



## Green Your Meeting—From Theory to Reality

Friday, November 30, 2007  
Fairmont Chateau Laurier, Ottawa

# Toolkit

Articles & Presentations as provided by Featured Guest Speakers

- Shawna McKinley , Former Executive Director of Green Meetings Industry Council and Project Manager, Meeting Strategies Worldwide
- P.-Michel Bouchard, CEO Quebec City Convention Centre
- Michael R. Rosen, R.P.F., President, Tree Canada
- Deneen Perrin, Director of Public Relations, Fairmont Chateau Laurier
- Genevieve Leclerc, CMP, Manager Congress Operations PCO Division, JpDL Montreal
- Sandra Wood, CMP, Annual Meeting Manager, Canadian Medical Association

Thank you Sponsors:



Professional Convention Management Association



## Green Your Meeting—From Theory to Reality

Friday, November 30, 2007  
Fairmont Chateau Laurier, Ottawa

# Toolkit

**Glossary:** Click on topic to go to page

- [Getting Started](#)
- [Fast Facts & Statistics](#)
- [Guidelines & Checklist](#)
- [Green Directory—Suppliers & Articles of Interest](#)
- [Green Meetings Industry Council—February 2008 Event Flyer](#)
- [Green Meetings Industry Council—Membership Flyer](#)
- [Accommodation—Green Key](#)
- [Trade Show Zero Waster Exhibitors Information—MTCC](#)
- [Printing—Wolfworks](#)
- [AVW TelAV—Tips](#)
- [Presentation—Shawna McKinley, Green Meetings Industry Council](#)
- [Presentation—Sandra Wood and Genevieve Leclerc, Build a Green Plan](#)
- [Presentation—P.-Michel Bouchard, Quebec City Convention Centre](#)
- [Presentation—Michael R. Rosen, Tree Canada](#)
- [Presentation—Deneen Perrin, Fairmont Chateau Laurier](#)

# The move to greener pastures

By Sandra Wood, CMP

Page #1

## You've just been given the "thumbs up" to green up your event, so where do you start?

First of all, I apologize for my use of the word "green." There are many more politically correct buzzwords like "ecological footprint," "zero waste," "carbon neutral" and "environmentally responsible." Don't let these terms confuse you, they all have specific meaning. When in doubt—Google them! "Green" is a friendly way of saying many things, so for the purposes of this article I'm sticking with "green" and I hope you will bear with me.

- To get started, take a look at the current **goals and objectives** for your event and prepare additional ones to reflect what you're trying to accomplish by going green. This is important and ensures that you and your employer/client are on the same page. Set short- and long-term goals to keep you focused.
- **Build a strong relationship with your venue** because you need their support. Send them your "green wish list" of what you'd like to do and go through it with them. Find out what's doable because venues are at various levels of being green due to existing infrastructure, potential costs in making changes, city bylaws and provincial laws that govern. For example, some venues still cannot donate leftover food due to city bylaws. So talk to your venue.
- **Prepare guidelines** that align with your goals and objectives. You don't have to reinvent the wheel. You probably will write some guidelines yourself, but there are great sample guidelines already available. Take a look at Chapter 30 of the PCMA Professional Meeting Management Book on Comprehensive Strategies for Meetings, Conventions and Events, Fifth Edition, the CIC Green Meeting Report and Environment Canada's Green Meeting Guide. Ask your colleagues to share any they may have developed as well.
- **Use credible sources** to substantiate the guidelines you prepare. Remember, there are few standards or regulations in existence for much of this so it's up to you to present your findings and substantiate them. That's why I recommend you join the Green Meetings Industry Council. The GMIC can direct you to credible sources and save you a lot of time. This will give you greater confidence when putting forth your ideas.
- **Be flexible** in implementing your guidelines, there are compromises to be made! For example, choosing menu items for your banquet that are locally grown versus organic produce flown in from out of province or country is something you'll need to ponder. Rest assured that every step you take, no matter how small it might seem, is a step in the right direction.
- **Set your budget** to account for areas where you will save money such as less water bottles, less printing due to electronic media, reduced amounts of shipping. You also need to account for areas that will cost more like supporting a carbon offset program, using 30 percent more expensive post-consumer content paper and bio-diesel buses that can cost double.
- **Communicate your efforts** to your attendees! This is so important and they want to see your sincere efforts. Project a list of what you have achieved on screen in your plenary and on your conference web page. Have your speaker announce some of the things you achieve each day. Your employer/client needs to pat itself on the back for the efforts it's making and needs to thank the attendees for their support. This way, everyone feels good, everyone is engaged.
- Finally, **measurable!** Do a post-conference green report. Did you meet your goals and objectives? Maybe you even exceeded them. How much did you consume (your carbon footprint)? How much did it cost, where did you save money? Can you do better next year and what steps will you take? Keep the momentum going.

**NEXT STEPS** – What comes first, the chicken or the egg? What comes first, the green plan or a green policy? In my experience get your plan together first, test the waters, learn from it, then you can set a policy that reflects what is realistic and what your organization is prepared to commit to. You can take that policy and extend it beyond the meeting and into the operations of your organization. How far do you go with greening? That's up to you and your organization to decide. We are all in the early stages of embracing this major shift in our industry so there's no right or wrong answer at this time. Just get started. Do what you can and see where the road takes you.

Wishing you great success!

*Sandra Wood is the Annual Meeting Manager at the Canadian Medical Association, Ottawa. She can be reached at [sandra.wood@cma.ca](mailto:sandra.wood@cma.ca)*

## Fast Facts and Statistics

**To help you present a green plan you may want to provide/refer to some information listed below. Keep a file of interesting facts to help keep the interest and “green” momentum going! Sources are quoted whenever possible but a lot of information gets passed along so the original source can be unknown. Use this information as you see fit. There’s always lots of statistics being published. This is just a snapshot.**

**Remember – Use Credible Sources, Google those sources to find out who they are.**

The average meal travels approximately 1,500 miles before it reaches your table. (PCMA Convention December 2006).

Every ton of recycled paper saves about 17 trees (Source: Purdue Research Foundation and US EPA).

A round trip flight from New York to London produces one ton of carbon dioxide per person (Source: Dr. David Suzuki)

Buildings consume 40% of the world’s total energy, 25 percent of wood harvest, and 16% of water consumption (Source: US Department of Energy’s Centre of Excellence for Sustainable Development).

Every tree provides oxygen enough for three people to breathe (Source: North Carolina Office of Waste Reduction and Recycling).

CO2 levels are higher today than at any time in the past 650,000 years (Source: Carbonfund.org).

If a hotel changes sheets and towels on request (rather than daily), the hotel not only saves money and energy it can save 200 barrels of oil (saved per week on the new regime) which is enough to run a family car for 180,000 miles (source: PCMA Professional Meeting Management Book on Comprehensive Strategies for Meetings, Conventions and Events, Fifth Edition, Chapter 30. Also Green Suites International)

If a five-day event serves 2200 people breaks, breakfasts, lunches and receptions using plastic disposables instead of china, it prevents 1,890 lbs. Of plastic from going into a landfill (nearly one ton). At that same event, if the venue does not pre-fill water glasses at banquet tables during three days of served lunches for 2200 attendees, 520 gallons of water can be saved. (Convention Industry Council’s Green Meetings Report and Meetings Strategies Worldwide).

According to recent research, 67% of meeting and incentive professionals have taken environmental considerations into account when planning a conference or incentive program (IMEX 2007). (Source: Green Lodging News, April 2007).

95% of the meeting professionals who have ever lived are alive today. We have the opportunity together to decide what this young profession will be about; bringing people and ideas together as part of the problem, or as part of the solution. – David Berman, Expert Speaker on Design, Ethics, Social Responsibility.

Using 1,000 disposable plastic teaspoons consumes over 10 times more energy and natural resources than manufacturing one stainless steel teaspoon and washing it 1,000 times (Source: Smart Meetings Magazine, Nov. 2006 and the Environmental Defense Council)

Over a five day period a conference for 2,500 attendees will use 62,500 plates, 90,000 cans or bottles, 75,000 cups, 87,500 napkins (Source: Convention Industry Council and PCMA Convene Magazine June 2004)

A conference of 1,300 attendees where green practices were implemented can save you money as follows: using on-line registration instead of printing/postage at \$3/each for a total of \$3,900. Not providing conference bags at \$9 each saves \$11,700 plus shipping, not providing a 15 page handout can save \$1,950 or more, providing pitchers instead of plastic bottles at a rate of one bottle per participant per day can save \$12,187. Eliminating the use for busing (choosing closer locations) can save you \$30-\$40,000 for a three day conference. Recycling plastic name badges at 75 cents each can save \$975. (Source: MPI, May 2003, Volume 23, Number 5, The Meeting Professional, article written by Amy Spatrisano, CMP and Nancy Wilson, CMP).

