

## MEETGREEN® About Us and Our Commitment

*Communication of Progress*

**Revision:** 2/5/21  
**Status:** CoP complete for FY 2020 (enclosed)  
[External Corporate Report complete for 2020](#)

**Contact:** Nancy Zavada, President  
MeetGreen®  
PO Box 18010, Portland OR USA 97218  
[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, 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](http://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.

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● **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												
PLANS	ONGOING	Sustainability Policy created, including vision, objectives, targets and actions. Posted internally and externally.	2008   2010   2014   2020	●	●	●	●	●				None. Ongoing action against policy. In 2020 MeetGreen updated the sustainability policy template it creates for interested clients and has made available in the Sustainable Event Kit.
		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   2020	⊕	●	●	●	●	●	●	●	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   2020	⊕	●	●	●	●	●	●	●	Minor and ongoing updates to ensure current and relevant information is included. Reviewed and updated again in 2020.
		Standard project planning and status report forms for managing client-specific work (wiki-based). Revised minimum sustainability guide	2009   2019   2020	⊕	●	●	●	●	●	●	●	Reviewed against current practices and ongoing updates to project plan formats. Added link to Egnyle to capture additional detail regarding 14 sustainability minimum practices. Added new templates for virtual events. Conference Management and Sustainability Consulting.
		Virtual Event Minimums 7 standard questions created to ensure baseline practices and requests articulated and integrated into Virtual Event Management Projects	2020	⊕	●	●	●	●	●	●	●	Questions were developed to help apply a consistent set of sustainability actions for planning of digital events.
		Sustainability Team Brainstorm List: Developed informal internal ideation tool for sustainability team to capture and prioritize tasks.	2020	⊕	●	●	●	●	●	●	●	Began incorporating in Spring of 2020.
		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 expectations.
		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 thus far from event community. Events community not engaging.
		Project-level Profitability Reports, used to guide resource allocation and corporate decisions.	2016   2020	⊕	●	●	●	●	●	●	●	Creation of system to report monthly profitability to all project managers. In 2020 profitability is still tracked but reports are no longer shared monthly with Project Managers- only at Quarterly Meeting.
		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												
SUPPORT	ONGOING	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   2020	⊕	●	●	●	●	●	●	⊕	Worked on major update and surveys and sustainable event kit. Redesign of Sustainable Events Kit in 2020.
		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	⊕	●	●	●	●	●	●	●	Implemented in 2018 in response to new GDPR policies.
		Weekly staff meetings to discuss day-to-day news.	2007   2020	⊕	●	●	●	●	●	●	●	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.	2020	⊕	●	●	●	●	●	●	●	No major changes to conference management. Sustainability weekly project meetings have new standard notes format and structure.
		Weekly project meetings for Sustainability team to discuss project activities between team and management.	2018   2020	⊕	●	●	●	●	●	●	●	Combined Conference Management and Sustainability team meetings to ensure healthy, regular communication about project-level information to management. Created new team initiative tracking tool to manage sustainability team tasks and priorities.
		Virtual Event Stakeholder Templates developed to be customized for virtual events speakers/moderators, sponsor, attendees	2020	⊕	●	●	●	●	●	●	●	Able to be tailored to unique needs of each client.
		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.
	CMP Study Group created as a professional development and continuing education opportunity with MeetGreen Conference Managers	2020	⊕	●	●	●	●	●	●	●	Meeting informally but steadily to advance conference management team progress towards CMP certification.	
	People Supporting People section of the Wiki created and monthly meetings scheduled to raise the bar for MeetGreen's social initiatives and reporting.	2020	●	●	●	●	●	●	●	●	Meetings attended by full MeetGreen teams and tasked with working towards embedding a consistent set of baseline Social Impact practices and metrics that can be applied across all of MeetGreen's internal and external efforts.	

	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.
	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 service ware, name badges and signage.	2012   2013   2014	⊕	●	●	●	●	⊕	⊕	●	●	●	No major changes.
	Staff first aid training supported to ensure all on-site 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	●	●	●	●	●	●	●	●	●	●	No major changes.
	Special interest publications (white papers) on event sustainability topics: Social Responsibility for Meetings (2010) and State of the Industry White Papers (2011)	2009	●	●	●	●	●	●	●	●	●	●	No major changes.


					ISO 20121 Principles				UNGC Principles		
<ul style="list-style-type: none"><li>● 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.</li><li>● 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.</li></ul>	Year of major change?	Reported?	Inclusivity	Integrity	Stewardship	Transparency	Human Rights	Labor	Environment	Anti-Corruption	

