



INTERNATIONAL CONVENTION
CENTER CONFERENCE

APEX-ASTM Green Meeting Standards



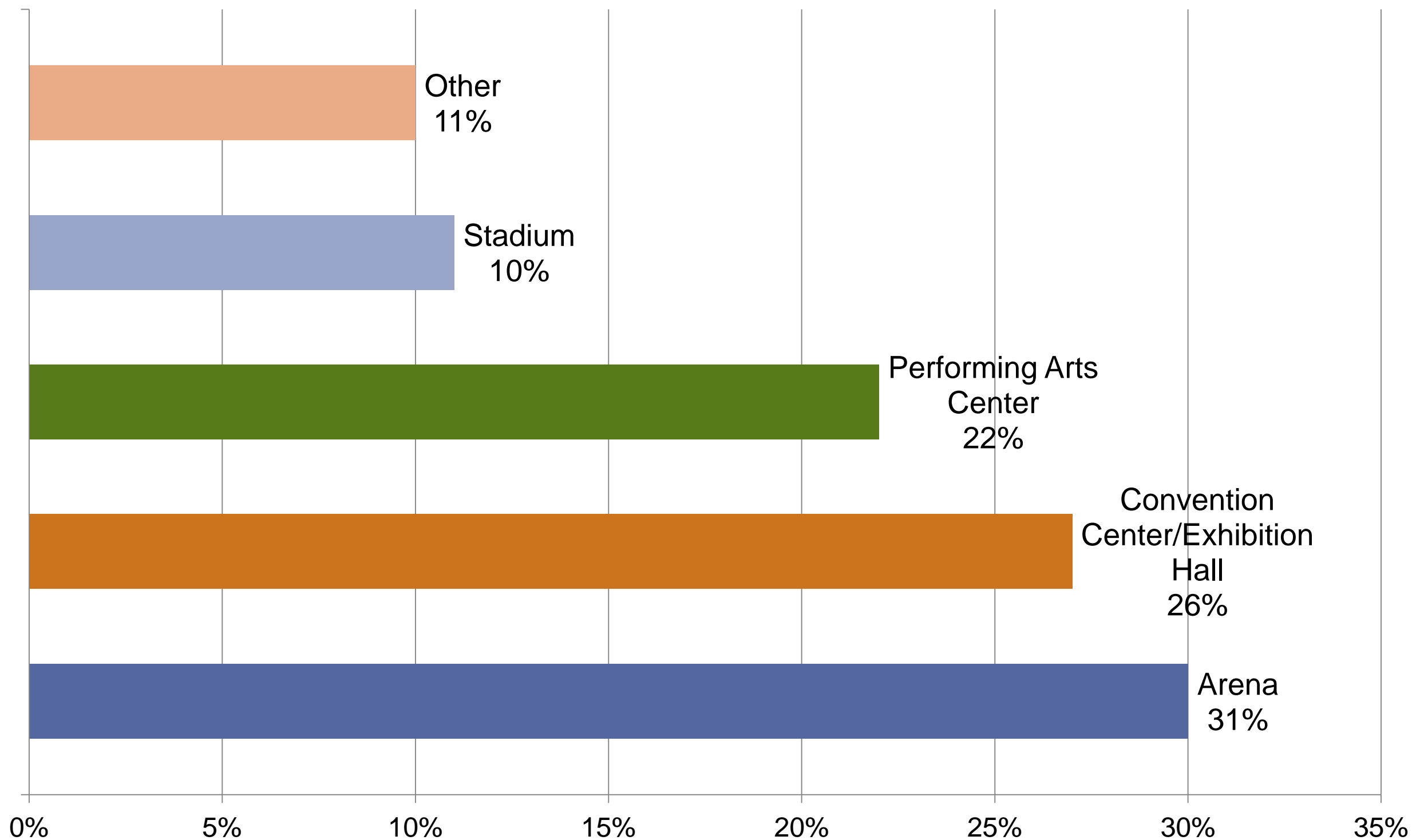
PANELISTS

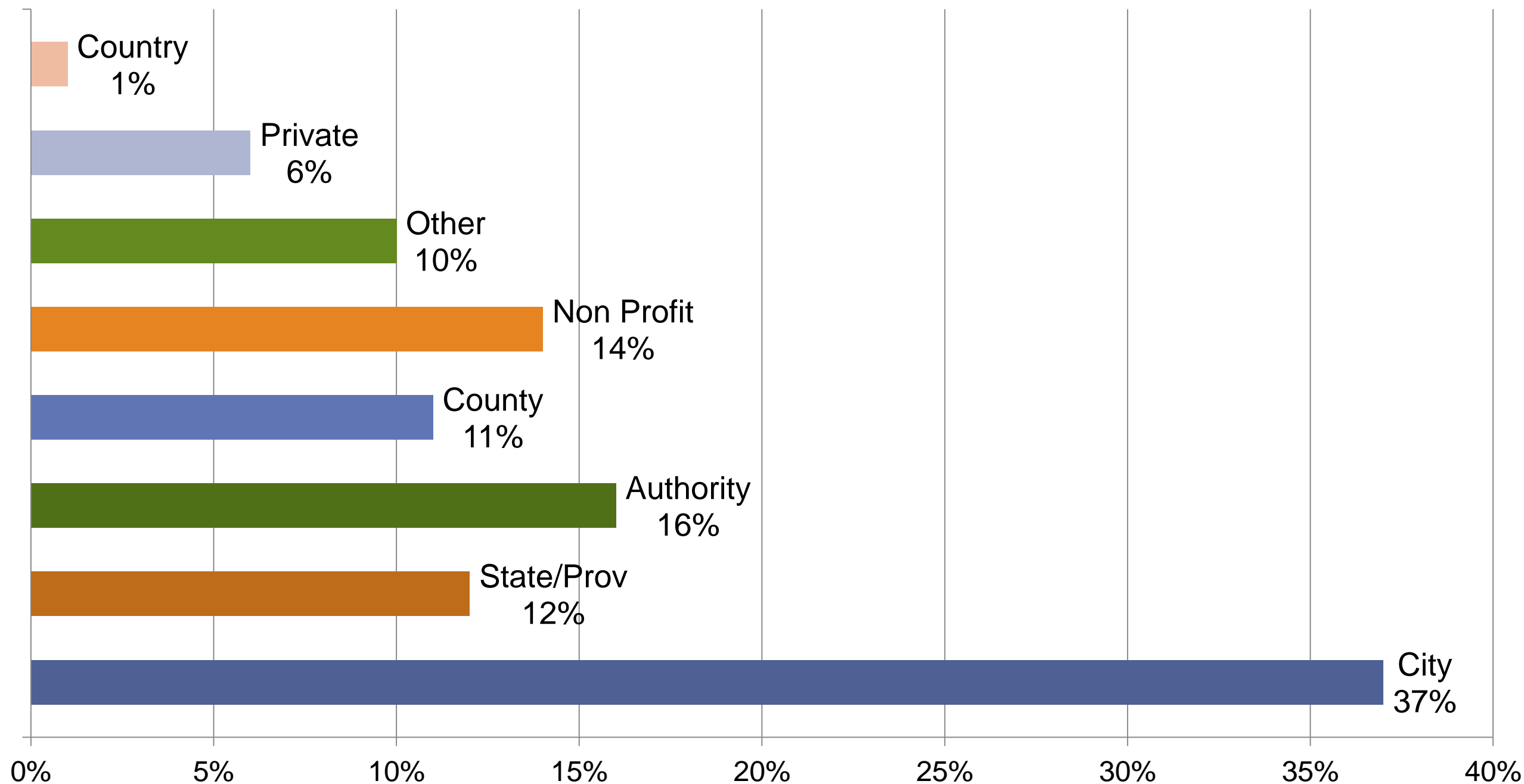
Lawrence Leonard, CMP, Chief Operations Officer,
Convention Industry Council - Alexandria, VA

