

The Business Case for Greening the Hospitality Industry

Presented by

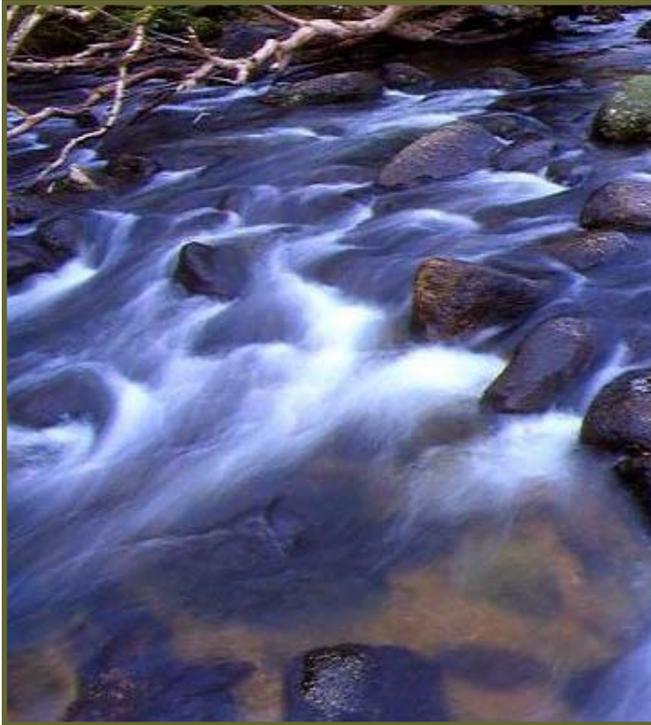
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What Does Green Mean to You?



Green Meeting Definition

“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

Why should you care?



The Business Case

- Economic Savings
- Increase Your Value
- Competitive Advantage
- Potential for Regulation

Economic Savings for Planners

- On-line registration - \$3,900
- Eliminating conference bags - \$11,700
- Eliminating handouts - \$1,950
- Serving water in pitchers - \$12,187
- Eliminating shuttle service - \$30,000-\$40,000

Savings based on the Forest Leadership Forum three day conference of 1300 attendees. Data collected by Meeting Strategies Worldwide.

Savings for the Suppliers...

- Water savings. Replacing 3.5 gpf with 1.6, 307,914 gal are saved per year. \$1,163 saved annually.
- Energy savings. Replacing lobby lights with compact fluorescent bulbs saves \$711 annually plus maintenance staff time and less heat generated in the lobby.
- *Source: Green Seal avg. for 296 room hotel*

More Supplier Savings...

- San Francisco Hilton
 - Composting program saving \$6,000-\$8,000 per month
- San Francisco Marriott
 - Composting 6,000 tons per month
 - 59% of waste is recycled or reused

Environmental Savings

- Not pre-filling water glasses or using saucers saved 520 gal of drinking water, 12,400 gal of dishwater
- Eliminating disposables, eliminated the use of 1890 lbs of plastic
- Composting 6.5 tons of food waste
- Recycling: 5000 lbs of paper, 2400 lbs of cardboard

Savings based on US Green Building Council's three day conference of 4000 attendees. Data collected by Meeting Strategies Worldwide.

Increased Value

- Higher-quality service
- Value-added experiences
- Reduced risk of environmental criticism
- Increase your value to the organization

Competitive Advantage



83% of US travelers are willing to spend 6.5% more for travel services and products provided by environmentally responsible companies.

Source: Travel Industry Association Survey 2003



Potential for Regulation

- EPA and the Federal Government
- Hotel Certification
- Green Meeting Industry Council Certification
- Convention Industry Council Guidelines

Convention Industry Council

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

CIC Recommended Minimum Guidelines



- 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



- 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 Meeting Industry Council

- Dedicated to improving environmentally responsible meeting management practices
- Collaborative efforts of meeting industry stakeholders.
- Balances economic, environmental, and community objectives of the industry

Green Meeting Industry Council

- Education
 - Training workshops
 - Online resources
 - Accredited university level programs
- Resource
 - Serve as an informational resource
- Certification
 - Launch a certification program in 2005

Key Components to Success

- 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



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](#)



GREEN SEAL



Welcome

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Greening the Lodging Industry
Policy
Publications
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Encouraging the purchase and production of environmentally responsible products and services.

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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



Why should you care?

