



Green- Emergency! Staying Green in a Brown Situation

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Overview

- Five Steps of Prevention
- Terms to know
- What to look for
- What to ask
- Alternative choices



Five Steps of Prevention

1. Establish commitment
2. Develop environmental plan
3. Communicate to all parties
4. Negotiate/commit to agreed practices
5. Measure results



How do you make “green” choices in a “brown” situation?

When choosing between two evils, I always like to
try the one I've never tried before.

Mae West



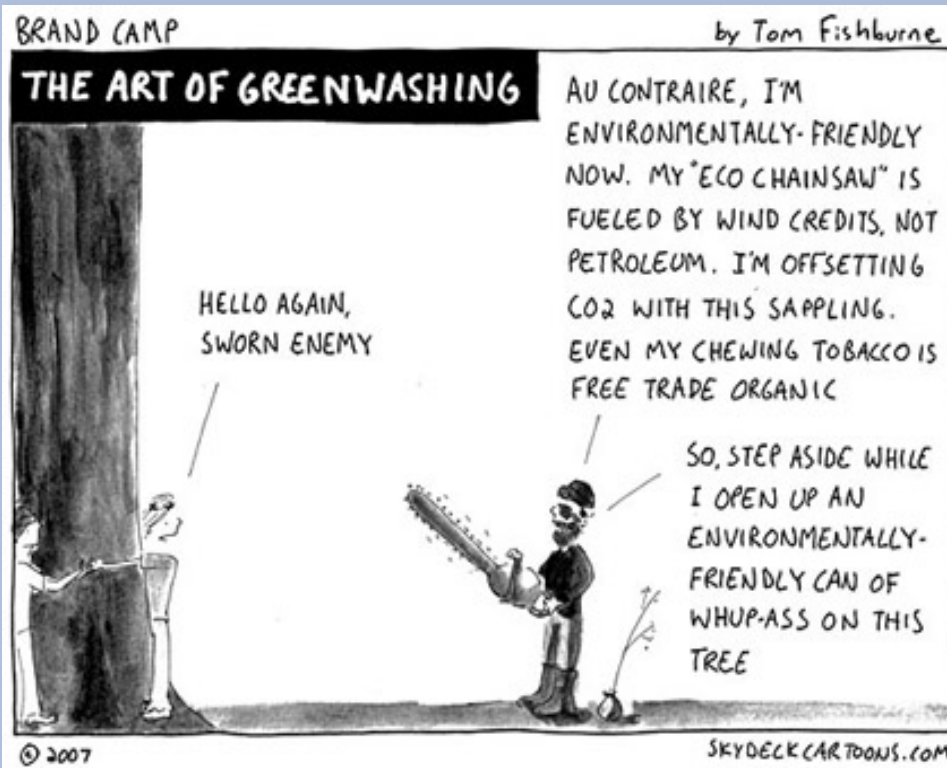
Green washing

Definition:

the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.

Source: TerraChoice Environmental Marketing Inc.

Green washing





What would you do if?

“will offset the 5,736 metric tons of emissions our fleet will generate during the entire year of 2008, thereby creating a *negative carbon footprint*”

What to look for

Research your supply chain & eco-labels



What to look for- venue

- Conduct a back-of-house tour
 - Recycling area
 - Food/beverage practices
 - Facility practices

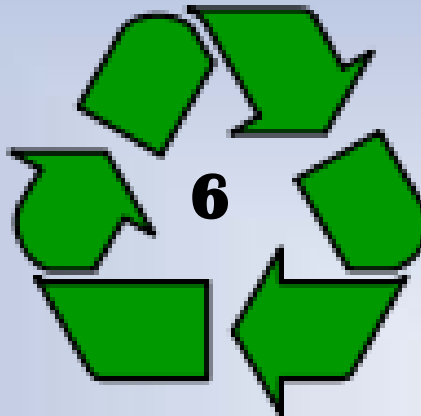


Recycling Area

- Are there appropriate collection bins?
- Is there signage for the area?
- Are the collection bins contaminated?



Recycle Symbol



Numbers 1-7

Recycled

- A new product that has been made from re-processed materials. Recycled products can be made from post-consumer or pre-consumer waste.



Recyclable

- A product that can be re-processed where facilities exist.



Recycling Practices

- What is the recycling or diversion rate?
- How are contaminated bins handled?
- Do they recycle in all areas?
- What materials do they recycle?



What would you do if...?

- No recycling
- Stadium holding 51,000 people
- 12 hour event
- Internationally televised
- Al Gore is attending



Food/Beverage Areas

- Do they have proper collection bins?
- Is there a composting collection area?
- Do they have efficient dishwashing practices?



Food/Beverage Areas

- Do they donate leftover food, can they?
- What type of service do they use?
- Do they have any water conservation practices?



Biodegradable/compostable

- *Biodegradable* - product breaks down eventually (could be days, months, years)
- *Compostable* – has the potential to be composted (in certain systems) usually breaks down within 3 months.



