

## MEETGREEN® About Us and Our Commitment

Communication of Progress

**Revision:** 2/26/2014  
**Status:** CoP complete for FY 2013 (enclosed)  
[Corporate Report complete for 2012](#)

**Contact:** Nancy Zavada, Principal  
 MeetGreen®  
 6220 NE Glisan Street Portland OR USA 97213  
[Email: nancy@meetgreen.com](mailto:nancy@meetgreen.com)  
[Website: www.meetgreen.com](http://www.meetgreen.com)  
 T: 503.252.5458  
[Twitter: @MeetGreen](https://twitter.com/MeetGreen)

### Commitment statement:

As a member of the UN Global Compact since 2007, I am pleased to reaffirm that MeetGreen® supports the Ten Principles of the United Nations Global Compact in respect to the areas of Human Rights, Labour, Environment, and Anti-Corruption. We are committed to making these Principles a part of our daily operations and to that end, have provided training to our staff in each of the Principles over the course of the past year to assure each individual understands them. Documentation of this training program and resources are available as an orientation tool for new staff who join MeetGreen® in future.

Since joining the Global Compact, we have been diligent in reporting on our progress in our Corporate Report which is publically shared. We have also engaged our stakeholders in discussions as issues arise in our work in the meetings industry.

Sincerely,

Nancy J. Zavada  
 President  
 MeetGreen

### What we do:

MeetGreen® works with progressive global organizations integrating sustainable practice and producing conferences and events that deliver targetted business results.

### OUR COMPANY

Type	Small business, fewer than 15 employees
Vision	To continuously transform the event industry through leadership, innovation, education and performance inspired in sustainability.
Values	Inclusivity   Integrity   Stewardship   Transparency
Locations	Global; Headquarters: Portland, OR
Service projects	APEX-ASTM Environmentally Sustainable Event Standards, Chair   Global Reporting Initiative Event Organizer Sector Supplement, Task Force Members   Green Meeting Industry Council, Founders   ISO 20121 Mirror Committee, Members (USA/Canada)   Oregon Food Bank, Donor   UN Global Compact, Signatory
Memberships	Green Meeting Industry Council   Meeting Professionals International   Professional Convention Management Association   Natural Step Network   Sustainable Event Alliance
Certifications	ISO 20121: 2012 (Company)   Certified Meeting Professionals   Sustainable Event Alliance Accredited Professional
Supply chain influence	Accommodation providers   Audio-visual & Production   Destinations, Destination Marketing Companies and Convention and Visitor Bureaus   Carbon Offset Providers   Decor and Floral   Food and Beverage   General Services Contractors   Information Technology   Marketing   Promotional Products   Registration   Transportation and Shipping   Venues

### OUR PRODUCTS

MeetGreen® Calculator <a href="http://www.meetgreen.com">www.meetgreen.com</a>
MeetGreen® Resource Kit <a href="http://www.meetgreen.com">www.meetgreen.com</a>
<i>Simple Steps to Green Meetings</i> <i>Saving Green By Going Green</i> Book series
Best Places to MeetGreen® <a href="http://www.bestplacestomeetgreen.com">www.bestplacestomeetgreen.com</a>

*Sustainable event measurement tool launched 2007. Revised 2010.*

*Sustainable event toolkit including RFP surveys, contract language and measurement aides. Launched 2007. Revised annually.*

*Resource book and training tool for event professionals to 'green' their meetings. First book published 2007. Second book published 2011.*

*Online directory of sustainable event destinations. Launched 2008.*





● **Partially implemented or addressed:** The implementation scope for these items is limited in one of three ways: 1. They apply to only one business category (Conference Management or Sustainability Consulting), 2. They have not addressed the full extent of a principle to a degree that MeetGreen is content is complete, or 3. In terms of reporting, they are not fully publically disclosed.

● **Fully implemented or addressed:** Across all scopes of business, including Conference Management and Sustainability Consulting projects. MeetGreen is satisfied this principle is fully addressed to the scope that is applicable to the business.

