

## Why so much emphasis on sustainability?

Because the world is changing at a pace  
unprecedented in the history of the planet...



# Our Pledge to Sustainability

## Making Events Environmentally Sustainable

SITE Florida & Caribbean Chapter, the organizers of this meeting/ incentive/ conference/ event are committed to making it an environmentally sustainable event according to the ISO 20121 Standards with regards to the sustainability impact of meetings and events.

The primary areas of impact are on:



**AIR**



**WATER**



**ENERGY**



**WASTE**



**FOOD &  
BEVERAGE**



**COMMUNITIES**

We comply with measurement and reporting protocols. Join us in this sustainable process.

## Leaving A Positive Legacy

### One Event At A Time



We seek to leave a positive legacy at each event for both the participant as well as the local community.

We provide a Sustainability Stakeholder Survey for each event. This stakeholder engagement survey is an integral part of the ISO compliance process, and allows us to consider what sustainability needs, requests and opinions are needed to plan this event.

## What is ISO?

Geneva-based International Organization for Standardization

First you may ask what is ISO?



ISO is the Geneva-based International Organization for Standardization, the world's largest developer of voluntary international standards.

ISO brings experts together through its members to create standards that help business ensure products and services are safe, reliable and of good quality.

## The SMPP® System

A Tool That Helps Organizations Embed Sustainability

We currently utilize a system called The SMPP® System.



It is the ONLY system certified to meet the ISO 20121 Event Sustainability Management Systems standards.



The SMPP® is a tool that helps organizations embed sustainability into their meetings and events in accordance with industry sustainable event planning standards. It includes fillable forms with ready-to-use company event sustainability policies, procedures, goals, measurable objectives, scoring forms, checklists, industry compliance forms and reporting templates to achieve ISO 20121 certification.

## United Nations 17 SDGs

We're committed to supporting the 17 United Nations Sustainable Development Goals.



## How can we accomplish this?

By following a 11-step event process

1. **Issue Identification:** This step is required by ISO 20121. It involves identifying and evaluating significant sustainability issues related to the event and a course of action to address them.
2. **Stakeholder Engagement:** This step is required by ISO 20121. It can be performed in a survey style methodology.
3. **Event-Specific Memo:** This step is required by ISO 20121. It involves documenting event-specific sustainability matters.
4. **Venue/Supplier Checklists:** Coordinate with the venue to complete the checklists.
5. **Contract:** Incorporate sustainability clauses and checklists in venue contract or agreement.
6. **Donation Program:** Document donation program details.
7. **CSR Activity:** Document CSR activities.
8. **Material Reuse:** Document material reuse details.
9. **Event Website:** Upload sustainability information.
10. **On-site action items:** During event, prepare venue scoring form, event compliance scoring form and event measurement scoring form.
11. **Post-event action items:** Prepare event compliance report, event measurement report and Terrapass carbon footprint report and post-event report documenting the event sustainability results.

## The Event

### EARTH DAY & PLANTING A TREE CANOPY

SITE Florida & Caribbean planned a virtual event for Earth Day 2020 with the intent to **share exemplary sustainable practices** from Incentive Houses/ DMCs, Hotel partners and Chapter meeting practices to support the 50<sup>th</sup> anniversary of “Earth Day”.

As this year's Earth Day happened during “lock down” due to the Covid-19 situation, the event was an online webinar and we invited other SITE Chapters (Texas & Midwest) to join the event.

Two of our board members (Sustainability Champion Steffi Kordy and our Industry Relations Vice President Tracy Connolly) were leading the webinar after imploring good practices from some of our SITE member hotels and DMCs.

Attendees were encouraged to follow the webinar by bringing a “canape” to munch on and by donating \$ 1.00 per tree to build a tree canopy supported by SITE Global. We raised almost \$ 700 for 700 trees during the event.

Given the nature of the event being online and the planting of trees, this event left a positive carbon footprint and was a perfect fit for Earth Day!

# Leaving A Positive Legacy

## One Event At A Time



### HOTEL ENERGY

This event was held online and attendees joined from the comfort of their home office during the Covid-19 lock down situation.

There was no energy or water used other than to power the computer.

Furthermore, no one had to commute, so this event was 100% carbon-neutral in this regard.



### WATER

## Leaving A Positive Legacy



### **FOOD & BEVERAGE**

#### One Event At A Time

Attendees were encouraged to provide themselves with a home made “canape” and a drink as a pun to the title of the event “Canape Hour”.

We assume there was no left-overs and that attendees used dishes they use in their household, so no F&B waste was accumulated.

## Leaving A Positive Legacy



**AIR  
MINIMIZE  
TRANSPORT  
USAGE**

### One Event At A Time

This event was an online-event at the comfort of every one's home office. No Transportation was used to attend this event.

As the canopy project supports local efforts of reforestations, we assume that minimal transportation is used in order to plant the trees.

# Leaving A Positive Legacy

## One Event At A Time



**WASTE  
SAVE PAPER &  
REPRODUCTION**

Due to the nature of being an online event, there was no paper or other waste produced during this event.

The presentation will be made available online for those who could not attend or would like to revisit.

In fact, some of the content in the webinar was about how to refuse, re-use or re-purpose any waste that meetings might produce and provided ideas on how to avoid waste.

