

IACC Greening Your Conference Center Workshop



At which point in the spectrum is your conference center?

Don't Cause a Problem



Have a Positive Impact

Rate yourself along the continuum:

I am just getting started.

I have a vision of where my conference center can be in 2 to 3 years.

My conference center has made "greening" a strategic priority.

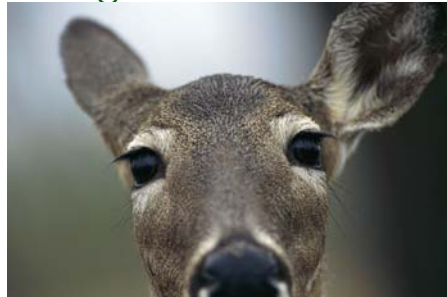
We have developed and implemented strategies to be a "green" conference center.

We have operational procedures in place and they work to achieve the desired results.

We have been operating as a green conference center for some time and are making good progress in achieving our goals.

My conference center is about as green as I can imagine it possibly being; we are acclaimed as being a leading "green" conference center.

Do we need any more evidence that
a higher level of
environmental awareness,
"green" conference center operations
and greening all your meetings
has become
THE agenda of our time?





Broad-based stakeholder expectation:

Your conference center
will/must/should be
more green in the future
than it is today.

Green initiatives will not grow room or CMP rate

Greening will keep you in the game

Growing number of RFP's ask you to stipulate various aspects of being green.

Being green keeps you in the consideration set, so that your other attributes (price, product, service) can help you win the business.

The threshold of minimum green attributes required to stay in the game has grown.

The Florida state government has stipulated that, "effective January 1, 2008, all state agencies are only able to hold meetings and conferences at hotels with Florida Green Lodging designations."

Source: Hotel Magazine



What's your competition
doing?

How green are they?

How much do you know
about what they are doing?

Environmental Toolbox

Environmental Management System

- an organized way for us to think about our environmental programs;
- prevention of pollution and commitment to continuous improvement are the core of an EMS;
- your “toolbox” for realizing your environmental policy and goals;
- specifies the:
 - organizational structures
 - human resources
 - financial resources
 - responsibilities and accountabilities
 - procedures and processes required to achieve your center's Environmental Policy



Environmental Toolbox...

Environmental Policy

Your center's intentions and principles in relation to its overall environmental performance; provides a framework for action and for setting goals and targets.

Commitment to Continual Improvement

The loop:

Environmental targets/goals

Operational results

Gap analysis

Feedback to operations team



Environmental Toolbox...

Organization and Resources

Human Resources

- Environment committee
- Environmental officer

Financial Resources

- Budget for operational requirements, staff training and awareness, communication
- Authority to spend
- Capital investment strategies



Environmental Toolbox...

Information and Reporting

Record Environmental Performance

- Proof of compliance
- Management information
- Periodic reports and analyses



Initial Environmental Review and Assessment

An overview of the way your conference center interacts with your natural environment, your resource consumption and known environmental impacts.

Assess Your Risks

Compliance Risk

- inadequate knowledge
- inadequate training
- willful acts, mischief and vandalism

Environmental Risk

- contamination of land
- releases to water
- releases to air

Initial Environmental Review and Assessment...

Environmental Management Plan,
Goals and Measurement

Achieving your **goals** requires a **plan** that
brings together **resources**
and **coordinates** efforts
to achieve **results** that are
measured against your **goals**.

Initial Environmental Review and Assessment...

Goals – for example:

We will reduce all waste going to landfill by 15% in 2
years

- We will do this by diverting 20% of our waste to recycling streams
- We will achieve this target by purchasing more of our supplies in bulk, i.e., less packaging
- We will reduce the amount of our organic waste going to landfill by.....

We will reduce our consumption of electricity by...

We will reduce our production of Greenhouse Gases by

...

We will reduce our consumption of water by ...

Public Access and Communication Plans



Your stakeholders
want to know

Environmental Overview – Where are your Opportunities?

- emissions to air
- solid waste management
- consumption of renewable and non-renewable resources



Environmental Overview – Where are your Opportunities?

Building Operations

Carbon footprint
Purchasing practices
Staff training



Environmental Overview – Where are your Opportunities?

Hospitality Services

Guest rooms
F&B
Meeting spaces
Back of house



Recycling

Sort at source
Depot
Integrated with
municipal services
Relate to purchasing
practices

Environmental Overview – Where are your Opportunities?

Purchasing/Suppliers

- Packaging
- Size/timing of orders
- Delivery means

Others?

Measuring Your Footprint

Scope of Carbon Footprint

- Scope 1 Direct GHG emissions**
- Scope 2 Electricity and heat indirect GHG emissions**
- Scope 3 Other indirect GHG emissions**

Direct Operational Footprint

- Electricity
- Natural gas
- Paper
- Organic waste
- Transportation fuel
- Air travel (corporate)

Indirect Footprint

- Employee commuting
- Attendee travel
- Suppliers/Shipping

Resources: Offsetters websites and links

www.carbonfund.org

www.ecobusiness.com

Accreditation

USA and Canada

- Green Leaf
- Green Key
- Audubon Cooperative Sanctuary
- LEED
- Green Seal