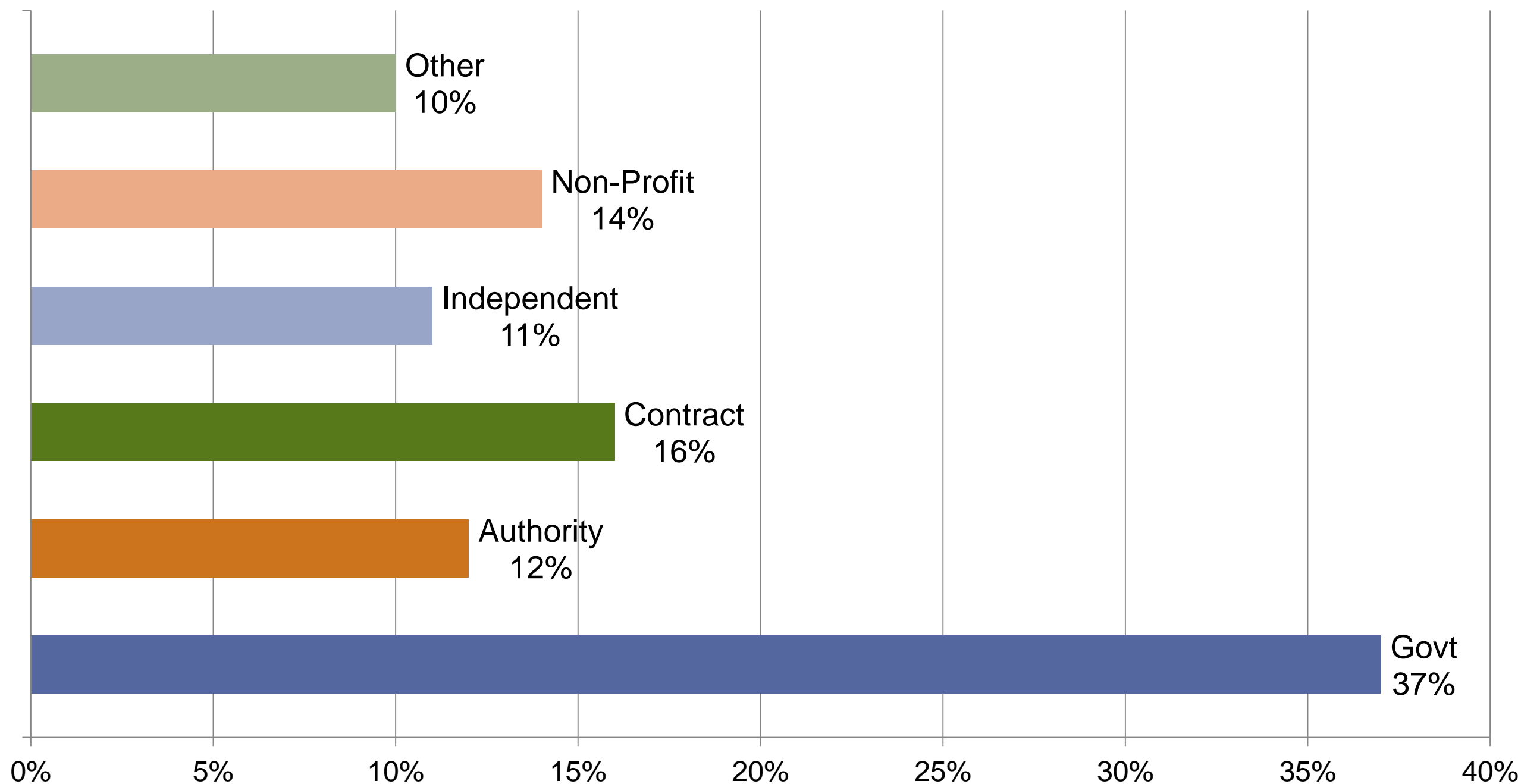
Jeff Blosser, President & Chief Executive Officer,
Washington State Convention Center - Seattle, WA

