



# 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](http://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](http://www.meetgreen.com))

# Waste Generated

Our typical 300 person meeting

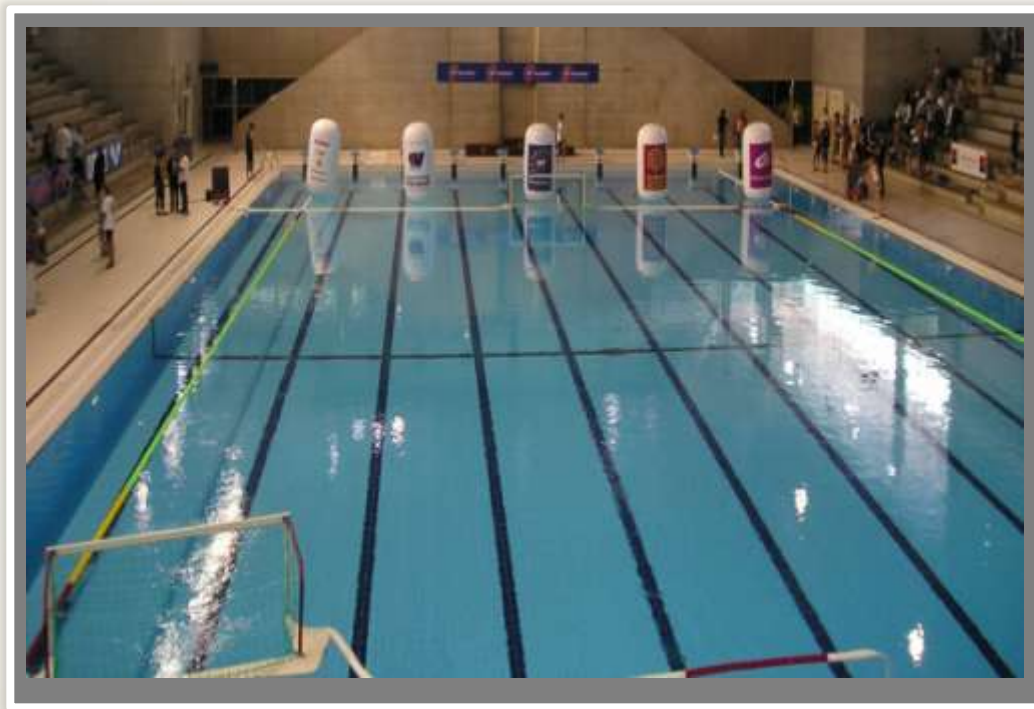


The mass of  
33 small cars


 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

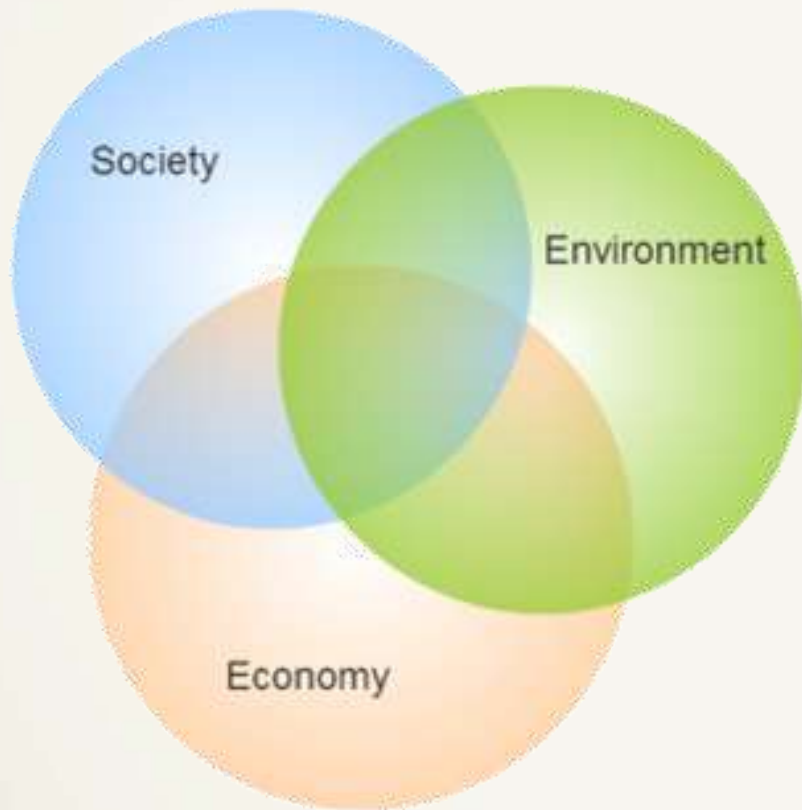


Photo: James Jordan (flickr.com)

