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CENTER CONFERENCE

# APEX-ASTM Green Meeting Standards



# PANELISTS

**Lawrence Leonard, CMP**, Chief Operations Officer,  
Convention Industry Council - Alexandria, VA

**Jeff Blosser**, President & Chief Executive Officer,  
Washington State Convention Center - Seattle, WA

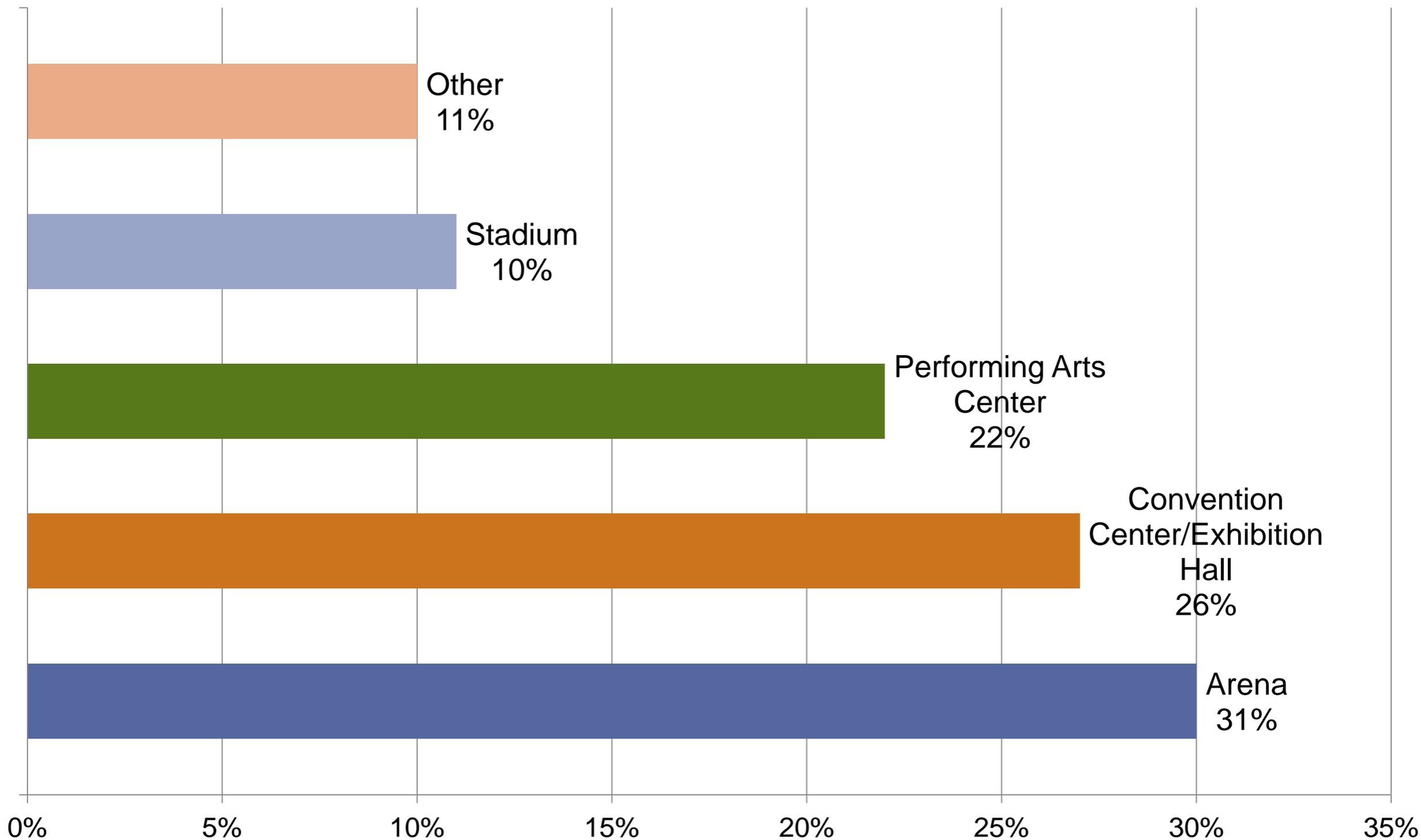
**Vicki Hawarden, CMP**, President & Chief Executive  
Officer, IAVM - Coppell, TX

A faint, stylized city skyline is visible in the background of the top banner, featuring a prominent tower that resembles the Space Needle. The skyline is rendered in a light, hazy green color against a darker green background.

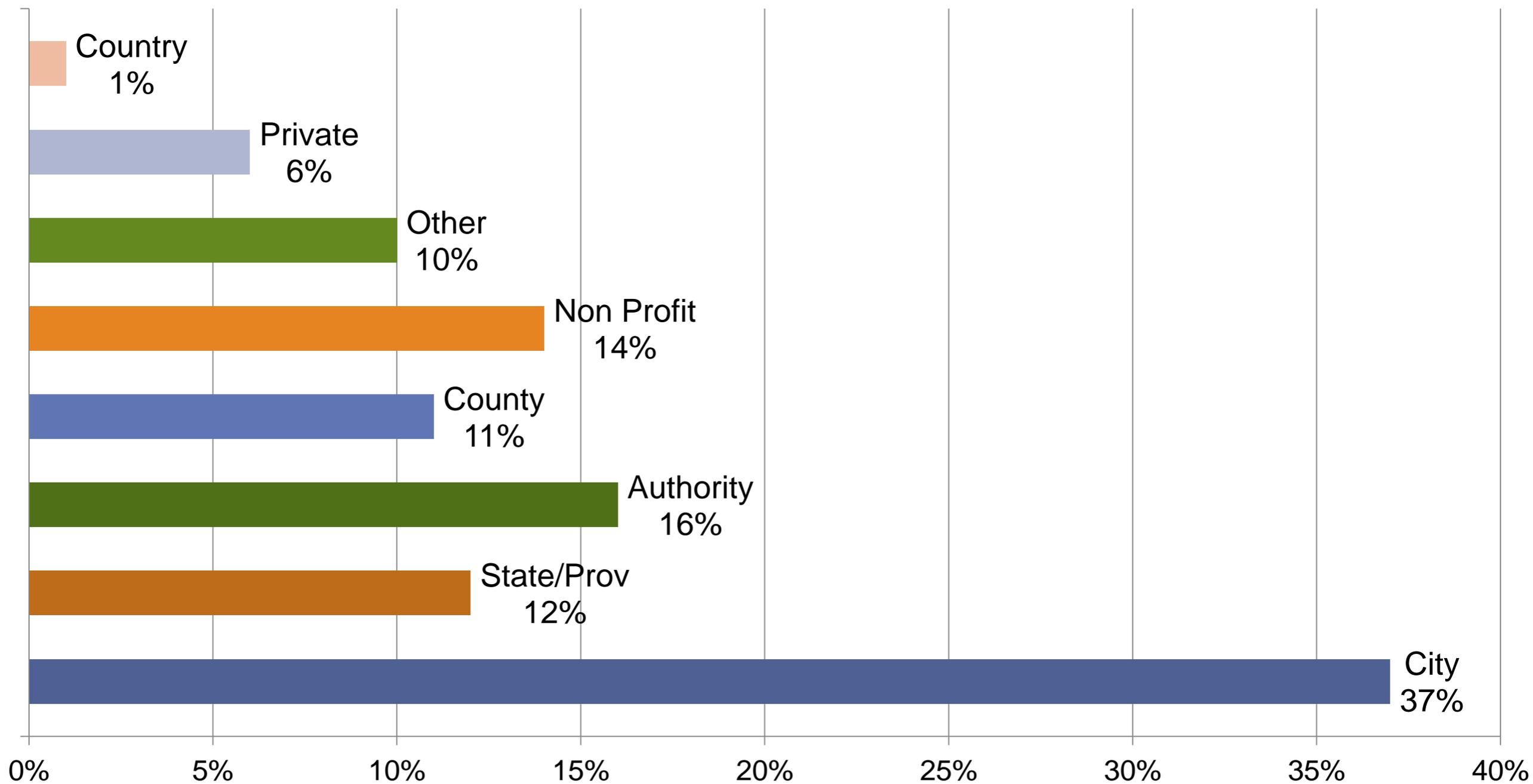
# **2012 Preliminary IAVM Sustainability Survey Results**