Heating the average Canadian home with oil produces 7 tonnes CO<sub>2</sub>, with natural gas 5 tonnes, with electricity 1.3 tonnes. Running an economy car 20,000 KM puts 6 tonnes of CO<sub>2</sub> into the air we breathe. On average, 98 trees capture and store 1 tonne of airborne carbon dioxide every year. Over 80 years, the average Canadian tree absorbs 200 kg of carbon dioxide – plus ozone, nitrous oxide, particulate matter and sulphur dioxide. Every day, a large tree provides enough oxygen for four people. (Source: Tree Canada Foundation)

A hotel purchases more products in a week than 100 families will purchase in a year (Source: unknown)

A laptop computer uses, on average, 10% less energy than desktop computers (Source: Meeting and Conventions August 2006, article by Amy Spatrisano)

The American Hotel & Lodging Association estimates that in the US alone hotels spend \$3.7 billion a year on energy with much of it going to waste, and the typical property uses 218 gallons of water per day, per occupied room. (Source: Meetings & Convention August 2006, American Hotel & Lodging Association)

The 223-room Sandals Negril Beach Resort & Spa's restaurants measured the amount of untouched water glasses and it tallied up to 55 gallons. The resort instituted a "second glass of water on request" program. That simple initiative has saved the hotel as much as 20,075 gallons of drinking water in one year. (Source: Meeting and Convention August 2006).

Earlier in 2006, Fairmont brand launched wind-powered check-in by purchasing Eco-Logo certified wind power from the Pembina Institute, an independent Canadian environmental policy research and education organization, to run all 249 front desk computers at its North American properties. Fairmont predicts the effort will result in greenhouse gas reduction of almost 100 tons by the middle of 2007. As well the 770-room Fairmont Banff Springs in Alberta recycles used kitchen oil from the cafeteria of a local high school into bio-diesel fuel, which is then used to power all of the property's landscaping equipment, from lawn mowers to trimmers. (Source: Meetings and Convention August 2006).

Virgin Atlantic Chairman Richard Branson has pledged the earnings from his transportation businesses, including Virgin Atlantic, to be invested in businesses that develop renewable energy, with plans to contribute \$3 billion during the next decade for the initiative. (Source: PCMA Convene December 2006)

According to Georgia Malki, president of Green Event Management Solutions, next to construction home building, we're the second most wasteful industry. (Source: Tradeshow Week, January 2005).

According to a new study led by University of BC Trudeau Scholar David Boyd, Canadians are awash in toxic chemicals and it's costing the Canadian health care system up to \$9.1 billion and 1.5 million hospital days annually. (Source: Media Release October 2007, UBC Public Affairs).

Former Saskatchewan premier Roy Roman who led a royal commission on the health-care system in 2002 says "The environment and health care, currently among the top three priorities for Canadians, aren't "natural enemies" but in fact interrelated issues. The state and quality of our environment will greatly impact the state and quality of our personal health and our community health." (Source: Canadian Press, June 13, 2007 CTVglobe).

Local food is more likely to be fresher and better for you than food shipped long distances. The largest loss of nutrients comes from picking unripe fruit so it can withstand long transit times. Transportation accounts for 25% of Canada's greenhouse gas emissions.

Canadians use as much energy as the entire continent of Africa, home to 700 million people. On a per capita basis, Canada is the largest consumer of energy in the world and the second largest producer of greenhouse gases. In Canada, 90% of material extracted for use in manufacturing goes to waste. The average family goes through about 1000 plastic bags a year. Worldwide, between 500 billion and 1 trillion plastic bags are consumed a year – that's over 1 million per minute. The earth loses 27,000 species a year. (Source: Art of Being Green Festival, Lanark, Ontario 2006).

**The average conference delegate:**

\* Produces 61lbs of solid waste over a 3 day conference (USEPA, 2000) – roughly 20lbs per day. This amounts to 2 big green garbage bags of trash. To put this in context, the average American generates about 1.5 tons of solid waste per year – or about 4.5lbs per person, per day (USEPA, 2003), amounting to 100 large garbage bags per person.

\* Uses 846 gallons of water (USEPA, 2000), or roughly 262 gallons per day. Regular home use of water by the average American amounts to about 86 gallons per day (World Bank, 2000).

\* Produces 1418 lbs of greenhouse gas emissions (USEPA, 2000) This is roughly the equivalent of operating your car for one month.

The message: conference delegates use and consume a lot more when they meet, and produce far more garbage than they might at home.

**References:**

<http://www.metro-region.org/article.cfm?articleid=5579>

<http://www.newton.dep.anl.gov/askasci/gen01/gen01629.htm>

This information was included in a presentation by Shawna McKinley, Project Manager, Meeting Strategies Worldwide

## Building your Guidelines, Preparing your checklists

To put your green plan together and develop guidelines take a look through these resources and you will easily find great info to help you. There are others out there so start with these and create a list that works for you!

1. **Chapter 30 of the PCMA Professional Meeting Management Book** on Comprehensive Strategies for Meetings, Conventions and Events, Fifth Edition – not a website but has excellent info on how to prepare a green plan (very useful info).

2. **The Convention Industry Council Green Meeting Report**  
[www.conventionindustry.org/projects/green\\_meetings\\_report.pdf](http://www.conventionindustry.org/projects/green_meetings_report.pdf)

3. **Environment Canada's Green Meeting Guide**  
[www.greeninggovernment.gc.ca/default.asp?lang=En&n=9697C298-1](http://www.greeninggovernment.gc.ca/default.asp?lang=En&n=9697C298-1)

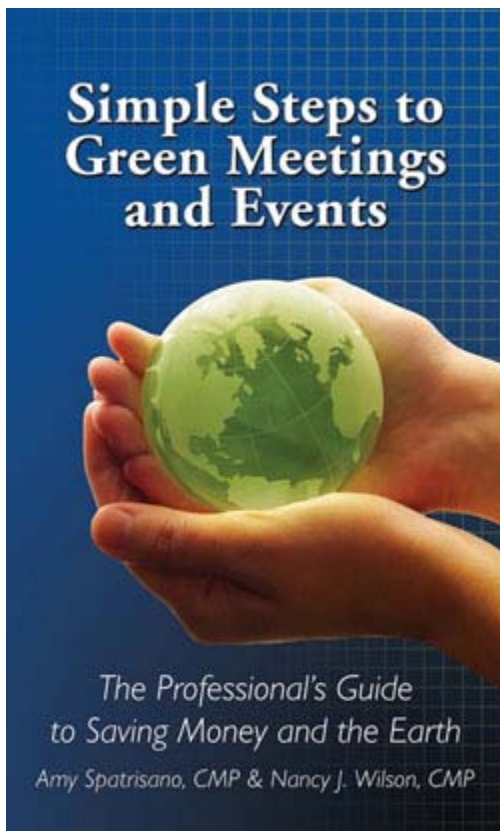
4. Also, the **GMIC website** (wonderful resource to point you in the right direction, a green launch pad!)  
[www.greenmeetings.info](http://www.greenmeetings.info)

5. **Environmental Protection Agency (USA)** has developed new policy recently. Check out their website at [www.epa.gov/oppt/greenmeetings/pubs/who.htm#planner](http://www.epa.gov/oppt/greenmeetings/pubs/who.htm#planner)

6. **Canadian Network for Environmental Education and Communication** has a good document you can use at [www.eecom.org/index.php?option=com\\_content&task=view&id=39&Itemid=73](http://www.eecom.org/index.php?option=com_content&task=view&id=39&Itemid=73)

7. A checklist for **assessing green facilities** is available at [www.ceres.org/pub/publication.php?pid=60](http://www.ceres.org/pub/publication.php?pid=60)

8. Nancy Spatrisano and Nancy Wilson, meeting planners out of Portland Oregon who founded the **Green Meeting Industry Council** have just published a book that you can be sure is packed full of great info, great tools! To order go to [www.meetgreen.com/book.php](http://www.meetgreen.com/book.php)



**Here's some websites to suppliers and some articles worth reading (this is nowhere near exhaustive). You can use this to build your own source list. GMIC , IMEX, GreenLodgingNews, Innovolve have more comprehensive lists. You can also Google to find many more useful sites.**

**Remember, it's a buyer beware market so be choosey!**

Shawna McKinley's blog address <http://greendestinations.blogspot.com/>

[www.greenmeetings.info](http://www.greenmeetings.info) (GMIC website)

[www.meetingstrategiesworldwide.com/](http://www.meetingstrategiesworldwide.com/)

Ottawa's Take It Back Program go to [www.ottawa.ca](http://www.ottawa.ca)

[www.cerc04.org/resources/overview.html](http://www.cerc04.org/resources/overview.html)

[www.innovolve.com/our-work.asp?PUI=9](http://www.innovolve.com/our-work.asp?PUI=9) (Canadian Green Meeting Directory – available Spring 2008)

#### **Accommodation**

[www.hacgreenhotels.com/index.htm](http://www.hacgreenhotels.com/index.htm)

[www.terrachoice.com/Home/Clients/Hotels](http://www.terrachoice.com/Home/Clients/Hotels)

[www.greenseal.org/programs/lodging.cfm](http://www.greenseal.org/programs/lodging.cfm)

[www.ec3global.com](http://www.ec3global.com)

[www.greenhotel.com](http://www.greenhotel.com)

[www.environmentallyfriendlyhotels.com](http://www.environmentallyfriendlyhotels.com)

[www.mattcanada.com/home.html](http://www.mattcanada.com/home.html)

#### **Green Lodging News**

Please be sure to sign up for Green Lodging News' free weekly e-mail newsletter, the lodging industry's leading environmental news source. It is delivered every Monday to approximately 7,000 lodging industry representatives. The Green Lodging News website, updated every week day, can be accessed at [www.greenlodgingnews.com](http://www.greenlodgingnews.com). Planners, don't give this a miss, it's got great info and shows you what's becoming available to venues.

