



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Green Meetings: Candid Cases Studies

Hilton Union Square, Aug. 29, 2012



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Moderator:

Lucy Giovando Watts- Giovando Watts & Co.

Panelists:

- Kathleen Hennesey- The Moscone Center
- Eve Schmitt- VMware
- Julie Lindsey- Gap Inc.
- Jo Licata- Hilton Union Square



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Kathleen Hennesey

The Moscone Center



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

The intent, of **the Moscone Center's** sustainability programs, is to promote and support business practices which reduce adverse environmental impact, benefit the local community, and make economic sense.

Definition of Green vs. Sustainability

Green

Green is defined as products and services that reduce health and environmental impacts compared to similar products and services used for the same purpose

Sustainability

Sustainability is a much broader term and encompasses three aspects of social, environmental and financial responsibility often termed *people, planet and profit*

What Makes a Facility Sustainable?

- A sustainable facility is a structure that is designed, built, renovated, operated, or reused in a resource-efficient manner.
- Facilities designed to meet certain objectives such as protecting occupant health, using energy, water, and other resources more efficiently, and reducing waste generation and the overall impact to the environment.



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Some of The Moscone Center's Green Initiatives

Plastic film collected during exhibitor move-in





NORTHERN CALIFORNIA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

Engage attendees in greening their events





NORTHERN CALIFORNIA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

Renewable Energy: Solar Project



5400 photovoltaic tiles

Covering 60,000 sq. ft.

Reduces greenhouse gas emissions by an amount equivalent to planting 62 acres of trees annually



Oracle Sustainability Meetings Report 2009

- Confirmed over \$800,000 net cost savings through reduction and reuse
- 76 hotels, 7 venues, 37,000 attendees, 401 exhibitors
- 16 member green team
- 60% of food sourced within 100 miles
- Diverted 140 tons of materials



Pittsburgh's Green Conventions Economy

- 38% of the David L. Lawrence Convention Center's revenue from green-seeking events
- Value to the region: \$144 million direct spending between 2006-2010
- 26% of region's direct spending came from green-seeking events



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Eve Schmitt, MBA, CMP, CEM

VMware



VMware Sustainability Addendum

Environmental Sustainability Practices/Policies:

- At VMware, we are committed to do our part towards a greener event. As our working partner, we invite you to share with us your efforts in environmental conservation.



Requests from Hotel or Venue:

- "Green" Programs
- Waste Management
- Water Management
- Energy Use
- Environmentally Responsible Purchasing Program
- Environmental Policy/Metrics



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Final Report from Hilton Union Square

CO2 emissions for Meeting/Event

Number of room nights	4,052	
Amount of meeting space	120,000	Square feet
Duration of meetings	3	days
Meeting/Event rooms carbon footprint	116,731	lbs of CO2e
Meeting/Event conference carbon footprint	827	lbs of CO2e
Total Meeting/Event carbon footprint	117,558	lbs of CO2e



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Event Details

A 3days meeting occurring in May, 2010

There will be 1082 participants and room block is for 4052 nights

A total of 120000 ft² floor space has been allocated for this event

There are 3300 breakfast(s), 3300 lunch(es), 2200 dinner(s), 2200 snack(s)

Travel includes: 10 flight(s) for total of 8516060 miles, 1 car trips for total of 4500 miles



