

## Is Sustainability a Must in the Exhibition Industry?

Moderator:

**Glenn Hansen**  
President and CEO, BPA Worldwide



---

---

---

---

---

---

---

Does your organization have  
a "Sustainability Policy?"

- A. Yes
- B. No
- C. We're considering adding one



---

---

---

---

---

---

---

Have you heard of ISO 20121?

- A. Yes
- B. No



---

---

---

---

---

---

---





**20121**

An international standard designed to help organizations involved in the events and hospitality industries integrate sustainability into management practices and processes.




---

---

---


---

---

---


---

---



**Defines sustainability in three areas:**

- **Economic** – operating in a way that is financially viable for the organization, its customers and suppliers
- **Environmental** – minimizing the use of resources and reducing waste
- **Social** – considering the needs and expectations of those affected by the event or business




---

---

---


---

---

---


---

---



**Plan-Do-Check-Act model**

- **Plan** – Establish the objectives and processes necessary to deliver the planned results.
- **Do** – Implement the plan and measure results.
- **Check** – Study actual results and compare to planned results.
- **Act** – Implement corrective actions on differences between actual and planned results




---

---

---

---

---

---


---

---



Have you heard of ASTM (GMIC standard)?

A. Yes  
B. No




---

---

---

---

---

---

---

---



**Environmentally Sustainable Meeting Standards (E2741-2747, 2773, 2774)**

The standards provide event planners and suppliers prescriptive, measurable specifications for producing events in a more sustainable manner.




---

---

---

---

---

---

---

---



**The nine standards cover the full footprint of the industry:**

- Accommodations
- Audio-Visual
- Communication & Marketing Material
- Destinations
- Exhibits
- Food and Beverage
- Meeting Venue
- On-Site Office
- Transportation




---

---

---

---

---

---

---

---





**Inside of each of the nine sector standards, eight impact areas are targeted:**

- Staff Management and Environmental Policy
- Communications
- Waste
- Energy
- Air Quality
- Water
- Procurement
- Community Partners




---

---

---

---

---


---

---

---

Have you heard of GRI?

A. Yes  
B. No




---

---

---


---

---

---


---

---



**Event Organizers Sector Supplement**

Addresses how event organizers should report on their economic, social and environmental performance.




---

---

---

---

---

---

---

---





### Supplement looks at:

- Site selection
- Recruiting and training of the event workforce, participants and volunteers
- Sourcing of materials, supplies and services
- Managing impacts on communities, natural environments, and local and global economies associated with the event
- Planning and managing potential legacies
- Accessibility




---

---

---

---

---

---

---

---



Find Free Info Here

---

---

---

---

---

---


---

---

### Sustainability—It's Coming!

**Our Panel:**

- **Volker Höntsch**, Sustainability Manager, UBM EMEA
- **Kate Hurst**, Vice President, Community Advancement, Conference and Events, U.S. Green Build Council
- **Alan Peterson**, Vice President Events Consulting Group, Scranton Gillette Communications




---

---

---

---

---

---

---



---



**Business Benefits of Sustainability**

**1. Reduce Costs**

- Efficiency
- Waste reduction
- Productivity gains
- Risk mitigation (eg. Compliance)
- Higher employee retention


---

---

---

---

---


---

---

---

Are you using sustainability and realizing reductions in cost?

A. Yes  
B. No




---

---

---

---

---

---

---

---

**Business Benefits of Sustainability**



**2. Grow Your Business**

- Higher revenue through innovation
- Enhance reputation
- Differentiate Your Offer
- Respond to Customer Requirements




---

---

---

---

---

---

---

---

Are you using sustainability and realizing  
increases in revenue?

- A. Yes
- B. No



---

---

---

---

---

---

---

---

### Government Involvement

Governments in US, UK and EU are encouraging sustainable  
practices from its suppliers; seeking to significantly improve the  
sustainability of all public procurement of goods and services.



---

---

---

---

---

---

---

---

### Objective COP21



PARIS2015  
UN CLIMATE CHANGE CONFERENCE  
COP21-CMP11

"Achieve a legally binding and  
universal agreement on climate  
from all nations of the world".

What will this mean for the events  
industry?



---

---

---

---

---

---

---

---



**The C40 Cities Climate Leadership Group (C40) is a network of the world's megacities committed to addressing climate change.**

What will this mean for the events industry?




---

---

---

---

---

---

---

---

**How does one get started?**

**CREATING A GREAT ENVIRONMENT TO MEET**

Amsterdam RAI aims to be one of the visible frontrunners in the field of sustainability in the conference and exhibition industry in Europe in the next five years

Improving wellbeing (People) | Reducing environmental impact (Planet) | Empowering communities (Profit)

CSR policy areas: Social engagement - Employees - Procurement - Catering - Products - Cleaning - Waste - Energy - Water - Emissions - Mobility - Event content - CSR visibility - Certificates - Employee involvement




---

---

---

---

---

---

---

---

**Who is doing this?**

**Venues**

- McCormick Place (Chicago)
- Colorado Convention Center (Denver)
- Orange County Convention Center (Orlando)
- Marina Bay Sands (Singapore)
- The Sands (Las Vegas)
- Metro Toronto Convention Centre (Toronto)
- Minneapolis Convention Center (Minnesota)
- Hong Kong Convention & Exhibition Centre (Hong Kong)
- Vancouver Convention Centre (Canada)
- The International Centre (Mississauga, ON)
- Moscone Convention Center (San Francisco)
- Oregon Convention Center (Portland)
- Saint Paul River Centre

**Convention & Visitors Bureaus**

- Visit Denver
- Choose Chicago
- Travel Portland
- Tourism Toronto
- Visit Baltimore

**Food & Beverage**

- Centerplate Denver
- Centerplate Vancouver
- Savor Chicago

**Comms & Mkt**

- Bowman Design

**Exhibit**

- EZMA

**Accommodations and Meeting Venue**

- PGA National Resort & Spa





---

---

---

---

---

---

---

---







