

SUSTAINABILITY IN ACTION

The Journey to a Sustainable
Convening Leaders 2023

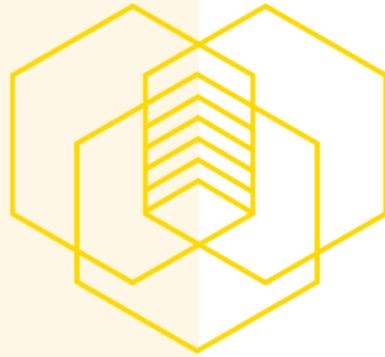
Presented by
Amanda Simons
Honeycomb Strategies



HONEYCOMB
STRATEGIES



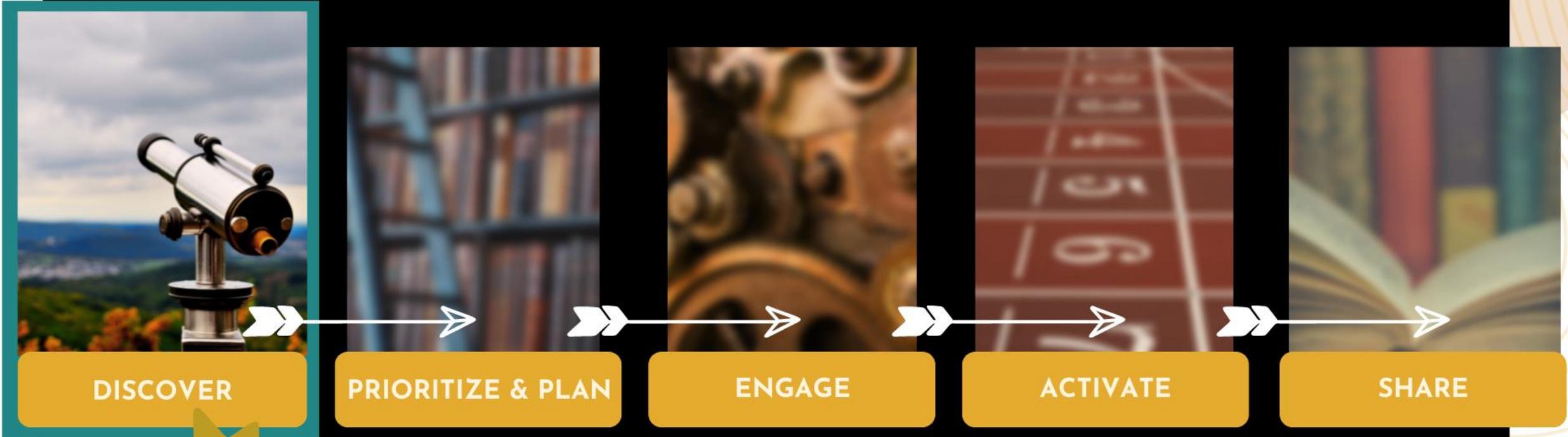
**WE BELIEVE
SUSTAINABILITY
IS BOTH A
GREAT
OPPORTUNITY
AND
RESPONSIBILITY**



- Organizational Sustainability Strategies
- Carbon Accounting and Management
- Waste Reduction
- Certifications
- Sustainability Training
- Program Development & Implementation

