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CORPORATE REPORT
January 2007 - July 2009

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EXECUTIVE STATEMENT

MeetGreen has produced events incorporating sustainable practices since our inception 15 years ago. Of course, words like *green*, *sustainable* and *corporate social responsibility* weren't heard of in the meeting and events industry back then. There were no 'standard' practices. It was in 2001 when the potential impact of what we, as one meeting management firm, could do to make a difference hit home. We realized the simple decision to not provide disposables at a conference saved tens of thousands of plastic plates, utensils and cups from being sent landfill.

That same year we were introduced to the Natural Step Framework, which helped provide a new perspective on our industry's impact and influence. The Framework helped us to understand the global reach of our actions in the context of our basic service: the meeting, a face to face interaction of two or more people. It helped us analyze the depth of our supply chain, its resource inputs, as well as its outputs. Through this we realized our far-reaching influence, our staggering impact and our limitless potential for change.

We also realized producing sustainable events because it was 'the right thing to do' was not enough. We needed to equally consider the business case for reducing negative environmental impacts. To engage industry we realized we couldn't merely 'green' for the planet's sake; we also had to show how our ethic enhanced business sustainability as well, by promoting operational efficiency, competitive advantage, reduced risk and, of course, saving money.

Armed with a new understanding of our industry's impact, the potential for change and a solid business case we expanded our company's event management services to include consulting and training to support sustainable meetings.



In the summer of 2007 we were introduced to the UN Global Compact. Seeing an alignment with our principles, we began to consider how this could further refine our own as well as our clients' sustainability strategies. MeetGreen signed the Compact in 2007 only to discover we were not recognized officially as we employed fewer than 10 people at the time. This did not deter us and we began integrating the 10 Principles into our projects and operations regardless. We re-signed the Compact in 2008 following a period of tremendous growth fertilized by the event industry's increasing interest in sustainability.

Since this time our company has maintained a leadership position in sustainable meetings. We produced the first industry book about green meetings called *Simple Steps to Green Meetings: A Professional Guide to Green Meetings and Events* which became a best-seller at industry events throughout 2008. We have been recognized as industry experts on green meetings by most of the industry's trade publications and have appeared in over 140 publications. Our client projects have been acknowledged with five international Green Meeting Awards, and we were instrumental in getting our largest industry association, Meeting Professional International, to sign the UNGC.

We believe that to integrate sustainability within an organization there must be a framework, some pathway to continually elevate the conversation. For MeetGreen our framework includes the UN Global Compact. We use the Compact as decision-making criteria for our own practices as well as those of our suppliers and partners. We commit to continue to use our influence within our networks by encouraging them to enroll in the UN Global Compact and to adopt its principles.

Amy Spatrisano & Nancy J. Wilson
Principals
MeetGreen



OUR INDUSTRY : OUR INFLUENCE



When you stop to think about it, the meeting and event industry has provided the context for some of the most pivotal environmental achievements in history. The very foundational processes and documents of the United Nations Global Compact would not be possible without the collaboration, communication and fellowship facilitated by the very essential services event professionals provide. From Rio to Kyoto, Bali to Johannesburg, Copenhagen and beyond, professionals from our industry have enabled the sharing of ideas that have affirmed the very principles meeting and event professionals are now embracing in an effort to address our own impact as a capitalist force.

The meetings industry is broad and far-reaching in both its impact and influence. Our actions touch diverse product and service providers. This includes our obvious direct partners: hotels, airlines, conference and event venues, and caterers. But it also includes many other less-obvious producers that feed our supply chain: farmers, retail, technology, information and communications providers, audio-visual companies, construction and manufacturing, shipping providers and many, many more.

As key decision-makers, meeting planners are able to work across these numerous supply chains to support actions that are economically viable, as well as environmentally and socially responsible. In this way planners have a critical capacity to impact global cultures and environments in both positive and negative ways.

