

A guide to running green meetings and events



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CHAPTER 1 – HOW TO USE THIS GUIDE



Green Meetings and Events

A green meeting incorporates environmental considerations throughout all stages of the meeting in order to minimise the negative impact on the environment and positively contribute to host communities.

(Green Meeting Industry Council)

PURPOSE OF THIS GUIDE

This guide is intended for any business involved in planning and/or running a meeting, conference or event in Ireland.

This will range from conference organisers, venues (including hotels), accommodation providers, catering companies, entertainment/activity providers, audio visual/IT companies, and transport providers. This guide was prepared to allow your business to start or continue on the road to planning and running green meetings and events. This document is a voluntary guide, and not a standard, which allows you to do that.

This guide will be particularly relevant to you if you have ever been asked any of the following questions by an existing or potential customer?

- Do you have an environmental policy?
- I want to run a carbon neutral event; can you help me do that?
- What are your company's sustainability principles?
- We take Corporate Social Responsibility very seriously in our company and we want to work with businesses that do the same. Is that you?
- Why should we choose your company?
What makes you green?

It is intended that this guide will help you to answer these questions when asked. If you have not been asked any of these questions in the past, the trends in the market are indicating that it won't be too long before you do. Feedback from the Business Tourism sector is indicating that:

- there is a growing international requirement by businesses for a more sustainable supply chain under companies Corporate Social Responsibility Programmes (CSR)
- there is a definable demand from consumers for greater environmental standards
- there is a growing belief that businesses cannot avoid these issues, as they are to the fore in terms of modern business ethos, and can deliver a defined economic benefit – whether it is through reduced costs or through increased business.

With the ever increasing focus on the environment across the world, it is not surprising that the conference and events sector has come under scrutiny, in respect of what actions it is taking to add to the ever growing demand for sustainability.

However, going “green” should not be seen as a burden or a compliance issue. There are very strong moral and ethical reasons for being more sustainable, but there are also sound economic and marketing reasons as well. Modern, forward looking Planners and Suppliers, who take on board these sustainable concepts, will be positioning their companies well for the future.

This guide is not a definitive listing of all the actions that Suppliers can take, though there are many specific actions identified. There will also be some actions which will not relate to the type of service you provide, or which you may not be able to take at the beginning of this process. This guide is designed to allow you to start on the road to running a green meeting or event. Not everything has to be done all at once; small steps can be taken. You may even find that you are doing a lot of green things in your business already – **you're just not documenting or reporting this to your customers in a systematic format.** This guide will allow you to do that.

WHO IS THIS GUIDE FOR?

Events and Conferences can range from short business meetings to international conferences spread over a number of days, and incorporating venues, accommodation, transportation, etc. – with highly complex scheduling.

At the heart of every event and conference, however, there is a **Planner** and a series of **Suppliers**.

Planners: those who are tasked with the organisation of an event/conference

These can include:

- Individuals within companies and government bodies who are tasked with the organisation and planning of events for the company. This could include an executive, administrator and/or a committee tasked with a larger event
- Venue Executive who manages the booking and is required to plan and organise the event on behalf of the Client
- Professional Conference Organiser (PCO) – *a professional company that has the expertise and experience to successfully manage all aspects of large international conferences*

- Destination Management Company (DMC) – *a professional management company specialising in the design and delivery of events, activities, tours, staffing and transportation, possessing and utilising extensive local knowledge, expertise and resources.*

Suppliers: those who deliver the various elements and services required to deliver a successful event/conference

These can include:

- n Hotel and accommodation providers
- n Venues (stand alone, and venues within hotels, etc.)
- n Caterers (in house, contract caterers, food/drink Suppliers)
- n Transportation providers (air, car, rail, bus, etc.)
- n IT/AV (sound, lighting, computer, video, etc.)
- n Print/Stationery (brochures, name cards, handouts/USB keys, etc.)
- n Activities and attractions (restaurants, bars, activities, sites, museums, etc.)

HOW TO USE THIS GUIDE

Environmental management can be as simple or as complex as any organisation wishes it to be. This guide supports the simple, yet focused, approach.

This guide provides a series of checklists that can be used depending on the meeting or event being planned. Not all services may be relevant to every event.

Most of your Clients who are engaged in sustainability will have an executive tasked with maintaining an overview of the sustainable performance of the event; these individuals are very knowledgeable about their brief, and will swiftly identify non-conformance with their requirements.

It is therefore necessary for all Planners and Suppliers, who are serious about providing a proper service to this sector, to adopt the same guiding principles. It is accepted within the environmental arena that it is not feasible for Planners and major Suppliers to initiate one-off “green” events/services.

One-off is where the parties try to run a sustainable event, where none of the parties really understands what is required, or how to implement it or report it. Any company that positions itself as a “green” Planner or Supplier without this knowledge will be found out very quickly, especially by a Client who is specifically asking for these services.

All Planners and Suppliers should therefore implement an Environmental Management System (EMS) within their own businesses. This is fundamental to running a sustainable event and will ensure that the mechanism is then in place in the future for running all events in this manner.

There are some simple steps for both Planners and Suppliers to follow in order to run a green meeting or event:

PLANNERS (CHAPTER 2)

Step 1	'Green' your business
Step 2	Identify your Clients 'green' requirements
Step 3	'Green' the Event and Suppliers

SUPPLIERS (CHAPTER 3)

Step 1	'Green' your business
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A series of checklists for the implementation of an EMS and for Supplier green requirements has been provided in Appendix 1, 2 and 3 at the end of this guide.

A 'Green Glossary' is provided in Appendix 6 which provides definitions for some of the 'green' terms used in this guide, and also includes some additional ones should your Client ask for them.

INTERPRETING AND USING THE RESULTS

Central to greening any meeting or event are the requirements of the Client. Depending on these, the Planner can use the checklists returned from Suppliers in a number of ways:

- When checklists are received, compare the results received back from each competing Supplier, and draw up an analysis sheet to allow comparison.
- A simple grading system could then be used to establish which Supplier has better environmental credentials.
- Depending on the type of event being planned, not all criteria may be relevant, so the Planner should highlight those criteria that are particularly important or relevant to the event.
- The Planner should balance the demands of the Client with the cost of Supplier compliance, (using the appropriate criteria), and if needed, revert to the Client with a pricing model, together with an environmental compliance model. Sometimes there may over-riding reasons why a Client will accept a venue/Supplier that is not compliant with the environmental requirements originally sought – venue capacity, venue location, technological capability of Supplier, etc.

If the Client has very strong environmental demands:

- When the checklists are sent out, the Planner should advise the Suppliers that there are minimum standards required, and should identify these on the checklists.
- The Client may have some specific demands that are not on the existing checklist, and if so, these should be added and highlighted for Suppliers.

Suppliers should also be informed that these types of requests for environmental actions are becoming more commonplace amongst corporations, and from Clients, and that the

Planner is looking for a list of Suppliers that can demonstrate best practice environmental management for the future.

This type of information will be useful for the Supplier – in terms of planning their own business model – but it will also highlight to Suppliers that this is the way the market is moving.

CHAPTER 2 – PLANNING A GREEN MEETING OR EVENT: PLANNERS GUIDE



Planners are those who are tasked with the organisation of an event/conference.

There are three key steps that you as a Planner should take:

Step 1	'Green' your business
Step 2	Identify your Clients 'green' requirements
Step 3	'Green' the Event and Suppliers

Step 1 'Green' Your Business

It will be a lot more difficult to liaise and deliver a green meeting or event to a Client, if your own business does not adhere to best environmental practice also. Greening your own business will also develop the knowledge and skills amongst your staff, and enable the selection and critique of Supplier's responses to Request for Proposals (RFPs) – as well as enabling all staff to communicate on the same level as the Client.

You should adopt these principles irrespective of whether the Client wants a green event or not, so that it eventually becomes part of the everyday running of the business and then becomes easier to demonstrate to Clients.

You must therefore implement an EMS within your own business and implement the 'Green Office' principles set out within this guide. **Chapter 4** identifies the key steps to implement an EMS within your business.

The following checklists should therefore be used to allow you to 'green' your business:

- **Developing an Environmental Management System (Appendix 1)**
- **Green Office Checklist (Appendix 2)**

Step 2 Identifying Your Clients 'Green' Needs

There are a number of different types of Clients:

- *Those for whom the 'greening' process is vital and at the heart of their event, and encompasses every aspect from planning through to final review – these Clients will dictate from the beginning specific requirements and standards, and would expect Planners to have lists of Suppliers that can satisfy their demands.*
- *Those for whom there are a number of key factors that they wish to incorporate within their event – they may ask in advance for these, or wish to discuss them*

once the venue and prices, etc., have been agreed. Having green initiatives in place and communicating the Planner's green credentials could sway the Client in choosing a Planner/location when assessing responses to requests for price (RFP).

- *Those who either have not any particular requirement/need, and/or for whom 'greening' is a new phenomenon.*

Advising these Clients that the Planner conducts their business sustainably, and requires Suppliers to address sustainability issues – at no cost to the Client – could influence the Client in Planner/location selection or short listing.

It is recommended that the Planner communicate their green credentials to the Client as part of any RFP, and then ask the Client if they have any particular environmental requirement or need for their event.

Some of the Clients requests may be easy to deliver, others may incur a cost – it is up to the Planner during negotiations to agree delivery/pricing in conjunction with the Client – the important aspect here is that the Client is specifically asked and Suppliers selected on the basis of their ability to deliver.