**WE CREATE PROGRAMS WITH PURPOSE,
BECAUSE PURPOSE DRIVES PERFORMANCE.**

APPROACH





DISCOVER

Convening Leaders 2022



DISCOVER



IMPACTS

ENVIRONMENTAL



SOCIAL



BUDGETARY



GOALS ALIGNMENT

CL 22

Baseline Assessment

Programs

Purchasing

Waste

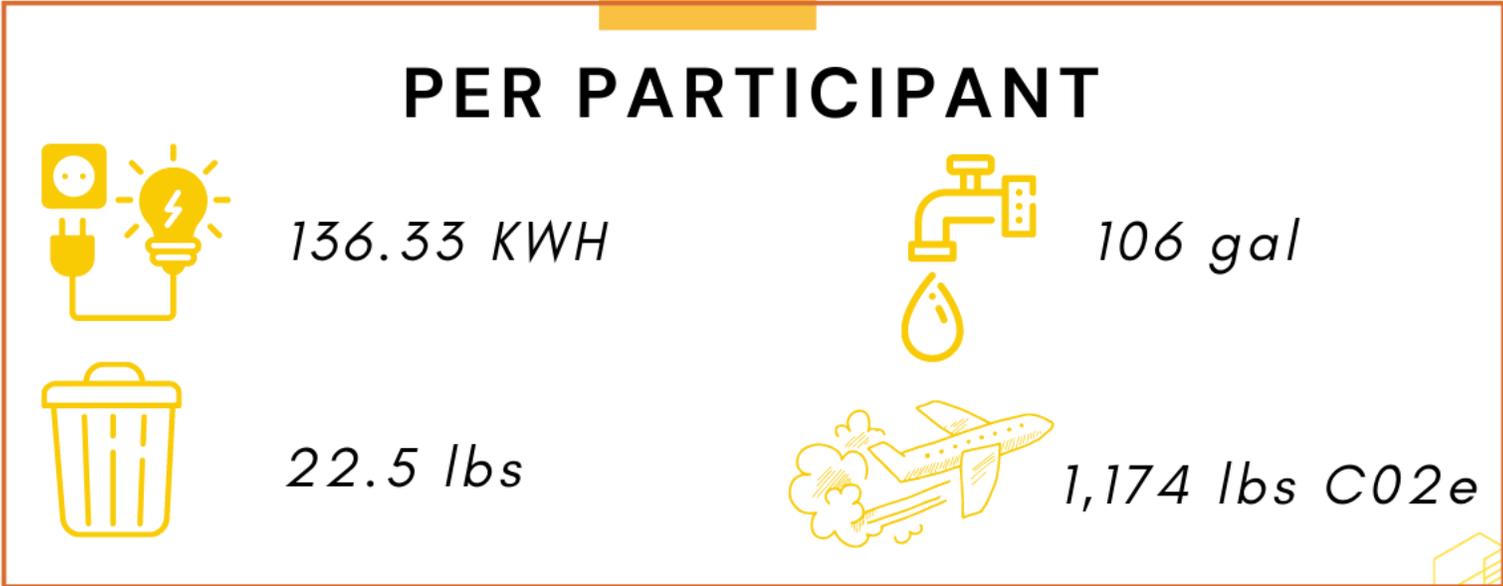
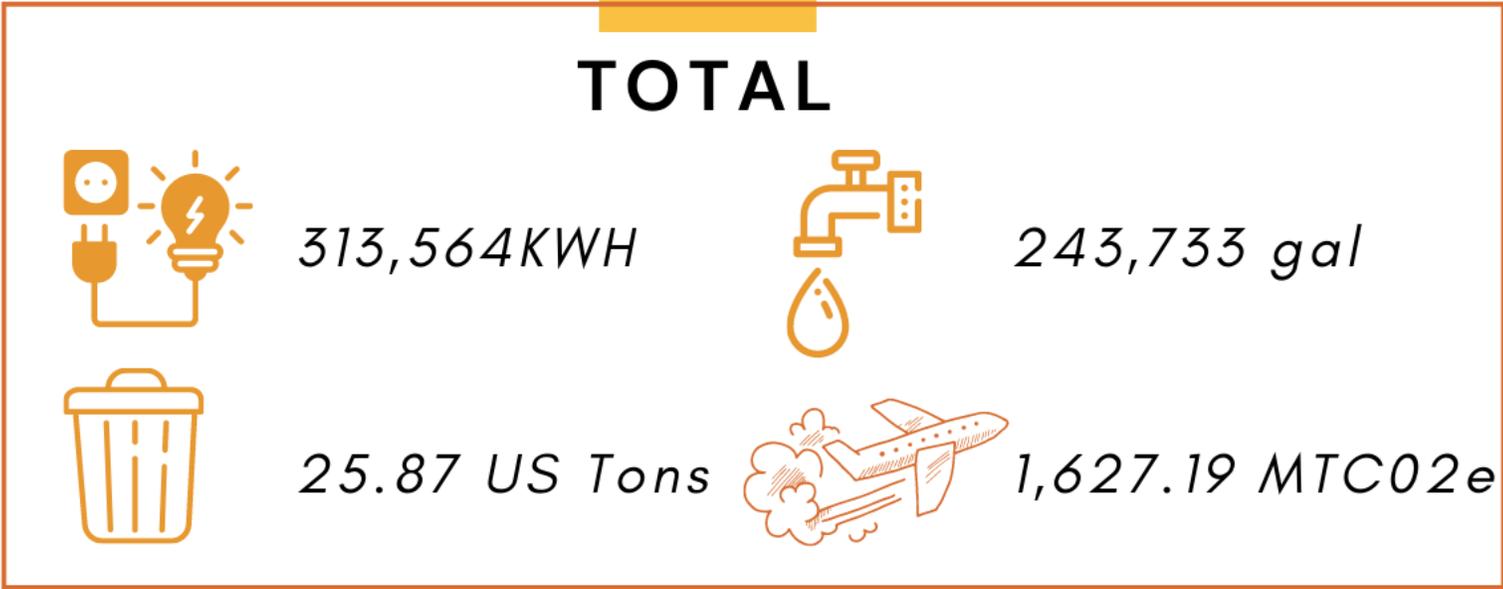
Food & Beverage

Engagment





CL 22
Impacts



All statistics from
State of the
Industry Report
released 9/2022
by a task force of
industry
professionals

A look at the Industry ...

Largest environmental impacts
come from waste and carbon
emissions.

Nearly 70% of all food waste at
events ends up in landfills

Venue energy accounts for, on
average, 13% of all carbon emissions
from trade shows

19,727

square feet of graphics

0%

signage produced on sustainable substrates

56%

went to landfill



Signage



DISCOVER



■ ■ ■
Waste

Waste is one of the most impactful areas of an event. And it all starts with what you procure.

