





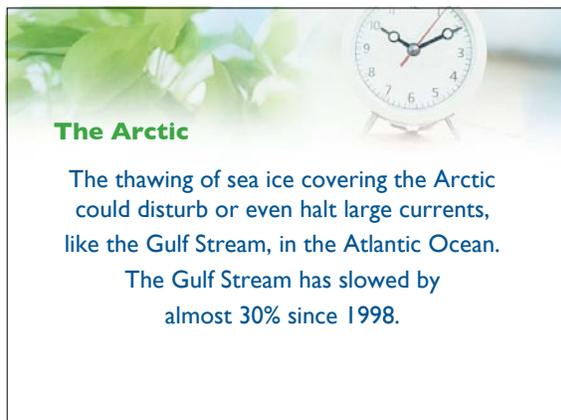
### The Arctic

- 1980s and 1990s were the hottest decades in **400 years**.
- The Arctic feels the effect most. The ice **is** disappearing. Ice-free summer by 2040.
- Glacier National Park: From 150 glaciers in 1910 to **27 today**.



North Pole

Summer Arctic Sea Ice Boundary in 1979



### The Arctic

The thawing of sea ice covering the Arctic could disturb or even halt large currents, like the Gulf Stream, in the Atlantic Ocean.

The Gulf Stream has slowed by almost 30% since 1998.



### The Amazon

- Deforestation and Flooding.
- Trash.
- Tremendous loss of biodiversity.
- Every year we lose an area of rainforest more than twice the size of Florida.
- The Amazon trees produce the air we breathe.



### Australia

- 7-year drought.
- Impacts people just like us.
- Farms worth nothing, loss of jobs, low food supplies, water shortages.
- It could happen here if the mid-west aquifers dry up.



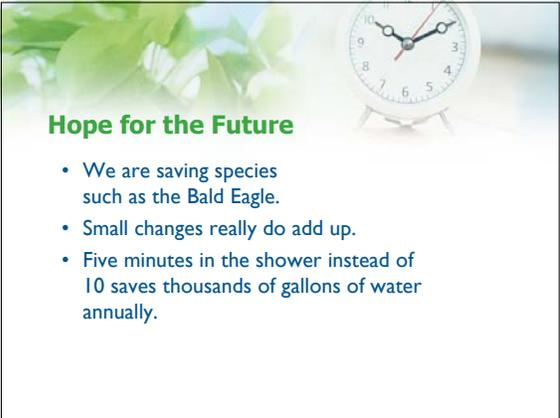
### Why We Don't See It

- 44% of Americans believe environmental concerns are exaggerated.
- We live in a temperate region.
- The wealthiest country in the world.
- One of the most unaffected areas of the world.
- Above sea level but not too high.



### Are Humans Causing It?

- “Very likely.”
- Industrialization, deforestation, and pollution greatly increase atmospheric concentrations of greenhouse gases that help trap heat near the planet surface.
- Post 9/11 study of impact of air traffic showed direct connection to African drought conditions.



### Hope for the Future

- We are saving species such as the Bald Eagle.
- Small changes really do add up.
- Five minutes in the shower instead of 10 saves thousands of gallons of water annually.



### What is Green?



### What is Green?

- **Healthy for the PLANET**
- **Healthy for PEOPLE**
- **Healthy for PROFIT**



### For the Planet

- **REDUCE** Waste
- **STOP** using **Toxins** that poison the planet
- **USE** what we need
- **Remember, we’re not just saving the planet, we’re saving our home**



### For People

- **STOP** using **Toxins** that poison our food, our homes, our workplaces, us
- **END** Poverty and create stability
- **BE FAIR** and use our fair share
- **SUBSTANCE** instead of style



**For Profit**

- **Extreme Poverty is a WASTE of Human Ability**
- **Increase PRODUCTIVITY and PROFIT**
- **Decrease ABSENTEEISM**
- **Gain RECOGNITION**
- **Support LOCAL and SMALL Business**



**Green is Corporate Social Responsibility**

- Recognition that an organization is inextricably intertwined with society and the earth.
- Must take responsibility for its actions in regard to the “triple bottom line” or people, planet, and profit.
- Sustainable future.