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

2012 Preliminary IAVM Sustainability Survey Results

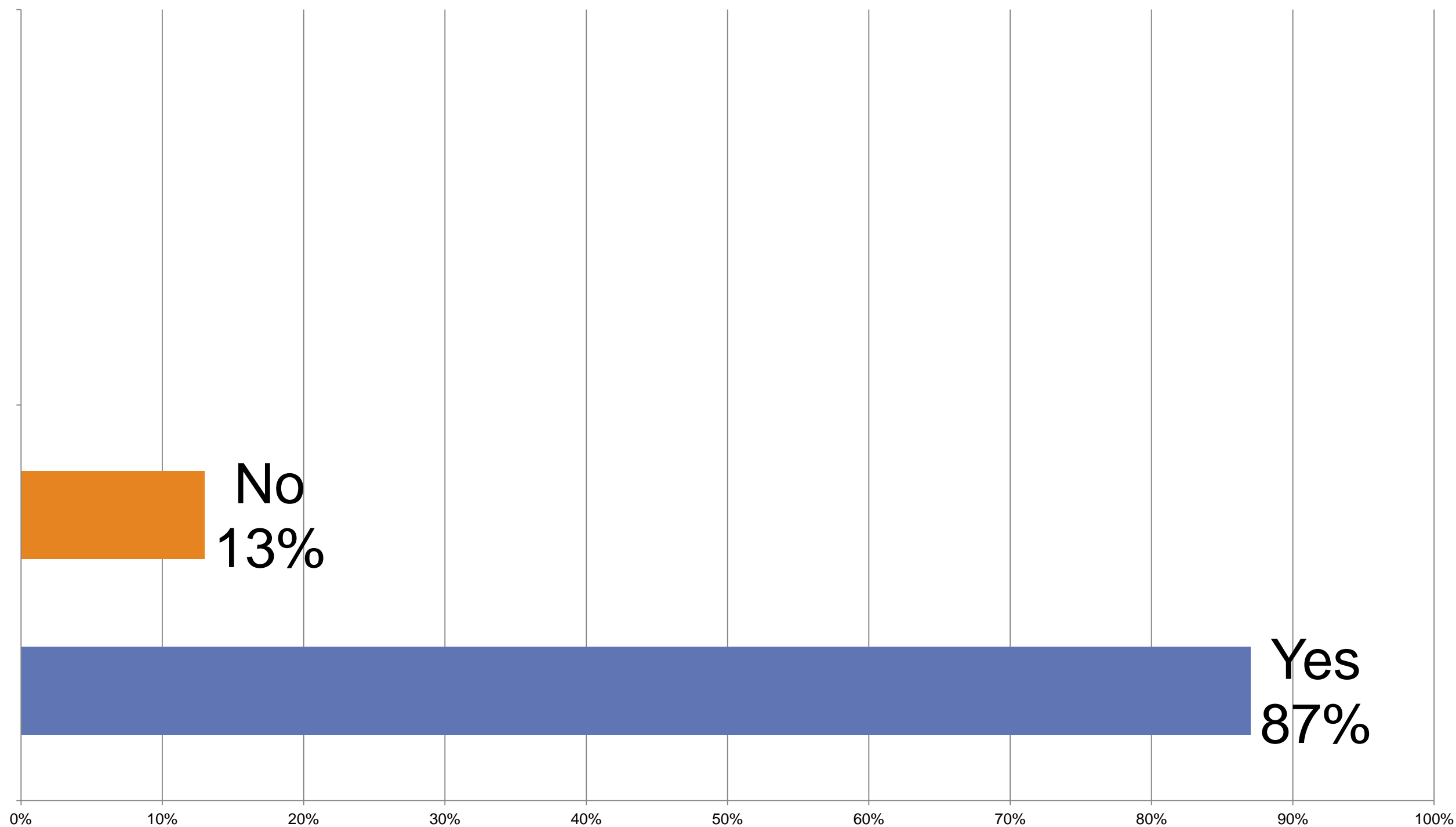




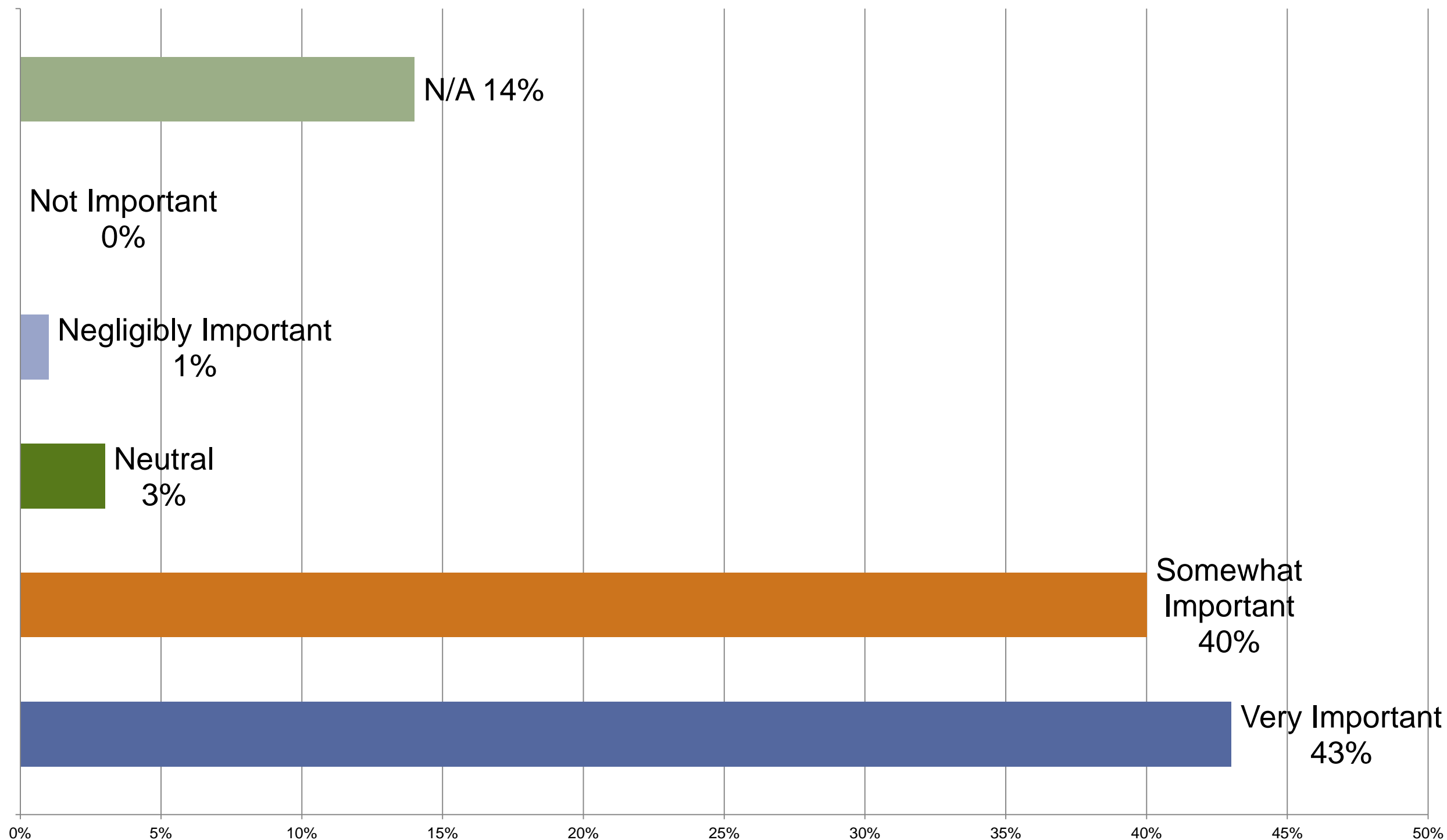


