

**Welcome!  
Beyond Kermit - It's  
Easy to Green Your  
Next Meeting**

Strategies for  
Environmentally-  
Friendly Meetings

A thousand years after your last gulp of coffee,  
your empty styrofoam cup  
will still be around.

With less than 5% of the world's population,  
the U.S. creates nearly 25% of the  
earth's greenhouse gases.

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.

Every year we lose an area of rainforest more  
than twice the size of Florida.

"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

**What We'll Discuss Today**

- Why these issues are the most important of our time
- Strategies ... from easy to advanced ... for making your meetings more environmentally friendly
- In-depth insight from several special guests
- Best Practices
- Resources

**Our Background**

- Founding partners at Jensar Associates, a conference management and communication firm serving non-profits, government and the military.
- More than 30 combined years experience in hotels, conference centers, and as meeting planners
- We are an eco-friendly firm, working to forward these concepts in our industry

### **Reducing Jensar's Impact**

- Home-based offices
- Laptop computers - using 50% the energy of desktops
- Recycle our paper, cardboard, ink cartridges
- Purchase recycled paper
- Donate excess materials to schools and community centers
- Donate a portion of our time and profits each year

### **How Meetings Make an Impact**

**"A typical 5-day conference for 2,500 attendees will use:**

- 90,000 cans or bottles
- 75,000 cups
- 87,500 napkins"

**Meetings Strategies Worldwide**

### **What is an Eco-Friendly Meeting?**

- **Healthy for the planet**
- **Healthy for people**
- **Healthy for business**

### **Healthy for the Planet**

- Reduce waste
- Reduce toxins
- Reduce use of resources, especially non-renewable resources
- Offsets our carbon footprint

### **Healthy for People**

- **Safe Foods that are free of toxins and suspect hazards**
- **Safe environments with reduced toxins**
- **Economic situations that are beneficial and reduce extreme poverty**

### **Healthy for Business**

- **Saves time and monetary resources**
- **Increase productivity**
- **Decrease absenteeism**
- **Supports local and small business**
- **Gain recognitions for organizations**
- **Reduces extreme poverty and spurs global economic growth**

**OK, Great ...  
But What Do I Do  
Now?**

**Five "Greening" Strategies**

1. Start **SMALL**
2. Use "The **ASK**"
3. **VOTE** with Your Dollars
4. Work with your **TEAM**
5. **REALLOCATE** Spending

**Common Themes**

**REDUCE**  
**REUSE**  
**RECYCLE**

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

**~ Margaret Mead**

**Green Meetings Help YOU**

**"Green" is about conserving resources,  
Including TIME and MONEY**

**Small changes can save you,  
the meeting planner, TIME**

**Conserving means spending LESS MONEY,  
lower costs and simpler budgets**

**Gain Recognition**

- **Send Press Releases**
- **Tell Your Attendees**
- **Tell Your Organization**
- **Tell Your Industry**

## Tools

### MeetGreen Calculator

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

Calculator, Certification and Tool Box  
Simple Steps to Green Meetings and Events



### Mohawk Calculator

[www.mohawkpapers.com](http://www.mohawkpapers.com)

Find out how many trees and  
other resources you saved

## Area: Printed Materials

- Conference Announcements
- Registration Brochures
- Programs
- Nametags, Folders, Handouts, Binders
- Miscellaneous Items

## An Easy Place to Begin

- **Electronic Format:** use the Web and Email for conference announcements and online registration
- **Handouts:** Post online, print on post-consumer waste (PCW) recycled paper, and print double-sided
- **Reuse Nametags**
- **Reduces cost to print/copy (energy and paper), cost to transport, cost to distribute, and the time to do all three**

## Educate Your Attendee

**Sell "green" to your attendees.  
Explain the changes, prepare them for  
why it's happening.**

**They will come to expect it.**

**Note reactions, positive and  
constructive.**

## ~ Best Practices ~

**Recycled Paper  
Post Handouts Online  
Double-sided Handouts  
Reuse Nametags**

## Special Guest: Marc Laucks

- Owner, Marc Laucks and Company
- Only Certified Document Consultant in Central PA
- Informed on environmentally-friendly printing options

### **More than Trees**

Tell us more about how paper is produced?

What's the process?

What resources are used?

### **Tell us more about Mohawk**

How have they revolutionized the paper industry

What types of environmentally-friendly options have they introduced?

### **Making Print More Eco-Friendly**

What can we do?

What about recycled papers?

What's the Mohawk Calculator?

### **Terms to Remember**

**PCW: Post Consumer Waste**  
30% and 100%

**Windpower**

**Process Chlorine-Free**

**FSC-Certified, Sustainable Forestry**

**Petroleum-Free Finishes**

### **Questions?**

### **Area: Promotional Items**

- **Bags, Lanyards, Binders, Mugs**
- **Attendee and Speaker Gifts**
- **T-Shirts and Other Wearables**
- **Cute little squishy things**

### **Questions to Ask**

- Where is it made?
- What is it made of?
- Who made it?
- Does it serve a purpose?

