

Creating the Demand for Green Meetings



Southface

Responsible Solutions for Environmental Living

Creating the Demand for Green Meetings

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Our Southface role

FACILITY

HOST



**CLIENT
TEACHER**

Green Meetings 101

A green meeting is where an environmental priority list guides site selection and the group's meeting requirements



The opportunity...

- From Australia to Zimbabwe, our global focus on the environment has quickly expanded to include the travel, special events and meetings industries.



- To meet demand, there is a growing need to greater expand the eco-service levels at hotels & conference centers.

What we look for

- ☀ Energy & water efficiency programs
- ☀ Fluorescent lighting & automatic controls
- ☀ Eco-friendly purchasing program
- ☀ Hotel wide recycling
- ☀ Low flow faucets, toilets & showerheads
- ☀ Paperless registration, if requested
- ☀ Dishes, not disposables/cloth, not paper
- ☀ Used amenities donation program
- ☀ F&B works with local food bank/shelters
- ☀ Housekeeping linen/towel reuse program

Where are we headed?

- ☀ Growth/momentum = resources
- ☀ Virtually untried marketing paths available for niche bookings.
- ☀ Internal training and better communication = huge rewards

Imagine this today...



The future is now...