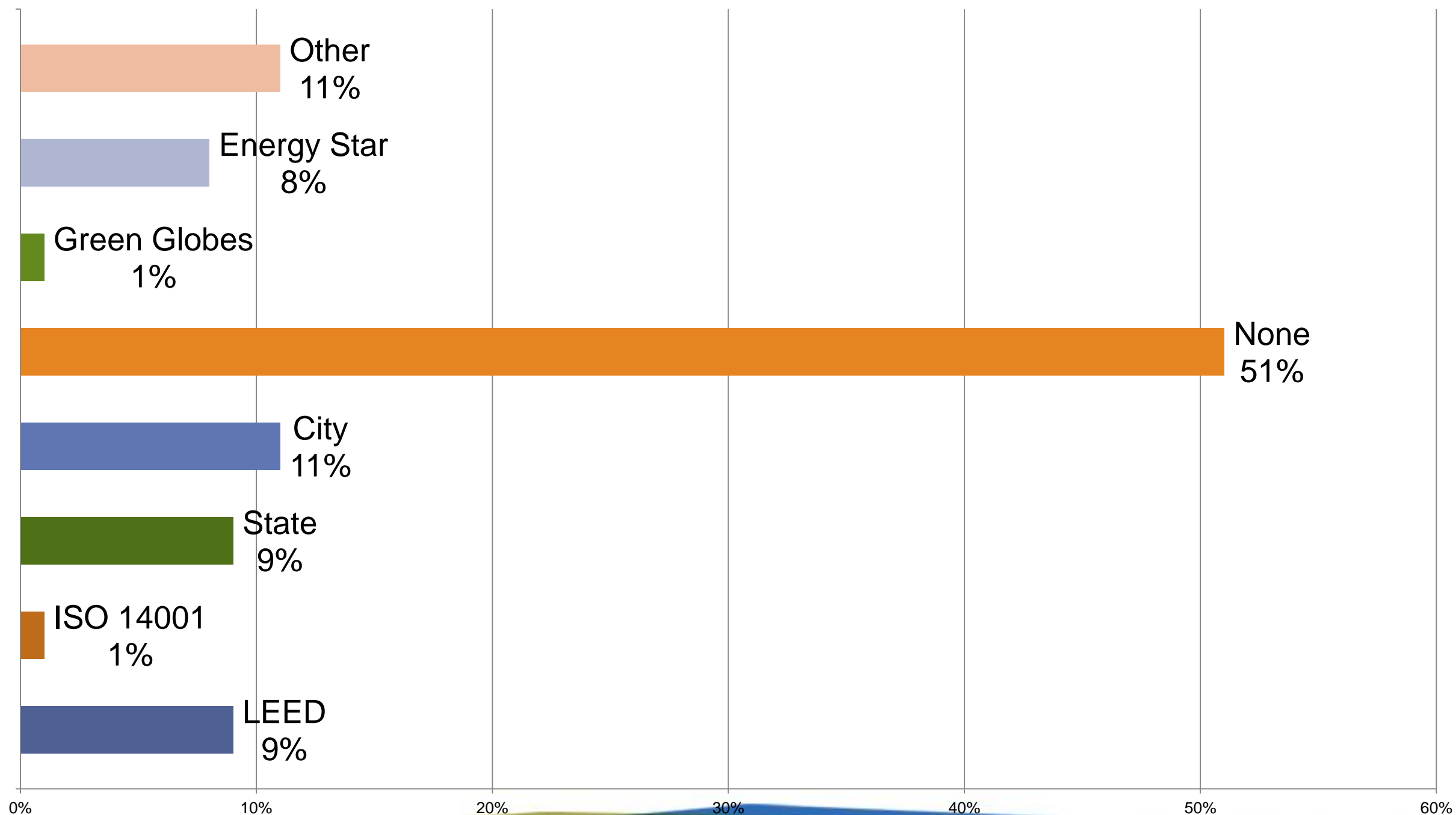


Implemented Green



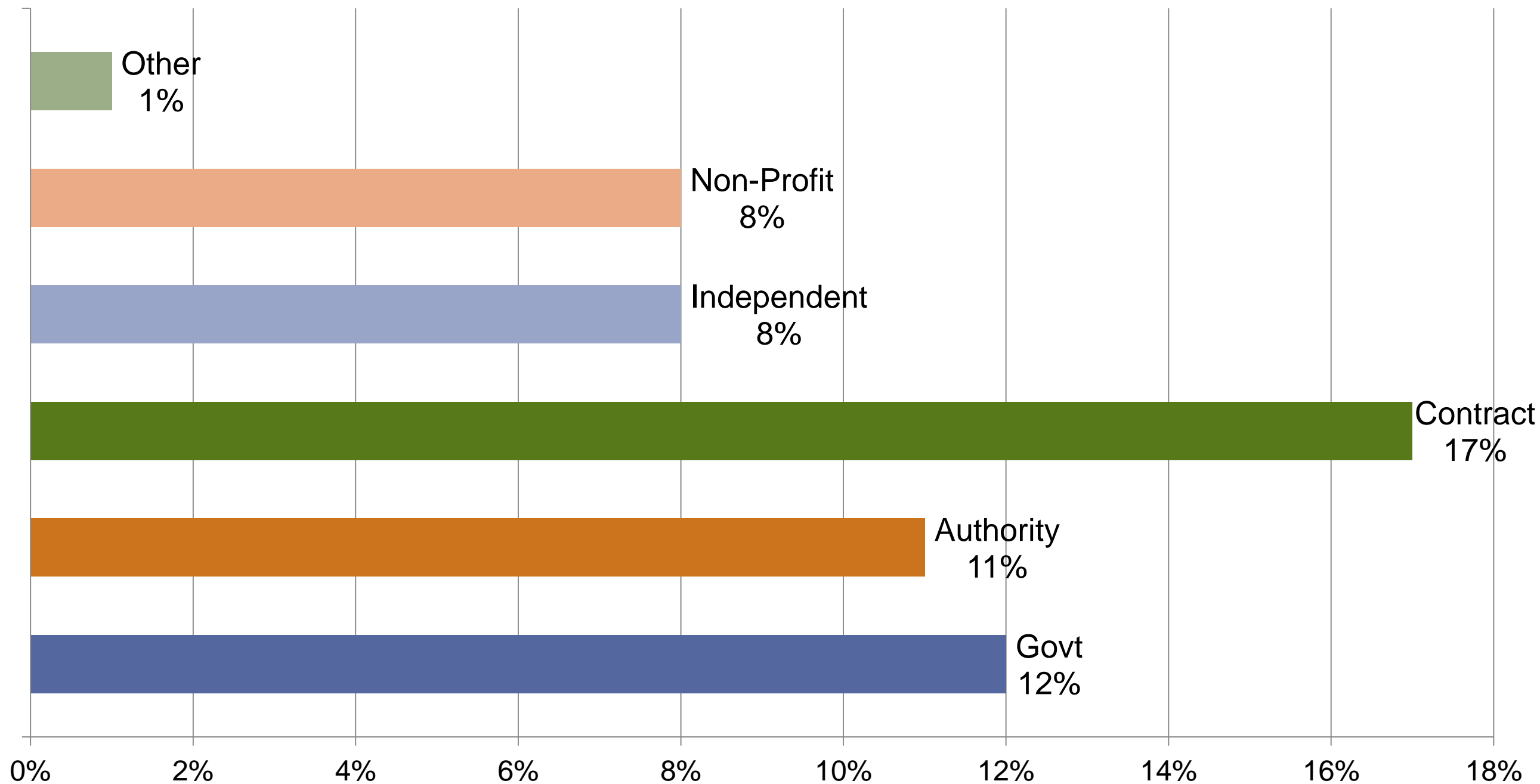
Importance of Green

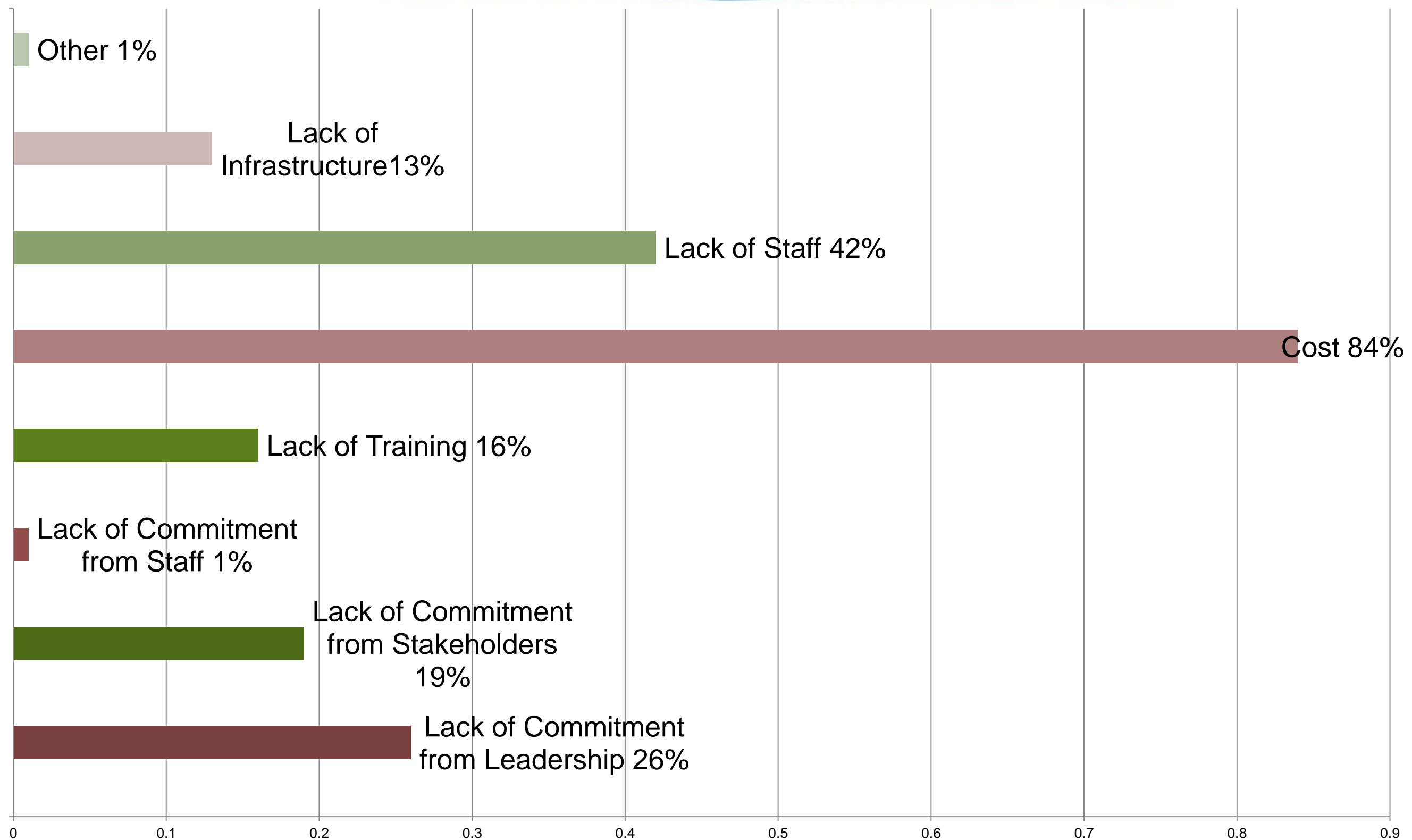






LEED vs. Management







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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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Convention
Industry
Council



