MEETGREEN® About Us and Our Commitment

Communication of Progress

Revision:	2/5/20
Status:	CoP complete for FY 2019 (enclosed)
	External Corporate Report complete for 2019

Contact:	Nancy Zavada, President
	MeetGreen®
	PO Box 18010, Portland OR USA 97218
	Email: nancy@meetgreen.com
	Website: www.meetgreen.com
	T: 503.252.5458
	Twitter: @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, Labor, Environment, and Anti-Corruption. We are committed to making these Principles a part of our daily operations and to that end, have provided training and resources to our staff in many 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. In addition, our quarterly Project Team Meetings address issues concerning the Principles as they relate to our work in the field.

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 aspires to create a sustainable future through the power of human connection. We provide conference management, training and event sustainability consulting services. Detailed information can be found on our website: www.meetgreen.com.

MEETGREEN® Progress Against Sustainability Principles

Communication of Progress

Background: MeetGreen® records progress against key sustainability principles annually. We submit these to the UN Global Compact each year, within the first quarter of the year. An external Corporate Report is also published and included on our web site.

Revision: 2/5/20
Status: CoP complete for FY 2019 (enclosed)
External Corporate Report complete for 2019

◉ **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 publicly 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.

	Year of major change?	Reported?	ISO 20121 Principles				UNGC Principles				Important NEW Milestones in Current Years (2019)
			Inclusivity	Integrity	Stewardship	Transparency	Human Rights	Labor	Environment	Anti-Corruption	
PLANS provide strategic direction for projects and procedures for processes											
Sustainability Policy created, including vision, objectives, targets and actions. Posted internally and externally.	2008 | 2010 | 2014	●	●	●	●	●	●	●	●	●	None. Ongoing action against policy.
Back of House Café (company intranet) warehouse of employee and administrative information for staff (wiki-based). Includes "green" office practices, workplace health and safety, benefits and HR policies.	2009 | 2017	◉	●	●	●	●	●	●	●	●	In 2017 migrated to entire Wiki to new host platform which lead a major site overhaul.
Operations Manual for all procedures related to client projects, including sustainability (wiki-based).	2009 | 2013 | 2019	◉	●	●	●	●	●	●	●	●	Minor and ongoing updates to ensure current and relevant information is included. Reviewed and updated again in 2019.
Standard project planning and status report forms for managing client-specific work (wiki-based). Revised minimum sustainability guid	2009 | 2019	◉	●	●	●	●	●	●	●	●	Reviewed against current practices and ongoing updates to project plan formats. Added link to Egnyte to capture additional detail regarding 14 sustainability minimum practices.
Event Sustainability Workbook to assist external groups with developing their own event sustainability policy, objectives, procedures and practices.	2013	◉	●	●	●	●	●	●	●	●	No changes were made in 2019.
Ethics Policy created and included in HR processes. Aim is to inform staff of potential ethical issues impacting our work so they have confidence to appropriately and safely inform and address.	2014 | 2019	◉	●	●	●	●	●	●	●	●	Discussions included in all quarterly meetings with employees. Updated communications policy with clients to set work-life balance expections.
Emergency Response Plan	2016 | 2019	◉	●	●	●	●	●	●	●	●	Major overhaul and reorganization to plan and accompanying forms to include clear roles, scenarios involving bomb threats and terrorist attacks, and information for projects where MG is not the key meeting planner. Update in 2018 migrated ERP from a plan to a tiered service offering. Held internal professional development workshop in 2019. Low interest thusfar from event community. Events community not engaging.
Project-level Profitability Reports, used to guide resource allocation and corporate decisions.	2016	◉	●	●	●	●	●	●	●	●	Creation of system to report monthly profitability to all project managers.
Risk Management Planning template (2017)	2017	◉	●	●	●	●	●	●	●	●	In 2017 a Risk Management Planning Template was made widely available via website, social media, and traditional media.
SUPPORT is provided through procurement systems, communications and training to enable effective execution											
Procurement systems and Event Sustainability Resource Kit for integrating sustainability into projects: RFP survey language, contract language, best practices checklists and FAQs. Internal toolkit provided to staff, which is also provided as a retail Resource Kit for external users.	2007 | 2014 | 2015] 2019	◉	●	●	●	●	●	●	●	◉	Worked on major update and surveys and sustainable event kit.
Orientation resources developed for new staff, including a standard sustainability introduction.	2007 | 2013		●	●	●	●	●	●	●	●	Updates to training documents including addition of new hire checklist, employee orientation template.
HR documents and processes include sustainability expectations and evaluations	2007 | 2016		●	●	●	●	●	●	●	●	No major changes in 2017 after round of comprehensive edits in 2016.
GDPR documents, processes and procedures	2018		●	●	●	●	●	●	●	●	Imlemented in 2018 in response to new GDPR policies.
Weekly staff meetings to discuss day-to-day news.	2007] 2019		●	●	●	●	●	●	●	●	Highlights of new intelligence shared: 1) Potential implications of GDPR 2) New and emerging event technology 3) Sustainable Event Reports and industry trends shared weekly. Included short sustainability professional development discussions and reporting into weekly agenda for 2019.
Weekly project meetings to discuss project activities among project teams.	2007		●	●	●	●	●	●	●	●	No major changes to conference management. Sustainability weekly project meetings have new standard notes format and structure.
Monthly project meetings for Sustainability team to discuss project activities between team and management.	2018		●	●	●	●	●	●	●	●	Combined Conference Management and Sustainability team meetings to ensure healthy, regular communication about project-level information to management.
Standing cross-team training times for special topics (i.e. first aid, UNGC principles training).	2010		●	●	●	●	●	●	●	●	Discussion topics include: 1) CPR 2) Emergency plan
Quarterly Department Meetings w/ Operations Director (for Sustainability & Conference Management)	2016	◉	●	●	●	●	●	●	●	●	Replaced quarterly Director and PM meetings, Operations Director now sets agenda and leads meeting.
My Event Footprint online tool launched to help educate and communicate about the impacts actions at events can have on the environment and sustainabilty	2019		●	●	●	●	●	●	●	●	Launch has been met a strong interest and reception.
Social media education through Facebook, LinkedIn, Twitter and website.	2007 | 2015		●	●	●	●	●	●	●	●	Ongoing. Increased participation in 2019, with TweetChats to increase sustainable event education.
Quarterly Director meetings to inventory issues and progress across projects to pursue integrated solutions.	2010	◉	●	●	●	●	●	●	●	●	Changed to be Quarterly Department meetings.

