



Event Sustainability Report



UNITARIAN UNIVERSALIST ASSOCIATION

GENERAL ASSEMBLY 2014

June 25-29 | Providence, Rhode Island

5 Days | 4,724 participants | 8,134 room nights



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Our Commitment

Principles in Action

THE UNITARIAN UNIVERSALIST ASSOCIATION COMMITTED TO ADDRESS THE ENVIRONMENTAL AND SOCIAL SUSTAINABILITY OF GENERAL ASSEMBLY IN 2004. THROUGH THE ONGOING SUPPORT OF THE EVENT PLANNING COMMITTEE AND UUA LEADERSHIP AND STAFF, OUR EVENT HAS BECOME A MODEL FOR OTHER ORGANIZATIONS TO LIVE THEIR VALUES.

The General Assembly of the Unitarian Universalist Association provides three opportunities to the wider Unitarian Universalist community that are important for the future of the Association.

First, it is a place where we govern and decide the future of the Association. This year, one of the highlights was the Assembly's vote to divest from fossil fuels.

The second opportunity is the space to worship and be with one another.

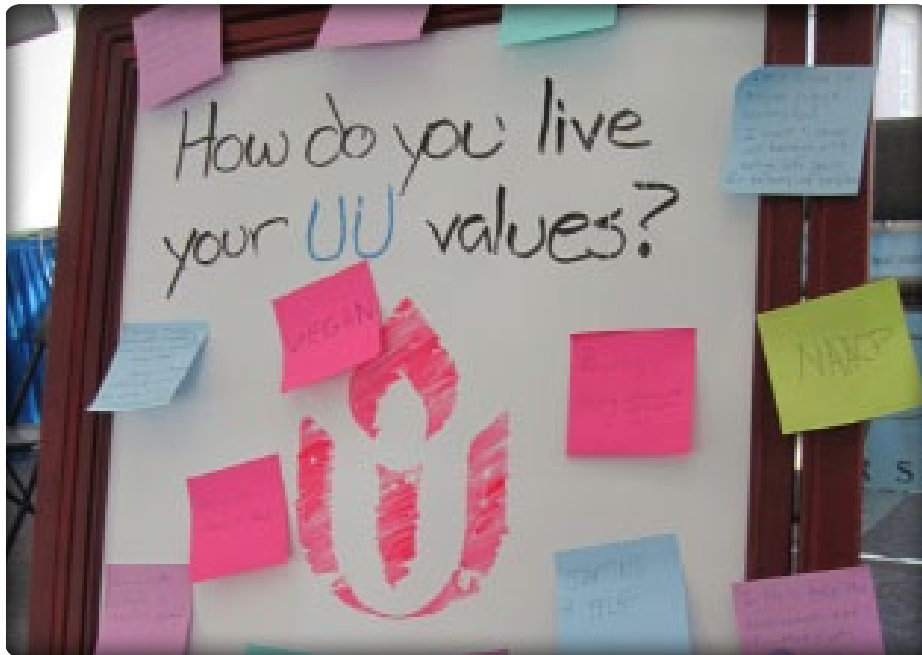
The last opportunity is a place to live our values. From public witness, to social gatherings, and beyond, we wear our UU values on our sleeves.

The General Assembly Planning Committee is pleased to report that General Assembly provides a fantastic opportunity to live our 7th Principle through all of the greening and sustainability efforts made by the attendees, our partners, and our staff. Because of this commitment, General Assembly is one of the greenest and most sustainable meetings in the country and we change the cities we meet in.

If you don't believe me, come see us at our next General Assembly in Portland, OR.

Bart Frost, Chair
General Assembly Planning Committee





First Principle

The inherent worth and dignity of every person.

Second Principle

Justice, equity and compassion in human relations.

Third Principle

Acceptance of one another and encouragement to spiritual growth in our congregations.

Fourth Principle

A free and responsible search for truth and meaning.

Fifth Principle

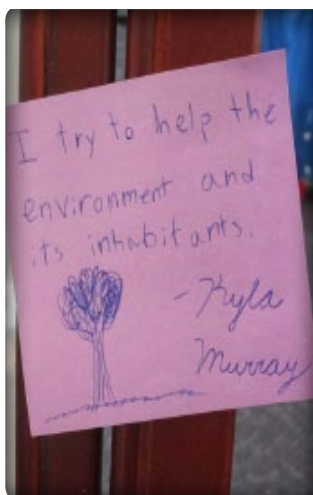
The right of conscience and use of the democratic process within our congregations and in society at large.

Sixth Principle

The goal of world community with peace, liberty, and justice for all.

Seventh Principle

Respect for the interdependent web of all existence of which we are a part.



Our seventh Principle, respect for the interdependent web of all existence, is a glorious statement. Yet we make a profound mistake when we limit it to merely an environmental idea. It is so much more. It is our response to the great dangers of both individualism and oppression. It is our solution to the seeming conflict between the individual and the group.