Project Goals

Goal 1

Industry-wide
accepted
standard for a
green meeting

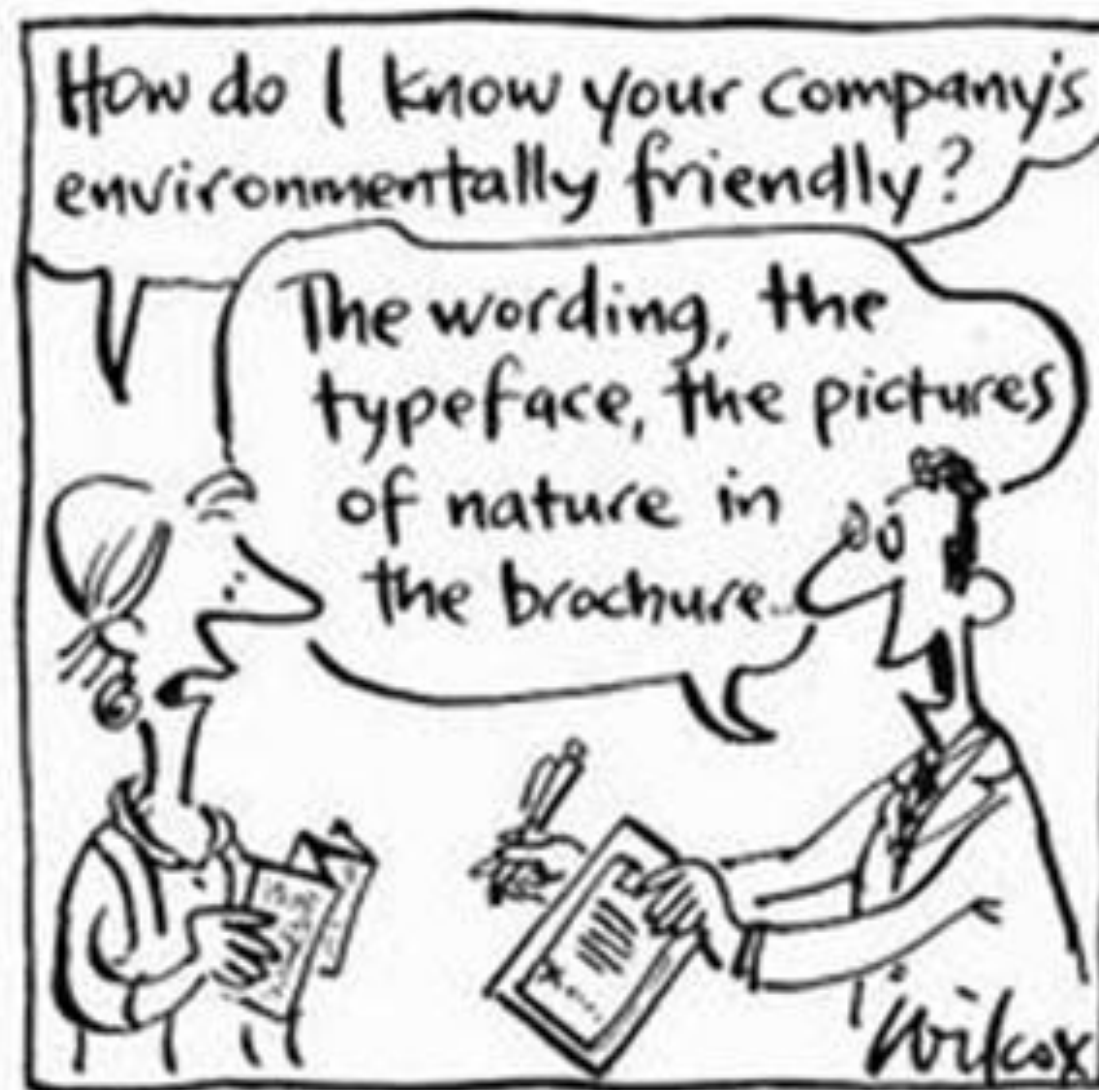
Goal 2

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	

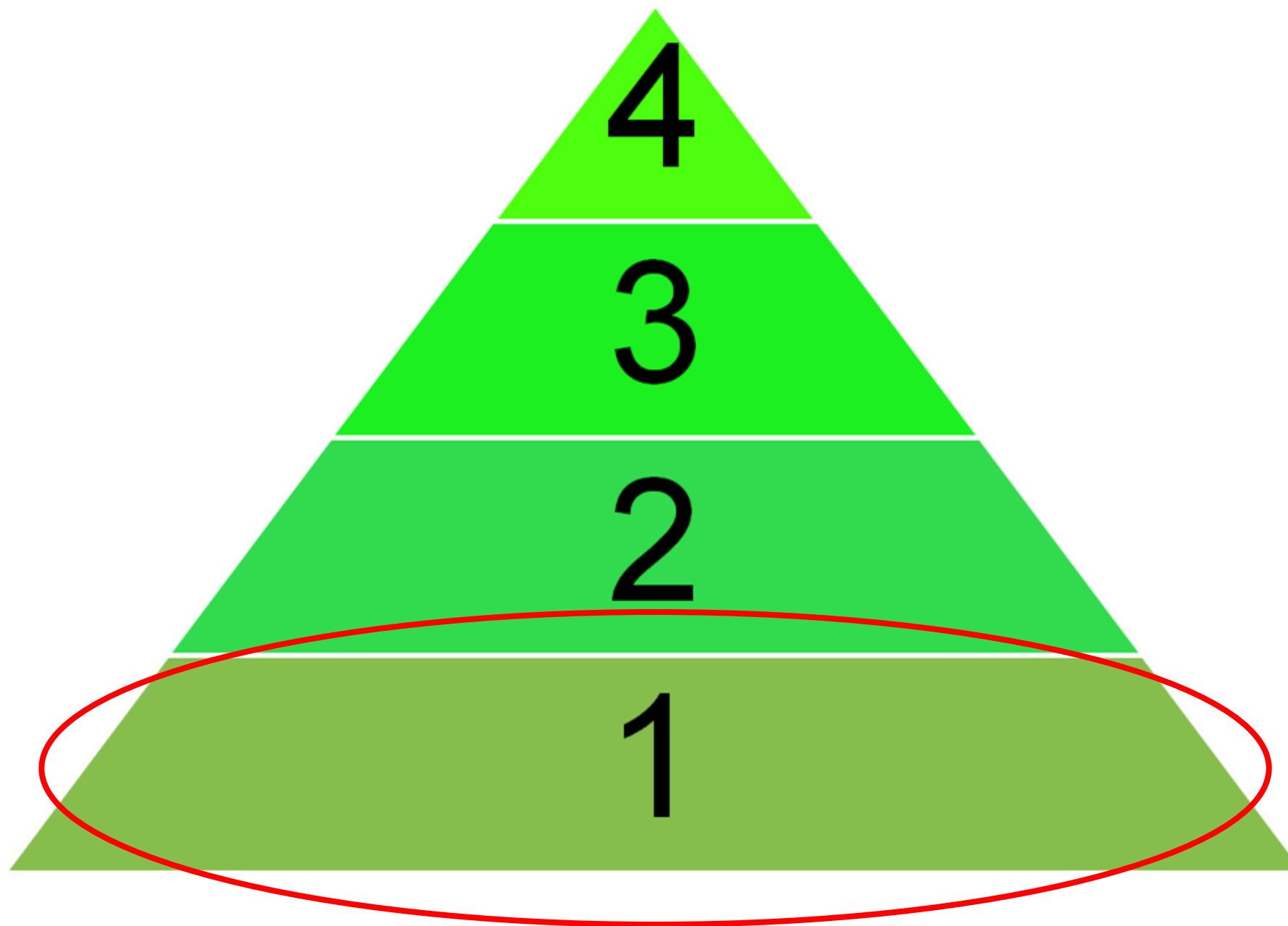
