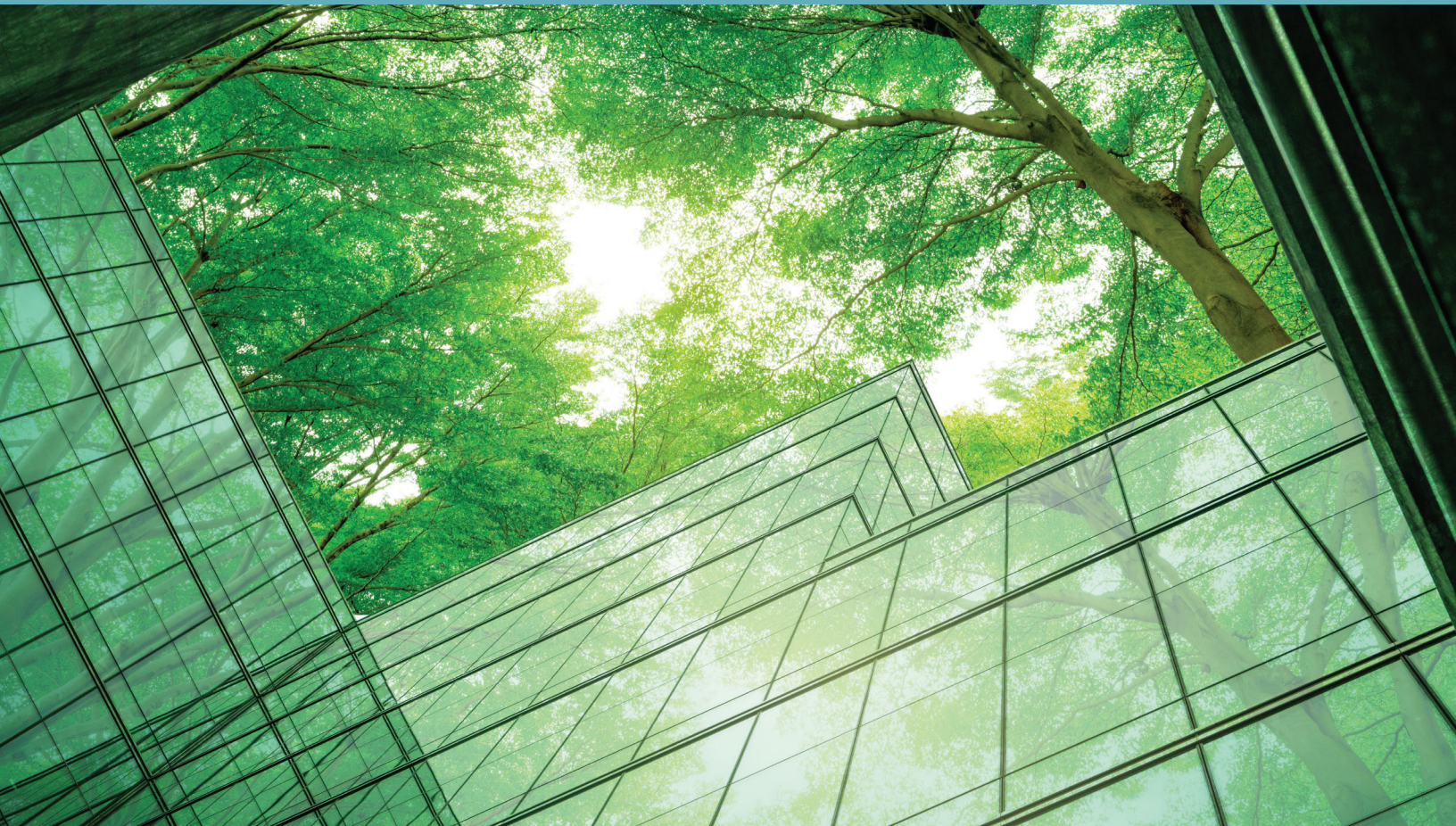


Sustainable Meetings Guide

prevue
meetings + incentives



Sponsored by





2024: A Year of Sustainable Firsts

The meetings and incentives industry continues its progress toward a more sustainable future. *By Barbara Scofidio*

Where 20 years ago sustainable meetings were a cutting-edge concept, the business events industry of today is not only adopting green practices in every aspect of their operations but shifting the conversation toward net-positive outcomes. Here are five highlights:

New Sustainability Conference

The Professional Convention Management Association (PCMA) and the **Strategic Alliance of the National Convention Bureaux of Europe (SANCBE)** announced during **IMEX Frankfurt** that they were launching a new global business event sustainability conference, **Convvene 4 Climate**. The inaugural event will be held Oct. 2-3 in Barcelona, Spain.