KNOW THE EFFECT



Consider the following:

- In 2000 the U.S. Environmental Protection Agency estimated that the typical conference attendee produced an estimated 20 lbs of trash per day while at an event. Through aggressive reduction and recycling programs meeting professionals have been able to reduce per-participant trash production to less than 1 lb per day.
- The same study indicates average per participant greenhouse gas emissions are 1,419 lbs over an event. By choosing locations closer to attendees and cities with walkable convention neighborhoods, meeting planners have profound power to reduce the emissions footprint of their activities.
- Eliminating bottled water and providing self-serve water coolers at a 40,000 person event can avoid the use of 500,000 plastic bottles, resulting in savings of 156,918 gallons of water, 81,351 lbs of carbon dioxide emissions, 14,881 lbs of oil and 745,000 megajoules of energy, in addition to reducing gross costs by an estimated \$1.5 million USD.

MeetGreen acknowledges the impact of meetings and travel and as a result has sought to show leadership in creating solutions where people can connect in powerful and strategically relevant ways, while ensuring environmental and social responsibility.

BE THE CAUSE



OUR BUSINESS : OUR JOURNEY

MeetGreen is an independent company that works with progressive global organizations to integrate sustainable practices to produce conferences and events that deliver targeted business results. MeetGreen's vision is to continuously transform the meetings industry through leadership, innovation, education and performance inspired in sustainability.

At the core of our work is the desire and commitment to engage in activities that make a difference in the lives of the people we touch by creating meaningful interactions and doing all we can to help heal and improve the health of the planet. It's about more than just sustaining life, it's about creating a thriving environment.

COMPANY STATISTICS

January 2007
- July 2009

12	Number of staff
5	Office locations
39	Total number of meetings*
187,804	Total number of meeting participants
25	Total number of destinations
3,752	Total number of exhibitors
410	Total number of direct vendors servicing event projects
50,000	Maximum event size (participants)
30	Minimum event size (participants)
40	Number of educational seminars held
3,488	Number of meeting professionals trained


* includes events, committee meetings and site inspections

Meet Green takes action by:

Connecting	Sustaining	Thriving	Respecting
Connecting people to make valuable progress. Our high performance team delivers targeted business results for event-related programs while saving money and protecting the environment.	Sustaining momentum by providing our expertise for clients and/or building green meeting capabilities in-house.	Thriving by integrating technologies and best practices that engage people powerfully, whether they sit across the table or around the world.	Respecting the culture and needs of each other, clients, vendors and event stakeholders.

MeetGreen helps clients with meeting logistics, and/or by providing them with tailored sustainability consulting services related to their events or event-related business. As an independent company we are able to control our own internal business practices, and exercise a degree of influence over our client practices, as well as the supply chain that services our clients.

