

# Changing Conventions

VOLUME 8 ISSUE 1



GREEN MEETINGS AT THE MOSCONE CENTER



JULY 2009 - FEB 2010

## NASFT donates 130,000 pounds to LeSea Global Feed the Hungry Program

JANUARY 22, 2010 -- When the International Fancy Food and Confection Show comes to the Moscone Center every winter, everybody wins. An estimated 130,000 pounds of specialty foods were donated by exhibitors, thanks to the leadership of show management. Moscone Center's nationally-recognized recycling program annually partners with the National Assn. for the Specialty Food Trade (NASFT) to donate literally tons of gourmet food to a chosen local nonprofit. LeSEA Global Feed The Hungry is the beneficiary for the 35th Winter N.A.S.F.T. Fancy Food Show in San Francisco, Calif. **Bill Lynch**, Executive Director of NASFT



Pallets of donated food await delivery in Hall D.



Lester Gee expertly helped with donation transport.

states, "The association stands firm in its commitment to benefitting local nonprofits through exhibitor endorsed food dona-

tion." ▼ Go behind the scenes and watch the NASFT Donation video! >

## Lessons for all can be learned from Oracle OpenWorld 2009's Green Report

October 12-16, 2009 - Oracle's purchasing choices and management practices adopted for Oracle OpenWorld 2009 are lessons that all planners can adopt for practically any large event. "Oracle really owns the greening of their event," says **Kathleen Hennesey**, Moscone's Recycling Manager "planning starts immediately after the event for next year." Thanks to general service contractor Champion for exceptional partnership!

Are you a meeting planner? Get free up to date tips from Moscone Center's green team on how to green your SF meeting with the **Planner's Green Mtg Guide >>**

### LESSON 1: Set measurable goals

Oracle exceeded its goal to divert 100 tons of materials from landfill and diverted over 140 tons through changes in purchasing, source reduction as well as reuse at all venues hosting their event, donation and composting programs.

### LESSON 2: Signage reuse

Signage emerged as a key sustainability issue from Oracle OpenWorld 2008. For OpenWorld 2009, Oracle committed to reduce signage, design for reuse and use more sustainable substrates. In this case it meant using cardboard signage instead of more traditional foam core.

**Purchasing** - 62% of signage used recyclable or renewable substrates.

**Reuse** - 5% of signs were reused from 2008 and 37% of signs used in 2009 will be reusable for future events. 45% of sign inventory was donated post-event.

### LESSON 3: Reduce emissions

**Reduction** - Reducing ground shuttles by 30% of peak usage, reducing emissions by 18,000 lbs of carbon dioxide and fuel use by 800 gallons. Total energy use and emissions avoided through purchasing decisions amounted to 120,073 lbs of CO<sub>2</sub>. It was enough energy to power 12 U.S. homes per year, and the

emissions equivalent of removing 11 cars from the road for a full year.

Are you a shuttle company? Get free assistance! Green your commercial transport vehicle fleet with the free **Clean Fleet Kit>>**

### Local food has smaller footprint

Thanks to SAVOR's options, show management was able to choose 60% of food items from within a 100 mile radius of San Francisco. Local foods are offered to all planners year-round. Why buy local? [More info>](#)

### OpenWorld 2010 has a mission!

"Oracle meetings practice the Four R's: we Re-think how we plan our gatherings to align with sustainable business goals and seek as a priority to Reduce what we use, Reuse where we are able, and finally Recycle any materials remaining from our events.." ---- excerpt from the Oracle '09 Green Report



AWARD-WINNING RECYCLING PROGRAMS

JULY 2009-FEB 2010

# Donations from Conventions & Meetings

Donated goods were nearly 6% of Moscone diversion from July-December 2009. Here are just a few of the nonprofits that serve our community and the recent meetings held at Moscone Center which donated goods!

## Gourmet Housewares

August 9-11, 2009



Gourmet Housewares Show's exhibitors donated **seven pallet loads of gourmet food product to Under One Roof**, which funds AIDS-prevention treatment in the Bay Area. Items are sold for the charity at [UnderOneRoof.org](http://UnderOneRoof.org)

## SF Intl Gift Fair

August 9-11, 2009



SFIGF reaffirmed their commitment to nonprofit Under One Roof. Exhibitors donated **twenty pallets of merchandise**. [UnderOneRoof.org](http://UnderOneRoof.org)

## Dreamforce

Nov. 18-20, 2009

Delancey Street Foundation



Over 2,000 prepared meals and thousands of sandwiches and pastries went to **Delancey St. Foundation.org** whose Embarcadero residents learn lifeskills, live drug-free, enroll in vocational training, and graduate with self worth and stability. Additionally, 1,000 tote bags went to **Goodwill Industries**.