		ISO 20121 Principles				UNGC Principles						
		Year?	Reported?	Inclusivity	Integrity	Stewardship	Transparency	Human Rights	Labor	Environment	Anti-Corruption	
● Partially implemented or addressed: The implementation scope for these items is limited in one of three ways: 1. They apply to only one business category (Conference Management or Sustainability Consulting), 2. They have not addressed the full extent of a principle to a degree that MeetGreen is content is complete, or 3. In terms of reporting, they are not fully publically disclosed.												
● Fully implemented or addressed: Across all scopes of business, including Conference Management and Sustainability Consulting projects. MeetGreen is satisfied this principle is fully addressed to the scope that is applicable to the business.												
ACTIONS engage stakeholders to implement plans to improve satisfaction and sustainability												
ACT	ONGOING	Stakeholder engagement embedded in project processes (wiki status reports).	2009   2013	⊕	●	●	●	●	●	●	●	New table added to status report 2013, including detailed instructions and rollout to staff.
		Social media monitoring to scan for and respond to emergent issues.	2011	⊕	●	●	●	●	●	⊕	●	● IMEX Greenstorming.
		Client satisfaction form and processes in place.	2010	⊕	●	●	●	●	●	●	●	●
		Project testimonials are collected from a diversity of project stakeholders.	2009	⊕	●	●	●	●	●	⊕	●	● Significant additions for SER 2013, UUA 2013, Oracle 2012.
		Attendee satisfaction forms and processes in place for projects as appropriate.	2007		⊕	⊕	⊕	⊕		⊕	⊕	● New guidance provided on standard attendee evaluation questions related to sustainability.
		Onsite sustainability engagement through attendee orientations, information booths	2013		⊕	⊕	⊕	⊕	⊕	⊕	⊕	● New "green" booth added at UUA.
CHECK	ONGOING	Company Day of Service is held January 20 each year as a day "off" with pay for employees to volunteer in their local communities.	2013		●	●	●	●	●	●	●	● 2013 projects included a coastal clean up and tree planting.
		Corporate Reporting completed and shared publically every three years. Each year in between will be a minor report, suitable for serving as UNGC CoP.	2009		●	●	●	●	●	●	●	● 2012 Report published. Decide to adjust pattern of Corporate Reporting in October 2013. Will switch to a major report once every three years, in a major ISO audit year. The two years in between will be minor updates, including requirements of UNGC CoP. Next major report expected in calendar year 2015 (for 2014).
CHECK to measure progress and ensure accountability												
CHECK	ONGOING	MeetGreen® Calculator to measure event sustainability.	2007   2010	⊕	●	●	●	●	⊕	⊕	●	Major error-fixes completed.
		Best Places to MeetGreen® to measure destination event sustainability.	2009   2013	⊕	●	●	●	●	⊕	⊕	●	
		Sustainable Event Management System (SEMS) affiliate relationship to access online standards compliance tools (ISO 20121)	2013		●	●	●	●	●	●	●	
		Event-specific resource use monitoring (waste, energy, water, carbon, cost).	2007	⊕	●	●	●	●	●	⊕	●	●
		HQ resource consumption monitored (waste, energy, water, gas, carbon).	2009		●	●	●	●	●	●	●	●
		Staff work travel carbon footprint measured and offset 100%.	2008		●	●	●	●	●	●	●	●
ADVOCATE	ONGOING	MeetGreen® Onsite/Hybrid Event Carbon Calculator.	2012	⊕	●	●	●	●	●	●	●	● New 2012.
		Post-project reporting process and procedure to capture progress against targets.	2009   2012	⊕	●	●	●	●	●	●	●	● New embedded table added to status report in 2012.
ADVOCATE to change internal and external practice based on lessons learned												
ADVOCATE	ONGOING	Green Meeting Industry Council Founders, Directors, Committee members.	2007		●	●	●	●	●	●	●	● Authorship of chapters on Sustainability and Human Resource Management.
		Sustainable Event Alliance, Member, Accredited Professional.	2013		●	●	●	●	●	●	●	
		Meeting Professionals International Members.	2007		●	●	●	●	●	●	●	
		Mount Hood Community College Hospitality Advisory Board.	2010		●	●	●	●	●	●	●	
		Meetings Focus Advisory Board.	2010		●	●	●	●	●	●	●	
	CURRENT	Convention Industry Council 9th Edition CMP Manual revision contributors.	2013		●	●	●	●	●	●	●	● Curriculum on standards, measurement and reporting.
		British Columbia Institute of Technology guest lecturing.	2013		●	●	●	●	●	●	●	● To review and recommend clarification and adjustments.
		APEX-ASTM Environmentally Sustainable Event Standard Review Panel, member	2013		●	●	●	●	●	●	●	● New 2013.
	PENDING	ANSI-ASQ National Accreditation Board Advisory Group.	2013		●	●	●	●	●	●	●	●
		JUST Program participation - International Living Future Institute program to promote social responsibility transparency in business (2014)										
		Global Reporting Initiative EOSS working group member.	2010		●	●	●	●	●	●	●	●
COMPLETE	ISO 20121 Sustainable Event Standard mirror committee members (US/Canada).	2010		●	●	●	●	●	●	●	●	
	APEX-ASTM Environmentally Sustainable Event Standard Chair, members.	2008		●	●	●	●	●	●	●	●	
	Professional Convention Management Association Green Task Force.	2009		●	●	●	●	●	●	●	●	
	Special projects (i.e. Event Camp Vancouver, Get Your Green On project).	2011		●	●	●	●	●	●	●	●	