The Environmental Management System (EMS), Green Office and Supplier Checklists in Appendix 1, 2 and 3 are designed so that they can be used by either:

The Planner

to a) send to the Client and ask them to identify those actions which are important

and/or b) allow the Planner to develop an Event Plan based on Client requirements

and/or c) send to the Supplier to find out what actions they are taking

and/or d) send Client requirements to the Supplier to show them what the Client wants for this event

The Supplier

to a) use to communicate to the Planner what actions they are currently taking and/or b) use as a tool for action planning to identify environmental opportunities

Using the Checklists to identify the Clients Environmental Requirements

Send the checklists to the Client and ask them to note their specific environmental requirements using the following rating system:

A – Must have	<input type="checkbox"/>
B – Is quite important to have	<input type="checkbox"/>
C – Would like to have	<input type="checkbox"/>
D – Not essential	<input type="checkbox"/>

Sample Client 'Green' Requirement Checklist – Event Venue

Event Venue – Supplier's Checklist	RATING – A, B, C, D OR YES/NO
General Requirements	
The Venue has implemented an EMS	A
Guests/delegates are invited to participate in efforts to reduce their environmental impact (e.g. recycling)	B
Information is available regarding local biodiversity, landscape and nature conservation measures	C
Information is readily available on public transport to and from the Venue	B
Bicycle facilities are in place at the Venue	D
The Venue supports responsible purchasing and promotes use of local and organic produce	B

Tip: A copy of this completed checklist(s) could then be provided to the potential event venues and would clearly identify the Client's priorities.

Step 3 'Green' The Event And Supplier

To green an event you need a plan and an overall set of objectives for what you wish to achieve. This plan should initially satisfy the needs of your Client but also support the green policies adopted by your company. The plan should encompass all elements of the meeting or event and should be communicated to all stakeholders from the initiation of each project.

An example of such a plan prepared by the Green Meeting Industry Councils (GMIC) for the 2010 Sustainable Meetings Conference is provided in Appendix 4. This sets out clearly the targets and objectives for the conference and includes all the relevant Suppliers and stakeholders and also encourages delegates to support the initiatives.

You should develop a list of Suppliers that offer "green" services, from event venues to accommodation providers to caterers, etc. By commencing this process, you can show to Suppliers that there is a demand for more sustainable practices, and start them along the sustainable route.

It is vital that staff engaged by Suppliers are also part of the delivery, as they are the people that delegates will interact with and will ask about sustainable practices. If staff cannot respond accordingly, or carry out the procedures required, the Client will not receive the service they have requested.

Section 2.3 lists the majority of Suppliers who would be engaged in delivering products/services during an event. Use the 'key measures and considerations' provided in this section to prepare an event plan and to determine the level of environmental practice engaged in by each Supplier, and to encourage Suppliers to adopt green principles.

Appendix 3 provides checklists for key Suppliers which should be completed by the Suppliers to identify those good environmental practices being implemented.

'Key measures and considerations' for planning a green event and choosing the following Suppliers are included in this chapter:

- Event Venue
- Transportation Planning
- Accommodation
- Catering Operations
- Stage Setup/AV, IT and Lighting
- Event Materials and Communication
- Entertainment and Activities
- Carbon Offsetting

Also included in this chapter are:

- Recommendations for Environmental Awareness and Communication

EVENT VENUE

When using the checklists to select an event venue remember that the choice of event venue will, to a great extent, determine the overall environmental impacts of the event. It will include impacts from running the event itself, such as energy and water used on the day, and waste generated by delegates and by catering operations.

The main impact, however, can often be caused by carbon emissions, associated with the transportation to and from the venue. Therefore, location and access are essential factors when selecting the event venue. Also, proximity to accommodation and activities associated with the event should be considered.

You may not always have direct control over how environmental management systems, which often can be complex enough, are implemented on the premises of the event venue. Therefore, selecting venues that have obtained environmental accreditation may provide assurance that the environmental impact of the event will be reduced.



KEY MEASURES AND CONSIDERATIONS WHEN SELECTING THE EVENT VENUE FOR A GREEN EVENT ARE AS FOLLOWS:

- ✓ Choose an event venue which is in relatively close proximity to transportation hubs, railway stations, airports, etc., and that has good access to public transport
- ✓ Choose an event venue which is in close proximity to accommodation, restaurants, and activities associated with the event (if these facilities are not provided at the event venue)
- ✓ Choose an event venue which has a certified Environmental Management System (Green Hospitality Award, Green Tourism Business Scheme, ISO 14001, BS 8901 etc)
- ✓ Choose an event venue which employs natural light
- ✓ Choose an event venue that offers video conferencing to allow for wider access to the event via the internet
- ✓ Choose an event venue which has adopted an EMS as outlined in the 'EMS and General Suppliers Checklist', Appendix 1
- ✓ Choose an event venue which meets criteria in Appendix 3 – Checklist A specifically for event venues

TRANSPORTATION PLANNING

The main environmental impact associated with a meeting or event can often be as a result of transportation, especially if air travel is involved.

Careful planning is needed to identify how this impact can be managed. Promoting the use of public transport, use of low emission vehicles, and encouraging car share are some of the considerations. These options must be well communicated to the delegates and other stakeholders.

Climate-neutral transport has gained a lot of attention in recent years, and if this is to be considered, the event Planners should identify how the carbon emissions from transport will be calculated (questionnaires to delegates, at registration, etc.).



**KEY MEASURES AND CONSIDERATIONS
WHEN PLANNING TRANSPORTATION
FOR GREEN EVENTS ARE AS FOLLOWS:**

- ✓ Promote the use of public transport to participants by making information available e.g. routes, timetables etc, in advance of the event and on the day e.g. www.irishrail.ie, www.buseireann.ie, www.luas.ie, www.dublinbus.ie etc
- ✓ Create incentives for using public transport, such as providing combined tickets e.g. entrance ticket to the event also includes free of charge travel to and from the venue by public transport
- ✓ Promote the use of an Integrated Ticketing Scheme – a smart card ticketing system that provides the ticketing platform for the different providers of public transport www.rpa.ie
- ✓ Plan start and finish times so that participants can travel easily using public transport, or other modes of transport (vehicles release more CO₂ emissions during traffic congestions)



KEY MEASURES AND CONSIDERATIONS WHEN PLANNING TRANSPORTATION FOR GREEN EVENTS ARE AS FOLLOWS:

- ✓ Promote car pooling e.g. www.swiftcommute.ie, www.dublintraffic.ie, www.travelsmart.ie
- ✓ Identify bicycle hire opportunities to the delegates and provide for facilities for cyclists
- ✓ Organise a shuttle service for travel between the accommodation provider, conference venue and/or point of arrival/departure (railway station, airport), considering appropriately sized vehicles and frequency of these services
- ✓ Identify car rental companies with low emission cars to delegates
- ✓ Select transport providers that have adopted eco driving practices (refer to <http://www.seai.ie/energymap/Transport>)
- ✓ Select transport providers that use low emission vehicles, e.g. Euro 3 and above, diesel electric-hybrid vehicles or vehicles powered by bio-diesel are available. Also, newer vehicles are less polluting
- ✓ Choose a Transport Provider which has adopted an EMS as outlined in the 'EMS and General Suppliers Checklist', Appendix 1
- ✓ Choose a Transport Provider which meets criteria in Checklist B in Appendix 3 specifically for transport providers

ACCOMMODATION


Depending on the type of event, overnight accommodation may be required. Even for one day events, delegates may travel long distances and may be looking for a place to stay.

Environmental impact, resulting from any activities of the delegates, can be attributed to the overall environmental impacts of the event. Therefore, the environmental impact of accommodation will be of concern to the event Planner.

Ideally, accommodation would be located in the event venue (e.g. conference hotel) or within walking distance of the venue. This will reduce carbon emissions from transportation.

When choosing accommodation, hotels and other accommodation providers that have environmental accreditation are particularly suitable, because they demonstrate compliance with environmental standards.

Accommodation providers, that have developed key performance indicators (KPIs) for their environmental management, will be able to contribute to more precise environmental impact assessment and carbon accounting. For example, they will have information available on how many kWh of energy or litres of water their guests are using during their stay. This will in turn assist Planners to measure the overall environmental impact of the event.



KEY MEASURES AND CONSIDERATIONS WHEN SELECTING ACCOMMODATION FOR GREEN EVENTS:

- ✓ Choose accommodation providers which have environmental certification or verified environmental credentials such as the Green Hospitality Award www.ghaward.ie, EU Flower eco-label www.ecolabel.eu, Green Tourism Business Scheme www.green-business.co.uk, ISO 14001 www.iso.org/www.nsal.ie
- ✓ Choose accommodation within the event venue, within walking distance to the event venue, or in close proximity, to minimise transportation required
- ✓ Choose an accommodation provider which has public transport service between the accommodation and event venue
- ✓ Choose accommodation providers which have developed KPIs for energy, water and waste consumption/generation and carbon emissions
- ✓ Choose an accommodation provider which has adopted an EMS as outlined in the 'EMS and General Suppliers Checklist', Appendix 1
- ✓ Choose an event venue which meets criteria in Checklist C in Appendix 3, specifically for accommodation providers

CATERING OPERATIONS

Catering operations include all aspects of food and beverage functions, provision of meals and refreshments, purchasing and delivery of food and beverage products, food preparation and service and disposal of waste generated by these operations.

The wide range of catering operations makes it difficult to detail all aspects that an event Planner should consider. A coffee shop outlet at the event exhibition will have a different scale of environmental impact to a drinks reception, followed by a four course dinner. However, there are some general considerations that will allow the event Planner make the event greener.

The same principle of selecting environmentally certified Suppliers applies. This will ensure that these companies have management systems in place to reduce their environmental impact, and thus the impact of the event.

In menu planning, choosing local, organic and seasonal produce, even providing vegetarian dishes and fair trade products will reduce the environmental impact and benefit communities.

When planning catering functions for the event – planning to prevent waste is essential. The number of delegates should be confirmed as precisely as possible, to avoid too much food being prepared. Half portion and children's menus should be available, and disposable items (cups, plates, cutlery, etc.) should not be used.



