



# Corporate Report

Third edition, 2011

May 18, 2012

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## MeetGreen® Corporate Report 2011

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**Community  
involved**



# ANATOMY OF A SUSTAINABLE EVENT

**Supply chain  
consciousness &  
conscientiousness**



**Leaving a  
legacy**



**Responsible  
waste  
management**



**Transparency &  
verification**



**Material  
reclamation &  
reuse**



**Virtual  
involvement  
&  
socially  
engaged**



**Carbon sensitive  
transportation &  
destinations**



**Efficient  
energy use &  
technologies**

# introduction

## Sustainable event solutions, simplified

MeetGreen® is going back to basics.

Over the history of our company we have seen many ebbs and flows in the world of meeting management: reduced spending, shorter lead time, increased competition, standardization and virtualization. Our ability to navigate the rapids and sustain our business in the midst of these changes makes us prouder than ever to release our third annual Corporate Report covering the period January - December 2011.

Our success is attributed to one reason: listening to and caring for our stakeholders. This includes our employees and clients as well as event participants and the vendors we work with. We realize enabling our stakeholders to achieve their goals in turn makes us successful. This is one reason why our new client satisfaction rating described herein is so important to us.

We sincerely appreciate the opportunities our client work has afforded us. In partnership with our clients we have helped enable events and event companies to address opportunities and challenges such as climate change, virtualization and social media integration. These actions have led to more than \$500,000 in financial benefits to clients, real reductions in footprint that do less harm, as well as positive innovations that help the event sector do better, sustainably.

We acknowledge event management has become more complex, the demands for in-person, virtual and sustainable formats are overwhelming event professionals. So while we strive to provide clients with latest leading knowledge in event management, we understand a fundamental truth: that most clients want simple and effective ways to do good so they feel good.

We respond to what they need: “What do I need to know and how can it be easier?” - even when they may not be asking us.

Our Corporate Report wrestles with a fundamental future challenge for event managers: to describe our progress in easy to understand ways while providing deep and transparent data about our actions to show compliance with our external commitments. We do this so you, our stakeholders, can understand our company, our values, how we operate and our direction into the future. We hope the innovations highlighted may shift your approach to events in ways that contribute to your success. We welcome your questions and feedback to [operations@meetgreen.com](mailto:operations@meetgreen.com).

Nancy Zavada, CMP  
Amy Spatrisano, CMP  
Principals, MeetGreen®

# Part 01

## The Team & The Plan

COMPANY	STRATEGY	STAKEHOLDERS	OBJECTIVES & TARGETS
<p>» MeetGreen® is proud to be a women-owned partnership. Based in Portland, OR we have a flexible work environment and flat company structure. We service both corporate and association clients who host meetings throughout the world.</p>	<p>» As the first independent meeting management firm certified BS 8901 compliant in North America, MeetGreen® has pioneered the creation of an event sustainability management system that guides our operations as well as our approach to all projects we execute.</p>	<p>» Engagement is a cornerstone of our business. We focus not only on client needs, but communities who are impacted by our actions such as attendees, sponsors, and vendors. We work hard to anticipate issues of concern among these groups.</p>	<p>» MeetGreen®'s work endeavors to balance two objectives often perceived at odds: financial success and environmental and social responsibility. Progress is measured annually using key indicators. Targets are set collaboratively by staff and clients.</p>



*The MeetGreen Team (L to R): Della Green, Amy Spatrisano, Carole Garner, Nancy Zavada, Brett Lyon, Cjia Black, Rebecca Mebane, Britta Ehnebuske, Shawna McKinley and Mary Cameron (not pictured: Bev Garzon).*

# MEETGREEN®: WE PLAN SUCCESSFUL EVENTS, SUSTAINABLY

THE EVENT INDUSTRY IS UBIQUITOUS YET QUITE INVISIBLE. IT TOUCHES MANY, BUT FEW OUTSIDE OF THE INDUSTRY KNOW IT EXISTS. MEETGREEN® CREATES SEAMLESS EXPERIENCES THAT ENABLE OUR CLIENTS TO ACHIEVE THEIR GOALS, WHICH MAY INCLUDE EDUCATION, POLICY DEVELOPMENT, SALES, MARKETING, NETWORKING AND ADVOCACY. OUR AIM IS TO EXCEED OUR CLIENT EXPECTATIONS AND IN DOING SO USE OUR INFLUENCE TO IMPROVE THE WORLD AROUND US.

## EVENT

[ih-vent] (noun): An organized occasion such as a meeting, convention, exhibition, special event, gala dinner, etc. An event is often composed of several different yet related functions.

## THE EVENT PLANNING PROCESS - A TIMELINE



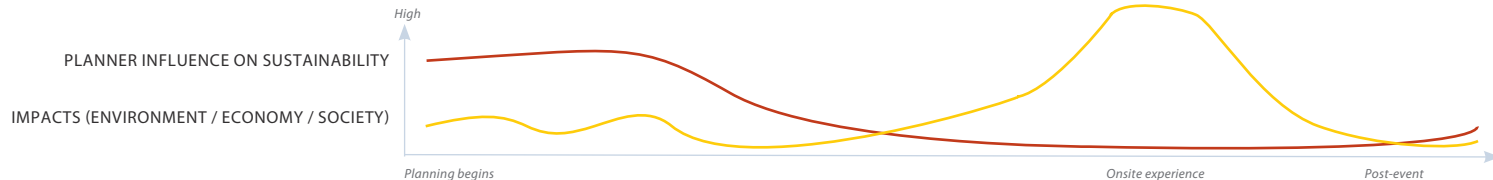
1. **PLANNING:** Event is conceptualized, vendors selected, locations sited. Program is planned and registration occurs. Impact here is smaller and the planner is most able to influence sustainability through decisions.



