

Corporate Responsibility Centre

● **IMEX NEW VISION**



Green/Sustainable Meeting Standards: An APEX Approach

May 2010, IMEX
Tamara Kennedy-Hill, CMP

Overview and FAQ



- What's the background on the standards?
- What will these standards mean for your business?
- How will you implement them?
- How do these standards interface with other international sustainability standards?



Apex Green Meeting & Events Practice Panel Origins



Green Meetings & Events Panel Mission:

Develop best practices and voluntary standards that can be implemented to create a more sustainable meeting or event.

The panel defines sustainable (and/or sustainability) as the economic, environmental and social aspect of meetings and events.

APEX Goals in Creating the Standards

Goal 1

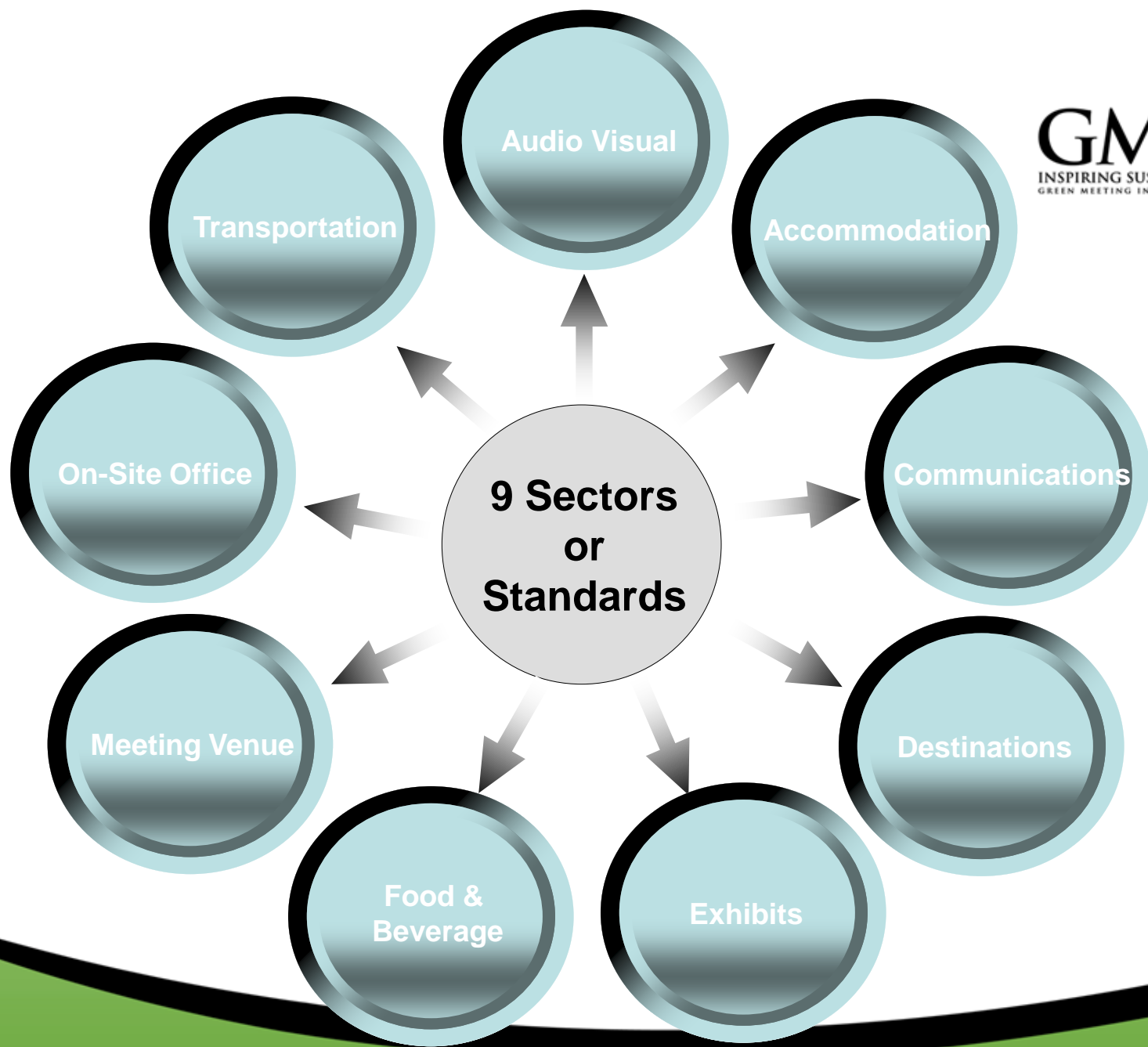
Industry-wide
accepted
standard for a
green meeting

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.

