

Internal Green Meetings Guidelines

Prepared By MeetGreen[★]



AMS



Table of Contents

1 Title Page

2 Table of Contents

3 Overview of all Guidelines

8 AV, Décor, Exhibit Booth Guidelines

12 F&B Guidelines

19 Marketing & Giveaways Guidelines

24 Travel Guidelines

28 Venue Operations Guidelines



Overview of AV, Décor, Exhibit Booth Guidelines

**Reuse or rent
most equipment**

[Page 9](#)

**Use reusable
decor where
possible**

[Page 10](#)

**Reuse
furnishings, rent
where possible,
and avoid heavily
customized build**

[Page 11](#)





Provide at least one of the following sustainable food options:

- Local
- Organic certified
 - Seasonal
 - Fairly traded
- Imperfect produce
- Sourced from a minority owned business/farm

[Page 14](#)

Donate unserved food where possible

[Page 17](#)



Use reusable service ware

[Page 15](#)

Avoid individually packaged food, especially plastic where possible

[Page 18](#)

Offer at least one plant-based meal item

[Page 13](#)

Eliminate single-use disposable water bottles where possible

[Page 16](#)

Overview of F&B Guidelines



Overview of Marketing & Giveaways Guidelines

**Eliminate giveaways
where possible**

[Page 20](#)

**Share event
sustainability
practices with
participants**

[Page 21](#)

**Eliminate paper
handouts where
possible**

[Page 22](#)

**Prioritize signs
that are reusable**

[Page 23](#)





AMS

Prioritize low carbon travel for staff when possible

[Page 25](#)

If ground transfers are provided, prioritize at least one of the following where possible:

- Utilize an all-electric fleet
- Use newer, more fuel-efficient vehicles
- Promote ride share
- Minimize and optimize the number of vehicles

[Page 26](#)



Encourage use of public transit and/or walking between venues

[Page 27](#)

Overview of Travel Guidelines

Overview of Venue Operations Guidelines

**Provide recycling
throughout all
event spaces**

[Page 29](#)

**Donate leftover
event supplies
where possible**

[Page 30](#)

**Prioritize venues
that have existing
sustainability
practices and
certifications
where possible**

[Page 31](#)

**Avoid excessive
flooring, carpeting,
and furnishing
where possible**

[Page 32](#)

**Power off lights
and electrical
equipment when
not in use**

[Page 33](#)