2. **ONSITE:** Event is executed, attendees participate most intensely, in-person, or virtually. Environmental, economic and social impacts are most significant, but planner ability to influence impact is diminished onsite.



3. **POST-EVENT:** Reconciliations take place, evaluations are conducted, legacies are recorded, reports are made and planning begins again. Greatest impacts have passed but the planner has ability to recommend changes.



# OUR COMPANY

## OUR PRODUCTS

MeetGreen® Calculator <a href="http://www.meetgreen.com">www.meetgreen.com</a>	<i>Sustainable event measurement tool launched 2007. Revised 2010.</i>
MeetGreen® Resource Kit <a href="http://www.meetgreen.com">www.meetgreen.com</a>	<i>Sustainable event toolkit including RFP surveys, contract language and measurement aides. Launched 2007. Revised annually.</i>
<i>Simple Steps to Green Meetings</i> Book series	<i>Resource book and training tool for event professionals to 'green' their meetings. First book published 2007. Second book published 2011.</i>
Best Places to MeetGreen® <a href="http://www.bestplacestomeetgreen.com">www.bestplacestomeetgreen.com</a>	<i>Online directory of sustainable event destinations. Launched 2008.</i>

## OUR WORKFORCE

### January - December 2011

Location of operations (permanent)	HQ Portland, USA
Location of projects (temporary)	73% USA, 27% Global
Workforce	9 Full-time / 2 Part-time
Gender	10 female / 1 Male
Age	2 under 30, 5 30-45 years, 4 over 45 years
Status	Non-unionized
Turnover	0%
Responsibility	18% Ownership, 18% Senior Management, 36% Project Management, 10% Sales, 18% Operations
FTE Benefits	Subsidized training, paid holiday, vacation and PTO, subsidized health insurance, allowances for flexible work hours, telecommuting and religious observances

## OUR SERVICES

Sustainability Consulting: Assisting clients with sustainability strategy needs related to events.	33%
Conference Management: Assisting clients with planning and logistics related to events.	67%

Based on project share of company revenue, FY 2011.

## OUR CLIENTS

Government	10%
Corporate	24%
Association	66%

Based on project share of company revenue, FY 2011.

## OUR PROJECTS

	2011	2010	2009
Number of events	614	115	44
Number of event participants	138,287	159,749	90,910
Number of event destinations	88	52	17
Number of exhibitors	3343	3727	2340
Number of direct vendors	266	363	457
Maximum event size	46,000	41,000	37,000
Minimum event size	35	150	160

Events include meetings, conferences, committee meetings and site visits included under client scopes of work. The significant increase in 2011 is accounted for by two clients who globalized their sustainable event programs by providing training and mentorship by MeetGreen®

## VISION & VALUES

TO CONTINUOUSLY TRANSFORM THE EVENT  
INDUSTRY THROUGH LEADERSHIP, INNOVATION,  
EDUCATION AND PERFORMANCE  
INSPIRED IN SUSTAINABILITY.

## COMMITMENTS

MEETGREEN® GROUNDS ITS APPROACH TO BUSINESS  
IN EXTERNALLY VALIDATED FRAMEWORKS.  
EVERY PROJECT WE EXECUTE IS INFLUENCED  
BY THESE COMMITMENTS.

## INFLUENCE

MEETGREEN® PROVIDES EDUCATION IN EVENT  
SUSTAINABILITY THROUGH THE MEDIA AND SPEAKING.  
WE ALSO EXERT SIGNIFICANT INFLUENCE THROUGH  
OUR PURCHASING DECISIONS WHICH IMPACT  
A VAST ARRAY OF BUSINESSES.

At MeetGreen® our work embodies specific values to "Be a Good Human", fostering:

- *Inclusivity - always enrolling others and considering their thoughts, opinions and diverse cultures in our work.*
- *Integrity - making decisions every day which stay true to our values.*
- *Stewardship - to take care of the Earth's resources and humanity.*
- *Transparency - being open and honest in all our communications openly sharing so others can learn to strive for a sustainable future.*

MeetGreen® has contributed to advancing standards and protocols that support more sustainable events:

- *APEX-ASTM Environmentally Sustainable Event Standards, Chair and Working Group members*
- *Global Reporting Initiative Event Sector Supplement Task Force member*
- *ISO 20121 Mirror Committee members (USA & Canada)*
- *Green Meeting Industry Council Founders & members*
- *Natural Step Network member*
- *UN Global Compact signatory*

MeetGreen® is also independently certified to operate a sustainable event management system that conforms to the British Standard 8901 (2009). We are preparing to elevate our system to meet ISO 20121 requirements when this new international standard is launched in summer 2012.

MeetGreen®'s supply chain includes:

- *Accommodation Providers*
- *Audio-visual & Production*
- *Destinations, Destination Marketing Companies and Convention & Visitor Bureaus*
- *Carbon Offset Providers*
- *Decor & Floral*
- *Food & Beverage*
- *General Services Contractors*
- *Information Technology*
- *Marketing*
- *Registration*
- *Transportation & Shipping*
- *Venues*



Attendee registration materials are one small part of the event supply chain.