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L



This event's CO2 emissions

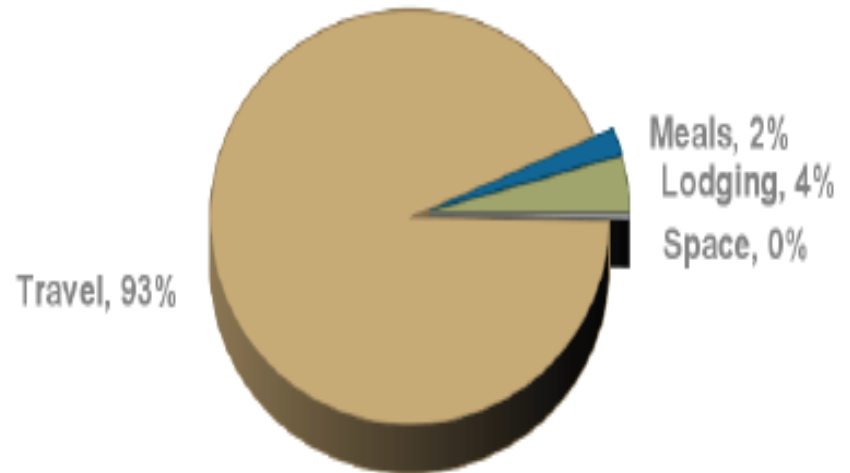
1,335.15 Tons

CO₂ is a greenhouse gas that contributes to climate change. This event's CO₂ emissions are estimated as follows:

CO2 Emissions by Source

Factor	LBS	%
Lodging	115214	4%
Meals	54586	2%
Travel	2491747	93%
Space	8754	0%

This event's CO2 emissions by source





Suggested Possible Actions

- Shut off Lights when leaving the room
- Don't run water unnecessarily
- Hang your towels
- Reuse Linen
- Close the Shades
- Try something local
- Walk instead of Drive
- Your ideas are welcome!



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Water Facts

- **The** average conference delegate over a **3** day event uses 846 gallons of water - or roughly **262 gallons** per day! If that conference has **300** delegates that's enough water to fill half an **Olympic Sized Swimming Pool!**
- **By** replacing **1** catered meal with a vegetarian option over a beef option for a conference of **300** delegates could save approx. **662,000 gallons of water!**
- It takes **10 liters of water** to produce one sheet of paper
- **\$100 billion dollars** are spent every year on bottled water around the world. Just a fraction of this money could provide clean drinking water to everyone in the world!
- An installed water-reducing device can save up **to 45,000 liters** of water per year!
- One kilogram of meat requires **5 to 20 times more water** to produce than one kilogram of grains



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Julie Lindsey

Gap Inc.



Gap Inc. Environmental Responsibility

Environmental responsibility means far more than being “green” or selling green products. Gap Inc. connects environmental responsibility to every aspect of our business.



Gap Inc. Green Meetings Program: Key Metric Categories

People: Community Members Served

Planet: Water Conserved

Profit: Cost Savings



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Gap Inc. Case Study

Banana Republic Store Manager Conference

March 2012

Hilton San Diego Bayfront



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Community – Metrics Example

Clothing Donation to Second Chance – **provided 450 work outfits**



Unserved Food Donation to Feeding America – **provided 500 meals**





Water Conserved: Metrics Example

Changed breakfast & lunch water service from:

- Pre-poured water at each place setting, to:
- Pitchers of water with glasses at the center of the table

Saved 7500 gallons of water

(1 glass of ice water takes 3 gallons of water to produce)



Cost Savings: Metrics Example

Decreased brochure size from 8 ½ x 11 to 6 x 9 and reduced the number of pages by 25%; incorporated QR codes for supplemental content.

Decreased cost of brochure by 50% = \$2500 savings



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Jo Licata

Hilton San Francisco, Union Square



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Before and After the Meeting

Strategies for Sustainability

Hilton San Francisco Union Square



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Before the Meeting Strategies

Planning for Sustainability

Local Transportation

Menu Choices



Planning for Sustainability

Work with the strengths of your property on reducing energy, water, and disposables.