#### **Buildings**

[www.bomagogreen.com](http://www.bomagogreen.com)

[www.usgbc.org](http://www.usgbc.org) (US Green Build)

#### **Food and Beverage**

[www.dinegreen.com](http://www.dinegreen.com)

[www.slowfood.ca/about.php](http://www.slowfood.ca/about.php)

[www.canadianvintners.com/faq.htm](http://www.canadianvintners.com/faq.htm)

[www.plusonewater.ca/en/index.php](http://www.plusonewater.ca/en/index.php)

#### **Seafood**

[www.mbayaq.org/cr/seafoodwatch.asp](http://www.mbayaq.org/cr/seafoodwatch.asp)

<http://eng.msc.org>

[www.montereybayaquarium.org](http://www.montereybayaquarium.org)

[www.blueoceaninstitute.org](http://www.blueoceaninstitute.org)

#### **Directories and Green Suppliers**

[www.greenmeetingguide.com](http://www.greenmeetingguide.com) (1<sup>st</sup> Canadian Green Supplier directory)

IMEX Study - [www.greenmeetings.info/presentations/2007/IMEX\\_SurveyResults\\_GHIC2007.pdf](http://www.greenmeetings.info/presentations/2007/IMEX_SurveyResults_GHIC2007.pdf)

[BlueGreenMeetings.org](http://BlueGreenMeetings.org)

[www.greenlodgingnews.com/GreenProductGuide.aspx](http://www.greenlodgingnews.com/GreenProductGuide.aspx)

[www.frogfile.com](http://www.frogfile.com)

[www.fairware.ca](http://www.fairware.ca)  
[www.greeneventsproviders.com/](http://www.greeneventsproviders.com/)  
[www.ggv.org.uk/suppliers/register/](http://www.ggv.org.uk/suppliers/register/)  
[www.greenshift.ca/greenshift\\_products.html](http://www.greenshift.ca/greenshift_products.html)  
[www.greenconferencing.com](http://www.greenconferencing.com)  
[www.emagazine.com/](http://www.emagazine.com/)  
[www.greenbiz.com/](http://www.greenbiz.com/)  
[www.conventionplanit.com/green\\_meetings.php](http://www.conventionplanit.com/green_meetings.php)  
[www.greengatherings.info/green-meeting-resources](http://www.greengatherings.info/green-meeting-resources)  
[www.botanicalpaperworks.com/](http://www.botanicalpaperworks.com/)  
[www.atelierscrap.ca/](http://www.atelierscrap.ca/)

### **Carbon offsetting/Green Power/Renewable Energy Credits**

[www.davidsuzuki.org/Climate\\_Change/What\\_You\\_Can\\_Do/carbon\\_neutral.asp](http://www.davidsuzuki.org/Climate_Change/What_You_Can_Do/carbon_neutral.asp)  
[www.nrdc.org/thisgreenlife/0606.asp?gclid=CKi-jumGkocCFQ9OWAod7Sw9bQ](http://www.nrdc.org/thisgreenlife/0606.asp?gclid=CKi-jumGkocCFQ9OWAod7Sw9bQ)  
[www.tufts.edu/tie/tci/carbonoffsets/index.htm](http://www.tufts.edu/tie/tci/carbonoffsets/index.htm)  
[www.treecanada.ca](http://www.treecanada.ca)  
[www.zerofootprint.net](http://www.zerofootprint.net)  
[www.bullfrogpower.com](http://www.bullfrogpower.com)  
[www.pembina.org/wind](http://www.pembina.org/wind)  
[www.cleanandgreen.us/what.php](http://www.cleanandgreen.us/what.php)  
[www.carbonfootprint.com](http://www.carbonfootprint.com)  
[www.carboncounter.org](http://www.carboncounter.org)  
[www.cleanerandgreener.org](http://www.cleanerandgreener.org) (this is the Leonardo Academy)  
[www.offsetters.ca](http://www.offsetters.ca)  
[www.econeutral.com](http://www.econeutral.com)  
[www.climatecare.org](http://www.climatecare.org)  
[www.myclimate.org](http://www.myclimate.org)

### **Zero Waste**

[www.grn.org/zerowaste](http://www.grn.org/zerowaste)  
[www.turtleislandrecycling.com](http://www.turtleislandrecycling.com)

### **Trade Show**

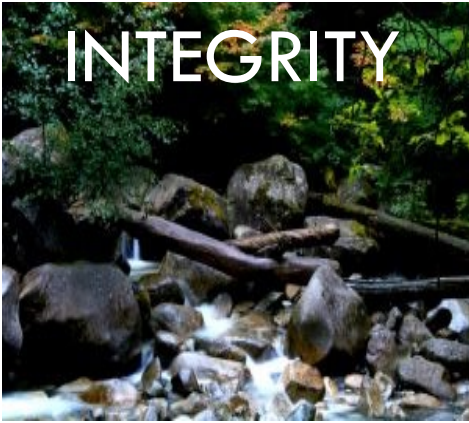
[www.ecosystemsdisplays.com/](http://www.ecosystemsdisplays.com/)  
[www.meetingstrategiesworldwide.com/files/docs/DailyPlanIt07Apr.html](http://www.meetingstrategiesworldwide.com/files/docs/DailyPlanIt07Apr.html)

### **Transportation/Biodiesel**

[www.btnmag.com/businesstravelnews/headlines/frontpage\\_display.jsp?vnu\\_content\\_id=1003221668](http://www.btnmag.com/businesstravelnews/headlines/frontpage_display.jsp?vnu_content_id=1003221668)  
<http://magma.nationalgeographic.com/ngm/2007-10/biofuels/biofuels.html>  
[www.sustainabletravel.org](http://www.sustainabletravel.org)  
[www.spaceshare.com](http://www.spaceshare.com)  
[www.autostopp.net](http://www.autostopp.net)  
[www.rideshareonline.com](http://www.rideshareonline.com)  
[www.greenride.com](http://www.greenride.com)  
[www.flexcar.com](http://www.flexcar.com)

### **Travel**

[www.sustainabletravelinternational.org/](http://www.sustainabletravelinternational.org/)  
[www.grida.no/climate/ipcc/aviation/index.htm](http://www.grida.no/climate/ipcc/aviation/index.htm)



## Take **Green** Beyond the Four Walls of Your Meeting

### 2008 GREENING THE HOSPITALITY INDUSTRY CONFERENCE

February 19 - 21, 2008

Four Seasons Hotel

Vancouver, BC, Canada

**NEW!**

#### Green Meetings 101

*Specially-designed one-day pre-conference workshop to give you the tools you need to plan a green meeting.*

Presented by

**IMEX MPI Future Leaders' Forum**

Delivered by GMIC member Meeting Strategies Worldwide

- Are you a meeting planner looking to add value and reduce costs for your events?
- Do you represent a hotel, conference center or destination that is looking to access the green market, improve efficiency and avoid costs?
- Are you a meeting professional seeking to plan conferences that align with your values to protect the environment?
- Or are you just interested in understanding what 'green meetings' are and how they can work for you?

If, so **join us at the only Conference that gathers leaders and innovators in the global green meeting industry together in one place.** Sessions will focus on:

- Sustainable Catering
- Green Meeting Standards & Certification
- How to Reduce the Climate Footprint of Your Meeting
- Green Meeting Venues
- Measuring Your Return on Investment in Green Meetings
- Community Citizenship & Meetings
- Trends in the Future of Green Meetings
- The Ethics of Marketing Green
- How to Build Successful Green Partnerships for Your Event or Meeting

For further information, sponsorship opportunities or to register please contact:

Green Meeting Industry Council  
6220 NE Glisan Portland, OR 97213 USA  
T: 503.731.8971 F: 503.261.0964  
E: [info@greenmeetings.info](mailto:info@greenmeetings.info)  
W: [www.greenmeetings.info/conference.htm](http://www.greenmeetings.info/conference.htm)



#### Conference Registration:

Member\*/Early Bird: \$325 Non-Member/Early Bird: \$400  
After December 31st

Member\*/Regular: \$375 Non-Member/Regular: \$450

**Greening Meetings 101:** \$100

\*GMIC Membership is \$150 annually



2007 Greening the Hospitality Industry Conference received 5 Star MeetGreen<sup>SM</sup> Certification

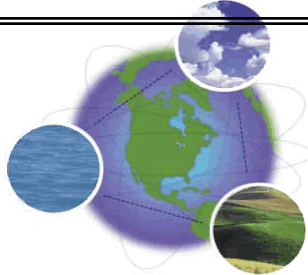
# GREEN MEETING INDUSTRY COUNCIL

The GMIC is the **definitive source** of knowledge and expertise about sustainability in the meetings, incentives, events and conference industry. We help our members and the industry understand and achieve the benefits of sustainable practices by increasing the environmental performance, social value and the business impact of their events and meetings. The Council is comprised of individual members and supporting businesses seeking to transform the meetings market to support green meetings. For further information please visit [www.greenmeetings.info](http://www.greenmeetings.info).



