

ORACLE®

From Silver to Gold Through Green Ramping Up Sustainability at Oracle OpenWorld

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GREEN MEETING AWARD

Oracle

2009

Oracle Corporate Citizenship

Oracle is committed to using our technology and resources to advance education in innovative ways, protect the environment, promote diversity and enrich community life



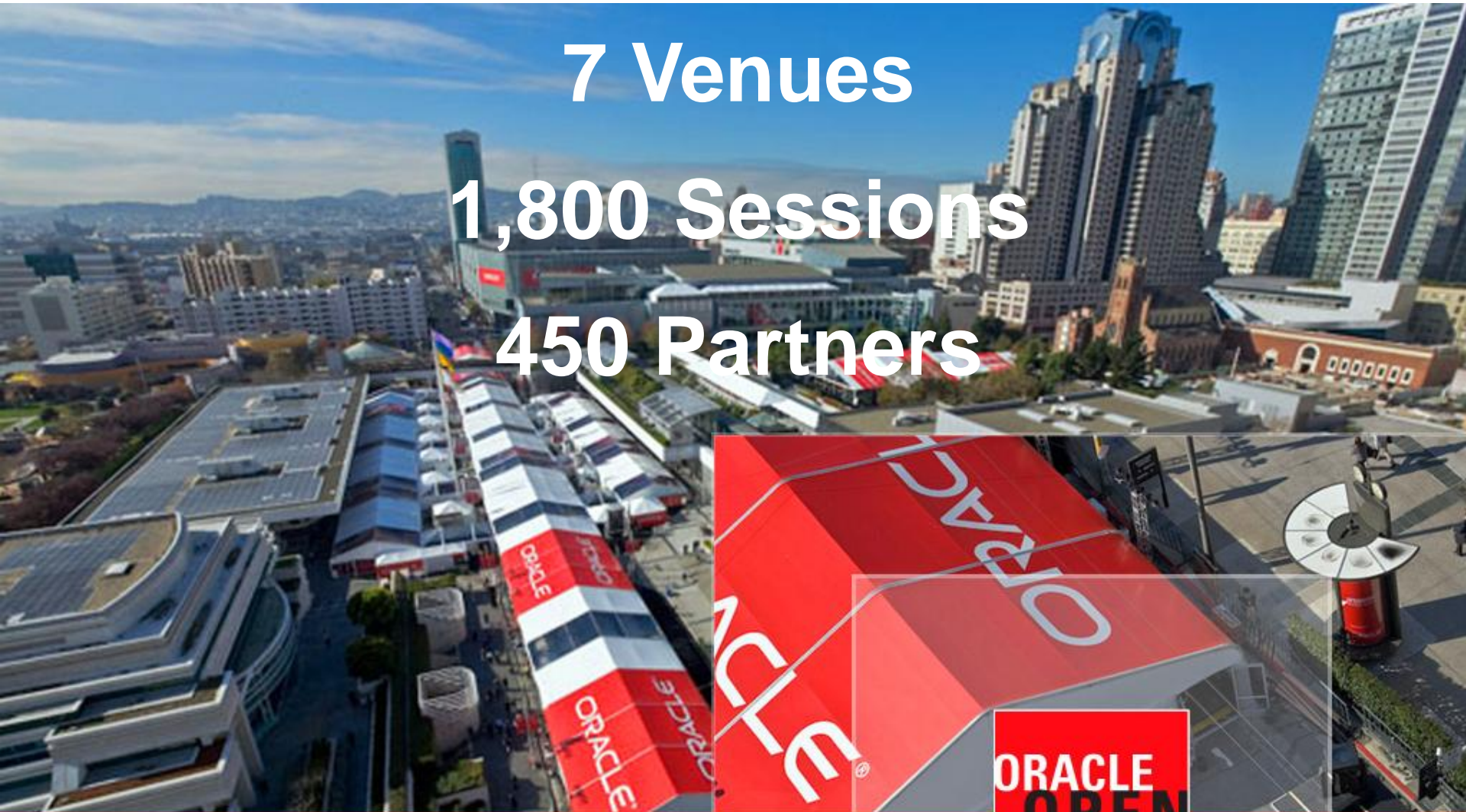
Oracle is committed to developing practices and products that help protect the environment

Oracle OpenWorld – A Big Impact Event

7 Venues

1,800 Sessions

450 Partners



ORACLE
OPEN
WORLD

How do
we **reduce**
our
footprint?