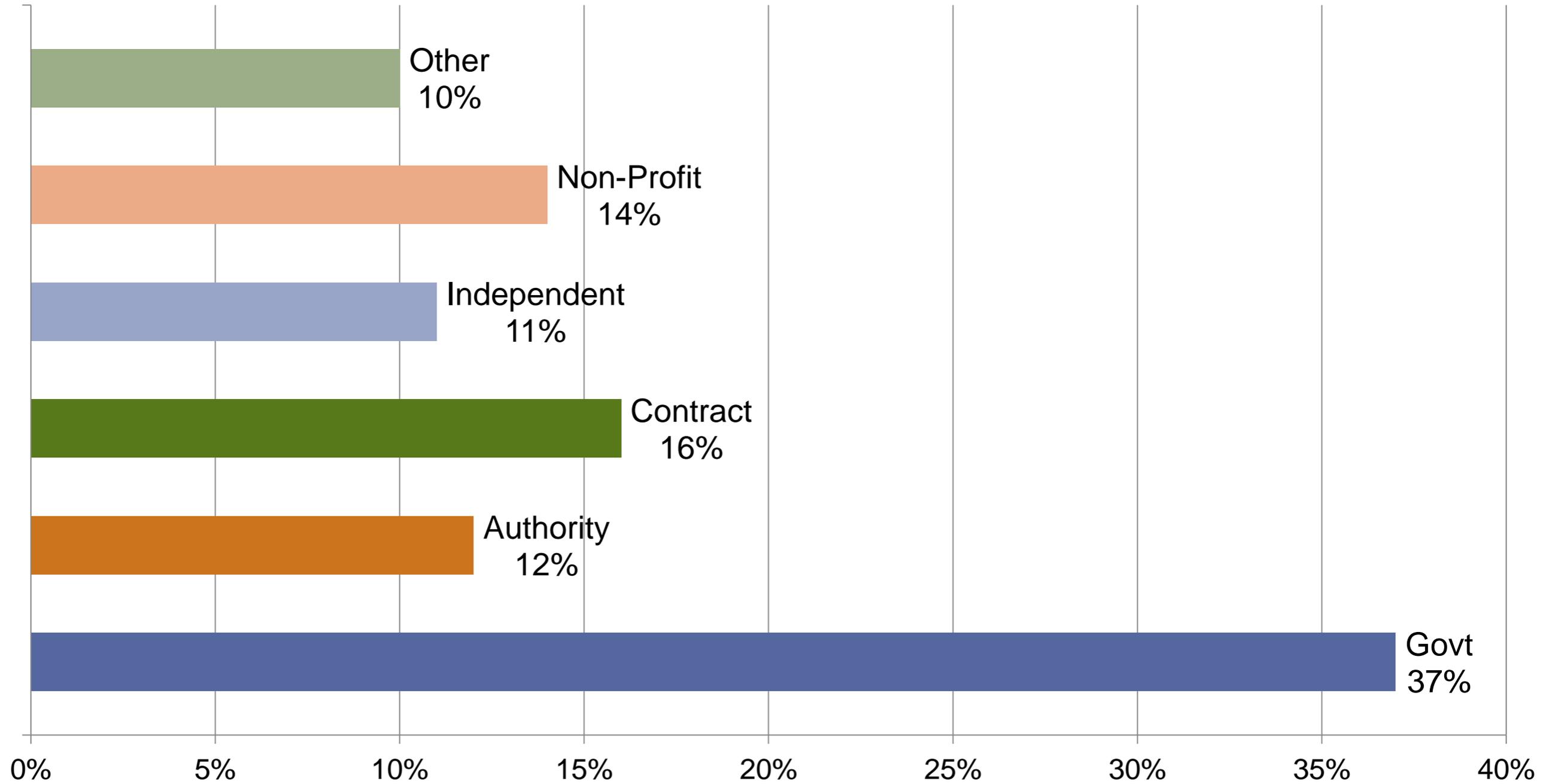


# Venue Type



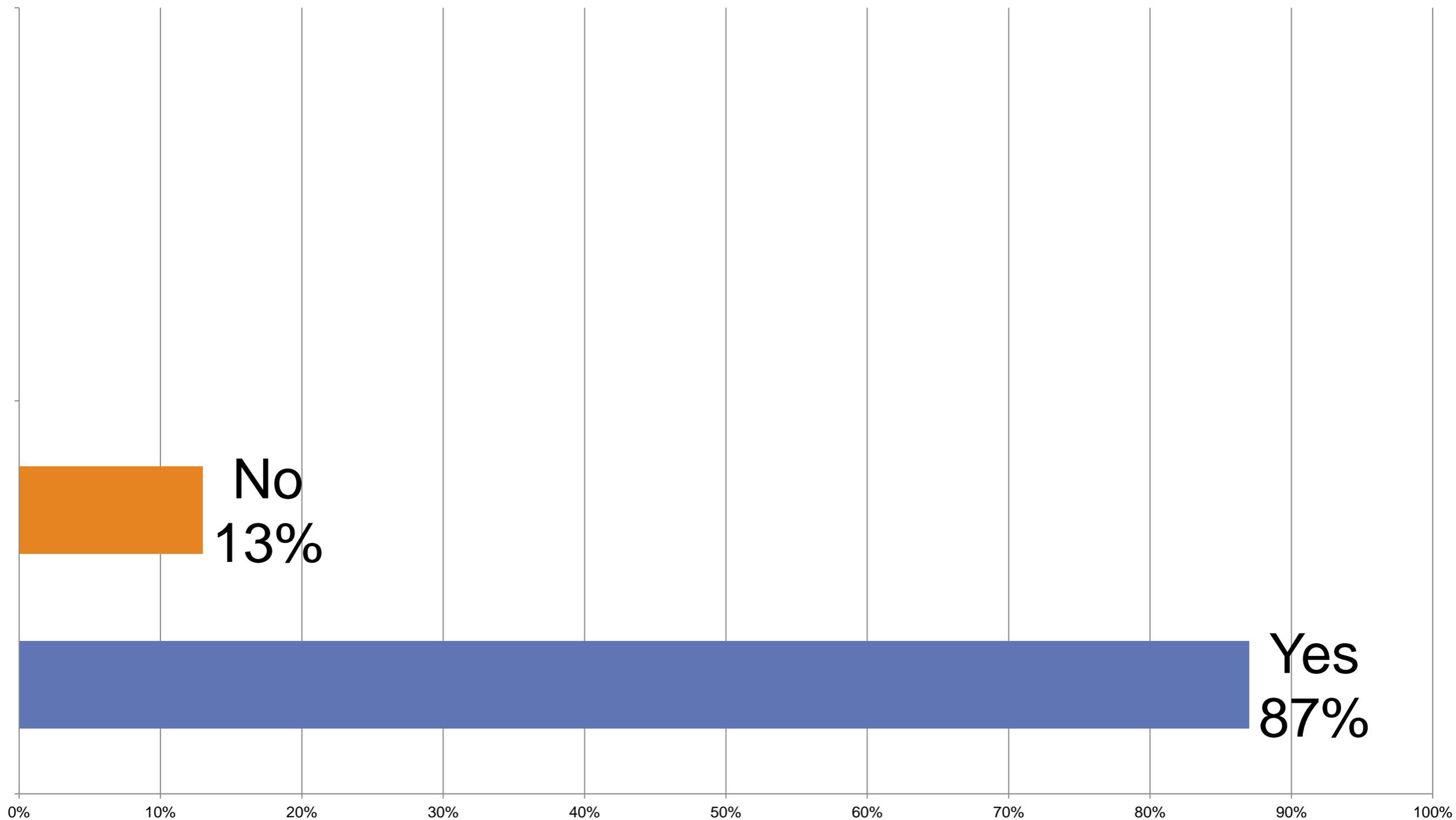
# Venue Ownership



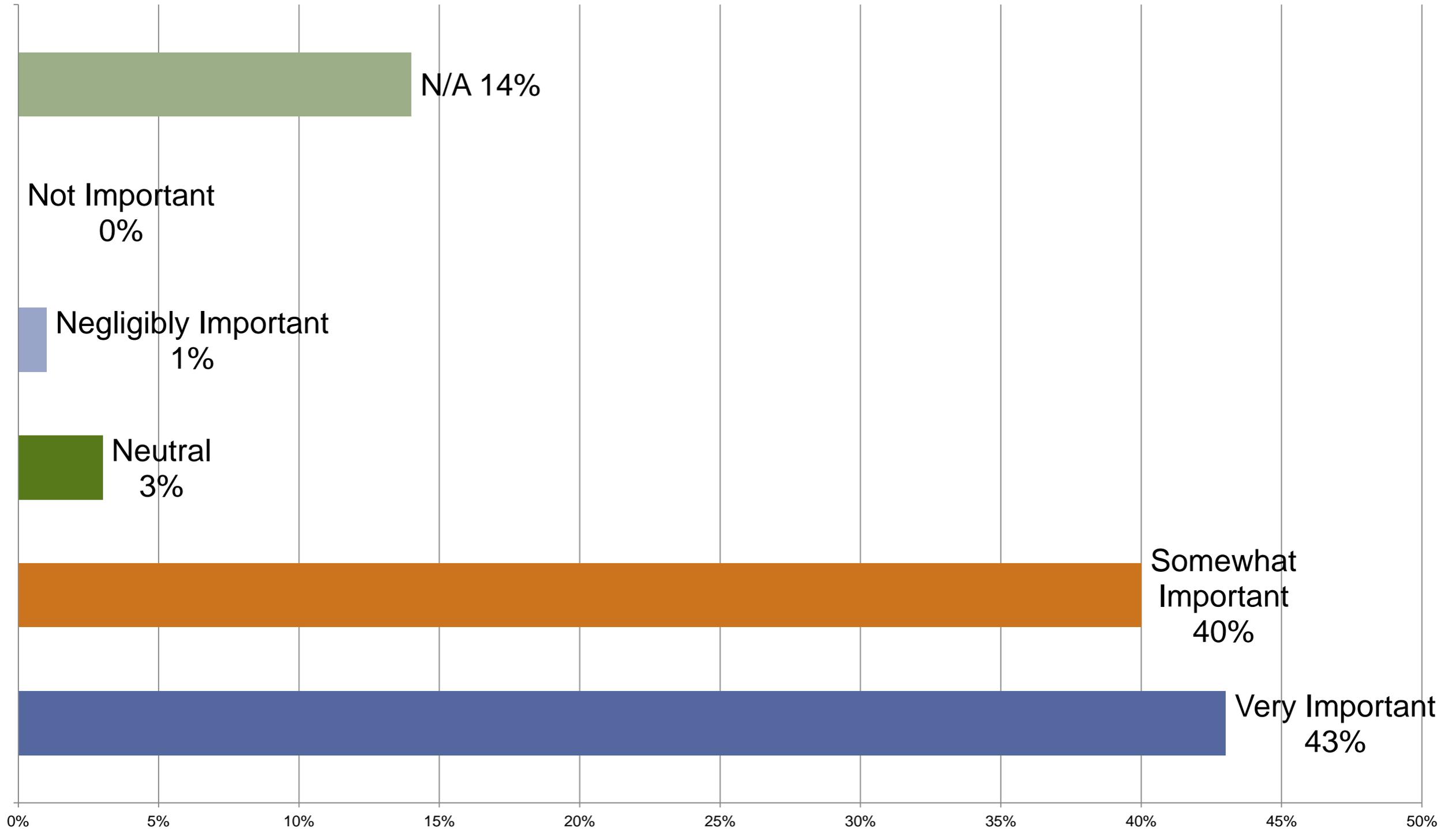


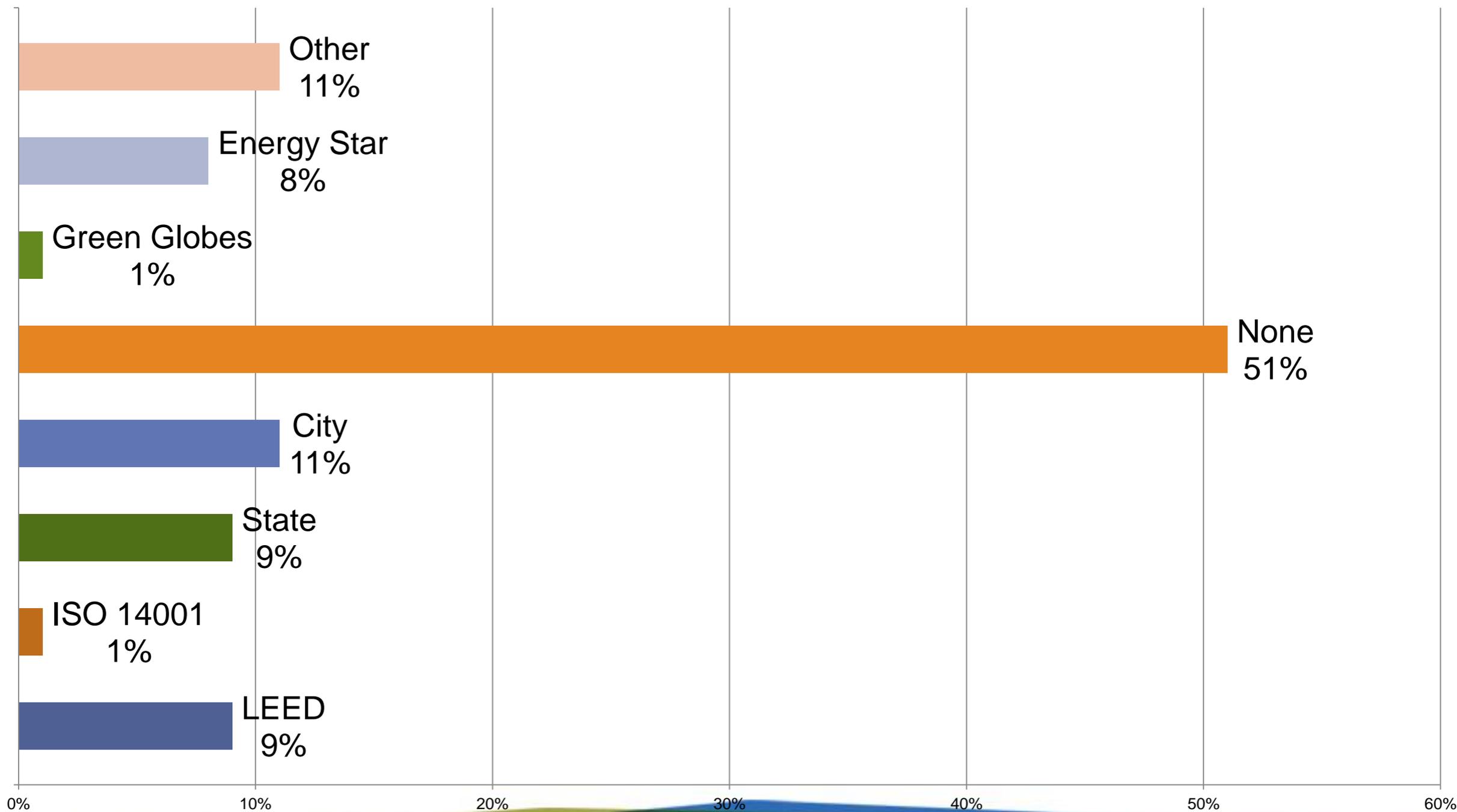


# Implemented Green

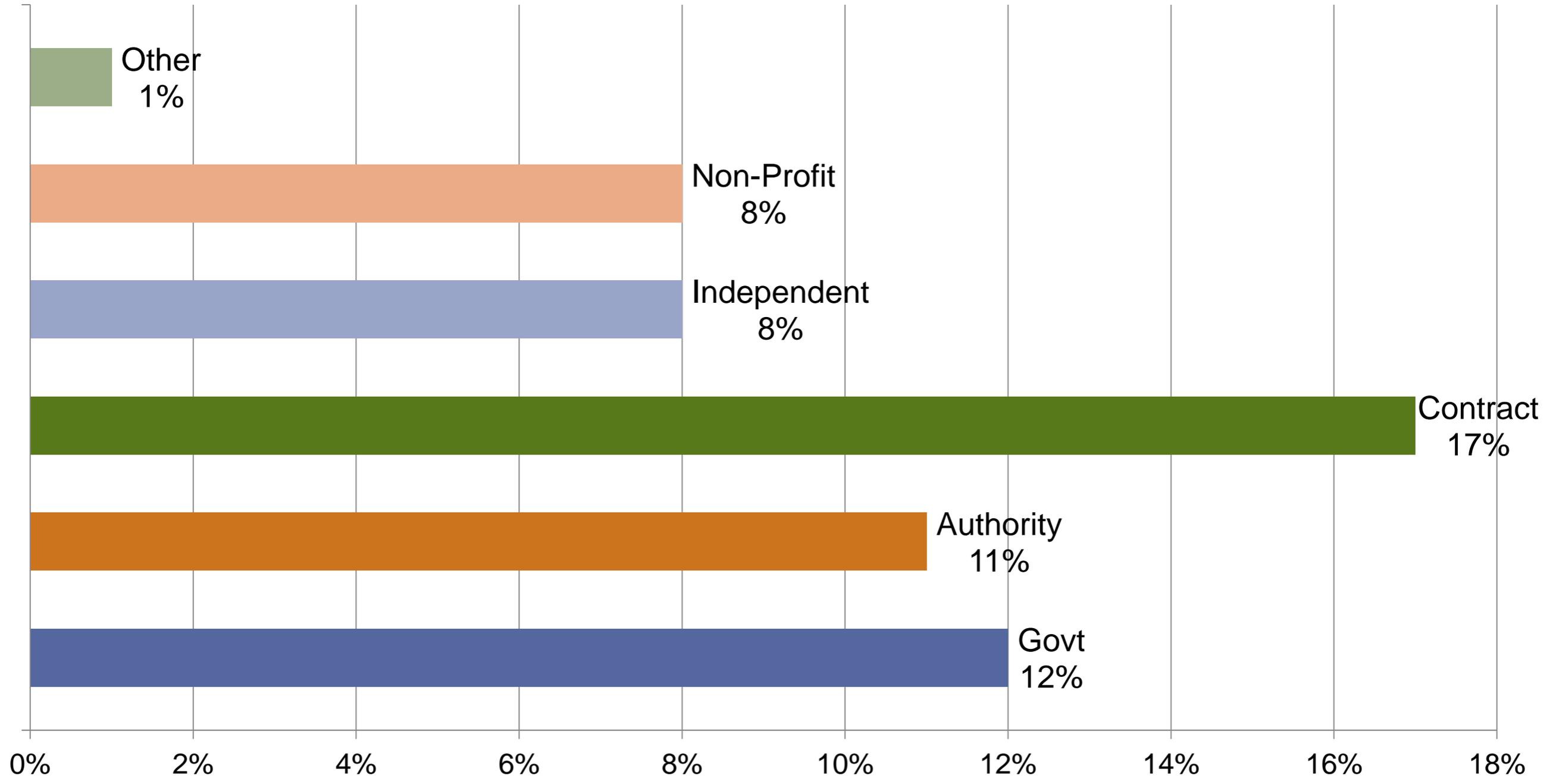


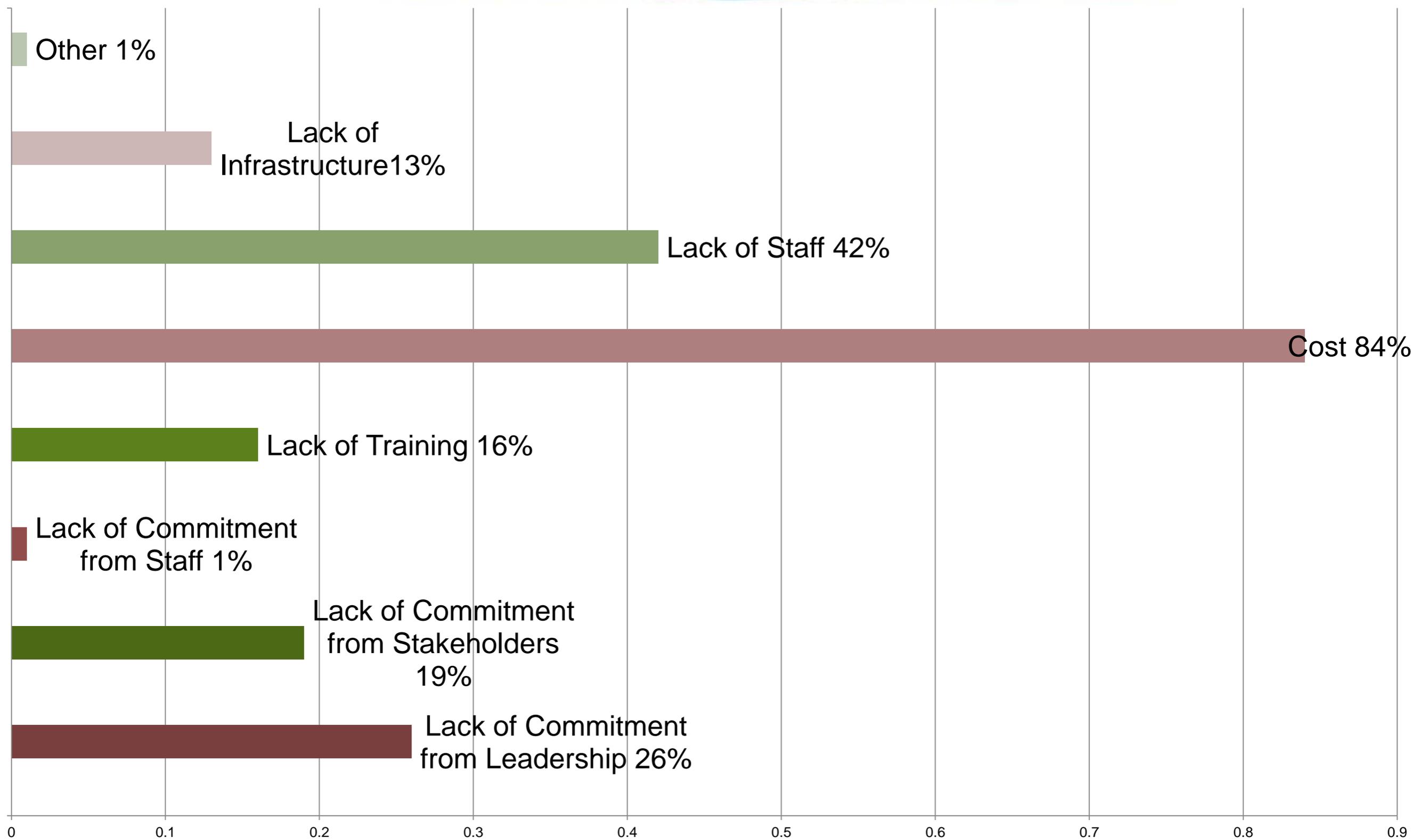
# Importance of Green





# LEED vs. Management







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# **Lawrence Leonard**

## **CIC's Perspective of APEX-ASTM**

## What is APEX/ASTM?

- 9 formal standards (specifications) for sustainable events
- Voluntary
- Developed by & for meetings & events industry
- Validated through a Standards Development Organization
- Modular, Interconnected
- Prescriptive – What to do, how to measure
- A tool, not a “silver bullet”



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# Project Goals

## Goal 1

Industry-wide  
accepted  
standard for a  
green meeting

## Goal 2

Road map for  
Planners and  
Suppliers who  
wish to  
implement  
sustainable  
practices

## Goal 3

Enhance  
sustainable  
practices with  
communities,  
venues, clients,  
attendees,  
exhibitors and  
vendors, etc.

## Why Standards?



## Why Standards?

- Objective, Measurable
- Specific, Precise
- Commonality, “Shared Scorecard”
- Transparency
- Performance Assurance
- Organizational Needs





## 8 Categories or Action Areas

- Staff Management / Policy
- Communication
- Waste
- Energy
- Air Quality
- Water
- Procurement
- Community Partners