## What is a 'Green Meeting'?

"A green meeting incorporates environmental considerations throughout all stages of the meeting in order to minimize the negative impact on the environment and positively contribute to host communities."



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



## Join us! Discover the Benefits of Being Involved with GMIC!

GMIC can help industry professionals and organizations adopt green meeting practices. Your participation will:

- Increase awareness of the benefits of green meetings,
- Remove the barriers to executing greener meetings,
- Increase your networking and shared learning opportunities with other professionals,
- Educate you on the industry-recognized guidelines for green meetings best practices,
- Help you find marketing potential in an ever-growing client base interested in sustainability,
- Receive extra media exposure,
- Realize money saving efficiencies,
- Entitle you to access to the Green Meetings Journal and discounted registration fee at the upcoming 2008 "Greening the Hospitality Industry" Conference.

## Going Green Can Improve your Bottom Line:

- **Water Savings.** Replacing 3.5 gallons per flush (gpf) with a 1.6 gpf saves 307,914 gallons of water each year and \$1,163 annually (Green Seal, 296 room hotel).
- **Energy Savings.** Switching from incandescent to fluorescent lights can save hotels over \$51,613 per year (Fairmont Royal York, 2004).
- **Planner Savings.** Eliminating conference bags can save \$11,700, serving water in pitchers can save \$12,187 and eliminating shuttle service can save \$30,000-\$40,000 per conference (Forest Leadership Forum 2002).

## GREEN MEETING INDUSTRY COUNCIL OBJECTIVES:

- **Education:** To inspire and motivate meeting professionals to action to address sustainability by developing and providing resources that enable adoption of green meeting practices.
- **Community:** Bring planners and suppliers together to create green meetings by providing networking, mentorship and information sharing.
- **Recognition:** Increase the profile of innovators in the green meetings field.
- **Control:** Standardize sustainable meeting practice by providing a certified qualification for green meeting professionals.
- **Research & Policy:** Provide credible and relevant data, expertise and policy to assist professionals in making informed and intelligent decisions.



## The Green Key Eco-Rating Program: *Helping You Deliver A Green Event*

### About Green Key

The Hotel Association of Canada's (HAC) Green Key Eco-Rating Program is a graduated rating system designed to recognize hotels, motels, and resorts that are committed to improving their fiscal and environmental performance.

Based on the results of a comprehensive environmental audit, hoteliers are awarded a 1-5 Green Key rating and given guidance on how to "unlock" opportunities to reduce operating costs and environmental impacts through reduced utility consumption, employee training, and supply chain management.

The HAC Green Key Eco-Rating Program is unique in that it is administered entirely on-line. Once a hotel has registered online for the program, they are granted instant access to the audit as well as to the tools and resources in the Members' Only area.

The audit itself consists of "multiple choice"- style questions divided into the following 5 sections:

- 🔑 Corporate Environmental Management
- 🔑 Conference & Meeting Facilities
- 🔑 Housekeeping
- 🔑 Engineering
- 🔑 Food & Beverage Operations

The approximate 140 questions that make up the entire audit relate to the following nine areas of sustainable hotel operations:

- 🔑 Energy conservation
- 🔑 Hazardous waste management
- 🔑 Building infrastructure
- 🔑 Water conservation
- 🔑 Indoor air quality
- 🔑 Land use
- 🔑 Solid waste management
- 🔑 Community outreach
- 🔑 Environmental management

Each question has been designated a specific numeric value based on the environmental and social impacts of a particular action and its associated impact on guests, employees, management, and the local community.

Once all sections of the audit are complete, the hotel simply hits "submit" and within minutes the system generates the hotel's Green Key Rating. The Hotel Association of Canada generates a property-specific written report highlighting their accomplishments and making recommendations for improvements. A plaque highlighting the hotel's rating accompanies the final report.

**6 out of 10**  
Canadians  
choose  
eco-friendly  
hotels

*2005 Travel Intentions Survey  
conducted by GPC Public Affairs  
for the Hotel Association of Canada*





# Green Key Eco-Rating Program



## The Benefits

For a hotelier the benefits are numerous. The Green Key program provides tips, tricks and resources all designed to assist the hotelier in creating a more environmentally conscious facility and ensures that staff and management are active participants in any green initiative.


Meeting Planners will benefit from knowing that the facility they've chosen is doing its part to lessen the environmental demands that come from hosting large events. A facility that offers a range of environmentally friendly options will go a long way to reducing the eco-footprint of an event: whiteboards vs. flipcharts, food & beverage served in reusable dishes, recycling readily available, a disposal plan for leftover food items, in-room options making guests aware of how they can contribute to water and energy conservation, and more. By demanding these practices of hotels meeting planners will help to keep the industry green.

## What Sets Us Apart

The Green Key program was designed by hoteliers for hoteliers and is quickly gaining the full support of the Canadian lodging industry. The past year alone has seen participation in the program more than double. To date the following hotel companies have thrown their support behind the program by encouraging and/or mandating that their properties participate:

Accor NA	Atlific Hotels & Resorts	Best Western
Canad Inns	CHIP Hospitality	Coast Hotels & Resorts
Days Inns Canada (Realstar)	Delta Hotels & Resorts	Fairmont Hotels & Resorts
Hilton Hotels	InnVest REIT	Pacrim Hospitality
Pomerooy	Royal Host	Sawridge Inns
Superior Lodging	Travelodge	plus many independent hotels

## Green Key Hotels

The Green Key Eco-Rating Program has over 600 Canadian lodging properties participating in the program at this time. To find a Green Key hotel simply visit [www.hacgreenhotels.com](http://www.hacgreenhotels.com) and click the  link on the home page or you can contact the Hotel Association of Canada directly.

The Green Key Eco-Rating Program is a voluntary audit that was designed to assist a hotel in determining its current environmental footprint. Once a hotel completes the audit and receives their rating the Hotel Association of Canada provides them with a full report outlining their current green practices and providing recommendations on how and where they can improve. Hotels are encouraged to redo the audit each year to see if changes they've implemented have improved their score. While on-site inspections are not conducted at this time they may be introduced within the next 12 - 24 months.

For more information visit:  
[www.hacgreenhotels.com](http://www.hacgreenhotels.com)

Hotel Association of Canada

130 Albert Street, Suite 1206, Ottawa, ON K1P 5G4

Tel: (613) 237-7149 [myers@hotelassociation.ca](mailto:myers@hotelassociation.ca)





## Important Exhibitor Information

Given the large volumes of waste shows can produce, we are asking for your support and assistance for creating a cleaner, healthier environment for our event. To achieve this important initiative, we have partnered with the Metro Toronto Convention Centre to create a "Zero Waste Event", which will practically eliminate all waste from entering a landfill site.

In addition to reducing the use of landfill space, the recycling of waste materials during a zero waste event saves trees, fuel, water and energy. Zero waste captures these valuable "resources" and with the help of our waste management contractor, Turtle Island Recycling, finds a recycling market for them.

With global warming as an ever increasing concern, we all need to recognize the environmental benefits of going "green" and our obligations to do our part as good corporate citizens.

All Exhibitors, Show Services Contractors and the Metro Toronto Convention Centre will have an active role in ensuring all materials from the show are properly collected and recycled during the move-in and move-out.

As an Exhibitor or Show Services Contractors, we need your co-operation to play an active and supportive role in making our green event a success.

### **We ask for your participation in the following ways:**

1. Reduce as much printed or other related event materials as possible for the event. Use vegetable-based inks on FSC certified 100 percent post consumer, chlorine and acid-free recycled paper.
2. Eliminate any unnecessary paper handouts and CD-ROMS's.
3. Make an effort to reuse the printed materials or any displays if they are not date or time-sensitive, by removing as many printed materials with you as much as possible to reduce the amount to be recycled from the event.
4. Make use of the three recycling bins (paper, bottles, plastic and cans) which will be located strategically on the show floor to adequately separate and effectively collect the different materials from the event.
5. Use enviro-friendly recyclable giveaways and take back all the leftover giveaways so they will not be left behind on the exhibit floor.

6. Refrain from bringing non-recyclable items to the event (see enclosed list), or as an alternative, please take these non-recyclable items back with you when you move-out from the event.
7. If you plan to use non-recyclables, please let us know what these materials are prior to the event.
8. Sign and Displays should incorporate indoor air quality principals and be made with environmentally responsible materials including the use of energy efficient lighting if applicable.
9. Attempt to reduce the environmental impact resulting from transportation while supporting regional economy. Partner with local suppliers, manage and use local labour. Minimize transportation to and from show site. When possible use biodiesel fueled or alternative fuel trucks. Offset transportation emissions with carbon offset program.

We strongly believe the Zero Waste event will be achievable and a great success if we have your full support. Your active participation and co-operation is very much appreciated.