Oracle OpenWorld: A Green Event



Event Resource Management

Sustainability Practices for Oracle OpenWorld 2009

REDUCE

- Sourcing 60% of food items from within a 100 mile radius
- Eliminating bottled water saved over 300,000 gallons—enough water to fill 1/3 of an Olympic swimming pool!
- Reducing ground shuttles by 30% of peak usage, reducing emissions by 18,000 lbs of carbon dioxide and fuel use by 800 gallons
- Reduced paper usage with virtual collateral rack

REUSE

- 5% of signs were reused from 2008 and 37% of signs used in 2009 will be reusable for future events
- Provided expanded mass transit information on the event web site
- The screen used in the Keynote Room is reusable muslin, made from a renewable resource. This same screen was used for the past 3 years

RECYCLE

- 45% of sign inventory was donated or recycled post-event
- 62% of signage used recyclable or renewable substrates
- Diverted an estimated 140 tons of material from landfill, enough to fill over 10 garbage trucks
- 9,146 gallons of water was saved by buying recycled paper



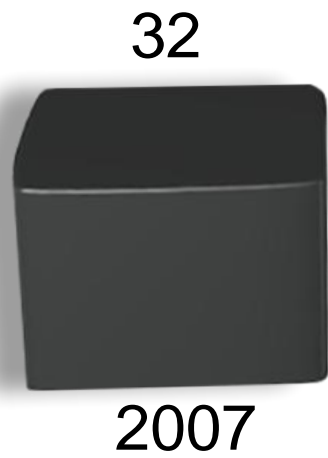
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2007



