

PRESS RELEASE FOR IMMEDIATE RELEASE



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MeetGreen® Raises the Bar and Measures It with Their Latest Calculator Release

PORTLAND, OREGON— MeetGreen® celebrates the release of their updated Calculator.

In response to advancements in sustainable meetings practices such as the release of APEX/ASTM Green Meetings and Events Standards, British Standard for Sustainable Events, and increased awareness of social responsibility and community engagement, MeetGreen® has launched an updated version of what was already a robust benchmarking calculator.

For those meeting professionals looking to be proactive in measuring their impacts of meetings, this is the perfect tool for you! MeetGreen® has advanced the Calculator to incorporate a higher level of sophistication to meet the industry's desire to benchmark their efforts.

ABOUT THE CALCULATOR

Originally released in 2007, the MeetGreen® Calculator is still the most comprehensive green meeting measurement tool available on the market today. Developed by MeetGreen® and reviewed by a technical advisory committee comprised of individuals with extensive and varied backgrounds in environmental and sustainability industries, the Calculator integrates the APEX/ASTM Green Meetings and Events Standards and the British Standard for Sustainable Events to assess over 160 event management practices and measurable outcomes related to sustainability across ten key categories.

The MeetGreen® Calculator is intended to be used in conjunction with the MeetGreen® Method which simplifies the process of creating measurable green meetings by breaking it down into four basic steps: Enroll, Commit, Assess, Expand. The value of the tool is amplified when used in conjunction with the MeetGreen® Resource Kit, which is filled with helpful forms, checklists, minimum guidelines and contract language to use with the vendors you work with.

The Calculator is designed to help you capture the outcomes and experiences for each of your meetings and get a clear picture of where your organization currently stands and assessing what improvements can be made in order to increase sustainability in the future. When used together,

About MeetGreen®. MeetGreen® (formerly known as Meeting Strategies Worldwide) works with progressive global organizations to integrate sustainable practices and produce conferences and events that deliver targeted business results. For more information regarding the firm, please call +1 503.252.5458 .

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the entire MeetGreen® suite of tools, including the book, *Simple Steps to Green Meetings and Events*, creates a powerful arsenal of resources that help you to set the tone for and guide the green meeting process.

MeetGreen®'s passion is educating the meetings industry and those in it about the process and steps to move towards sustainable meetings practices. The Calculator is just a piece of the puzzle and a starting point for success. For questions regarding the Calculator, or any of the other MeetGreen® tools, please contact MeetGreen® at +1 503.252.5458.

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