

Saving Green by Going Green

Nancy Zavada, Amy Spatrisano, Shawna McKinley

Table of Contents

I. Introduction.....	1
II. Plan.....	3
III. Do	14
IV. Measure.....	34
V. Conclusion	45
VI. Worksheets.....	46
VII. Checklists.....	54
VIII. Links/Resources	73
IX. Glossary	75
X. Authors	94
XI. Company Information.....	95

Introduction

Although this workbook is slanted toward the planner's perspective around saving money by greening meetings, suppliers too will find useful information about how to calculate savings and examples of what some of their counterparts have done. Anyone who is implementing or plans to implement green meetings will benefit by reading this workbook and using the tools provided. In fact, we suspect that most of you will save far more money by reading this book and adopting what you learn than the cost of buying it!

This workbook is designed to substantiate the belief that green meetings save you money. It takes you through all the stages of planning a meeting. You will find interwoven throughout the sections real-life case studies and actual financial results. Three main sections divide the workbook, Plan, Do and Measure. Included throughout are useful checklists, spreadsheets and formulas that are interwoven in the appropriate sections ready for you to input your own data.

The Plan section begins by describing what to integrate in the planning phase of the event, which is to say before the event happens and is executed. The section deals with organization commitment around sustainability, what questions to ask, the level of corporate engagement and how those relate to greening your meeting.

Naturally, budget is a large portion of the Plan section and includes details about sponsors, grants, government funding, and vendor partnerships. Human resources are also a key element as is the consideration of time and ultimately finding the right balance.

The Do section is the meat of the workbook. Procurement is the essential factor in ensuring and capturing cost reductions. This section uses the framework of rethink, reduce, reuse and recycle in detail in a methodical approach to using procurement practices to maximize results. Included are suggestions about where, when and how to hold your meetings, and it offers fresh ways to reduce costs. Real-life case studies and saving results are described throughout.

The Measure section completes the planning process by illustrating the value and importance of measuring and reporting. If you have done all the steps in the Plan and Do sections and stop there, you will have missed the essential step of recording and reporting your cost savings, which is essential to realizing your results. Four steps are

covered in this section and include details about setting your baseline for comparison, selecting what indicators you're using, establishing targets and communicating your results. This section is filled with spreadsheets and formulas to help you capture your data and share your results.

An important note about the use of terminology throughout this workbook: You will discover as you read this workbook that the terms "events" and "meetings" are used interchangeably. We made a conscious choice to do so as the practices discussed throughout this book can be applied to a meeting or an event.

In addition, for the purposes of this workbook, sustainable, environmentally and socially responsible events are included in the term "green events." For MeetGreen®, green events integrate and balance the economic, environmental and social effects of the event throughout all the stages of the planning process in an effort to enable future generations to meet their own needs.

APEX Glossary

Event: *An organized occasion such as a meeting, convention, exhibition, special event, gala dinner, etc. An event is often composed of several different yet related FUNCTIONS.*

Meeting: *An event where the primary activity of the participants is to attend educational sessions, participate in discussions, social functions, or attend other organized events. There is no exhibit component. Compare with Convention, Exhibitions, Trade Show, Consumer Show.*

LEARNING OBJECTIVES

Our intention is that after completing this workbook you will be able to:

1. Define what resources are needed to implement a successful event greening plan.
2. Set the scope of the plan.
3. Balance your event budget with a green perspective.
4. Analyze your supply chain to identify specific opportunities to reduce costs while aligning with environmental, social and economic goals.
5. Demonstrate tactics for measuring and benchmarking cost avoidance and reduction.
6. Identify opportunities to make money with the green meeting plan.

We begin with the initial concept and planning stage of greening your meeting and saving money.



PLAN

You've heard the saying don't bite off more than you can chew. Well, be careful to not do the same with your green meeting. When determining a plan to save money and help the earth, you need to know what resources you have in order to decide what scope of action is feasible. And when we say resources, we're not just talking about money and the trees it grows on. We're also talking about you and your team. Your time is a precious resource, so make sure you plan for how much of it you want to spend researching and implementing your cost-savings green options.

Every meeting starts with a plan. Even before starting the plan there are a series of questions to be asked: Why is the meeting being held? What is the vision? What will participants learn? How will the experience change or motivate the participants? What is the company's return on investment? And so on. Sustainable meetings are no different — they start with the same questions and expand on them.

Organizations that practice sustainable meetings often ask the following:

- How can my company be seen as a good corporate citizen?
- What can we do to minimize our impact on the environment?
- What resources can we allocate for this effort?
- How much time do I have?
- What is reasonable for me to expect to accomplish?
- How prepared and available are my staff and vendor team to help out?

Your answers to these questions will help determine your available resources and identify the scope of action for you to take. The resources to produce a meeting are the same ones you will need to produce it sustainably — organizational support, money, human resources and time.

ORGANIZATIONAL SUPPORT

Gaining the support of your organization first is vital. Start by finding out the degree to which your organization supports sustainability. Without an early understanding of the commitment level, your ability to be successful will be limited. We work with a wide variety of organizations to produce their conferences and events. Although we institute green meeting practices whenever possible in their events — which is how we do business — their commitment in supporting sustainable practices will drive the depth to which utilizing those practices is possible. Here are a few examples of our experiences