

The "Greening" of Government Meetings and Travel

Greening of Government Conference
Regions 1, 2 & 3
June 5th, 2003

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Purpose of Session

⌘ ABSORB

⌘ ASK QUESTIONS

⌘ BE READY TO TAKE ACTION!

☒ *...by developing a realistic strategy for continued coordination and collaboration on the greening of our government meetings!*

What are Green Meetings?

⌘ The Oceans Blue Foundation defines a green meeting as:

☒ *"an assembly or gathering of people, for the purpose of the exchange of information, where, through careful planning, negative impact on the environment is minimized."*



Why Green Meetings?

- ⌘ In fiscal year 2000, the Federal government spent more than \$9 billion on travel for mission-related business around the world.
- ⌘ 93,000 Federal travelers are traveling on any given business day to 8,000 locations across the country.
- ⌘ Travel and tourism is now the world's largest industry. Meetings make up a growing component of this industry which weighed in a few years ago at \$280 billion annually, world-wide.

Why Green Meetings?



Drivers & Executive Support

- ⌘ Drivers
 - ☒ EO's – 13101, etc...
 - ☒ EMS process
 - ☒ Industry interest
- ⌘ Executive Support
 - ☒ John Howard, OFEE
 - ☒ OA & OPPTS Assistant Administrators, EPA
 - ☒ GSA
 - ☒ SGMP, President



Meeting-Related Activities

- ⌘ Environmental impacts from:
 - ☒ Destination Selection
 - ☒ Lodging Facilities
 - ☒ Meeting Facilities
 - ☒ Exhibition/Trade Show Facilities
 - ☒ Food and Beverage Provision
 - ☒ Transportation
 - ☒ Communications and Outreach

History & Trends

- ⌘ Green Meetings (OBF/MPI and CIC)
- ⌘ Green Hotels (Green Seal and CERES)
- ⌘ Transportation Sector (BWT)
- ⌘ Food and Beverage Sector (Org./Local)
- ⌘ Exhibitions/Trade Shows (Booth)

Who is Involved?

- ⌘ Meeting Hosts
- ⌘ Meeting Planners
- ⌘ Meeting-Related Service Suppliers
- ⌘ Meeting Attendees

- ⌘ *Anyone can be a catalyst!*

- ⌘ *Start at www.epa.gov/oppt/greenmeetings*

Meeting Hosts & Planners

- ⌘ Senior Management
 - ⌘ *Support concept through organizational policy/education/training*

- ⌘ Internal/On-Staff Meeting Planners
 - ⌘ *Train to express demand*

- ⌘ External/Contracted Meeting Planners
 - ⌘ *Incentivise through contract language*

Meeting Planners/Suppliers

- ⌘ Free, Interactive Web-based Tool
 - ⌘ *Will assist meeting planners, hosts and suppliers in making their events more environmentally responsible*

 - ⌘ *Launched in July, 2002*

 - ⌘ www.bluegreenmeetings.org

Meeting Planners/Suppliers

- ⌘ Green Meeting Planning Tool Developers
 - ⌘ *US Federal Government*
 - ⌘ *Private Sector and Government Trade Associations*
 - ⌘ *Tourism NGO's*
 - ⌘ *Environmental NGO's*
 - ⌘ *Industry Consultants*

- ⌘ *A decade of information & experience led to this!*

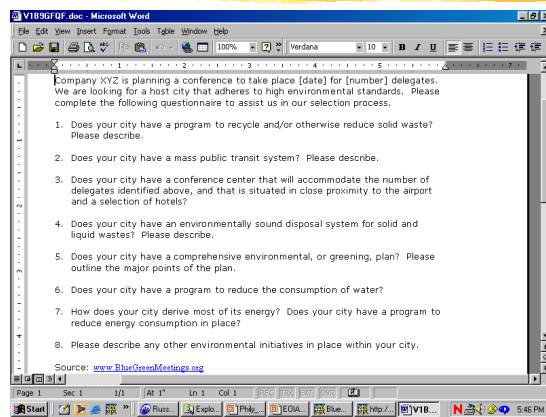
Meeting Planners/Suppliers



Meeting Planners/Suppliers



Meeting Planners/Suppliers



The Law of Supply & Demand

⌘ Demanders must:

⌘ *Proactively require/prefer* (~\$)

⌘ Suppliers will:

⌘ *React to our demand* (~\$)

⌘ *What is important now is asking, not getting!!!*

Where Are We Headed?

⌘ 1st) EPA Will Lead *(with EPP Program support):*

- ☒ *Create a "HOW TO GREEN EPA's MEETINGS" web site based on information in tool*
- ☒ *Draft, finalize and adopt an agency policy*
- ☒ *Promote, educate, and train*

Where Are We Headed?

⌘ 2nd) EPA – GSA – SGMP Collaborative

- ☒ *MOU signed between EPA, GSA & SGMP*
- ☒ *General language inserted into FTR*
- ☒ *Green GSA meetings (biggest in gov)*

Where Are We Headed?

⌘ 3rd) Sign up other agencies/facilities!



CONTACT INFORMATION

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