## NON-RECYCLABLE ITEMS

- SOILED OR UNCLEAN FOAM
- SOILED OR UNCLEAN PLASTIC WRAP, BAGS
- WAXED PAPER, WAXED CARDBOARD, WAXED BEVERAGE CUPS
- SIGNAGE (IF COMPOSITE: NOT OF PURE PLASTIC OR PURE PAPER CONTENT)
- CARPETS (POLYPROPYLENE CARPET WITH POLYPROPYLENE BACKING IS RECYCLABLE, ALL OTHER CARPET TYPES CONFIRM WITH TURTLE ISLAND)
- TAPE (MASKING TAPE, CLEAR TAPE, DUCT TAPE)
- CARBON PAPER, FOIL GIFT WRAP
- TEXTILES (I.E. CLOTHING, RAGS, TOWELS, COTTON BALLS, CLEANING PADS, STRING, RIBBON, SPONGE)
- KITCHEN GLASSWARE, CERAMIC DISHES, PORCELAIN, MIRROR

### **RECYCLABLE WITH ORGANIC COLLECTION**

- SOILED PAPER PLATES, SOILED TISSUE PAPER, PAPER TAKE-OUT BAGS

### **RECYCLABLE THROUGH 3<sup>RD</sup> PARTY**

- ELECTRICAL WIRING, PLUGS, CORDS
- HAZARDOUS MATERIALS: BATTERIES, PAINT CANS, CLEANING SUPPLIES
- LIGHT BULBS, HALOGEN BULBS, FLUORESCENT BULBS

## Green Print Solutions for Meetings and Conferences Understanding the choices.

By Susan Lewis

More and more clients are talking to us about “going green”. But what does that mean? There are a jungle full of terms and choices to make. Choices like:

Recycled vs recyclable

Coated vs uncoated papers

Virgin Fibre vs post consumer content vs FSC

Soya based inks, petroleum based inks, VOC's

PCR, TCF and ECF – they all mean white don't they?

As if there isn't already enough printer jargon to go around!

We can't possibly go through all of the issues here today but we can cover the basics.

Let's start at the beginning.

**Planning** your projects print needs from the beginning will help save valuable dollars and the environment. For example you can have your designer create print collateral so that more than one item prints on a press sheet. Try combining the printing for the covers for your call for papers and your conference program. This creates less waste, saves time and money.

**Print Digitally** - You can also make decisions at this stage to whether or not to print digitally. Colour digital printing has come along way. Yes, it might be a little more cost effective to print 500 when you only need 350 (or is it?) but what about the waste paper, ink, off gassing, shipping and cost of recycling or landfill for the addition 150.

**Electronic Media** – Using electronic media such as audio PDFs and Web Site registration will save you time, money and keep you updated constantly on your registrations. Tools such as audio PDFs which contain imbedded registration can actually help to increase registration numbers.

### What's next?

So you have planned your project and have a need to print traditionally. Let's go back to the jargon. It is easy to make simple decisions when you know the facts. Paper is the largest component of your print job other than run time. Going green with your paper stock helps the environment so here are the basics.

1. Gloss paper can be recycled but there are no recycled gloss papers. Choosing a gloss paper that has a recycled sheet as its base has no real green value unless it's FSC certified.
2. All paper produced has recycled content. Generally this comes from the plant floor (off trims, ends of runs, non standard stock ends up back in the mix). The only true component to check is the Post Consumer content. But be careful - paper stocks with high post consumer content aren't all laser compatible or could be very porous and soak up ink which will make solids look cloudy.
3. Check for the bleaching process details – this can be a huge environmental factor.
4. Transportation- Think about where and how is the paper produced? Some so called “Canadian” sheets are produced by using Canadian pulp shipped to China for processing and shipped back to Canada for converting to sheets. This still makes the product a Canadian sheet as it is finished in Canada.
5. FSC paper- Forest Stewardship Council certified paper  
FSC is a stakeholder owned system for promoting responsible management of the world's forests. FSC certification means that the lands and nursery stock and processes are well managed for a sustainable industry. There are FSC certified papers and printers who live up to the code of ethics voluntarily. Once certified printers are allowed to use the FSC designation on projects which fit the criteria. Basically FSC pulp comes from trees which have been genetically modified to grow quickly and be harvested for pulp production. FSC certified nursery stock cannot be used for any other purpose than pulp and paper.
6. VOC's, inks and Chemicals. There have been many new techniques and products developed over the last 20 years. Soya based inks are now quite prevalent in the industry but not every printer uses them. Although there are waterless press systems and chemical free systems available in the marketplace their use is not wide spread. Clients often like the smell of freshly printed material. The smell is actually off gassing of chemicals into the environment.

## **Final Thoughts**

Everything we do to promote our conferences, our services or our products has a cost to the environment. Once you start off of the road to a green meeting or office space you will find that every decision has a trade off. The best we can do is to try to make a difference one decision at a time and try to make less of an impact than previously on our environment. One other action we can take is to go public with our concerns and our options; whether that is in the home or in the workplace. As our voice grows so will access to products, which will make more of a difference. If each of us makes a small difference the cumulative effect will be large.

**Susan Lewis** a partner in Wolfworks Communications has 30 years experience as a communications and print management consultant. She has worked to promote a green approach in her industry since the late 1980's. Susan can be reached at [susan@wolfworks.ca](mailto:susan@wolfworks.ca).



## Tips and Tricks - Visions in green: Part 1



AVW-TELAV knows what really matters. Without being socially responsible for and aware of the impact our actions can have on our fragile planet, our meetings and events expertise, our advanced AV know-how, and even our Service Second to None measures are meaningless.

That's why AVW-TELAV is doing its part to protect the environment and we thought we would to share some of the Canadian Division's Green Policy initiatives with you.

### **Sales and Marketing**

- All AVW-TELAV communication vehicles and sales tools are available in electronic format. Unless otherwise requested, AVW-TELAV uses electronic means for sending brochures, floor plans, estimates, etc.
- All AVW-TELAV promotional materials can be found in electronic format on our website at [www.avwtelav.com](http://www.avwtelav.com).

### **Information Technology (I.T.)**

- To dispose of obsolete or non-functional computer equipment, we have aligned ourselves with an organization called Texserv that specializes in safe and efficient disposal. Texserv does most of the recycling processes of obsolete and damaged I.T. equipment in house with its own staff, while staying in compliance with federal and provincial regulations. They make sure that none of AVW-TELAV's equipment ever sees a landfill and also guarantees everything is 100% recycled.

### **Procurement**

- Together with our partners, we strive to ensure we comply with all environmental laws and regulations.
- When evaluating new products, we consider how they will impact the environment.
- AVW-TELAV supports manufacturers and distributors that are ISO 14001 certified and have Green Policies.

### **Administration**

- AVW-TELAV is an advocate of the "Blue Box" program. All materials (paper, glass, metal, plastic, cardboard, etc.) are recycled.
- Recycling bins are under each work station and by the photocopiers, printers and fax machines.
- AVW-TELAV encourages that all paper products in our facilities (including fine paper, computer paper, tissues, toilet paper and paper towels) have recycled content and are preferably unbleached with a high

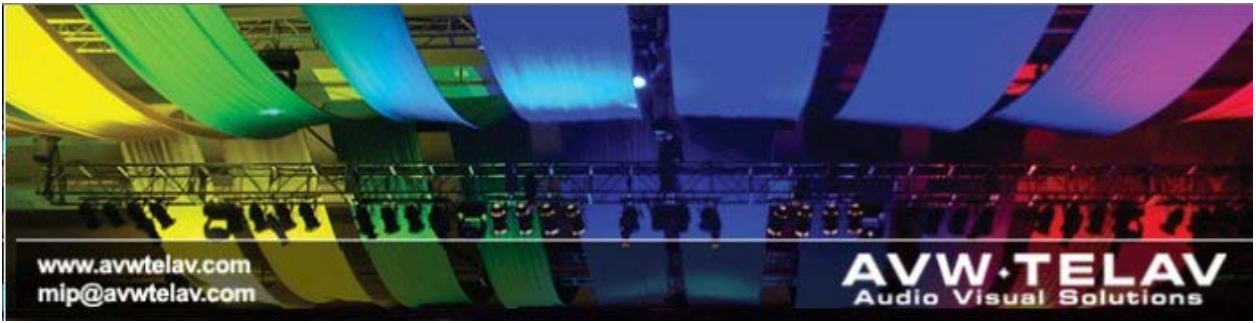
proportion of post-consumer recycled fibre.

**Operations**

- At the end of a product's lifecycle, we make every effort to sell or recycle our used equipment. Non-functioning equipment is typically either sold or donated to scrap metal recyclers.
- A number of products in our rental inventory use batteries. We have an internal program in which we collect all used batteries and have them picked up by a hazardous waste company for disposal.

**Building/Maintenance**

- Lights are turned off when not in use.
- Priority is given to energy savings rated photocopiers, laser printers with duplex capability, and plain-paper fax machines.



## Tips and Tricks- Visions in green: Part 2



We all share the same planet, so, naturally, we all share the (individual and corporate) responsibility to do what we can to protect it. And it is our company's mandate to make all reasonable efforts to reduce waste.

In the March edition of Meetings In Progress, we presented Part 1 of the Canadian Division's Green Policy. In this issue we share Part 2 of our Green Policy initiatives.

