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US Green Building Council

Energy efficiency

96% of hotels turned lights off and set HVAC to seasonally efficient temperatures. Computer kiosks used at registration were powered off at night. USGBC continues to require energy efficient and water-wise practices at Greenbuild. This includes use of energy efficient lighting, scheduling HVAC to minimize energy use, and reducing lighting during move in and move out. Electrical energy use per participant has dropped 53% and natural gas use per participant has dropped 22% since tracking began in 2002. This is a legacy of choosing greener buildings.

Air & water quality

88% of hotels were on a public transit route, or within walking distance of the venue. TMS calculated and ensured offsetting of all ground shuttle emissions with Carbon Fund. The Lenox Hotel operates a biodiesel shuttle and comprehensive environmental program managed by an on-site staff person. 77% of hotels used green cleaners and 65% of hotels used recycled content bathroom tissue. Food served at Greenbuild was:

- 78% natural, meaning it was produced or processed free of nitrates and nitrites, minimally processed without fillers, antibiotics or hormones, trans-fat & genetically modified organisms.
- 15% local, sourced within 100 miles of Boston.
- 42% certified organic, procured from Albert's Organics.
- 55% vegan.
- 5% certified fair trade, including all coffees and teas.
- 4% free range, including all poultry and eggs, and some beef products.

Use of natural gas forklifts and hand carts were used to move exhibitor freight. Bicycles and electric carts were used by floor managers in the exhibit hall. For the second year, Stetson partnered with EA Logistics through their Ship GrEAn program. Through this collaboration, 33.168 metric tons or 73,122.92 Pounds of CO₂ were offset using CarbonFund.org. This is a 520% increase over 2006 and a 156.7% increase over 2007.

Water conservation

100% of hotels provided linen reuse programs. The Fairmont Copley Plaza instituted a new linen reuse program which required special concessions from corporate headquarters given their brand requirements.

Waste minimisation

Twelve months prior to Greenbuild, Boston Convention and Exhibition Center averaged a 10% recycling diversion rate. The existing recycling program took limited streams, did not include composting and required extensive sorting of paper and glass. The complexity of the program resulted in frequent contamination of hauls. To prepare for Greenbuild, BCEC engaged Save That Stuff, a local recycling agency, to assess and make recommendations to improve recycling programs. Within 8 months of implementing new program recommendations that included expanded recycling streams, simplified sorting and a new composting program, BCEC was able to achieve a 76% diversion rate for Greenbuild. Signage, a high number of enthusiastic volunteers, the cooperation of facility staff, attendee education, donation programs and on-site monitoring and troubleshooting were key ingredients in improving facility diversion.

- 76% of waste generated diverted from landfill through composting and recycling
- 68 recycling stations

- 2063 hours logged by an estimated 300 volunteers to staff recycling stations
- 1.5 lbs of trash was produced per participant
- 14.9 tons of food was composted, representing 22% of the waste stream

96% of hotels provided recycling and 100% of hotels removed polystyrene from guest rooms. The Seaport Hotel operates a comprehensive green program for both guest rooms and events which includes food waste composting and tracking the impact of environmental programs. The Boston Park Plaza Hotel and Towers switched to recycled content bathroom papers even though this was not explicitly requested in their contract and instituted a program for Greenbuild attendees to opt out of newspaper delivery. Several properties - The Sheraton Boston Hotel, Boston Park Plaza, Westin Boston Waterfront, Omni Parker House, and Liberty Hotel - undertook efforts to either expand or implement new recycling programs in preparation for Greenbuild. 49,072 lbs of paper were used for printed materials for Greenbuild 2008. Using 100% post consumer recycled fiber when printing saved:

- 169,789 lbs wood, or a total of 588 trees that supply enough oxygen for 294 people annually.
- 214,695 gal water, or enough water to take 12,482 eight-minute showers.
- 410 million BTUs energy, or enough energy to power an average American household for 1,644 days.
- 51,724 lbs emissions, equivalent to the amount of carbon sequestered by 621 tree seedlings grown for 10 years.
- 27,570 lbs solid waste, or a total of 951 thirty-two gallon garbage cans of waste.

Policies for exhibits resulted in the following savings:

- 0 paper kits provided to exhibitors, saving 53,600 sheets of paper and 2,999 lbs of pre-consumer waste.
- 11,072 ft of vinyl use was avoided by using compostable non-polyethylene tabletops.
- 3,160 ft of table skirting was not used or shipped by making this available to exhibitors on request only.
- 4,602 compostable garbage bags were not used by making these available on request and encouraging exhibitors to use recycling stations provided.

Exhibit shipping materials become haute couture at Greenbuild. Green Exhibit Leader Coverings created a ball gown from their exhibit packing materials, which was modeled on the show floor. The dress was donated to a local design school following the event.

Environmental purchasing

77% of hotels used green cleaners and 65% of hotels used recycled content bathroom tissue. 28 aisle signs and 59 banners were printed using ecoCOTTON™, comprised of 100% organic cotton natural fibers and printed with UV and solvent based inks. 208 22'x28' signs were printed on ecoINSITE™, a 100% biodegradable core, with SFI certified paper liners. This material was printed with UV and solvent based inks. 200,027 sq. ft. of visqueen alternative was used at Greenbuild 2008. The material used is 100% recyclable and made from 50% recycled content. 78,600 ft. of exhibitor carpet was ordered in 2008, 57% of which was environmentally responsible, representing a 2.3% increase over 2007. 100% of exhibitors who ordered carpet padding were supplied with padding made of 100% recycled synthetic fibers. It is Stetson's policy to reuse the padding no longer suitable for expo use, at which time it is used as packing material. There was a 53% increase in enviro-Padding™ orders in 2008 over 2007, indicating exhibitors are choosing to rent padding in lieu of shipping it in. 216,270 sq. ft. of aisle carpet was supplied for the exposition floor. This carpet meets LEED requirements of 25% post-industrial recycled content and is recyclable. Stetson's practice is to reuse aisle carpet up to 5 tradeshow before repurposing it into booth carpet, and then into packing material.