# OUR STAKEHOLDERS

## WHO WE CARE ABOUT

### PRIMARY, SECONDARY AND TERTIARY STAKEHOLDERS

MeetGreen® is directly accountable and has the highest degree of influence over primary stakeholders: company owners, employees, clients and operations vendors. We have a moderate degree of influence to secondary stakeholders: client vendors and employees, event attendees, sponsors and exhibitors. tertiary stakeholders, including vendor supply chains, host community residents and the event industry are impacted and influenced, but to a lesser degree. We seek out stakeholder feedback several ways:

#### MeetGreen® Social Media:

This year MeetGreen® started its own LinkedIn group in addition to keeping up regular Twitter and blog conversations.

#### Client Satisfaction:

Concerted effort to secure client feedback on services has finally led to more reliable client satisfaction ratings that we look forward to building on.

#### Internal reviews:

Weekly staff and project team meetings allow employees regular opportunities to collaborate. In addition senior management reviews are conducted quarterly and annually.

## THE ISSUES WE FACE

### MAKING STAKEHOLDER BUSINESS OUR BUSINESS

Empathy. It is what drives our team. Delivering successful projects relies on our ability to anticipate and hone in on issues that are important. MeetGreen®'s approach to project management requires teams to identify and disclose challenges and opportunities that detract from and contribute to client satisfaction and project success. Often times this is easy. Other times it sharpens the focus on issues that require delicate tradeoffs. Priority issues for us in the coming event cycle will be:

#### Virtualization & Social Media Integration

Clients want to connect in efficient, meaningful, quick, unique and carbon-sensitive ways that extend beyond the onsite experience.

#### Control versus Influence

Ability to implement and measure sustainable practices depends on client commitment. This results in different rates of success and makes consistent improvements across projects challenging.

#### Timeline & Scope Adaptability

Flexibility is required to adjust to shortened lead times for projects which may have smaller budgets, be more piece-meal and less long-term than in the past.

## MATERIALITY

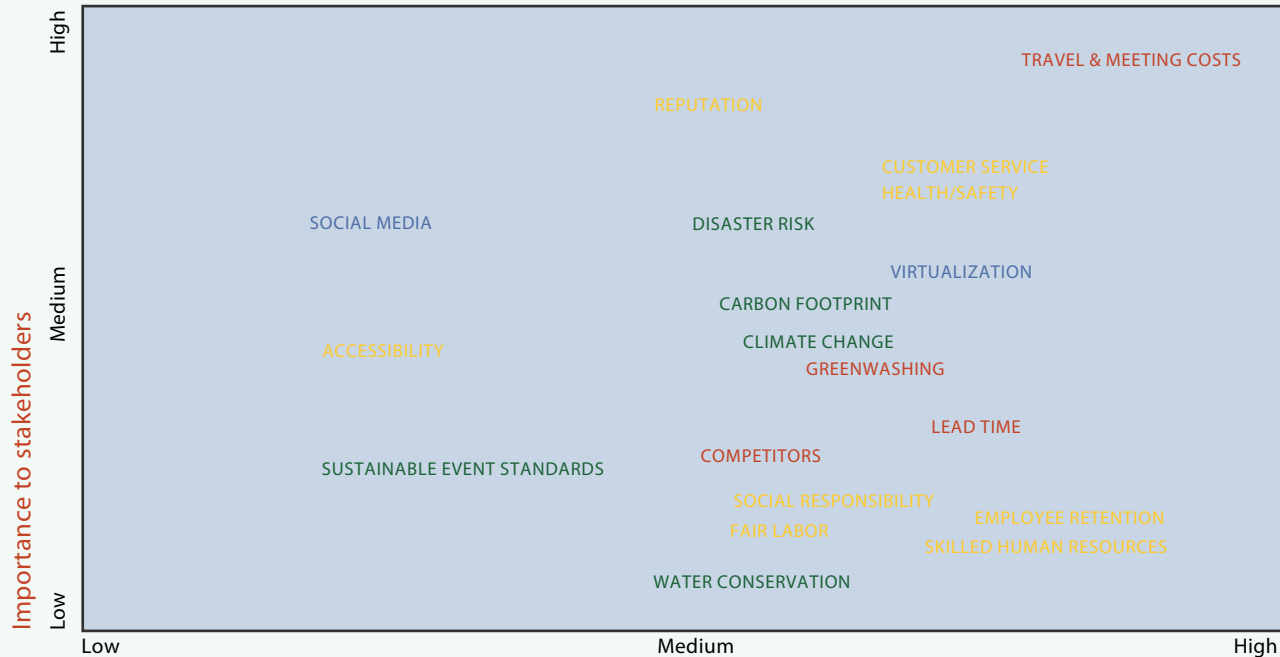
What issues are significant?

• ECONOMIC

• ENVIRONMENTAL

• SOCIAL

• TECHNOLOGICAL



Impact on MeetGreen®

Note: Analysis is based on issues and impacts anticipated to be important and significant based on client experience and media/research monitoring.

