

Green Meetings Begin with You at The Moscone Center

Our clients often ask us how they can produce more sustainable meetings and tradeshows. We're happy to answer questions like this because we think events should be produced to meet sustainable goals. We've been promoting green results for the last ten years through our pioneering recycling program. But we can't do it all. In fact, the process needs to start with you at the very beginning. It begins with the first steps in the planning process. Here are our suggestions for assuring greener meetings:

- **Establish specific goals at the outset and with the input and collaboration of your event team.** Shared goals mutually developed are usually the most achievable. Make sure that most are measurable so that results can be demonstrated and shared at the end.
- **Make your goals an integral part of your event design and procurement process.** Share your objectives with your service contractors, production companies and other vendors. Build your plan with concrete benchmarks for each contractor or vendor because every task they perform or material they provide contributes to your sustainability quotient.
- **Promote your green goals to your exhibitors, sponsors, and attendees from the first point of contact.** Incorporate specific language into your exhibit sales materials and exhibitor service kits that promotes the use of sustainable materials and practices. Encourage sponsors to incorporate environmentally sensitive choices in marketing outreach.
- **Identify key elements of the event that most heavily influence sustainability.** For example: Graphics have a significant impact on the waste stream at move-out. Specify that all graphic materials be either biodegradable or, at the very least, universally recyclable. Purchase greener registration materials. Choose bags that are reusable or biodegradable – not plastic. Specify recycled content paper for all printed materials, and print on both sides. When materials are prepared for bag stuffing, request that they not be encased in plastic wrappers. When the contents are dumped, anything sealed in plastic is not recyclable.
- **Order green catering.** When you choose menus for your attendees, request local, sustainably-produced food products. Opt for china service where possible, as it is reusable. The Moscone Center does not use disposable products, only fully compostable serveware or china service.
- **Donate leftover or surplus items.** Talk to us about our donation programs. Our Recycling Manager works with a number of local non-profit groups, but a successful donation program takes advance planning and coordination.
- **Conserve energy.** Limit full-light activities in the halls by confining event photography to limited periods before opening and after closing each day. Don't ask us for heating or air conditioning that exceeds normal levels. Our goal is to provide you with comfort within reasonable parameters.
- **Minimize use of shuttles.** Where practical, limit use of shuttle busing to reflect real necessity and use your sustainability goals to modify your attendees' expectations. Take advantage of San Francisco's advantage as a great walking city and The Moscone Center's close proximity to hotels.