PER PERSON

<6

lbs

**Greenbuild
Conference and
Expo**

22.5

lbs

**Convening
Leaders '22**



DISCOVER



Social Sustainability



BEST PRACTICES



Seasonal Local Food
Provided



Easily recycled items

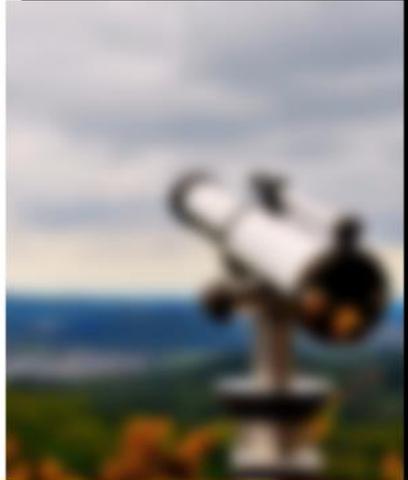


The image features a scenic landscape of a mountain valley. In the foreground, there are vibrant yellow wildflowers. The middle ground shows rolling green hills and mountains, some partially obscured by a layer of white mist or low clouds. The background consists of more distant, hazy mountain peaks under a clear sky. A teal-colored rectangular overlay is positioned in the upper half of the image, containing a quote in white text. The quote is enclosed in a thin orange border. A small white horizontal bar is located above the quote. The overall design is modern and clean, with decorative wavy lines in the background and geometric shapes in the corners.

“Good fortune is what happens when
opportunity meets with planning.” ~
Thomas Edison



APPROACH



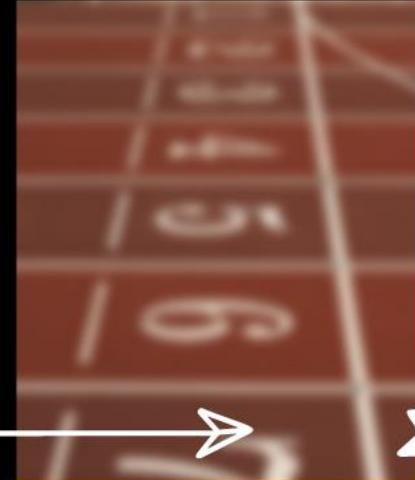
DISCOVER



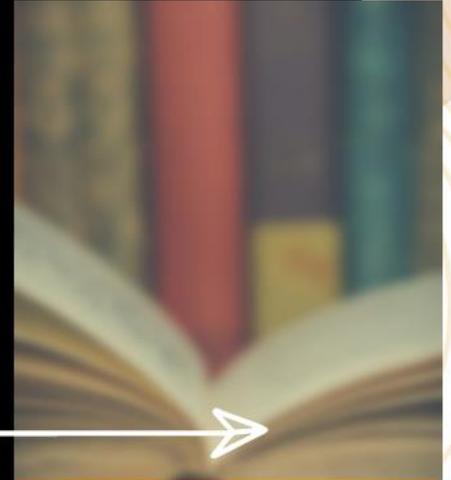
PRIORITIZE & PLAN



ENGAGE



ACTIVATE



SHARE





PRIORITIZE & PLAN

Convening Leaders 2023



What's your "Why?"

Each organization has particular needs. As part of the process of defining goals, it's wise to investigate why you're choosing to take action. That motivation will help drive action and hold leadership accountable for progress.

environmental

- Reduce carbon emissions
- Eliminate waste
- Source renewable energy
- Address climate change
- Preserve resources
- Protect animals and/or ecology and biodiversity
- Contribute to scientific leadership

social

- Increase gender and/or racial equity
- Focus on local communities
- Educate others
- Increase economic opportunity
- Facilitate circular systems
- Support difference and disability
- Work with particular populations (e.g. veterans, LGBTQ+ communities, BIPOC, low-income, etc.)

accountability

- Report to shareholders and/or stakeholders
- Achieve certification(s)
- Lower operational bottom line
- Attract new/diverse talent
- Lead industry trends in sustainability
- Support current and future employees



OKR Framework



PRIORITIZE & PLAN →

OBJECTIVE

REDUCE WASTE

KEY RESULT

ACHIEVE WASTE DIVERSION RATE
25% ABOVE VENUE AVG.

INITIATIVE

50% SIGNAGE IS REUSABLE OR RECYCLABLE.
100% OF F&B DISPOSABLES ARE COMPOSTABLE OR REUSABLE.

MEASUREMENT

- LANDFILL WASTE (US TONS)
- RECYCLING WASTE (US TONS)
- COMPOST (US TONS)
- TOTAL WASTE (US TONS)
- EVENT WASTE DIVERSION RATE
- AMOUNT DONATED TO LOCAL ORGANIZATIONS
- DONATED MATERIALS
- SIGNAGE RETURNED TO INVENTORY





SUSTAINABILITY OBJECTIVES

Convening Leaders 2023



In the long run...what inspires us to make change at our event?



Diminish Climate Impacts



Improve Durability and Circularity



Be Mindful of Environmental Resources



Expand Accessibility and Opportunity





DIMINISH CLIMATE IMPACTS



PCMA is committed to employing carbon reduction solutions when planning the programs and initiatives at Convening Leaders and offsetting those emissions that can't be avoided. Our goal is to achieve Net Zero Carbon Emissions by 2050.



Key Results at CL 2023

- Choose venue that sources 25% or more renewable energy or RECs to offset energy consumption.
- Provide options for partners and attendees to offset emissions we can't avoid.



