consumed foods to be eaten by hotel staff and/or donated to local food bank, and finally anything else is composted
- Covers for food – can you use something other than plastic wrap?
- Can you tell me what percentage of foods are locally sourced (i.e. are you following the 100 mile diet program?), organic if available locally, seafood and meats purchased from environmentally responsible farms and not on the endangered list?
- Have you got, or can you develop a good vegetarian menu as well and/or a reduced protein menu
- Wines on list to include local and good selection of Canadian including wines from vineyards where they are supporting environmental programs (i.e. Painted Turtle, Plant a Tree wine etc.)
- What is hotel doing with the cork from the wine bottles?
- Where is used frying oil going? Can it be sent for recycling or even used for biodiesel to fuel the lawn equipment for the hotel?
- We need bulk containers for all condiments, no individual packaging, please make sure you have jugs for milk, water, juices etc. – containers should be designed to eliminate contamination to avoid having to throw out unused items (such as sugar)
- For water service during plated service, can you place nice jugs on the tables and do not pre-pour the glasses, allow people to do that themselves and then just have your servers check to see if people want more water (this will eliminate the huge amount of drinkable water that is thrown down the drain daily!).
- Can you arrange to rent water coolers or do you have any that we can use, or please provide details on whether you have a water filtration system for the drinking water you serve
- Where are you sourcing your seafood? Is it from sustainable fisheries?
- Do you have mugs (in good condition) instead of tea cups and saucers?
- Can you make sure you don't use any paper doilies, paper napkin rings

Staff

- Do you have a "green team" in place to both innovate and generate interest and ideas on how the hotel can improve its environmental performance on an ongoing basis?
- Are you training your staff on the new procedures for greening (i.e. does housekeeping staff know and understand the linen program?)
- Do you have any programs/incentives in place to encourage staff use public transport to/from work?
- Are you offsetting any travel for your sales team?

Website/Printed Materials

- Can you enhance your website to include a virtual tour that shows all the meeting rooms and what the various types of hotel guestrooms look like as well as the outdoor and pool/spa/gym areas, detailed floor plans with capacities so that we don't have to rely on hard copy glossy sales kits for this information?
- If you are printing any materials, are you able to use FSC certified, post consumer content papers using a waterless system, certified by Eco-Logo?

Measureable

- Can you give me statistics that will identify our power consumption during our event, our waste (in terms of what is thrown in landfill, what is recycled and what is composted). But you will need a baseline from which to measure these items, especially anything operational such as energy/power.

Wish List – a work in progress!

Page 4

- Can you give me a list of all the things the venue is already doing that has environmental benefits so we can start to build a “brag list” that can then be provided to attendees so they know the extent to which efforts are made to “green up”?
- Once you have implemented changes, can you let me know what benefits you realize in terms of additional business or cost savings?
- Can you have your GM send my CEO (name will be provided) a letter to outline the efforts you are going to green up before our event so senior management are aware of what is happening?

Ultimate goal/challenge – how can we get to a zero waste event (virtually nothing going into landfill), minimal impact on the environment as defined below:

*“A green meeting incorporates environmental considerations throughout all stages of the meeting process in order to minimize the negative impact on the environment and make a positive impact to host communities in terms of environmental and social legacies.” **Green Meetings Industry Council***

Regulations and Standards are coming!

Voluntary compliance to standards we set or face regulation and taxes.

International



1. **Voluntary Carbon Standard** created by 3 of the some of the largest sellers and buyers of carbon offsets.
2. **BS8901 British Standards Institute** introduces Sustainable Events Management to prepare for 2012 Olympics. Trials in Canada and the US.

USA



1. **Vermont Attorney William Sorrell** and his counterparts in nine other states have asked the Federal Trade Commission to develop guidelines for businesses that sell credits. **The market for carbon offsets has ballooned into a \$100 million a year business**, but it needs regulation by the federal government, the attorneys general said in a seven-page letter dated January 27. (US Chamber of Commerce Magazine, February 5, 2008)
2. **EPA's Bill H.R.3037 Green Meetings Act** was introduced in 2007 to ensure that all US Federal Agencies follow green procurement guidelines
3. **Los Angeles passed green-building legislation** new commercial and residential structures (50,000 sq. ft) will have to be LEED certified, also applies to major renovations. San Francisco, if approved, will require new commercial buildings larger than 5,000 sq. ft. and renovations on buildings larger than 25,000 sq. ft. to meet LEED Silver



Canada

1. **Canada Organic Label** - phased in over 2 years, Cdn. Food Inspection Agency introduces regulatory standards.
2. **Provincial** – BC first jurisdiction in NA to implement carbon tax on all fossil fuel
3. **In Quebec** - Project pour des événements éco-responsables – process based for event organizers
4. **Municipal Level** - Leaf Rapids, Manitoba outlaws plastic bags!



Future Trends – Coming Soon or Already Here?

1. **Web 2.0** - Use of rich media to deliver some meetings/events – Facebook, Second Life, Virtualis etc.
2. **Alternative Fuel** - Oil prices continuing to increase, we're running out of cheap oil, this is affecting price of everything until alternative energy becomes mainstream
3. **Standards** – on their way, voluntary compliance/lots of accreditations
4. **Water Shortage** - More water shortages, Lake Mead example
5. **Health/Wellbeing** - Interest in this area is growing quickly, aging population, we will see more of these considerations incorporated into services of hotels “experiential”
6. **Environmental taxes (carbon tax)** – Globe & Mail and CTV conducted a survey of 1000 Canadians (Jan/2008) 49% overall support and 44% overall oppose.

Cont'd...

Future Trends – Coming Soon or Already Here?

7. **Sustainability Managers** - Hotel chains are hiring Sustainability Managers as are organizations (i.e Fairmont, Hyatt), there's an increase in employment ops in environment and we'll see more educational programs come on line to accommodate this need
8. **Employee Shortages** - Happening in all industries NOW, staffing/retention, workforce retiring that did the work of 2 ppl. being replaced by a workforce that won't, plus lower population means less ppl to do the jobs
9. **Population Shifts/Demographics (different generations)** - Asia, Middle East etc. having growing populations, North America shrinking – plugged in younger generation/socializing on the web is the norm
10. **Wiki** - Global sharing, global wisdom, global competition – it's a small world
11. **CSR** - Shift in social thinking, legacies, community impact, carbon offsetting, people wanting to buy “Green Savings Bonds” (ethical investments)