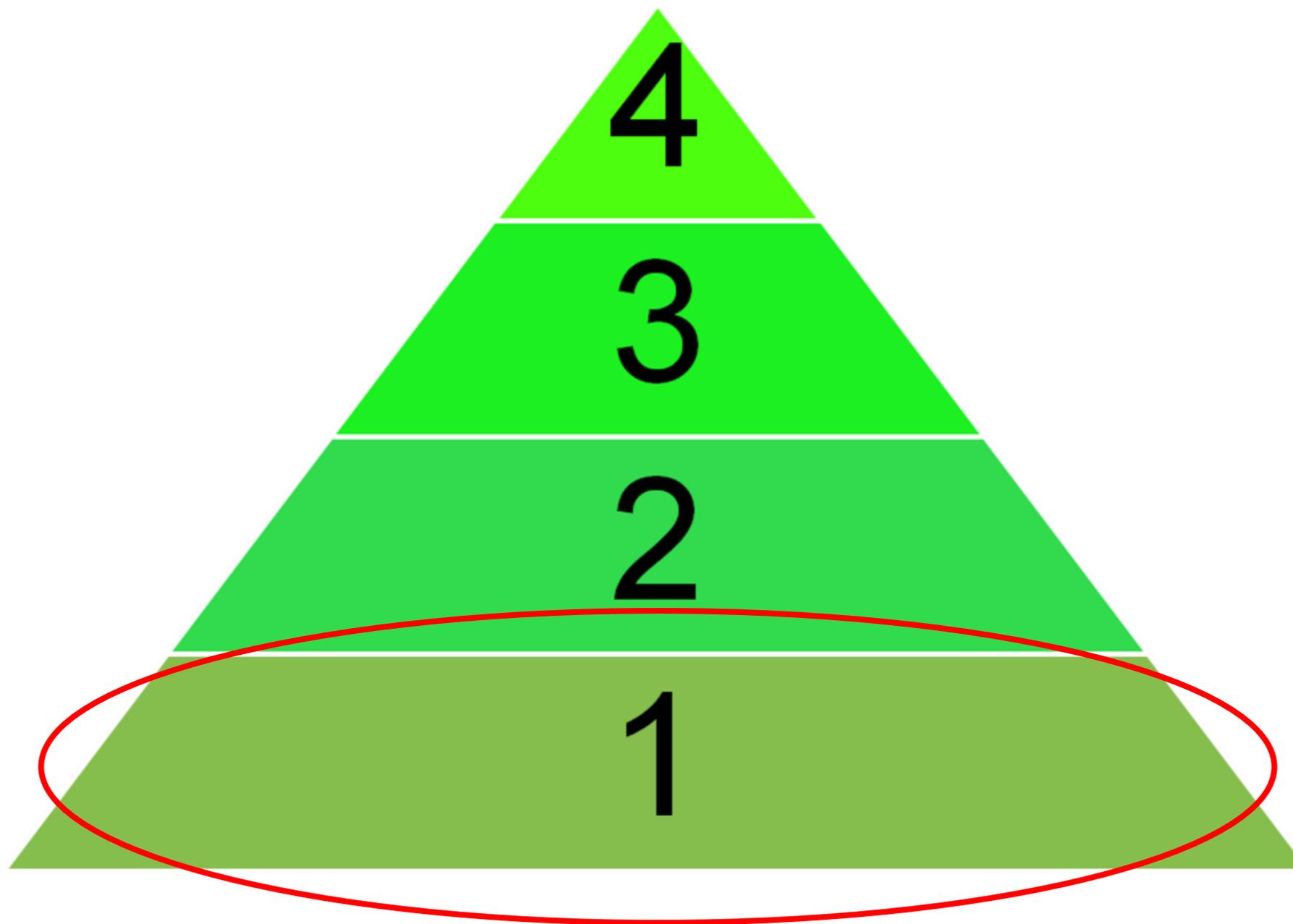
# Requirements



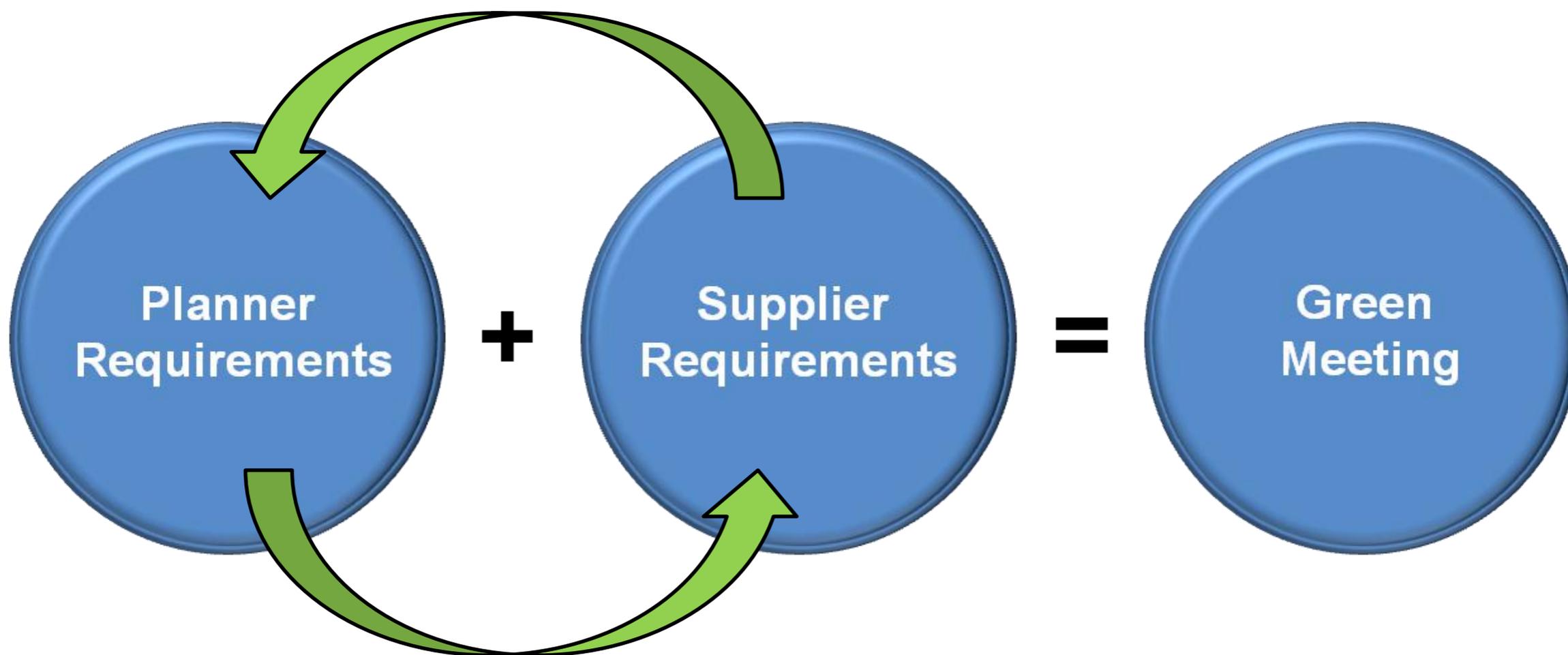
All the Requirements Give You...

- **Specific** actions to be performed or steps to be taken
- **Indicators**
- **Focus** on things that can be quantified and measured
- **Targets**
- **Data driven** process
- **Results** oriented plan

## Progressive Levels



## Who Contributes?





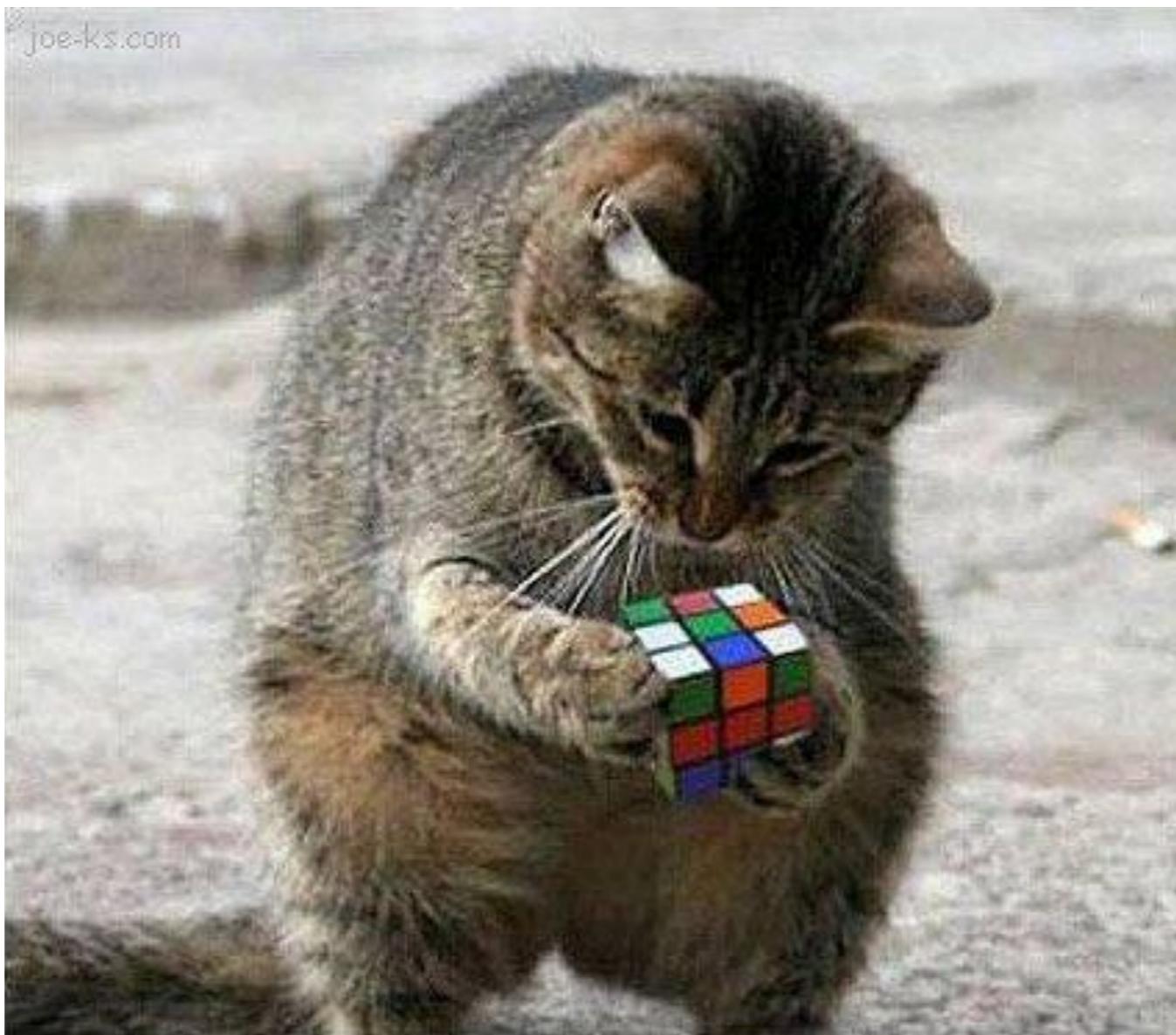
# MEETING VENUE STANDARD LEVEL 1 OVERVIEWS

# Meeting Venue – Planner, Level 1

<b>CSR</b>	Reqs in RFPs		Assist Supplier
<b>Procurement</b>	Reqs in RFPs		Use Suppliers with EPP
<b>Water</b>	Reqs in RFPs		Assist Supplier
<b>Air</b>	Reqs in RFPs	No Idling	No IC Engines Indoors
<b>Energy</b>	Reqs in RFPs	Detailed Schedule	Assist Supplier
<b>Waste</b>	Reqs in RFPs	Resource Collection	Assist Supplier
<b>Comm.</b>	Documentation, Communication, Transparency		
<b>Policy</b>	Policy, Goals and Targets Exist		

# Meeting Venue – Supplier, Level 1

<b>CSR</b>	Donate/Repurpose Leftover Materials from Events		Donate/Repurpose Material from Rennovations		Assist Organizers with Info on Orgs for Material Donation	
<b>Procurement</b>	Baseline (12)	EPP Plan	30% EPP	Bulk Packaging	Cert. Cleaning Prod (25%)	Toxic Matls Inventory
<b>Water</b>	Baseline (12)	Written Reduction Plan		20% HE Fixtures	Water Fountains	
<b>Air</b>	Smoking Restrictions	No Idling		Prevent Air Flow Blocks (Exhibits)	No IC Engines Indoors	
<b>Energy</b>	Baseline (12)	Written Reduction Plan		Reduced Light Move In/Out	Reduced HVAC Move In/Out	
<b>Waste</b>	Baseline (12)	Resource Collection or BOH Sort		Waste Audits	Diversion Rate (30% yr or 45% event)	
<b>Comm.</b>	Documentation, Communication, Transparency					
<b>Policy</b>	Policy, Goals and Targets Exist – Exec Support					