64

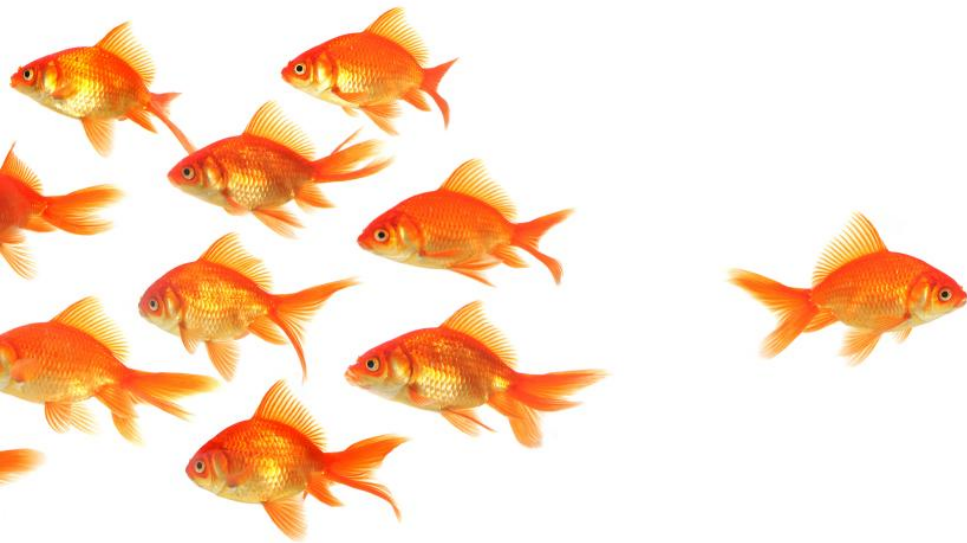
2008





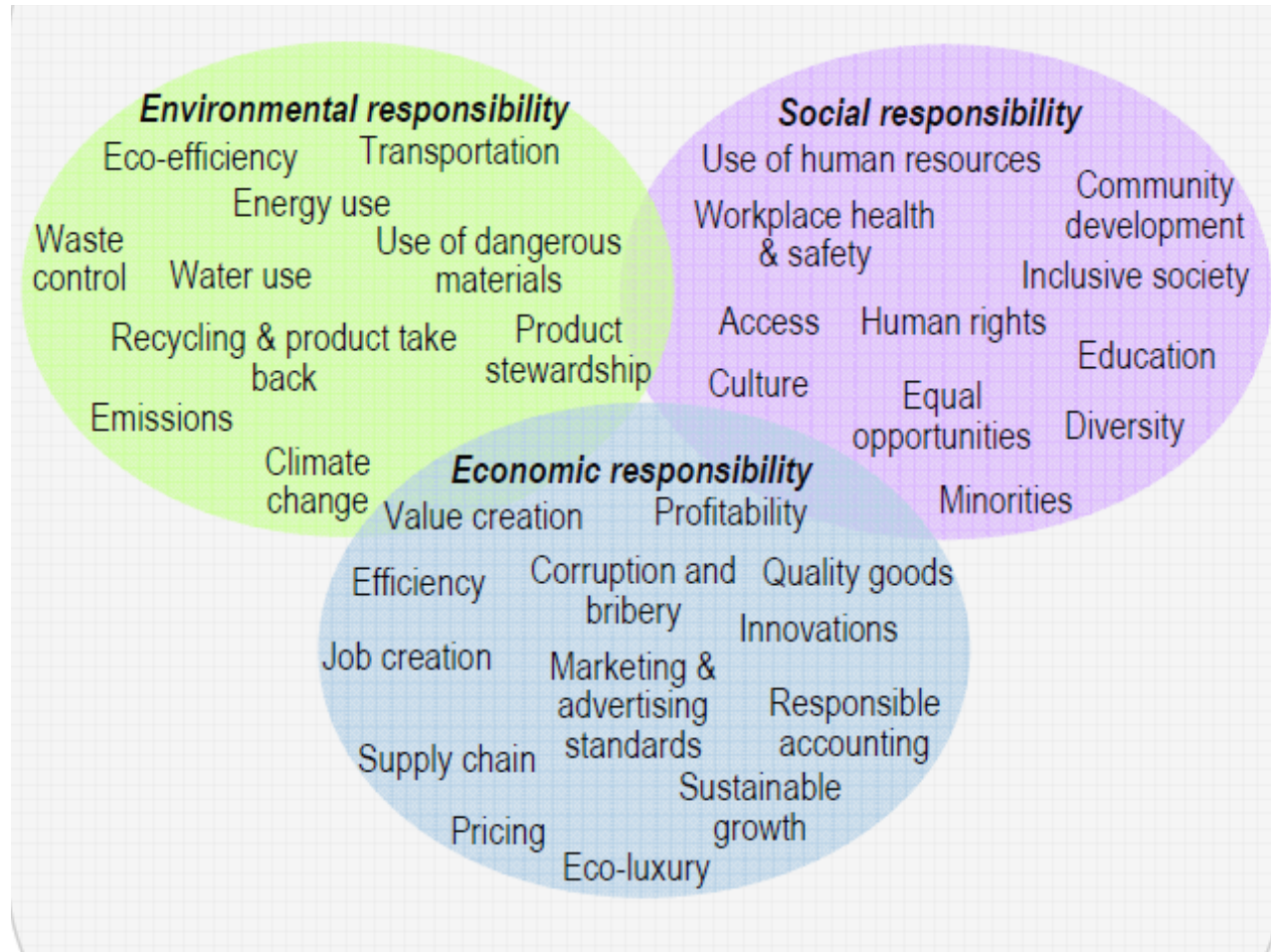
Challenge:

How do we get the gold?