PRIORITIZE & PLAN



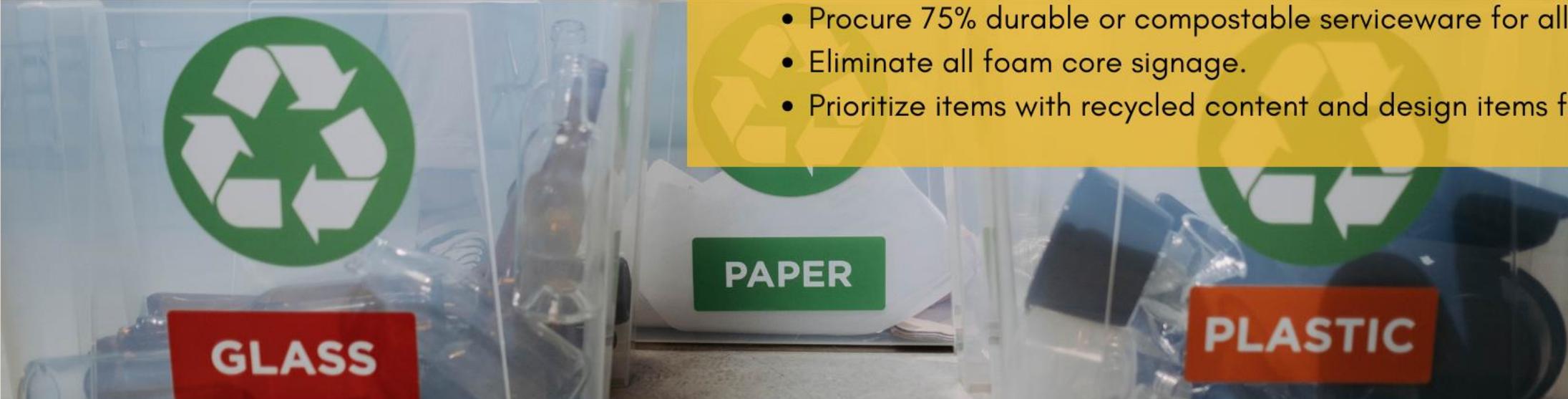
IMPROVE DURABILITY & CIRCULARITY

PCMA prefers materials made of recycled content and/or environmentally friendly materials. Convening Leaders is prioritizing the use of items that can be easily reused, repurposed or recycled after their initial use.

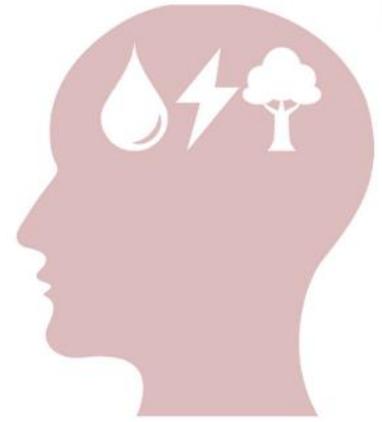


Key Results at CL2023

- Procure 75% durable or compostable serviceware for all F&B
- Eliminate all foam core signage.
- Prioritize items with recycled content and design items for reuse.



PRIORITIZE & PLAN



It is important that all stakeholders at Convening Leaders have a voice in our sustainable choices. PCMA commits to thoughtful planning with stakeholders to raise awareness and address the environmental impacts of producing our event.



■ ■ ■ BE MINDFUL OF NATURAL RESOURCES

Key Results at CL 2023

- Provide guidance and resources for all partners on the most sustainable materials to procure and sustainable end of life solutions.
- Provide attendees at least 2 reminders of how they can reduce impacts while onsite.
- Achieve a waste diversion rate 25% higher than venue average.



PRIORITIZE & PLAN



PCMA will support local business and people from all corners of the community to create a more diverse and inclusive experience at Convening Leaders.

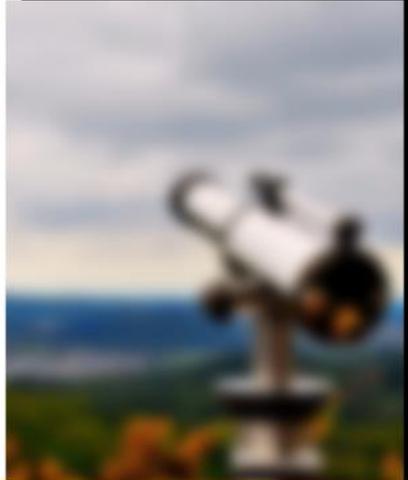
Key Results at CL 23

- Include accessibility options for any persons that may have visual, audio and mobility impairments.
- 20% of partners should be local or are women owned, BIPOC owned or veteran owned businesses.