# What Does it Mean for Me?

## Planners

- Assist w/decision making
- Guide operational changes
- Strategic alignment with your organization
- Mitigate reputational / regulatory risk

## Suppliers

- Competitive advantage
- Guide operational changes
- Strategic alignment with customers
- Mitigate reputational / regulatory risk



# Convention Industry Council

Advancing the Meetings, Conventions, Exhibitions and Events Industry

Login to your account

- CIC Members
- CMP
- Standards & Practices**
- Hall of Leaders
- Research & Info
- Calendar/Events
- Marketplace

- APEX Initiative
- APEX/ASTM Standards
  - List of Standards
  - About the Standards
  - Getting the Standards
  - Project Volunteers
  - Comment Form
- Green Meetings Task Force Report

## Annually Sustainable Meeting Standards

The standards for environmentally sustainable meetings are being created through a partnership of CIC's APEX initiative and ASTM International.

The standards have completed the development process and have been approved for publication by [ASTM International](#), granting the standards recognition through an ANSI-accredited international standards setting organization.

The standards are composed of nine individual standards (sometimes referred to as "sectors") addressing the scope of the meeting and event planning process.



- Current CMPs
- CMP Candidates
- Recertification
- CMP Conclave
- CMP Directory



www.conventionindustry.org



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# **Vicki Hawarden**

## **A Meeting Planner's Perspective of APEX-ASTM**

**Who's  
asking ?**



## Environmentally Preferable Purchasing (EPP)



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You are here: [EPA Home](#) » [Office of Chemical Safety & Pollution Prevention](#) » [Pollution Prevention](#) » [Environmentally Preferable Purchasing](#) » [Environmentally Preferable Purchasing Guides](#) » [Greening Your Meetings and Conferences: A Guide For Federal Purchasers](#)

### Greening Your Meetings and Conferences: A Guide For Federal Purchasers

Environmentally Preferable Purchasing, or EPP, seeks the overall best value, taking into account price competitiveness, availability, regulatory requirements, performance, and environmental impact. Because purchasers typically have clear sources of information on procurement and regulatory requirements and well-established methods for evaluating price and performance, the US EPA has developed these purchasing guides to help government purchasers consider environmental factors in purchasing decisions. EPA realizes that there are not universal answers for all scenarios and that purchasers must take into account local conditions when weighing the various attributes of a particular product. Please note that EPA is not endorsing any of the products, services, or organizations described in the guides, and has not verified information provided by these organizations. Read more information about the EPP Program's [history](#), [tools](#), and [resources](#).

#### Key Policy, Guidance Documents

- [EPA's Final Guidance on EPP](#)
- [Executive Orders](#)
- [Federal Acquisition Regulation](#)
- [Green Purchasing Guides](#)
- [Information on Standards for Green Products, Services](#)

- [Introduction](#)
- [Why Green Your Meetings?](#)
- [Key Sources of Waste and Pollution](#)
- [Federal EPP Authority and Mandate](#)
- [What Are Green Meetings](#)
- [What Can You Do](#)
- [Abbreviated List](#)
- [Expanded List](#)
- [EPA's Purchasing Tool Suite](#)
- [Resources](#)

#### Introduction

Even though government workers throughout the country are increasingly connected via cell phones, e-mail, handheld electronic devices, and other technological advances, face to face meetings and conferences are often still necessary. Unfortunately, meetings require the use of large amounts of resources and can have big impacts on the environment. With careful planning, however, organizers can incorporate "green" aspects into their meetings and conferences.

The purpose of the guide is to provide practical information about environmental aspects of meeting planning and management that will assist federal purchasers in making purchasing decisions. The guide is not a risk assessment document nor is it intended to substitute for Material Safety Data Sheets (MSDS), labels, or similar documents that provide information on proper storage, handling, use, and disposal. More comprehensive information on meetings is available from a variety of sources, a number of which are listed in the "Resources" section of the guide.

# Regulation



- EPP Home
- Basic Information
- Federal EPP Efforts
- Policy & Guidance
- Products & Services
- Hands-On Tools
- Publications
- Information for Vendors
- Frequent Questions
- Related Links

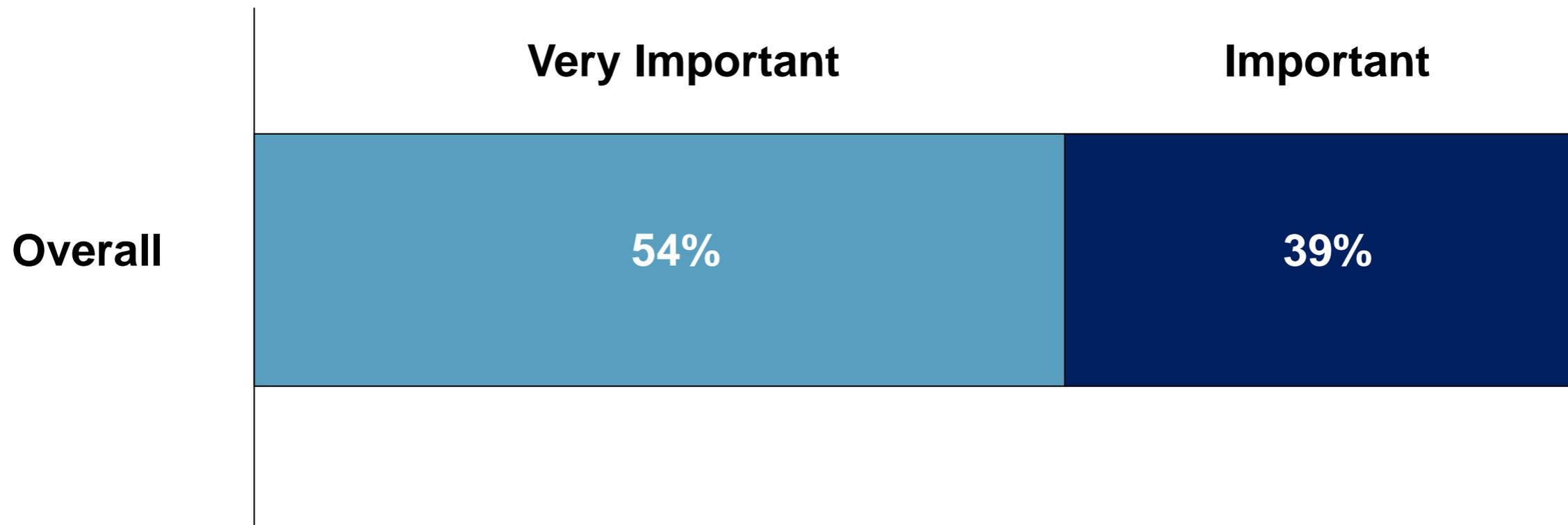
# A New Era of Sustainability

## UN Global Compact-Accenture CEO Study 2010



- 100 in-depth interviews with leaders and CEOs of UN Global Compact member companies from 27 countries
- Online survey of 766 UN Global Compact member CEOs from nearly 100 countries

# 93% of CEOs believe that sustainability issues will be critical to the future success of their business



“The economic downturn has raised the importance of sustainability as a leadership issue for top management”