KEY MEASURES AND CONSIDERATIONS WHEN PLANNING CATERING OPERATIONS FOR GREEN EVENTS:

- ✓ Select catering companies that have environmental certification or verified environmental credentials
- ✓ Choose local catering companies to reduce transportation miles
- ✓ Choose food and beverage outlets that are available within the event venue or within close proximity to reduce travel requirements
- ✓ Select catering companies that promote use of local and seasonal produce
- ✓ Select catering companies that promote use of organic produce
- ✓ Select catering companies that support responsible purchasing (Fair-trade, Rainforest Alliance)
- ✓ Inform caterers of exact numbers of participants – to avoid waste
- ✓ Plan catering functions to avoid the use of disposable items (cups, plates, tableware etc.)
- ✓ Plan catering functions to avoid single-use and single-portion items (sauces, jams, sugars etc)
- ✓ Plan menus to have vegetarian options available
- ✓ Plan menus to have half-portions and children portions available
- ✓ Provide fresh fruit at breaks as well as, or instead of, muffins and biscuits
- ✓ Choose catering operations which have adopted an EMS as outlined in the 'EMS and General Suppliers Checklist', Appendix 1
- ✓ Choose catering operations which meet the criteria in Checklist D in Appendix 3, specifically for catering operations

STAGE SETUP, AUDIO-VISUAL EQUIPMENT, INFORMATION TECHNOLOGIES AND LIGHTING

In event lighting, working with a Supplier that has expertise in the appropriate technologies to create a superior design, is essential to greening of the event. Lighting is a substantial user of electricity, and care must be taken to design a lighting solution that minimises the use of energy without sacrificing the event's needs.

New technologies have provided the event lighting profession with an ever-expanding selection of low energy lighting alternatives – LED technologies, high efficiency automated fixtures (moving lights), "SourceFour" or other HPL lamped PARs and Ellipsoidals, and HID (high density discharge) lamped fixtures.

With AV equipment, it should be kept in mind that the brightest projector might not be the best solution for your event. It has been found that an increase in contrast ratio will often serve as an effective replacement for sheer brightness. You should also note that the lumen (a measure of brightness output) ratings of a projector do not necessarily increase on a linear scale – going from 4000 to 8000 lumens does not mean that image will be twice as bright.

Many new sound technologies are available that are improved in efficiency, size and power requirements, especially for speaker and amplifiers (higher power output using less energy). You should avoid older, less efficient systems.

For further information please refer to www.meetgreen.com.



KEY MEASURES AND CONSIDERATIONS WHEN PLANNING SETUP, LIGHTING AND AV:

- ✓ Select an AV/IT Supplier who has environmental accreditation or verified environmental credentials
- ✓ Select local Suppliers to reduce miles
- ✓ Use AV/IT equipment when and where required – turn off when not in use
- ✓ Consider video conferencing to allow wider access to the event via the internet
- ✓ Use natural daylight as much as possible
- ✓ Select a Supplier who uses energy efficient lighting
- ✓ Design for disassembly. All stage and infrastructure should be designed and constructed to facilitate easy deconstruction
- ✓ Reuse, recycle or donate materials after the show
- ✓ Avoid using toxic materials in design and set up
- ✓ Enquire about the ratings of the projection equipment – Lumens per watt consumed, contrast ratio, and cd/m²
- ✓ Select most efficient AV equipment based on the requirements and limitations of the venue – talk to the Supplier
- ✓ Use new and efficient sound technologies, avoid older systems
- ✓ Choose an AV/IT, Stage Display and Lighting provider which has adopted an EMS as outlined in the 'EMS and General Suppliers Checklist', Appendix 1
- ✓ Choose an AV/IT, Stage Display and Lighting provider which meets criteria in Checklist E in Appendix 3, specifically for AV/IT, stage display and lighting providers

EVENT MATERIALS AND COMMUNICATIONS

It is a fact that large amounts of printed materials are generated for most meetings and events – including invitations, promotional materials, handouts, information packs, etc. Much of this can be avoided by better planning and preparation, while not sacrificing the quality of the event.

Event materials are one of the features that are visible to the delegates and other stakeholders, and can tell a lot about your event. Prevent in the first place! And then look for ways to reduce, reuse, and recycle the event materials.

With information technologies widely available, most of the communication functions can be carried out electronically – promotional emails, electronic invitations and registration, information packs and meeting documents can be provided on memory keys, or available for online downloads. If printing is necessary – print double-sided, using recycled paper and vegetable ink. Any branded materials, such as pens, folders, etc, should be made of recycled, biodegradable and sustainably sourced materials.

If you are planning to give out gifts to the delegates – these should be sourced locally and produced in a sustainable manner.



KEY MEASURES AND CONSIDERATIONS FOR PLANNING EVENTS MATERIALS AND COMMUNICATIONS:

- ✓ Minimise literature and delegate packs by using email, on-site touch screen PCs, information boards
- ✓ Use electronic invitations, registration systems and follow up procedures
- ✓ Minimise literature and speaker notes etc – provide on re-usable CDs and DVDs, USB key or post on website for downloading
- ✓ Plan to reuse all name tags or provide for recycling
- ✓ Use signage and posters that are designed to be reusable
- ✓ Source pens, folders, gift bags etc and any other branded material, from recycled materials
- ✓ Print materials for delegates, public relations and media on double-sided paper
- ✓ Accurately estimate quantities of any printed material needed or print "on-demand"
- ✓ Use recyclable paper having high post-consumer recycled content, preferably not chlorine bleached
- ✓ Use vegetable based inks for printing events materials
- ✓ Use lightest-possible-weight paper
- ✓ Include an environmental message on all literature (include logo of certification body if certified)
- ✓ Choose an event materials and communications provider which has adopted EMS as outlined in the 'EMS and General Suppliers Checklist', Appendix 1
- ✓ Choose an event materials and communications provider who meet the criteria in Checklist F in Appendix 3, specifically for event materials and communications providers

ENTERTAINMENT AND ACTIVITIES

Entertainment and activities may play an important role on the event agenda, or may even be the main purpose for organising the event. Due to the wide range and diversity of this element, it is difficult to define specific criteria that cover all aspects of the entertainment and activities functions. However, there is a set of basic guidelines that the Planner should be looking out for when planning a green event.

For in-house entertainment use energy efficient equipment (see Checklist E, Appendix 3) and look for entertainment options that do not require substantial setups and staging.

For any activities outside the event venue, use local businesses to avoid unnecessary transport miles. Recommend visits to local attractions, which give delegates an appreciation of local environment and culture, but try to ensure that these activities do not have a negative environmental or social impact on the local area. An event organised in a sustainable manner respects the local environment and biodiversity, and enhances the well-being of local communities.



SOME BASIC MEASURES AND CONSIDERATIONS WHEN PLANNING ACTIVITIES AND ENTERTAINMENT FOR A GREEN EVENT:

- ✓ Plan to use as many locally based businesses as possible to minimise transport emissions
- ✓ Recommend and plan visits to local attractions which give delegates an appreciation of local environment and culture (provide maps, guides, etc.)
- ✓ Promote activities that do not have a negative impact on the environment, and that respect local biodiversity and local communities (e.g. eco-tours, walks)
- ✓ Choose attractions and businesses that have verified environmental accreditation
- ✓ Choose activities which promote the "Leave No Trace" Outdoors Ethics Programme www.leavenotraceireland.org
- ✓ Look at entertainment options that do not require substantial setups and staging – or utilise existing structures or see if the event could share staging/set up with another entertainment event happening
- ✓ Select businesses that have adopted an EMS as outlined in the 'EMS and General Suppliers Checklist', Appendix 1
- ✓ If you plan activities that involve travel – select transport providers that meet criteria in Checklist B in Appendix 3
- ✓ If you plan activities that involve eating out – choose Food and Beverage outlets that meet criteria in Checklist D in Appendix 3
- ✓ If you plan activities that involve hotels/ accommodation choose providers that meet criteria in Checklist C in Appendix 3

CARBON OFFSETTING

As climate change gains more attention around the world, a new focus on carbon emissions has emerged. Consumers are becoming aware of their carbon footprint, and are starting to look for ways to reduce their impact on the planet. As a result, many businesses use carbon reduction, or offsetting, to differentiate themselves and their products or services from those of their competition. Carbon offsetting enables anyone to reduce their carbon footprint, by supporting projects, typically energy efficiency, renewable energy, tree planting etc., that either reduce or off-set carbon dioxide emissions in the atmosphere.

The increase in carbon neutral or low carbon claims has also created the potential for confusion. The Greenhouse Gas Protocol Initiative (www.ghgprotocol.org) has defined three types of emissions:


Scope 1	Direct emissions: greenhouse emissions created directly by you, from sources that are owned or controlled by you.
Scope 2	Indirect energy emissions: greenhouse emissions created by your use of purchased energy.
Scope 3	Other indirect emissions: greenhouse emissions which are a result of your activities, but occur from sources not owned or controlled by you, such as products and services you utilise.

Either way – if the event Planners are calculating the carbon footprint themselves, or a third party is hired – there is a need to clearly state what will be offset, and how the offsetting will be achieved.