Greenbuild 2008 made use of a completely online and paperless registration and scheduling process. This new system was selected to both alleviate line-ups as well as reduce paper waste. Name badges and holders were collected for recycling and reuse as in previous years.

Were there any economic indicators linked to your meeting?

USGBC is able to negotiate many of its sustainable practices at no additional cost, including comprehensive recycling and composting programs. China and linen service proved cost-prohibitive for Greenbuild 2008 due to the need to bring in an off-site caterer. Compostable disposables and local/organic food were provided at no additional cost. In addition many hotels instituted new permanent environmental programs in preparation for the event without any cost to USGBC.

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

Twenty one local groups receiving 31,000lbs of donated materials. 31,000 lbs. of exposition materials, including flooring, building substrates, signage, giveaways and office supplies were donated to local charities.

In addition nearly 2,000 water bottles, 500 recycled content grocery bags and over 5,000 conference bags were provided to 21 local groups. This represents a 31% increase in material redistribution over 2007.

Greenbuild 2008 also donated over 5.1 tons of food to local shelters.

Greenbuild 2008 is the first event in North America to undergo BS 8901 certification. BS 8901 is the sustainable event standard of the British Standards Institute, providing specifications for how to manage the environmental, economic and social aspects of events and conferences. USGBC engaged an independent third party to review and assess the event management systems operated by the organization's Meetings and Events Division. Verification included desktop review of management processes, request for proposals and contract documents, interviews with staff, vendors and stakeholders and on-site inspections at the Greenbuild event. The final outcome of the BS 8901 process will be available in Spring 2009.

This year's project is a collaboration between the U.S. Green Building Council (USGBC), Boston Society of Architects (BSA), and Learning By Design in Massachusetts (LBD:MA). Greenbuild 2008: Teaching Future Generations Sustainable Design - Building an Integrated Curriculum as a Lasting Legacy is a project that will develop a flexible, interdisciplinary, standards-based curriculum to teach Green Architecture & Design, first in grades 5-8, then in grades K-12.

USGBC was able to partner with the Massachusetts Department of the Environment to conduct a WasteWise Forum to educate local hotels about recycling and composting. USGBC also notified properties that unscheduled site visits would be conducted during the event by the BS 8901 auditor, USGBC staff and/or Meeting Strategies Worldwide. Save That Stuff, the recycling hauler used by the Boston Convention Center, noted a substantial increase in inquiries from properties which led to new recycling programs being adopted as a direct result of both measures.

For the first time in 2008 USGBC conducted a pre-event site visit to contracted hotels specifically to discuss and verify sustainable practices. This visit, conducted 10 months before the event, significantly improved compliance with contracted requirements. This process has helped to systemize USGBC's approach to working with Greenbuild hotels. This process includes:

1. Complete pre-contract survey of hotels to determine what practices they have in place and would be willing to implement.

2. Contract for sustainable practices.
3. Communicate measurements required post-event.
4. Perform site visit to contracted properties to verify sustainable practices, educate about
 1. the Greenbuild sustainability initiative and research local sustainability programs.
5. Develop a hospitality resource list outlining local, regional and national agencies that
 2. are able to assist properties and distribute to local CVB and hotels.
6. Perform bi-monthly check-ins with all properties to report on progress.
7. Provide on-demand assistance to properties as they implement new practices.
8. Convene – where possible – local forums to assist in implementing new practices.
9. Educate and provide assistance to new properties that are contracted for overflow.
10. Attend pre-conference meeting.
11. Verify practice on-site.
12. Collect post-event measurables.

Four months prior to the event USGBC was informed of union grievances against the in-house caterer at BCEC. Not willing to cancel the event or interfere with negotiations in process between the affected parties, USGBC decided to contract with an outside caterer with the full cooperation and consent of BCEC and the facility caterer. Having less than two months lead time to work with the new caterer made it exceptionally challenging to implement all green measures. The most difficult hurdle, which proved impossible to overcome due to cost, was providing china and linen service. It was cost-prohibitive to rent china to service attendee needs. Instead, fully compostable disposables were used for the event and approved prior to use by USGBC and BCEC's waste hauler. Although china service was a challenge, Unidine was able to source many organic, fair trade, natural, free range and vegan menu items. Food was provided in bulk, and packaging was reduced. Unidine was also able to achieve the most comprehensive post-event reporting of any Greenbuild caterer.

How did your meeting help commitment to conservation?

Once the destination is selected the CVB is engaged to help source green vendors locally. In the case of Boston, the CVB did assist in recommending alternative fuel shuttles for the event. Both the Boston CVB and Boston Green Tourism Association were active in promoting sustainability resources to their members, including the WasteWise hotel forum organized by the Massachusetts Department of the Environment for Greenbuild. USGBC also created a resource guide listing local, state, regional and national agencies that can help Boston hospitality businesses become more sustainable.