



## How Green Was GOVgreen 2011?

*Event:* 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 (CEIL).

*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:* Increased diversion benchmark to 73% (+3% vs. 2010); diverted 6,965 pounds of trash from landfills (+31% vs. 2010); waste-per-attendee equaled 1.8 lbs. (+13% vs. 2010), and achieved a net zero energy and carbon neutral event.

### GOVgreen 2011 Report Card

Score	Challenge	Solution	Result	Improvements
★ ★ ★	<ul style="list-style-type: none"> <li>Minimize paper waste</li> </ul>	<ul style="list-style-type: none"> <li>Exhibitor services manuals exclusively available exclusively online as in 2010.</li> <li>Exhibitor prospectus and conference brochures were not printed, but emailed to prospects in an electronic format.</li> <li>All direct mail printed on SFI certified recycled paper.</li> <li>Badges delivered via email to save printing and distribution. Printed badges were only available to attendees who verified onsite.</li> <li>Digital signs were utilized for all meeting rooms in place of printed signs.</li> <li>Course handouts were not printed, but available for viewing online.</li> </ul>	<ul style="list-style-type: none"> <li>Promotion of GOVgreen was successful nearly exclusively through e-formats.</li> <li>Achieved dramatic reduction in printed materials throughout entire show cycle.</li> <li>A mobile version of the website, including the exhibitor list, floor plan and announcements helped GOVgreen to print less copies of the show directory and floor map.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to utilize e-marketing channels in place of printed promotions.</li> <li>Increase adoption of the mobile GOVgreen website to further minimize onsite printing requirements.</li> <li>Continue to encourage attendees and exhibitors to follow standard green practices in all aspects of their job.</li> </ul>

<ul style="list-style-type: none"> <li>★</li> <li>★</li> <li>★</li> <li>★</li> </ul>	<ul style="list-style-type: none"> <li>▪ Eliminate Plastic Bottles</li> </ul>	<ul style="list-style-type: none"> <li>▪ Tote bags were made from 100% recycled plastic bottles.</li> <li>▪ Plastic water bottles were not available at the event.</li> <li>▪ Water stations were strategically placed throughout the exhibit hall.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Using less plastic conserves energy while reducing pollution and greenhouse gases.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Develop promotions to send reusable water containers to GOVgreen participants for use in their everyday lives.</li> </ul>
<ul style="list-style-type: none"> <li>★</li> <li>★</li> <li>★</li> <li>★</li> </ul>	<ul style="list-style-type: none"> <li>▪ Recycle and Reuse Event Materials</li> </ul>	<ul style="list-style-type: none"> <li>▪ Badge holder recycling stations were placed near the entrance/exit for attendees to drop off their name badges when leaving the show.</li> <li>▪ Recycling stations were available throughout the conference and exhibition.</li> <li>▪ 65% of the onsite graphics were reused from the 2010 event.</li> <li>▪ New event signs were designed with reuse in mind. All signage for GOVgreen was 100% recyclable and printed direct to substrate. As in 2010, approximately 65% will be repurposed for the following year.</li> <li>▪ All carpet and padding were recycled.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The event scored a 73% diversion rate (amount of material diverted away from a landfill) compared to 70% in 2010. Our goal was 80%, however the increase indicates we exceeded our efforts in 2010.</li> <li>▪ Of the 9,505 lbs of total material generated, 6,965 lbs. were recycled. GOVgreen increased the amount of recycled materials across all categories.</li> <li>▪ Less than 1.8 lbs. of waste per attendee went to a landfill.</li> <li>▪ Commingle (Glass, aluminum, plastic): 760 lbs. (vs. 419 lbs. in 2010)</li> <li>▪ Cardboard/Mixed Paper: 1100 lbs. (vs. 772 lbs. in 2010)</li> <li>▪ Signage: 4,105 lbs. (vs. 3,890 lbs. in 2010)</li> <li>▪ Landfill: 2,540 lbs. (vs. 1,660 lbs. in 2010)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Continue to provide early education to attendees and exhibitors of the recycling opportunities available onsite.</li> <li>▪ List out clear guidelines on what can and cannot be recycled.</li> <li>▪ Provide simple explanations for the recycling bins and where to find them in the hall.</li> <li>▪ Improve waste per attendee result</li> <li>▪ Increase diversion rate to 75% in 2012.</li> </ul>
<ul style="list-style-type: none"> <li>★</li> <li>★</li> <li>★</li> <li>★</li> </ul>	<ul style="list-style-type: none"> <li>▪ Achieve a net zero energy and carbon neutral event</li> </ul>	<ul style="list-style-type: none"> <li>▪ GHG and carbon emissions were calculated by looking at the historical data from GOVgreen 2010.</li> <li>▪ The event's total energy generation equaled 150 metric tons of CO<sub>2</sub>.</li> <li>▪ GHG emissions were offset with high-quality carbon offsets.</li> <li>▪ An updated online personal carbon footprint calculator was available online and onsite to help attendees join GOVgreen in making a difference.</li> </ul>	<ul style="list-style-type: none"> <li>▪ GOVgreen 2011 achieved a net zero energy and carbon neutral event.</li> <li>▪ Provided more robust options and opportunities for attendees and exhibitors to offset their carbon footprints.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Continue to develop a program to aggregate total carbon offsets purchased through the GOVgreen website.</li> <li>▪ Continue to utilize more accurate estimations of carbon emissions through historical data from 2011 and 2010.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ All show materials to follow green standards</li> </ul>	<ul style="list-style-type: none"> <li>▪ Tote bags made from 100% recycled plastic bottles.</li> <li>▪ Recycling stations were provided for badge holders.</li> <li>▪ Tabletops and trash liners were biodegradable.</li> <li>▪ Registration counters, information desks and kiosks made of 100% recycled aluminum.</li> <li>▪ Shipping materials made of 100%-recycled materials.</li> <li>▪ Banners, including booth headers, made of at least 35% post-consumer recycled content with water-based and UV inks.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Every piece of material used to stage GOVgreen 2011 was reused from 2010, made of recycled materials, and/or recyclable.</li> <li>▪ All excess materials, including pens, notebooks/pads and tote bags were donated to the Alice Ferguson Foundation. The Alice Ferguson Foundation encourages connections between people, the natural environment, farming and the cultural heritage of the Potomac River Watershed, which lead to personal environmental responsibility.</li> </ul>	<ul style="list-style-type: none"> <li>▪ GOVgreen to continue to work exclusively with vendors and event suppliers that offer green alternatives.</li> <li>▪ Look to utilize higher levels of recycled or biodegradable materials for every product used onsite.</li> <li>▪ Begin to enforce green standards to all exhibitors taking part in GOVgreen.</li> </ul>
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