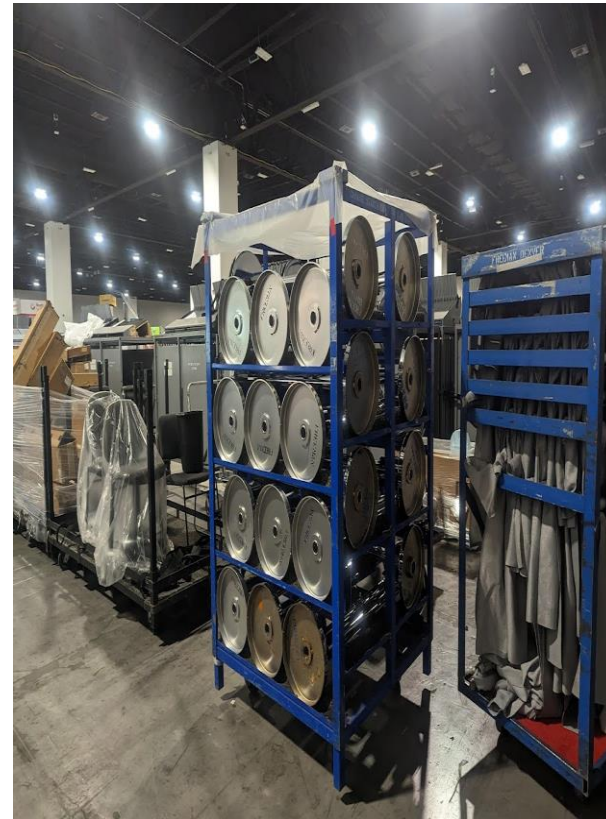
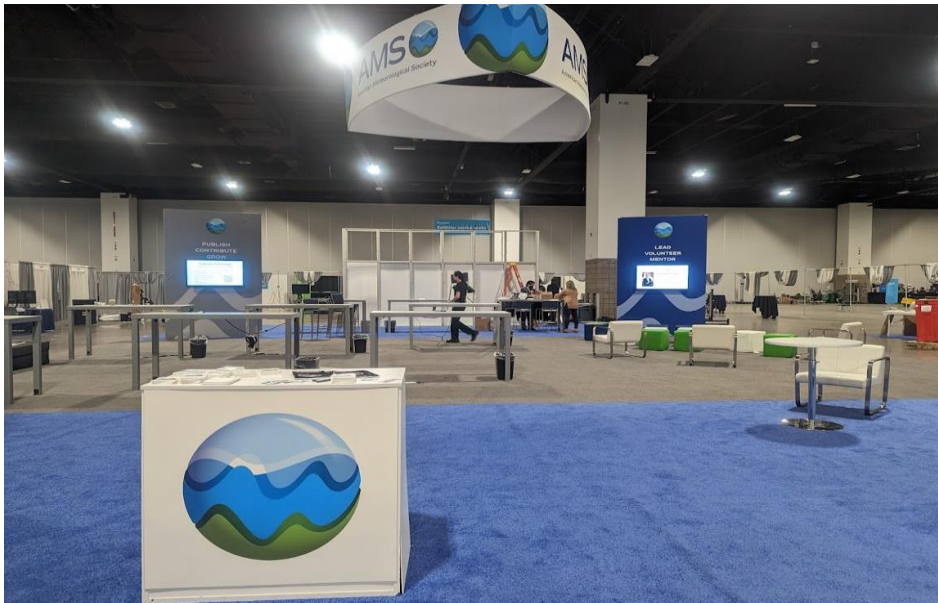


AV, Décor, Exhibit Booth Guidelines



Reuse or rent most equipment

Prioritize using local equipment to minimize the need to ship materials to/from the event



Did You Know?

Storing and shipping a reusable asset can reduce emissions by 30% over building it new each time!



Use reusable decor where possible

- Lighting and graphics for wall designs
 - Floral centerpieces - Use local/seasonal trees, ferns, and non-cut flowers instead of imported or air freighted flowers
-





Reuse furnishings, rent where possible, and avoid heavily customized builds



Emphasize modular assets that can be reused at multiple events

After reduction, rental materials are the most sustainable option! Renting just 4 chairs saves 139 kg CO2e over buying new. That's like taking a car off the road for 345 miles!

Did You Know?

Most exhibit walls are made of durable non-recyclable plastic! Ask about rentable wall systems that can be repurposed. If you want to add graphics to your wall, ask if recyclable cardboard panels can be used, instead of plastic

F&B Guidelines





Offer at least one plant-based menu item

Changing the foods that you serve can have a significant impact on your event's carbon footprint

If a 500-person event served one vegetarian meal instead of beef, the emission savings would have been upwards of 11,140 kg CO₂e

That's the equivalent of driving a car around the Earth twice!

The budget is 1 Metric Ton of Carbon
How many people can we feed?



Beef
87 Meals



Chicken
787 Meals



Vegetarian
1,110 Meals



Vegan
4,000 Meals

Resources:

- [Event Food Carbon Calculator](#)

Provide at least one of the following sustainable food options:

Resources:

- [B Corp](#)
- [Fairtrade International](#) & [Fair Trade Certified](#)
- [Monterey Bay Aquarium Seafood Watch](#)

Local

Foods grown or produced within 250 miles of an event are fresher and require less transport

Organic certified

Food chemical free, grown naturally, and animals fed organically with access to pastures

Seasonal

Fruits and veggies grown according to their geographic growing season

Fairly traded

Higher standards of verified performance, accountability, and transparency from supply chain to employee well-being

Imperfect produce

Produce that is not cosmetically pleasing to the eye but can be incorporated into menus and kept out of landfills