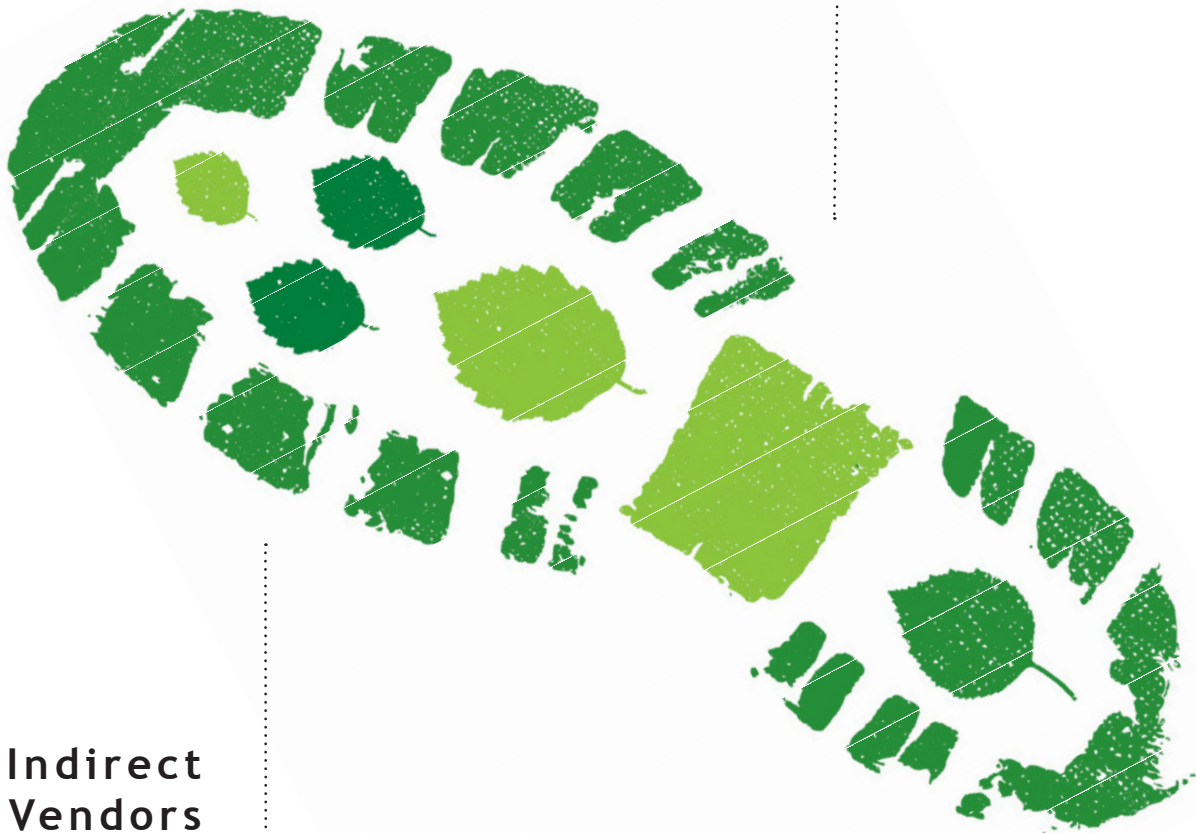
As a meeting planning company, MeetGreen is unique in the unparalleled expertise we demonstrate in sustainability. Each and every event project is approached with careful attention to how we can reduce negative environmental and social impacts, maximize community benefits and provide the most value possible to our clients. As a sustainability consulting company MeetGreen is also a rarity: possessing specialized expertise in event management, incentives and hospitality management.

Green Consulting		Conference Logistics
Sustainable hotel programs Waste management Measurement BS8901 Management Systems Auditing & Certification Carbon strategies Energy & Water Conservation Programs Community & Volunteer Programs	 Contract negotiation Site selection Education & Training Virtual Meeting Solutions	Registration Housing Speaker Management Exhibition & Sponsorship Programs Food & Beverage Transportation Budgeting

OUR SUPPLY CHAIN

Accommodations • Airlines • Audio-visual & Production Companies • Carbon Offset Providers • Caterers and Food Services • Convention & Visitor Bureaus • Decorators • Destination Marketing and Management Companies • Entertainers • Florists • General Services Contractors • Ground Transportation Providers • Meeting Venues • Printers & Signage Manufacturers • Temporary Staffing Agencies

Direct Vendors



Indirect Vendors

Communications & Information Technology Providers •
Construction & Building Supplies •
Farmers & Growers • Government Agencies •
Finance and Insurance Agencies • Legal Support •
Retail • Security & Emergency Services •
Shipping & Couriers • Textile & Clothing Manufacturers •
Utilities & Waste Management

OUR VALUES : OUR COMMITMENTS

The meetings industry has not been a historic champion of sustainability. When MeetGreen was first established as NJW Meetings and evolved into Meeting Strategies Worldwide, the 'green meeting' was unheard of. From the very beginning our company has exercised a demonstrated commitment to environmental and social responsibility, not because it was fashionable or a competitive advantage, but rather because it reflected the values and ethics of our individual team members. It was indeed the 'right' thing to do.

As our industry's interest in being green has increased so has our desire to show our company actions as relevant, well-researched, effective and in alignment with accepted protocols for sustainable practices. This has been a critical strategy in ensuring what we do is not greenwashing and that we communicate our practices honestly and transparently.

MeetGreen has chosen to adopt and align with broader commitments that help to shape our planning and decision making as a company and in terms of client service-delivery.