### **Sales and Marketing**

- At events where we are the official audio visual supplier, we encourage the presenter to submit his/her presentation electronically to a customized website. Once received, the presentation is forwarded electronically to the computer in the speaker's presentation room. Any changes to the presentation can also be made online. Visit [http://www.avwtelav.com/Web\\_CA/PM/demo.htm](http://www.avwtelav.com/Web_CA/PM/demo.htm) for more detailed information about this process we call Presentation Management.
- AVW-TELAV uses electronic mailing lists whenever feasible and keeps mailing lists up-to-date to avoid unnecessary mailings.
- To avoid the need for photo-processing chemicals, we encourage media and AVW-TELAV personnel to use digital cameras.

### **Information Technology (I.T.)**

- I.T. equipment purchased for distribution nationally is done by our Purchasing (Procurement) Department and various vendors are used. Our primary equipment vendors are IBM & HP, which both have substantial environmental protection and recycling programs.

### **Procurement**

- AVW-TELAV's purchasing decisions are sensitive to the environmental protection policies, and we are committed to ensuring that office equipment meets government environmental requirement policies.
- Used apparel is donated for recycling.

### **Administration**

- We minimize paper use through the use of e-mail, faxing, and voicemail, instead of paper memos and other correspondence.
- AVW-TELAV produces paper documents only when necessary, printed on both sides (unless otherwise requested). Every effort is made to edit onscreen rather than printing unnecessary drafts. Staff members are trained how to operate photocopiers correctly in their respective branches. The photocopiers are

well-maintained to avoid “mistakes” that waste paper.

- We reuse file folders and envelopes.
- We keep circulation lists up-to-date to avoid unnecessary mailings and use electronic mailing lists whenever feasible.
- There is a central area (office supplies lock-up and warehouse) where co-workers bring unwanted office supplies, cardboard boxes, etc., for reuse by others.

### **Operations**

- AVW-TELAV makes every effort to use ethanol-gasoline blends for gasoline-fuelled vehicles and low-sulphur fuel for diesel vehicles.
- We have a rigorous vehicle maintenance program in place to ensure our trucks are efficient and operational. This program includes fluid checks, tire pressure, block heaters, etc.
- The emission control systems on our trucks are inspected annually.

### **Building/Maintenance**

- Loading dock doors in our warehouses are insulated to ensure energy savings.



## PCMA Ottawa Presentation Shawna McKinley

### Green Meetings – Current Events

- Meeting Professionals International has endorsed the UN Global Compact.
- BSI 8901 Standard introduced.
- Large-scale events with green mandates.
- Implications of eco-taxation.
- Standards/legislation under development.

### Green Meetings – Why Now?

- The bottom line of green can be black.
- Elevated public consciousness of climate change.
- Value proposition: Green meetings can present environmental, economic, promotional and experiential benefits.
- Shifting market demand to green is changing supplier practice.
  - CVB's
  - Venues
  - Hotels

### What is a Green Meeting?

- Theory: *Green meetings incorporate environmental considerations throughout all stages of the meeting process in order to minimize the negative impact on the environment and make a positive impact to host communities in terms of environmental and social legacies* (GMIC/CIC definition).
- Reality:
  - There is confusion about what eco-labels and certifications imply and which is best to follow.
  - There is no endorsed global green meeting industry standard.
  - Considerations of environmental issues often involve negotiation and tradeoffs to determine which practices are possible and appropriate in a give situation.

### Solutions

- Resources: Green Meeting Industry Council ([www.greenmeetings.info](http://www.greenmeetings.info))
- Best Practices: CIC Guidelines([www.conventionindustry.org/projects/green\\_meetings\\_report.pdf](http://www.conventionindustry.org/projects/green_meetings_report.pdf)), Environment Canada (<http://www.greeninggovernment.gc.ca/>)
- IMEX-GMIC Green Meeting Awards (<http://www.imex-frankfurt.com>)
- Green Global Village Green Suppliers Directory ([www.ggv.org.uk/suppliers/register/](http://www.ggv.org.uk/suppliers/register/))
- Innovolve Canada Green Meeting Guide (<http://www.innovolve.com/our-work.asp?PUI=9>)

# Green Meeting and Event Resource List

Fall 2007

## Web sites

---

- 🌐 America's Second Harvest - The Nation's Food Bank Network is the nation's largest charitable hunger-relief organization. <http://www.secondharvest.org/>
- 🌐 Blue Ocean Institute – A mini-guide for environmentally responsible seafood choices. <http://www.blueoceaninstitute.org>
- 🌐 Carbonfund - Offers carbon-offset opportunities. <http://www.carbonfund.org>
- 🌐 CERES Green Hotel Initiative – Tools to assist planners in selecting a green hotel. <http://www.ceres.org/pub/publication.php?pid=61>
- 🌐 Chef's Collaborative - Website is for a national network of more than 1,000 members of the food community who promote sustainable cuisine. <http://www.chefscollaborative.org/>
- 🌐 Climate Trust – This organization offers an online carbon-offset calculator. <http://www.carboncounter.org/>
- 🌐 Convention Industry Council – A 30-member organization facilitates the exchange of information and develops programs to promote professionalism within the industry and educate the public. Green guidelines provided on Web site. [http://www.conventionindustry.org/projects/green\\_meetings\\_report.pdf](http://www.conventionindustry.org/projects/green_meetings_report.pdf)
- 🌐 Consumers Union – Consumers Union, publishers of *Consumer Reports*, has a Web guide to environmental labels. <http://www.eco-labels.org/home.cfm>
- 🌐 Co-op America – “Green Weddings (and More)” <http://www.coopamerica.org/pubs/realmoney/articles/celebrations.cfm>
- 🌐 Earthware Biodegradables - Non-gmo wheat-based cutlery, corn-based cutlery, plates, cups, and more. [www.earthwarebiodegradables.com](http://www.earthwarebiodegradables.com)
- 🌐 EcoLogical Solutions – Assists hotels with economic and environmental savings. <http://www.ecological-solutions.net>
- 🌐 Great Green Wedding - <http://greatgreenwedding.com/default.php>
- 🌐 Green Globe 21 – A worldwide benchmarking and certification program which facilitates sustainable travel and tourism for consumers, companies and communities. <http://www.greenglobe21.com/>
- 🌐 Green Event Destinations Modeling Practice and Testing Markets –by Shawna McKinley, MA in Environmental Education and Communication Thesis, Royal Roads University – on resource page of the Meeting Strategies Worldwide’s website <http://www.meetingstrategiesworldwide.com>
- 🌐 Green Lodging News online newsletter [www.greenlodgingnews@aol.com](mailto:www.greenlodgingnews@aol.com)
- 🌐 Green Meeting Industry Council – Dedicated to promoting environmentally responsible practices within the meetings industry. <http://www.greenmeetings.info>
- 🌐 Green Seal Certification Program – Hotel Certification Program. <http://www.greenseal.org/greeninglodge.htm>
- 🌐 Hoyt Arboretum – Green Weddings <http://www.hoytarboretum.org/rentals/green-weddings>
- 🌐 IMEX – Co-sponsors Environmental Meeting Awards <http://www.imex-frankfurt.com> (Click on Vision Projects)
- 🌐 Local Harvest – Why Buy Local – Describes the benefits of purchasing produce grown locally. <http://www.localharvest.org/buylocal.jsp>
- 🌐 Meeting Strategies Worldwide – Case studies of environmentally responsible conferences and resources. <http://www.meetingstrategiesworldwide.com>

- 🌐 Monterey Bay Aquarium – Source for environmentally responsible seafood choices.  
<http://www.mbayaq.org/cr/seafoodwatch.asp>
- 🌐 New York Times - “How Green Was My Wedding”  
<http://www.nytimes.com/2007/02/11/fashion/11green.html?ex=1328850000&en=94b881812c6d617e&ei=5088&partner=rssnyt&emc=rss>
- 🌐 Oceans Alive – Part of the nonprofit Environmental Defense, the Web site includes what it calls the “Eco-Best” and “Eco-Worst” fish, as well as a downloadable, pocket-sized “Seafood Selector.”  
<http://www.oceansalive.org/eat.cfm>
- 🌐 Ocean’s Blue Foundation: BlueGreen Meetings – Basic green meeting Web site for planners and suppliers. <http://bluegreenmeetings.org>
- 🌐 Professional Convention Management Association (PCMA) Web site – Provides accurate information about the Bill Emerson Good Samaritan Food Donation Act.  
<http://www.pcma.org/source/community/network/usa/how/billemerson.asp>
- 🌐 Sierra Club – 10 Steps to a Green Wedding.  
[http://sierraclub.typepad.com/greenlife/2007/03/10\\_steps\\_to\\_a\\_g.html](http://sierraclub.typepad.com/greenlife/2007/03/10_steps_to_a_g.html)
- 🌐 Sustainable Travel International online newsletter - [info@sustainabletravel.com](mailto:info@sustainabletravel.com)
- 🌐 Sustainable Travel – “How to Plan a Green Wedding and Honeymoon”  
[http://blog.sustainabletravel.com/how\\_to\\_plan\\_a\\_green\\_wedding\\_an.html](http://blog.sustainabletravel.com/how_to_plan_a_green_wedding_an.html)
- 🌐 Sustainable Travel Magazine – Bello Mundo <http://www.bellomundo.com>
- 🌐 Terra Choice Environmental Services, Inc. – Is dedicated to working with the marketplace to improve the environment by assisting organizations in turning their environmental challenges into opportunities.  
<http://www.terrachoice.ca>
- 🌐 U.S. Dept. of Agriculture – The National Organic Program  
<http://www.ams.usda.gov/nop/indexIE.htm>
- 🌐 U.S. Dept. of Agriculture: Food Recovery and Gleaning Initiative - This is a comprehensive guide to food donation laws, including links to state Good Samaritan Laws and resource lists and information on food recovery. <http://www.usda.gov/news/pubs/gleaning/content.htm>
- 🌐 U.S. Environmental Protection Agency – Comprehensive manual on greening meetings.  
<http://www.epa.gov/oppt/greenmeetings/>
- 🌐 World Centric – Fair Trade and Eco Store - Online store with several serviceware products that are biodegradable and compostable. <http://www.worldcentric.org/store/index.htm>
- 🌐 Voluntourism online newsletter - <http://www.voluntourism.org/newsletter.html>