# Sustainability

# Sustainability

A definition

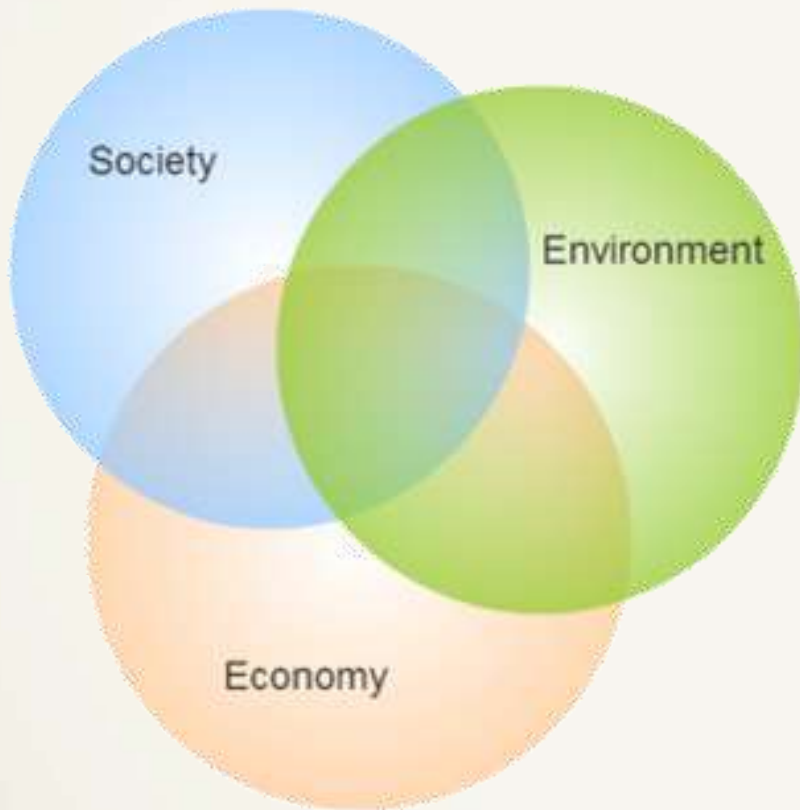


**“Meeting the needs of the present without compromising the ability of future generations to meet their own needs.”**

- UN Brundtland Commission  
1987

# Sustainability

## Characteristics

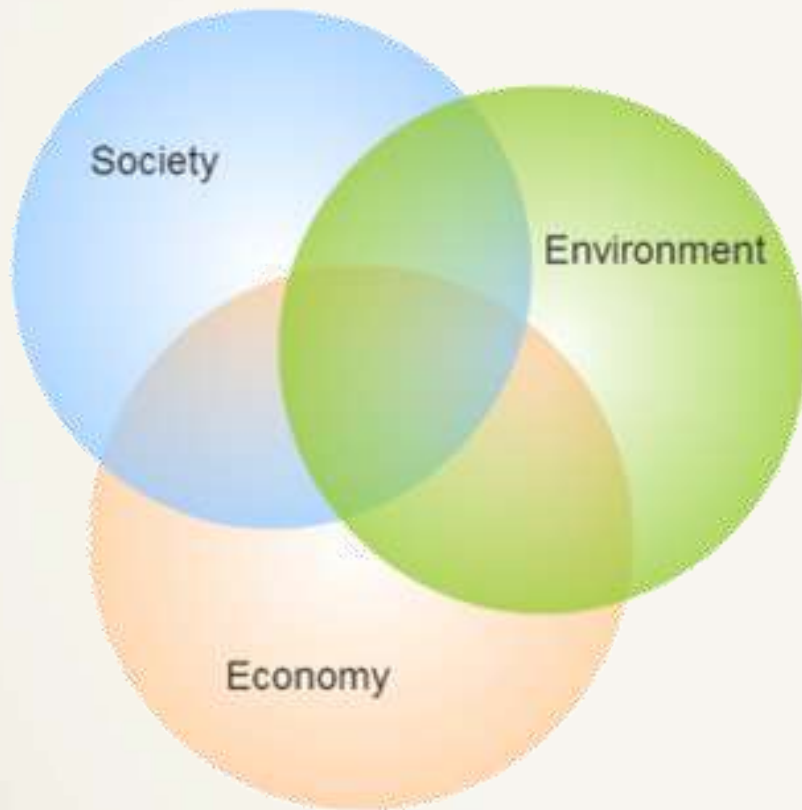


Sustainable when...

