



Sustainable Meetings

APEX/ASTM Environmentally
Sustainable Meeting Standards

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Convention Industry Council

About CIC

Convention Industry Council

CIC is a federation of more than 30 trade and professional associations in the meetings, conference, exhibitions, and events industry.






- CMP Program
- CMP Conclave
- APEX Initiative (Accepted Practices Exchange)
- Economic Impact Study
- Hall of Leaders







Our website: www.conventionindustry.org

What We'll Consider

Agenda

-  **Meetings and their impacts (+ and -)**
-  **Green and Sustainability**
-  **APEX/ASTM Standards**

When We Meet

-  **Educate & Facilitate Learning**
-  **Build Networks & Communities**
-  **Deepen Understanding**
-  **Share Experiences**
-  **Conduct Business**
-  **And so much more...**

When We Meet

There are impacts we don't want...

...and they are changing the way we think about our business as **planners** and as an **industry**.

Typical 3-Day Meeting

 **300 Attendees**

 **3 days**

 **National attendance**

 **Typical materials, badges, tickets**

 **Typical meals, breaks, receptions**


Source: MeetGreen (www.meetgreen.com)

Waste Generated

Our typical 300 person meeting

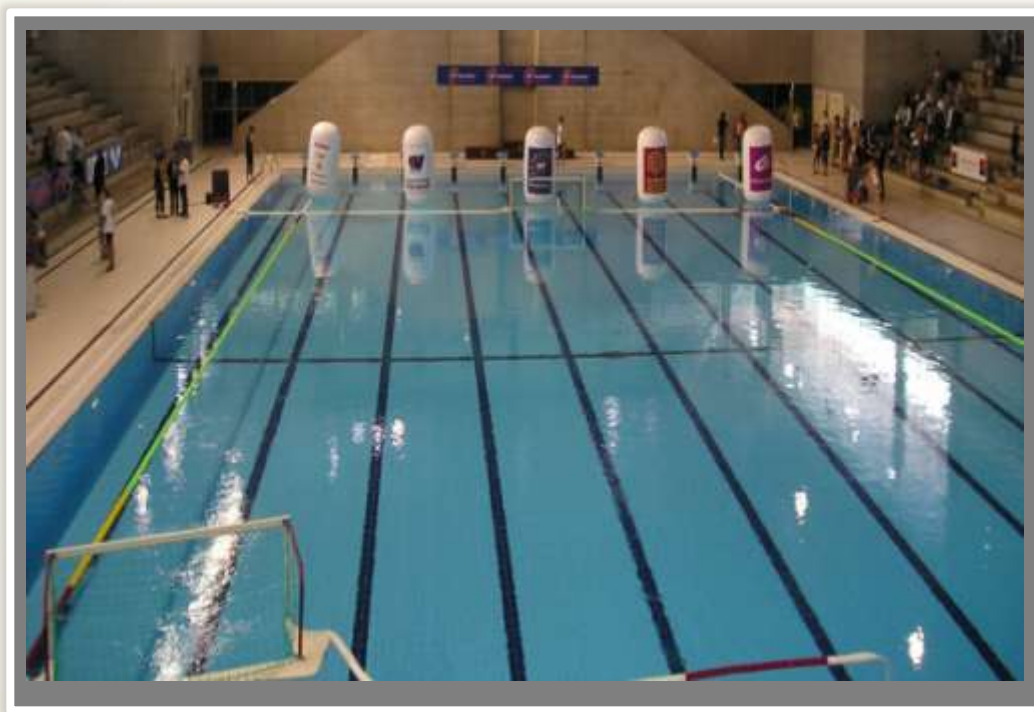


The mass of
33 small cars


 Source: MeetGreen

Water Used

Our typical 300 person meeting



Fills half an
Olympic Pool


 Source: MeetGreen

Greenhouse Gases Emitted

Our typical 300 person meeting




Would fill a lot
of basketballs.
25,175,000

 Source: MeetGreen

Compared to Home



**Three to four times
the rate when at
home**

 Source: GMIC

Balance

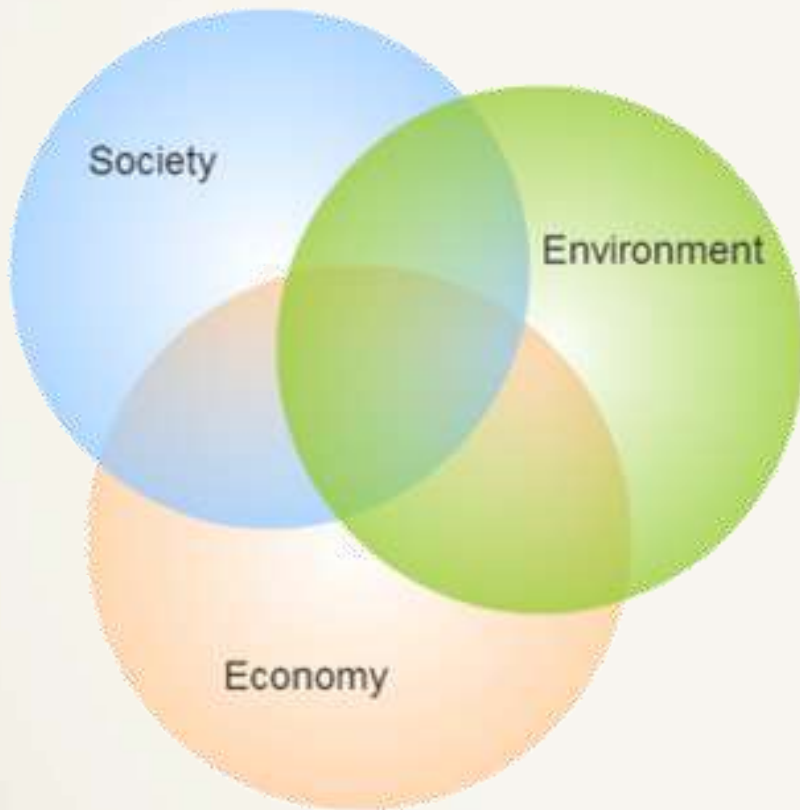


Photo: James Jordan (flickr.com)

