






The Environmental Impact of Congress





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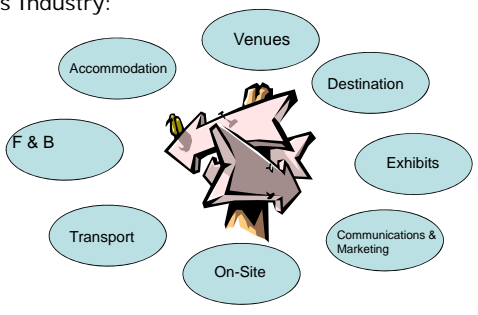



2020 GMIC Vision: A green meeting will...

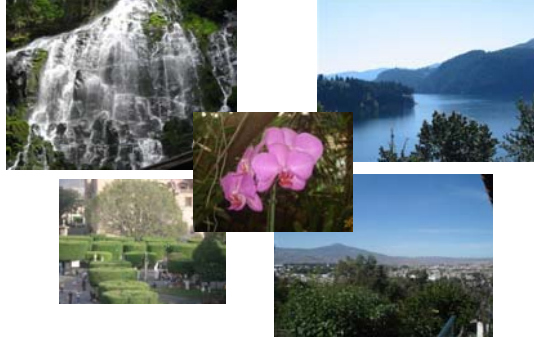
- Has zero net environmental effect
- Achieves full integration of environmental responsibility into ROI analysis for the global meetings industry
- Is an accepted standard industry practice
- Achieves economic and strategic business goals, minimizes environmental impacts and contributes positively to host communities

Congress Industry:



Consider Destination Selection





CHOICE...




SUSTAINABILITY AND CHOICE

The practice of fully considering the economic, social and environmental aspects of meetings so that we can meet the needs of the present without compromising the ability of future generations to meet their own needs.





Industry is Making Choices

79% of buyers deliberately avoid destinations/venues known to have poor environmental records

Source: IMEX 3rd Annual Survey Results 2008






34% of event planners are implementing green event initiatives in 2008. Corporate mandates are the primary driver (MPI, 2008).

Environmental Impact of Conferences

The average conference delegate over 3 day event:

- Produces 61 lbs of solid waste (2 large trash bags)
- Uses 846 gallons of water (3 times more than at home)
- Produces 1419 lbs of greenhouse gas emissions (operating your car for one month)



Planners and Suppliers have a new choice...




...Save money & the environment by the decisions you make !

Green Meetings – Better Meetings

- Reduced environmental impact
- Cost savings
- Promotional benefits
- Networking advantages
- Value-added services & competitive advantages
- Green business opportunities
- Delegate and employee satisfaction
- Risk reduction

Environment and Economics Win!

By switching from individually bottled water to bulk water dispensers the US Green Building Council saved and estimated \$25,000 US and prevented the use of over 48,000 plastic bottles.



Greener Meetings are Better Meetings

The Fairmont Royal York has saved \$51,000 per year by switching from incandescent to fluorescent lights.

The Hyatt Maui estimates new energy efficient guest room thermostats have saved \$64 per room, or more than \$50,000 annually.

Airports can save over \$100,000 per year by recycling.

A Choice of Action...



www.eventia.com.mx/greenermeetings/survey2008/Articulo_Resultados_GMS2008.pdf

Make a Difference through Action



GMIC Trash Action Challenge

- Goal: For the meetings and event industry to divert 1million tons of solid waste from by end of 2009.
- Report: challenge@greenermeetings.info
- Earth Day, April 22, 2009 – December 31, 2009!