KEY MEASURES FOR CARBON OFFSETTING:

- ✓ Decide which emissions you will offset – all, direct emissions, indirect energy emissions, other indirect emissions
- ✓ When making claims of carbon neutrality or offsetting, spell out exactly what is included in your claim, to avoid misleading stakeholders and the general public
- ✓ Select Suppliers that have included carbon emissions in their KPIs – to allow more accurate carbon accounting of the event
- ✓ Employ a 3rd party company, who can independently verify the carbon footprint of the conference/event
- ✓ Choose a carbon offset provider which has adopted an EMS as outlined in the 'EMS and General Suppliers Checklist', Appendix 1
- ✓ Choose a carbon offset provider who meets the criteria in Checklist G in Appendix 3 specifically for Carbon Offset providers



YOUR CARBON OFFSETTING REQUIREMENTS WILL BE LESSENER BY:

- ✓ Selecting event venues, accommodation, transport, and other Suppliers, that offer carbon offset programmes
- ✓ Encouraging delegates to offset their individual carbon emissions when using transport to attend the event

PLANNING A LOW CARBON EVENT – EXAMPLE OF HIGH CARBON EVENT VS. LOW CARBON EVENT

SUPPLIER	GREEN CHOICE	NON GREEN CHOICE
Event Centre	Venue uses renewable electricity produced from wind. Venue also uses biomass to heat facility. Venue has low energy benchmark. Venue is well serviced by public transport and is in close proximity to accommodation, catering and activities associated with the event.	Venue uses electricity produced from fossil fuel. Uses oil to heat facility. Venue is not serviced by public transport and not in close proximity to accommodation catering and other activities associated with the event.
Accommodation provider	Provider is located in close proximity to the event venue. Provider on-site activities are registered as carbon neutral (through using renewable energy and tree planting programme).	Provider uses electricity produced from fossil fuel. Uses oil to heat the facility. Provider is not serviced by public transport and not in close proximity to venue, catering and other activities associated with the event.
Transportation	Event participants are advised of public transport options for getting to and from event venue. Tour for delegates to local heritage park provided by new efficient coaches.	Delegates are advised to drive to the event venue. No arrangements have been made for group transport.
Catering	Caterer is located in event venue and uses renewable energy. Sources locally produced raw materials.	Caterer is located 2 kilometres from the event venue and is not served by public transport. Uses non renewable energy. No policy on sourcing locally produced foods and minimising food air miles.
Activities	Walking tour in local heritage park. Transport to park provided by new efficient coaches.	Tour to attraction not located in the vicinity of the event. Delegates taken by private buses or drive there individually.

ENVIRONMENTAL AWARENESS AND COMMUNICATION

The aim of running a green event, as well as the measures taken, should be clearly communicated to all the stakeholders and general public at an early stage. It not only presents an excellent PR opportunity, but also communicates your environmental goals externally, and can act as an incentive for actually achieving them.

There are a number of ways environmental information can be communicated – event website, information included with invitations and promotional materials, press releases, and so on. However, quantities of any printed materials should be limited – giving a preference to CDs and electronic media wherever possible.

At the meeting or event, it is important to have the infrastructure in place for facilitating environmentally friendly actions, e.g. recycling bins easily available, information displayed regarding public transport, etc. Staff at the venue should be trained in environmental management and well informed about the measures taken to reduce the environmental impact of the event.

After the event, consideration could be given to preparing a separate brochure/flyer about the meetings green aspects, describing lessons learned and goals achieved. This may be placed on the website or distributed electronically as a part of post-event communication.



KEY MEASURES AND CONSIDERATIONS FOR PLANNING COMMUNICATION AND ENVIRONMENTAL AWARENESS:

- ✓ Communicate the actions that have been taken by the event organisers to minimise the environmental impact in advance, on the day and after the event to all stakeholders (delegates, Suppliers, sponsors, media)
- ✓ Use event materials, invitations, promotional materials, website, and press releases to communicate the environmental messages
- ✓ If the event has a website, encourage use of the website for any reference material
- ✓ Limit size, quantity, and frequency of printed materials
- ✓ Encourage media representatives to use digital cameras to avoid the need for photo-processing chemicals
- ✓ Promote energy, water, and waste efficiency to delegates, and invite delegates to assist in reducing the environmental impact of the event through signage, announcements, menus
- ✓ Ensure staff working at the venue are trained in relation to the Environmental Management System in place. Staff should be aware of their role in making the event green and be able to communicate this message to delegates at the event if necessary

CHAPTER 3 – FACILITATING A GREEN MEETING OR EVENT: SUPPLIERS GUIDE



Suppliers are those who deliver the various elements and services required to run a successful meeting or event.

Step 1 'Green' Your Business

As a Supplier the main requirement on your business will be to outline your 'green credentials' to your customers.

Similar to Planners, you as a Supplier need to initially look internally and implement good environmental practices within the day-to-day operation of the business.

This will be achieved by implementing an Environmental Management System. To commence this process you should use **Chapter 4 (Implementing an EMS)** alongside the **EMS Checklist (Appendix 1)**.

This will also develop the knowledge and skills amongst your staff, and enable you to respond to Request for Proposals (RFPs) – as well as enabling all staff to communicate on the same level as the Planner and the Client.

In addition to the EMS Checklist you should also select your sector specific checklist which will be found in Appendix 3 (Suppliers Checklists). You should use the enclosed checklists to assess how environmentally friendly you are. There are checklists enclosed for each type of service Planners will look for:

General Checklists available

- Environmental Management System Checklist
- Green Office Checklist

Sector Specific, Supplier Checklists Available

- Event Venue
- Transport Providers
- Accommodation Providers
- Catering Operations
- Stage Setup, AV/IT and Lighting
- Event Material and Communications Supplier
- Carbon Offset Companies

Planners may use these **Suppliers checklists** to determine the 'green credentials' of their Suppliers and may weight them according to the needs of each event or conference/ meeting.

Suppliers are advised to use the Suppliers checklists and identify what actions you are already taking and what actions you could take – identify the no or low-cost actions first and then plan to implement the other criteria over time. It may be surprising to find that the majority of criteria noted here are generally no or low-cost.

If you are taking any other actions you should add these to the checklists.



At the heart of any business change involving the environment is an **Environmental Management System** (EMS). This is simply a business process that is designed to ensure that the business prepares plans, and executes a coordinated programme effectively. It works along the lines that "If a business fails to plan, it plans to fail".

Implementing an EMS is central to every stakeholder who presents themselves as being environmentally friendly, or has adopted a Corporate Social Responsibility (CSR) programme.

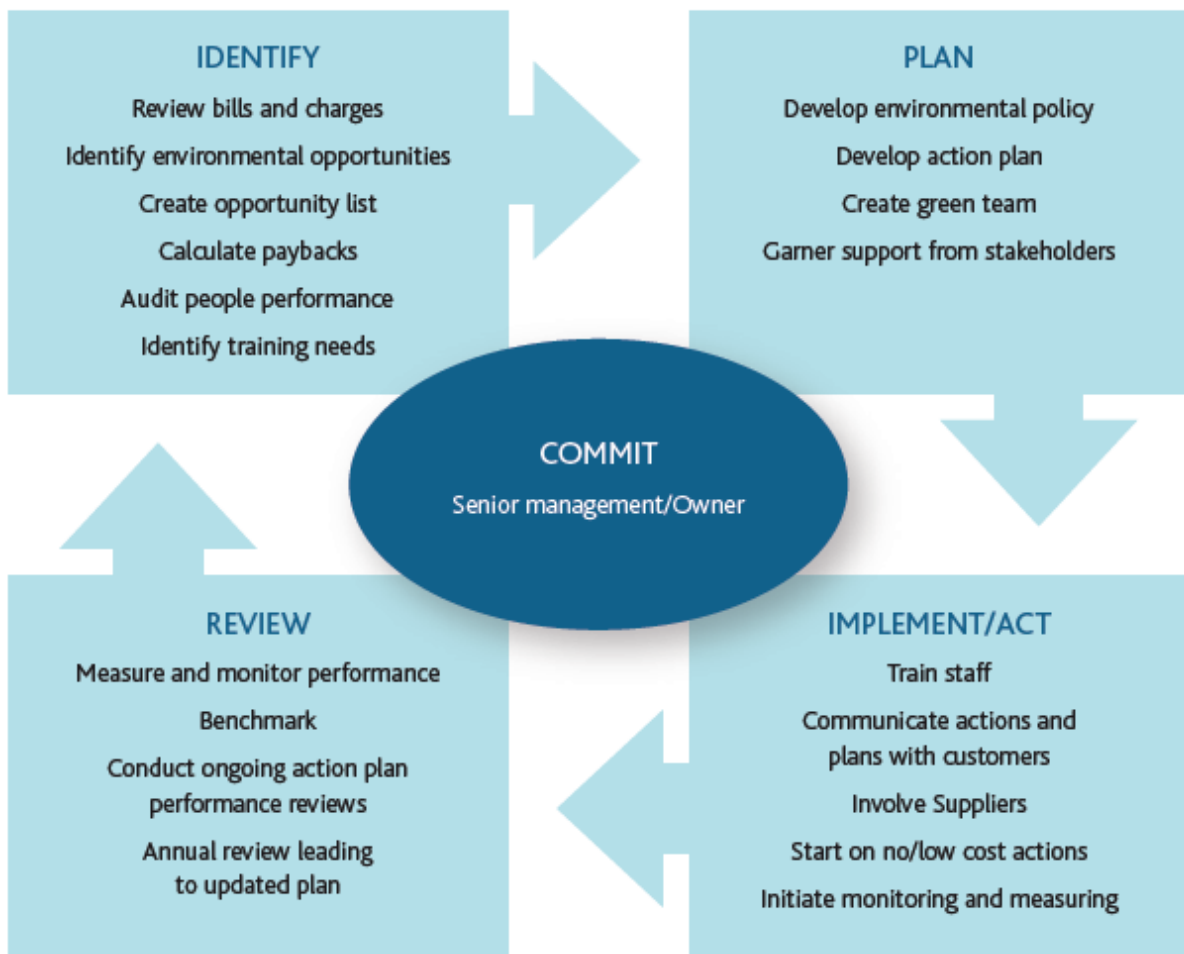
All businesses associated with events should develop an Environmental Management System (EMS,) which will serve as a vehicle to drive their environmental programme, and meet with environmental best practice standards outlined in this document.