EXPAND EQUITY, ACCESSIBILITY AND OPPORTUNITY



APPROACH



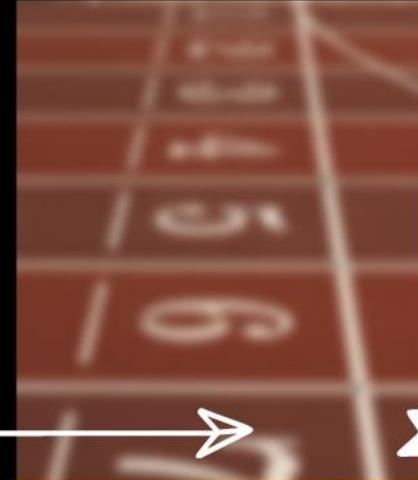
DISCOVER



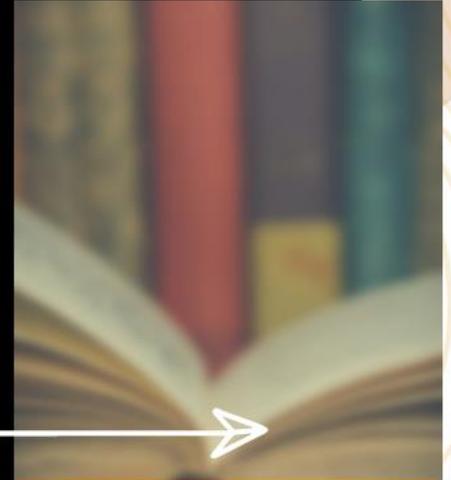
PRIORITIZE & PLAN



ENGAGE



ACTIVATE

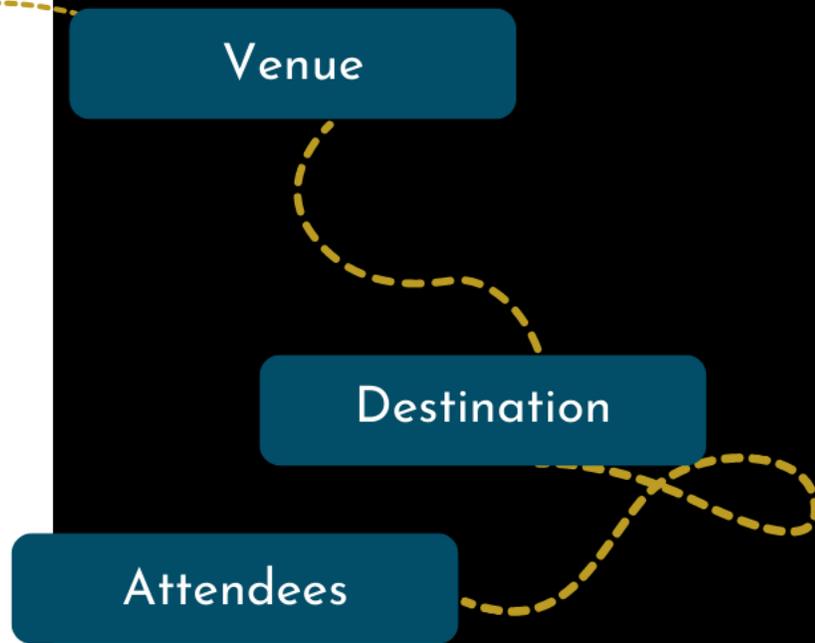


SHARE





ENGAGE

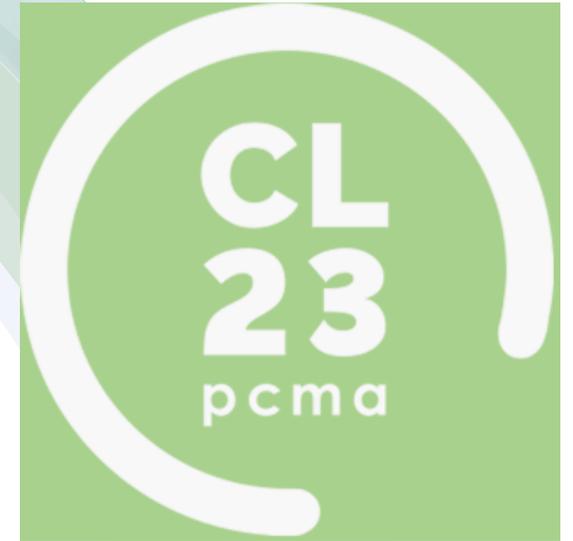




PARTNERSHIP

- Have sustainability conversations early and often.
- Ask questions about their sustainability achievements and how they tackled issues.





Greater Columbus Convention Center

Host of Convening Leaders 2023





Venue Sustainability “Crash Course”

Today’s Learning Objectives:

1. Webinar participants will have a basic understanding of the LEED rating system and how it benefits events
2. Webinar participants will be able to draw parallels between sustainable venue practices and the meetings industry
3. Webinar participant will be able to demonstrate the integrative process in-person at CL23 and beyond [SHAMELESS PLUG]
4. Webinar participant will be able to identify the closest bars and restaurants to the Greater Columbus Convention Center [JOKE...SORT OF!]



Venue Sustainability “Crash Course”

The Greater Columbus Convention Center (GCCC) North Building achieved LEED® Silver certification under the Existing Buildings (Operations + Management) program in August 2019. In general, independent third-party certifications are significantly more credible than “self-certification” or no certification.





Venue Sustainability “Crash Course”



Thesis:

The fundamentals of the LEED rating system and the fundamentals of hosting sustainable events are almost identical. On the following slides we will discuss the pillars of LEED and how they directly relate to holding more sustainable events.

Disclaimer: This is not an endorsement of USGBC or US based rating systems, just an examination of how they fundamentally help make meetings more sustainable.



Venue Sustainability “Crash Course”

Transparency, Transparency, Transparency...