Sourced from a minority owned business/farm

Supporting local businesses and broadening attendees' exposure to other cuisines





Use reusable service ware

If not possible, choose options that won't be landfilled, such as:

1. Compostable service ware (*where commercial composting is available)

- Wood-based flatware
- [BPI Certified Products](#)



2. Recyclable options are the next best alternative

- Paper-based products, aluminum, #1 PET plastic

** Before purchasing, check with your waste hauler to find out if the products you have selected are accepted and processed at your event's regional composting facility*

Resources:

- [Compostable Plastics Toolkit](#)
- [Reusable vs Disposable White Paper](#)
- [Upstream Solutions Resources](#)



Eliminate single-use disposable water bottles where possible



Americans purchase about 50 billion water bottles per year, averaging about 13 bottles per month for every person in the US!

The amount of CO2 saved by one person switching to reusable water bottles would be enough to fill 2,580 balloons per year!

Resources:

- [Fill It Forward](#)
- [Grand View Research Study](#)



Did You Know?

Roughly 77% of disposable plastic water bottles are never recycled!

Donate unserved food where possible

Coordinate with the event & venue staff to support local organizations, schools, and communities



Did You Know?

30-40% of the food supply in the US is waste, approximately \$161 billion and 144 billions pounds of uneaten food every year ([USDA](#))

Resources:

- [Feeding America Affiliates by Zip Code](#)
- [Good Samaritan Act](#)

Avoid individually packaged food, especially plastic where possible

Depending on event function, encourage buffet-style meal spreads to provide items in varied portion sizes





Marketing & Giveaways Guidelines





Eliminate giveaways where possible

If not possible, ensure giveaways are one of the following:

- Durable and reusable
- Charitable
- Produced by a minority-owned and/or social enterprise
- Made of recycled content materials
- Organic or free of harmful chemicals like BPA
- Locally sourced

Did You Know?

A \$5,000 gift to [Solar Aid](#) can buy 266 solar lights for people living without electricity! What if instead of buying a physical item, attendees were gifted stories of people whose lives had been changed by AMS's gift?

Share event sustainability practices with participants

Propose action from attendees and vendors - The message we share can inspire the impact people can make

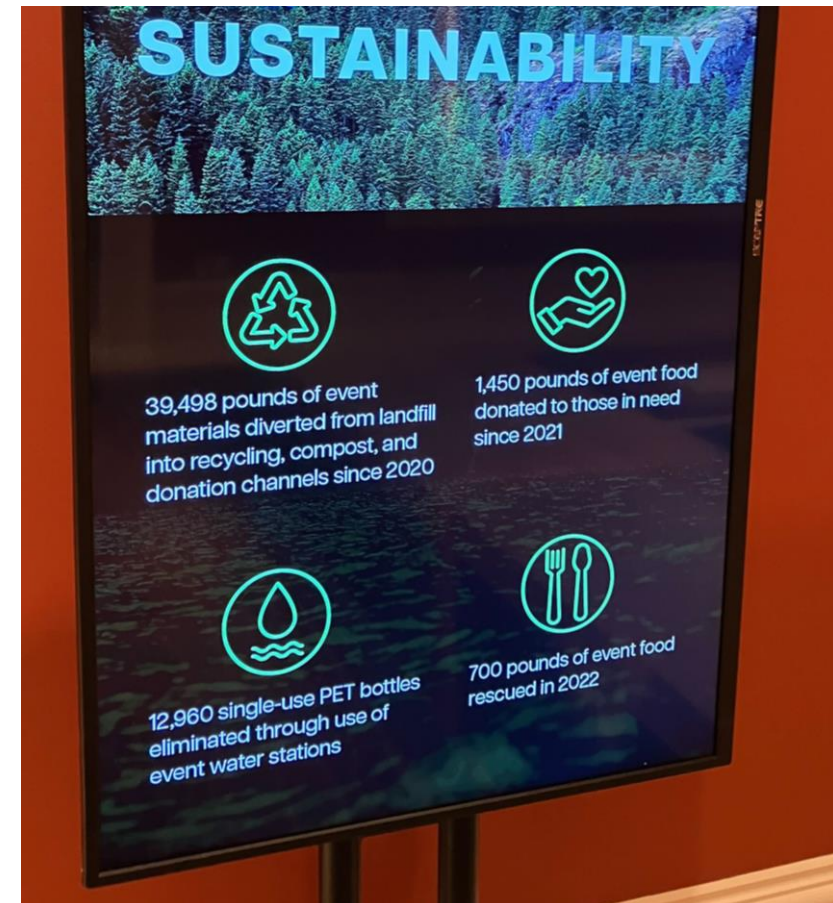
- Event signage
- Know Before You Go communication
- Mobile app