Requirements



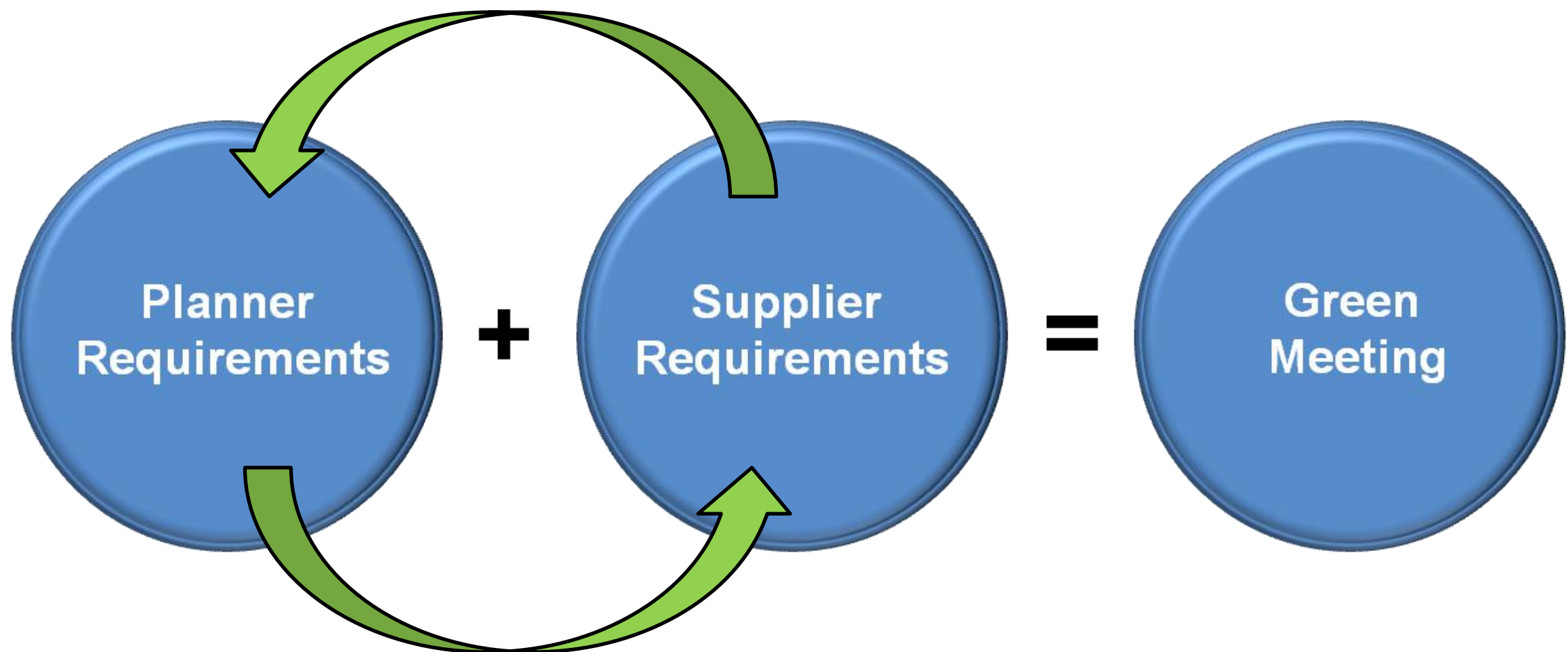
All the Requirements Give You...

- **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?





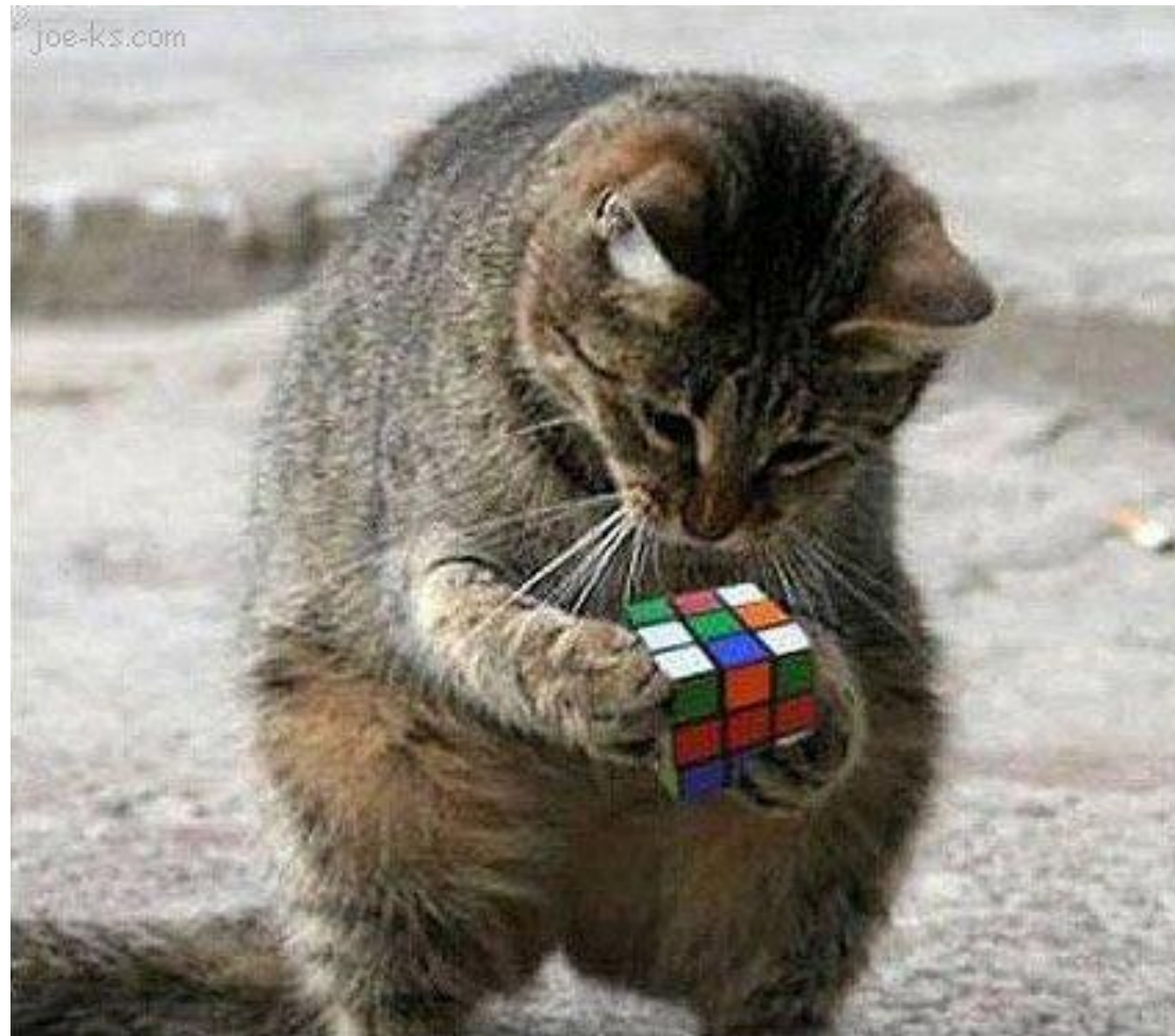
MEETING VENUE STANDARD LEVEL 1 OVERVIEWS