# OUR OBJECTIVES & TARGETS

MeetGreen® Sustainability Objectives	Indicators Used & 2011 Targets	Outcomes
1. Advance sustainability of events we are involved in.	<ul style="list-style-type: none"> <li>Achieve 50% MeetGreen® Calculator for conference management clients and 60% Calculator score for sustainability management clients.</li> </ul>	<p><b>Average MeetGreen® Calculator score:</b></p> <ul style="list-style-type: none"> <li>Conference client score: 47%</li> <li>Sustainability client score 65%</li> </ul>
2. Measure company and project legacy.	<ul style="list-style-type: none"> <li>480 pro bono staff hours to legacy projects.</li> <li>Community service baseline captured in terms of monies collected, volunteer hours given and number of actions taken.</li> <li>Number of innovations will be documented. Innovation is defined as a new idea, method, or device that supports company goals.</li> <li>Number of people educated thru speaking.</li> <li>Number of press articles generated.</li> <li>Corporate Report published.</li> </ul>	<p><b>MeetGreen legacy:</b></p> <ul style="list-style-type: none"> <li>447 pro bono hours donated by staff</li> <li>4 innovations launched</li> <li>3239 educated through speaking</li> <li>49 articles</li> </ul> <p><b>Project legacy:</b></p> <ul style="list-style-type: none"> <li>16,207 lbs of event materials donated</li> <li>392 volunteer hours by event attendees</li> <li>\$40,360 provided to event legacy projects</li> </ul>
3. Reduce operating footprint of headquarter's office.	<ul style="list-style-type: none"> <li>Electricity use not to exceed 20,000 kWh per year.</li> <li>Therms natural gas use not to exceed 87.5 therms per year.</li> <li>CCF water use not to exceed 37 CCF per year.</li> <li>Corporate travel emissions offset 100%.</li> </ul>	<p><b>Operational footprint:</b></p> <ul style="list-style-type: none"> <li>21,636 kWh electricity use</li> <li>119.7 therms natural gas use</li> <li>18 CCF water use</li> <li>Corporate travel emissions offset 100%</li> </ul>

# Part 02

## The Measures & The Measurement

OPERATIONS MEASUREMENT	EDUCATION & OUTREACH	PROJECT MEASUREMENT	EVOLUTION OF ACTION
<p>» MeetGreen® has the most control over our operations. Office retrofits and telecommuting policies have reduced our footprint. Air travel continues to be our most material operations issue.</p>	<p>» Although we've been providing education for events for over a decade, we've only just started to measure the value of this. A clear shift to virtual communication has had carbon benefits.</p>	<p>» Client commitment to sustainability differs and our influence over events varies. MeetGreen® adopts minimum sustainable practices for all events, which we measure using the MeetGreen® Calculator.</p>	<p>» MeetGreen® seeks to continuously progress in providing better experiences and events that don't compromise the planet. We are able to show forward momentum in implementing best practices.</p>



*MeetGreen® works with volunteers from the Unitarian Universalist Association to provide composting and recycling onsite at General Assembly, helping transform the way venues from Salt Lake City to Charlotte approach waste management. In 2011 this program improved pre-event diversion by 38%.*

# OPERATIONS & OUTREACH MEASUREMENT

	2011	2010	2009	2008	2007	Change in footprint over baseline	Change in footprint over previous year
<b>Operations data</b>							
Energy use at operations HQ (kWh)	21,636	18,586	24,825	19,070	16,411	+32%	+16%
Natural gas use at operations HQ (Therms)	119.7	97.8	91.8	92.1	595	-80%	+22%
Water use at operations HQ (CCF)	18	28	26	42	58	-69%	-36%
Diversion rate from landfill at operations HQ	67%	56.5%	56.2%	53%	-	+14%	+10.5%
Miles travelled by staff	187,579	181,289	228,173	-	-	-18%	+3%
Emissions produced (MT CO2)	41.9	39.6	50	-	-	-16%	+5%
Emissions offset (MT CO2)	41.9	39.6	50	-	-		
Client Satisfaction rating (1-5 scale)	4.64	-	-	-	-		
Number of employees	11	12	12	9	10		
Number of employees receiving reviews	11	12	12	9	10		
Number of workplace health/safety incidents	0	1	0	0	0		
Number of training requests made/subsidised	3/3	0/0	-	-	-		
Number of fairness complaints received/resolved	0/0	0/0	-	-	-		
Customer complaints related to privacy concerns	0	0	0	0	0		

Note: Reporting period January-December of each year. Emissions produced metrics include Scope 1 Emissions for HQ office as defined by the GHG Protocol, as well as Scope 3 Emissions from air travel for all employees and contractors. Note travel in 2007-2008 was calculated at approximately 444,268 miles but cannot be extracted for each year accurately therefore is not reported in the table. Emissions across both years were offset 100%. Due to the nature of waste pick-up from HQ specific measurements are not available. Therefore, average annual diversion for Metro Portland is included here.

	2011	2010	2009	2008
<b>Education &amp; Outreach data</b>				
Educational seminars delivered - in-person	21	16	19	18
Educational seminars delivered - virtually	14	4	8	3
Audience at trainings - in-person	1391	747	1272	1860
Audience at trainings - virtual	1848	1179	776	185
Educational articles published	49	56	29	42
Twitter followers	1500	1199	435	-
Forum members (changed to LinkedIn late 2010)	254	361	218	-
Probono hours to legacy and charitable causes	447	498	853	264

## Community Service

Every year at our staff retreat MeetGreen® reconnects with our team and HQ community through a half-day volunteer project. This year each of our staff prepared 356 meals for a family in need. That's 5,096 lbs of soup processed! We encourage other event professionals to consider the Food Bank for community outreach projects. For more information: <http://www.oregonfoodbank.org/>

## EXERCISING INFLUENCE

*- Nurturing a sustainable shift*

While MeetGreen® is able to directly control our operating practices, we are not final decision makers on client projects. Our clients are. In this context we exert as much influence as we can and attempt to measure the impact of decisions made.

We realize some of our clients are 'deep green': very committed to making their event sustainable. Others are beginning the journey or are limited in what they can do. Over time we've become more successful at engaging all our clients in sustainability. Even some who were previously uncommitted! This has been a gradual process that started with our 'deep green' clients and has only recently expanded to include our projects broadly.

In 2011 93% of event projects we directly managed or verified completed MeetGreen® Calculations. We were able to collect additional sustainability data from 18 individual events. Data from these events is summarized in the table to the right.