i.e. AMS is taking ambitious steps to operate more sustainably to create a healthier future for everyone.

Join us in choosing a vegetarian meal option for at least one meal during the event!

Resources:

- [IMEX America Sustainability Page](#)





Eliminate paper handouts where possible

If not possible, ensure paper products are printed and recycled sustainably

- [Forest Stewardship Council-certified papers](#) and/or Chlorine-free paper > Regular paper
- Water-based inks > Solvent-based inks

Resources:

- [Forest Stewardship Council \(FSC\)](#)
- [FSC Paper Use Playbook](#)

Did You Know?

You can curb paper use by avoiding designs with common bleeds

Prioritize signs that are reusable

If single-use signage is necessary, consider the following options which are more sustainable than disposable foamcore or vinyl:

- 1) Digital signage
- 2) Smart boards with paper inserts
- 3) Cardboard (also referred to as Falcon Board or Honeycomb)



Did You Know?

Ask the printer if the material that is being used is paper-based and able to be recycled!

Travel Guidelines





Prioritize low carbon travel for staff when possible

To lower your individual carbon footprint, it's best to travel like a...

New - Newer aircrafts like the Boeing 787-8 have ~15% lower fuel burn than older designs

Economy - More seats, and fewer unfilled seats, means lower fuel burn per passenger

Regular - Regional jets and larger aircrafts with four engines are fuel intensive; regular, medium-sized jets tend to be more fuel efficient

Direct - Fly direct, without layovers, where possible to reduce fuel burn due to circuitous routes

Resources:

- [Google Flights](#) - [How carbon emissions are estimated](#)
- [The International Council on Clean Transportation \(ICCT\)](#)



If ground transfers are provided, prioritize at least one of the following where possible:

- Utilize an all-electric fleet
- Use newer, more fuel-efficient vehicles
- Promote ride share
- Minimize and optimize the number of vehicles

How far can you travel on 1 Metric Ton of Carbon?



Plane
2,437 miles



Gas Car
3,236 miles



Bus
5,918 miles



Electric Vehicle
11,724 miles



Train
15,155 miles

Resources:

- [UK Department for Business, Energy & Industrial Strategy](#)



Encourage use of public transit and/or walking between venues

Publish public transit, carpool, and/or walking options between venues where possible

Graphic signage at the hotel, airport, and venue can emphasize the Association's brand and empower attendees to make more sustainable choices



Venue Operations Guidelines





Provide recycling throughout all event spaces



Did You Know?

Paired placement of waste & recycling receptacles have shown to improve an event's waste diversion from landfill, where the national average is 32.1% as of 2018 ([EPA](#))



Donate leftover event supplies where possible

If not reused, explore local options to donate furniture, office supplies, and other items to local organizations



Did You Know?

Some venues have partnerships with charities that accept donations from events! Ask your venue or event manager if they can help you donate items locally.

Resources:

- [Habitat for Humanity ReStores](#)
- [Local school donations](#)



Prioritize venues that have existing sustainability practices and certifications where possible

Resources:

- [The Building Owners and Managers Association \(BOMA\)](#)
- [Green Globes](#)
- [US Green Building Council \(USGBC\) LEED Certification](#)