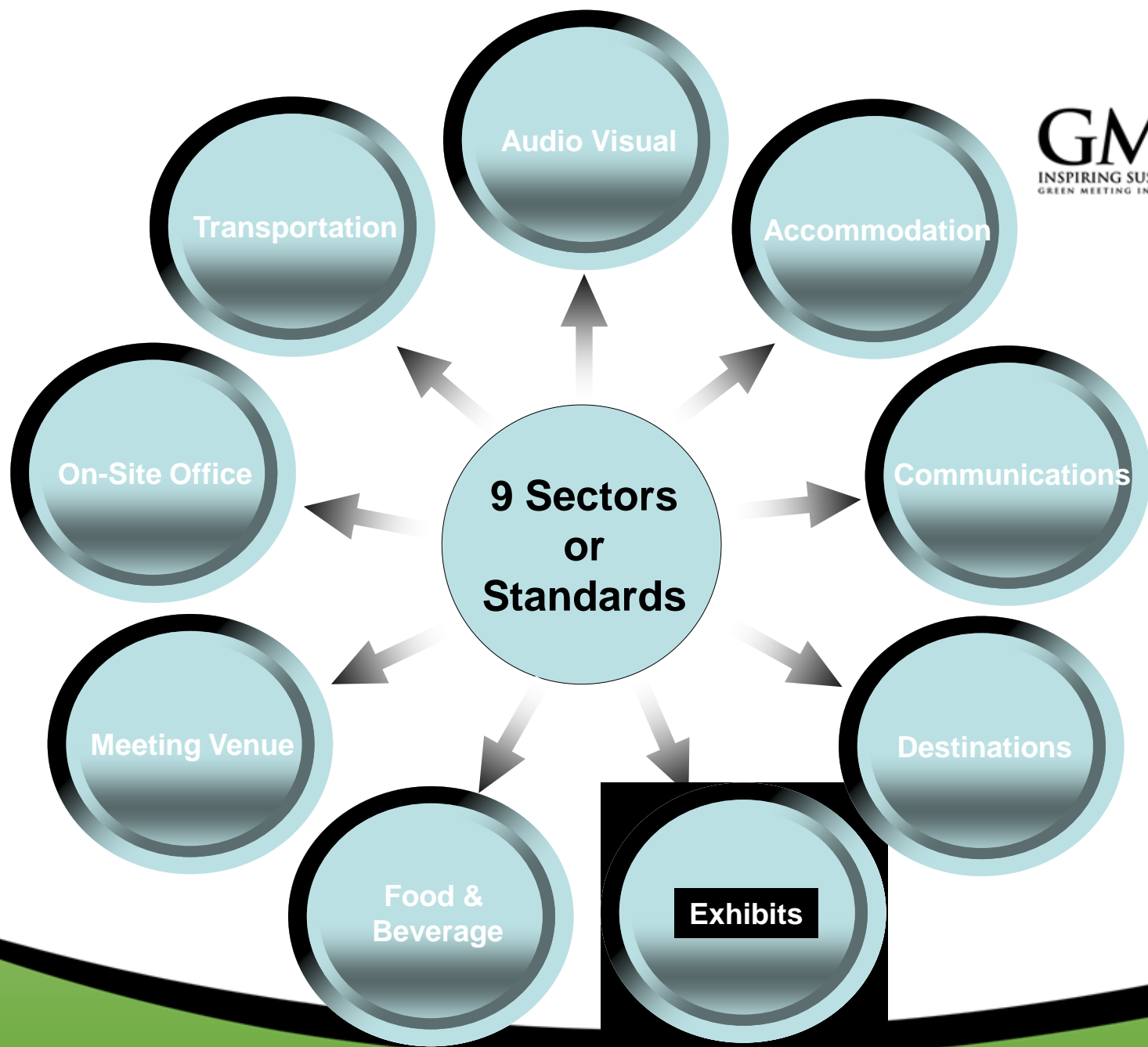


8 Categories in Each Sector

1. Staff management/policy
2. Communication
3. Waste
4. Energy
5. Air quality
6. Water
7. Procurement
8. Community Partners

Who Contributes?