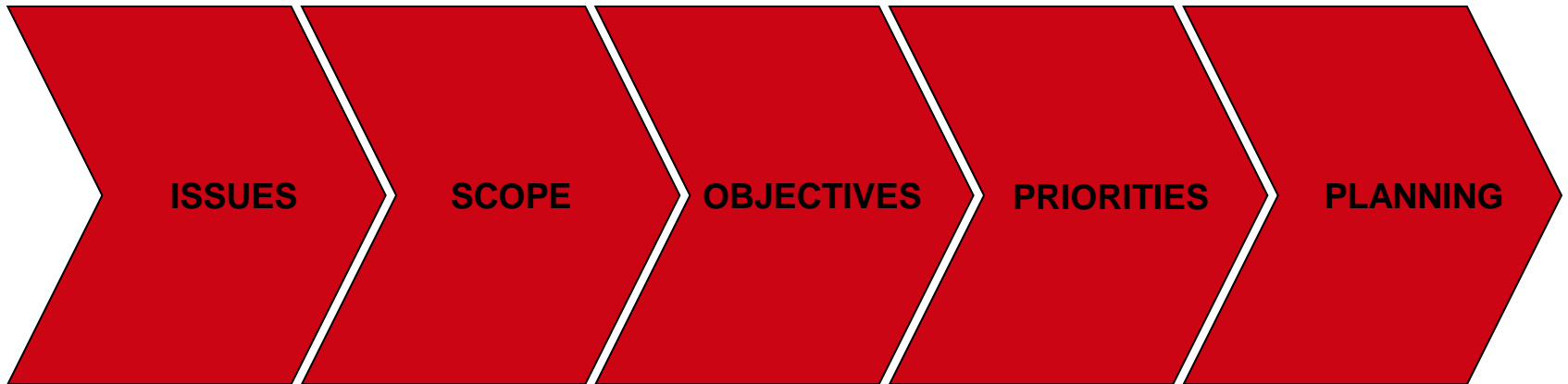


THINK
differently

Triple Bottom Line: The Balance



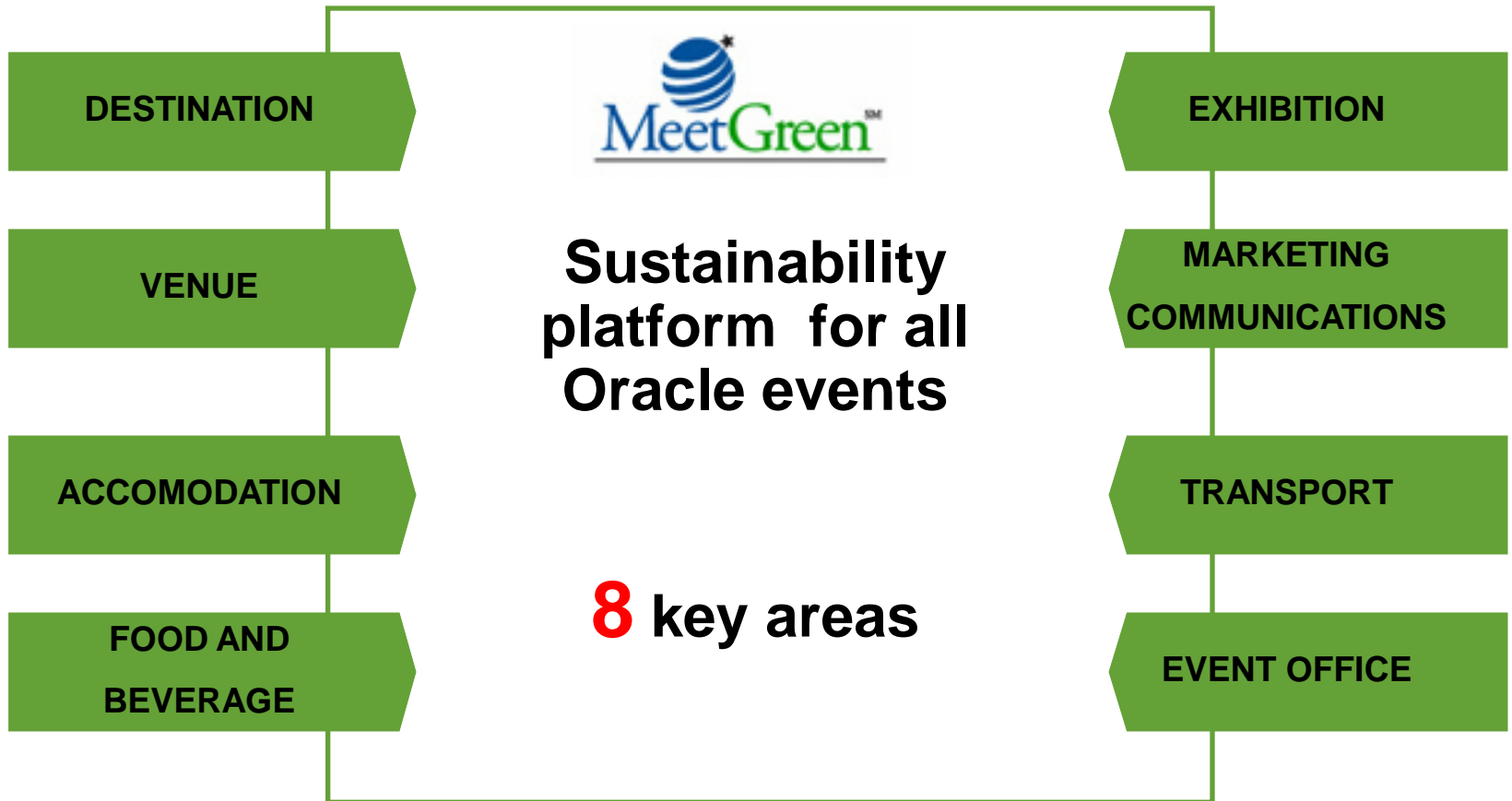
Strategic Approach



CSMP FRAMEWORK



MeetGreen™



MeetGreen was created and based on the Convention Industry Council Green Meetings Task Force Report, 2004. It is approved by the Green Meetings Industry Council

Fail or Succeed as a **TEAM**





Measure **EVERYTHING**



2010 Initiatives

- **Paperless Conference Challenge** – elimination of the conference program and 100% participation in the Virtual Collateral rack.
- **75% Solution** - The City of San Francisco has introduced a civic challenge to achieve 75% waste diversion city-wide which could push Oracle OpenWorld beyond the diversion achieved this year. If this goal is selected it may be beneficial to include Golden Gate Recycling in the Green Team to streamline reporting and improve capacity at venues.
- **1000 Mile Diet** - Many are touting the merits of a 100-mile diet. Given the baseline of food miles uncovered for Oracle OpenWorld 2009 a 100-mile diet may be a lofty goal for one year, however keeping menus within 1000 miles may be attainable.

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Event Marketing Global Green Team

Progress to Date: Global Team

- **Tools:** RFP surveys, Contract language, Measurement templates
- **Minimum Guidelines:** Best practices in nine areas, from audio-visual to venues
- **Procurement:** Standard Terms & Conditions
- **Measurement:** Oracle Dashboard, hotel tools, MeetGreen calculator





Questions?



Please Share Ideas and Feedback

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