This information is publicly available on the USGBC website here →

<https://www.usgbc.org/projects/greater-columbus-convention-center-north-0?view=scorecard>

100000568, Columbus, OH
Greater Columbus Convention Center North
LEED O+M: Existing Buildings (v2009) SILVER, AWARDED AUG 2019

SUSTAINABLE SITES		AWARDED: 10 / 26
SSc1	LEED certified design and construction	0 / 4
SSc2	Building exterior and hardscape Mgmt plan	0 / 1
SSc3	Integrated pest Mgmt, erosion control, and landscape Mgmt plan	1 / 1
SSc4	Alternative commuting transportation	8 / 15
SSc5	Site development - protect or restore open habitat	0 / 1
SSc6	Stormwater quantity control	0 / 1
SSc7.1	Heat island effect - nonroof	1 / 1
SSc7.2	Heat island effect - roof	0 / 1
SSc8	Light pollution reduction	0 / 1

WATER EFFICIENCY		AWARDED: 9 / 14
WEp1	Minimum indoor plumbing fixture and fitting efficiency	REQUIRED
WEc1	Water performance measurement	2 / 2
WEc2	Additional indoor plumbing fixture and fitting efficiency	5 / 5
WEc3	Water efficient landscaping	1 / 5
WEc4	Cooling tower water Mgmt	1 / 2

ENERGY & ATMOSPHERE		AWARDED: 17 / 35
EAp1	Energy efficiency best Mgmt practices -	REQUIRED
EAp2	Minimum energy efficiency performance	REQUIRED
EAp3	Fundamental refrigerant Mgmt	REQUIRED
EAc1	Optimize energy efficiency performance	9 / 18
EAc2.1	Existing building commissioning - investigation and analysis	2 / 2
EAc2.2	Existing building commissioning - implementation	2 / 2
EAc2.3	Existing building commissioning - ongoing commissioning	0 / 2
EAc3.1	Performance measurement - building automation system	1 / 1
EAc3.2	Performance measurement - system-level metering	0 / 2
EAc4	On-site and off-site renewable energy	2 / 6
EAc5	Enhanced refrigerant Mgmt	0 / 1
EAc6	Emissions reduction reporting	1 / 1

MATERIAL & RESOURCES		AWARDED: 2 / 10
MRp1	Sustainable purchasing policy	REQUIRED
MRp2	Solid waste Mgmt policy	REQUIRED
MRc1	Sustainable purchasing - ongoing consumables	1 / 1
MRc2.1	Sustainable purchasing - electric-powered equipment	0 / 1
MRc2.2	Sustainable purchasing - furniture	1 / 1
MRc3	Sustainable purchasing - facility alterations and additions	0 / 1
MRc4	Sustainable purchasing - reduced mercury in lamps	0 / 1
MRc5	Sustainable purchasing - food	0 / 1
MRc6	Solid waste Mgmt - waste stream audit	0 / 1

MATERIAL & RESOURCES		CONTINUED
MRc7	Solid waste Mgmt - ongoing consumables	0 / 1
MRc8	Solid waste Mgmt - durable goods	0 / 1
MRc9	Solid waste Mgmt - facility alterations and additions	0 / 1

INDOOR ENVIRONMENTAL QUALITY		AWARDED: 7 / 15
EQp1	Minimum IAQ performance	REQUIRED
EQp2	Environmental Tobacco Smoke (ETS) control	REQUIRED
EQp3	Green cleaning policy	REQUIRED
EQc1.1	IAQ best Mgmt practices - IAQ Mgmt program	0 / 1
EQc1.2	IAQ best Mgmt practices - outdoor air delivery monitoring	0 / 1
EQc1.3	IAQ best Mgmt practices - increased ventilation	0 / 1
EQc1.4	IAQ best Mgmt practices - reduce particulates in air distribution	1 / 1
EQc1.5	IAQ best Mgmt practices - IAQ Mgmt for facility additions and alterations	0 / 1
EQc2.1	Occupant comfort - occupant survey	1 / 1
EQc2.2	Controllability of systems - lighting	1 / 1
EQc2.3	Occupant comfort - thermal comfort monitoring	0 / 1
EQc2.4	Daylight and views	0 / 1
EQc3.1	Green cleaning - high performance green cleaning program	1 / 1
EQc3.2	Green cleaning - custodial effectiveness assessment	1 / 1
EQc3.3	Green cleaning - purchase of sustainable cleaning products and materials	1 / 1
EQc3.4	Green cleaning - sustainable cleaning equipment	0 / 1
EQc3.5	Green cleaning - indoor chemical and pollutant source control	0 / 1
EQc3.6	Green cleaning - indoor integrated pest Mgmt	1 / 1

INNOVATION		AWARDED: 4 / 6
IOc1	Innovation in operations	3 / 4
IOc2	LEED Accredited Professional	1 / 1
IOc3	Documenting sustainable building cost impacts	0 / 1

REGIONAL PRIORITY		AWARDED: 2 / 4
EAc4	On-site and off-site renewable energy	1 / 1
EQc2.4	Daylight and views	0 / 1
MRc7	Solid waste Mgmt - ongoing consumables	0 / 1
MRc9	Solid waste Mgmt - facility alterations and additions	0 / 1
SSc4	Alternative commuting transportation	1 / 1
SSc6	Stormwater quantity control	0 / 1

INTEGRATIVE PROCESS CREDITS		AWARDED: 0 / 2
IPpc89	Social equity within the community	REQUIRED
IPpc90	Social equity within the operations and maintenance staff	REQUIRED

TOTAL		51 / 110
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Venue Sustainability “Crash Course”



Sustainable Site (SS)

The Greater Columbus Convention Center (GCCC) is located in a densely populated urban area and is very well connected to public transit. The area is extremely walkable and virtually everything a person could need is within easy walking (or biking) distance.