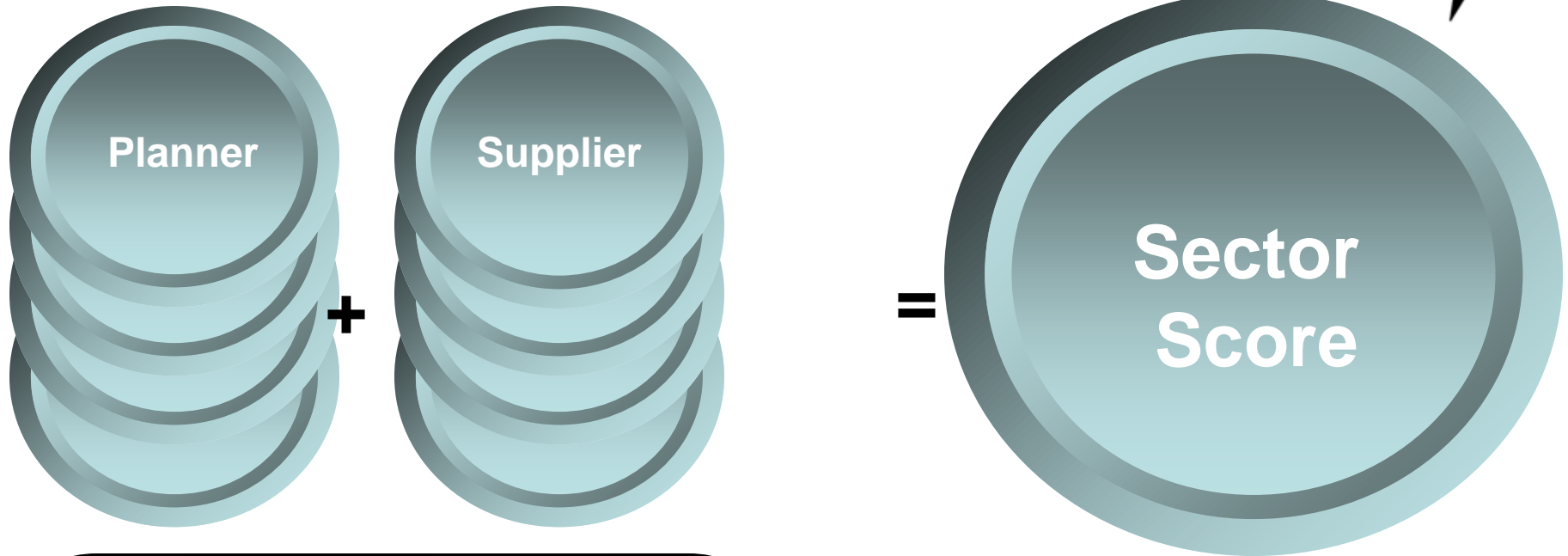
Planner Requirements: Exhibits Standard

7.0 Staff Management And Environmental Policy

LEVEL 1 REQUIREMENTS (SAMPLE)

- 7.1.1 The planner shall consider whether the planned exhibit facility meets the sustainable qualifications set for the exposition and document a policy that includes a definition of expectations, requirements and goals.
- 7.1.2 The planner shall write a sustainability policy for its organization, documenting a vision, objectives and goals for sustainability that are included in each RFP to vendors.
- 7.1.3 The planner shall hold one or more staff members accountable for the successful carrying out of environmental efforts for exhibits.
- 7.1.4 The planner shall implement a no-idling policy that adheres to the GMEPP transportation definition (no more than 5 minutes of idling every hour in dock/yard).

Scoring Methodology



Scores from all 8 Categories

What this means to me?