**Silver-Green Lining**

“Green” is about **CONSERVING** resources, including

- **TIME** - small changes save time
- **MONEY** - lower costs, simplify budgets
- **INCREASES** productivity
- **RECOGNITION** - with leadership
- **Brings calm and simplicity**



**Green is Free**

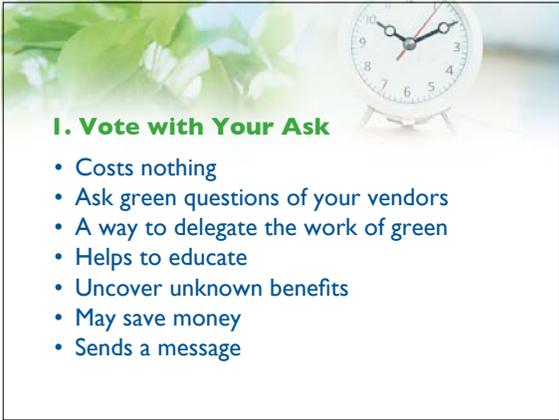
- A waste audit will uncover countless unnecessary expenses - many of them driven by legacy event policies that are now out of date
- “Overnight Shipping Syndrome” - often the result of poor planning or false urgency. Costs 5 times as much as ground.
- Bottled water: Filtered water can save approximately US\$50 per attendee for a three-day meeting.



**Questions?**



**9 Green Strategies**



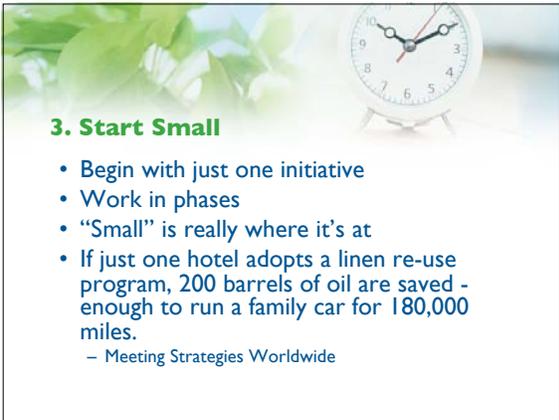
### 1. Vote with Your Ask

- Costs nothing
- Ask green questions of your vendors
- A way to delegate the work of green
- Helps to educate
- Uncover unknown benefits
- May save money
- Sends a message



### 2. Work with Your Team

- Create a Green Team
- Your staff
- Your suppliers and vendors
- The responsibility is on everyone's shoulders
- Create an open atmosphere for input - this is a "young" movement
- Green is collaborative



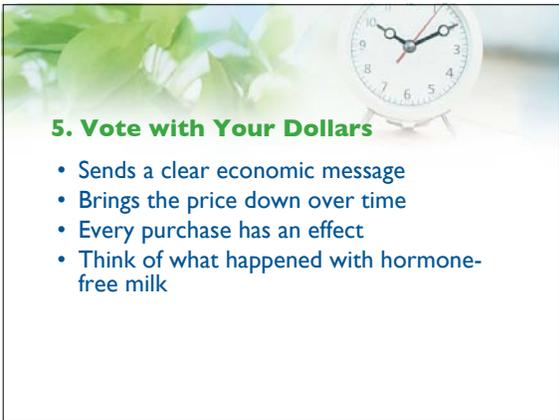
### 3. Start Small

- Begin with just one initiative
- Work in phases
- "Small" is really where it's at
- If just one hotel adopts a linen re-use program, 200 barrels of oil are saved - enough to run a family car for 180,000 miles.  
– Meeting Strategies Worldwide



### 4. Reallocate Spending

- Think creatively about the budget.
- What can we spend less on?
- Should we do the same thing we've always done?
- Use additional funds to support green strategies that do cost more.