The workshop-based program will explore ways business events can mitigate the climate impacts of their meetings while also ensuring long-term profitability by looking at the issues involved through three lenses—Reimagine, Inspire and Movement. The programming will be designed to encourage meaningful discussion, collaborative problem-solving and the development of actionable strategies among both key industry stakeholders and a cross-section of related professionals.

“Together with SANCBE, PCMA is co-creating a way forward for a regenerative future that empowers the global business events industry to continue to operate in a commonsense way while driving positive change for a new economy,” says Sherrif Karamat, CAE, PCMA and CEMA President and CEO. “Now is the time to embark on this transformative journey to reimagine the future, inspire sustainable progress and ignite a movement towards a more resilient tomorrow.”

Regenerative Sustainability

Where the focus used to be on reducing the effects of meetings on the environment, it has shifted toward creating net-positive outcomes for both human and environmental wellbeing. One example of this is **Joycoast**—a sustainable corporate gifting provider that crafts eco-friendly wooden accessories such as sunglasses, watches and wallets—which plants 10 trees for every product sold.

“We have planted about 80,000 trees so far, which is pretty cool, but my goal is to get to a million trees in the next two years, as well as reduce the amount of harmful, single-use plastics in the environment,” says Joycoast Founder Reese O’Toole.

“Most of the wood we use to make our products comes from Africa—we source all the wood we use from **Forest Stewardship Council**-certified forests—so that’s where we replant trees as well. We work with a couple of partner companies that use the forest garden approach. They teach impoverished farmers in Africa how to grow a forest garden that will feed their families and provide surplus they can take to market to create an additional source of income that they then spend within their community. So it really uplifts the whole community.”

Carbon-Neutral Industry Events

ConferenceDirect’s Annual Partner Meeting (APM) 2024 in Arlington, Texas, was its first carbon-neutral event. Carbon offsets were purchased to mitigate the carbon footprint of attendee travel to the event.

ConferenceDirect follows the Sustainable Development Goals that were adopted by all United Nations Member States in 2015 and has committed to a 30 percent carbon reduction by 2030. Its team of sustainable meeting planners also have completed the Sustainable Events Professional Certificate by the Events Industry Council.

Sustainability Leaders

More and more industry suppliers are creating dedicated roles for sustainability leaders, such as **ASM Global**, with more than 50 green-certified venues. ASM recently appointed Lindsay Arell as its new chief sustainability officer, ramping up its efforts to make all 400 of its venues more sustainable.

In previous roles, Arell created the **ASM Global ACTS** sustainability plan and is former chair of the **EIC Sustainability Committee** and **ASTM Venue Sustainability Standard**.

LEED Certification

As LEED evolves, the bar is pushed higher—and major U.S. convention centers are building and renovating facilities with significant green and sustainable features. Currently, many of the largest convention centers in the U.S. are LEED (Leadership in Energy and Environmental Design) certified, with additional certifications pending. **The U.S. Green Building Council (USGBC)** LEED rating system identifies healthy and highly efficient green buildings and includes several categories of building types: new construction, interior fit outs, operations and maintenance and core and shell. Ratings are based on a point system with three levels: silver, gold and platinum.

Most recently, the **Seattle Convention Center’s** 1.5 million-sf **Summit** building earned LEED Platinum certification for new construction. **Moscone Center** in San Francisco holds LEED Platinum for the building operations and maintenance for its 504,000-sf campus. Also LEED Platinum-certified is the **Oregon Convention Center**, thanks to its comprehensive waste diversion program ensuring that the material brought into the building can be recycled, donated or taken back by the company that produced it.

LEED Gold-certified convention centers include the **Los Angeles Convention Center**; **Walter E. Washington Convention Center**, Washington, D.C.; **Huntington Place**, Detroit; **Anaheim Convention Center**, Anaheim, CA; **Ernest N. Morial Convention Center**, New Orleans; **Orange County Convention Center**, Orlando; **Colorado Convention Center**, Denver; **Georgia World Conference Center**, Atlanta; **San Diego Convention Center**; **George R. Brown Convention Center**, Houston; **The Venetian Convention and Expo Center**, Las Vegas; and **The David L. Lawrence Convention Center**, Pittsburgh.





Imagine hosting your next program in a place where every meeting supports nature and community. At Banff and Lake Louise, our commitment to sustainability infuses every aspect of our offerings.

Picture this: your program attendees exploring pristine landscapes and contributing to conservation efforts through our Community Impact Program (CIP). The co-invested prepaid card encourages local spending, enriching the community and supporting local businesses. This enhances the visitor experience and channels funds into local charities, creating a ripple effect of positive impact, underscoring our commitment to social responsibility and sustainability.

