

# 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

### Sustainability Education & Networking Event

SITE Florida & Caribbean planned an Sustainable Education & Networking Event on Friday, May 17<sup>th</sup>, 2019 at The 1 Hotel South Beach with (3) speakers: Steven Pollock, CMP, John D. Buschman, Ph.D, and Elizabeth Wheaton and moderated by Maura Zhang, CIS, CITP. The day included a transformative experience aimed at achieving balance, health, nutrition and ultimate wellness! There was an educational panel sharing some sustainable best practices for the meetings and incentive industry!

#### The Afternoon's Program:

- 9:30am Registration and networking prior to Sustainability event
- 10:00am Sustainability Best Practices Expert Panel
- 10:45am Tour the 1Hotel to learn about their sustainability initiatives
- 11:3 am Meditation Class
- 12:15pm Organic Plant Based Networking Lunch with Chef
- 1:00pm Optional Spa



## Leaving A Positive Legacy

### One Event At A Time



#### **HOTEL ENERGY**

From air and water filtration systems, to biophilic design principles and the use of natural materials throughout their spaces, 1 Hotels place health and wellness at the center of design, construction, facilities and operational decisions. The hotel offers energy efficient rooms, where lights and A/C are motion detected, hepa air filters, digital newspapers, refillable bath product dispensers, filtered water taps throughout the hotel to refill your water bottles. Once a month, they also do lights out in the lobby.



#### **WATER**

Water was provided in the meeting upon request.  
Filtered water taps throughout the hotel to refill your water bottles

## Leaving A Positive Legacy



**FOOD &  
BEVERAGE**

### One Event At A Time

They believe that all food should be good, clean and fair; delicious and nutritious food is a right; natural resources should be protected for future generations; people and the environment depend on one another; and the dignity of labor from field to fork should be fought for. The restaurants offer plant-based, locally sourced products.

For this event, the Chef at Plnthouse restaurant prepared a mostly plant-based menu and brief education for our guests.

## 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 (0) 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 provided with reused name badges from previous events.

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

All suppliers were required to provide online feedback through a sustainability 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 encouraged guests to dress in "athleisure" so they could participate in a 45 minute wellness activity: mindfulness meditation session. Group then enjoyed a vegan lunch with plant-based nutrition education by Plnthouse Restaurant's Chef.



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

Our expert panel focused on teaching the basics and sharing some best practices for the events industry. Defining Sustainability for Events; Sustainability Standards and Principles; ISO 20121; Environmental Footprint of an Event; Reducing an Event's Footprint; Resources and Ideas to Make Events More Sustainable.



Ensure availability and sustainable management of water and sanitation.

Hotel offers filtered water shower and custom refillable bath products made with naturally derived ingredients. Filtered water taps throughout the hotel to refill reusable water bottles.

## The 17 SDGs

How this event supported the following



Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

The Director of Environment and Sustainability Department of the Office of the City Manager of Miami Beach participated.



Ensure availability and sustainable management of water and sanitation.

This event supported thriving economic practices through local support as the hotel works with local vendors and gives back to the community.



Ensure sustainable consumption and production patterns.

1 Hotel exercises Supply chain management and responsible purchasing. Systems in place for Conservation of resources, including water, energy and natural resources, and waste management.



Take urgent action to combat climate change and its impacts. Family style lunch and beverages on consumption, no pre-filled water glasses. All serveware was reusable or recyclable. The hotel has its own composting and food waste management systems, as well as their own herb and plant garden.

## The 17 SDGs

How this event supported the following



Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

By addressing Plastic Free Miami Beach and the hotel's partnership with DeBrees Free Oceans, we educated the audience on these initiatives and multiple ways they can use these resources for their events.



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

1 Hotel exercises Supply chain management and responsible purchasing



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

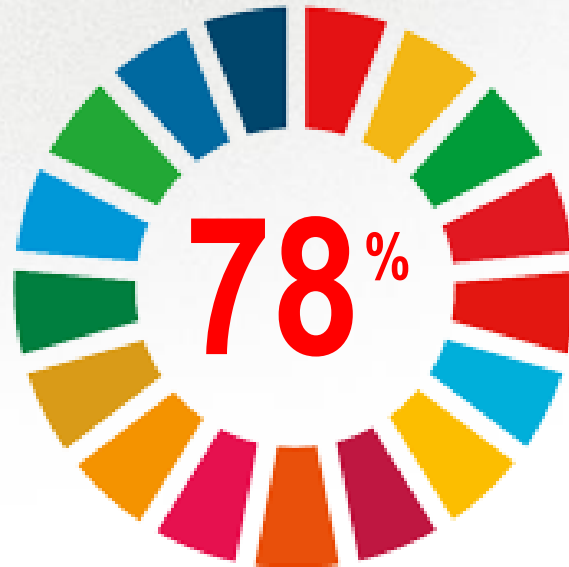
Combined resources and efforts from 1 Hotel and SITE Florida & Caribbean, along with City of Miami Beach, Sustainable Events Network and Events Industry Council to educate and reduce our waste and footprint for the event.

# 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 78% sustainable event.



## ACHIEVING A 78% SUSTAINABILITY EVENT