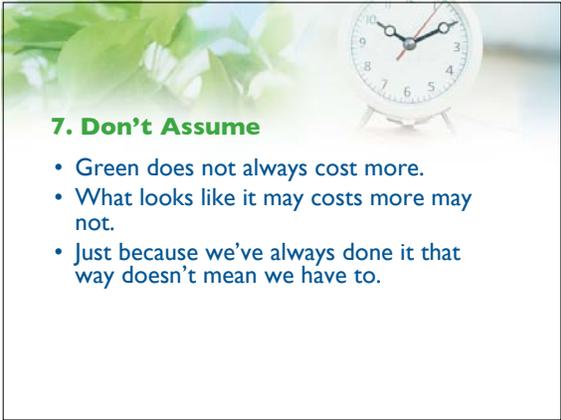
### 5. Vote with Your Dollars

- Sends a clear economic message
- Brings the price down over time
- Every purchase has an effect
- Think of what happened with hormone-free milk



### 6. ARSO

- Go beyond Reduce, Reuse, Recycle:
- **A**void: such as plastic water bottles
  - **R**educe: things like paper usage
  - **S**ubstitute: a branded experience for a promotional item
  - **O**ffset: the environmental impact by purchasing carbon credits



**7. Don't Assume**

- Green does not always cost more.
- What looks like it may cost more may not.
- Just because we've always done it that way doesn't mean we have to.

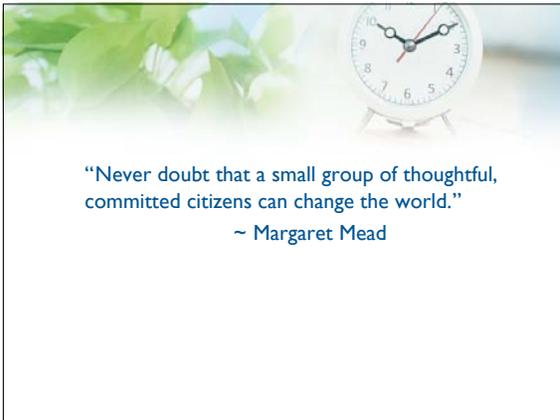


**8. Take a Stand**

- Choose a green initiative that aligns with your industry
- Send a message
- Recognition for your organization, your cause, your staff, your agency



**9. Don't Throw Money Away**



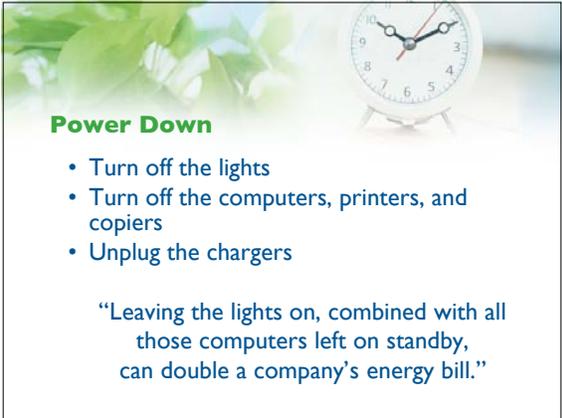
“Never doubt that a small group of thoughtful, committed citizens can change the world.”  
~ Margaret Mead



**Questions?**



**Tips**



### Power Down

- Turn off the lights
- Turn off the computers, printers, and copiers
- Unplug the chargers

“Leaving the lights on, combined with all those computers left on standby, can double a company’s energy bill.”



### Toxin Reduction

- Green the space:
  - 1 plant per 10 square yards
  - Peace lily, English ivy, Rubber plant, Weeping fig
- Low VOC paints
- Renovations: watch for chemicals in carpets, adhesives, wall coverings and furniture
- Avoid Sick Building Syndrome



### Recycle

- Reduces trash removal costs
- Print cartridges
- Plastic, paper, cans, cardboard, chipboard, bottles
- Batteries, cellphones, PDAs, outdated equipment
- [www.earth911.org](http://www.earth911.org)



### Food and Beverage

- Discontinue use of bottled water.
- Reduces costs.

“Bottled water costs 240 to 10,000 times more than tap water. It gobbles up more than 47 million gallons of oil each year.”