Pre-plan for food, amenity and collateral re-use and donation

Request results



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Planning for Sustainability

Location relative to mass transit

Use of bio-fuel transports



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Planning for Sustainability

Menu Choices

Select at least one vegetarian meal



NORTHERN CALIFORNIA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

After the Meeting Strategies

Meeting Calculator

Donate for Re-use

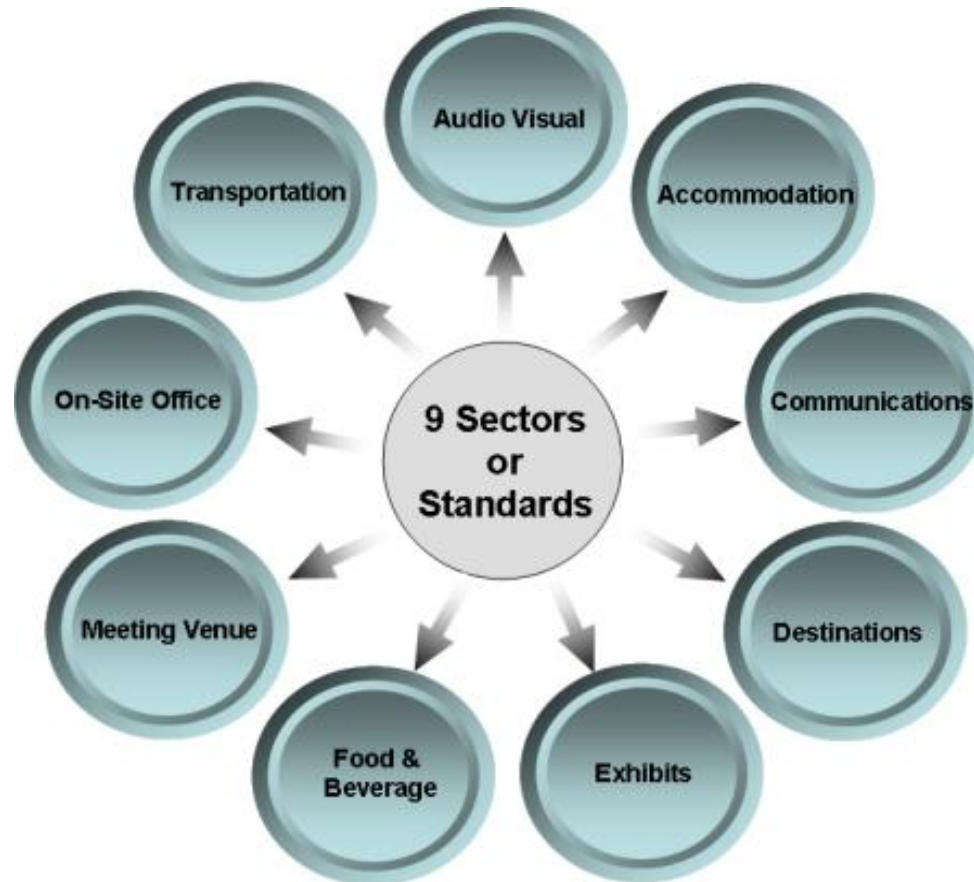


After the Meeting Calculator

SF Carbon Fund

In order to support additional greenhouse gas reductions, the City has established the San Francisco Carbon Fund to provide support for new initiatives to further reduce our community's carbon footprint and add value to our neighborhoods by enhancing public green spaces and the urban forest. The Fund gives visitors, businesses, residents, and city government the opportunity to mitigate carbon pollution generated by their activities (e.g., air travel, auto use, hotel stays, etc.) while investing in the sustainability of San Francisco's future. To date so far, the fund has supported two local projects in San Francisco: a commercial fuel station that sells waste grease biodiesel, DogPatch Biofuels; and an ongoing urban orchard planting program.

The Near Future: APEX Green Meetings Standards





Helpful Resources

- www.mpiweb.org
- www.gmicglobal.org
- www.conventionindustry.org
- www.moscone.com/pdf/PlannersGreenGuide.pdf



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Thank You!!

- **lucy@giovandowatts.com**
- **khenesey@moscone.com**
- **eschmitt@vmware.com**
- **julie_lindsey@gap.com**
- **Jo.licata@hilton.com**