

MEETGREEN® About Us and Our Commitment

Communication of Progress

Revision: 3/31/22
Status: CoP complete for FY 2021 (enclosed)
[External Corporate Report complete for 2021](#)

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**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.

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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.

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 2021	⊙	●	●	●	●	●	●	●	In 2017 migrated to entire Wiki to new host platform which lead a major site overhaul. In 2021 added section dedicated to Social Equity & Events
		Operations Manual for all procedures related to client projects, including sustainability (wiki-based).	2009 2013 2021	⊙	●	●	●	●	●	●	●	Minor and ongoing updates to ensure current and relevant information is included. Reviewed and updated again in 2021.
		Standard project planning and status report forms for managing client-specific work (wiki-based). Revised minimum sustainability guidelines and data collection template.	2009 2019 2020	⊙	●	●	●	●	●	●	●	Reviewed against current practices and ongoing updates to project plan formats. 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.
	Update of Corporate Goals for 2021	2021	⊙	●	●	●	●	●	●	●	●	Update of corporate goals to address changes in events landscape in 2020 and 2021.
	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												
	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 2021	⊙	●	●	●	●	●	●	●	●	Updated Employee Review Process Document in 2021. Aim is to streamline document for more effective use across roles and functions.
	Hiring Safety & Security Expert to help advise on event safety and COVID-19 risk management for in-person events.	2021	⊙	●	●	●	●	●	●	●	●	Included staff professional development sessions to boost internal capacity.
	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 2021	⊙	●	●	●	●	●	●	●	●	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.	2021	⊙	●	●	●	●	●	●	●	●	No major changes to conference management. Sustainability weekly project meetings have new standard notes format and structure.

ACT	ONGOING	Social media monitoring to scan for and respond to emergent issues.	2011/ 2016 2021	●	●	●	●	●	●	●	●	Consistently monitoring industry trends and changes. Expanded social media followers significantly. Marketing department attended SEA and Wordcamp trainings. Monitoring and reporting conducted annually.
		YouTube Channel with MeetGreen produced sustainability education videos	2021	●	●	●	●	●	●	●	●	Launched brand new page with ongoing video additions. New video content added
		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.	2021	●	●	●	●	●	●	●	●	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.
		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 key topics in sustainability	2021	●	●	●	●	●	●	●	●	Numerous blog articles published across calendar year.
		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.
		White Paper How We Meet Matters Digital Carbon Accounting White Paper	2021	●	●	●	●	●	●	●	●	White paper study comparison of digital and physical event emissions based on MeetGreen's 2020 and 2021 data.
		Digital Event Emissions Calculator	2021	●	●	●	●	●	●	●	●	Lunched, free, easy to use, digital emissions calculator web tool.
		Creation of Hybrid Meetings Page	2021	●	●	●	●	●	●	●	●	Web page dedicated to unique considerations for hybrid events.
		Water Restoration Certificates purchased to account for 100% of HQ office water use.	2021	●		●	●	●		●		Completed.
		Corporate Report completed and shared publicly on company web site.	2009 2021	●	●	●	●	●	●	●	●	Current version includes data from 2005-2016. Is updated annually in Q1. Report received major update in 2021 to account for significant changes in events industry during 2020.
		UnCarbon Infographic of emissions saved created for each digital event managed	2021	●	●	●	●	●	●	●	●	This graphic represents a comparison of digital emissions saved from in-person impacts.
		Created Carbon Footprint of A Hybrid Event Infographic	2021	◎	●	●	●	●	●	●	●	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.
		Published Green Event Checklist Infographic	2017	●	●	●	●	●	●	●	●	Infographic was produced and made available on MeetGreen website, social media, and traditional media.