- 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

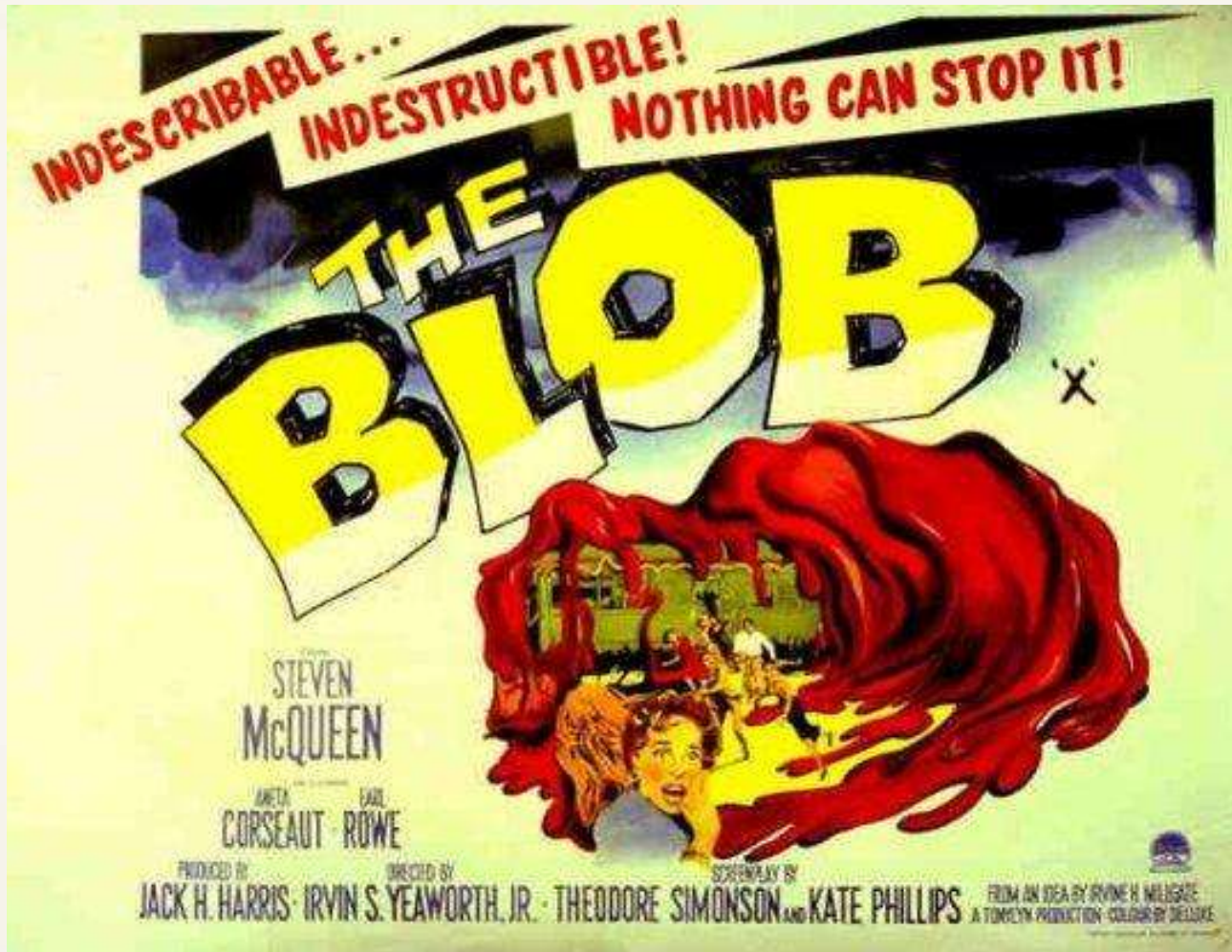
Enhance  
sustainable  
practices with  
communities,  
venues, clients,  
attendees,  
exhibitors and  
vendors, etc.

# 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
  5. Air quality
  6. Water
  7. Procurement
  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

1. Staff management/policy
  2. Communication
  3. Waste
  4. Energy
  5. Air quality
  6. Water
  7. Procurement
  8. Community Partners
- 
- A diagram consisting of eight horizontal bars, each containing a number and a text label. The bars are arranged vertically. The first bar is light blue and contains '1. Staff management/policy'. The second bar is light blue and contains '2. Communication'. The third bar is light blue and contains '3. Waste'. The fourth bar is grey and contains '4. Energy'. The fifth bar is light blue and contains '5. Air quality'. The sixth bar is grey and contains '6. Water'. The seventh bar is light blue and contains '7. Procurement'. The eighth bar is grey and contains '8. Community Partners'. To the left of the bars, there are five red arrows pointing to the right, specifically pointing to the third, fourth, fifth, sixth, and seventh bars.