Our seventh Principle may be our Unitarian Universalist way of coming to fully embrace something greater than ourselves. The interdependent web—expressed as the spirit of life, the ground of all being, the oneness of all existence, the community-forming power, the process of life, the creative force, even God—can help us develop that social understanding of ourselves that we and our culture so desperately need. It is a source of meaning to which we can dedicate our lives.

—Rev. Forrest Gilmore, Executive Director of Shalom Community Center, Bloomington, IN. Read more from Forrest in *The Seven Principles in Word and Worship*, ed. Ellen Brandenburg

Event Sustainability Strategy Action Framework

UUA HAS IDENTIFIED FOUR IMPORTANT EVENT SUSTAINABILITY ISSUES AND FIVE RELATED OBJECTIVES AND SETS TARGETS TO ACT ACCORDING TO THESE PRIORITIES AT EACH GENERAL ASSEMBLY.

Issues

- Carbon emissions produced by General Assembly contribute to climate change
- Event discards create solid waste that could be reduced and recovered from landfill
- Toxic materials in the event supply chain cause pollution and impact human health
- Unjust business practices impede the provision of safe, healthy and fair working conditions in the event supply chain

Objectives

1. Improve overall event sustainability
2. Reduce the waste, carbon and water footprint of the event
3. Measure the benefits of more sustainable practices
4. Engage participants in sustainability
5. Act in solidarity with labor experiencing unfair practices within the event supply chain

Targets

- Increase MeetGreen® Calculator score from 84%
Achieved 86%
- Increase APEX/ASTM Standards compliance from 81%
Achieved 82% Total | 97% Planner | 75% Supplier
- Reduce waste intensity to less than 1 pound per attendee per day
Achieved 0.74 pounds
- Reduce landfill intensity to less than 0.20 pounds per attendee per day
Achieved 0.25 pounds
- Improve venue diversion to at least 60% of materials recovered from landfill
Achieved 66%
- Measure impact of sustainable purchasing practices, legacy and service projects
Achieved and disclosed throughout report





The Event Sustainability Plan

Critical Path

UUA TAKES DELIBERATE STEPS TO CONTINUOUSLY IMPROVE AGAINST SUSTAINABLE EVENT OBJECTIVES FOLLOWING A CIRCULAR PROCESS.

Stakeholder review

- UUA event stakeholders include: UUA member congregations, event participants and delegates, exhibitors, UUA staff, event vendors and the local host community.
- Diverse perspectives are considered throughout the event planning process and can be manifested in various ways: from regular check-points between UUA staff and labor advocates to proactively addressing property-specific concerns to chats with attendees at the onsite Sustainability Booth and feedback submitted on attendee evaluations.
- UUA's Chaplains and Right Relations Team exist as a mechanism to address stakeholder concerns onsite, providing an outlet for processing personal and interpersonal issues and conflict.

Policy refinement

- Feedback from interest groups has led to refinements of UUA's Event Sustainability Policy and Strategy, itemized on page 5.

Procurement

- Explicit sustainability criteria are integrated into all tenders and contracts for General Assembly. Conformity with contracted guidelines is verified by MeetGreen and sustainability measurement documentation must be received by UUA before final payments are made.

Pre-event verification

- The General Assembly Sustainability Team participates in two pre-event site inspections. The first completes a research process to confirm

existing destination best practices. Depending on the gap that exists between existing and contracted practices, a second site visit may occur to assess progress against action plans.

Planning

- Following the first site visit, action plans addressing different logistical aspects of the event are created. Exhibits, waste and accommodations are typical areas of focus. MeetGreen assists vendors and UUA staff to identify sustainability action steps and provides mentorship to implement steps as needed.

Communication

- This includes internal communication to vendors as well as external messaging to exhibitors and attendees to ensure all are aligned and aware of the sustainability goals and outcomes both pre-event and onsite.

Onsite verification

- All contracted expectations are checked onsite by MeetGreen, and corrected as necessary.

Measure

- Data is captured by vendors to assess progress against objectives, including waste, energy and legacy metrics.

Report

- This step compiles and documents event outcomes. These outcomes are integrated with reviews, adjustments are made, and the cycle begins again.



General Assembly venues were contracted to reduce waste through use of durable and compostable serveware, reduced food packaging, food donation and a composting program. Savor catering and concession staff embraced the program at the Rhode Island Convention Center, as did food service staff at the Dunkin' Donuts Center, who had never participated in a composting program before.

Accomplishments & Actions

Providence Sustainability Team

NOTABLE BEST PRACTICES ACHIEVED DURING THE 2014 EVENT CYCLE CONSIDERED BOTH SOCIAL AND ENVIRONMENTAL RESPONSIBILITIES.

