

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

International Women's Day Celebration & Sustainable Education

SITE Florida & Caribbean planned an event International Women's Day Celebration & Sustainable Education Event on Friday, March 8th, 2019 at The Vinoy® Renaissance St. Petersburg Resort & Golf with female guest speaker Michele Rigby Assad, talking about how critical courage is to living a life of impact and purpose and with Jane Scaletta who spoke about sustainability.

The Afternoon's Program:

- 1:45 PM Registration/Dress for Success Donation
- 2:00 PM Opening Remarks
- 2:15 PM Hotel/Sponsor Presentation
- 2:30 PM Sustainability Discussion
- 3:15 PM Guest Speaker regarding Women in Business
- 4:00 PM Light Reception

Leaving A Positive Legacy

One Event At A Time



HOTEL ENERGY

Energy saving LED lighting are used in all guestrooms and meeting space at The Vinoy® Renaissance St. Petersburg Resort & Golf Club. The Hotel uses Telkonet Thermostats in the Tower Building that is linked with the check-in system and updates the guestroom air conditioners to go in to either occupied or unoccupied mode. Also the units shut down when the front door or balcony door is opened as well to prevent unnecessary energy usage.



WATER

Water was provided in the meeting upon request. They have low flow urinals in all front of the house restrooms.

Leaving A Positive Legacy



FOOD & BEVERAGE

One Event At A Time

The majority of the food and ingredients were sourced locally of the hotel, and the reception had plant-based appetizers was served in both hand-passed and buffet format. Locally sourced food helps reduce transport emissions, and is often more sustainable as well as supporting local communities and businesses. Any food waste was sent to the ORCA Machine - a food digester that through special microbes and agitation breakdown the food waste we generate in to water that goes down the drain. They have diverted over 30 tons of waste from going to the St. Petersburg landfills over the past 4 months.

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

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 it's 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 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.

Many more people today are living healthier lives than in the past decade. We included plant based appetizers at our reception to promote a healthy choice of foods with access to an outdoor patio for fresh air and sunshine.



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

Our focus was to start living a life of impact and purpose. We included two excellent speakers that touched on taking life lessons and applying critical courage to living life of impact and purpose, along with learning how to take sustainable action and create a roadmap to sustainability.



Achieve gender equality and empower all women and girls.

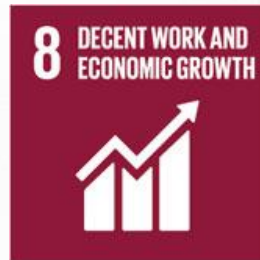
The event industry supports many women professionals and we encouraged all to attend our events. Both speakers were women and our main speaker was a CIA undercover agent in a world that is dominated by men.

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 venue with modern energy for our meeting at the Renaissance Vinoy.



Promote sustained, inclusive and sustainable economic growth, full and productive. Through our association and education, we provided 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



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 appetizers, 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.

We work with a venue that focuses on diverting food waste to landfills that affect our ecosystems. The Renaissance Vinoy uses an ORCA machine that is a food digester to divert tons of waste.



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 Renaissance Vinoy is dedicated to reduce their environmental impact, build and operate sustainable hotels and source responsibly.



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

SITE Florida & Caribbean Chapter partnered with a Marriott brand hotel by giving back to the community with the Dress for Success Tampa, to ensure that women who have lost their way are supported, educated and clothed to rejoin society.

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