

Sustainable Meetings Guide

prevue
meetings + incentives



Sponsored by





Sustainable Meetings Guide

Advice from the experts and fellow meeting planners on how to green your meetings and travel.

Prevue has compiled dozens of ideas and resources for creating more sustainable meetings, from the site selection phase, through F&B planning and all the way across the planning spectrum.

Sustainability Policy

A green meetings policy should include the following elements: a vision statement that concisely describes your ideal outcome, product or service; a list of principles that will help you know how to respond to an opportunity or challenge in a way that aligns with your sustainability vision; an understanding of environmental or social issues are most important to your organization, such as climate change; and specific, measurable, achievable, relevant and timely objectives (an example would be if you are requiring recycling, ask for a diversion rate).

Create a plan for identifying your event's sustainability objectives. This plan should include how you will achieve your objectives and what are the key performance indicators to track the success of your plan. Identify specific activities, (such as a certain percentage of waste diversion, percentage of local or organic meals, etc.) metrics for tracking, and outcomes you want

to achieve for each objective identified and who is responsible for the end results.

Site & Vendor Selection

Choosing a hotel that has a respectable "greening" program in place will help you reduce your event's impact. Look to the Green Key Eco-Rating Program or Bookdifferent.com.

Query vendors' practices in RFPs, for everyone from your hotel to your transportation company to your general service contractor, and weigh your decisions based on their answers and ability to provide sustainable services and products at no additional charge.

Meeting Travel

The Sustainability in Travel Self-Assessment Tool, created by the Global Business Travel Association and BCD, the parent company of Advito, lets you measure 10 areas of travel program sustainability to identify strengths and weaknesses and provides recommendations for improvement.

The carbon emissions from rail travel are significantly less than air travel. When applicable, why not offer to pay for the value

of a train ticket only, leaving it up to the attendee to pay for the difference if they choose to fly?

Include carbon offsets for attendees. There are many suppliers, such as Carbonfund, a nonprofit organization that provides carbon offsetting and greenhouse gas reduction options.

Engage attendees by using tools like TripSource to share tips on making business trips more sustainable—such as renting electric cars or using public transportation.

Contracting

When contracting a venue, integrate your environmental requirements in writing on your addendum. Among them: organic and local produce, composting, water-wise menus, food donation, local produce, bulk condiments, sustainable seafood, skip the straw, no disposables, electronic signage, recycled carpet, towel reuse.

Registration & Signage

Avoid PVC:

- Name badge holders are commonly made with clear PVC vinyl. Instead, consider compostable PLA, recyclable PET or polypropylene (PP) plastic holders or holder-less badges made of paper.

- Flexible hanging banners and adhesive decals are often made of PVC vinyl. Why not use digital displays or other non-PVC flexible textiles, such as PP, PET or polyester?

- Rigid panels that are inserted into aluminum tracking frames for signs, registration counters and exhibit kiosks are made from PVC vinyl. Consider cardboard, non-toxic wood and fiberboard instead.

Replace printed materials with a mobile event app and print on-demand. It could save up to two trees and 52,000 gallons of water.

F&B

Different types of meat have different carbon footprints, too. Beef is the worst culprit in terms of carbon. Chicken would be a better choice, or sustainable seafood such as oysters.

Try to source local fruit and vegetables that are in season. It may cost a little bit more, but it will definitely taste better. Also consider sourcing your beer, wine and spirits locally from one of the many craft breweries, wineries and distilleries popping up everywhere.

Request organic ingredients whenever possible.

During breaks, try to avoid using pre-packaged, single-portion snacks. Instead, opt for bulk foods like nuts, trail mixes or granola. Nicely chopped fruits and veggies are also easy to provide without the added plastic waste.



Choosing food in season from the local area is one of the easiest ways to make an F&B function healthier and more environmentally friendly. Not only will produce be fresher, but it is also a great way to incorporate the flavor of the region into your event. It also minimizes the transportation impact on the environment.

Design a Meatless Monday lunch. It could save 2.8 metric tons of carbon emissions based on a 1,000-person, three-day conference.

