

**Welcome!  
Going Eco-Friendly:  
Making It Real for  
Any Meeting**





## **MPI's Position**

A business case for chapters to raise industry and community awareness of the "why" behind green meetings as well as the "what" and the "how".



## Today

- WHY these issues are the most important of our time
- HOW to Green Meetings ~ 9 Strategies that work for everyone
- WHAT to do ~ myths, facts, strategies and your ideas
- State of the Industry
- Resources



## Focus

- What the Industry Leaders are saying
- Minimum Standards
- Information for Planners and Suppliers
- Green is a Collaborative Effort
- There are No Experts



## Sarah T. Galbraith, CMP

- President and Founder of Meeting Well.
- 15+ years experience in hotels, conference centers, and as a meeting planner.
- Green meetings and access for people with disabilities.
- Meeting Management, Consulting, Speaking Services.

*Meeting Well* 

*Planet-Friendly ~ People-Friendly  
Meeting Management  
Consulting  
Speaking*



## **“Why” Green Meetings**

- Right thing to do.
- Saves time.
- Saves money.

A white alarm clock with two bells and a red second hand is positioned on the right side of the image. To its left, there are several vibrant green leaves, possibly from a plant like a peace lily, which are slightly out of focus. The background is a soft, light blue and white gradient.

## **Everyone Wants to Know**

### **Common Questions**

- **Is there really global warming?**
- **Is climate change really happening?**
- **Are humans causing it?**



## **Short Answer - Yes.**

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





## Why We Don't See It

- Temperate region.
- Wealthiest country in the world.
- One of the most unaffected areas of the world.
- Above sea level but not too high.
- More rural.



## 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.

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## What's Going to Happen?

- MPI - 68 chapters around the world.
- Some in low-lying costal areas, may be underwater by the end of the century.
- Some members live and work in small island states that may be uninhabitable in 50 years.
- Very real problem.



## Corporate Social Responsibility

- MPI Home Page
- 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.



## **Corporate Social Responsibility**

- Responsible approaches help build brand and reputation.
- Strengthen the community and therefore the marketplace.
- Will build a sustainable and profitable future for all.



## Triple Bottom Line

- Profit is NOT the only measurement of success.
- Fortune 500 hotel chains participating in an environmental benchmark program.
- In the last five years, about half the companies in the Fortune 500 have begun publishing corporate social responsibility annual reports.



## **If the Serious Stuff Doesn't Get You**

- “Is Green just a fad?”
- Saves time and resources
- Increases productivity
- Gains recognition for meeting planners and organizations
- Better yet, “done right, green is free.” (Tim Sanders, MPI ONE+ Oct 2008)



## 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.



# Green Strategies





## I. Start Small

- Begin with one initiative.
- Work in phases: Fairmont Hotels.
- “Even just a few practices can make a difference. According to Green Suites International, 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



## 2. Vote with Your Ask

- Include green meetings questions on RFP's
- Delegate the work
- Helps to educate
- Uncover unknown benefits
- Sends a message



### **3. Vote with Your Dollars**

- Sends a clear economic message
- Brings the price down over time
- Triple Bottom Line: One organization's ability to affect change
- Whole Foods and Mohawk with wind power
- John J. Jeffries with local food

A white alarm clock with a red second hand is positioned on the right side of the image. The clock face shows the time as approximately 10:10. To the left of the clock, there are several green leaves, possibly from a plant, which are slightly out of focus. The background is a soft, light blue and white gradient.

## 4. Take a Stand

- Choose a green initiative that aligns with your industry.
- Sends a message.
- Marketing benefit for your organization.
- Motivates members.
- Goats on a hillside: Cost less. PR.



## 5. 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.



## 6. Work with Your Team

- Staff
- Suppliers
- Members / Customers / Audience
- The responsibility is on everyone's shoulders.
- Create an open atmosphere for input.



## 7. ARSO

Go beyond Reduce, Reuse, Recycle:

- **A**void: plastic water bottles
- **R**educe: use of paper
- **S**ubstitute: a branded experience for a promotional item
- **O**ffset: the environmental impact by purchasing carbon credits





## 8. Don't Assume

- Green does not always cost more.
- What looks like it may costs more may not.
- Just because we've always done it that way doesn't mean we have to.
- Do we always need to rotate sites?
- Do attendees really want another bag, another t-shirt?



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



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

~ Margaret Mead



## **Green Myths, Facts & Tips**

- Pick table leader
- Draw piece of paper from the bag
- Share your item with the table
- Strategies are from the industry leaders  
minimum standards reports
- Brainstorm other ideas: what else could you do?



## Special Guests

- Marc Laucks, Marc Laucks and Company
- Certified Document Consultant
- Environmentally-friendly printing options
  
- Todd Frankford, GNP Specialties
- GNP GreenGear
- Eco-Friendly Promotional Items

A white alarm clock with a red second hand and black hour and minute hands is positioned on a light-colored wooden surface. To the left of the clock, there are several bright green leaves, possibly from a plant, which are slightly out of focus. The background is a soft, light blue and white gradient.

## Your Thoughts

- Your ideas
- We'll gather and send via email.

# Fair Trade Treats





## **State of the Industry**

- CIC
- MPI
- Green Meeting Industry Council
- Meeting Strategies Worldwide





## Convention Industry Council

- [www.conventionindustry.org](http://www.conventionindustry.org)
- Green Meetings Report, 2004
- The results of the Task Force's work are a series of guidelines for event organizers and event suppliers on running environmentally friendly events. Those guidelines are available in this report.
- \* Suppliers and Planners.

The background of the slide features a soft-focus image of vibrant green leaves on the left side. On the right side, there is a white, round alarm clock with black hands and numbers, set against a light, blurred background. The overall aesthetic is clean and fresh, with a focus on greenery and time.

## **Green Meetings City Discussion Groups**

- 1 of 3 special projects
- Review draft standards created by the Green Meetings and Events Practice Panel
- Philadelphia CDG scheduled for May
- Final: Green Meetings and Events Voluntary Standards



## **APEX - Accepted Practices Exchange**

- Work in Progress: Green Events
- There is much discussion throughout the industry about this topic, but little industry-wide guidance. The Green Meeting Industry Council (GMIC) has taken a leading role in developing guidelines, and has indicated great enthusiasm for CIC to get involved and expand the work that has already been done.



## MPI - CSR Resources

- [www.mpiweb.org](http://www.mpiweb.org)
- Articles and Case Studies
- Sample Checklists
- [www.istaygreen.org](http://www.istaygreen.org) - Find a "green" hotel
- How to hold a carbon-neutral event
- Voluntourism
- Green Resources
- Marketing your event: "Six Sins of Greenwashing"



## Green Meeting Industry Council

- [www.greenmeetings.info](http://www.greenmeetings.info)
- “The Future is Green: Charting a Sustainable Future for Meetings”
- Extensive resources for members
- Meetings and Conference to examine the issue
- Chapters
- \*Suppliers



# Meeting Strategies Worldwide

- Leader in Green Meetings
- White Papers
- MeetGreen Calculator
- Tool Box
- Simple Steps to Green Meetings and Events
- \*Planners and Suppliers





**"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

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## Next Steps

- Today's PowerPoint slides
- Myths, Strategies and Tips
- Resource List



**Thank You!**