Sustainability

Sustainability

A definition

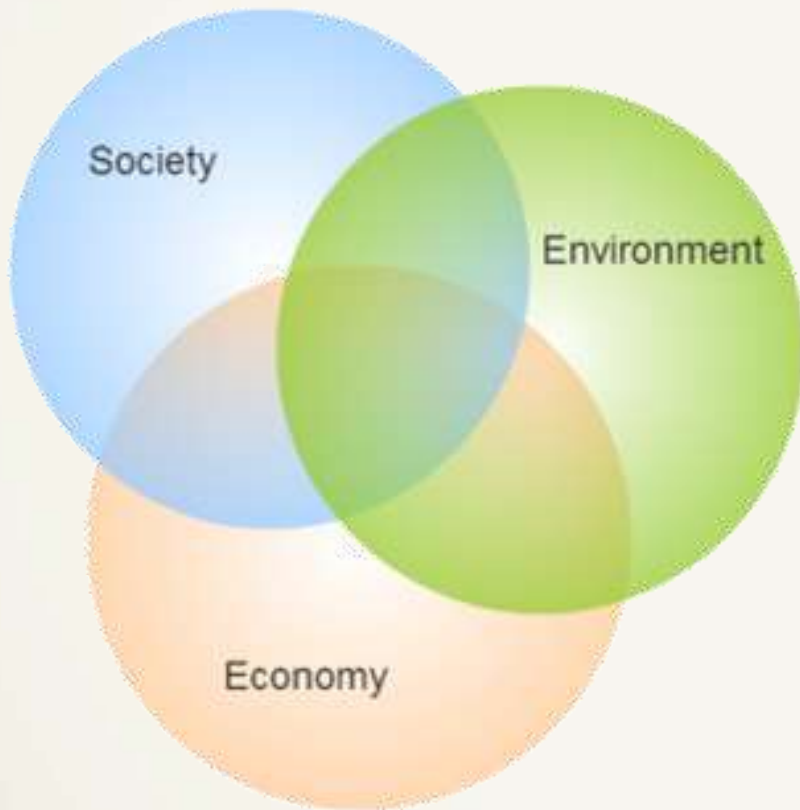


“Meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

- UN Brundtland Commission
1987

Sustainability

Characteristics

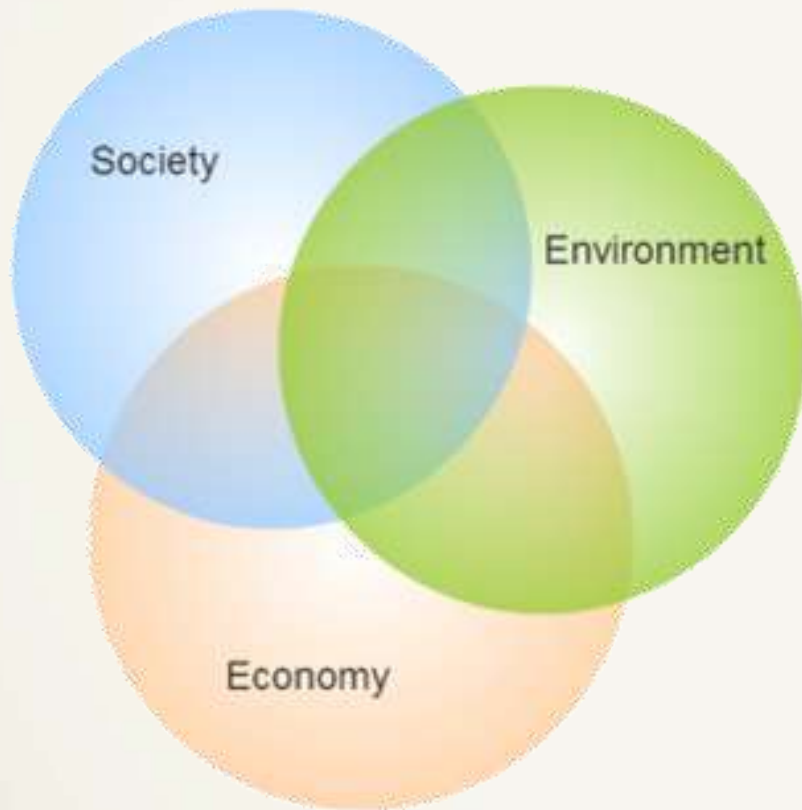


Sustainable when...

- Socially Responsible
- Environmentally Sound
- Economically Viable

Sustainability

An idea with many forms



AKA

- Corporate Social Responsibility
- Triple Bottom Line (People, Planet, Profit)
- The Natural Step
- ...

Implications for Meetings

Some “Lensing Questions”

Social

What legacy does the meeting leave behind?

Do we improve the communities we touch?

Environment

What are our impacts on the environment?

What do we do about them?

Economic

Are we satisfying business needs?

Are our meetings effective?







APEX/ASTM Environmentally Sustainable Meeting Standards

The Background

Origin of the standards and who is involved



Why Standards?

-  Collect best practices into formal structures
-  Bring clarity and consistency to a practices and processes
-  Agreed upon – consensus – validated
-  Meet organizational mandates
-  Objective
-  Measurable, Specific






Mission and Approach

Green Meeting and Events Panel

Develop voluntary standards that can be implemented to create a more sustainable meeting or event.

The panel defines sustainability as the economic, environmental and social aspect of meetings and events.

The Industry's Own Solution

-  By the industry, for the industry
-  Subject Matter Experts from all segments
-  Hundreds of volunteers
-  Open review
-  Public forums for feedback (City Discussion Groups)