# 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

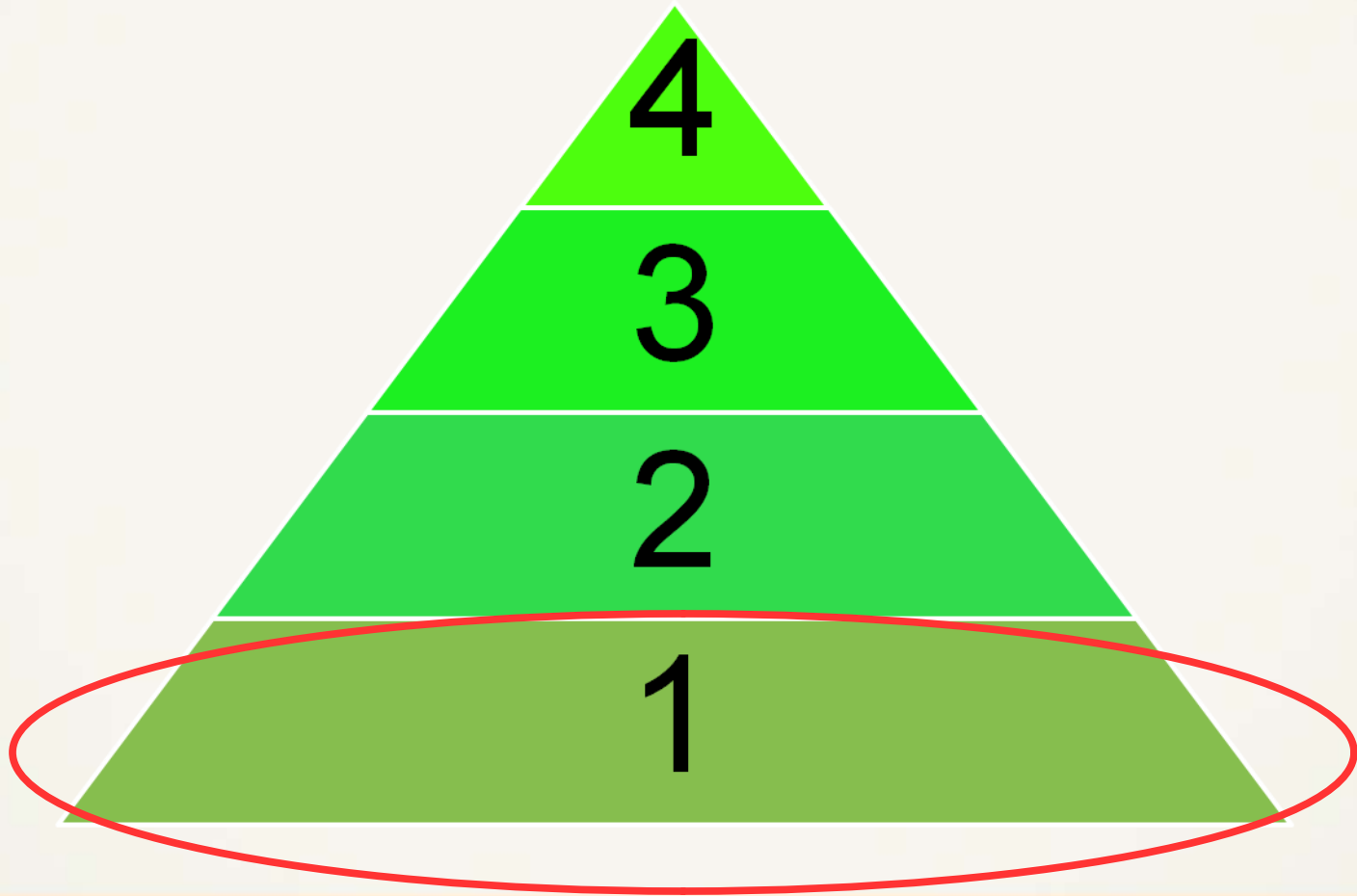
## Planner

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](http://www.conventionindustry.org)

**Green Meetings Industry Council**

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

**Meeting Professionals International**

[www.mpiweb.org/Portal/CSR](http://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](http://www.conventionindustry.org)