## Books

---

- 📖 *Simple Steps to Green Meetings and Events: The Professional’s Guide to Saving Money and the Earth* by Amy Spatrisano & Nancy Wilson, 2007. ISBN 13: 978-0-615-16990-3 (published winter 2007).
- 📖 *The Bottom Line of Green is Black* by Tedd Saunders, 1993\*
- 📖 *The Consumer’s Guide to Effective Environmental Choices* by Michael Brower and Warren Leon, Three Rivers Press, New York, 1999
- 📖 *The Ecology of Commerce* by Paul Hawken, 1993
- 📖 *Mid-Course Correction, Toward a Sustainable Enterprise: The Interface Model* by Ray Anderson, 1998\*
- 📖 *Natural Capitalism: Creating the Next Industrial Revolution* by Paul Hawken, Amory Lovins and Hunter Lovins, 1999
- 📖 *The Natural Step for Business: Wealth, Ecology and the Evolutionary Corporation* by Brian Nattrass and Mary Altomare, 1999

\*books with chapters on greening meetings and hotels

---

## Getting Started – Build a Green Plan!

**Presentation by:** Sandra Wood, CMP, Annual Meeting Manager, Canadian Medical Association  
Genevieve Leclerc, CMP, Manager Congress Operations PCO Corporate Division, JPDL Montreal

### Set your goals and objectives

- Research
- Talk their (your employer/client's) language, maybe they have environment in their strategic plan already, maybe they have something about health, sustainability, social responsibility in their mission statement (code of conduct/ethics, policies, guidelines etc.), even if they don't they may still be open to a "green goal" for the meeting/event.
- Create a goal specific to the greening of your meeting/event to ENGAGE your employer/client in the process...you need their support, you need the funding!

Example below:

**Goal:** To minimize the adverse environmental and human health impact of hosting CMA General Council by adopting principles of resource conservation and pollution prevention while ensuring that the needs of attendees to General Council, the needs of the CMA membership and the needs of the CMA are met.

*(Note: This goal is aligned with the mission, goal and vision statement of the Canadian Coalition for Green Health Care of which CMA is a founding member).*

Objectives – Short Term – what can you do at this meeting? (they should be S.M.A.R.T. = Specific, Measureable, Attainable, Realistic, Time Specific)  
Long Term – what you can't achieve this meeting or this year...what can you do longer term?

### Prepare Guidelines

- you don't have to reinvent the wheel – PCMA Fifth Edition Chapter 30, Environment Canada Green Meeting Guide, Environmental Protection Agency, Convention Industry Council, Canadian Network for Environmental Education and Communication Steering Committee Green Conference Guide – there are lots of guidelines out there, these are just a few.

**Audit what you normally do**, where can you make changes in the following areas:

- Site Selection
- Accommodation and Venue Selection
- Registrations/Invitations
- Printing/Postage/Signage
- Delegate Kits Bags/Name Badges
- Food/Beverage
- Computers/AV/Website/Other Technical Equipment
- Transportation (Ground/Air)/Shipping
- Floral/Décor
- Service Contractors
- Sponsors
- Trade Show/Exhibitors
- Carbon Offsets

**Build a Task List or Check List** – what can you realistically do – add it to your existing checklist – needs to be integrated

### Use Credible Sources

- buyer beware – no regulations, few standards available
- do your homework, Google, look at the Green Meeting Industry Council Website

### **Build a Strong Relationship with Your Venue**

- send them your “wish list”
- encourage them, work with them, can they set up a green committee (if they don’t have one)
- involve various departments within venue from the start (operations, housekeeping, reservations, banquets, sales, chef, engineering)
- be aware that they too are learning and changing processes – start with gentle nudging and guidance

### **Be F-l-e-x-i-b-l-e!**

- compromises to be made (organic versus locally grown), you can’t get all the green items you want...at least not yet but as things come on line that will change
- you can’t do it all the first time, do what you can, solid steps
- limitations, varies city to city, venue to venue

### **Communicate Your Efforts**

- tell your delegates daily, announcements, project into plenary
- don’t make promises in advance you can’t keep – you’ll lose credibility, be careful
- get daily updates from the venue and relay that to your attendees “that event we went to last night, only produced 1 garbage bag for the landfill” etc.
- give them a list of what you did (maybe put up a poster)
- ask attendees on the evaluation form if they have suggestions for the future, engage them
- have a “green” info booth or maybe hold a “green” orientation session to show/explain to everyone what you’re doing at the event and how they can help

### **On Site Delivery**

- pre-con to remind venue, the departments, of your efforts
- get green volunteers to help you monitor daily what’s happening
- keep notes of what you observe, improvements for the future

### **Measureables**

- how did you do?
- Determine what you want to measure, create consistency from year to year  
i.e. Measure total weight of garbage/recycling/composting at venue generated by your event  
Measure power consumption  
Costs – where did you spend where did you save?  
What was your carbon footprint?  
Prepare a post event green report of what went well, what didn’t, steps forward, recommendations, policies required, revisit those guidelines do they need revising? Is the goal still attainable, do the objectives need revisiting/updating?

It gets easier as you integrate all of these things into your normal practices and as suppliers and venues come on line.

### **We Are All Learning**

#### **Create the Demand for Green Products and Services**

#### **Share Your Experiences With Others, Spread the word**

#### **Every step forward in greening is a step in the right direction**

#### **How far do you go? As far as you can!**

#### **We all have a stake in this**

#### **We all benefit!**

P.S. Do you need to print this? If yes, turn your settings to double sided printing and use post-consumer content paper.

## Quebec City Convention Centre

### Summary

To make an eco-friendly event a success and reduce the environmental footprint of events, there are a few essential ingredients to use:

Environmental Sustainability  
Social Justice  
Economic Feasibility

With these ingredients, clients can then find a “green” venue to hold their event. The ideal venue integrates the 4R’s principle (*Reduce, Reuse, Recycle, Renew*) in its daily operation.

To certify the quality of operations in a building, there are a number of certifications. The Québec City Convention Centre is presently in the process of obtaining LEED certification (Leadership in Energy and Environmental Design), and is well on its way to becoming the first convention centre to obtain LEED certification for existing buildings in Canada.

Involving committed partners is also very important to make green events successful. Since last April, the Québec Convention Centre’ clients have been given the option of reducing their event’s environmental footprint by making a donation to the *Fondation de la faune du Québec*. Taking an even greater step towards sustainable development, the Convention Centre now offers the option of purchasing carbon credits to make events carbon neutral. With the purchase of Planetair offsets, clients will neutralize greenhouse gas emissions generated by their events.

At the Québec City Convention Centre, Takt Etik provides the services of an eco-advisor for the logistics management of your event, we will help you reach your objectives by providing you with step-by-step assistance.

When choosing a convention centre, meeting planners must make sure it has:

- A waste, energy and water management system.
- An environmental policy.
- Hazardous waste intervention program.
- Partnership agreements with food banks for production surpluses.

More specifically, a convention centre should have:

- Energy-efficient lighting
- Mercury free light bulbs
- Electronic equipment to reduce water consumption
- HCFC-123 chilliers
- Centralized immotic controls



**TreeCanada ArbresCanada**

Green Your Meeting – From Theory to Reality

Michael Rosen, R.P.F., President, Tree Canada

### “Carbon Offsets”

For most people, the concept of “carbon offsets” is not easily understood. Simply put, increases in atmospheric carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>) and nitrous oxide (N<sub>2</sub>O) levels over the last 200 years have allowed greenhouse gases (GHG’s) to absorb the heat radiated out from the earth. Human activity, particularly activities associated with energy use and deforestation, is the culprit. Increase heat absorption by those gases leads to climate change. Carbon offsets are one way to lower the amount of greenhouse gas emissions.

In December 1997, 160 countries reached an agreement to reduce their greenhouse gas emissions to 1990 levels. Canada signed on to the Kyoto Protocol in 2002 and agreed to a 6% reduction relative to its 1990 levels by 2012. Unfortunately Canada has not come close to meeting these commitments.

Long-term reduction of GHG’s can be reached: by increasing energy efficiency, by using alternative energy, and by reducing demand. Short-term reductions can be obtained through the development of carbon sinks: such as the capturing of CO<sub>2</sub> emissions by growing trees.