Ask your venue to offer a Fish Friday menu to all their in-house groups (known as ganging menus). The more groups using the same menu, the better for managing food waste. For added impact, leave the menu flexible, allowing your chef to make adjustments for the most sustainable option in your budget.

Eliminate all plastic bottles (water/soda/juices), plastic straws and coffee stirrers. Not only are there a variety of alternatives, but there are a variety of hotel brands that have already made the commitment to go plastic-free.

Gifting

Offer tchotchkes with a charitable component. One example is Fill It Forward: In addition to giving attendees a branded bottle to drink from at the event and at home, Fill It Forward bottles also provide clean drinking water around the world. Each bottle comes

with an app that tracks the individual's water consumption and provides insight on the impact on water projects supported every time they use the bottle. Another is Fahlo, which partners with animal rescue and conservation nonprofits to provide bracelets that allow recipients to have an interactive tracking experience with real animals of their choice while contributing to wildlife conservation.

If staff or giveaway t-shirts are needed, opt for an organic cotton, locally made product.

Of course, you could do away with the swag altogether in lieu of a gift to the attendee's choice of a local charity.

When doing an incentive at a "beach" destination, provide attendees with sunscreen that does not contain ingredients like oxybenzone and octinoxate.

Measure the Results

Track your performance. Just as we monitor our event budgets, we need to monitor and track the performance of our sustainability action plans. Post-event, ensure accurate reports so you can build on them for future years and use in your site selection process.

Share the success of your action plan with attendees, vendors, media and the industry. The more you can quantify your results in human scale terms (amount of money saved, amount of trees, amount of CO2 kept out of the atmosphere), the more engaged you and your stakeholders will be for your plan the following year.



Get Certified

As sustainability continues to gain ground, consider these sustainable meeting certificate programs:
Event Industry Council Sustainable Event Professional Certificate (SEPC)—The online version of the program launched in June 2021 as an updated and expanded version of the original in-person SEPC course. The program entails 16 modules covering everything from the business value of sustainability, to making meetings and events more sustainable, to effective methods for achieving corporate social impact goals through events. Those completing the SEPC are eligible for 12 hours of continuing eventscouncil.org/sustainability/SEPC

Meeting Professionals International's Sustainable Event Strategist—Those who undertake this program will learn how to view the event planning process through the lens of sustainability, according to MPI. In addition to teaching the tactical best practices for reducing the environmental impact of your events, the program explores how to create a culture of sustainable decision-making throughout your planning process, from presenting the business case for implementing a sustainability strategy for meetings and events, to implementing event waste and greenhouse gas emissions reduction tactics, to measuring and reporting an event's sustainability results. Those who finish the program can earn four clock hours toward their CMP.

mpi.org/education/certificate-programs/sustainable-event-strategist



Banff & Lake Louise Tourism has taken a groundbreaking step this year by launching the Community Impact Program (CIP). The initiative goes beyond the traditional approach to tourism, aiming to positively transform the environment, society, and economy of the region while driving sustainable economic growth. By incentivizing businesses to choose Banff and Lake Louise for their meetings and events, the program encourages investment in the local community and simultaneously enhances social and environmental outcomes.

The launch of the program closely follows the unveiling of the 10-Year Vision for Tourism in Banff National Park. CIP builds on the foundational pillars of environmental sustainability, community well-being, and economic prosperity. Banff & Lake Louise Tourism is setting a powerful example for other destinations, highlighting the potential for tourism to be a force for good.

A collaboration between Banff & Lake Louise Tourism (BLLT) and the non-profit Banff Canmore Community Foundation, CIP provides delegates with a pre-paid credit card funded by the program itself, with additional funds from BLLT. The card gives users the freedom to experience the destination and take home a part of Banff and Lake Louise that is close to their heart. Moreover, when a group enrolls for the program, they have a valuable opportunity to align themselves with a local charity that reflects their values. BLLT makes an initial contribution to the chosen charity on their behalf, this enables the group to create a meaningful impact and leave a lasting legacy.

