

Green Meetings:

**tips from
an eco savvy planner**

Green Meetings: **tips from an eco-savvy planner**

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Greening the Hospitality Industry
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Overview for today

- Introduction and our unique role
- What is this opportunity?
- Partners for success
- Where we are headed?
- The next step

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- Education-focused environmental non-profit
- Nationally recognized, excellent reputation
- Celebrating our 25th year anniversary
- Our 'home' is a unique "green" facility available for rental
- Tremendous growth across the board in classes, conferences, events and meetings
- Expanded programs & staff
- Multiple roles in this field



Southface: as a facility

- ☀ Downtown Atlanta's only truly green space
- ☀ Dramatic increase in competition for event and meeting space: internal and external
- ☀ Offer friendly, relaxed setting with unique charm
- ☀ Flexible, limited space targeted mostly towards audience seeking:
 - ✿ Classroom style/education set-up
 - ✿ Conference table set-up for 30 or less
 - ✿ Social receptions: AM and PM both

Southface: as a host

- ☀ Produce our own events & meetings
- ☀ Share our green meetings philosophy
- ☀ Educate guests/members on our standards thru our policies, tabletop signage and materials
- ☀ GOALS:
 - ☀ Strengthen vendor relationships
 - ☀ Better visibility for future Eco-Office
 - ☀ Teach & train industry professionals

Southface: as a client

- ✿ We're a loud voice in marketplace: expenditures of over \$500K annually for offsite green events, trainings and meetings in our region.
- ✿ Limited choices ~ Limited negotiation options
- ✿ Clearly stipulate eco-standards in contracts
- ✿ Increased cost issues creatively addressed with management in early stages of negotiation
- ✿ Door is barely cracked open ~ we have a ways to go

Southface: as a teacher

- ✿ Educate! Open eyes! Rethink everyday tasks!
- ✿ Hotel staff: new teams helping to sell it 'green'
- ✿ Bare bones: recycling, guest linen/towel reuse program, mass transit use and bulk food and beverage items
- ✿ Teach ways to market the green initiatives and sell "eco-savvy" steps for future business

The opportunity...

- ☀ Green Event and Meeting Planners across the world choose eco-friendly sites, often steering dollars away from hotels & halls and into other hospitality segments.



- ☀ Green supply is not meeting demand. Choices are limited and business is continually steamed to specific properties creating lasting relationships between planner and supplier.
- ☀ Supplying a green meeting offers you a competitive edge in a growing market segment, a great reputation and can save both time and money for your hotel.

Partners for Success

- ☀ Internal campaign for change
 - ✿ Management endorsed
 - ✿ Engineering & Facilities Management
 - ✿ *Largest steps will be on hotel “systems”*
 - ✿ *Typical to see immediate savings*
 - ✿ Housekeeping
 - ✿ Food and Beverage
 - ✿ Banquets

Partners for Success

- ☀ External campaign for change
 - ✿ Professional Associations gearing up
 - ✿ Develop New Marketing Strategies
 - ✿ Sales Team training success:
 - ✿ How to field calls
 - ✿ New business development
 - ✿ What to expect
 - ✿ Govt. business vs. eco-minded groups

Partners for Success

- ☀ Green Seal Program for Hotels
- ☀ State Government Departments
- ☀ EPA – *It's Easy Being Green!*
- ☀ MPI – *How Green Are You?*
- ☀ Everyday the list grows...
- ☀ Southface Energy Institute
- ☀ Canada's Green Leaf for Lodging
- ☀ CERES – Green Hotel Initiative
- ☀ BlueGreen Meetings – *best practices*

What to expect

- ✿ Impartial objectivity on current procedures
- ✿ Two tier agreement: prior to and during
- ✿ Initial “checklist” and helpful “check-ins”
- ✿ Contract addendums outline expectations
- ✿ Together we celebrate the changes/savings
- ✿ Promotion of hotel’s eco-achievements

What to expect

- ✿ 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 program for service club.
- ✿ F&B works with local food bank
- ✿ Housekeeping linen/towel reuse program

What we'll help with

- ☀ Stepping you through the process ~ education!
- ☀ Effective communication with attendees
 - ☀ Promotion of hotel's eco-achievements
 - ☀ Front house proud, aware and knowledgeable
 - ☀ In-room note cards and labels
 - ☀ Signage throughout meeting
 - ☀ Website info for hotel & meeting

Where we are headed?

- LEED certified
- Natural ventilation
- Natural daylighting
- Water conservation
- Energy efficient



**David L. Lawrence Convention Center
Pittsburgh, Pennsylvania**

First “green” hospitality centered facility on US soil

Where are we headed?

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



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Responsible Solutions for Environmental Living

Where are we headed?

- ☀ Did you know the Salt Lake City Olympics hit a zero emissions level with offsetting programs?
- ☀ This conference is a milestone for the industry
- ☀ Georgia will soon have 20 properties from which green groups can choose
- ☀ For us in Atlanta, two very large green building conferences are headed our way in 2005

Green Meetings



Shared goal.

Minimal Environmental Impact



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Responsible Solutions for Environmental Living