UN Global Compact

The UN Global Compact is a global policy initiative that promotes the support and adoption of strategic sustainability principles into the activities of organizations. Signatories to the UN Global Compact commit to translate 10 universally-endorsed principles related to human rights, labor, the environment and anti-corruption into practical actions and strategies that are relevant to their area of work. These principles include:

Human Rights

- Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and
- Principle 2: make sure that they are not complicit in human rights abuses.

Labor Standards

- Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
- Principle 4: the elimination of all forms of forced and compulsory labour;
- Principle 5: the effective abolition of child labour; and
- Principle 6: the elimination of discrimination in respect of employment and occupation.

Environment

- Principle 7: Businesses should support a precautionary approach to environmental challenges;
- Principle 8: undertake initiatives to promote greater environmental responsibility; and
- Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

- Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

As a signatory to the Compact, MeetGreen is required to issue an annual Communication on Progress toward implementation of these principles to ensure transparency and accountability. This report represents our first such communication.

The Natural Step

The Natural Step Framework proposes that if left to its own devices the earth is a balanced system that is capable of sustaining itself. It is where human intervention with these systems occurs that the natural balance may be disturbed. The principles of the Natural Step encourage society to eliminate our contribution to:

- Non-renewable resource extraction.
- The build-up of toxins in the environment.
- Overharvesting of renewable resources and the destruction of habitat.
- Conditions that impede people's ability to meet basic human needs.

MeetGreen is a member of the Oregon Natural Step and works to integrate these principles into decision-making.

BS 8901

BS8901 is the British Standard for Sustainable Event Management. It was launched in 2007 and updated in 2009. It is presently the only third-party verified certification for sustainable events in the world and may be awarded to a company or an event. It is a process-based standard, which means it does not present a checklist of best environmental practices, but helps events and companies set standards of practice and integrate systems that support more sustainable event management.

MeetGreen was certified BS8901: 2009 Compliant on August 5, 2009. As a certified company we are required to continue to develop, maintain and document elements included in the BS8901 framework. This includes a clear vision, mandate, objectives, indicators and targets for event sustainability. It requires we consider, evaluate and document stakeholder issues and concerns related to all aspects of service delivery. In addition, all of our projects are subject to ongoing management review as well as internal and external auditing to confirm compliance.

APEX-ASTM Green Meeting Standards

MeetGreen team members are active participants in the development of soon-to-be released industry standards for sustainable events. The APEX-ASTM Green Meeting and Event Standard is a consensus-based standard that outlines performance requirements for sustainable meetings. These practices compliment a BS8901 system by identifying very specific requirements and baselines for sustainable practices by events, including energy and water conservation, waste reduction, air quality, procurement, and policy. These specifications can provide a guideline for objective setting and performance evaluation under a BS8901 system. MeetGreen has committed to ensure our internal guidelines reflect the final version of this Standard, anticipated to be completed December 2009. We have also advocated for inclusion of principles from the UN Global Compact in the draft standard.



OUR ACTIONS : OUR FUTURE

MeetGreen has profound opportunities to act to influence change. We approach this very strategically, acknowledging that as a small company with limited resources we need to prioritize and be smart in our approach.

Our actions during the reporting period (January 2007- July 2009) have focused on the following issues each of which are described in more detail below:

1. Clarifying Purpose
2. Selecting Indicators and Understanding Baselines
3. Standardizing Practice
4. Identifying and Engaging Communities

Described in the proceeding pages is a summary of each issue, our response and actions and our intent for future areas for work.



1. Clarifying Purpose

Issue

The meeting industry has been subjected to tremendous upheaval within the last 24 months. Sustainability has emerged as a mainstream issue, drawn forward by media attention about environmental issues and unsustainable practices. This has been coupled with a severe economic downturn that has impacted travel and meeting budgets and government policy that has – to a degree – demonized meetings as unnecessary frill. Our industry is being required to affirm its purpose and show it's value now, more than ever.

Response

In the face of such a stormy environment MeetGreen paused and turned inward in 2008 to reaffirm our purpose as a company, emerging with a stronger and clearer direction than ever before. This process involved constructive internal dialogue with our team to expose challenges and identify opportunities for improvement. It also engaged our clients in a critical analysis of our services and image.