About Banff & Lake Louise Tourism

With inspirational views in every direction, Banff and Lake Louise creates the perfect backdrop for any gathering. Mountaintop ski lodges, natural caves, elegant ballrooms, cowboy campsites, 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

facebook.com/banfflakelouise

instagram.com/banff_lakelouise

linkedin.com/company/banff-lake-louise-tourism/

mycompany

youtube.com/@BanffLakeLouiseTourism



CAESARS
ENTERTAINMENT®

Mental Health and Mindfulness in the Workplace

Mental health and mindfulness are two important concepts that have become increasingly relevant in today's fast-paced and demanding work environment. Mental health refers to our emotional, psychological, and social well-being. Mindfulness is a mental state achieved by focusing one's awareness on the present moment while acknowledging and accepting one's feelings, thoughts, and bodily sensations.

Work can be a double-edged sword. On the one hand, it provides us with a sense of purpose, financial stability, and a chance to develop new skills. On the other, work can also be a major source of stress, anxiety, and burnout. The consequences of poor mental health in the workplace are far-reaching and can affect every aspect of an employee's life. By creating a work environment that prioritizes mental well-being, we can help prevent burnout, boost morale, and promote a positive work-life balance.

Try Mindfulness as a Solution to Workplace Stress

Mindfulness is the secret weapon in the fight against workplace stress. It can help with reducing stress, improving emotional well-being, and increasing our ability to focus and be productive. Mindfulness can be practiced anytime, anywhere, and in a variety of ways—all you need is a few minutes and a willingness to be present in the moment.

Meditation: Meditation is a practice that focuses the mind and calms the body. It can be done sitting or lying down and can range from just a few minutes to longer periods.

Mindful breathing: Mindful breathing involves paying attention to the physical sensation of breathing to help reduce stress and improve focus.

Mindful movement: Mindful movement involves being present and aware while performing simple physical tasks such as stretching or walking.

Gratitude practices: Gratitude practices involve focusing on the positive aspects of our lives to improve our emotional well-being.

Journaling: Journaling is a form of self-reflection that can help us process our thoughts and feelings gaining insight into our mental health.

Additional ways to encourage a culture of mindfulness in the workplace could include providing training and resources on mindfulness for employees such as workshops, seminars, and one-on-one coaching sessions or integrating mindfulness practices into daily work routines.

Pandit Dasa is a keynote speaker, workplace culture expert, author and former monk who provides practical tools and takeaways for leaders and organizations. To learn more about mindfulness, visit panditdasa.com and check out Pandit Dasa's upcoming book: *Mindfulness for the Wandering Mind* (available on Amazon).



Circa Resort & Casino in downtown Las Vegas has debuted 35,000 square feet of meeting and convention space. Located in the heart of the iconic Fremont Street Experience, these new facilities provide meeting planners contemporary, tech-forward options to book events, galas, meetings and more, off the Strip. Circa's meeting spaces give groups top-tier, turnkey audio and visual capabilities and customizable rooms for up to 1,000 guests. Featuring a ballroom, breakout and banquet rooms, adjacent pre-function space and a 1,600-square-foot outdoor terrace, the spaces are outfitted to complement the property's mid-century, art deco and modern design motifs. Featuring a large freight elevator to transport large items, a full kitchen dedicated to the new space, along with best-in-class technology, Circa's new meetings & conventions space offers ease to any meeting planner. The property also has alternate venues that cater to more unconventional meetings. These venues include Stadium Swim, an outdoor aqua theater and Legacy Club, an elegant rooftop cocktail lounge with exceptional views of the downtown skyline. Stadium Swim features a 143 ft. screen, six pools, 30 cabanas, and capacity up to 4,000 people. Legacy Club sits atop the 60th floor with indoor seating and an expansive outdoor terrace with a capacity up to 200 people.