“Carbon credits” can be exchanged between businesses or bought and sold in international markets. There are many companies that sell carbon credits to those interested in lowering their carbon footprint. The quality of the credit is based in part on the validation process.

Conferences for which a large number of people must travel in order to attend produce a large amount of CO<sub>2</sub>. Approximately 85% of CO<sub>2</sub> emissions of a large conference can be attributed to travel. An attempt to reduce CO<sub>2</sub> emissions can be made by arranging alternative travel and by reducing energy consumption at the hotel, but inevitably people have to travel from A to B. Even David Suzuki has admitted that his own GHG nemesis is his amount of air travel. A solution for the “green meeting” organizer is to offset the conference’s carbon by purchasing carbon offsets and/or planting trees.

A number of organizations are now set up to make “donations” for investment in carbon offset projects overseas. However, many conference organizers prefer to keep offset donations in Canada so that the impact of those donations can be felt here at home. Indeed, the storage of CO<sub>2</sub>, is only one of the many other community and environmental benefits that trees provide. Keeping the investment in Canada makes good sense.

Tree Canada has developed a program to help organizers ensure their events remain “carbon neutral”. Our personnel can assist organizers in the calculation of their meeting’s carbon emissions based on known conversion values. Since trees are 50% carbon coming from the atmosphere, the number of trees needed to offset a certain amount of CO<sub>2</sub> over a period of time can be calculated. This calculation includes the long-term carbon absorption since as trees grow; they store more carbon over time. Based on this calculation, Tree Canada can then arrange the planting of trees in large, controlled tree planting projects. Areas of natural and artificial disasters where wildfires or windstorms have occurred, are targeted areas. Long-term agreements are then signed so that the trees’ survival never goes below 60% The conference is then given a “Carbon Neutral Event” logo to use, a boilerplate paragraph to include in their program, their event is listed on the Tree Canada website (which averages 18 million hits/year) and the organizer has the satisfaction of knowing that the inevitable pollution caused by the meeting has been compensated by the planting of trees.

Accounting for and offsetting carbon emissions is a very important part of the new “green meeting”.

Michael Rosen, R.P.F.  
President  
[mrosen@treecanada.ca](mailto:mrosen@treecanada.ca)



GREEN PARTNERSHIP

[www.fairmont.com/environment](http://www.fairmont.com/environment)

#### EVENT PLANNING GUIDE

The goal of Fairmont's Eco-Meet program is to minimize harm to the environment during meetings, conferences and similar events. When selecting a venue for a green event, meeting planners will consider all aspects of the hotel or resort's accommodation, operations, programs and policies.

This guide was prepared to help you:

- provide ready information about your hotel operations to help meeting planners who are selecting a venue for a green event (Section 1)
- keep track of which options are being implemented once a planner has chosen your location as the venue of a green event (Sections 2-4).

These items are meant only to guide you to explore various property features to "green" your events — the availability of programs and features may vary among properties, depending on local laws and regulations. If you are not familiar with all aspects of the property, you can get more information from your Green Team or Engineering Department, or you can contact Michelle White, Director, Environmental Affairs.

Please request a copy of Fairmont's Environmental Policy to learn more about the company's efforts in this area.

For further information, please contact:

Michelle White  
Director, Environmental Affairs  
Fairmont Hotels & Resorts  
416 874 2415  
[michelle.white@fairmont.com](mailto:michelle.white@fairmont.com)

## SECTION 1: VENUE SELECTION

On-site operations are important considerations when selecting a venue — conservation practices result in a resource-efficient property that is better for the environment. Please review the following. Please note that some of these options are subject to availability, based on geographic locations and restrictions. Fairmont standards are highlighted.

### External Accreditation

- Property has an external certification or environmental rating.
  - Green Key program (Canada)
  - US EPA Energy Star Program (US)
  - Other (please specify)
- An environmental audit of the hotel has been completed in the last two years. This includes external audits and internal audits such as those by Fairmont Green Team colleagues.

### Waste Management

- Recycling programs are in place.
  - Back-of-the-house recycling
  - Guest room recycling
- The property uses eco-conscious hotel cleaning products. *EcoLab is Fairmont's corporate supplier of environmentally preferable cleaning products.*
- Partially used amenities and household goods are distributed to local shelters/charities.

### Water Conservation

- Linen and towel exchange program is available at resort locations. *Company standard.* The availability of this program varies throughout city center properties.
- Water-conserving fixtures are in guest rooms, including tap aerators, low-flush toilets and low-flow showerheads.
- Grounds are irrigated with wastewater (only applicable to resort properties).

### Air Quality

- Low volatile organic compound (VOC) materials are used in guest rooms, such as paints, carpets, wall coverings, etc.
- Hotel provides information on local transit and encourages carpooling.
- Hotel offers free parking to overnight guests arriving in hybrid vehicles.

### Energy Efficiency

- Energy-efficient lighting is used in guest rooms and meeting rooms.
- Occupancy sensors or timers are used to control lighting in guest rooms.
- Programmable thermostats are used in guest rooms.
- Energy efficient HVAC system is in use.
- Guest rooms have an established temperature set-point.
- Natural light is used for exhibits wherever possible to minimize lighting.

If you have questions, please follow up with the hotel's engineering department.

## SECTION 2: ECO-CUISINE — FOOD AND BEVERAGE SERVICE

### “Disposable-free” service

“Disposable-free” service is an important element to a greener meeting. Please note that some of these options are subject to availability, based on geographic locations and restrictions, and that health issues need to be considered when choosing bulk servings.

- Refillable water jugs are to be used instead of water bottles.
- Milk and sugar will be served in bulk. *Company standard.*
- China is to be used instead of disposable items. *Company standard.*
- Linen napkins are to replace paper ones.
- Cutlery is to be used instead of plastic items, stir sticks. *Company standard.*
- Centerpieces will be edible/organic arrangements or made from reusable items such as silk flowers. Cost for this will be the responsibility of the meeting planner.
- Paper doilies will not be used; they will be replaced with coasters where possible.
- Menus produced internally will be printed on recycled paper stock. *Company standard.*
- If disposables cannot be avoided, they are to be biodegradable or recyclable.

### Food and beverage selection

Consider where you buy as well as what you buy.

- Organic beverages (such as wine or tea) are to be available. *Fairmont's Tea Collection was created by the Metropolitan Tea Company; they are the only North American member of the Ethical Tea Sourcing Partnership, with a commitment to sustainable production adhering to all social and environmental laws.*
- Local and in-season regional cuisine is served where possible.
- Seafood choices are sustainable.
- Vegetarian options are available.
- If there is an on-site herb garden, dishes will be featured that use those herbs.

### Handling food waste from events

- Organic waste from the kitchen is composted.
- Leftover food is donated to food banks/local shelters (Check your local laws).



GREEN PARTNERSHIP

[www.fairmont.com/environment](http://www.fairmont.com/environment)

### SECTION 3: ECO-SERVICE

Other areas within the function can incorporate environmental considerations.

#### **Environmental Education**

- Client requires a Corporate Environmental Policy (Fairmont offers one).
- Environmental educational materials are to be made available to planners & delegates. Fairmont offers the following:
  - Green Partnership Brochure
  - Green Partnership Press Materials
  - Green Partnership Guide (may require purchase)
- Hotel-specific information on environmental initiatives is to be available in delegate guest rooms.

#### **Paperless Services during the Event**

- Dedicated TV channel is to be available to provide information and updates to delegates.
- Electronic paperless check-in/checkout is to be used. *Company standard, though some exceptions based on local laws.*
- Hotel/resort will stop newspaper delivery to delegates upon request.
- Hotel/resort will e-mail contracts, etc., where possible.

#### **Meeting Room Recycling Capabilities**

- Recycling stations/bins to be placed in meeting room. (Ensure these are well-labeled and indicate to delegates what can be placed in each receptacle.)

#### **Signage Considerations**

- White boards are to be used, rather than flip charts.
- If flip charts are used, ensure high post-consumer content paper (80% min).
- Leftover conference supplies, such as paper, pens, etc., are to be donated to a school or charity.
- Promotional collateral will be minimized, where possible.

#### **Carbon-Neutral Event**

- Emissions from the event will be offset through the purchase of Renewable Energy Certificates (RECs or green tags). The concept of offsetting emissions from events is gaining momentum. Please check with Fairmont's Environmental Affairs Office for an offset provider that planners can then retain to buy the appropriate offset.



GREEN PARTNERSHIP

[www.fairmont.com/environment](http://www.fairmont.com/environment)

#### SECTION 4: ECO-PROGRAMMING

Green programming options help delegates to take the eco-experience outside the meeting room. Many Fairmont properties work with community organizations whose programming can be incorporated into individual company agendas. Consider the following:

- Delegates receive a welcome note or e-mail explaining Eco-Meet and its environmental value, and the actions taken to green the event.
- Delegates receive environmentally friendly in-room welcome amenities or gifts.
- Delegates receive information about any nature-based activities or trails in the area.
- Walking maps of the area are available through the concierge.
- Delegates are informed about Eco-Innovations projects as potential activities (this is property-specific; please check with the hotel).
- Any on-property green space, such as terraces or rooftop gardens, is incorporated into the event.