Item	Year of major change?	Reported?	ISO 20121 Principles				UNGC Principles				New Milestones
			Inclusivity	Integrity	Stewardship	Transparency	Human Rights	Labor	Environment	Anti-Corruption	
Meet Better book launched including easy-to-understand infographics and checklists for sustainable events.	2015	●	●	●	●	●	●	●	●	●	No major changes.
Water footprint of food primer created to convey the water use of different food choices for events.	2015	●		●	●	●			●		No major changes.
Waste management primer created to simply convey the importance of using a variety of indicators to measure waste management program outcomes.	2014	●							●		No major changes.
Materials spec sheets developed to summarize research and guidance on making better purchasing decisions for food serviceware, name badges and signage.	2012 | 2013 | 2014	◉		●	●	●	◉	◉	●		No major changes.
Staff first aid training supported to ensure all onsite staff have valid CPR certificate.	2014/ 2016			●	●		●	●			All staff CPR and first aid training was received in Fall of 2016.
PowerPoint training templates on event sustainability topics (webinars, conference sessions).	2007 /2019	◉	●	●	●	●	◉	●	●	◉	Updated sustainable event report template for conference
Simple Steps to Sustainable Events books: *Simple Steps to Green Meetings, Saving Green By Going Green*	2009 | 2011		●	●	●	●			●		
Special interest publications (white papers) on event sustainability topics: *Social Responsibility for Meetings* (2010) and *State of the Industry* White Papers (2011)	2007	●	●	●	●	●	●	●	●		No major changes.