About Circa Resort & Casino

Circa Resort & Casino, an adults-only casino-resort concept in the heart of downtown Las Vegas. The AAA Four Diamond Circa pays homage to Vegas' Golden Era through vintage design, old-school hospitality and nods to the city's history while introducing high-tech advancements and innovative amenities. The resort features upscale rooms and suites; the world's largest sportsbook; Stadium Swim, a year-round pool aqua theater; a two-story casino; Garage Mahal, a high-tech transportation hub; the luxe Legacy Club rooftop lounge; an expansive local art collection; 35,000 sq. ft of meetings and conventions space and more. Guests can indulge at original restaurant concepts including premium steaks and seafood at Barry's Downtown Prime from Chef Barry S. Dakake and Make It Happen Hospitality; Pan-Asian fare at 8 East from Chef Dan Coughlin; deli classics at Saginaw's Delicatessen from restaurateur Paul Saginaw; authentic Carolina barbecue at Project BBQ; and all-star menus at Victory Burger & Wings Co. from the founding family of American Coney Island.

facebook.com/circalasvegas
twitter.com/circalasvegas
[circalasvegas.com](https://www.circalasvegas.com)

ASHEVILLE

As a meeting planner, you understand the growing importance of sustainability in business events. Today's attendees care deeply about the impact their gatherings have on the environment and the community. Partner with Explore Asheville to uncover local resources for your meeting dedicated to sustainability.

Asheville's thriving farm-to-table dining scene actively supports over 1,000 family farms. Collaborating with catering companies that prioritize locally sourced and seasonal ingredients supports the local economy while reducing the carbon footprint associated with long-distance food transportation.

Beyond our vibrant culinary scene, an array of team-building activities with a sustainability focus awaits. From participating in environmental clean-ups to contributing to community gardens and local conservation organizations, these experiences foster meaningful connections while making a tangible difference in the Asheville community.

Consider incorporating sustainability-focused speakers and workshops into your event agenda. Asheville is home to a community of climate and data scientists leading research to enhance the planet's resilience to climate change. This makes Asheville a prime destination for hosting climate science-focused meetings. Imagine enlightening your attendees about the lasting importance of sustainability and its potential influence on their businesses.

Promote health and well-being at your event to support sustainable development. From guided sound healing and yoga to a nature hike in the Blue Ridge Mountains, Asheville's wellness scene provides opportunities for self-care and rejuvenation.

With our comprehensive planning service, all your needs are within reach. Partnering with Explore Asheville equips you with destination expertise and crucial connections that meeting planners rely on to create an extraordinary and influential gathering.

About Asheville

Located in the majestic Blue Ridge Mountains, Asheville, N.C., offers a perfect blend of natural beauty and cultural richness. With a dedicated team and a variety of exclusive, complimentary services, let Explore Asheville assist throughout the planning process. Start now at [AshevilleMeetings.com](https://www.ExploreAsheville.com).

[linkedin.com/company/meet-in-asheville](https://www.linkedin.com/company/meet-in-asheville)
facebook.com/Asheville
[instagram.com/visitasheville](https://www.instagram.com/visitasheville)
[youtube.com/@exploreasheville](https://www.youtube.com/@exploreasheville)



MGM RESORTS

MGM Resorts is known for its unique collection of properties in Las Vegas and other top destinations, offering a wide range of options for meeting and event planners. But what truly sets MGM Resorts apart is its unwavering commitment to providing exceptional amenities while acting as a responsible host in its resort operations. Through its Focused on What Matters: Embracing Humanity and Protecting the Planet philosophy, MGM Resorts commits to creating a more sustainable future.

All event venues have unique sustainable attributes and nearly 90% of MGM Resorts' portfolio is certified to one or more green building certifications. The MGM Resorts Mega Solar Array provides up to 100% of Las Vegas daytime power needs, reducing emissions and putting the company on track to sourcing 100% renewable energy in the U.S. by 2030. In the desert destination of Las Vegas, water is a critical resource. MGM Resorts prioritizes water-efficient equipment and appliances and has converted more than 200,000 square feet of real grass to turf or desert friendly landscape to reduce consumptive water use. The commitment to protecting the planet extends into diversion of materials and waste, diverting more than 30 materials from landfills. Materials include paper, plastic and metal recycling, as well as more complex programs, including food waste to pig farms, grease to create biofuels and donations of untouched, unserved banquet food to support the community's food insecure population. MGM Resorts is also committed to environmentally preferable purchasing, with a focus on more durable, recyclable or reusable materials.