Three Goals

Goal 1

Industry-wide
accepted
standard for a
green meeting

Goal 2

Road map for
Planners and
Suppliers who
wish to
implement
sustainable
practices

Goal 3

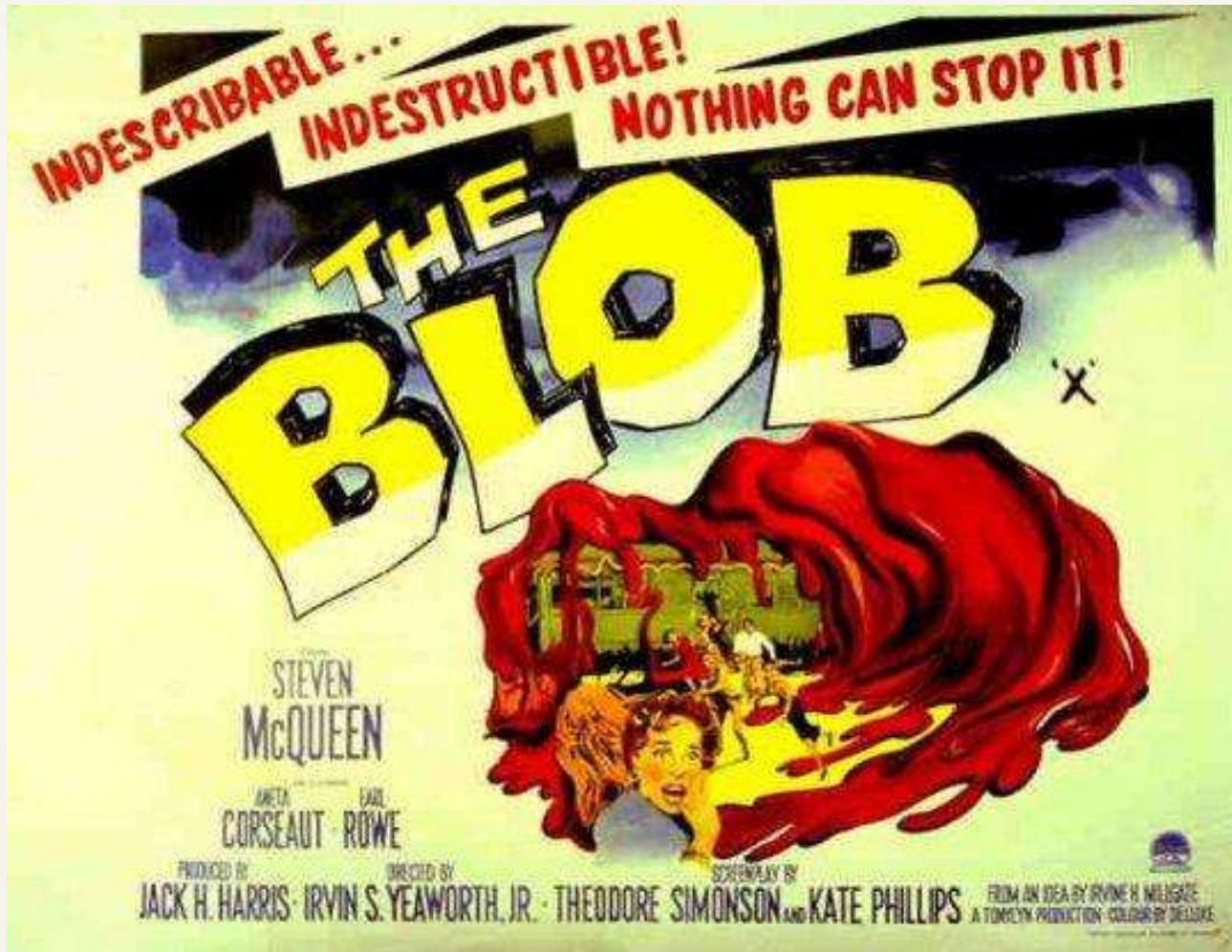
Enhance
sustainable
practices with
communities,
venues, clients,
attendees,
exhibitors and
vendors, etc.

Where to Start?



Photo: rduck (flickr.com)

Where to Start?





9 Sectors or Standards

 Audio-Visual

 Accommodations

 Communications &
Marketing

 Destinations

 Exhibits

 Food & Beverage

 Meeting Venue

 On-Site Office

 Transportation

8 Categories or Action Areas

1. Staff management/policy

2. Communication

3. Waste

4. Energy

5. Air quality

6. Water

7. Procurement

8. Community Partners

2 Primarily Focused on Policy

-
1. Staff management/policy
 2. Communication
 3. Waste
 4. Energy
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 8. Community Partners

1 Primarily Focused on Social

1. Staff management/policy

2. Communication

3. Waste

4. Energy

5. Air quality

6. Water

7. Procurement

8. Community Partners



5 Primarily Focused on Environment



Requirements

Where it all happens

1. Staff management/policy
2. Communication
3. Waste
4. Energy
5. Air quality
6. Water
7. Procurement
8. Community Partners

All the Requirements Give You...

- **Specific** actions to be performed or steps to be taken
- **Focus** on things that can be quantified and measured
- **Results** oriented plan

Who Contributes?