This strategic reflection has led to re-branding of our company as MeetGreen, and a clear articulation of the MeetGreen Philosophy, which articulates our commitment:

To continuously transform the meetings industry through leadership, innovation, education and performance inspired in sustainability. Our commitment is to ensure what we deliver to our clients, employees and vendors is based on sustainable business practices resulting in the viability of economic, environmental and social components.

HOW WE MEETGREEN

MeetGreen has confirmed 10 objectives for delivering on its commitments:

- ▶ *Servicing our stakeholders by exceeding their expectations.*
 - ▶ *Being accountable for re-thinking, reducing, reusing and recycling in all our activities.*
 - ▶ *Being mindful of how we can minimize our environmental impacts in the areas of waste, water, energy, and air quality.*
- ▶ *Ensuring our financial viability by setting and meeting our sales targets and staying within our budget as well as our client's.*
 - ▶ *Giving back to communities by volunteering and donating locally, encouraging our clients to engage in legacy projects and donation efforts.*
- ▶ *Ensure our practices provide equal consideration for diverse cultures, physical disabilities and spiritual beliefs.*
 - ▶ *Reducing our carbon footprint by minimizing our office energy, purchasing green power, limiting corporate travel and off setting as a last resort when reduction has been maximized.*
- ▶ *Ensuring our supply chain has responsible social and environmental practices.*
 - ▶ *Creating innovative approaches and tools to minimize negative environmental impacts, improve economic bottom-lines and integrate social elements into delivering meetings.*
- ▶ *Committed to measuring all of our event impacts environmentally and economically, cultivating a culture of continuous improvement and being transparent about the results.*

Intent

MeetGreen is in the process of aligning our internal operations, client services and reporting with the purpose and commitments we have established. The groundwork has been done and now our team members are hunkering down to implement, trouble-shoot and track the practices that support our purpose. Under our BS8901 management approach MeetGreen is required to annually review our mission, objectives and progress in achieving stated targets to ensure our purpose remains relevant and focused.

2. Selecting Indicators & Understanding Baselines

Issue

The meeting and event industry is hungry for data that shows the return on investment in sustainable practices from a triple-bottom-line perspective. At present only scattered anecdotal evidence exists of random events that have demonstrated environmental benefits. This data is replicated and leveraged so frequently that attributed sources are lost, calling much of the environmental data about events that is circulated in the media to question with lack of adequate referencing.

Very few organizations are collecting data across multiple events to show consolidated information about how 'going green' affects environmental, social and economic change. MeetGreen's approach is seeking to change that.

The key challenge for meeting planners is two-fold, knowing:

- ▶ What **issues** are important to measure, and
- ▶ What **indicators** are suitable and available to illustrate and evaluate progress.



Response

MeetGreen is determined to understand the existing economic, environmental and social impact of our activities as well as that of our clients. To achieve this we have confirmed six issue areas for baseline data collection that fit within our company objectives. These six areas align with principles described under the UN Global Compact and Natural Step Framework. They also reflect the specification categories used within the APEX-ASTM Green Meeting and Event Standard:

1. **Energy:** to reduce energy use and greenhouse gas emissions, promote renewable forms of power and reduce local air pollution.
2. **Water:** to promote water conservation and reduce water pollution.
3. **Waste:** to reduce the amount of material sent to landfill by reducing materials used, reusing materials, and recycling.
4. **Purchasing:** to procure products and services that support socially and environmentally responsible practices.
5. **Community:** to provide positive contributions to communities impacted by meetings and events through legacies, volunteerism and education.
6. **Cost:** to show the return on investment in sustainable practices and the value added by making more sustainable business decisions in the meeting sector.

MeetGreen has completed a historical inventory of our performance in each area, including internal and client baselines.