Why a Sustainable Site matters for CL23 and other events: Sustainable Sites often redevelop urban land and are closely connected to their communities. Event Attendees benefit by being in a walkable area well-connected to transportation, restaurants/businesses, and nightlife.



Water Efficiency (WE)

The GCCC uses low-flow water fixtures throughout the North Building to minimize water usage. The exterior landscaping also utilizes drip lines to maximize effectiveness and minimize water usage.

Why Water Efficiency matters for CL23 and other events: City water is treated with chemicals and pumped all over the city, which uses a lot of resources. The less water buildings use, the less of a negative impact a building will have on its local ecosystem. Also, we will be measuring water use during CL23 to provide a measurable data point for CL’s sustainability report. Help GCCC host the most sustainable CL ever!



Venue Sustainability “Crash Course”



Energy and Atmosphere (EA)

The GCCC is an exceptionally energy efficient facility. GCCC’s energy usage is measured in real-time and tracked to identify potential issues and highlight opportunities for savings. All lighting in the front-of house is energy efficient LED, including all of the Exhibit Halls.

Why Energy and Atmosphere matters for CL23 and other events: Energy is a major input for buildings...and emissions from that energy is a major output, generally in the form of carbon. To begin to get control of carbon emissions, a building has to benchmark its energy use and reduce it. This matters for events because the less energy the host facility uses, the lower the carbon footprint of the event.

To host the most sustainable events possible, GCCC purchases Green-e Energy® Certified wind, hydroelectric and/or solar Renewable Energy Credits (RECs) equal to 100% of the annual electricity usage of the facility.

We will also be measuring energy use during CL23 to provide a measurable data point for CL’s sustainability report. Using less energy will help GCCC host the most sustainable CL ever!



Venue Sustainability “Crash Course”



Material and Resources (MR)

The GCCC has a sustainable purchasing policy and follows the Reduce, Reuse, Recycle (3R) model to minimize waste. Paper products used throughout the facility are made with 100% post-consumer content and a single-stream recycling program exists with recycling and compost containers throughout the event spaces to collect and process recyclable materials. All disposable service items (plates, forks, straws, etc.) are compostable and are transported by GCCC’s commercial composter and turned into a soil amendment at their compost facility.

Why Materials and Resources matter for CL23 and other events: Materials and Resources are the touchstone of the entire sustainability program because this is where Event Attendees can see, touch, and interact with the program. Event (and Facility) Sustainability Programs rise or fail based on how they handle purchasing and disposing of materials. 3R all the way, and yes, we’ll be measuring the recycling, compost, and waste streams during CL!



Venue Sustainability “Crash Course”



Indoor Environmental Quality (IQ)

The GCCC has documented Indoor Air Quality and Green Cleaning programs to ensure building occupants have a healthy indoor environment as free of viruses, Volatile Organic Compounds (VOCs) and other contaminants as possible. Those same programs came in very useful when the COVID-19 pandemic started because all of the event spaces had already been tested for Indoor Air Quality. In 2020 all of the HVAC filters in the facility were upgraded to MERV14 and GCCC embarked on the GBAC (Global Biorisk Advisory Council) certification to verify the proper cleaning procedures are in place to maintain human health.

Why Indoor Environmental Quality matters for CL23 and other events: Healthy indoor environments are the absolute number one priority for meetings and events, full stop. Having multiple certifications in this area means GCCC is ready to host the healthiest CL ever!





Venue Sustainability “Crash Course”



Innovation in Operations (IO)

The GCCC received additional credit for going above the program requirements for sustainable purchasing, water conservation and green cleaning program effectiveness.

Why Innovation in Operations matters for CL23 and other events: GCCC never stops pushing the envelope and is willing to partner to make all events as sustainable as possible.



Regional Priority (RP)

The GCCC received Regional Priority credits for Alternative Commuting Transportation options and On-Site and Off-Site Renewable Energy.

Why Regional Priority matters for CL23 and other events: Leaving a positive legacy is never a bad thing and being aware of the most critical environmental issues locally will benefit everyone involved.



Venue Sustainability “Crash Course”

The key to success:



Integrative Process

To support high-performance, cost-effective, equitable project outcomes through an early analysis of the interrelationships among systems.