Exhibitor Astadia donated 1,450 Croc brand shoes to **Goodwill Industries** to be distributed to Bay Area thrift stores.



Foam core signboard went to East bay art supply house [east-bay-depot.org](http://east-bay-depot.org)

## Oracle

Oct 11-15, 2009



Leftover meals were donated to city meals programs through Food Runners; [foodrunners.org](http://foodrunners.org)



2,000+ backpacks with water bottles and pens went to [salvationarmy.org](http://salvationarmy.org)'s Back to School program in SF



1,000+ tote bags went to [sffoodbank.org](http://sffoodbank.org) for clients to shop with at their San Francisco warehouse.



Dozens of totes bags, plants and candy boxfuls went to SoMa seniors at Mabini House [steppingstones.org](http://steppingstones.org)



Signs went to East Bay high schools.



Backpacks went to S.F. City College sports programs.

## SAVOR cleanout

Feb. 2-4, 2010

## SFIGF

Feb. 6-9, 2010



Glassware vases from SAVOR and 10 pallets of exhibitor donated housewares from SFIGF go on sale at Under One Roof's storefront in the Castro. 100% proceeds go to Bay Area HIV/AIDS related programs. For sales dates and directions, go online to [underoneroof.org](http://underoneroof.org)

## Did You Know?

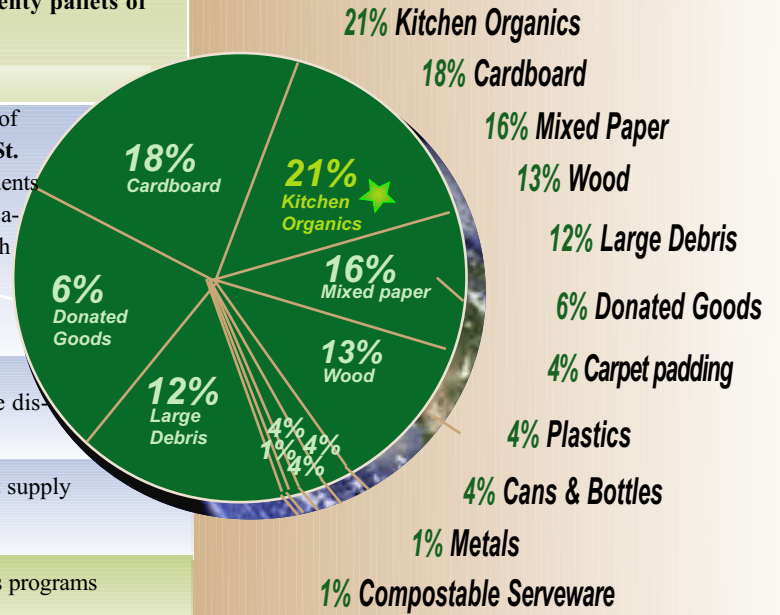
How large is the great floating Pacific Garbage Patch - as large as or twice as large as the continental U.S.?

For the answer, scroll down past the July-December Stats chart.

From The Independent' online (independent.co.uk), August 20, 2009; "Scientists uncover new ocean threat from plastics" by Steve Connor, Science Editor.

## July - Dec 2009 Stats

### What did we divert?



Please note: All chart data provided by SMG / Moscone Center Recycling Dept.

### Answer to "Did You Know?"

The Great Pacific Garbage Patch, located in open sea between Hawaii and Japan, is at least twice as large as the continental U.S. A recent study found that plastics, long assumed to be stable, decompose faster in the open ocean in the Patch, releasing chemicals known to disrupt animal hormonal systems. Just another reason to recycle rather than dispose of plastics.

Photos, below left to right: Under One Roof's Development Manager poses with Moscone Recycling Manager, **Kathleen Hennesey**; South exhibits; donated journals; Under One Roof volunteers during San Francisco International Gift Fair.