Hotel worker solidarity

UUA cancelled contracts with two local hotels due to outstanding labor issues. This incurred no added cost to the organization due to language included in the contract, but caused significant inconvenience to attendees who, while supportive, experienced diminished housing options in Providence. UUA assisted by arranging for home hospitality with local congregations, dormitory housing at the Rhode Island School of Design and Brown University, and recommended self-help booking resources to attendees.

Compostables conversion

The Rhode Island Convention Center (RICC) and Dunkin' Donuts Center (DDC) converted to 100% compostable serviceware for General Assembly for all concessions and catering.

Expanded waste program

RICC expanded their recycling and composting programs to include comingled recyclables and front of house food and serviceware. In addition, the DDC offered a composting program for the first time.

Host hotel engagement

All three hotels in the housing block made great improvements in their environmental initiatives for General Assembly. Examples of changes that will continue to make a difference in the environment for years after the close of the 2014 event include:

- Biltmore: Developed a Sustainability Policy which identified their commitment to sustainability and future goals. These goals include the development of an employee education program and a commitment to working with vendors who align with their social and environmental practices
- Courtyard: Researched their recycling program and gained valuable information regarding method and procedure to better communicate recycling efforts to guests.

- OMNI: Commitment to installing energy efficient lighting throughout the hotel which will save time, money, and energy.

Renewable energy

All contracted hotels and venues purchased renewable energy for General Assembly, enabling 100% of the onsite event footprint to be offset.

Air conditioning

Complaints regarding excessive air conditioning at the event venue reached a critical mass in 2013. To be proactive, the Sustainability Team discussed attendee demographics, needs and concerns with the venues in advance so that appropriate set points and response procedures were in place. This resulted in dramatic reductions in the number and severity of complaints.

Worker appreciation

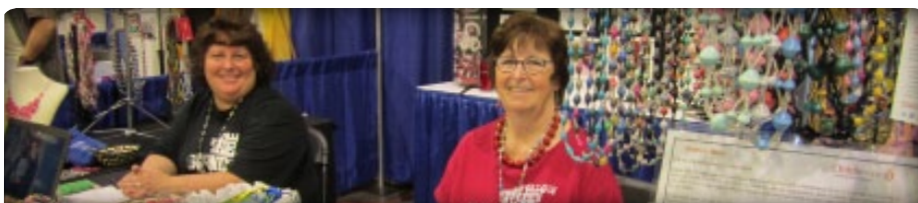
UUA provided \$150 in rewards to frontline RICC and DDC staff who were nominated by their managers for their personal contribution to UUA's sustainability program.

Carbon offset

UUA General Assembly participants contributed a record-high \$10,536 toward Carbonfund.org in 2014. This supports third-party verified, permanent and additional offset projects. This voluntary contribution represents 1054 metric tons, or 42% of event emissions. In 2015 the carbon offset will be embedded into registration fees to ensure a 100% offset for all event emissions, including attendee travel. An additional 9% was offset by suppliers.

Exhibit hall

100% of exhibitors signed sustainability Terms and Conditions for their booths, with 16 of 95 of them subject to audit. Those participating in successful audits in 2013 and 2014 received added promotional benefits at the event.



Procurement Criteria

Buying Better

IN ADDITION TO SERVICE-ORIENTED PRACTICES, UUA REQUESTS EVENT SUPPLIES THAT MEET ENVIRONMENTAL AND SOCIAL RESPONSIBILITY CRITERIA.

	REUSED	RECYCLED	RECYCLED CONTENT	COMPOSTABLE	BIODEGRADABLE	CERTIFIED	LOCAL
PROGRAM BOOK: 5100 Process chlorine free		X	X (10% PCW cover/50% PCW text)			X (FSC, Ecologic)	X (100%)
POSTERS: 1100		X	X (10% PCW)			X (FSC, SFI)	X (100%)
EVENT SIGNS: Previous signs used 8 years; new sign lifecycle estimated at 10 years	X						X (100%)
WASTE BOARDS: Upcycled discarded foamcore	X		X (100% PCW)				
FOOD: Minimum 30% vegetarian meals							X (25%)
FOOD SERVICEWARE: Venue concessions			X (paper cups, sleeves)	X		X (BPI)	
KIOSKS: Non-printed panels, frames (unlighted)	X						
KIOSKS: Graphic panels renewable materials		X					
FURNISHINGS: Tables, pipe, drape, chairs, counters	X						
CARPET: 6,700 sq yards reused since 2010	X		X (25% PIW)				
EXHIBITOR: 79 clean waste bins taken back	X	X				X (SFI)	
EXHIBITOR: Waste bags					X		
EXHIBITOR: Vinyl tabletops taken back if clean/undamaged	X						
NAME BADGE: Card		X	X				
NAME BADGE: Lanyard							
NAME BADGE: Holder					X	X (ASTM)	
NAME BADGE: Ribbons					X	X (ASTM)	
T-SHIRTS: Union-made in USA	X						
CARBON OFFSETS: Carbonfund.org						X (various)	

UUA Conference Department staff have eliminated the following materials from the supply chain: vinyl banners, visqueen, carpet padding, conference bags, water bottles (attendees bring their own). UUA agencies and exhibitors are actively encouraged to use products that meet sustainability criteria. In 2014 two vinyl banners discarded onsite were returned to their owner post-event.