Supplier:

- Needed for competitive advantage
- Use to guide operational changes
- Mitigate risk of reputation/regulations

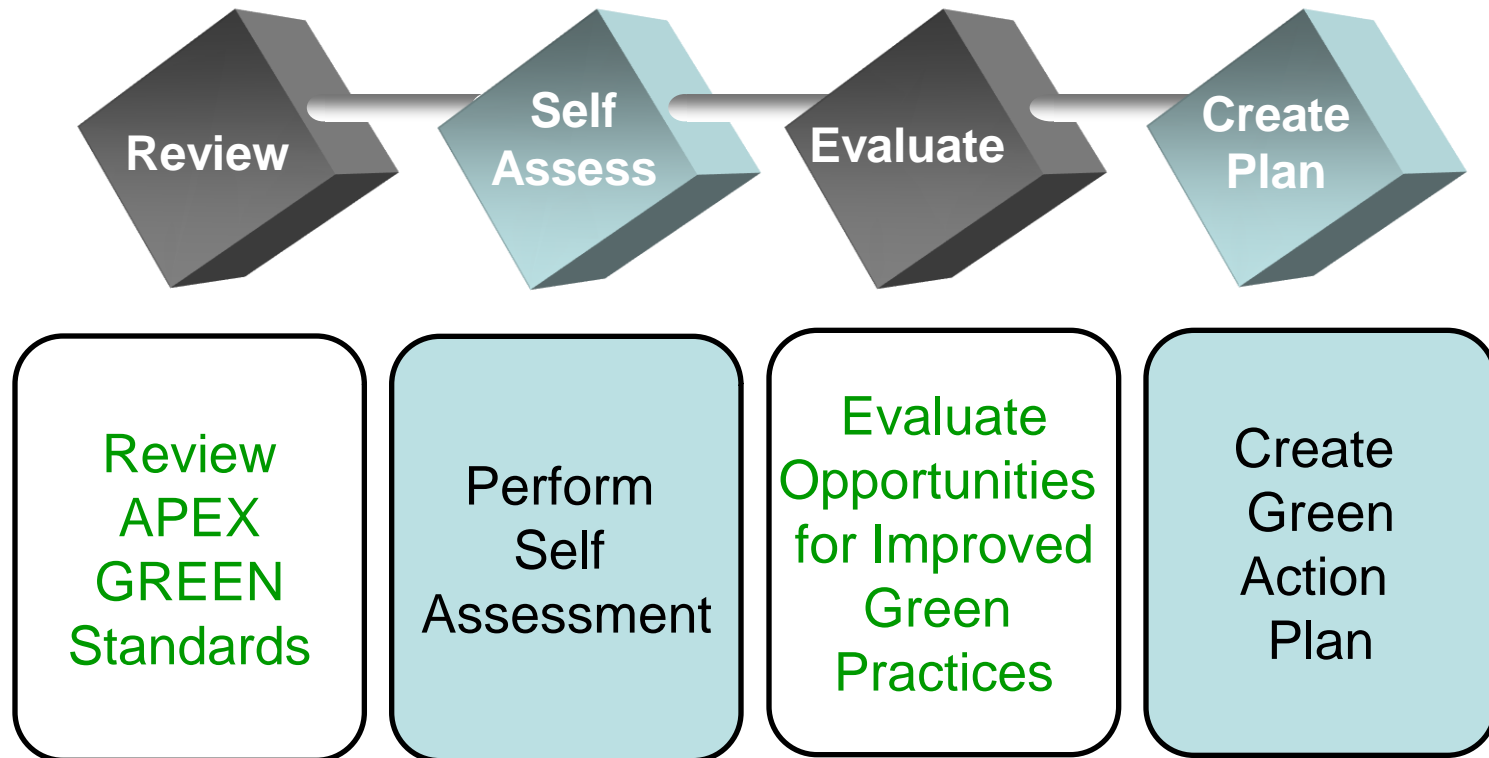
What this means to me?