	2011	2010	2009
<b>Event Sustainability Data</b> <sup>1</sup>			
Carbon Emissions offset across projects measuring carbon	4%	18%	93%
Carbon Emissions per participant per event day (lbs CO2)	286	394	293
Waste per participant per event day (lbs)	1.0	2.3	1.1
Total recycled materials (lbs)	477,316	524,451	369,755
Total composted materials (lbs)	247,100	223,552	129,745
Total donated materials (lbs)	16,207	63,290	39,498
Diversion of waste from landfill (total based on weight for events)	65%	50%	55%
Diversion of waste from landfill (average diversion over events)	58%	53%	53%
Increase in venue baseline diversion over event cycle (average over events)	16%	10%	12%
Number of community agencies helped through donations	19	46	22
Volunteer hours donated by attendees to projects	392	3453	2474
Value of donations made from projects (US \$)	\$40,360	\$72,740	\$23,000

<b>Sustainable Procurement Data</b> <sup>2</sup>			
F&B - Average percent of ingredients sourced locally for events (250 miles)	57%	42%	40%
F&B - Average percent of ingredients that are certified organic at events	29%	15%	19%
F&B - Percent of events serving fair trade coffee/tea option	22%	29%	23%
Paper - Percent of events using minimum 30% post-consumer content	69%	48%	54%
Hotels - Average compliance with contracted sustainability guidelines	75%	75%	87%



### Sustainable Procurement

MeetGreen® consistently measures how well services sourced within our conference management scopes of work meet sustainability criteria. This typically includes catering, printed materials and hotels. In some situations it may also include transportation, AV and exhibit materials. For sustainability clients we measure detailed information about supply chains to the greatest extent possible. For example, sign use will be analysed and itemised according to actual and potential reuse, recycled content, use of natural materials and method of disposal.

	2011	2010	2009
<b>Life Cycle Impacts<sup>3</sup></b>			
Energy saved (Mj)	3,628,627	9,233,218	1,376,741
Water saved (L)	4,011,488	12,254,175	1,841,344
Emissions avoided (MT CO2)	8,918,093	14,210,158	77,717
Trees saved	915	1,153	1,375
Press articles & awards earned for clients	53	97	10
Net cost savings	\$563,672	\$173,483	\$1,724,358
<b>MeetGreen® calculator score (conference / sustainability project)</b>	<b>47/65</b>	<b>45/61</b>	<b>36/55</b>

Reporting period: January - December of each year.

1. Event Sustainability Data disclosed does not represent all projects, only those able to report KPIs. Percentages are therefore based on total event projects reporting, not total events. In 2008-2009 this included only client projects specifically contracting for sustainable event services. In 2010 some conference management projects were able to add data. 18 events captured sustainability data in 2011. Indicators for waste include venues only, including catering waste onsite. Emissions scope calculated includes hotel stays, venue energy, air and ground transportation emissions. Emissions do not include freight with the exception of one event which does include freight.

2. Hotel data is based on total number of properties used across events reporting. The percentage for local/organic indicated is the average portion of menu ingredients that meet local or organic criteria over all events reporting. Each event analysed a selection of functions that comprised the highest volume of food served for that event. Fair trade data is based on total events providing this option for attendees. Paper metrics represent the percentage of all MeetGreen® projects using a minimum 30% post-consumer content for communications.

3. Life Cycle Impacts include the total estimated benefits associated with sustainable event decisions for reporting events within a single event cycle. Benefits calculated using vendor-reported metrics and data provided by the Environmental Paper Calculator, Carpet America Recovery Effort, United States Environmental Protection Agency, Plastics Europe Association of Plastics Manufacturers, Conserveatree and the Carbon Consultancy.



### Data Verification & Analysis

Securing reliable sustainable event metrics is an on-going challenge, but is becoming easier as more people ask for footprint metrics. MeetGreen® strives to be a leader in this space in three specific ways:

1. Setting a consistent scope for what is measured and how it is measured.
2. Error-checking and being transparent about potential discrepancies in data.
3. Verifying data through onsite observation, including tracing waste through disposal, even where it means inspecting recycling plants that service venues.

# EVOLUTION OF ACTION

## OUR APPROACH

1. **Plans** that provide a solid foundation and strategic direction for projects.
2. **Support** through procurement systems and training to enable effective execution.
3. **Action** to engage stakeholders to implement plans to improve satisfaction.
4. **Check** to measure progress and ensure accountability.
5. **Advocacy** to change internal and external practice based on lessons learned.

## OUR PROGRESS

- ✓ Scope addressed by the tactic and date the tactic was fully implemented
- ⊙ Partially-addressed