UUA General Assembly participants have...

Recycled, composted & donated

71,442 lbs

Improving venue diversion from landfill 35% on average

Equal to the weight of **6** elephants

Donated 1,866 hours to onsite sustainability education

Offset carbon emissions **7,609 metric tons**

Taking responsibility for 37% of total emissions since 2005

Equal to energy emissions from **694 US homes**



\$500,485 Raised for 11 social and environmental justice groups throughout the USA

2014 Recipients: McAuley House, Housing First, Standing on the Side of Love



*All data since 2008, except carbon which is since 2005

Measurement Evaluating Outcomes

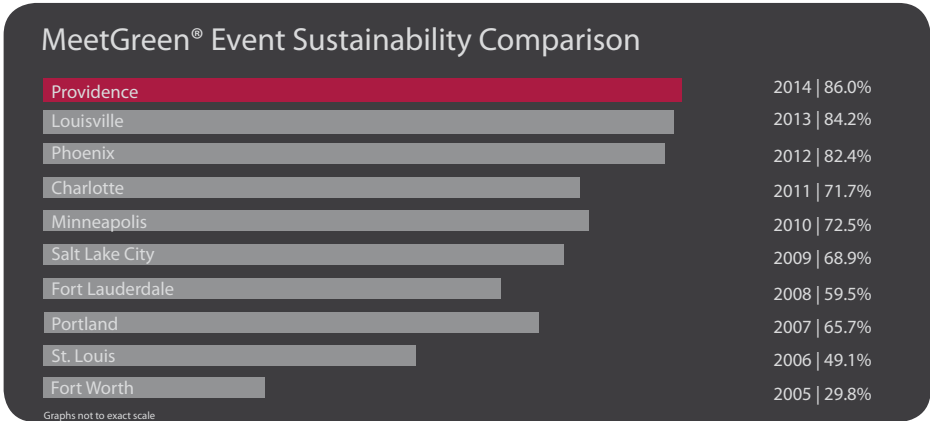
DESTINATION AND EVENT-SPECIFIC IMPROVEMENTS ARE MEASURED AND EVALUATED EACH YEAR.

Data-driven methods

General Assembly organizers use data-driven techniques to evaluate efforts and make informed choices. This can be difficult as event sustainability metrics are not yet commonly available and the impact of all decisions cannot always be known. Based on our experience to date UUA has been able to confirm the following outcomes from event sustainability planning.

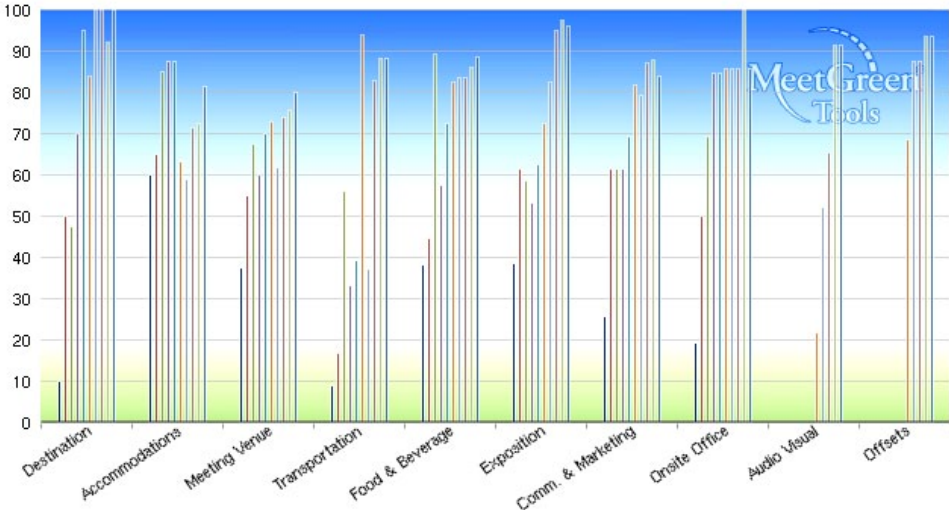
Overall Event Sustainability Comparison

The MeetGreen® Calculator shows overall success at implementing more sustainable practices at General Assembly. It provides a “meta-score”, taking into account event planner and supplier actions and outcomes across all aspects of the event. Events that request, implement and measure sustainability impacts receive highest scores in the Calculator. As is shown, General Assembly received it’s highest score ever in 2014: 86.0%.



