



# GREEN MEETINGS AWARD



## Who can apply?

Any **meeting planner** who has demonstrated innovative efforts to prevent and reduce the environmental impacts of a specific meeting through design, planning, implementation and evaluation.

Only **meeting planners** who have not won the Green Meetings Award for two years may apply.

## What is considered?

Eligible nominees are asked to describe how **a specific meeting**, meets the following five criteria (described in more detail below):

1. Minimising environmental impact (70%)
2. Economic indicators (5%)
3. Commitment to change (10%)
4. Commitment to community (10%)
5. Commitment to conservation (5%)

## Evaluation process:

The judges and assessors will evaluate the environmental goals as well as the organisers' process in achieving the metrics through consistent reporting, following green meeting standards and sustainability frameworks. The weighting of the submissions are in the following areas:

**Pre-Event: 15%** (Planning, Contracts, and Communication) This section refers to categories of site selection of destination, meeting venue, accommodations and marketing and communication of the event.

- Did the organiser establish environmental and social metric goals in advance of the event?
- How did the organiser communicate and influence change with supplier vendors to achieve these goals?
- Did the organiser benchmark and track the event's performance in all five categories to promote continuous improvement?

**Onsite: 80%** (performance of suppliers to stated objectives of the organiser, achievement of environmental and social metrics).

Judges and assessors will review the actual environmental and social performance of the event (energy efficiency, air quality, water conservation, procurement, commitment to community and waste diversion) and compare/contrast with all submissions. This will require that the organiser has accurate reports to back up any claims indicated in the application process. The reports do not need to be provided in the initial submission but may be required for reference by the auditor.

**Post Event: 15%** (Reporting of greening achievements to stakeholders, commitment to improvement and change, training and education or other legacy programmes directly related to the event, change in pre-event process)

## **What is awarded?**

GMIC and IMEX will provide awards for one applicant in the large meeting/event category and one in the small to medium category. A large meeting/event will be considered a "citywide" event that attracts 5,000 to 25,000+ attendees, uses multiple venues (hotels, convention centre, etc) and typically has a trade show. A small to medium event will be an event that ranges from 250 attendees to 4,999, may use multiple venues and may or may not have a trade show.

Both the large and small to medium event award winners will be recognised at the IMEX Gala Dinner Awards Ceremony, in the IMEX Daily Paper, the IMEX Briefing newsletter, at the IMEX Corporate Responsibility Centre, at the GMIC Annual Conference, and on the GMIC and IMEX in Frankfurt website.

## **What do I need to submit?**

To be evaluated nominations must include:

1. A signed and completed nomination form.
2. A completed form/narrative of ***how a specific meeting or conference supplied or planned by the nominee within the past 24 months (before the application form deadline date) addressed the below criteria***. The summary must be no more than four double-sided pages, should the space below not be adequate, including any associated tables and charts. Each of the criteria must be addressed and labelled accordingly in the submission.
3. Attachments (optional). To minimise paper consumption nominees are encouraged to provide only those attachments that are essential to support their narrative. Supporting information may be requested during the verification process.

## Award Criteria

*Your narrative must provide an example of how a specific meeting addressed the following criteria. Applicants are encouraged to review the Convention Industry Council's Green Meetings Report for specific supplier and planner practices that may meet the following criteria.*

*([http://www.conventionindustry.org/projects/green\\_meetings\\_report.pdf](http://www.conventionindustry.org/projects/green_meetings_report.pdf)).*

*Many award applicants also find following the BS8901 process a helpful reference guide as well.*

**Please enter the criteria below which relates to your meeting. The completion of all sections is NOT a requirement for entry:**


**Using the examples below, please indicate how your meeting helped minimise environmental impact (please enter as many as possible putting N/A in the boxes that do not apply to your meeting)**

The applicant should demonstrate innovative efforts to significantly minimise the environmental impact of the meeting. Efforts will be evaluated in the following areas:

- Energy efficiency – e.g. use of energy efficient/natural lighting, occupancy sensors in meeting/hotel rooms, reduced use of air conditioning.

- Air and water quality – e.g. provision of group shuttles, carbon offset programmes for air travel, promotion of car pooling/transit services, purchasing locally grown, organic food.

- Water conservation – e.g. water conserving fixtures in guest rooms/bathrooms, provision of a linen re-use programme for those meetings requiring overnight stays.

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- Waste minimisation – e.g. using china and linen, rather than paper catering service, and bulk rather than individual serving containers for food, communicating to clients electronically rather than through paper methods, minimising on-site paper use, providing on-site recycling, re-useable decorations and/or signage.

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- Environmental purchasing – e.g. giving preference to buying recycled/recyclable, non-toxic and non-hazardous materials (cleaners, office supplies, printing inks, paints etc.)

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**Were there any economic indicators linked to your meeting?**

Applicants should demonstrate the economic impact and/or cost savings associated with their green meeting, in addition to the environmental benefits.

**How did your meeting help commitment to change and the community?**

Applicants should demonstrate management and staff commitment to environmental programmes or practices. This can be shown through development of environmental policies, task forces, or teams, and communication of green practices to staff/clients/public. Please also include any other environmental awards or recognition received.

Applicants should demonstrate willingness and/or efforts to integrate green programmes or practices with other businesses (e.g. meeting planners and other suppliers) and the local community (e.g. through buying locally) as well as minimise the social/cultural impact of the meeting. This may include providing a donation to conservation/community organisations, support of local organic growers by purchasing food locally, or participation in an environmental or community project as part of the conference.

**How did your meeting help commitment to conservation?**

In addition to minimising environmental impacts of the meeting, applicants should demonstrate a positive impact to conservation in general or positive contribution to natural areas visited or communities in which the meeting is located.



## GREEN MEETINGS AWARD NOMINATION FORM:



<b>Nominee:</b>		
<b>Business Name:</b>		
<b>Address:</b>		
<b>City:</b>	<b>Postal/Zip Code:</b>	
<b>Country:</b>		
<b>Phone:</b>	<b>Fax:</b>	
<b>Email:</b>		
<b>Website:</b>		
<b>Meeting Nominated:</b>		
<b>Date:</b>	<b>Number of Attendees:</b>	
<b>Frequency of Meeting:</b> (e.g. quarterly, annually, one-time)		
<b>Meeting Purpose:</b>		
<b>Nominator:</b>	<b>Phone Number:</b>	
<b>Email:</b>		
<b>How the name on the award should read:</b>		

In support of my nomination I have attached the following required information:

- Signed Nomination Submission Information Form
- Nomination Submission Narrative, including information on a specific meeting
- Attachments (optional)

If selected as a recipient of the Green Meetings Award my company or organisation agrees to be highlighted in promotional materials including websites and be willing to share the programme with others in the industry with due acknowledgement provided in copyright.

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Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Please submit the completed Nomination Form and Nomination Submission Information to:

**Dale Hudson**  
**IMEX Group**  
**The Agora, 1<sup>st</sup> Floor**  
**Ellen Street**  
**Hove**  
**BN3 3LN**  
**United Kingdom**

**Tel: +44 (0) 1273 224930**  
**Fax: +44 (0) 1273 227312**  
**Email: dale.hudson@imexexhibitions.com**  
**Web: www.imex-frankfurt.com**

To be received **before 24 February 2012**.  
Electronically submitted nominations are encouraged.