◉ **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 publicly 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

Item	Year of major change?	Reported?	Inclusivity	Integrity	Stewardship	Transparency	Human Rights	Labor	Environment	Anti-Corruption	New Milestones
Stakeholder engagement embedded in project processes (wiki status reports).	2009 |2013	◉	●	●	●	●	●	●	●	●	No major changes.
Social media monitoring to scan for and respond to emergent issues.	2011/ 2016	●	●	●	●	●	●	●	●	●	Consistently monitoring industry trends and changes. Expanded social media followers significantly. Marketing department attended SEA and Wordcamp trainings.
Project testimonials are collected from a diversity of project stakeholders.	2009 | 2014	◉	●	●	●	●	●	●	●	●	No major changes.
Attendee satisfaction forms and processes in place for projects as appropriate.	2007	◉	◉	◉	◉	◉	◉	◉	◉	◉	No major changes.
Onsite sustainability engagement through attendee orientations, information booths	2013	◉	◉	◉	◉	◉	◉	◉	◉	◉	No major changes.
Company Service Days are held quarterly each year for employees to volunteer in their local communities with pay	2013 | 2019	●	●	●	●	●	●	●	●		In 2019 organization held quarterly volunteer service projects benefitting the Meals On Wheels, TreeNation, Tillamook Estuary Projects, and Netarts Beach clean-up.
Water Restoration Certificates purchased to account for 100% of HQ office water use.	2015	●		●	●	●			●		Completed.
Corporate Report completed and shared publicly on company web site.	2009 | 2014	●	●	●	●	●	●	●	●	●	Current version includes data from 2005-2016. Is updated annually in Q1.
Clean the World project sponsorship at IMEX America provides hygiene kits to those in need.	2014	●		●	●	●	●		●		Discontinued in 2016.
Client satisfaction form and processes in place.	2010	◉	●	●	●	●	●	●	●	●	Projects in process.

CHECK to measure progress and ensure accountability

Item	Year of major change?	Reported?	Inclusivity	Integrity	Stewardship	Transparency	Human Rights	Labor	Environment	Anti-Corruption	New Milestones
MeetGreen® Calculator to measure event sustainability. Use to assess client projects.	2007 | 2010| 2017]2019	◉	●	●	●	●	◉	◉	●		In 2017 MeetGreen Calculator 2.0 was launched with both standard and advanced versions. In 2019 Calculator Levels were introduced to replace numerical scoring.
Best Places to MeetGreen® to measure destination event sustainability.	2009 | 2013	◉	●	●	●	●	◉	◉	●		Closed in 2017.
Sustainable Event Management System (SEMS) affiliate relationship to access online standards compliance tools (ISO 20121).	2013	●	●	●	●	●	●	●	●	●	No major changes.
Event-specific resource use monitoring (waste, energy, water, carbon, cost).	2007 | 2012 | 2014	◉	●	●	●	●			◉		No major changes.
HQ resource consumption monitored (waste, energy, water, gas, carbon).	2009 | 2014	●							●		No major changes.
Staff work travel carbon footprint measured and offset 100%.	2008 | 2014	●							●		No major changes.
MeetGreen® Onsite/Hybrid Event Carbon Calculator. Supplemented by new basic free calculator on company website, posted in partnership with Terrapass.	2012 | 2015	◉							●		No major changes.
ISO 20121: 20121 compliant company third-party audited since 2009.	2009 | 2012	●	●	●	●	●	●	●	●	●	Compliant.
Woman Business Enterprise Certified	2019	●	●	●	●	●	●	●	●	●	Achieved and certified for the first time in 2019.
Post-project reporting process and procedure to capture progress against targets.	2009 | 2012 | 2014	◉	●	●	●	●	●	●	●	●	No major changes.
Sustainability At Work Gold Certification for company policies, systems and HQ office practices	2016]2019	●	●	●	●	●	●	●	●	●	MeetGreen renewed it certification at the highest "Gold" level in 2019.
Published Green Event Checklist Infographic	2017	◉	●	●	●	●	●	●	●	●	Infographic was produced and made available on MeetGreen website, social media, and traditional media.
Published Single-Use Plastic, Green Menu Planning, and 2018 Infographics.	2018	◉	●	●	●	●	●	●	●	●	Infographics were produced and made available on MeetGreen website, social media, and traditional media.
Tweet-Chat monthly MeetGreen social media hosted virtual gathering.	2019		●	●	●	●	●	●	●	●	Content is shared across MeetGreen Twitter platform.