ACT	ONGOING	ACTIONS engage stakeholders to implement plans to improve satisfaction and sustainability	2009   2013	⊕	●	●	●	●	●	●	●	●	No major changes.	
		Stakeholder engagement embedded in project processes (wiki status reports).												Consistently monitoring industry trends and changes. Expanded social media followers significantly. Marketing department attended SEA and Wordcamp trainings.
		Social media monitoring to scan for and respond to emergent issues.	2011/2016	●	●	●	●	●	●	●	●	●	●	
		YouTube Channel with MeetGreen produced sustainability education videos	2020	●	●	●	●	●	●	●	●	●	●	Launched brand new page with ongoing video additions.
		Project testimonials are collected from a diversity of project stakeholders.	2009   2020	●	●	●	●	●	●	●	●	●	●	No major changes.
		Attendee satisfaction forms and processes in place for projects as appropriate.	2020	●	●	●	●	●	●	●	●	●	●	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, Titusmook Estuary Projects, and Netarts Beach clean-up.
		Published Green Event Checklist Infographic	2017	●	●	●	●	●	●	●	●	●	●	Infographic was produced and made available on MeetGreen website, social media, and traditional media.
		Published Follow The Fork and Safe And Sustainable Events Infographics	2020	●	●	●	●	●	●	●	●	●	●	Infographic was produced and made available on MeetGreen website, social media, and traditional media.
		Blog Articles Related to Venues and Vendors, Pivoting From Face To Face Event, Discretionary Travel, Environmental Realism Series, Best Virtual Event Platforms, and Working From Home and Sustainability	2020	●	●	●	●	●	●	●	●	●	●	Target for publishing a new staff blog monthly during 2020.
		White Paper Reusable vs Disposable Service Ware at Events	2020	●	●	●	●	●	●	●	●	●	●	The scope of white papers incorporates a focus on research, data, and methodology that typically extends beyond the scope of a blog post.
		Water Restoration Certificates purchased to account for 100% of HQ office water use.	2015   2020	●	●	●	●	●	●	●	●	●	●	Completed.
		Corporate Report completed and shared publicly on company web site.	2009   2020	●	●	●	●	●	●	●	●	●	●	Current version includes data from 2005-2016. It is updated annually in Q1.
UnCarbon Infographic of emissions saved created for each digital event managed	2020	●	●	●	●	●	●	●	●	●	●	This graphic represents a comparison of digital emissions saved from in-person impacts.		
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.		
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	ONGOING	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.	
		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   2020	●	●	●	●	●	●	●	●	●	No major changes.	
		Staff work travel carbon footprint measured and offset 100%.	2008   2020	●	●	●	●	●	●	●	●	●	No major changes.	
		ISO 20121:20121 compliant company third-party audited since 2009.	2009   2020	●	●	●	●	●	●	●	●	●	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   2020	●	●	●	●	●	●	●	●	●	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.
		Tweet-Chat monthly MeetGreen social media hosted virtual gathering.	2019   2020	●	●	●	●	●	●	●	●	●	●	Content is shared across MeetGreen Twitter platform. Continued TweetChats throughout 2020.
		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.
		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.

ADVOCATE	ONGOING	change internal and external practice based on lessons learned											
		Events Industry Council Sustainability Committee, Member	2019	●	●	●	●	●	●	●	●	●	●
		US Green Building Council, Member, Accredited Professional.	2020	●	●	●	●	●	●	●	●	●	●
		Conveners, Member	2020	●	●	●	●	●	●	●	●	●	●
		Pacific Northwest Clean Water Association (PNCWA), Association Manager	2020	●	●	●	●	●	●	●	●	●	●
		Sustainable Event Alliance, Member, Accredited Professional.	2013	●	●	●	●	●	●	●	●	●	●
		Meetings Today 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 GOS5 working group member.	2010	●	●	●	●	●	●	●	●	●	●
		ISO 20121 Sustainable Event Standard mirror committee members (US/Canada).	2016	●	●	●	●	●	●	●	●	●	●
		APDX-ASTM Environmentally Sustainable Event Standard Chair, Review Panel members	2008	●	●	●	●	●	●	●	●	●	●
COMMITTEE	Meeting Professionals International Members.	2007	●	●	●	●	●	●	●	●	●	●	
	RC3ShareDay 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 "complete" in process. Expected to be moved to "Complete" or "Completed".
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.



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Green. Inside. Every.

**ONGOING** Task is refined and updated on an ongoing basis. 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® Event Sustainability Measurement

Communication of Progress

### CORE COMPANY INFORMATION

	2020	2019	Baseline**
1 Number of FTE employees	13	10	11
2 Number of client projects	22	19	16
3 Total event participants	244,337	108,475	90,910
4 Maximum event participants	175,212	36,800	37,000
5 Minimum event participants	127	392	160
6 Total events managed/mentored	162	613	44
7 Total number of direct vendors	25	158	457
8 Total number of event destinations	2	71	17
9 Total exhibitors/sponsors	209	2,752	2,340
10 Fines/citations received	0	0	0
11 Incentives received (>\$25 per staff)	0	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

2020	2019	Baseline**	2020	2019	Baseline**
3,328 kwh electricity	4,715	16,411	646 Total air miles (project and discretionary)	304,314	250,498
281 therms natural gas	332	595	646 Total discretionary (non-project) air (km)	12,738	71,632
13 CCF water used	24	58	NA Total project air (km)	291,576	178,866
54% waste diversion from landfill	54%	53%	0.3 MT CO2e emissions (Scope 3)	42	42
2.5 MT CO2e emissions (Scope 1/2)	3.1	8	0.22 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

2020	2019	Baseline**	2020	2019	Baseline**
9 Volunteer/pro-bono hours per FTE	22	29	2,000 Audience reached by education sessions/webinars	3,000	9629 (total)
			226,151 Audience reached by most active social media - Twitter	435,100	435

### OBJECTIVE: ADVANCE SUSTAINABILITY FOR EVENT PROJECTS

OBJECTIVE: ADVANCE SUSTAINABILITY FOR EVENT PROJECTS					
	2020		2019	Baseline**	
✓	NA	Average MeetGreen Calculator score	66		54
	14	Event vendor types covered with responsible purchasing language	15		5
	\$ 57,800	Value of sustainable event recommendations to clients	\$ 132,495		\$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.			
		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.			

\* 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.