CM: Conference Management / SC: Sustainability Consulting

ACTION		UN GLOBAL COMPACT PROGRESS				PROJECT SCOPE		IMPLEMENTATION TIMELINE				
		Human Rights	Labour	Environ-ment	Anti-Corruption	CM	SC	2007	2008	2009	2010	2011
PLAN	Sustainability Plan & Policy, including vision, objectives, targets and actions	✓	✓	✓	✓	✓	✓		⊙(25%)	⊙(50%)	✓	✓
SUPPORT	Procurement system integrating sustainability - • RFP survey language • Contract language • Voluntary best practices guidelines & FAQs  <i>Note: Integration is heavily influenced by client support and lead time. MeetGreen® works to integrate sustainable purchasing to the fullest extent possible within our scope of work.</i>	⊙ ⊙ ✓	✓ ✓ ✓	✓ ✓ ✓	⊙ ⊙ ✓	⊙ ⊙ ✓	✓ ✓ ✓	⊙ ⊙	⊙(75%) ⊙(75%) ⊙(30%)	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓
	Education / Training - • Employee Operations/Human Resources Manual • Employee wiki-based project management tools • Regular employee orientation/trainings (weekly, quarterly) • Webinars/presentations for event professionals • Two books published • Resource-sharing through website, Facebook, Twitter, LinkedIn • Publications / White Papers on event sustainability topics	✓ ✓ ✓ ⊙ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓	⊙ ⊙ ⊙ ⊙ ✓	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓ ⊙(50%) ✓ ⊙(50%) ⊙(50%)	✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓
ACT	Engagement - • Stakeholder issues registry on wiki-based project status report • Social media monitoring and advocacy	✓ ✓	✓ ✓	✓ ✓	✓ ✓	✓ ✓	✓ ✓			⊙(50%) ⊙(50%)	✓ ✓	✓ ✓



# EVOLUTION OF ACTION

ACTION		UN GLOBAL COMPACT PROGRESS				PROJECT SCOPE		IMPLEMENTATION TIMELINE				
		Human Rights	Labour	Environ-ment	Anti-Corruption	CM	SC	2007	2008	2009	2010	2011
CHECK	<div>Measure sustainable practices -<ul style="list-style-type: none"><li>• Event performance (MeetGreen® Calculator)</li><li>• Energy (SC only)</li><li>• Water (SC only)</li><li>• Waste (SC only)</li><li>• Emissions (SC only)</li><li>• Cost savings</li><li>• Awards / Positive promotional opportunities for clients</li><li>• Stakeholder feedback</li></ul></div> <div>NOTE: Ability to measure is affected by lead-time, client commitment and the degree to which MeetGreen® is involved in procurement. To reflect this MeetGreen® adopts different minimum measurement requirements for CM and SC projects. Those items noted as SC only above are not required for CM projects but are being acquired for both kinds of projects to the greatest extent possible.</div>	✓	✓	✓ ✓ ✓ ✓ ✓ ✓ ✓	✓    ✓  ✓	✓  ⊙ ⊙ ⊙ ⊙ ✓ ✓ ✓	✓  ✓ ✓ ✓ ✓ ✓ ✓ ✓	⊙	⊙  ⊙ ⊙ ⊙	✓  ⊙(10%) ⊙(10%) ⊙(50%) ⊙(20%) ⊙(50%) ⊙(50%) ⊙(50%)	✓  ⊙(50%) ⊙(30%) ✓ ⊙(50%) ✓ ✓ ✓	✓  ⊙(80%) ⊙(30%) ✓ ✓ ✓ ✓ ✓
	<div>Responsibility / Accountability -<ul style="list-style-type: none"><li>• Annual Senior Management Review &amp; Quarterly Project Review</li><li>• Conduct third-party verification of event sustainability (tri-annual)</li><li>• IT / Online product security assessment</li><li>• Complete annual Corporate Report</li><li>• Offset unavoidable emissions</li></ul></div>	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓			⊙(10%) ✓ ✓ ✓	⊙(50%) ✓ ⊙(70%) ✓ ✓	✓ ✓ ✓ ✓ ✓
ADVOCATE	<div>Pro-bono / Volunteer work -<ul style="list-style-type: none"><li>• Global Reporting Initiative</li><li>• ISO 20121 Sustainable Event Standard</li><li>• APEX - ASTM Environmentally Sustainable Meeting Standard</li><li>• Green Meeting Industry Council Founders, Directors, Committees</li><li>• PCMA Green Task Force</li><li>• Meetings Focus Advisory Board</li><li>• Mount Hood Community College Hospitality Advisory Board</li><li>• Special projects (2011: Event Camp Vancouver)</li></ul></div>	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	     ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	   ✓  ✓	   ✓  ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	

# Part 03

## The Stories & Innovations

### CONFERENCE INNOVATIONS

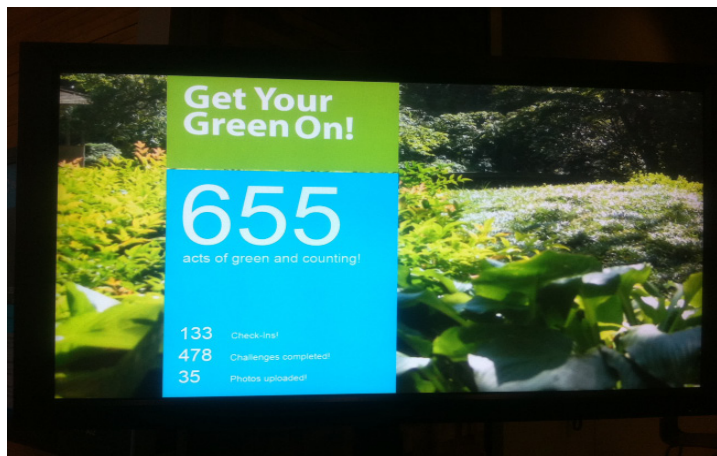
### PRODUCT INNOVATIONS

### SUSTAINABILITY INNOVATIONS

The event industry faces many challenges: increasing virtualization, scarce resources, reduced travel budgets, heightened need for risk planning and pressure to address mounting environmental impacts, ethical concerns and social responsibilities to stakeholder groups. The road forward is neither clear, nor easy; potholes await. In collaboration with our clients, however, MeetGreen® is working hard to design sustainable event solutions that not only create a smoother ride but, we hope, leave a legacy from which other event professionals can learn from as well. What follows are a few samples of innovations we have helped launch in 2011. In a way, they represent a scrapbook of collaborations we're proud of. We welcome your feedback, ideas and suggestions for improvement as we look forward to the road ahead, 2012 and beyond.