MEETGREEN MEASURES

OPERATIONAL INDICATORS

January - December
2008

55.5%	Waste diverted from landfill
19,070	Annual office electricity use (KwH)
16%	Increase in electricity use from 2007
92.1	Annual office natural gas use (terms)
85%	Reduction in natural gas use from 2007
84	Annual office water use (CCF)
24%	Reduction in water use from 2007
28,657	Total number of air miles traveled
22%	Reduction in air travel from 2007
46.4	Metric tonnes CO2 emissions from air travel
3488	Total participants attending educational seminars

EVENT INDICATORS

January - December
2008

76%	Maximum waste diversion
49%	Average waste diversion
66%	Maximum increase in waste diversion at venue
23%	Average increase in waste diversion at venue
1.5	Minimum trash produced per attendee (lbs)
4.4	Average trash produced per attendee (lbs)
12,000	Food donated from events (lbs)
31,000	Materials donated from events (lbs)
2715	Trees saved by reducing paper use and using post-consumer paper
33%	Average use of local produce (by weight)
27%	Average use of organic produce (by weight)
100%	Average use of fair trade coffee
50%	Percentage of events using renewable energy
30%	Maximum percentage of renewable energy sourced
90%	Hotels used that offer linen re-use
91%	Hotels used that recycle
81%	Hotels used that employ green cleaners
71%	Hotels used that employ recycled bathroom paper
81%	Hotels used that donate amenities
77%	Hotels use that have energy efficient housekeeping
30	Total number of community agencies helped

\$2,545,480 Total cost avoided by sustainability measures

Return on investment in sustainable measures **19.5 times**

Intent

Baseline data collection to date has been limited to green consulting clients and internal operations for 2007 and 2008. Into 2009 MeetGreen will require tracking of baseline indicators for all conference clients and operations. This will allow MeetGreen to work with all clients to set project sustainability targets by 2010, something that until now has only been done for green consulting clients. The following table summarizes the timeline for establishing internal and project objectives, indicators, baselines and targets:

	OBJECTIVES	INDICATORS	BASELINE	TARGETS
Green Consulting	2007	2007	2007	2008
Conference Logistics	2009	2009	2009	2010
Operations	2007	2008	2008	2009

Since the beginning of 2007 MeetGreen has worked cooperatively with green consulting clients to identify their goals for baseline indicators that apply to their project. This may include setting a stretch goal for recycling diversion, local and organic food procurement, or their MeetGreen calculator score, an internally-developed measurement tool we use to benchmark their sustainable practices. The project's success is evaluated against these targets. Post-project case studies include recommendations in areas where targets were not achieved so that clients have ideas about how to approach future projects.

MeetGreen intends to continue with data tracking and set targets across all projects and operations in order to better focus our efforts and illustrate trends and opportunities for action in our six priority areas.

MEETGREEN SOLUTIONS

Global problems require universal solutions. MeetGreen has created a suite of scalable tools through our client work that we leverage far and wide to help other organizations reduce their impact, maximize their benefit and value and be the change they want to see in the world

MeetGreen Calculator & Toolbox

The MeetGreen Calculator enables meeting professionals to measure and compare their green meeting strategies. This interactive online scorecard benchmarks planners on the basis of practices they request, implement and measure. In addition to evaluating their success internally graphical reports show how their actions compare to other events.

The MeetGreen Toolbox provides self-help solutions for meeting professions who are looking for assistance with common sustainable practices. Available through MeetGreen's web site, this Toolbox provides contract language, request for proposal forms, benchmarking templates and fact sheets about everything from housing to venue and destination selection, to carbon offsetting, printing and green audio-visual.

MeetGreen also hosts a free glossary, resource list and research papers related to sustainable meetings on their web site.

www.meetgreen.com

BestPlaces to MeetGreen

This free and interactive online tool was developed for the express purpose of making our lives at MeetGreen easier. Over years of planning events sustainably we have learned that destination selection can make a big impact on our greening efforts. Best Places to MeetGreen helps planners in two ways:

- ▶ Choose the city that is closest to attendees, thereby minimizing GHG emissions.
- ▶ Access verified research on how prepared destinations are to meet sustainability requirements.

www.bestplacestomeetgreen.com

MeetGreen Forum

There are rarely perfect solutions in this world. Acknowledging this, MeetGreen maintains a free discussion forum for meeting professions to network and share questions and information that support a more sustainable meeting industry. In addition to responding to questions MeetGreen regularly seeds the forum with emerging articles and research to keep members informed about emerging issues.