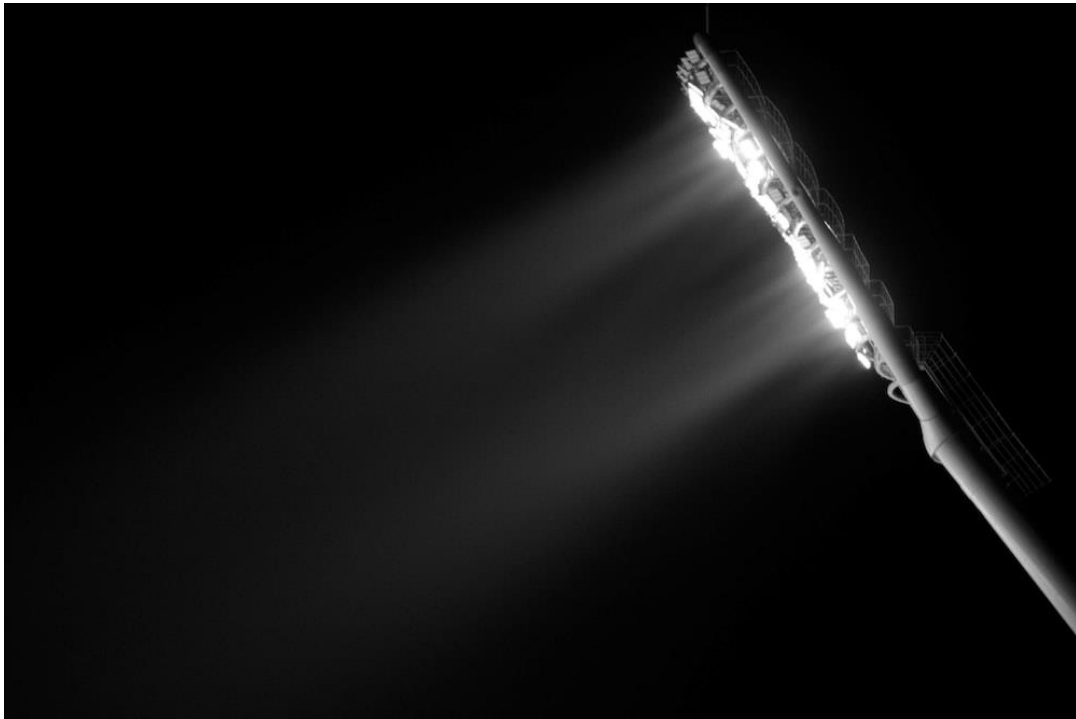
Avoid excessive flooring, carpeting, and furnishing where possible

- Minimize carpet to walkways and common ingress & egress areas
- Utilize existing carpet if event space already has carpet within the rooms





Power off lights and electrical equipment when not in use



Did You Know?

When the exhibit hall is closed, powering down all electronics at the booth can save the amount of energy needed to power the average home for an entire month!



Event Checklist

AV, Décor, Exhibit Booth

- Reuse or rent most equipment - [9](#)
- Use reusable décor where possible - [10](#)
- Reuse furnishings, rent where possible, and avoid heavily customized builds - [11](#)

F&B

- Offer at least one plant-based meal item - [13](#)
- Provide at least one sustainable food option - [14](#)
- Use reusable service ware - [15](#)
- Eliminate single-use disposable water bottles where possible - [16](#)
- Donate unserved food where possible - [17](#)
- Avoid individually packaged food, especially plastic where possible - [18](#)

Marketing & Giveaways

- Eliminate giveaways where possible - [20](#)
- Share event sustainability practices with participants - [21](#)

- Eliminate paper handouts where possible - [22](#)

- Prioritize signs that are reusable - [23](#)

Travel

- Prioritize low carbon travel for staff when possible - [25](#)
- If ground transfers are provided, prioritize low carbon travel options - [26](#)
- Encourage use of public transit and/or walking between venues - [27](#)

Venue Operations

- Provide recycling throughout all event spaces - [29](#)
- Donate leftover event supplies where possible - [30](#)
- Prioritize venues that have existing sustainability practices and certifications where possible - [31](#)
- Avoid excessive flooring, carpeting, and furnishing where possible - [32](#)
- Power off lights and electrical equipment when not in use - [33](#)



AMS

Green Meetings Guidelines

Prepared By MeetGreen[★]