

How Green Was GOVgreen 2010?

Event: Inaugural two (2) day trade show focused exclusively on providing green solutions to government professional charged with implementing Executive Order 13514. Produced by the Center for Environmental Innovation and Leadership.

Challenge: Become the standard-bearer of sustainability for exhibitions and conferences while providing a zero-waste and carbon-neutral event.

Approach: Address all phases of planning and production with sustainable practices firmly at the center while engaging suppliers, exhibitors and attendees to do the same.

Result: Established diversion benchmark of 70%; diverted 5,323 pounds of trash from landfills; reduced waste-per-attendee to 1.5 lbs, achieved a net zero energy and carbon neutral event.

GOVgreen 2010 Report Card

Score	Challenge	Solution	Result	Improvements
★ ★ ★	<ul style="list-style-type: none"> Minimize paper waste 	<ul style="list-style-type: none"> Exhibitor services manuals available exclusively online. Exhibitor prospectus and conference brochures were not printed, but emailed to prospects in an electronic format. All direct mail (postcards) printed on SFI certified recycled paper. Badges delivered via email to save printing and distribution. Printed badges were only available to attendees who verified onsite. Digital signs were utilized for all meeting rooms in place of printed signs. Course handouts were not printed, but available for viewing online 	<ul style="list-style-type: none"> Promotion of GOVgreen was successful nearly exclusively through e-formats. Achieved dramatic reduction in printed materials throughout entire show cycle. 	<ul style="list-style-type: none"> Continue to utilize e-marketing channels in place of printed promotions. A mobile version of the onsite show directory was available onsite. Promote the use of the e-version more effectively and print fewer copies in 2011. Encourage attendees and exhibitors to follow standard green practices in all aspects of their job.
★ ★ ★ ★	<ul style="list-style-type: none"> Eliminate Plastic Bottles 	<ul style="list-style-type: none"> Plastic water bottles were not available at the event. Water stations utilizing SFI certified Ecotainers were strategically placed throughout the exhibit hall. 	<ul style="list-style-type: none"> Using less plastic conserves energy while reducing pollution and greenhouse gases. 	<ul style="list-style-type: none"> Develop promotions to send reusable water containers to GOVgreen participants for use in their everyday lives.
★ ★ ★	<ul style="list-style-type: none"> Recycle and Reuse Event Materials 	<ul style="list-style-type: none"> Recycling stations were available throughout the conference and exhibition. Event signs were designed with reuse in mind. Signs for GOVgreen were 100% recyclable and printed direct to substrate. Approximately 65% will be repurposed for the following year. All carpet and padding were recycled. 	<ul style="list-style-type: none"> The event scored a 70% diversion rate (amount of material diverted away from a landfill). Of the 7,593 lbs of total material generated, 5,323 lbs were recycled. Under 1.5 lbs of waste per attendee went to a landfill. Commingle (Glass, aluminum, plastic): 419 lbs. Cardboard/Mixed Paper: 772 lbs. Organic: 243 lbs. Signage: 3,890 lbs. Landfill: 1660 lbs. 	<ul style="list-style-type: none"> Provide early education to attendees and exhibitors of the recycling opportunities available onsite. List out clear guidelines on what can and cannot be recycled. Provide simple explanations for the recycling bins and where to find them in the hall. Improve waste per attendee to under 1 pound. Increase diversion rate to 80% in 2011.
★ ★ ★	<ul style="list-style-type: none"> Achieve a net zero energy and carbon neutral event 	<ul style="list-style-type: none"> GHG and carbon emissions were calculated by looking at three categories based on guidance related to EO 13514, specifically, Scope 1, 2 and 3 emissions. The event's total energy generation equaled 41 MWh of energy and 199 metric tons of CO₂. GHG emissions were offset with the purchase of high-quality carbon offsets. An online personal carbon footprint calculator was available online and onsite to help attendees join GOVgreen in making a difference in climate change. 	<ul style="list-style-type: none"> The volume of RECs (renewable energy certificates) created by the event could fill about 100 hot air balloons. The environmental impact negated through carbon offsets is the equivalent of removing 44 cars per year. 	<ul style="list-style-type: none"> Provide more robust options and opportunities for attendees and exhibitors to offset their carbon footprints. Develop a program to aggregate total carbon offsets purchased through the GOVgreen website. Utilize more accurate estimations of carbon emissions through historical data not previously available in 2010.
★ ★ ★	<ul style="list-style-type: none"> All show materials to follow green standards 	<ul style="list-style-type: none"> Tote bags made from 100% recycled plastic bottles. Badge holders and lanyards made from 50% recycled material. Tabletops and trash liners biodegradable. Registration counters, information desks and kiosks made of 100% recycled aluminum. Shipping materials made of 100%-recycled materials. Banners, including booth headers, made of at least 35% post-consumer recycled content with water-based and UV inks. 	<ul style="list-style-type: none"> Every piece of material used to stage GOVgreen 2010 was reused, made of recycled materials, and/or recyclable. Leftover materials either recycled or donated to the Earth Conservation Corps. 	<ul style="list-style-type: none"> GOVgreen to continue to work exclusively with vendors and event suppliers that offer green alternatives. Look to utilize higher levels of recycled or biodegradable materials for every product used onsite. Begin to enforce green standards to all exhibitors taking part in GOVgreen.