ADVOCATE to change internal and external practice based on lessons learned

Item	Year of major change?	Reported?	Inclusivity	Integrity	Stewardship	Transparency	Human Rights	Labor	Environment	Anti-Corruption	New Milestones
Events Industry Council Sustainability Committee, Member	2019	◉	●	●	●	●	●	●	●	●	
US Green Building Council, Member, Accredited Professional.	2019	●	●	●	●	●	●	●	●	●	
Sustainable Event Alliance, Member, Accredited Professional.	2013	●	●	●	●	●	●	●	●	●	
Meeting Professionals International Members.	2007	●	●	●	●	●	●	●	●	●	
Meetings Focus Advisory Board and blogger.	2010	●	●	●	●	●	●	●	●	●	
Low-Carbon Events Pledge Committee Member.	2015	●	●	●	●	●	●	●	●	●	
Sustainable Purchasing Leadership Council, Member	2016	●	●	●	●	●	●	●	●	●	
International Society of Sustainability Professionals, Member	2016	●	●	●	●	●	●	●	●	●	
CSR Professionals, Member	2016	●	●	●	●	●	●	●	●	●	
Global Reporting Initiative EOSS working group member.	2010	●	●	●	●	●	●	●	●	●	
ISO 20121 Sustainable Event Standard mirror committee members (US/Canada).	2010	●	●	●	●	●	●	●	●	●	
APEX-ASTM Environmentally Sustainable Event Standard Chair, Review Panel members	2008	●	●	●	●	●	●	●	●	●	
#CSRShareDay Community leader/moderator	2015	●	●	●	●	●	●	●	●	●	
ANSI-ASQ National Accreditation Board Advisory Group.	2013	●	●	●	●	●	●	●	●	●	
Green Meeting Industry Council Founders, Directors, Committee members.	2017	●	●	●	●	●	●	●	●	●	
Mount Hood Community College Hospitality Advisory Board.	2010	●	●	●	●	●	●	●	●	●	
British Columbia Institute of Technology guest lecturing and instruction.	2013	●	●	●	●	●	●	●	●	●	
Professional Convention Management Association Green Task Force.	2016	●	●	●	●	●	●	●	●	●	
Convention Industry Council 9th Edition CMP Manual revision contributors.	2013	●	●	●	●	●	●	●	●	●	
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 or temporary, 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®
Connect. Sustain. Thrive.

MEETGREEN® Event Sustainability Measurement
Communication of Progress

CORE COMPANY INFORMATION

		2019	2018	Baseline**
1	Number of FTE employees	10	12	11
2	Number of client projects	19	19	16
3	Total event participants	108,475	113,342	90,910
4	Maximum event participants	36,800	40,033	37,000
5	Minimum event participants	392	339	160
6	Total events managed/mentored	613	619	44
7	Total number of direct vendors	158	155	457
8	Total number of event destinations	71	69	17
9	Total exhibitors/sponsors	2,752	2,778	2,340
10	Fines/citations received	0	0	0
11	Incentives received (>$25 per staff)	1	1	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.

OBJECTIVE: REDUCE OPERATIONAL FOOTPRINT

2019		2018	Baseline**		2019		2018	Baseline**
3,090	kwh electricity	4,484	16,411		304,314	Total air miles (project and discretionary)	285,840	250,498
381	therms natural gas	388	595		12,738	Total discretionary (non-project) air (km)	20,123	71,632
24	CCF water used	24	58		291,576	Total project air (km)	265,717	178,866
54%	waste diversion from landfill	54%	53%		42	MT CO2e emissions (Scope 3)	42	42
3.1	MT CO2e emissions (Scope 1/2)	3.9	8		4	Emissions per FTE Employee (MT CO2e)	4	5
100%	Employees offered transit subsidy	100%	100%		100%	Percentage of carbon emissions offset Scope 1, 2 & 3	100%	100%
100%	Employees work from home	100%	25%					

OBJECTIVE: MEASURE LEGACY

2019		2018	Baseline**		2019		2018	Baseline**
22	Volunteer/pro-bono hours per FTE	12	29		3,000	Audience reached by education sessions/webinars	1,918	9629 (total)
					435,100	Audience reached by most active social media - Twitter	257,900	435

OBJECTIVE: ADVANCE SUSTAINABILITY FOR EVENT PROJECTS

2019		2018	Baseline**
66	Average MeetGreen Calculator score	63	54
15	Event vendor types covered with responsible purchasing language	15	5
$ 132,495	Value of sustainable event recommendations to clients	$ 127,479	$105,000

✓

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.

✓

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.

---

* Data may be adjusted to reflect updates received following the CoP reporting deadline in the previous year. This is not uncommon as receipt and verification of event data may be delayed.

** Operational baseline. Varies per indicator. Typically 2007-2010.

All measurements are for a single fiscal year, January 1 - December 31.

MeetGreen®