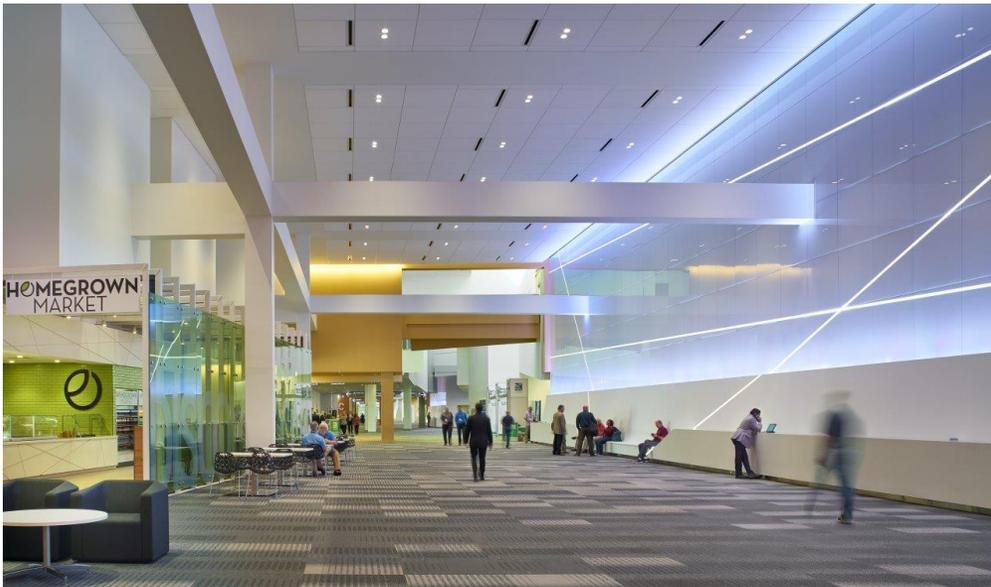




Venue Sustainability “Crash Course”

Key takeaway:

If you contract with a sustainable venue and are intentional and open to greening your event, you will automatically have a more sustainable event at little to no additional cost. Be sure to take a quick peek back-of-house to make sure the venue is doing what they say they’re doing... and then start taking credit for their sustainable practices in your event marketing materials!





I would be happy to answer any questions about Sustainability and/or GCCC in the chat. You can also contact me offline:

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Direct: +1 (614) 827-2573

Convening Leaders pcma

2023 | COLUMBUS | JANUARY 8-11

We Look Forward to Seeing You at CL23!





ISSUE

How do we reduce our impacts from printed materials (daily magazine, signage, etc) while also giving sponsors the recognition that they need?

BUDGET

- I can cut cost by not doing so much signage
- my boss will be happy because we are reducing waste and cost
- BUT I have revenue goals tied to specific partnership deliverables around exposure
- What to do?





phase 1 solution:
GO DIGITAL

2 days of printed daily magazines instead of 3

All 3 days will be offered digitally

Goal is by 2024 to move to all digital



A scenic landscape photograph of a lake in a mountain valley. The lake is calm, reflecting the surrounding mountains and sky. The foreground is a rocky shore with many large, smooth boulders. The background features steep, forested mountains under a cloudy sky. A yellow rectangular box highlights the text in the center. There are also yellow geometric shapes in the corners and wavy white lines on the sides.

Remember:
This is a journey



SPONSORSHIP

A sustainability sponsor **defers the cost** of your programming while aligning their brand with the values of sustainability your event embodies.

Sustainability programming
at Snowflake Summit



ENGAGE



A fun "Dinner in a Dumpster" activation at Waste Expo

Package sustainability-focused sponsorships:

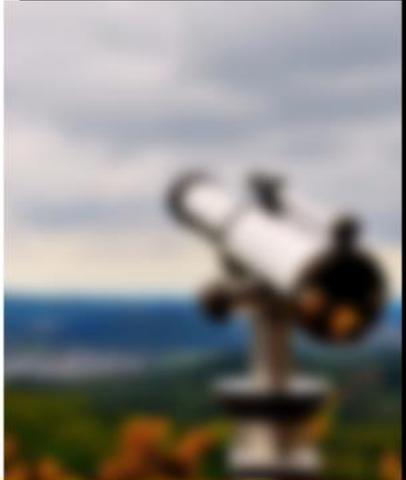
BUNDLE UNDER ONE OVERALL SUSTAINABILITY SPONSORSHIPS

PAIR THEM WITH MORE TRADITIONAL SPONSORSHIPS

MARKET INDIVIDUAL ACTIVATIONS



WHAT COMES NEXT?



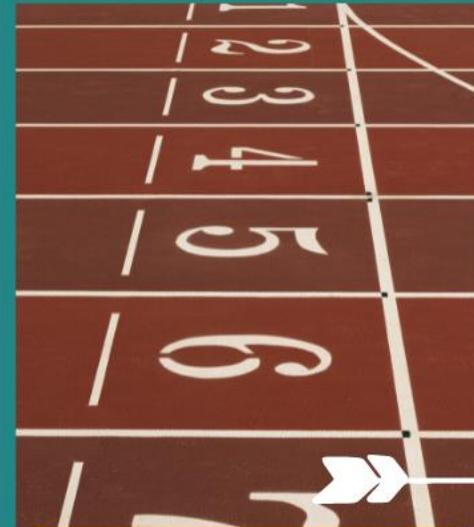
DISCOVER



PRIORITIZE & PLAN



ENGAGE



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SHARE



PCMA **CONVENING
LEADERS 2023**
COLUMBUS | JANUARY 8-11



What Comes Next?

- Share your goals!
- Keep having conversations to push onsite activations to be successful as well as data collections to be successful.
- Remember OKR: Objective (commitment) Key Result (time bound and measurable)





“We don’t have to engage in grand, heroic actions to participate in change. Small acts, when multiplied by millions of people, can transform the world.”

Howard Zinn





THANKS

Join us onsite for more on our sustainability journey -
Follow up session with a back of house sustainability tour!

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www.hcsustainability.com