Event Summary by category

The MeetGreen® Calculator also shows performance in each aspect of event planning. The left-most dark blue bar is General Assembly 2005 while the right-most light blue bar is 2014. As is shown, the event experienced reduced performance for Communications and Onsite Office, primarily due to replacement of signage and use of a local freight truck that was not SmartWay certified. The event stayed the same or improved in all other categories.





Carbon Emissions

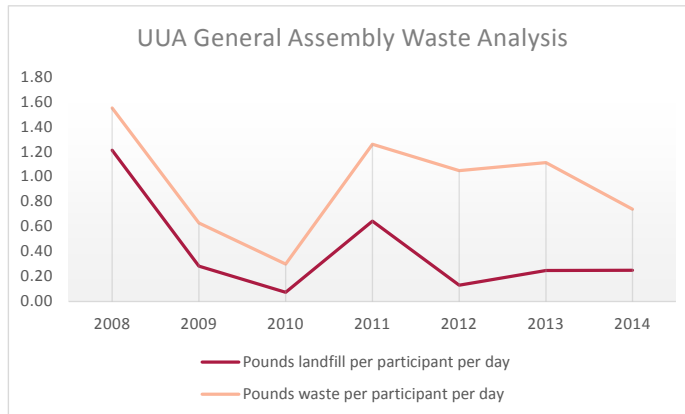
Waste Management

234 lbs CO ₂ per person/day	UUA GA 2014	0.25 lbs landfill per person/day 0.74 lbs waste per person/day
323 lbs CO ₂ per person/day (2007)	UUA GA "WORST"	1.21 lbs landfill per person/day (2008) 1.55 lbs waste per person/day (2008)
146 lbs CO ₂ per person/day (2011)	UUA GA "BEST"	0.07 lbs landfill per person/day (2010) 0.30 lbs waste per person/day (2010)
229 lbs CO ₂ per person/day (up 2 pounds)	UUA GA "AVERAGE"	0.41 lbs landfill per person/day (down 0.05) 0.95 lbs waste per person/day (down 0.05)
319 lbs CO ₂ per person/day	MEETGREEN® "AVERAGE"	1.40 lbs landfill per person/day 3.60 lbs waste per person/day



*Based on per participant intensity

Prior to General Assembly, the RICC and DDC were achieving 28% diversion from landfill. This rate increased by 38% points during the event.

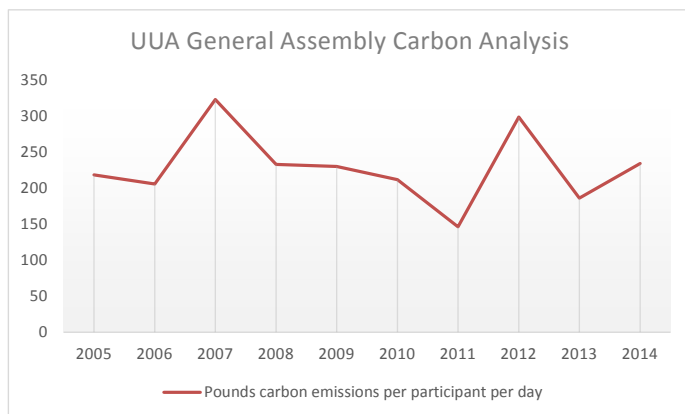


Diverting from diversion

Myopic focus on diversion rates from landfill can hide excessive waste and landfill, so UUA analyzes per participant metrics. This is important as the diversion from landfill rates in 2012/2013 were better than 2014, even though participant waste footprints were higher.

Carbon conundrum

General Assembly's carbon footprint typically peaks when meeting far away from UUA's east coast base. GA visits these destinations once every 3-4 years to ensure accessibility of the event to all congregations. This is considered an acceptable tradeoff to ensure all UUs can attend the event every few years. 2014 is an anomaly to this pattern, with more medium haul air travel than expected, resulting in a higher carbon intensity. This unexpected increase in carbon footprint was balanced somewhat by a record number of attendee contributions to the carbon offset program.