ONGOING	Task is refined and updated on an ongoing bases. Notable improvements are included in the "New Milestones" column.
CURRENT	Task is expected to be one-time, and is currently in process. Expected to be moved to "Complete" once finished.
PENDING	Identified as a possible action item in future. Once action commences on this item it will become "Current" or "Ongoing".
COMPLETE	Task is considered closed.

## MEETGREEN® Event Sustainability Measurement

Communication of Progress

### CORE COMPANY INFORMATION

		2013	2012	Baseline*
1	Number of FTE employees	12	12	11
2	Number of client projects	17	15	16
3	Total event participants	252,336	321,387	90,910
4	Maximum event participants	58,392	90,000	37,000
5	Minimum event participants	50	35	160
6	Total events managed/mentored	857	1,549	44
7	Total number of direct vendors	341	365	457
8	Total number of event destinations	90	88	17
9	Total exhibitors/sponsors	3,440	3,343	2,340
10	Fines/citations received	0	0	0
11	Incentives received (>\$25 per staff)	0	0	0
12	Privacy complaints	0	0	0
13	Fairness complaints	0	0	0
14	Workplace health & safety incidents	0	0	0

MeetGreen® measures the scope of our business operations (table left), as well as our progress against three primary sustainability objectives (table below). Our core company information includes disclosure of any fines, incentive commissions or complaints received during the reporting period. Regarding our objectives, we evaluate progress in two ways: considering both the **significance of impacts** resulting from action, and the **degree of control** we have over outcomes. For example, our operational impact for discretionary air travel is our greatest impact that is able to be controlled. Conversely, the impacts of event suppliers can be significant, however our ability to influence supplier behavior is limited given it is typically our clients, and not MeetGreen® who are the buyers.

LOW		SIGNIFICANCE OF IMPACTS						HIGH	
HIGH	OBJECTIVE: REDUCE OPERATIONAL FOOTPRINT								
	2013	2012	Baseline*	2013		2012	Baseline*		
	19237 kwh electricity	20019	595	249,253	Total air miles (project and discretionary)	218,947	228,173		
	103 therms natural gas	107	107	81,644	Total discretionary (non-project) air miles	66,229	117,031		
	18 CCF water	23	58	167,609	Total project air miles	152,718	111,142		
	70% waste diversion from landfill	67%	53%	52	MT CO2e emissions (Scope 3)	34	42		
	8 MT CO2e emissions (Scope 1/2)	8	8	100%	Percentage of carbon emissions offset Scope 1, 2 & 3)	100%	100%		
	100% Employees offered transit subsidy	100%	100%						
	45% Employees work from home	50%	25%						
	CONTROL	OBJECTIVE: MEASURE LEGACY							
2013		2012	Baseline*	2013		2012	Baseline*		
196 Pro-bono consulting hours		74	264	938	Audience reached by education sessions/webinars	2,031	2,045		
96 Day of Service hours by staff		80	80	2,871	Audience reached by most active social media (Twitter)	2,486	435		
OBJECTIVE: ADVANCE SUSTAINABILITY FOR EVENT PROJECTS									
LOW				2013		2012	Baseline*		
	✓	MeetGreen provides sustainable event purchasing tools, including RFP surveys and contract language, to 100% of our clients. These tools touch on carbon offsetting, communications and marketing and onsite office practices that reduce impacts. We support client work to communicate sustainability efforts to their stakeholders, including "fun facts" onsite and post-event sustainability reports.		53	Average MeetGreen Calculator score	60	54		
				13	Event vendor types covered with responsible purchasing language	12	5		
			\$585,789	Value of sustainable event recommendations to clients	\$297,000	\$105,000			
			✓	MeetGreen provides sustainability purchasing tools to all clients and employs these where applicable to our scopes of work. This includes supply chain research, contract and measurement tools. Tools that support destination, venue and accommodation selection, food and beverage, transportation and exhibits are deemed most significant.					

\* Operational baseline. Varies per indicator. Typically 2008 or 2009.  
All measurements are for a single fiscal year, January 1 - December 30.