It is not possible to acknowledge any business as being environmentally friendly or "green" unless they can demonstrate that this type of programme exists within their business, and that they are, in fact, committed to good environmental management.

Both Planners and Suppliers should adopt this step-by-step approach.

This chapter should be read in conjunction with the EMS checklist in Appendix 1.

IMPLEMENTING AN ENVIRONMENTAL MANAGEMENT SYSTEM



COMMITMENT TO 'GREENING' YOUR BUSINESS

Good environmental management is not a one-off event which can be employed as and when required. Either the business will adopt this as a day-to-day process, so that results can be achieved, or the process will fail.

Senior management is the key to commitment – if the Managing Director or General Manager actively engages and supports the programme, then it will work.

Management can show commitment by:

- Development of an **Environmental Policy** for the business, outlining the business's commitment to minimising its effect on the environment. This will also provide a clear message to staff, stakeholders and customers of your green intent. (Refer to Sample policy provided on the next page)
- Assigning a number of staff to manage the environmental aspects of the business – this can be referred to as a '**Green Team**'. Management should ensure that staff are assigned time and resources for this work.

IDENTIFICATION OF OPPORTUNITIES TO GREEN YOUR BUSINESS

This guide is designed to allow event Planners, and the majority of Supplier businesses, to identify the key initiatives they should be undertaking to allow them to improve their environmental impact and reduce emissions and waste.

Based on this guide you should be able to identify opportunities for your business, which will reduce its environmental impact and possibly save costs in the process. Identify the specific actions on the checklists relevant to your business and determine those actions which you are not currently implementing. Make a list of these **environmental opportunities** and prioritise the areas with the largest environmental impacts/environmental costs.

Some companies, especially larger ones, may need some external assistance to identify the major opportunities.

PLANNING TO GREEN YOUR BUSINESS

Having identified your environmental opportunities and prioritised these opportunities, you now need to prepare a plan to address those actions you propose to do first.

While you may have identified 50 potential actions, you may decide to focus on the top ten actions initially.

You should set a target as to what you wish to achieve for each action, e.g. to reduce energy consumed in lighting by 50%.

The action plan should consist of a list of priority actions with realistic targets, personnel assigned and completion date (see Sample Environmental Action Plan overleaf).

The Event Company

SAMPLE ENVIRONMENTAL POLICY

"We recognise that our business has an important role to play in protecting and enhancing the environment for future generations and to help secure the long-term sustainability of the tourism industry"

To this end we **The Event Company** are committed to taking the following action;

- To achieve sound environmental practices across our entire operation
- To produce an annual Environmental Plan setting out our objectives, targets and planned actions
- To comply fully with all relevant legislation
- To minimise our waste and reduce our water consumption where possible
- To reduce, reuse, recycle the resources consumed by our business wherever practical
- To invite our customers, Suppliers and contractors to participate in our efforts to protect the environment
- To provide all employees with the training and resources required to meet our objectives
- To openly communicate our policies and practices to interested parties
- To monitor and record our environmental impacts on a regular basis and compare our performance with our policies, objectives and targets"

2010 MAJOR TARGETS AND OBJECTIVES

Energy

- To reduce our energy consumption by 15% in 2010 and reduce our carbon emissions by 450 tonnes

Waste

- To reduce the waste we send to landfill by 150 tonnes during 2010

Green Purchasing

- To engage with our Suppliers to reduce packaging by 20%
- To increase usage of recycled paper products to 30% of all paper/cardboard purchased
- To convert 60% of all light bulbs to Long life bulbs
- To increase purchases of locally sourced foodstuffs by 25%

Community Social Responsibility

- To support a local school in their Green Flag environmental activities
- To engage in a local "clean up" at least once a year in conjunction with the Tidy Towns Competition
- To communicate monthly our performance and achievements through the company website

Signed
Managing Director

Date

SAMPLE ENVIRONMENTAL ACTION PLAN

ITEM	DESCRIPTION OF ACTION	TARGET DATE	WHO IS DIRECTLY RESPONSIBLE FOR THIS	REASON FOR ACTION	ENVIRONMENTAL TARGET
1	Develop, operate and publish Environmental Policy.	March 2010	Green Team	EMS requirement, Company policy.	Establish environmental policy and make public on company website.
2	Review environmental legislation relevant to the business.	April 2010	Green Team	Ensure legal compliance.	Comply with all environmental legislation.
3	Establish electricity, and water consumption. Establish environmental key performance indicators (KPIs) for the business.	March 2010	Mr.Accountant	Allows business to monitor utility costs and benchmark environmental performance.	Establish KPIs for the business from 2009.
4	Measure and reduce water flow of the taps and flush of WC to meet best practice.	March 2010	Mr. Facilities	Reduce water consumption/reduce water costs.	Reduce water consumption by 30% in 2010.
5	Review efficiency of light fitting in premises; replace inefficient tungsten lamps with fluorescent or LED lamps where feasible.	April 2010	Mr. Facilities	Reduce electricity consumption, reduce CO ₂ emissions, reduce energy costs, reduce maintenance requirements.	Reduce electricity consumed in lighting by 50% by 2011.
6	Ensure food waste is segregated and treated onsite or offsite in accordance with regulations.	March 2010	Mr. Chef	Legal requirement, reduce environmental impact.	Reduce food waste sent to landfill by 90% by 2010.
etc	etc				

IMPLEMENTATION OF THE GREENING PROCESS

The Green Team and other key staff will drive environmental management plans, as they will have responsibilities for implementation of the plans. Ensure everyone is clear on their responsibilities, and allow time and resources for plans to be implemented.

Many action plans will rely on staff involvement and awareness of the environmental issues covered. Therefore, training and environmental awareness of staff is key to the success of any environmental action plans.

To help maintain the momentum in achieving environmental improvement, it is also crucial to provide feedback on the success of your environmental programme to all staff and customers. The achievement of monetary savings, and other non-monetary benefits, will help maintain the support of senior management, the enthusiasm of the Green Team, and contribution from all employees.

Involve your customers in your environmental management plans. Often customers can have a large role to play in waste segregation, energy and water saving. Suggestions for

environmental improvement and their feedback on your environmental management practices can assist you in developing and increasing interventions.

REVIEWING THE GREENING PROCESS

Environmental management is a continual process and monitoring and reviewing the EMS is essential to close the loop of the EMS process.

On a regular basis, the progress of Environmental Action Plans should be reviewed (e.g. at monthly green team meetings) and progress monitored against targets. Corrective actions should be taken, where necessary, new action plans prepared, and new targets set to ensure continuous improvement.

Improvements made (waste reduced, cost savings) should be quantified and reported to staff, customers, and other stakeholders.

On an annual basis, management should review the suitability of the EMS and the effectiveness of it for the business. The review should address the possible need for changes to the EMS and identify areas where improvements can be made. Finally management should make the necessary changes to the EMS to ensure continuous environmental improvement.

New Targets and Objectives, and a new Action Plan, should be set annually and the businesses environmental policy updated.

APPENDIX 1 – ENVIRONMENTAL MANAGEMENT SYSTEM (EMS) CHECKLIST

Environmental Management System Checklist	YES/NO
An Environmental Policy should be developed and be in use	
Environmental issues associated with your business should be identified and measured where possible. (e.g. energy usage, water used, waste produced, CO ₂ emissions)	
Environmental objectives and targets should be set annually	
An Environmental Action Plan should be developed to address environmental issues associated with your business and its activities	
A Green Team/Environmental Working Group should be established	
All staff have been trained in the operation of the EMS and are aware of their responsibilities	
Customers and Suppliers should be informed of your EMS and their environmental requirements communicated	
Environmental key performance indicators (KPIs) should be identified, measured and targets set to meet environmental best practice	
The business should establish, implement and maintain operational procedures which ensure the objectives of the EMS are met	
The business should document the EMS	
The business should be compliant with all relevant environmental legislation	
The business should regularly review its environmental performance against objectives and targets, KPIs, procedures and guidelines and take actions to improve performance when necessary	
The business has adopted responsible/green purchasing policy	
The business has environmental certification – ISO 14001, BS 8901, Green Hospitality Award, Green Tourism Business Scheme, EU Flower eco-label	
The businesses offices adhere to 'Green Office' principles as outlined in Appendix 2	
The business offers/employs a carbon offset programme	

APPENDIX 2 – GREEN OFFICE CHECKLIST

GENERAL

Green Offices Checklist	YES/NO
Establish an Environmental Management System (refer to Chapter 4 and Appendix 1)	
Minimise paper use – use electronic communications instead of memos, hard copies etc	
Produce paper documents only when necessary – edit on-screen rather than printing drafts	
Circulate master hard copy of documents rather than printing individual copies	
Use paper with high post-consumer recycled content	
Use office supplies that are made of recycled materials and/or that are biodegradable or recyclable	
Adhere to green printing principles, i.e. paper conserving layout, double-sided printing, lightest-possible-weight paper, standard paper sizes	
Ensure all office equipment is well maintained to avoid waste of resources due to malfunctioning	
Reuse paper that has been only used on one side for internal printing needs. Provide trays for collecting one-side printed paper	
Re-use file folders and envelopes by replacing labels	
Purchase re-usable products (e.g. rechargeable batteries)	

ENERGY

Green Offices Checklist	YES/NO
Buy green electricity	
Encourage staff to reduce carbon footprint when getting to work – walk, bicycle, public transport etc	
Purchase and use equipment with high energy efficiency	
List all energy using equipment and prepare procedures for operation to minimise energy use, e.g. turn off when not required	
Use Liquid Crystal Display (LCD) monitors rather than Cathode Ray Tubes (CRT)	
Heating and cooling – ensure thermostats are in use and temperatures set appropriately	
Air conditioning – use fresh air first – air conditioning should turn off when windows are open	
Lighting – use natural daylight first. Use energy efficient bulbs and motion and light sensors	
Operate a switch-off policy for lights and equipment. Do not leave equipment on stand-by overnight	
Hot Water production – ensure production is as energy efficient as possible	