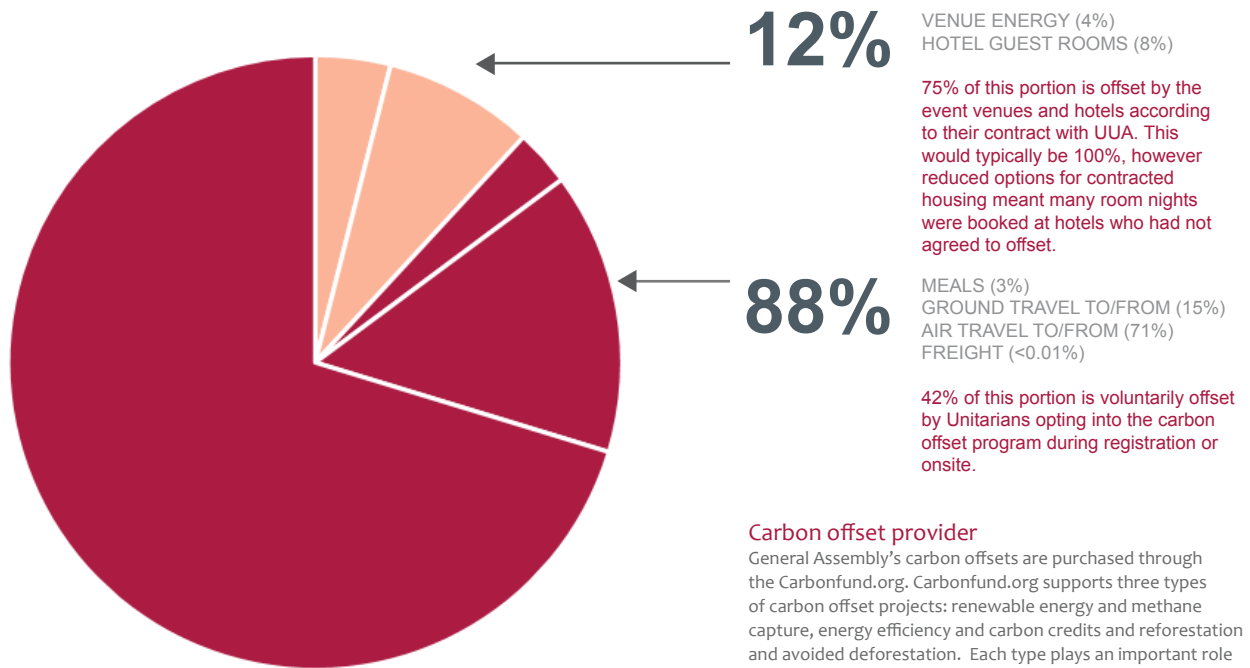


KEY PERFORMANCE INDICATORS	MeetGreen® Average	UUA GA Baseline	UUA GA "Best"	UUA GA 2014
Carbon per event attendee (pounds)	1,595	1,092 (2005)	709 (2011)	1172
Landfill per event attendee (pounds)	7.00	6.05 (2008)	0.35 (2010)	1.25
Waste per event attendee (pounds)	18.00	7.40 (2008)	1.50 (2010)	3.70
Diversion from landfill rate	N/A	67% (2007)	87% (2012)	66%
Sustainability rating "Very Good" to "Excellent"	N/A	78% (2011)	83% (2012)	77%

BENEFIT AND LEGACY INDICATORS	Since Baseline	UUA GA 2014
Funds raised for UUA causes (USD)	\$500,485 (2007)	\$83,079
Carbon emissions avoided through hybrid experience (metric tons)	162.5 (2012)	62
Carbon emissions offset (metric tons)	7,609 (2005)	1281 51%
Vendors educated and engaged	81 (2005)	7
Sustainability education hours onsite	1,866 (2009)	382
Net cost-savings from sustainability (USD)	\$354,986 (2007)	\$15

Voluntary contributions by event participants since 2005 have offset carbon emissions equal to taking 1,602 passenger cars off the road for one year

UUA General Assembly 2014 Carbon Footprint Fingerprint



Carbon offset provider

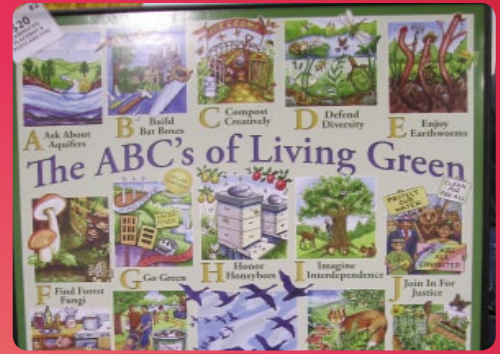
General Assembly's carbon offsets are purchased through the Carbonfund.org. Carbonfund.org supports three types of carbon offset projects: renewable energy and methane capture, energy efficiency and carbon credits and reforestation and avoided deforestation. Each type plays an important role in the fight against climate change. The projects are third-party certified. For further information please visit Carbonfund.org.

Taking the plunge to 100% offset

UUA's carbon offset program experiences a very high participation rate when you consider most voluntary event offset programs rarely rise above 5% participation. This is an indicator of strong support among Unitarians for this program. Given this consistent high level of participation and the significance of un-avoidable travel impacts, UUA will be integrating a small offset fee into all registrations going forward. This will ensure 100% of all onsite and travel emissions by General Assembly can be accounted for. In addition, we will continue to work on the priority goal of reducing our controllable onsite emissions.



Sustainability self expressed!



UUA encourages exhibitors, attendees and all event participants to actively embrace and share sustainability and community values in many ways onsite



Event Sustainability Feedback

Always Listening

WITH GREATER ACCOMPLISHMENT COMES HIGHER EXPECTATIONS.