Gaiam



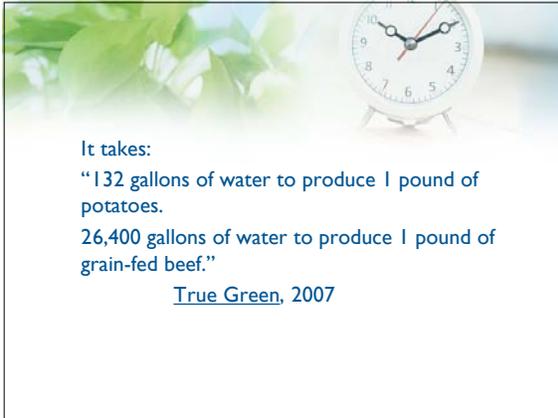
### More Food Options

- Dairy products free of synthetic growth hormone (rBGH, rBST)
- Organic
- Local
- Choose fish recommended by Seafood Watch, limiting heavy metal exposure and saving species
- Vegetarian



“For each 1 percent increase in organic food consumption in the U.S. alone, pesticide and herbicide use is reduced by over 10 million pounds per year.”

[Living Green](#)



It takes:  
 “132 gallons of water to produce 1 pound of potatoes.  
 26,400 gallons of water to produce 1 pound of grain-fed beef.”  
True Green, 2007

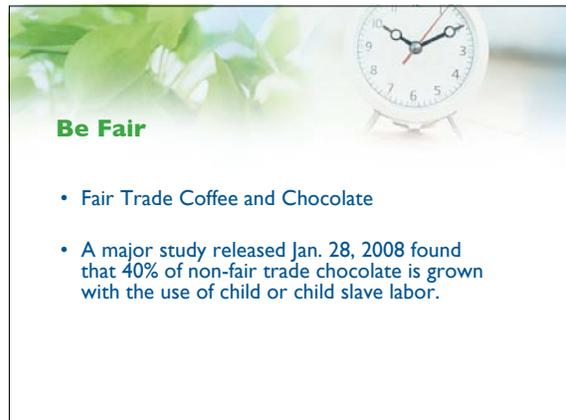


**Reduce Waste**

- Compost program with local university
- Reasonable Portions:  
 Don't accept huge servings just for show  
 Served instead of buffet
- Stop use of Single Serving Packets
- Donate Excess Food:  
 Choose options that allow for donation of excess food donation

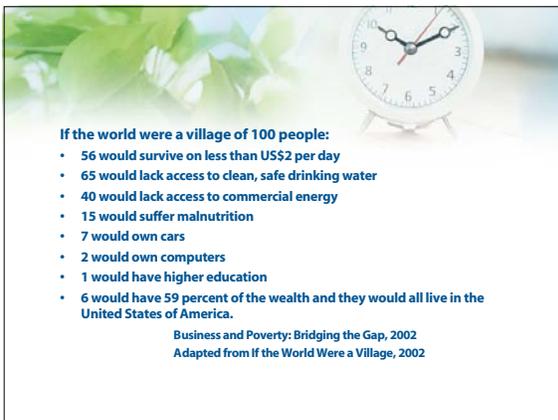


“27% of all food produced each year in the U.S. is tossed in the garbage.”  
True Green, 2007



**Be Fair**

- Fair Trade Coffee and Chocolate
- A major study released Jan. 28, 2008 found that 40% of non-fair trade chocolate is grown with the use of child or child slave labor.



**If the world were a village of 100 people:**

- 56 would survive on less than US\$2 per day
- 65 would lack access to clean, safe drinking water
- 40 would lack access to commercial energy
- 15 would suffer malnutrition
- 7 would own cars
- 2 would own computers
- 1 would have higher education
- 6 would have 59 percent of the wealth and they would all live in the United States of America.

Business and Poverty: Bridging the Gap, 2002  
 Adapted from If the World Were a Village, 2002



"It's the little things citizens do.  
 That's what will make the difference"  
 Wangari Maathai,  
 Nobel Peace Prize Winner &  
 Founder of The Green Belt Movement



**Resources**

- True Green, True Green at Work
- National Geographic, World Wildlife Fund, Nature Conservancy, Sierra Club
- Co-Op America
- SSBN: Susquehanna Sustainable Business Network
- GreenLine
- Coalition for Environmentally Responsible Economics (CERES), [www.ceres.org](http://www.ceres.org)
- GreenBiz, [www.greenbiz.com](http://www.greenbiz.com)



**Next Steps**

- Today's PowerPoint slides



**Questions?**



**Thank You and Good Luck!**