WASTE

Green Offices Checklist	YES/NO
Operate recycling policy for paper, glass, metals, plastics etc	
Where possible avoid and/or minimise the amount of waste produced and separate organic waste	
Ensure waste electronic and electrical equipment (WEEE) and hazardous waste is dealt with correctly. A procedure is in place to manage these waste streams	
Donate office equipment to charities	
Recycle printer and photocopier cartridges and toners	
Avoid disposable cups for staff use within office	

WATER

Green Offices Checklist	YES/NO
Minimise water usage in toilets with low flow toilets, washbasins and urinals	
Provide showers for staff use to assist in encouraging cycling or walking to work	
Avoid individual bottled water, either filter your own or use bulk and provide reusable containers	

APPENDIX 3 – SUPPLIER CHECKLISTS

Clients

Clients should use the checklists to rate their specific environmental requirements using the following rating system:

A – Must have	<input type="checkbox"/>
B – Is quite important to have	<input type="checkbox"/>
C – Would like to have	<input type="checkbox"/>
D – Not essential	<input type="checkbox"/>

Planners

These checklists can be used to guide you in the preparation of your meeting or event plan. Once you have created a plan for your event and identified the Suppliers required to deliver this, send these checklists to the relevant Supplier and ask them to respond with the actions they are taking. If there are specific Client requirements highlight these so that the Suppliers can confirm that they are in place or are willing to implement them.

Suppliers

When using the checklists use the **Yes/No** to identify those actions which are being implemented/not implemented. Anything you are currently not implementing could be included in your action plan going forward. There is space left at the end of each checklist for Suppliers to add any other environmental actions which are being implemented in the business. Checklists are included for the following Suppliers:

- Event Venue
- Transport Providers
- Accommodation Providers
- Catering Companies and Food and Beverage Suppliers
- Stage Setup, AV/IT and Lighting
- Event Materials and Communications Suppliers
- Carbon Offset Providers

REMINDER: You don't have to implement all the actions in the checklist, just tick as many as you can and/or your intention to do so in the future.

CHECKLISTS FOR EVENT VENUES

GENERAL

Event Venue Checklist	RATING – A, B, C, D or YES/NO
The venue has implemented an EMS as per Appendix 1	
The venue has a certified EMS in place e.g. Green Hospitality Award, Green Tourism Business Scheme, ISO 14001, BS 8901	
Guests/delegates are invited to participate in efforts to reduce environmental impact (e.g. recycling)	
Staff are fully trained and are integral in the delivery of the businesses environmental objectives and targets	
Information is available regarding local biodiversity, landscape and nature conservation measures	
Information is readily available on public transport to and from the venue	
Bicycle facilities are in place at the venue	
The venue supports responsible purchasing and promotes the use of local and organic produce	
Video-conferencing facilities are available to allow for wider access to the conference via the internet	

ENERGY

Event Venue Checklist	RATING – A, B, C, D or YES/NO
Venue uses renewable electricity from green Supplier or produces renewable electricity on site	
Boilers or generators use sustainable carbon neutral fuels such as biodiesel or wood pellet	
The venue operates a carbon offset programme to offset carbon emissions associated with on site activities	
The venue has a Building Management System to optimise energy used in heating, ventilation, lighting etc	
The venue has installed a combined heat and power plant, heat recovery system, weather compensator, zoned heating or other energy efficiency systems for energy saving/optimisation	
The venue uses energy efficient lighting (Class A or B) where feasible	
Lighting – the venue has installed internal and external sensors to minimise electrical consumption	
The venue uses natural daylight where possible	

WASTE

Event Venue Checklist	RATING – A, B, C, D or YES/NO
The venue has a specific waste management policy with all staff trained on this policy	
The venue minimises waste packaging and encourages Suppliers to take back as much as possible	
The venue minimises/avoids use of 'one-use' or 'single portion' packaging, e.g. packaged single use condiments	
Where possible, the venue avoids using bottled water by using jugs of water or filtering and serving water in reusable bottles	
The venue separates and manages organic (food) waste, recyclable waste, hazardous waste and landfill/residual waste	
The venue provides facilities for recycling by customers	

WATER

Event Venue Checklist	RATING – A, B, C, D or YES/NO
The venue employs rainwater harvesting (or recycled water collection) for non-potable purposes e.g. flushing of toilets, watering of green areas	
The venue minimises water use in toilets, urinals, taps, and showers by reducing flow rates, installing timers or sensors and fitting other water efficient devices	
The venue monitors toilets, urinals, taps, showers and distribution system for leaks and repairs where necessary	
The venue uses chemicals and disinfectants only where necessary and promotes use of eco-certified chemicals	

CHECKLIST FOR TRANSPORT PROVIDERS

Transport Providers Checklist	RATING – A, B, C, D or YES/NO
An EMS has been implemented as per Chapter 4 and Appendix 1	
Staff are fully trained and are integral in the delivery of the businesses environmental objectives and targets	
Low emission vehicles, e.g. Euro 3 and above, diesel electric-hybrid vehicles or vehicles powered by bio-diesel are available	
Green Transport Guidelines through SEI Energy Map have been adopted. Go to http://www.sei.ie/energymap/Transport/Intro/What_is_Transport_EnergyMAP_/	
Transport vehicles are appropriately sized for the event requirements	
Vehicles have been inspected and maintained according to manufacturers instructions	
Drivers have been trained in ECO driving as part of structured approach to fuel and energy management (See SEI Transport Energy MAP http://www.sei.ie/energymap/Transport)	
Routes for tours and shuttle services are planned so as to limit travel miles	
A fuel accounting system is in place (that is L/100km by vehicle basis)	
Drivers are trained to use cold water to wash the vehicles	
As far as it is practicable, vehicles are being washed with recycled water	

CHECKLIST FOR ACCOMMODATION PROVIDERS

Accommodation Providers Checklist	RATING – A, B, C, D or YES/NO
An EMS as per Chapter 4 and Appendix 1 is in place	
Certification to a third party eco-certification scheme has been obtained	
Guests are invited to participate in efforts to reduce the environmental impact of their stay (switch-off policy, recycling etc)	
Information is provided to the guest regarding local biodiversity, landscape and nature conservation measures	
The use of public transport is promoted by having information easily available to the guests and employees	
The use of bicycles is promoted and bicycle facilities are in place	
Staff are fully trained and are integral in the delivery of the businesses environmental objectives and targets	
Responsible purchasing (Fair trade, environmentally certified products etc) is supported and the use of local and organic produce is promoted	

ENERGY

Accommodation Providers Checklist	RATING – A, B, C, D or YES/NO
Renewable electricity from a green Supplier is used, or electricity from a renewable source is produced on site	
Fuels used on site used in boilers or generators are sustainable carbon neutral fuels such as biodiesel or wood	
A Building Management System is in place to optimise energy used in heating, ventilation, lighting etc	
A combined heat and power plant, heat recovery system, weather compensator, zoned heating or other energy efficiency systems for energy saving/optimisation are in place	
A formal switch-off policy re lights, equipment, air conditioning units, etc. is operated on site	
The heating or air-conditioning shuts down automatically when windows are open	
Lighting sensors and timers are used in corridors, external areas, car parks, back of house areas to control lighting	
The use of natural daylight is promoted where possible	
The main equipment and boilers are serviced regularly and operate with a high energy efficiency	

WASTE

Accommodation Providers Checklist	RATING – A, B, C, D or YES/NO
Waste separation facilities are provided in the guest rooms	
Organic (food) waste, recyclable waste, hazardous waste and landfill/residual waste are separated and recycled	
Waste packaging is minimised by ordering bulk and encouraging Suppliers to use reusable packaging	
The use of single-use disposable toiletries is avoided where possible	
The use of 'one-use' or 'single portion' packaging for breakfast food items (e.g. jams, cereal) is avoided where possible	
The use of bottled water is avoided by providing jugs of water or filtering and serving water in reusable bottles where possible	
Office Products (toners, cartridges etc) are recycled	
Re-usable items are donated to charities (e.g. furniture, textiles)	

WATER

Accommodation Providers Checklist	RATING – A, B, C, D or YES/NO
Rainwater harvesting (or recycled water collection) for non-potable purposes e.g. flushing of toilets, watering of green areas, is employed	
Water use in toilets, urinals, taps, and showers is minimised by reducing flow rates, installing timers or sensors and fitting other water efficient devices	
The accommodation monitors toilets, urinals, taps, showers and distribution system for leaks and repairs where necessary	
Chemicals and disinfectants are only used where necessary and the use of eco-certified chemicals is promoted in-house	
A Towel Reuse/Linen Reuse Programme is in place	

CHECKLIST CATERING COMPANIES AND FOOD AND BEVERAGE SUPPLIERS

GENERAL

Catering Operations Checklist	RATING – A, B, C, D or YES/NO
An EMS is being implemented as per Chapter 4 and Appendix 1	
Transport involved in business activities adheres to principles outlined in Checklist B	
Staff are fully trained and are integral in the delivery of the businesses environmental objectives and targets	
Certification to a third party eco-certification scheme has been achieved	

PURCHASING

Catering Operations Checklist	RATING – A, B, C, D or YES/NO
Food is sourced locally where possible	
Healthy and organic food is sourced where possible	
Food in season is sourced where possible	
Suppliers of sustainable foodstuffs are supported	
Ethical Purchasing Suppliers – Rainforest Alliance, Fair-trade etc are used where possible	
Orders are placed in Bulk to avoid packaging waste	
Suppliers have been asked to supply goods in reusable packaging, e.g. plastic crates for vegetables	
Stock control procedures are in place to avoid over-ordering and food wastage	