Unique venues, varying from mountaintop lodges to luxury resorts and rustic cabins, all prioritizing eco-friendly practices. This ensures events minimize their ecological footprint while maximizing attendees' experience and aligning business goals with responsible environmental stewardship in this breathtaking natural setting.

Our destination's 10-year vision, "Lead Tourism for Good," is a comprehensive approach to sustainable tourism. It prioritizes authentic visitor experiences, environmental stewardship, community well-being, Indigenous partnerships, and smart tourism initiatives. This holistic strategy ensures a balanced and thriving future for visitors and the environment. We aspire to set global benchmarks for sustainable tourism, inspiring both visitors and destinations to embrace responsible travel practices.

By hosting your event in Banff and Lake Louise, you are aligning with a mission to lead tourism for the benefit of both people and nature. Your program will not only inspire and rejuvenate attendees but also leave a lasting, positive legacy on this remarkable place.

About Banff & Lake Louise Tourism

With inspirational views in every direction, Banff and Lake Louise creates the perfect backdrop for any gathering. Mountaintop settings, natural caves, elegant ballrooms, cowboy cookouts, and a variety of private, luxury and rustic venues can transform to fit every theme imaginable. Versatile venues accommodate various themes and budgets.

banfflakelouise.com/business-events

 @banff-lake-louise-tourism

 @banff_lakelouise

 @banfflakelouise



Park City is setting the standard for urban sustainability, transforming eco-friendly meeting practices from a trend into an expectation. At the heart of this initiative is our Sustainable Tourism Plan. Our comprehensive guide aims to create a thriving community and welcoming destination that considers community, environmental and economic benefits equally.

Due to a long-standing commitment to environmental conservation, Park City has made strides in reducing our carbon footprint. Our mountain destination has:

- Set a 2030 community goal of net zero emissions and food waste
- Preserved more than 10,000 acres of protected open space
- Implemented a complimentary public citywide bus system fueled with 30% solar electricity and 70% biodiesel
- Established an aggressive recycling program for residents and businesses
- Deployed a low-fee Summit Bike Share program (pedal-assist e-bikes) available in the summer

Additionally, our charming town offers a variety of green hotels and resorts, from budget-friendly options to luxury accommodations, which support our sustainability goals. These properties use eco-efficient systems to ensure your stay in the destination is comfortable and low-impact, from environmentally preferable purchasing (EPP) and waste diversion programs to energy management and green housekeeping initiatives.

Our distinctive art and cultural richness, championed by the Arts Council Park City Summit County, integrates creativity with sustainability. The Council offers planners tips and tricks to add a touch of green to their meetings and events.

As you can see, sustainability in Park City isn't just a practice but a way of life. We are dedicated to fostering a community where eco-friendliness thrives.

About Us

Meeting in Park City, Utah, embodies mountaintop — embracing a way of life that celebrates each other while protecting the natural beauty and unique charm of the place we call home. When your group steps into our inviting mountain town, you're welcome to enjoy eco-friendly hotels and venues, eateries and more.

visitparkcity.com/meetings

 @visitparkcity

 @VisitParkCity

 @VisitParkCity



At Royal Caribbean, our mission is to deliver the best cruise experiences, responsibly. We reach beyond the horizon to SEA the Future – our commitment to sustain our planet, energize communities and accelerate innovation. Our promise is to operate the safest ships on the seas, protect the oceans we sail, and put people and communities first in everything we do.

We are exploring multiple paths and technologies to future-proof our ships and grow our energy portfolio. We recently completed biofuel testing, confirming it is a reliable supply of lower emission energy for our ships. These steps, along with a relentless focus on energy efficiencies, allowed us to reach more than halfway to our 2025 carbon intensity reduction target – and one step closer to Destination Net Zero, our strategy to reach net-zero emissions by 2050.

We took a big leap forward with waste reduction and introduced the first waste-to-energy systems on our ships, turning organic waste into energy for use onboard. New technologies have helped us reduce food waste by 25% on our ships. These advancements allow us to improve our current operations while we design ships for a new era of cruising.

We aim to produce long-lasting change in the decades to come, and we are proud to have successfully introduced the first liquified natural gas-powered ships with the launch of *Icon of the Seas* and *Utopia of the Seas*. Through our actions on climate, water, waste and more, we are helping lead the way to a more sustainable cruise industry.

About Royal Caribbean International

Royal Caribbean transforms events into the ultimate productivity paradise at sea and onshore. Epic meeting and conference venues, vibrant restaurants, onboard thrills, the fastest internet at sea and beautiful destinations leave everyone impressed. Our ships uniquely blend work, play and an incredible place to stay with innovation leading the way.

royalcaribbeanincentives.com

 [@rci-corporate-meetings-incentives-and-events](https://www.linkedin.com/company/rci-corporate-meetings-incentives-and-events)