About MGM Resorts

MGM Resorts is a gaming and entertainment company, featuring best-in-class hotels, meetings spaces, entertainment, restaurants and nightlife offerings. The portfolio encompasses 31 resorts, nearly 4 million sq. ft. of flexible meeting space and close to 75,000 rooms.

mgmresorts.com

[linkedin.com/company/mgm-resorts-international/](https://www.linkedin.com/company/mgm-resorts-international/)

twitter.com/MGMResortsIntl

[facebook.com/mgmresorts](https://www.facebook.com/mgmresorts)



How New Jersey is a Champion for Sustainability

Not far from the urban hub of Newark Liberty International Airport, New Jersey rolls into greener pastures and wide-open tracts of land that leave a gentler carbon footprint upon the planet. If sustainability is a key initiative for your organization, you can feel good about planning a gathering in what is fondly referred to as the "Garden State."

Preserved Spaces

As host to more than 60 national and state parks and forests, New Jersey delivers plenty of green spaces that are not only good for the environment – they're good for your attendees' wellbeing.

Sustainability standouts include:

- Wharton State Forest, the single largest tract of land within the state park system which is nestled within the unique natural ecosystem of the 1.1 million-acre Pinelands National Reserve
- Brendan T. Byrne State Forest, which offers over 38,000 acres of natural areas
- Wawayanda State Park which boasts a 19-mile stretch of the Appalachian Trail

Protected Habitats

New Jersey cares deeply for its flora and fauna—its natural sanctuaries are an excellent option for a group environmental experience.

Wildlife wonders include:

- Edwin B. Forsythe National Wildlife Refuge
- Cape May National Wildlife Refuge
- Great Swamp National Wildlife Refuge
- Stone Harbor Bird Sanctuary

With its rich and enduring legacy of land preservation, New Jersey is an ideal location for your green meetings.

About Meet New Jersey

Our perfectly situated state is conveniently reachable by car—or just an airfare away, thanks to five major airports. And that's just the beginning of how New Jersey meetings, conferences and conventions offer unparalleled access—and success—right at the center of it all.

visitnj.org/meetings

[facebook.com/VisitNewJersey](https://www.facebook.com/VisitNewJersey)

[instagram.com/visit_nj](https://www.instagram.com/visit_nj)

twitter.com/visit_nj

[youtube.com/VisitNJ](https://www.youtube.com/VisitNJ)



At Royal Caribbean, our mission is to deliver the best cruise experiences, responsibly. Every one of our values and actions flows from this promise. To operate the safest ships on the seas. To protect the oceans we sail. To put people and communities first in everything we do. Through our actions on climate, water, waste and more, we are helping lead the way to a more sustainable cruise industry.

Environmental and social responsibility are factored into every investment and decision we make with a culture of innovation and continuous improvement. Our actions have led to significant progress in areas like health and safety, energy and fuel efficiency, responsibility, and community empowerment.

We aim to produce long-lasting change in the decades to come as we strive for decarbonization and net-zero emissions by 2025. Some of our notable sustainability efforts include opening the world's first net-zero cruise terminal in Galveston, Texas, the completion of the U.S.'s first renewable diesel pilot onboard *Navigator of the Seas*, and finalizing the infrastructure for our first three liquified natural gas-powered ships. In addition, we are constantly working toward the elimination of single-use plastics on our ships. We recycle, reuse, or repurpose 90% of onboard garbage, and we use state-of-the-art systems to produce more than 90% of our water onboard, purifying every drop.

Our thoughtful designs and innovations also allow us to pilot technologies, like fuel cells and converting onboard waste to energy, that play a significant role in future ships and our net zero ambitions.

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



New Zealand's natural landscapes are important to its people and a drawcard for incentive groups.

Looking after Aotearoa New Zealand for future generations means ensuring that tourism gives back as much as it takes. We encourage visitors to embrace the Tiaki Promise to care for people, place and culture.

For incentive programs, that means offering solutions across transport, venues and activities to help event organizers reduce their environmental footprint, respect culture, and benefit the host community.

Some examples of work being undertaken include:

- New Zealand's flagship carrier, Air New Zealand, is committed to net zero carbon emissions by 2050.
- New Zealand's three new convention centres are all designed with environmental sustainability at their heart.
- Popular incentive options Queenstown and Wanaka are aiming to become the world's first zero-carbon tourism destination by 2030.
- A number of New Zealand operators are ensuring the natural environment they work within is not just protected, but improved, through visitation.