MENU PLANNING AND SERVICE

Catering Operations Checklist	RATING – A, B, C, D or YES/NO
Vegetarian options are offered	
Portion sizes are managed. Seconds are offered rather than overloading plates. Half-portions or smaller portions are also provided to avoid food waste	
Information on the source/origin and organic foods available is made available to the guest	
Tea/coffee snacks are prepared in the premises as opposed to buying in	
The use of disposable items is avoided (take-away cups, tableware, cutlery, napkins, straws, placemats etc)	
The use of single-portion items (sugar, jam, ketchup etc) and individual beverage containers is avoided	
Tap water is provided as the first option, or bottle own water locally second, bulk bottled water is provided as the third option	
Menus are printed on recycled paper or reused paper	

WASTE

Catering Operations Checklist	RATING – A, B, C, D or YES/NO
Organic (food) waste, recyclable waste, hazardous waste and landfill/residual waste is separated and managed properly	
Fat Oils and Grease (FOG) are collected in FOG traps and managed by a licensed waste management company	

ENERGY

Catering Operations Checklist	RATING – A, B, C, D or YES/NO
Energy efficient equipment is used where possible	
Switch off policy for equipment, lights, etc. is in place	
Energy efficient lighting (Class A and B) is used where possible	

WATER

Catering Operations Checklist	RATING – A, B, C, D or YES/NO
Environmentally friendly chemicals for cleaning (use environmentally certified products) are used in the premises	
Water use is minimised in toilets, urinals, taps, and showers by reducing flow rates, installing timers or sensors and fitting other water efficient devices	
Toilets, urinals, taps, showers and distribution system for leaks and repairs are monitored where necessary	

CHECKLIST FOR AV/IT, LIGHTING AND DISPLAY SUPPLIERS

STAGE SETUP, AV/IT, LIGHTING

Stage Setup, AV/IT, Lighting Checklist	RATING – A, B, C, D or YES/NO
An EMS has been implemented as per Chapter 4 and Appendix 1	
Certification to a third party eco-certification scheme has been achieved	
Transport involved in business activities adheres to principles outlined in Checklist B	
Products are sourced locally where possible to avoid emissions from airlines and trucks	
All extended light bulbs and ballasts are recycled	
Energy efficient equipment is used	

SCENIC AND STAGE PROVIDERS

Stage Setup, AV/IT, Lighting Checklist	RATING – A, B, C, D or YES/NO
Recycled materials are incorporated into set design	
Water-based paints instead of solvent-based paints are used to minimise toxic emissions	
Stage and other set ups are designed for disassembly – designed to standard dimensions so that sheet goods can be salvaged full size, using screws and bolts as opposed to adhesives and nail guns	
Hazardous materials are not used and if required, hazardous waste procedures are in place	
PVC materials containing phthalate plasticisers, materials containing brominated flame-retardants and arsenic – or chromium containing-preserved-treated wood are avoided	

AUDIO VISUAL EQUIPMENT

Stage Setup, AV/IT, Lighting Checklist	RATING – A, B, C, D or YES/NO
A variety of projector technologies (DLP and LCD are the most common) is offered	
The most energy efficient solutions considering energy savings where possible is offered	
'Switch Mode Power Supply' amplifiers or four-channel amplifiers are used	
Compact, high-efficiency speaker systems that take up less space, are lighter and require less or smaller trucks for transportation are used	
Digital mixing consoles that help to reduce the size and amount of equipment necessary are used	

LIGHTING

Stage Setup, AV/IT, Lighting Checklist	RATING – A, B, C, D or YES/NO
LED fixtures: minimum of 50% LED fixtures for all throws of under 16', such as scenery, stage areas, back drops, audience areas, architectural features are used	
Automated light fixtures: Maximum lamp wattage of 700w for throws of up to 40'; 400w for throws of up to 30'; 250w for throws of up to 20' are used	
Automated light fixtures: Lumens per watt rating for all fixtures does not exceed 20/1	
PAR type lighting: 1000w PAR64 fixtures or 750w 'SourceFour PAR" fixtures are not used only for throws in excess of 40'	
PAR type lighting: For all other throws 575w "SourceFour PAR" (or equivalent) fixtures are used	
PAR type lighting: 500w PAR64 fixtures are not used in any instance	
1000w Ellipsoidal (FEL lamp) are not used in any instance	
"R" type flood lamps are not used in any instance	

CHECKLIST FOR EVENT MATERIALS AND COMMUNICATION SUPPLIERS

Event Materials and Communications Checklist	RATING – A, B, C, D or YES/NO
An EMS has been implemented as per Chapter 4 and Appendix 1	
Products are sourced locally to avoid transportation emissions	
Products that are produced from recyclable materials are offered	
Products that are biodegradable are offered	
Products which are eco-certified are offered	
Recyclable paper having high post-consumer recycled content, not coated, glossy or laminated; preferably not chlorine-bleached is used	
Vegetable based inks for printing materials is used; excessive ink coverage is avoided (e.g. solid blocks of ink which impedes de-inking)	
Green printing principles are adhered to, i.e. double-sided printing, lightest-possible-weight paper, standard paper sizes	
Energy efficient equipment is used	

CHECKLIST CARBON OFFSET PROVIDERS

Carbon Offset Provider Checklist	RATING – A, B, C, D or YES/NO
The carbon offset provider supports both local and global offset projects, recognising that events have local impacts in terms of energy consumption and global effects on climate change	
The carbon offset provider contributes to projects that are permanent – that is, they permanently remove GHG emissions from the atmosphere	
The carbon offset provider company is accredited/recognised by the national environmental agency or other recognised body	
The carbon offset provider can verify carbon reductions accredited as offsets are 'additional' and not due to business as usual	
The carbon offset provider informs Clients when offering forward credited offsets (e.g. tree planting) where the offset will be produced in the future and the risks associated with it	

APPENDIX 4 – GREEN MEETINGS INDUSTRY COUNCIL (GMIC) PLAN FOR 2010 CONFERENCE

The 2010 Sustainable Meetings Conference is being held with green principles in mind. Our first goal is to do what we can to reduce our carbon footprint, and then secondly to offset those emissions we cannot avoid.

In addition, the GMIC is partnering with conference sponsor to offset the emissions produced by our event. Your support is integral to making a more energy efficient, green-powered world possible by supporting additional projects that are based locally in our host destination, as well as globally.

Why are we offsetting this way?

The Green Meeting Industry Council, in partnership with our conference sponsor will offset 100% of our meeting - generated CO2 emissions. We are also providing delegates with the option to participate in offsetting their air travel.

To do this we are partnering with our conference sponsor, a not-for-profit organisation based in our host city of Denver, Colorado.

The Conference Program Committee has learned much in the recent years researching and determining an offset program. We hope by sharing our experience you might take away some lessons learned in developing your own offset.

Step 1 | Determine priorities

The following priorities for offsetting the GMIC conference are taken into consideration. The offset must:

- Be provided at no direct cost to GMIC.
- Enable a voluntary opportunity for individuals and organisations to sponsor offsets.
- Provide education for our members about offsetting.

Step 2 | Research organisations and set selection criteria

Selecting a carbon offset provider is not an easy process. New organisations that offset are emerging every day and understanding and navigating the jargon of neutrality, additionality, permanence and carbon can be confusing for most. The GMIC has decided to:

- Support a locally-based organisation in the host destination.
- Support both a local and global offset project, recognising that our event has local impacts in terms of energy consumption and global effects on climate change.
- Contribute to projects that are additional – or would not have otherwise occurred without our support.
- Contribute to projects that are permanent – that is, they permanently remove GHG emissions from the atmosphere.

Step 3 | Communicate and engage participants

As a voluntary program, our carbon offset relies on you – the delegate, exhibitor, speaker and sponsor – to take responsibility for your carbon footprint by purchasing an offset. The program committee has planned a diversity of outreach tactics to inform you of this option and its importance to us, through our web site, the registration process, onsite and following the event. Please join us by offsetting your conference footprint by visiting our sponsor's website.

Find out how we are reducing the environmental impact of our meeting

The Green Meeting Industry Council is greening our 2010 conference by:

- Selecting destinations that are able to respond to green requirements in our RFP.
- Requesting and contracting the hotel and caterer to comply with environmental practices that reduce waste, conserve water, promote energy efficiency, and air and water quality.
- Printing our conference program on 30% post-consumer recycled content paper, using soy-based inks.
- Discouraging handouts and making presentations available online.
- Requesting exhibitors minimise collateral material and provide sustainably-minded giveaways.
- Providing a paperless registration service.
- Collecting and re-using name badge holders and lanyards.
- Providing scholarships to students to attend the Green Meetings 101 Training Seminar sponsored by IMEX Future Leaders Forum.

The Hyatt Regency Denver Convention Center has committed to implement the following for our event:

- A recycling program that includes paper, glass, plastic, metals and organic waste.
- A towel and sheet reuse program.
- Practice energy efficiency by turning off lights and turning down the thermostat when the guest rooms are not occupied.
- Not to replace consumable amenities daily unless they are gone, and to participate in an amenity donation program.

Use cleaning products that do not introduce toxins into the air or water.

The Colorado Convention Center and Caterer have committed to implement the following for our event:

A recycling program that includes paper, aluminium cans, glass, plastic, cardboard, wood pallets, and organic waste (compost).

- Providing complimentary water cambros and recycled content paper cups.
- China and linen meal service.

