

Changing Conventions

VOLUME 7 ISSUE 3



GREEN MEETINGS AT THE MOSCONE CENTER



JUNE-AUGUST 2009

San Francisco's 72% diversion rate is highest in the nation

New statistics show that the City & County kept 72 percent of generated materials from going to the landfill, up from 70 percent the year before. The city aims to reach a recycling rate of 75 percent in 2010 and "zero waste" by 2020. Factored into the City & County's 72 percent diversion rate is waste prevention.

"Factoring in waste prevention would add five to ten percent to Moscone Center's overall diversion rate, bringing it up to 67-72%," said Kathleen Hennesey, Moscone Center Recycling Manager. Waste prevention measures at Moscone Center include

the Event Department's switch from paper to digital event information, drastically slashing paper and copier toner usage. SAVOR catering has also cut the amount

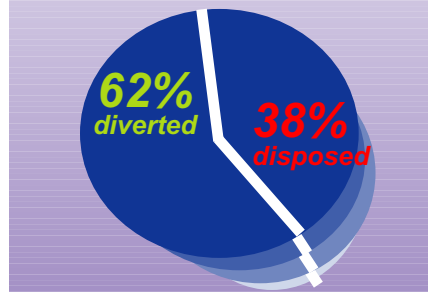
of cardboard and plastic generated from two main kitchens by returning to the bread vendor reusable plastic bakery trays and recyclable cardboard pastry boxes.

[More>](#) ▼

Moscone Waste Diversion at 62%

April-June '09

Does not include waste prevention



Green cleaning

Kudos to SMG's Recycling Champions. Operations and Housekeeping Managers made a clean switch to a U.S. EPA-approved Green Seal line of cleaning products.



Operations staff.



Used in all Moscone Center buildings since January, the new product line includes

foaming handsoap in all bathroom dispensers as well as cleaners

for treating all surfaces in the building. Green Seal products are better for everyone's health and for the environment. Kudos to Operations



Hand soap.

and Housekeeping Managers and staff! [More about Green Seal products>](#) ▼



Floor stripper.

the Exhibitor Services Manual, faxes or orders, and saved 8,575 pages of paper.

Diversion Stat - Overall, the show's largest diverted material was 22 tons of paper, including cardboard, boxed literature and loose mixed paper collected from Moscone North, South and West exhibit hall floors.

Photo top left: SEMICON's green booth in the North lower lobby, courtesy SEMI's Leslie Rauscher. [Download the Planner's Green Guide.](#) ▼



July 14-16, SEMI's purchasing choices and management practices adopted for SEMICON West are the latest example of what can be done today to green exhibits. "Today, unless you've greened your exhibits, you haven't greened your event," says Kathleen Hennesey, Moscone's Recycling Manager. Thanks to general service contractor Freeman! The results should inspire meeting planners to get greener!

SEMI Diverts 60% Wastestream

Through Moscone's recycling program, SEMI diverted 60% of its waste rather than sending it to the landfill as trash. Over 100,000 lbs. of material were recovered and diverted through Moscone Center's recycling, donation and composting programs. This is one of the highest tonnage diverted from any single event held at Moscone Center.

SEMI's Big Green Booth Featured:

☛ **Carpet fibers** with 25% recycled content and 100% recycled back into carpet fibers.

☛ **Laminates** LEED rated, with recycled content (MR credit 4) (low-emitting EQ credit 4.1 &

4.4)

☛ **Adhesives** with low VOC that meet (SCAQMD-Rule #1168).

☛ **Plywood** with FSC certified hardwood; MDF-core plywood is formaldehyde free. LEED EQ credit is 4.4.

☛ **Metal extrusions** with 85% recycled content and 100% recycled.

☛ **Lights with low voltage LED** fixtures.

☛ **Corrugated plastic wall**, shown above, made with 65% polyethylene recycled plastic food & soda bottles and is 100% recyclable. Meets HDPE2 & PP2.

SEMI Prioritized Sustainability

Purchasing - Show management chose recycled content carpet for the SEMICON West event aisle carpet in all three buildings totalling 229,500 square feet of aisle carpet.