About Tourism New Zealand

Tourism New Zealand has dedicated Business Events staff based in the United States, offering expert support to help you host your best ever incentive in New Zealand. Talk to us for advice on delivering a more sustainable event, from opting for eco-friendly accommodation, to choosing locally sourced food, and measuring and mitigating your carbon footprint. Give back by including a legacy project in your programme, from planting native trees, to supporting local wildlife or connecting with the community.

Contact

Natalie Fulton, CMP

Trade Manager Business Events – Americas

M: + 1 424 387 1900

E: Natalie.Fulton@tnz.govt.nz

W: businesssevents.newzealand.com



The term “green meetings” is a practice all meeting professionals support, but few truly understand how to implement. To make an impact on sustainability, ask the right questions.

Where does it go?

Make sure your potential venue handles trash appropriately. Ask for their diversion rate, the percentage of trash saved from further landfill contributions. All trash from the San Jose McEnergy Convention Center is recycled offsite at a partner composting center where waste is converted into organic compost and mulch products, helping the venue achieve an 81% diversion rate. San Jose is also one of the few West Coast convention centers to compost food waste.

How local is local?

The farther food needs to travel to reach the plate of the attendee, the more environmentally expensive it is. The San Jose meetings campus operates its own catering division with close relationships with regional vendors and suppliers. Fresh ingredients are sourced from within a 150-mile radius, ensuring that attendees eat fresh meals with minimal environmental impact.

What’s behind the power?

Don’t forget what makes spaces come alive—power. Ask about energy-saving products how they are used. The San Jose McEnergy Convention Center boasts an ETC Lighting system with LED lightbulbs, motion-censored lighting and bathroom dispensers, and battery-powered service carts throughout the meetings campus. In addition, San Jose was one of the first cities to align their energy practices to the Paris Agreement and working to be carbon neutral by 2030.

About Visit San Jose

Visit San Jose makes meetings easy. Enjoy a streamlined planner experience at the San Jose meetings campus. With a shared parent company that oversees the San Jose McEnergy Convention Center, San Jose Theaters venues and an in-house catering company to accommodate all event needs, Visit San Jose handles the rest.

sanjose.org/meetings

facebook.com/visitsanjose

instagram.com/visitsanjose

youtube.com/user/teamsanjose408

linkedin.com/company/visitsanjose

twitter.com/visitsanjose



While the addition of Summit means that Seattle can welcome more attendees, they will still leave a tiny footprint on the planet. With Arch already LEED Silver-certified, Summit is now slated to achieve LEED Gold Certification and is targeting Platinum—building on Seattle’s legacy as a leader in sustainability. Every aspect of Summit was designed with sustainability in mind, featuring upcycled materials from Seattle’s industrious past to minimize the environmental impact of building our future. The building used reclaimed wood from a Honda dealership that previously occupied a portion of the site. Captured rainwater is used in landscaping irrigation as well as toilet flushing, while radiant floors circulate hot or cool water depending on the season to reduce the need for AC and heaters. Finally, the venue’s solar panels deliver 30% higher energy performance over baseline ratings.

Seattle Convention Center also ranks in the top 5% of businesses nationwide for total waste diversion, with a 78% waste diversion rate. The venue also makes 100% compostable utensils, plates, cups, coffee stir sticks, and box lunch items available to every group.

From the moment you arrive at SEA Airport—the first North American airport to earn certification for reduction of carbon emissions—to the multiple LEED Gold and Silver-certified hotel options in the downtown core to the sustainably designed features of Seattle Convention Center, we’re working hard to ensure Seattle is the perfect setting to positively impact your attendees and the planet.

About Visit Seattle

Seattle’s compact and accessible downtown features world-class hotels and restaurants, vibrant arts and cultural institutions, and signature retail shops. Visit Seattle’s staff will ensure you have everything you need to make your meeting successful—from site selection and attendance promotion to convention planning and local publicity. Learn more at visitseattle.org/meetings.

instagram.com/visitseattle

linkedin.com/company/visitseattle

twitter.com/VisitSeattle