CHECK	ONGOING	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.		
		CHECK to measure progress and ensure accountability														
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 2021	●	●	●	●	●		⊙	●			No major changes.		
		HQ resource consumption monitored (waste, energy, water, gas, carbon).	2009 2021	●			●	●				●		No major changes.		
		Staff work travel carbon footprint measured and offset 100%.	2008 2021	●		●	●	●				●		No major changes.		
		ISO 20121: 20121 compliant company third-party audited since 2009.	2009 2021	●	●	●	●	●	●	●	●	●	●	Compliant.		
		Woman Business Enterprise Certified	2021	●	●	●	●	●	●	●	●	●	●	Achieved and certified for the first time in 2019.		
		Post-project reporting process and procedure to capture progress against targets.	2009 2012 2021	●	●	●	●	●	●	●	●	●	●	No major changes.		
		Destination Selection Tool for assessing the estimated carbon footprint of events by comparing locations and attendee travel	2021	●	●	●	●	●	●	●	●	●	●	Tool is designed as internal resource for MeetGreen event managers		
		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 2021	●	●	●	●	●	●	●	●	●	●	Content is shared across MeetGreen Twitter platform. Continued TweetChats throughout 2021.		
		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 to change internal and external practice based on lessons learned														
		ADVOCATE	ONGOING	Events Industry Council Sustainability Committee, Member	2019	●	●	●	●	●	●	●	●	●	●	
				US Green Building Council, Member, Accredited Professional.	2021	●	●	●	●	●	●	●	●	●	●	
				Conveners, Member	2021	●	●	●	●	●	●	●	●	●	●	
				Pacific Northwest Clean Water Association (PNCWA), Association Manager	2021	●	●	●	●	●	●	●	●	●	●	
				Sustainable Event Alliance, Member, Accredited Professional.	2013	●	●	●	●	●	●	●	●	●	●	
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			●	●	●	●	●	●	●	●	●	●			
COMPLETE	ISO 20121 Sustainable Event Standard mirror committee members (US/Canada).		2010	●	●	●	●	●	●	●	●	●	●			
	APEX-ASTM Environmentally Sustainable Event Standard Chair, Review Panel members		2008	●	●	●	●	●	●	●	●	●	●			
	Meeting Professionals International Members.		2007	●	●	●	●	●	●	●	●	●	●			
	#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	●	●	●	●	●	●	●	●	●	●			
	Meetings Today Blogger.		2010	●	●	●	●	●	●	●	●	●	●			
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® Event Sustainability Measurement

Communication of Progress

CORE COMPANY INFORMATION

	2021	2020	Baseline**
1 Number of FTE employees	7	13	11
2 Number of client projects	21	22	16
3 Total event participants	38,264	244,337	90,910
4 Maximum event participants	8,605	175,212	37,000
5 Minimum event participants	216	127	160
6 Total events managed/mentored	22	167	44
7 Total number of direct vendors	42	25	457
8 Total number of event destinations	3	2	17
9 Total exhibitors/sponsors	70	209	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.

OBJECTIVE: REDUCE OPERATIONAL FOOTPRINT					
2021	2020	Baseline**	2021	2020	Baseline**
3,660 kwh electricity	3,328	16,411	30,598 Total air miles (project and discretionary)	646	250,498
255 therms natural gas	281	595	14,272 Total discretionary (non-project) air (km)	646	71,632
8 CCF water used	13	58	16,326 Total project air (km)	NA	178,866
56% waste diversion from landfill	54%	53%	4.5 MT CO2e emissions (Scope 3)	0.3	42
4 MT CO2e emissions (Scope 1/2)	2.5	8	1.20 Emissions per FTE Employee (MT CO2e)	0.22	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					
2021	2020	Baseline**	2021	2020	Baseline**
5 Volunteer/pro-bono hours per FTE	9	29	1,800 Audience reached by education sessions/webinars	2,000	9629 (total)
			136,750 Audience reached by most active social media - Twitter	226,151	435
OBJECTIVE: ADVANCE SUSTAINABILITY FOR EVENT PROJECTS					
	2021	2020	Baseline**		
✓	60	NA	54		
	14	14	5		
	\$ 42,722	\$ 57,800	\$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.

