

# How to Carry Out Green Meetings

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# Green Meeting Definition

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“A green meeting incorporates environmental considerations throughout all stages of the meeting in order to minimize the negative impact on the environment.”

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

# Overview

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- Guidelines for Green Meetings
- Tools
- Case Study Exercise
- Additional Resources

# Plan a Green Meeting

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- International Conference
- 1,000 attendees
- Four days
- 200 exhibits
- Offsite tours
- Continental Breakfast, breaks, lunch and dinners or receptions

# Convention Industry Council

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- Minimum recommended green meeting guidelines
  - History
  - Process
  - Next step

# CIC Recommended Minimum Guidelines

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- Planner Category
  - Destination Selection
  - Accommodation Selection
  - Meeting & Event Venue Selection
  - Transportation Selection
  - Food and Beverage Selection
  - Exhibit Production
  - Communications & Marketing
  - General Office Procedures

# CIC Recommended Minimum Guidelines

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- Supplier Category
  - Convention & Visitors Bureau
  - Accommodations (Lodging/Cruise Lines)
  - Meeting & Event Venues
  - Transportation Providers
  - Food and Beverage Providers
  - Exhibition Companies
  - General Office Procedures and Communications



# Green Seal Certification Program

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- **To identify environmentally responsible lodging properties**
- **Third-party independent audit**
- **Covers environmental performance criteria**
- **Standard at:**  
<http://www.greenseal.org/standards/lodgingproperties.htm>



# Green Seal Environmental Standard for Lodging Properties

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- **Waste Minimization, Reuse, and Recycling**
- **Energy Efficiency, Conservation, and Management**
- **Management of Fresh Water Resources**
- **Waste Water Management**
- **Hazardous Substances**
- **Environmentally Sensitive Purchasing Policy**



C E R E S

Network for Change

# The CERES Green Hotel Initiative

Project Manager, Sarika Sangwan



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# GHI Green Meeting Tools

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- **Guest Request Card (GRC)**
- **Best Practices Survey (BPS)**

\*Both tools are available at: [www.ceres.org](http://www.ceres.org)

# Key Components to Success

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- Do what you do best – adding environmental component as added value
- Resistance is not something to be overcome; it's to be engaged
- Environmentally responsible practices are not a fad

# Tools & Resources

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# 5 Easy Tips

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- Use paperless technology
- Ask hotels to use linen/towel reuse
- Do not use disposables
- Serve water in bulk containers
- Purchase responsibly

**Hosts and Planners**



**Suppliers**



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## We're making it easier to be environmentally responsible.

We're making it easier for you to hold meetings that don't cost the earth. Whether you are a host, planner or supplier, this is where you'll find the tips, tools and resources to make environmentally responsible choices for your meetings.

## Meetings to feel good about.

Environmentally responsible meetings are not only good for the earth, they're great for business. Planning or supplying a green meeting gives you the competitive edge, a great reputation, and can save you time and money in the process.

### Highlights:

- » [IMEX Announces First Responsible Meeting Award Winner](#)
- » [Interface Helps Grand Wailea Resort and Spa Save US\\$1 million/year](#)





## A SNAPSHOT OF SUSTAINABILITY

When planning a meeting for the World Wildlife Fund and the Certified Forest Products Council, you've got to be smart and you'd better be green. The result? One of the greenest conferences ever achieved for its size in the United States.

- [The Event](#)
- [The Challenge](#)
- [The Solution](#)
- [The Results](#)

### The Event

The 2002 Forest Leadership Forum in Atlanta, Georgia. Hosted by the World Wildlife Fund (WWF) and the Certified Forest Products Council, it drew a community of 1,300 participants from 45 countries.

### The Challenge

As with any large gathering, the potential for reducing resource consumption is enormous. In the category of Food and Beverage alone, it was projected that in three days, 1,300 participants would use (not including meals on their own, exhibit hall concessions, and food consumed during set up and strike down):

- 2,100 plates
- 27,300 cups
- 16,900 napkins
- 18,200 utensils
- 9,100 cans/bottles

### The Solution

Effectively greening a conference depends upon a respect for venue and vendor personnel who will be asked to make dramatic changes in their routine. We began by informing each facility of the hosts' environmental policies and expectations, opening creative dialogue for minimizing environmental impact in as many ways as possible.

### The Results



# Tomorrow's Child

by Glenn Thomas

Without a name; An unseen face  
And knowing not your time nor place  
Tomorrow's child, though yet unborn,  
I met you first last Tuesday morn.

A wise friend introduced us two,  
And through his shining point of view  
I saw a day that you would see;  
A day for you, but not for me.

Knowing you has changed my thinking,  
For I never had an inkling  
That perhaps the things I do  
Might someday, somehow, threaten you.

Tomorrow's child, my daughter-son,  
I'm afraid I've just begun  
To think of you and of your good,  
Though always having known I should.

Begin I will to weigh the cost  
Of what I squander; What is lost  
If ever I forget that you  
Will someday come to live here too.

