

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.

2019 Fall Board Retreat

SITE Florida & Caribbean planned a Fall Board Retreat on August 16 – 17, 2019 at the Isla Bella Beach Resort in Marathon, Florida Keys, Florida. The purpose was to bring the Board of Members together in-person as they are from different parts of Florida and the Caribbean, to discuss the past and future goals and activities of the Chapter. **The Program:**

Friday, August 16

Arrivals / Welcome Reception

Saturday, August 17

Full day Board of Directors Meeting
Reception and Dinner

Sunday, August 18

Breakfast on own / Departures

Leaving A Positive Legacy



HOTEL ENERGY

One Event At A Time

Hotel uses InnSpire Technology to enhance the digital guest journey at the hotel. A holistic and collaborative approach to enhance every technical touch-point of the guest's journey. Energy saving LED lighting are used in all guestrooms and meeting space and have sensors for lighting and HVAC systems. The hotel has an energy conservation program and some renewable energy use.



WATER

The hotel has water conservation program and water-efficient fixtures along with a guest linen/towel reuse program. Throughout our meeting and meals we avoided prefiling water glasses

Leaving A Positive Legacy



FOOD & BEVERAGE

One Event At A Time

Most of the food and ingredients were sourced locally by the hotel, therefore, reducing transport miles.

The hotel uses organically grown or raised foods and sustainable seafood. Seafood is purchased daily from local fishermen.

During food service, straws were eliminated alongside reducing plastic or paper tableware and there was minimal use of linens.

Hotel uses food and beverage containers that are reusable, recyclable or compostable. Hotel minimizes meal/snack packaging and disposable containers.

Hotel prohibits polystyrene and purchases EPP products where available.

Leaving A Positive Legacy



**AIR
MINIMIZE
TRANSPORT
USAGE**

One Event At A Time

SITE Florida & Caribbean chose a location that was close to most of the attendees, and there were only 2 people who flew to the event. There was access to public transportation and many attendees shared driving.

We also used existing furniture from hotel for its meeting and reception. All AV needs and most equipment was installed in-house so no trucking of items was needed.

Leaving A Positive Legacy



**WASTE
SAVE PAPER &
REPRODUCTION**

One Event At A Time

Reduce production of one-time use signage by using the Chapter pop-up sign that travels to each event.

No badges were printed, people were merely required to wear an old badge from a previous event – and it was a great ice-breaker.

The registration was handled on-line and all registration communication was done online. The attendees and suppliers were alerted this was a sustainable event and to participate in an online stakeholder survey therefore amplifying their engagement.

All suppliers were required to provide online feedback through a sustainability venue or supplier checklist.

Data and information gained from such events can be used to inform and implement changes for future events, educating suppliers and hosts on what makes an event truly sustainable.

The 17 SDGs

How this event supported the following



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

We included locally sourced or organic foods where possible. We provided plant-based sausage at the Farewell Reception. The arrival and farewell receptions were held outside by the ocean with existing lighting and on-site tables/linens.



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

The Board met to discuss the past educational events and how to improve on them for 2020 and the future 2019 events. The Chapter's goal is to provide quality education to all it's members.



Achieve gender equality and empower all women and girls.

The tourism and hospitality industry supports gender equality and the Chapter Board is made up of all walks of life, in different industry disciplines.

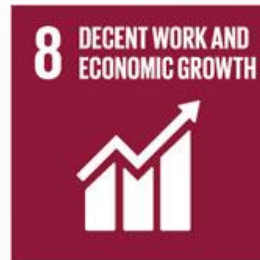
The 17 SDGs

How this event supported the following



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

We provided a comfortable and reliable brand-new venue with modern energy for our meeting at the Isla Bella Resort & Spa.



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

As Board members, our volunteer positions allow us to grow in our business and be productive, while promoting sustainable actions at designated events and include the local community.



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



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

We knew our attendees would be safe, and that they have implemented sustainable procedures to enhance the quality of life at the resort.

The 17 SDGs

How this event supported the following



Ensure sustainable consumption and production patterns. We provided our attendees with as much locally sourced food items, plant-based options, fresh local seafood, and quality products.



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

The hotel is located in the Florida Keys and have local donation programs in place. They purchase as much food items they can from local sources. They have planted over 1,000 trees on property.



Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

Our goal is to provide a safe and peaceful location, that includes sustainability in their culture. The Isla Bella Hotel works closely with the local community, fishermen and marine conservation programs.



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

SITE Florida & Caribbean Chapter supported the Turtle Hospital in Marathon Key and donated to the hospital as well as adopted a turtle.

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 an 80% sustainable event.



ACHIEVING A 80% SUSTAINABILITY EVENT