Meeting Venue – Planner, Level 1

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

Meeting Venue – Supplier, Level 1

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

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[APEX/ASTM Standards](#)
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[Getting the Standards](#)
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[Comment Form](#)
[Green Meetings Task Force Report](#)
[APEX Initiative](#)
[APEX/ASTM Standards](#)
[Green Meetings Task Force Report](#)

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.

Locally Sustainable Meeting

[Go](#)
[Current CMPs](#)
[CMP Candidates](#)
[Recertification](#)
[CMP Conclave](#)
[CMP Directory](#)

The Economic Significance
of Meetings to the
U.S. Economy



www.conventionindustry.org



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Vicki Hawarden

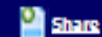
A Meeting Planner's Perspective of APEX-ASTM

**Who's
asking ?**





Environmentally Preferable Purchasing (EPP)



Contact Us Search: ☐ All EPA ☒ This Area

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](#).

- [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](#)

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](#)

Regulation

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.

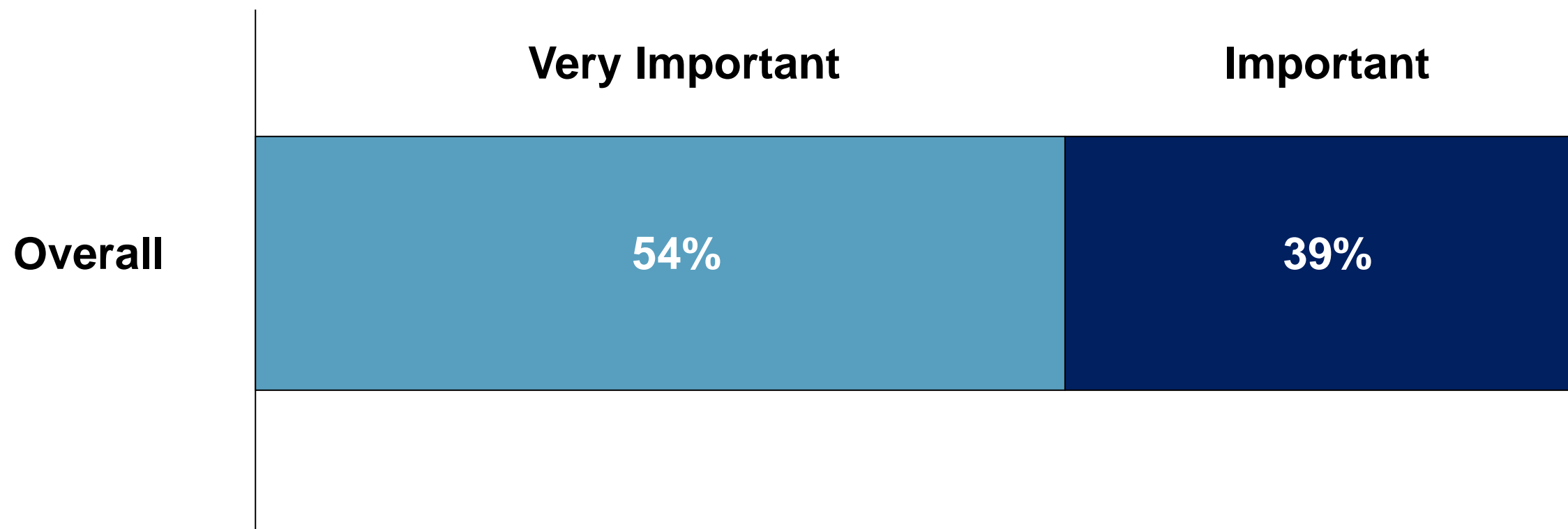
A New Era of Sustainability

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

The screenshot shows the MPI Event Measurement Tool website. The header includes the MPI logo with the tagline "Connecting you to the global meetings + events community" and a sponsor logo for the InterContinental Hotels Group (IHG). A navigation bar contains links for Home, Profile, Member data, Events data, and Reports. The main content area is split into two columns. The left column features a large green box with the text "Welcome to the Event Measurement Tool for event managers and industry suppliers." and a subtext "This tool will enable you to assess your annual sustainability impact and those for individual events." Below this is a green bar with the text "Not already an existing user?" and a large green arrow pointing right. The right column contains two sections: "EXISTING USER Log In" with fields for Email and Password, and a green "Login" button; and "NEW USER Sign Up" with fields for Member Name, MPI ID, Email address, and Password, and a green "Sign Up" button. At the bottom, a copyright notice reads "Copyright 2010 by MPI. All Rights reserved."

MPI Connecting you to the global meetings + events community

Sponsor **IHG** InterContinental Hotels Group

Home Profile Member data Events data Reports

Welcome to the Event Measurement Tool for event managers and industry suppliers.

This tool will enable you to assess your annual sustainability impact and those for individual events.

Not already an existing user?

EXISTING USER
Log In

Email

Password

Login

NEW USER
Sign Up

Member Name:

MPI ID:

Email address:

Password:

Sign Up

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Free to the industry at 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