*Combining humor and innovation, National Wildlife Refuge System drew attention to their social media initiatives and sustainable menus by inviting attendees to "Tweet" about their lunch. Images used were intended to provoke a humorous response by wildlife professionals in attendance who know all too well the law of the jungle: eat or be eaten!*



## GET YOUR GREEN ON

### EVENT CAMP VANCOUVER MOBILE GAME EXPERIENCE

*Using our influence to help event attendees become sustainability champions!*

Sometimes you don't have to control every decision to plan a more sustainable event. A collaboration between MeetGreen®, Footprint Management Systems and QuickMobile, this simple, fun game used an event application to encourage attendees to learn about sustainability and make choices that reduced their event footprint. Our goal to score 1000 Acts of Green was nearly doubled with 140 attendees performing over 1700 Acts over the two day event! Top scorers won prizes with \$1 per Act being donated to the BC Cancer Foundation.

**I'm on a bus!**

168 vehicle trips were avoided by walking, taking transit or car-pooling. This avoided an estimated 17 kg of emissions per trip, or 2.85 metric tons of CO<sub>2</sub>.

**Simple steps to water savings!**

By reaching for reusable drink containers game players conserved 169 liters or 46 gallons of water – enough to fill 338 of the reusable bottles provided!



## HYBRID EVENT CARBON ANALYSIS

### CARBON BENEFITS OF GROWING EVENTS VIRTUALLY

*Measuring tons of carbon goodness!*

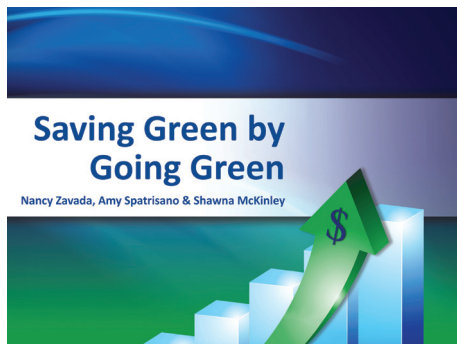
Preservation of the face to face meeting is at a fever pitch in the event industry. In spite of this, innovative planners are embracing hybrid formats that allow attendees to participate on their own terms, many of them representing a new event audience that would not otherwise have attended in person. MeetGreen® is working to help these organizers understand how new hybrid meeting media presents carbon benefits, enabling significant carbon emissions to be avoided while still enabling a growth model for experiences.

**Cisco Live:**

By providing an online attendance option this event has avoided an estimated 7,549 metric tons of carbon.

**Event Camp Vancouver:**

A pro bono project for MeetGreen®, we were able to estimate that virtual attendees avoided enough emissions to fill 110,000 party balloons! That's a fraction of the carbon that would have been spent to attend in-person.



## SAVING GREEN BY GOING GREEN SECOND BOOK LAUNCHED

MEETGREEN® LAUNCHED OUR FIRST BOOK - *SIMPLE STEPS TO GREEN MEETINGS* - IN 2007. THIS SECOND BOOK SHARES COST-SAVING SUSTAINABLE EVENT IDEAS AND TIPS FOR HOW TO MEASURE THE FINANCIAL ROI ON SUSTAINABLE EVENTS.

*"Finally, the definitive word on green meetings from the industry pioneers. Nancy and Amy provide a clear, compelling business case to mainstream organizations for integrating environmental thinking into event planning, and offer cost-saving tools and advice to enable every meeting to become not just greener, but better."*

-- Joel Makower, Executive Editor, [GreenBiz.com](http://GreenBiz.com)

## CANADA MEDIA MARKETPLACE IMEX SILVER GREEN MEETING AWARD WINNER

THINK YOUR EVENT HAS TO BE BIG TO MAKE A DIFFERENCE? THINK AGAIN! MEETGREEN® IS A KEY PARTNER IN ASSISTING THE CANADIAN TOURISM COMMISSION IN THEIR CONTINUING EFFORT TO REDUCE THE ENVIRONMENTAL IMPACT OF THIS EVENT.

*"Judges praised the event for its consistently high performance in the areas of waste reduction, sourcing local products and materials, energy conservation and carbon off-setting. Canada Media Marketplace was also praised for creating a legacy that has continued to develop over subsequent years."*

-- IMEX Official Press Release

## CORPORATE EVENT MARKETING GLOBAL SUSTAINABLE EVENT MENTORSHIP SUPPORT

SUSTAINABLE EVENT LEADERS ARE LEARNING THAT TO BE SUCCESSFUL EFFORTS MUST EXTEND BEYOND 'GREENING' SHOWCASE EVENTS TO INCLUDE DEPARTMENT-WIDE ENGAGEMENT THAT ALSO INTEGRATES CORPORATE PROCUREMENT. MEETGREEN® IS PROUD TO ASSIST CLIENTS IN ACHIEVING THESE GOALS.

*"Sustainable event management means better and more effective events. Done correctly, and integrated as part of the larger management system, sustainability provides an important filter, which guides smart decisions."*

-- Paul Salinger, Vice-President, Oracle Marketing

# Part 04

## Accountability - GRI Disclosures

In 2012 the Global Reporting Initiative (GRI) released guidance to event organizers (EOSS) in how to report on environmental, economic and social aspects of their business and outcomes from events. Following is a guide of where to find GRI EOSS disclosures in our 2011 Report. Those disclosures fully reported are identified on the following page with a check mark (✓), while the remainder are partially disclosed.