<http://groups.google.com/group/meetgreen>

3. Standardizing Practice

Issue

Delivery of a high quality event requires attention to detail and coordination that is difficult to duplicate. The history, nuance and specialized services that are inherent in event projects make it hard for just anyone to step into the role of managing a project, especially mid-stream. Standardization is a solution to help us make service delivery for clients seamless, regardless of organizational transitions MeetGreen may experience.

As sustainability specialists MeetGreen is also under increased scrutiny when it comes to its environmental and social practices. This compels us to be diligent and accountable for decisions relating to how we manage our projects, ensuring that when we make claims we are able to back them up with credentials and research that ensure transparency and credibility. Aligning our actions with accepted practices and standards that are endorsed by industry, government and civil society lends merit to our decisions, showing consideration of stakeholder interests.



Response

Standardization and documentation of project process has been a key focus of MeetGreen that was initiated in 2008. During this period our company experienced exponential growth that necessitated a move to create templates and procedures to train staff in expected practices. The goal of this process has been to implement strategies and systems that ensure consistent and seamless delivery of services.

Standardizing practices has also enabled MeetGreen to move toward a more virtual model of operation. This has seen branch offices established in four new locations, and enabled head office staff to pursue telecommuting models for work. In future it is hoped this will lead to reducing air and ground travel by project managers as regional centers of operation are established to service different geographic zones.

Actions completed to date in this area include the:

- Completion of a company operations manual.
- Development and maintenance of standardized project management reports, including stakeholder contact lists and post-event report documents that collect accepted indicators.
- Development of an internal online wiki to facilitate improved sharing of standard practice, resources and information.
- Use of web technology to dial staff and clients into virtual meetings.
- Participation in APEX Green Meetings and Events Practices Panel to develop sustainable event standards by multiple team members.
- Achieved BS8901: 2009 certification.

Intent

MeetGreen is committed to evolving and improving the BS8901 management system it has developed, which is helping to standardize our practices. In future we would like to integrate elements of BS8901 with the MeetGreen calculator to enable our clients to benefit from the advantages standardization presents. We are also committed to updating all of our MeetGreen tools to ensure alignment with APEX standards to be launched in December 2009. We expect our own minimum sustainability guidelines may need to be updated based on the final standard. MeetGreen will continue to support and promote use of the internal wiki as a standardized project management tool for our staff.

4. Identifying & Engaging Communities

Issue

The meeting and event industry is well positioned to influence sustainable practices across multiple sectors. We are also most vulnerable to economic downturns as discretionary travel and meeting budgets tend to be the first hit as organizations scale back. Professionals in the industry are reaching for solutions to the environmental and economic challenges they face. This situation presents a critical need for tactics that:

- Establish connections with stakeholders to confirm MeetGreen responsiveness and leadership on emerging issues.
- Create opportunities for peer to peer education.

Response

MeetGreen has worked to engage our community by replicating our own internal management tools for use by other meeting professionals. These tools include our:

- Free online resource center, including links and glossaries.
- Free BestPlaces to MeetGreen site, which helps planners reduce the energy footprint of their meeting by choosing a city closer to their attendees that has sustainable infrastructure.
- MeetGreen Calculator, which benchmarks intended, implemented and measured practices to score a meeting's sustainability performance.
- MeetGreen Toolbox, including contract language, RFP tools and FAQ's related to green printing, carbon offsetting, sustainable AV, accommodations, venues, transportation, catering and destination selection.





In addition, our company has established a virtual presence to share information to our networks, and receive feedback from stakeholders. We maintain a company blog as well as a forum. Topics on these discussion forums are broad but relevant, considering issues raised by MeetGreen as well as our clients, followers and critics. Our *Daily PlanIt* newsletter is also released on a quarterly basis. We are active participants on other forums operated by Meeting Professionals International, GreenBiz and the MiForum. MeetGreen has ensured inclusion of research, articles and information that touches on principles of the UN Global Compact on these forums, including fair and migrant labor practices in resort destinations, health and safety, as well as environmental issues.