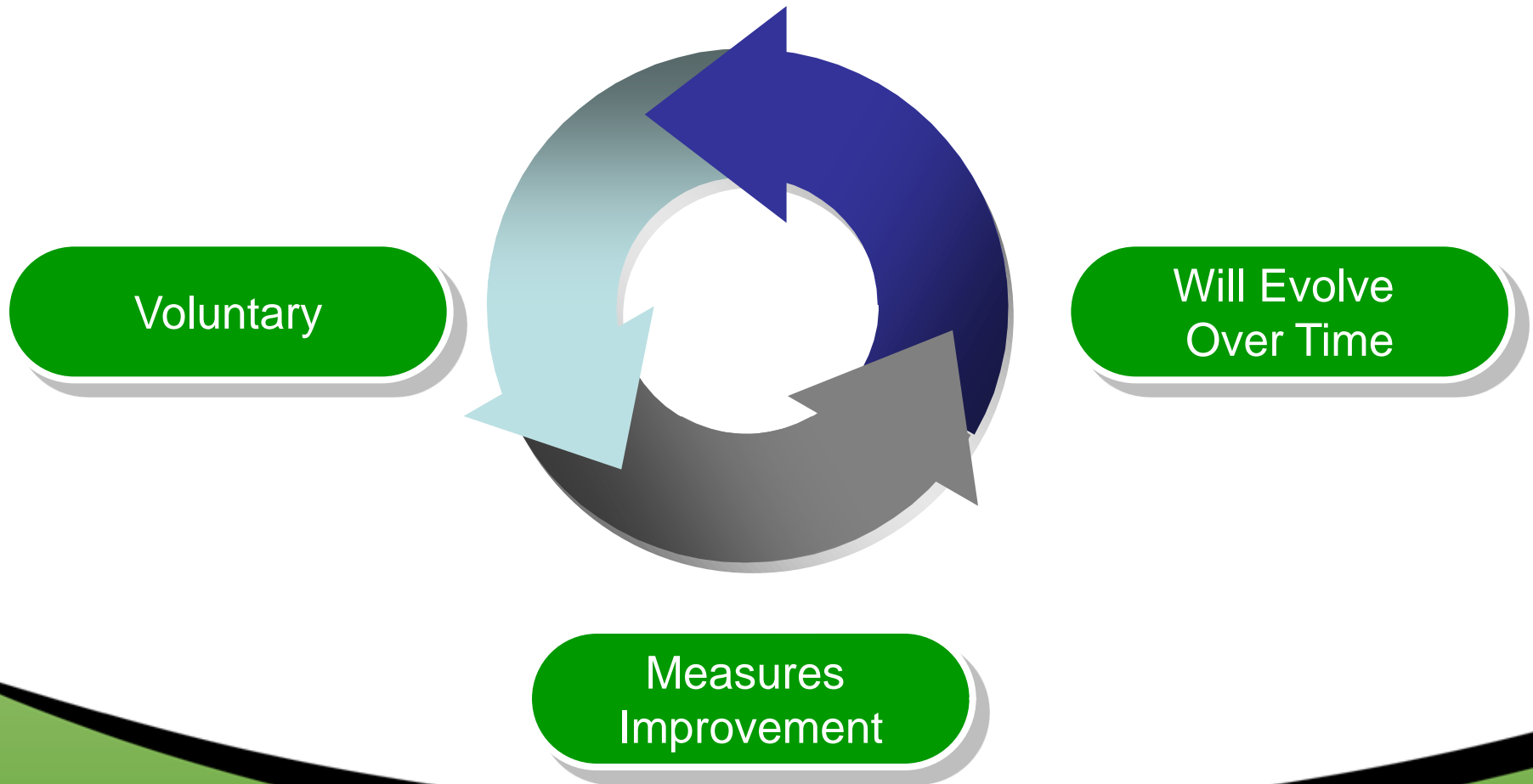
Planners:

- Use in planning
- Assists with decision making
- Offers strategic alignment with your organization
- Use in reporting

What You Can Do



APEX Green Standards



FAQ



- Are the standards going to be mandatory or regulated?
- How will these standards differ from others?
- Will the standards be international ones?

APEX/ASTM Draft Standards



- <http://www.conventionindustry.org/apex/inprogress.htm>

Questions?



To join us and help to transform the meetings industry please contact



TAMARA KENNEDY-HILL
EXECUTIVE DIRECTOR
GREEN MEETINGS INDUSTRY COUNCIL
+1-503-332-5739
tamara@greenmeetings.info

WWW.GREENMEETINGS.INFO

INSPIRING SUSTAINABILITY