As a small business enterprise we've found this to be a challenging but possible exercise. In particular, we've learned important distinctions need to be drawn between our business operations on a daily basis at headquarters, and those activities associated with specific events. While we have a higher degree of control over and ability to measure our direct operating impacts, this is not always so with our varied event projects where we may only influence management and measurement of impacts. These projects also experience great diversity in scope, affecting materiality and reporting boundaries. Our consideration of how to apply GRI EOSS to our own business provides us with an informed perspective that helps us advise our own clients in how to approach the GRI EOSS.

We've also taken the added step of pursuing a GRI Application Level Check for our Corporate Report 2011, which was endorsed at a C-Level on May 14, 2011.



### Statement GRI Application Level Check

GRI hereby states that **MeetGreen** has presented its report "MeetGreen Corporate Report 2011" to GRI's Report Services which have concluded that the report fulfills the requirement of Application Level C.

GRI Application Levels communicate the extent to which the content of the G3 Guidelines has been used in the submitted sustainability reporting. The Check confirms that the required set and number of disclosures for that Application Level have been addressed in the reporting and that the GRI Content Index demonstrates a valid representation of the required disclosures, as described in the GRI G3 Guidelines.

Application Levels do not provide an opinion on the sustainability performance of the reporter nor the quality of the information in the report.

Amsterdam, 14 May 2012



Nelmara Arbex  
Deputy Chief Executive  
Global Reporting Initiative



The Global Reporting Initiative (GRI) is a network-based organization that has pioneered the development of the world's most widely used sustainability reporting framework and is committed to its continuous improvement and application worldwide. The GRI Guidelines set out the principles and indicators that organizations can use to measure and report their economic, environmental, and social performance.  
[www.globalreporting.org](http://www.globalreporting.org)

**Disclaimer:** Where the relevant sustainability reporting includes external links, including to audio visual material, this statement only concerns material submitted to GRI at the time of the Check on 7 May 2012. GRI explicitly excludes the statement being applied to any later changes to such material.

PROFILE DISCLOSURES	Indicator	Fully Reported	Page(s)
Executive Statement	1.1	✓	4
Impacts, risks, opportunities	1.2	✓	6, 9, 10
Name of organization	2.1	✓	1
Events, products, services	2.2	✓	6-7, 13, 19-20
Operational Structure	2.3	✓	5
Location of headquarters	2.4	✓	7
Locations of operations	2.5		7
Nature of ownership/legal form	2.6	✓	5
Markets served	2.7	✓	7
Scale of organization	2.8		7
Awards	2.10	✓	20
Reporting period	3.1	✓	4
Date of most recent report	3.2	✓	1
Reporting cycle	3.3	✓	4
Contact for questions	3.4	✓	23
Process for defining content	3.5		9-10, 12-15
Report boundary	3.6	✓	12-15
Limitations on boundary	3.7	✓	12-15
Basis for reporting other entities	3.8	✓	5
Data measurement techniques	3.9	✓	15
Changes since previous report	3.11	✓	7, 13-15
Table of disclosures	3.12	✓	22
Statement of mission, values	4.8	✓	8
External commitments	4.12	✓	8
Memberships	4.13	✓	8
List of stakeholders	4.14		9
Basis for identifying stakeholders	4.15		9

PERFORMANCE DISCLOSURES	Indicator	Fully Reported	Page(s)
Benefit plan obligations	EC3		7
Local spending	EC6		14
Benefit of pro bono engagement	EC8	✓	11, 13
Value creation	EO1		13-15
Recycled input materials	EN2		14
Direct energy consumption	EN3	✓	13
Energy saved	EN5	✓	13, 15
Initiatives to reduce direct energy use	EN6	✓	16-17 19
Initiatives to reduce indirect energy use	EN7		15
Direct and indirect GHG emissions	EN16 / EN17	✓	13-15
Initiatives to reduce GHG & reductions	EN18	✓	13-17
Waste by type/disposal method	EN22		13-14
Initiatives to mitigate impacts	EN26		13-16, 19-20
Impacts of transportation	EN29	✓	13
Workforce by type	LA1	✓	7
Turnover	LA2		7
Benefits to workforce	LA3	✓	7
Collective bargaining	LA4	✓	7
Workplace incidents	LA7	✓	13
Employee training	LA10		13
Performance reviews	LA12	✓	13
Diversity	LA13		7
Discrimination/fairness	HR4	✓	13
Customer satisfaction	PR5	✓	13
Privacy	PR8	✓	13
Direct economic impact / value creation	EO1	✓	13-15
Transport impacts	EO3		13-15, 19
Expressions of dissent	EO4		13
Event site injuries/fatalities	EO7		13
Food & Beverage	EO8	✓	14
Type/performance of sustainable sourcing	EO9	✓	14
Number, type, impact of raising awareness	EO11	✓	13
Knowledge transfer	EO12	✓	13
Number, type, impact of physical/technology legacy	EO13	✓	19

# CONTACT



MeetGreen® is proud to publish this annual report of our activities. We welcome your questions about our 2011 Corporate Report in hopes of improving our 2012 update:

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Connect, sustain and thrive with us on social media:

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[@MeetGreen](https://twitter.com/MeetGreen)

**Facebook:**  
<http://www.facebook.com/MeetGreen>

**Linkedin:**  
MeetGreen® LinkedIn Group

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## PHOTOS

*Shawna McKinley*  
*stock.XCHNG*

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## EDITORIAL CONTENT & DESIGN

*Shawna McKinley*

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## THIRD PARTY EVENT SUSTAINABILITY AUDITOR

*Sustainable Event Certification*