All-natural

- Arsenic, uranium and formaldehyde are natural yet poisonous



What would you do if...?

- The caterer tells you leftover food can't be donated?





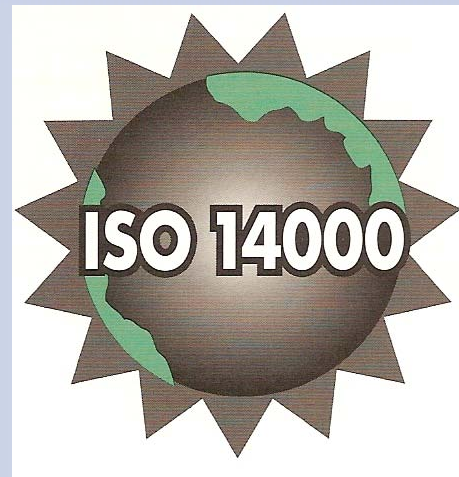
Facility Practices

- Do they have recycle bins in common areas and meeting rooms?
- Do the restrooms have any water efficiency devices, recycled paper products?
- Do they have any certifications or eco-labels posted?

“Green” Hotel Labels



More Labels





What to ask

- Do they have environmental management practices?
- Do they have a company-wide commitment to CSR, Sustainability, etc?
- What are they willing to implement?

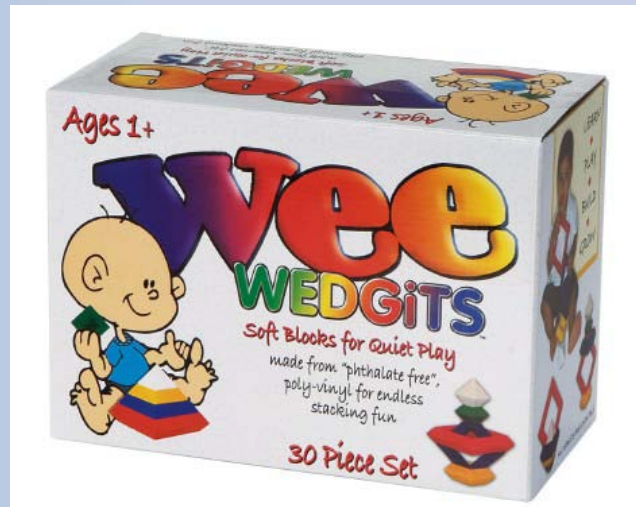


Facility Practices

- Do they practice any energy efficiency strategies?
- What type of cleaning supplies are used?
- Can they measure or record diversion rates, energy or water saved for your event?

Non-toxic

- Everything is toxic-deadly in sufficient dosages – oxygen, water, salt



Environmental friendly - Green

- Doesn't mean anything without substance or elaboration



Chemical-Free

- Nothing is free of chemicals, water is a chemical, all plants, animals and humans are made of chemicals



What would you do if...?

- The hotel says they do not have a linen/towel reuse program or it isn't implemented...





Alternative Choices

- When the best option is not available, then what?
 - Have a plan
 - Remember your commitment
 - Be transparent

Have a Plan

- Know alternative strategies/choices
- Be flexible
- Work with vendors for solutions



Be Transparent

- Communicate changes and why
- Share your story
- Use experience to educate



Be Transparent

- Be careful about what claims are made.
- Share what worked and what didn't.
- Talk about “greening” as if you’re still learning, not as if you’ve arrived.



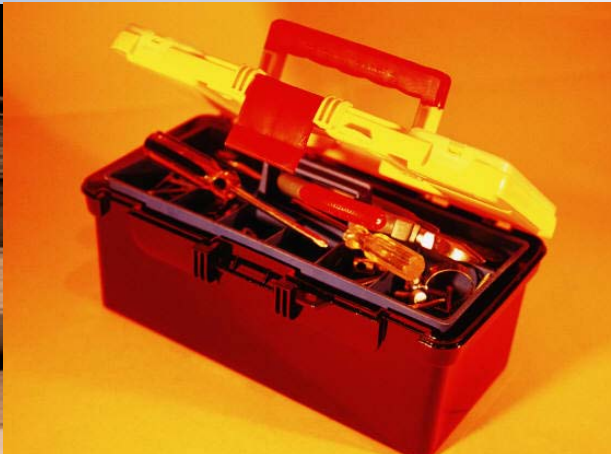
Discussion

- What was your worst “brown” situation?
- What was your solution?
- What alternative choices have you made?



Tools/Resources

- Green Meeting Industry Council – www.greenmeetings.info
- Simple Steps To Green Meetings – MPI Bookstore
- Terrachoice – www.terrachoice.org





Summary

- Prevention
- What to look for and ask for
- Alternative choices
- Be transparent



Your Journey

- Greening is a journey: you determine what the experience will be for you.