Feedback methods

UUA formally requests participant feedback three ways:

1. Onsite feedback to the Planning Committee via the Feedback Table in the Exhibit Hall, where verbal and written comments can be shared.
2. Onsite feedback to the Event Sustainability Team via the Sustainability Booth onsite, where resources to create sustainable events in local congregations are also provided.
3. Post-event online evaluations.

Comments

181 comments regarding event sustainability were received at or following General Assembly 2014. All comments have been reviewed and suggest:

- Overall appreciation for recycling and composting and the volunteers that assist with this process.
- Increasing use and appreciation for the mobile event application.
- Continued need for printed items, with as many requests for more paper and pre-mailers received as requests to eliminate both. The event is clearly still in a slow transition phase away from paper.
- Confusion and frustration regarding the composting of bathroom paper towels, which although possible for a few years, was communicated in the washrooms for the first time this year.
- Inconsistent understanding of what hotels were doing to be sustainable was evident. It is possible this resulted from bookings made at non-contracted hotels, that were not required to comply with sustainable practices that were in place and communicated at UUA-block housing.
- Relative absence of complaints regarding excessive air conditioning compared to 2013.

Rating

The visibility and integration of sustainability into event planning has increased every year since 2005. In spite of consistent improvement and positive legacy, attendee satisfaction with sustainability is dropping slightly. The percentage of attendees rating sustainability efforts as Excellent or Very Good has dropped from a peak approval rating of 83% in 2012 to the lowest rate in three years in 2014 at 77%.

Conversations at the sustainability booth suggest that critical comments about efforts are often accompanied by lack of information about what is being done, suggesting satisfaction might improve if awareness was increased.

It is also possible that in spite of awareness attendees will naturally become less satisfied with, and expect more of, sustainability efforts as they become accustomed to them and venue performance standards change.



Future Recommendations

The Next Mile

IMPROVEMENTS ARE ALWAYS POSSIBLE, AND CAN BE MORE DIFFICULT AS LOW-HANGING FRUIT ARE HARVESTED.

Process improvements

1. UUA sustainability strategy. The strategic value of sustainability programs at General Assembly could be enhanced if integrated into a broader UUA sustainability strategy. For example, contributions to carbon offsets could be better targetted if an organizational strategy to reduce carbon emissions was in place.

2. Sustainability agreements. While most vendors do integrate sustainability requirements into agreements, this does not cover some product and service-providers who do not sign contracts at all. This will need to be addressed to progress toward APEX/ASTM compliance.

Priority	Resources Needed
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High	🕒🕒
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Medium	🕒
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Practice improvements

1. Minimum required guidelines for UUA agencies. Sustainability goals could be furthered if other UUA agencies were required to implement minimum best practices and eliminate certain items (such as vinyl banners).

2. Sourcing guidelines for food. Integrating organic and justice considerations into food planning can be difficult where price-points are sensitive. UUA has an opportunity to influence caterers to adapt concession offerings to feature ethical menu options. This will require creative ideas and careful planning, and may drive up the price of food, so advance communication with attendees about this “teachable moment” will be essential.

3. Exhibit hall materials. General Assembly has been unable to eliminate two problematic materials: vinyl tabletops and shrinkwrap. Sustainable alternatives could be considered for both.

4. Carbon offset integration. To improve to 100% of emissions offset, UUA is looking toward integrating the offset within registration.

5. Onsite paper use. Attendee views on this issue continue to be divided. Based on the amount of programs remaining post-event, reductions may be possible.

Potential Impact	Resources Needed
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Medium	🕒
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High	\$\$\$
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Medium	\$\$
--------	------

Medium	\$
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Low	Potential \$ savings
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Thank you!

23 UU Green Team Volunteers donated 502 hours

to onsite education
promoting better
waste recovery



As a first-time GA attendee, I can't think of any better way to have experienced General Assembly. Not only was I able to develop interpersonal skills through meaningful service, and meet extraordinary people throughout the weekend, but I experienced first hand the positive impact the UUA is able to have on its host city through negotiating sustainability into its contracts and then setting an example through its recycling, composting, and energy conservation efforts. I loved it and hope to be able to do so again at Portland 2015!

*-Tyler Frankenberg
Thomas Jefferson Memorial Church*

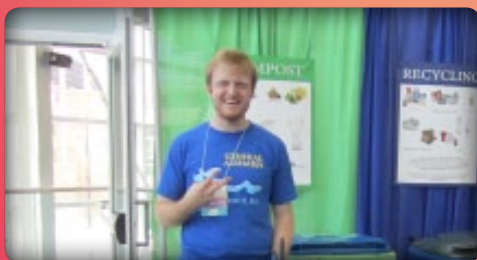
I really enjoy being part of the Green Team. It is one way that I can do public education and get thanked for it. People are always so thankful that we are recycling at GA and they are a part of it. Some also bring their trash from their hotel rooms if it is recyclable. I even got to talk about home composting with a few folks and gave them information they hadn't heard before.

