

Sustainability Rendezvous!  
Green Meetings = Better Meetings  
Presented by Johanna R. Walsh, CMP  
[www.twirlmanagement.com](http://www.twirlmanagement.com)

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**Twirl: Events with more impact, less footprint.**

- Eco-Friendly Event Planning Company
- Certified [B-Corp](#)
- Founding member of [GMIC Northern California](#)
- Impaired vision form APEX/ASTM Standards expertise
- New York and San Francisco Based (Say Hi Debbie)
- Founder of [Green Venue Report](#)
- Creator & facilitator of the GMIC Certificate in Sustainable Events

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Learning Outcomes

1. Think & Act Innovatively “Green”
  2. ASTM Standards
  3. Best Environmental Practices
  4. Green Better Alternatives
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Outline

1. Think & Act Innovatively “Green”
  - a. Why you *should* plan green meetings: Because They Are *Better!*
    - i. **Better Venues: De-natured environments ignore our *need & potential for learning.***
      1. [LEED Venues are more productive.](#)
      2. Venues with outside views:
        - a. 10-25% better mental function and memory
        - b. 6-12% faster call processing
        - c. Hospital Stays are 8.5% shorter
      3. Venues with Daylight:
        - a. 5-14% higher test scores by students
        - b. 20-26% faster learning
        - c. 18% more productive
        - d. 15-40% increased retail sales
      4. Productivity increases by:
        - a. 23% with better lighting
        - b. 11% with biter ventilation
        - c. 3% from individual temperature control



**ii. Better Food: What you put in your body has a direct effect not only on your body but also on your mind and soul- on how you lead your life.**

1. Chickens: Standard vs. Free Range vs. Pastured
2. Pesticide sprayed food vs. Organic
  - a. Side Effects of pesticides include: Cancer, Obesity & Diabetes, Parkinson's Disease, Infertility & Birth Defects, Autism
  - b. Main Group Effected: The farm workers
3. Foods You Should always eat organic because they absorb pesticides at hire rates, it's not just a matter of washing your fruit: Apples, Celery, Tomatoes, Cucumbers, Peaches, Grapes, Nectarines, Chili Peppers, Potatoes, Strawberries, Peppers, Spinach, Kale, Greens, Zucchini, Lettuce, Blueberries, Fatty Meats, Milk, Coffee, Wine, Chocolate
4. Coffee:
  - a. Standard:
    - i. To increase coffee production, coffee farms use synthetic fertilizers and convert from "shade grown" plantations, where shrubs are planted in the shade of trees, to "sun grown," where coffee plants grow quickly, fully exposed to heat in fields.
    - ii. To prime a sun grown farm, trees and natural forests are destroyed. Scientists believe that these practices lead to the sharp decline of bird migration in Latin America and a loss of habitat of other animals, insects and plants of the tropical forest.
  - b. Better: Check the Label!
    - i. Rainforest Alliance – social, environmental, ethical and economic
    - ii. Organic –Growing methods, GMO Free,
    - iii. Fair-trade – welfare of small farmers and communities
    - iv. Shade grown – bio-diversity: Organic and certain trees
    - v. Café Certified – workers rights, benefits, environmental protection and sustainability



**iii. Better Giveaways**

1. **Standard:**

- a. *Damaging Working Conditions. See Bangladesh; FoxConn in China*
- b. *STOP Using newly made (Virgin) plastic at all costs - it is a petroleum based product*
- c. *STOP creating things people don't want: Squeeze balls!*

2. **Better:**

- a. *Rapidly Renewable Resources*
  - i. *Like Bamboo*
- b. [Cradle to Cradle](#)
- c. *Actual Reuse*

**b. How can my company & I be sustainable?**

- i. **Being Green is an Endless Road**
  1. Series of Choices
  2. Not Just 1 Thing
  3. Look Internally for the Best Lessons Learned
- ii. **Start at Home: Start Tracking!**
  1. Travel - Mileage and Flights
  2. Purchases - Woman or Minority Owned Business being supported? Local?
  3. Shipping - How far and how heavy?
  4. Donations Volunteer Hours
  5. Energy Usage - Your energy Bills
  6. Water Usage - Your water bills
  7. Waste & Recycling - Your hauling bills
- iii. **Business Certifications**
  1. Bay Area Green Business Program
  2. BCorp
  3. Green America
  4. ASTM



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## **2. Best Environmental Practices**

### **a. 5 Key Questions You Should Ask EVERYONE**

- i. Where is it from?*
  1. Within a 100 mile radius?
  2. Within a 500 mile radius?
  3. USA Made?
  4. North American Made?
- ii. How is it made or what is it made of?*
  1. Recycled
  2. Recyclable
  3. Renewable
  4. Reusable
  5. Biodegradable
  6. Compostable
- iii. How do you know? Back to Certifications!*
  1. FSC & SFI for Paper
  2. Green Seal
  3. LEED
  4. Energy Star
  5. And hundreds of others
- iv. Is there a "better" alternative?*
- v. Do your attendees really want this/*

### **b. Water Conservation and Your Events**

- i. Really, No Plastic Bottle of Water
- ii. Set Up Incentives to Limit Housekeeping
- iii. Do Not Pre-Fill Drink Glasses
- iv. Request More Drought Tolerant or Succulent Plants for Decor
- v. Edible Centerpieces
- vi. Ask Your Venue about High Efficiency Fixtures & Water Plans
  1. Low Flow Toilets
  2. Low Flow Aerators
  3. Low Flow Shower Heads
  4. Automatic Sensor faucets
  5. Water Conservation Plan
  6. Rain Gauge Meters
  7. No-Power Washing Policy
  8. Water Reclamation Systems



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### 3. ASTM Standards

- a. What are they?
  - i. Giant Sustainability Checklist
  - ii. New to Market
  - iii. Communicates Expectations between Planner & Supplier
  - iv. Certification is available for Suppliers
  - v. Certification is being developed for Planners
  - vi. Require Team Work!
  - vii. 4 Levels of achievement
- b. 9 Individual Standards
  - i. Accommodations
  - ii. Audio Visual Production
  - iii. Communications & Marketing
  - iv. Destinations
  - v. Exhibits
  - vi. Food & Beverage
  - vii. Onsite Office
  - viii. Transportation
- c. 5 Steps towards ASTM/APEX
  - i. Write a Sustainability Policy
  - ii. Commit to internal reduction plans
  - iii. No Idling Policy
  - iv. Get Ready
  - v. [ASK FOR IT!](#)

### 4. Final Thought: [The Economic Impact of the Event Industry](#)

- a. \$280 Billion Industry == \$280 Billion GREEN Industry
- b. \$770.4 Billion In Spending == \$770.4 Billion GREEN Spending
- c. 5.3 Million Jobs == \$5.3 Million GREEN Jobs