Overall

*Strongly Agree or Agree*

**80%**

# CEOs identify brand, trust and reputation as THE motivating factor for sustainability

Brand, trust and reputation – 72%

Revenue growth/cost reduction – 44%

Personal motivation – 42%

Customer demand – 39%

Employee engagement/recruitment – 31%

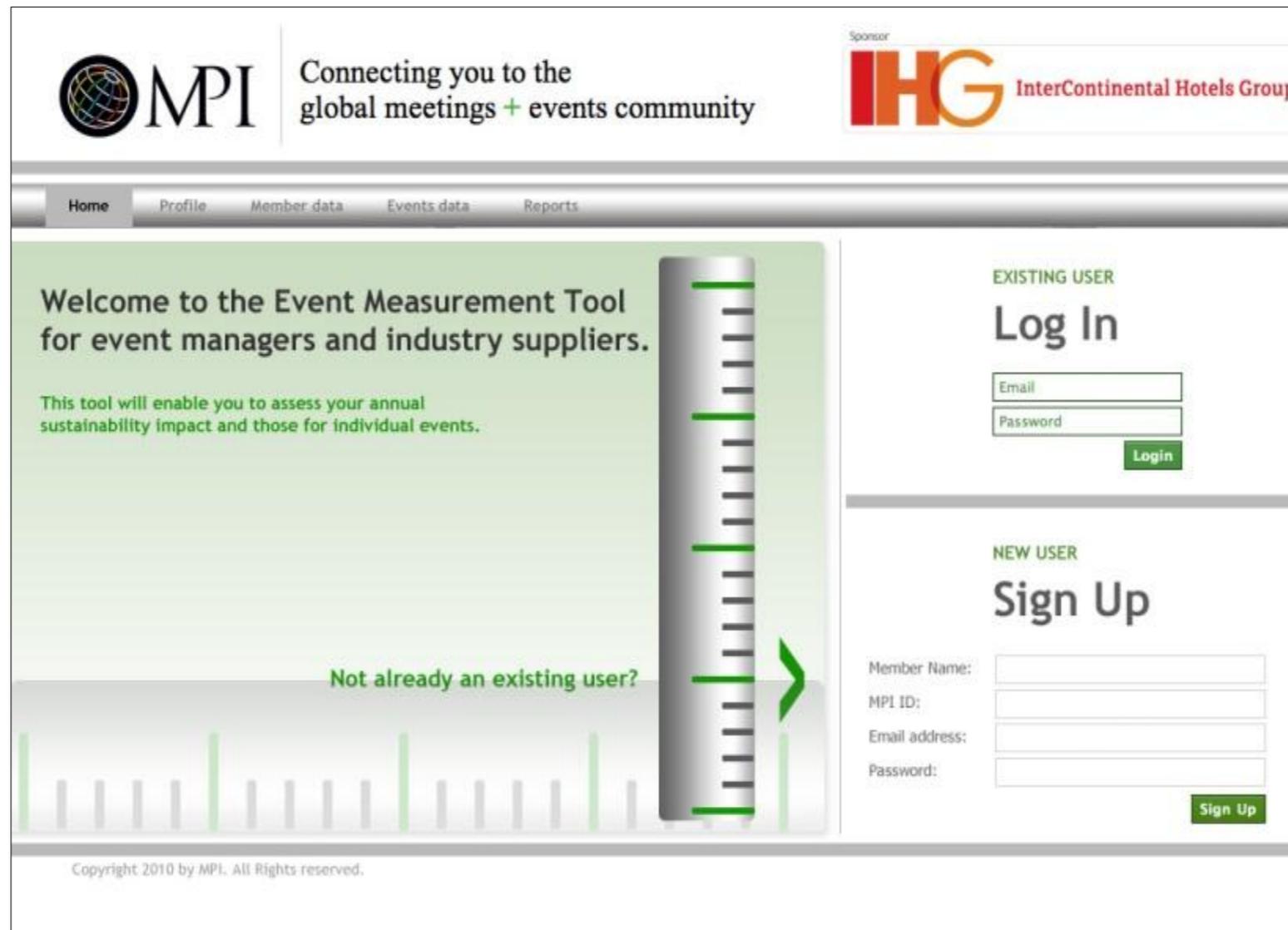
**And  
I'm  
Asking...**



**Measurement isn't easy**



# Sustainable Event Measurement Tool



Free to the industry at [www.mpiweb.org/portal/csr](http://www.mpiweb.org/portal/csr)

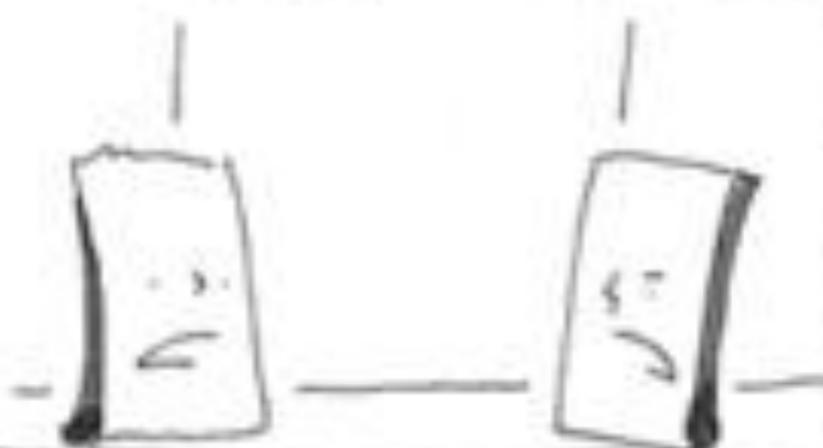
# ECO CLAIM ARMS RACE

I'M 86.1%  
NATURAL

I'M 92.4%  
ORGANIC



FREE RANGE FAIR TRADE



I PLANT  
TREES

ZERO  
CARBON  
FOOTPRINT



I'M 100%  
RECYCLABLE

I'M RECYCLED  
FROM OLD  
ABBA ALBUMS



I'M ENDORSED  
BY THE SIERRA  
CLUB

I'M CERTIFIED  
BY MONGOLIAN  
SHERPAS





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# **Jeff Blosser**

## **A Venue Perspective of APEX-ASTM**

# APEX Standards Facility Concerns

- What does the Event want to achieve with these standards?
- Does Show Management fully understand what they are asking of the building?
- Why are they requiring APEX Standards? Is there a specific goal or policy driving the APEX Standards?
- Building only plays a small part of the whole event experience.



# Facility Needs From Show Management

- Communicate your requirements, goals and outcomes desired well in advance of the show. Don't assume anything.
- Facility scale is not understood in terms of the operation and what show management wants or thinks is doable.
- All facilities are not equal so expectations and goals may be different from city to city.
- Multiple events in the building together create issues surrounding measurements for each show.



# Facility Needs From Show Management

- Understand APEX Standards may have a cost to fulfill all requirements in the RFP or on the show floor.
- Educate your management team and attendees on why APEX Standards are important so everyone is on the same page.



# How To Address APEX Standards Level 1

- Understand your facility's green operations and whether you can provide all standards.
- Educate your sales teams, event teams and operations teams to the facility capabilities and how you will fulfill Standards. Do annual training.
- Make sure you communicate well in advance of the show with Show Management about goals, processes for measurements, reporting needs.



# How To Address APEX Standards Level 1

- Explain costs for supplying such info as it relates to tracking, reporting or measuring.
- Have written policy related to green meetings/sustainable operations for Show Management.
- Help all of the vendors and sub-contractors meet the goals at the building.

# How To Address APEX Standards Level 1

- Actively participate in the planning process to ensure proper conversations are being held so that venue can accommodate the requested services.
- Dedicated staff – Green Coordinator / Green Team can help with all of the above issues.





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# Questions/Discussion