### **Special Guest: Todd Frankford**

- National Sales Manager for GNP
- Created GNP GreenGear, the first green catalog

**What's happening with eco-friendly  
in your industry?**

**How are distributors and suppliers  
addressing this issue?**

**What is driving organizations  
and meeting planners  
toward eco-friendly options?**

**You work with the Ecological Society of  
America, recently profiled in *CONVENE*.**

**What can you share with us about  
their experiences purchasing more  
eco-friendly items?**

**What are your suggestions for meeting  
planners?**

**Can you share some samples  
and ideas with us?**

## **Terms to Remember**

**Recycled  
Post-Consumer Content  
Organic Cotton  
Corn Plastic  
Certified Sweat-shop Free  
Biodegradable, Renewable**

## **Questions?**

## **10 Minute Break**

### **In Our Industry**

- PCMA
- CIC
- MPI
- Green Meeting Industry Council
- Meetings Focus
- Meeting Strategies Worldwide

### **In Our Industry**

- Convention Industry Council
  - [www.conventionindustry.org](http://www.conventionindustry.org)
  - "Green Meetings Report"
  - APEX
  - Certified Meeting Professional Exam
  - Tips and Best Practices

### **In Our Industry**

- Green Meeting Industry Council
  - [www.greenmeetings.info](http://www.greenmeetings.info)
  - "The Future is Green: Charting a Sustainable Future for Meetings"
  - Tips and Best Practices

## In Our Industry

- PCMA  
[www.pcma.org](http://www.pcma.org)  
Series of Articles, Case Studies  
Tips and Best Practices
- MPI  
[www.mpiweb.org](http://www.mpiweb.org)  
Series of Articles, Case Studies

## In Our Industry

- All are "Greening" their meetings
- Meeting Strategies Worldwide
  - **Leader in Green Meetings**
  - **MeetGreen Calculator**
  - **Simple Steps to Green Meetings and Events**



## Area: Food and Beverage

Discontinue use of bottled water.  
An easy step. ~ Best Practice ~  
Reduces meeting 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."  
Gaiaam

## More Food Options

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

"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

- Reasonable portions. Don't accept huge servings just for show. Considered served instead of buffet.
- Ask facilities to stop using single serving packets.
- Plan to donate excess food. Choose serving options that allow you to donate to food pick up/delivery organizations. ~ Best Practice ~

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

## Food Insecurity in America

- Off the radar because of obesity and the high number of restaurants
- Not that it's *NOT* available, it's *WHEN* will it be available.
- Hilton Harrisburg is a long-time partner with a local organization, Channels.
- America's Second Harvest (A2H)  
[www.secondharvest.org](http://www.secondharvest.org)

## Be Fair

- Buy 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.

## Fair Trade Treats

- A Treat for You!



**Questions?**

### **Area: Site Selection**

- Recycling and composting programs
- Linen and towel reuse programs
- Cleaning products that are biodegradable, use non-chlorine bleach and are free of synthetic perfumes
- Paraben and Sodium Lauryl Sulfate-free Amenities
- Low or No-VOC paints

### **Area: Site Selection**

- Checklists published by several industry organizations:
  - PCMA - CONVENE
  - Convention Industry Council
  - U.S. Environmental Protection Agency
  - Green Meeting Industry Council
  - MPI

### **Best Practices - RFP Questions**

- Do you have a linen and towel reuse program?
- Describe your recycling program.
- Is there an established relationship with a food rescue agency?
- Do you use cloth and glass rather than "disposables" (plastic, paper and styrofoam)?
- Do you use organic and/or local food?

### **Innovative Steps**

- Bethlehem Sands Hotel & Casino - Build on Brown Fields
  - David L. Lawrence Convention Center - Largest LEED-certified green building in the world
- Industrial Composting, Green Roofs, Renewable Energy, Organic Gardens On-Site**

### **Special Guest: Marie McClellan**

- Director of Sales for Hilton Garden Inn State College
- A "Green" Hotel

**How was the hotel built in an environmentally-friendly manner?**

**What motivated the owners to move in this direction?**

**The hotel maintains an ongoing commitment to “green” strategies.**

**What are some of the green facets of your day-to-day operations?**

**How do you work with meeting planners who make “green” requests?**

**Gaining Recognition**

**Questions?**

**Balance the Scales  
Use Less and Give**

**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

## Balance the Scales

Use savings from reducing purchases of paper and promotional items to give to an organization with a unique connection to what you do:

- Dentists - Project Smile
- Food Manufacturers - Heifer International
- Chocolate - Ten Thousand Villages
- Law Enforcement - Women's Bean Project
- Energy and Utilities - Wind Power

## Questions?

## Next Steps

- Visit [www.jensarinc.com](http://www.jensarinc.com)
- Today's PowerPoint slides
- Links to Industry Resources
- Recommendations on books



## Thank You!