MeetGreen also provides pro-bono participation in industry initiatives that assist others with standardizing practices and creating sustainable approaches. Our memberships and partnerships include:

- APEX-ASTM Green Meeting & Event Practices: Panel Chair, and Co-Chair of two Panel Committees.
- Global Reporting Initiative: Meetings and Events Working Group Member.
- Green Meeting Industry Council: Board Member, Program Committee Member and staff memberships.
- Professional Convention Management Association: Corporate Responsibility Steering Committee Membership.

Our staff present at numerous industry events about sustainability-related issues. The following summarizes our activities in this area over the period January 2007-July 2009:

27	In-person training sessions
7	Webinars
2567	People attending in-person training sessions
921	People attending webinars

Intent

MeetGreen intends to continue its educational, pro-bono and advocacy efforts into the future. Key directions in these areas for 2010 include:

- Eco-event zone opportunities in meeting cities of Chicago and Minneapolis
- Particular education focus on the following issues: water, equality/non-discrimination, worker health and safety, greenwashing.

In the ECO-EVENT ZONE




2009 has seen the initiation of a new program by MeetGreen: the Eco-Event Zone. Under this initiative MeetGreen actively seeks out other organizations to work together with on our client projects to encourage two simple things. Firstly, planners hosting meetings in the same city are encouraged to work together to seek and create opportunities for green meeting infrastructure – such as recycling, transit or renewable energy - in host destinations. The second goal of the program is to help event partners better work together to understand the full scope of environmental benefits and impacts they can have throughout the planning and post-event process. This requires sustainable actions extend beyond the implementation dates of our events.

The first type of event zone was initiated for the first time this year by MeetGreen, UUA and MPI to advocate for commercial composting in Salt Lake City. The second type of event zone is being aggressively pursued by MeetGreen, Oracle and partner vendors for Oracle OpenWorld. OpenWorld 2009 is the first event to measure the impacts of their sustainability initiative not only during the event itself, but during the 6 month period prior to this event. This initiative is helping MeetGreen and our clients consider innovative ways to better leverage change and capture the full impact of their sustainable practices.



JOURNEY : FORWARD



When MeetGreen began its sustainable meetings journey many years ago the path was overgrown and rather lonely. Within the last five years the trail forward has cleared, becoming more defined and widening to accommodate other travelers who are joining us in their own and our mutual quests to make a difference.

Along our path we have seen guides emerge, recommending routes with distances that allow our fellow travellers to move so much quicker than when we passed through similar territory years, or even just months back. Although the temptation to steam ahead is great, our eye never forgets to look back, and mind the dashboard by which we measure our journey.

This is because for us the destination is not fixed, nor is it the ultimate goal. Our goal is to make wise decisions through our work that honour the commitment we have to the planet and each other as a part of it. We look forward to updating our stakeholders in the future on our progress in this regard.

FOOT : NOTES

The MeetGreen Team:

Nancy J. Wilson	Amy Spatrisano	Vanessa Adelman
Mary Cameron	Britta Ehnebuske	Carole Garner
Joe Grandy	Della Green	Cija Huntley
Erin Luehrs	Rebecca Mebane	Shawna McKinley

MeetGreen wishes to acknowledge the following organizations and individuals for their contributions to our commitment:

Bjorn Freeman-Benson	Regina Hauser	Kimberly Lewis
Jodi Morrison	Paul Salinger	Jan Sneegas
Terri Stewart		

We graciously acknowledge our partners who are playing a leadership role in measuring the sustainable impacts of their conferences that have contributed information to our report: Agile, ATSA, Business for Social Responsibility, Canadian Tourism Commission, EclipseCon, Eclipse Summit, Green Meeting Industry Council, Live Earth, OOPSLA, Oracle, Providence, Super Computing, TechConnect, Unitarian Universalist Association, U.S. Green Building Council.

Measurements have been converted to US metrics to acknowledge the data indicators collected and preferred by our clients, who are primarily US-based. Tools are designed to provide metric conversions, if desired.

Reference:

USEPA. (2000). A Method for Quantifying Environmental Indicators of Selected Leisure Activities in the United States. EPA-231-R-00-01.

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