- Condiments in bulk and juices, water and ice tea in pitchers instead of individual containers.
- Menu selections that include local and organic products and provide vegetarian options.
- Practice energy efficiency by turning off lights and HVAC when rooms are not occupied.
- Use environmentally responsible cleaning products.
- Purchasing hand towels and toilet paper which are 35% post-consumer content paper.
- Purchasing a minimum 9% renewable energy.

We encourage you to join us in greening our conference by:

- Walking or taking transit in the city, rather than taking a taxi. The hotel and convention center are conveniently located in the center of the business and cultural district.
- Turning off the lights and heating in your room when it is not occupied.
- Bring your own re-fillable mug or use the conference mug.
- Reduce what you use and recycle what you can!

APPENDIX 5 – SUPPORT AND LINKS

ENVIRONMENTAL INFORMATION AND SUPPORT

Bord Bia www.bordbia.ie

Change.ie www.change.ie

Cultivate Centre www.cultivate.ie

Department of Environment, Heritage and Local Government www.environ.ie

ENFO www.askaboutireland.ie

Environmental Protection Agency www.epa.ie

Fáilte Ireland www.failteireland.ie

Fair Trade www.fairtrade.ie

Good Food Ireland www.goodfoodireland.ie

Green Business Initiative www.greenbusiness.ie

Green Meeting Industry Council (GMIC) www.greenmeetings.info

Guaranteed Irish www.guaranteedirish.ie

Meet Green www.meetgreen.com

Rainforest Alliance www.rainforest-alliance.org

Sustainable Energy Authority Ireland www.seai.ie

ENVIRONMENTAL CERTIFICATION AND STANDARDS

BS 8901 Sustainable Event Management www.bsigroup.co.uk

EU Eco-label www.eco-label.com

Green Hospitality Award (IRL) www.ghaward.ie

Green Tourism Business Scheme www.greentourism.ie

ISO 14001 Environmental Management Systems www.iso.org

TRANSPORTATION

Bus Éireann www.buseireann.ie

Dublin Bus www.dublinbus.ie

Dublin Traffic www.dublintraffic.ie

Dart www.dart.ie

Irish Rail www.irishrail.ie

Luas www.luas.ie

Railway Procurement Agency www.rpa.ie

SEI Transport EnergyMAP

http://www.sei.ie/energymap/Transport/Intro/What_is_Transport_EnergyMAP/Swift
Commute www.swiftcommute.ie

TravelSmart www.travelsmart.ie

APPENDIX 6 – GREEN GLOSSARY

The green industry is full of acronyms and lingo. Read the glossary for some of the most common words and their definitions which you will encounter. Some of these words/definitions are not included within this guide but are explained to enable you to understand them should your client use them.

APEX: Accepted Practices Exchange – APEX is an initiative of the Convention Industry Council that is bringing together all stakeholders in the development and implementation of industry-wide accepted practices to create and enhance efficiencies throughout the meetings, conventions and exhibitions industry.

Biodegradable: Capable of being broken down by natural processes, such as bacterial action.

Bio-diesel: A clean burning, alternative fuel derived from animal fats or vegetable oil that can be used in diesel burning engines. It does not contain petroleum products, but may be blended with petroleum-based diesel.

Carbon Dioxide (CO₂): A heavy, colourless gas that does not support combustion. Made of one carbon atom and two oxygen atoms, it is formed especially in animal respiration and in the decay or combustion of animal and vegetable matter. It is absorbed by plants in photosynthesis, and is an atmospheric greenhouse gas.

Carbon Footprint: A measure of the impact human activities have on the environment in terms of the amount of greenhouse gases produced, measured in units of carbon dioxide.

Carbon Offset: A way of counteracting the carbon emitted when the use of fossil fuel causes greenhouse gas emissions. Offsets commonly involve investing in projects such as renewable energy, tree planting and energy efficient projects.

Climate Neutral: Products or services that reduce and offset the greenhouse gases generated at each stage of their life-cycle on a cradle-to-grave basis: the sourcing of their materials, their manufacturing or production, their distribution, use, and ultimate end-of-life disposition.

Compost: A mixture of humus-rich, decomposed vegetable matter, used as a fertiliser or soil enrichment.

Corporate Responsibility: Our obligation to consider the interests of customers, employees, shareholders, communities and the environment as an aspect of meeting planning, execution and evaluation so that sustainability can be achieved.

Ecological Footprint: The measure of area needed to supply national populations with the resources and area needed to absorb their wastes.

Ecology: The system of relationships between organisms and their environments.

Ecosystem: A community of living organisms interacting with themselves and with their environment.

Ecotourism: Responsible travel to natural areas that conserves the environment and improves the wellbeing of local people.

Energy/Water Conservation: Practices and strategies that are designed to minimise the amount of energy and water used.

Environmentally Responsible Transportation: Transportation options that minimise environmental impact such as mass public transportation (light rail, subway, electric/hybrid/biodiesel buses) and electric/hybrid vehicles.

E-waste: Waste materials generated from using or discarding electronic devices, such as computers, televisions, and mobile phones. E-waste tends to be highly toxic to humans, plants, and animals, and has been known to contaminate water, air and dirt.

Fair Trade: Small farmers are paid a fair market price that enables them to improve their standard of living.

Fossil Fuel: An organic, energy-rich substance formed from the long-buried remains of prehistoric life.

FOG: Fats, Oil and Grease form the catering sector.

Global Warming: A gradual, long-term increase in the near surface temperature of the Earth. The term is most often used to refer to the warming predicted to occur as a result of increased emissions of greenhouse gases.

Green: A common expression meaning environmentally responsible.

Green Collar Job: A job connected to eco-friendly products and services.

Green Meeting: According to GMIC, a green meeting incorporates environmental considerations throughout all stages of the meeting in order to minimise the negative impact on the environment and positively contributes to the host community.

Greenhouse Effect: Heating of the atmosphere that results from the absorption of solar radiation by certain gases.

Greenhouse Gas: A gas which contributes to the greenhouse effect by absorbing solar radiation. These gases include, but are not limited to, carbon dioxide, ozone, methane, and chlorofluorocarbons.

Green Seal Certified: An organisation, product or process that has passed a specific environmentally responsible standard as outlined by Green Seal. It is a non-profit, third-party certifier and standards development body in the United States.

Greenwash: To falsely claim a product is environmentally sound. Also known as faux green. Disinformation disseminated by an organisation so as to present an environmentally public image.

High-intensity discharge (HID) lamp: Compared with fluorescent and incandescent lamps, HID lamps have higher luminous efficacy since a greater proportion of their radiation is in visible light as opposed to heat. Their overall luminous efficacy is also much higher: they give a greater amount of light output per watt of electricity input.

High Performance Lamp (HPL): The proprietary HPL lamp uses a compact filament, which concentrates the most light where it is efficient in an ellipsoidal reflector.

Hybrid Vehicle: Vehicle that uses a combination of two engine types. Cars are most commonly gasoline-electric hybrids.

Kilowatt Hour: 1,000 watts of electricity used for one hour.

Led lamp: A Light-Emitting-Diode lamp is a solid-state lamp that uses light-emitting diodes (LEDs) as the source of light. LED lamps offer long life and high efficiency, but initial costs are higher than that of fluorescent lamps.

LEED: Leadership in Energy and Environmental Design – A Green Building Rating System® is a voluntary, consensus based national standard for developing high-performance, sustainable buildings developed by the US Green Building Council.

Occupancy Sensor: A monitoring device commonly connected to a room's lighting but also occasionally to heating or ventilation, which shuts down these services when the space is unoccupied, thus saving energy.

Organic Foods: Grown without chemicals that can harm the land, water or human health. Organic certification of food can be through an independent organisation or government program.

Parabolic aluminised reflector lamp (Par light): A type of lamp that is widely used in commercial, residential, and transportation illumination. The lamps and their fixtures are widely used in theatre, concerts and motion picture production when a substantial amount of flat lighting is required for a scene.

Post-Consumer Material: An end product that has completed its life cycle as a consumer item and would otherwise have been disposed of as a solid waste. Post-consumer materials include recyclables collected in commercial and residential recycling programs, such as office paper, cardboard, aluminum cans, plastics and metals.

Post-Consumer Waste: Post-consumer waste is recycled material collected after people have tossed it in the blue bin. Office recycling programs and household recycling programs are the main source of post-consumer waste.

Processed Chlorine Free (PCF): "Processed chlorine free" describes a bleaching process free of chlorine or chlorine compounds, which poisons rivers. The most common PCF bleaching agent is hydrogen peroxide (which breaks down into water and oxygen). Using PCF paper eliminates most of the toxic byproducts of traditional bleaching, such as dioxins and other organochlorides, and this means cleaner rivers.

Recycled Paper: According to U.S. government standards, uncoated paper with at least 30% post-consumer waste and coated paper with at least 10% post-consumer waste can be called "recycled" paper.

Recycling: The collection of waste materials and reprocessing them into new materials or products, which are then sold again.

Renewable Resources: Resources that are created or produced at least as fast as they are consumed, so that nothing is depleted. Includes solar, hydro, wind power, biomass, and geothermal energy sources.

Shade Grown Coffee: Coffee that is grown in the traditional manner, with coffee plants interspersed under a canopy of trees. End result: more habitats for birds, less need for chemical inputs, and the forest is not disrupted.

Sustainable Food: Food that is healthy for consumers and animals, does not harm the environment, is humane for workers, respects animals, provides a fair wage for the farmer, and supports and enhances rural communities.

Sustainability: Meeting the needs of the present without compromising the ability of future generations to meet their own needs (as defined by the Brundtland Commission, 1987).

Triple Bottom Line: A business and development philosophy incorporating the three Es: equity, environment, economics. Also referred to as the three Ps: people, planet, profit.

Vegetable-based Inks: Environmentally friendly printing inks which are made from vegetable oils combined with pigments. The most common type is made from soy.

Venue: Location where an event takes



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