

The Dirty Dozen Rules Of Green Meetings

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1. Create Electronic Attendees
 - A. Use online registration.
 - B. Offer an option for attendees to receive only digital conference materials.
 - C. Go opt-in year one, opt-out year two, fully electronic year three.

2. Find green sponsors
 - A. Secure internal executive sponsorship for a green meeting (incremental \$).
 - B. Offer event partners a presenting opportunity (this meeting was greened by...).

3. Integrate event miles into all conference planning.
 - A. Calculate based on total distance from home to hotel to venue and back.
 - B. Do this calculation for attendees, presenters and exhibitors.
 - C. Integrate this into your site and accommodations selection process.

4. Measure
 - A. Use event calculators to measure your event's footprint (meetgreen.com).
 - B. Benchmark your event against other conferences.

5. Reduce the footprint of the meeting
 - A. Eliminate the use of virgin paper or materials (use recycled whenever possible).
 - B. Deliver handouts via email or via reusable thumb drives.
 - C. When printing, always print on both sides of the page.
 - D. Weigh the waste related to every session and meal and report it to attendees.

6. Require ...
 - A. Hotels to provide information about their eco-efficiency and how they can improve it during your events by light, water and waste management.
 - B. Vendors to supply organic, local or fair trade products whenever possible.
 - C. Exhibitors to reduce or eliminate printed handouts or disposable gimme-items.
 - D. Presenters to reduce or eliminate printed handouts.
 - E. Caterers or hotels to use bulk containers for condiments and sundries.
 - F. All parties to use ground transportation instead of air shipping.
 - G. All parties to pay offsets (carbonfund.org) for their carbon emissions.

7. Reuse whenever possible
 - A. Send unused and edible foods to local food banks in host communities.
 - B. Distribute unused hotel room amenities and trade show gimmes to local shelters.
 - C. Signage, placards and badge holders (make them generic for multiple event use).
 - D. Have host hotels automatically reuse linens for the conference (towels if one day event).

8. Eliminate disposable event items
 - A. Replace bottled water with reusable water bottles and filtered water containers.
 - B. Use dishes, fabric napkins and silverware instead paper or plastic ones.
 - C. Never use dated signage, badges or physical conference material.

9. Recycle
 - A. Place conspicuous recycling bins through the conference commons.
 - B. Use announcements to ask attendees to participate in recycling.
 - C. Close the loop by collecting all unused materials at trade shows and rooms for recycling.

10. Give back
 - A. Purchase offsets for all carbon emissions related to an event.
 - B. Stage an event in the host community, where conference attendees provide a contribution to a local cause. Make it an experience that engages and teaches the attendees too.

11. Report
 - A. Assemble a post-conference report that tracks the event's footprint, best practices and areas for future improvement.
 - B. Send follow up messages to conference attendees and green-sponsors, documenting the positive impact of the green efforts.
 - C. Give a green exhibitor award and hand out trophies or credits for next year's conference.

12. Continually improve
Never consider your job done. There are always areas for improvement. Make green meetings an area of excellence in your career. Research developments in the area, read books and talk to your colleagues about what they are doing. Always find one area where you could have done better, and make a commitment to improve in it at your next event.

Additional Resources:

1. Books

Simple Steps To Green Meetings and Events by Amy Spatrisano & Nancy Wilson

Cradle To Cradle by William McDonough and Michael Braungart

2. Hot links to useful resources

http://www.conventionindustry.org/projects/green_meetings_report.pdf

www.meetgreen.com

www.bluegreenmeetings.org/HostsAndPlanners/Quiz.htm

www.gogreenmeetings.com

www.carbonfund.org/site/more/carbonfree_partner/go_green_meetings

<p>More ideas: www.SaveTheWorldAtWork.com Send me your thoughts: SaveTheWorldAtWork@Yahoo.com</p>