*Kathleen Hering
Sierra Foothills*



I really enjoyed the dumpster diving. It is something I do automatically at home much to my family's annoyance. So it was lovely to not only be empowered to do it, but be HIRED (so to speak) to do it. I was impressed that people, in general, did a great job of sorting.

*Becky Leyser
First Unitarian Church of Oakland*



I originally volunteered at General Assembly to save some money and connect with a few people through working together. I checked off recycling because I thought that was a good cause. I didn't anticipate how much much fun it would be! I had nice conversations with people from all over the country (plus a few from other countries) and made some new friends.

*Kathy Slade
North Parish of North Andover*



Acknowledgements

VOLUNTEERS: Sofia Blake, Marketa Drtinova, James Fentress, Denisa Fialova, James Frame, Tyler Frankenberg, Kathleen Hering, Richard Hildenbrand, Deb Hoff, Emerson Kendall, Michael Kohout, Becky Leyser, Emma Lyons, Beth Milham, Russ Milhan, Daniel Musick, Susan Musick, Kelly Ochoa, Aisha Pierre, Katerina Samojska, Mary Schatzman, Kathy Slade, Keri Spiller.

SUPPLIERS: CMI Communications, Double Dutch, Dunkin' Donuts Center, Heritage Expositions, Marriott Courtyard Downtown Providence, Omni Hotel Providence, PrintSynergy Solutions, Providence Biltmore, Providence Warwick Convention and Visitors Bureau, Rhode Island Convention Center, Savor.

EVENT SUSTAINABILITY TEAM: Destination: Melissa Avedisian, Jillian Cosgrove, Erin Degulis, William DeSantis, Anthony Haskins, Kathy Masino, Bob Lauro, Shannon Licygiewicz, Harry Luongo, John Velez; Heritage: Bob Kleen, Ryan Yemm; UUA: Stacey Dixon, Michael O'Herron, Don Plante, Steve Ransom, Janiece Sneegas; MeetGreen: Aaron Elliott, Shawna McKinley.

SUSTAINABLE EXHIBITOR PROGRAM PARTICIPANTS (2014): Americans United for Separation of Church and State, Church of the Larger Fellowship, Commission on Social Witness, DRUUMM, Egan Church Restorations, Episcopal Divinity School, GA Service Project 2014, In Memoriam, Liberal Religious Educators Association, SkyLight Paths Publishing/Jewish Lights Publishing, The Mountain Retreat and Learning Center, Unitarian Universalists for Jewish Awareness, UU International, Winter Institutes Myrtle Beach, WomenSpirit and Abiding Spirit Vestments, Laughing Dog Studios, Watson Studios, Northern Sun.

References

SCOPE: Carbon calculations include: Venue energy use, guest room energy use, all participant travel to and from the event, show management freight, waste to landfill and meals. Waste metrics include: venue landfill, recycling and compost. Supply chain verification includes: venue, hotels, caterers, general services contractor, audio-visual suppliers, freight providers, mobile app, print and signage vendors.

BASELINES: Due to the evolving nature of this initiative, baseline dates for data collection may be different. For example, while carbon metrics are available beginning in 2005, waste metrics only began to be reliably collected in 2008.

DEFINITIONS: "Local" is assumed to include goods purchased within 250 miles of the event site. "Organic" and "fair trade" must include verification or certification by a third party, such as USDA or Equal Exchange. "Green" cleaners must bear a third-party certification, such as Green Seal. "Compostable" and "biodegradable" must be verified using certification and/or testing. "Landfill" is waste to landfill (no recovery). "Waste" includes landfill, recycling, compost and donations that are discarded from the event.

ABBREVIATIONS: In referring to recycled content materials, "PCW" is post-consumer waste while "PIW" is post-industrial waste. In referring to certifications, BPI: Biodegradable Products Institute; FSC: Forest Stewardship Council; SFI: Sustainable Forestry Initiative.

SOURCE: All metrics direct reported by vendors through metering, hauling records and procurement analysis. All reports are checked in comparison with historic and external baselines and onsite observations to validate and error-check data. Carbon calculation completed by the Carbonfund.org.

AUDITING: Supply chain compliance with external standards, such as Green Seal, Fair Trade and USDA Organic, verified by MeetGreen®. Conformity of event practices with APEX/ASTM Environmentally Sustainable Event Standard and ISO 20121: 2012 first-party verified by MeetGreen®. Where multiple vendors are required to demonstrate conformity with the APEX/ASTM Standard, credit for compliance is only given where all comply with a specification. Therefore no credit is given for partial conformity among vendors. This significantly impacts the Accommodation and Communication scores where a single non-reporting or non-conforming vendor can neutralize the efforts of other vendors who are 100% compliant.



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