Sample Requirement

Food & Beverage Standard, Level 1 Procurement Requirement

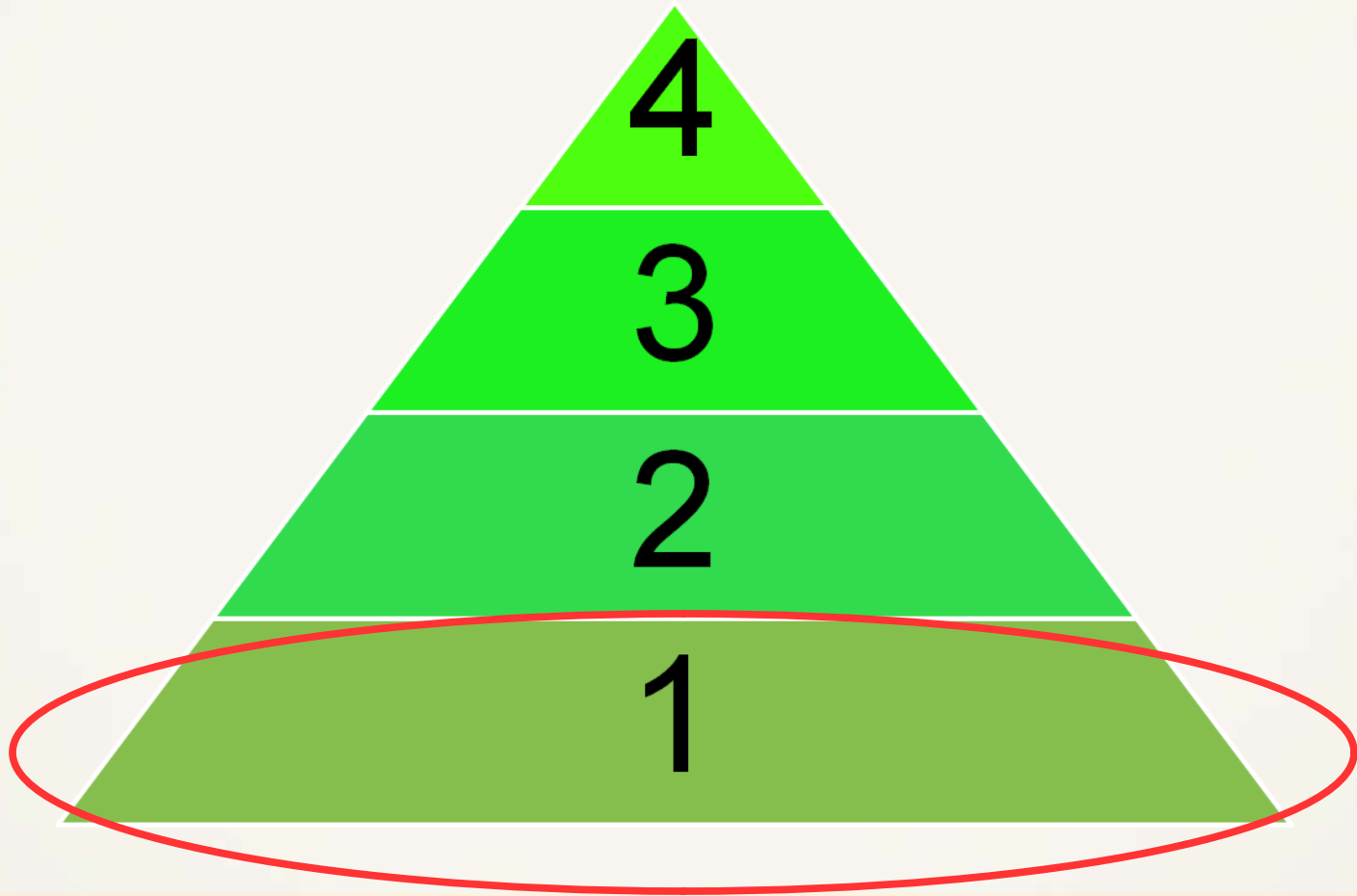
Planner

7.7.5 The planner shall require in their contract/agreement that all coffee is organic, fair trade, and/or shade grown for onsite events.






Supplier

8.7.5 The supplier shall purchase a minimum of 100% of coffee for onsite events which meets one or more following: organic, fair trade, and/or shade grown.

Tiered Performance Levels



More Details

-  Expected date? End of 2010
-  Format? Online and in print.
-  Supplemental resources and guides? Yes!
-  More in-depth education & training? Yes!
-  Carved in stone? No!

“Okay...”



What's it Mean for Me?

A few ways the APEX/ASTM standards are relevant

Planners

Use in planning

Guide operational changes

Assist with decision making

Strategic alignment with your organization

“How are we doing?”

Suppliers

Competitive advantage






Guide operational changes

Mitigate risk of reputation/regulations





Strategic alignment with customers

“How are we doing?”

To Think About

-  What is your organization's approach to sustainability?
-  What are the “lensing questions” for your meetings?
-  What are some of the impacts of your events?
-  What can you start to do today to lessen them?
-  Are your suppliers ready to join you?

To Do

-  Start talking with your team and your volunteers
-  Start talking with your suppliers
-  Keep advancing green efforts at your meetings
-  Think around the 9 sectors and 8 action areas

Resources

Starting points for more information

On the Web

Convention Industry Council

www.conventionindustry.org

Green Meetings Industry Council

www.greenmeetings.info

Meeting Professionals International

www.mpiweb.org/Portal/CSR

Professional Convention Management Association

<http://pcma.org/Resources.htm>

In Print

“Environmentally and Socially Responsible Meetings & Events,”

*Professional Meeting Management,
Fifth Edition*

Simple Steps to Green Meetings and Events

Amy Spatrisano and Nancy Wilson

Twitter Hashtags

#greenmeetings

#eventprofs



Thank You

www.conventionindustry.org