Waste prevention- Show management reused 13,027 square feet of show graphics from 2008 to 2009; reused 205 registration and directional unit bases; went paperless, printing no hard copies of

Donations from Conventions & Meetings

17% of Moscone diversion from April-May was donated goods. Here are just a few of the nonprofits that serve our community and the recent meetings held at Moscone Center which donated goods!

American Inst. of Architects

April 30-May 2

vinyl banners

AIA event's vinyl banners were donated to **Architecture for Humanity**, which seeks solutions to global social and humanitarian crises. The nonprofit offers furniture making training and uses banners to cover furniture cushions. architectureforhumanity.org

PCBC

June 8-11

patio stone; roofing tile; plants



Pacific Coast Builders Conference donated 900 sq. ft. of patio stone, roofing tiles and plants to **Building Resources**, San Francisco's only source for reusable building and landscape materials. buildingresources.org

American Psych. Assn.

May 16-21

tons/truckloads of black zippered bags



APA donated tons of black zippered bags to **Goodwill**. goodwill.org



APA donated tons of black zippered bags to **RAFT (Resource Area for Teachers)** and provides low cost teaching supplies and equipment, raft.net



Tons of APA's black zippered bags went to artists and teachers for reuse at supplyhouse east-bay-depot.org



APA donated tons of black zippered bags to **SCRAP (Scroungers Center for Reusable Art Parts)** a creative re-use artists' supplyhouse; scrap.org

Hands On Network

tote bags; water bottles; bins; meals



SCRAP received red tote bags & water bottles collected in plexi bins that weighed 270 pounds. (**Scroungers Center for Reusable Art Parts**) a creative re-use artists' supplyhouse; scrap.org



300 lbs of leftover meals were donated to distributor **Food Runners**; foodrunners.org

JavaOne

June 1-5

bean bag chairs;

short sleeved shirts;

long sleeved shirts



Sun, a major component of JavaOne donated bean bag chairs to residential alcohol and drug recovery program **Walden House** located in the City. The chairs were virtually brand new! waldenhouse.org



Sun donated bean bag chairs to Thurgood Marshall High School, a public school in San Francisco's Bayview-Hunters Point neighborhood; sfusd.org



JavaOne donated a pallet load of knit short-sleeved shirts and denim long-sleeved shirts to nonprofit, **The Salvation Army**. salvationarmy.org

Did You Know?

How many pieces of paper does the average American office worker use in a year?

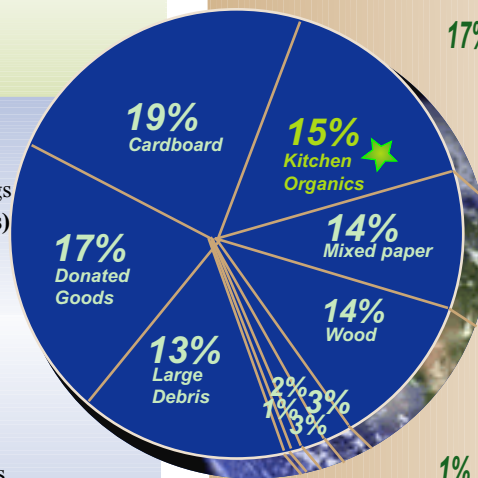
For the answer, scroll down past the April-June Stats chart.

From Sierra Club's Eco-Deck, Pomegranate Communic. Knowledge Cards.

April-June 2009 Stats

62% diverted : 38% trash

What did we divert?



19% Cardboard

17% Donated Goods

15% Kitchen Organics

14% Mixed Paper

14% Wood

13% Large Debris

3% Carpet padding

2% Plastics

2% Cans & Bottles

1% Metals

<1% Serveware

★ STAR DENOTES COMPOSTABLE MATERIAL

Please note: The weight of kitchen organics (27%) is due to the nature of food scraps which contain high levels of moisture, making them wet and heavy in relation to their volume. All chart data provided by SMG / Moscone Center Recycling Dept.

Did You Know?

The average office worker annually uses **ten thousand sheets of copy paper!** Manufacturing and recycling a ton of recycled rather than virgin content paper reduces solid waste by 50%, total energy consumption by 43% and net greenhouse gas emissions by 70% of CO2 equivalents.

Sun donated bean bag chairs to Thurgood Marshall High School, to the delight of Marshall's students. Photos below: Students toss bean bag chairs donated by Sun during the JavaOne event in June.