Some examples were to use pencils with herb seeds that can be planted after the pencils have been used. Another example is to “harvest” used hotel products such as no longer used uniforms, pillows, bathrobes etc. and give them to local people in need or homeless shelters. Or, how to avoid food waste by using re-usable or organic material dishes and ordering plant based versus meat based food during events.

### The 17 SDGs

How this event supported the following



Promote healthy lives and promote well-being for all at all ages.

We encouraged healthy, home made canapes and drinks to the event. We also promoted healthy choices of foods and activities during real events as part of the education content.



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Our focus was to share real life, positive and easy to copy examples on how to run a sustainable event or choose sustainable suppliers.

We furthermore educated on the history and purpose of Earth Day, and allowed our members to help build a canopy of trees. It is another example how one can do only so much, but together we contributed to an entire canopy!



Achieve gender equality and empower all women and girls.

The subject by itself is gender indifferent.

SITE supports many women professionals and we encouraged all to attend our events. Both speakers were women with the technical back up of a male.

## The 17 SDGs

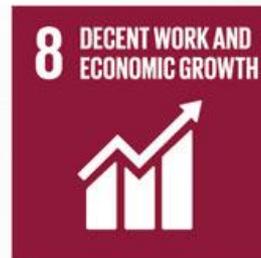
How this event supported the following



Ensure access to affordable, reliable, sustainable and modern energy for all.

No extra energy was sourced for this event other than electricity to power the computer.

One of the speaker's office is run on solar energy and it was mentioned as a positive example.



Promote sustained, inclusive and sustainable economic growth, full and productive.

Through our association and education, we provide information at an event that will help the participants to grow in their business and be productive, while promoting sustainable actions at the venue.



Reduce inequality within and among countries.

Our events are open to all attendees from any country or origin. We promote working together in one industry. The proceeds of this event will go to an area that is in need of balancing its organic situation (deforested areas).

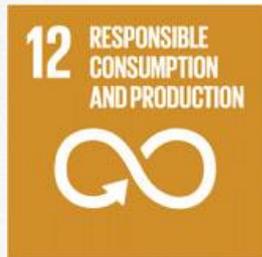


Make cities and human settlements inclusive, safe, resilient and sustainable.

We provided good examples of hotels that re-used, repurposed or recycled their building materials to create sustainable hotels and work environments.

## The 17 SDGs

How this event supported the following



Ensure sustainable consumption and production patterns.

We provided our attendees with practical information on how to source responsible and gave easy to adopt ways to use locally sourced products, e.g. for give-aways as well as food and other materials.



Protect, restore and promote sustainable use of terrestrial eco-systems, sustainably manage forests, combat desertification, and halt land degradation and biodiversity loss.

We provided examples of resorts in FL and the Caribbean that did an excellent job on protecting or restoring the eco-systems both on land and in the water. Plus we contributed to plant almost 700 new trees!



Aim to sustainably manage and protect marine and coastal ecosystems from pollution, as well as address the impacts of ocean acidification.

We provided good examples of how to protect and help restore life below water. The event extensively talked about efforts to restore coral reefs, to support sea turtles, dolphins and other marine life by providing references to incorporate into future events.



Strengthen the means of implementation and revitalize the global partnership for sustainable development.

SITE Florida & Caribbean Chapter partnered with two other SITE Chapters on this event. This helped to spread the message and contributed to building a larger canopy as the other two chapters generously provided \$ 1.00 for each member.

## The 17 SDGs

How this event supported the following



Climate change presents the single biggest threat to development, and its widespread, unprecedented impacts disproportionately burden the poorest and most vulnerable. Urgent action to combat climate change and minimize its disruptions is integral to the successful implementation of the Sustainable Development Goals.

Our goal was to educate on positive climate actions that can be done in the hospitality industry. By spreading good examples, we hope to encourage and inspire others.

We furthermore provided easy to implement sustainable practices for meetings, events and incentives. Through collecting voluntary donations from the attendees to support planting trees in areas, that were deforested either by fire or other natural or man-made catastrophes, we surpassed our goal of planting trees by contributing a total of 700 trees!

Together with others it is the "Canopy Project" goal to create a canopy with 1 tree per person living on earth, will help combat climate change!

### Our Main Goal: Climate Action

Building a Canopy together!

Trees are essential to maintaining our climate and biodiversity. Trees contribute to the global environment by improving air quality, conserving water, preserving soil, and supporting wildlife. During the process of photosynthesis, trees take out carbon dioxide from the atmosphere and produce the oxygen we breathe.

While we humans get most of our carbon through eating, trees breathe it in the way that we breathe in oxygen. When a tree breathes, it inhales carbon dioxide and exhales oxygen - the exact opposite of humans. As a tree matures, it can consume 48 pounds of carbon dioxide per year (among other greenhouse gases like ozone) and releases enough oxygen for you to breathe for two years!

Removing carbon dioxide from the atmosphere and releasing oxygen in its stead also helps limit global warming, providing for a cleaner, healthier climate.

**By planting 700 trees and having virtually no extra carbon imprint other than the use of the computer for 1 hour , we left earth a better place than when we started!**



## Leaving A Positive Legacy

One Event At A Time

### THE CONCLUSION

SITE Florida and Caribbean ran the event following the ISO 20121 standards with the support of the SMPP® System that helped us with procedures, goals and measurable objectives and industry compliance forms and achieved a 100% sustainable event.



## ACHIEVING A 100% SUSTAINABILITY EVENT

Not only leaving no carbon footprint but a positive one!