

# Meeting Professionals' Green Guide

Volume 2 Issue 1



San Francisco's Moscone Center



January 2010

## Create your look and feel with green in mind

*Only you can help us to reduce waste at the facility by choosing greener materials for your event*

Your general service contractor's green material inventory is growing by leaps and bounds. Take advantage! Make it your choice whenever you can.

### WHAT MAKES MATERIALS "GREEN":

Look for recycled content materials and use materials that can be recycled easily, such as cardboard signage. Even **corrugated plastic booth walls**, can be made with 65% polyethylene recycled plastic food & soda bottles and are 100% recyclable (*see photo*).

**Carpet** has always been cleaned and reused. Now it is available with recycled



This sign has a cardboard core rather than a nonrecyclable PVC core.

SEMICON's booth used a green form of corrugated plastic.

This carpet is made of 100% recycled fibers.

content that can *also* be recycled.

**Honeycomb / corrugated cardboard** sign board is 100% recyclable. We bale

cardboard signage along with other cardboard. Ask your general service contractor about green options! ▼

## Encourage exhibitors to order green as well

### SHARE YOUR GREEN GOALS WITH EXHIBITORS

Encourage them to meet your green standards by asking their EACs (Exhibitor Appointed Contractors) for green options, just as you are doing with your contractor.

### USE OUR EXHIBITOR GUIDE

Written by Moscone Center's staff, the guide helps your effort to promote green goals.

Exhibitors learn how to recycle and donate left-

over product while exhibiting at Moscone Center.

Exhibitors also learn about San Francisco's ban on plastic bags and styrofoam serveware, and about Moscone's sustainable programs. We invite you to include this guide in your exhibitor materials. Moscone Center's Exhibitor Green Guide is conveniently formatted as a PDF. ▼

[Exhibitor Green Guide](#)>



## Promote events' green goals to your partners early on

The City and County of San Francisco and the Moscone Center are green pioneers both nationally and in the hospitality industry. The U.S. EPA awarded Moscone Center as a sustainable venue in April 2009. Take advantage of our expertise and check out our green meeting tools. They have been designed especially for you, the meeting planning professional!

Share your green goals with your partners. This helps everyone to plan ahead



**SFCVB's Green Meetings Program** highlights services like green transportation. [Click here](#)>

and purchase materials that can be

diverted from trash into recycling. Green choices will require advance planning by everyone.

### GREEN OFFSITE SERVICES

A **Green Meetings Program** is now available to you through the San Francisco Convention & Visitors Bureau at [www.onlyin-sanfrancisco.com](http://www.onlyin-sanfrancisco.com). Click on "[Green Meetings](#)" in the sidebar. The guide puts local green services at your fingertips to help you shop for services locally. ▼



Consider the environment before you print this!



## Choose recyclable bags for registration to save energy

San Francisco bans plastic bags at grocery and pharmacy chain stores. Adopt the same high standard of green at your event since many **alternatives to new plastic** bags are now available. Want to know where you can purchase these bags? Here are some online resources! ▼

**COMPOSTABLE BAGS:** [www.sfenvironment.org](http://www.sfenvironment.org)

**RECYCLED PET BAGS:** [www.callpms.com](http://www.callpms.com)

**RECYCLABLE BAGS:** [www.ecobags.com](http://www.ecobags.com)

**GREEN PRODUCTS IN SF:** [www.sfenvironment.org](http://www.sfenvironment.org)



**Recycled content saves energy!**

“Cloth-feel” bags like this are made from recycled PET plastic water bottles or from compostable fibers. See suppliers at left.



**Durable cloth bags or backpacks last longest**

Durable cloth is the next best green option. These have a longer life, will be reusable or can be given away to nonprofits to reuse.

## Design reusable graphics to save money and reduce waste

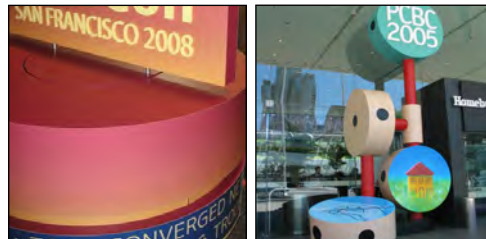
Graphics have a significant impact on the waste stream at move-out.

Specify that all graphic materials be either **certified compostable** or, at the very least, universally recyclable.

Even better than leaving large graphics behind is taking them with you.

**REUSING YOUR GRAPHICS IS BUDGET-WISE!**

Thematic or logo graphics (right) can be reused from year to year if dates and location are left off. ▼



**Example of disposable graphics: Dated!**

Logos like this rotating sign (left) and the outdoor signage (right) could have been annually reused if the city and year were left off from the text appearing on the graphics.



**Example of reusable graphics: Undated!**

These association-logos are illuminated signs-designed to be neither date specific nor city specific. Therefore, the association may annually reuse it in their graphics program. *Nice!*

## Ask for green options from your SAVOR...San Francisco Catering Manager

*Compostable serveware makes for “zero waste” catering; local foods, EarthPledge seafood*

When you choose menus for your staff and attendees, request local, sustainably-produced food products. SAVOR...San Francisco can offer you many options. Opt for china service where possible, as it is reusable. Since the Moscone Center does

not use disposable (plastic or styrofoam) products, only **certified compostable serveware** is used at concession locations. Even our sandwich wrapping is compostable, made from a corn resin, PLA. Compostable materials are collected from

the facility and processed off-site into mulch and fertilizer for local Bay Area farms and vineyards. Our chefs also source locally grown foods, and SMG's SAVOR has made the commitment to sustainable catering choices. ▼



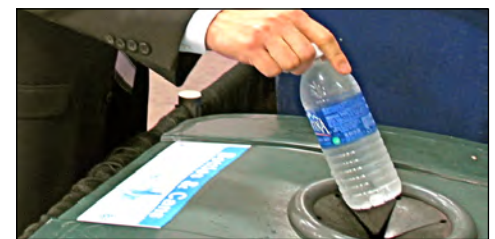
**We compost or donate leftover food**

All food scraps from our two main kitchens are collected for composting. Untouched meals are locally donated through nonprofits Food Runners and Glide Memorial Church.



**Compostable serveware used since 2007**

SAVOR...San Francisco concessions have served delicious fresh salads in corn-resin compostable serveware. Our cutlery is compostable and is made from potato starch!



**We collect bottles & cans!**

Help us capture bottles and cans for recycling in the building by using the bins provided in lobbies, exhibit halls, and at all catered functions.

## Donation of time or product to S.F. community is a win-win

### FIND A SERVICE PROJECT FOR YOUR MEETING

Did you know that San Francisco is home to more than 7,000 nonprofits? To match your company or association with an appropriate service project in San Francisco, contact The Volunteer Center.

**THE VOLUNTEER CENTER:** [www.thevolunteercenter.net](http://www.thevolunteercenter.net)

Donated goods comprised by weight a fifth of our diversion during Jan-March 2009.

Wow! Professional Convention Management Association (PCMA) sponsors a donation program, Network for the Needy. Ask your SFCVB contact about the program.

**PCMA** [www.pcma.org](http://www.pcma.org)



### Service projects offer you benefits too...

Meet a diverse group of people, learn a new skill or hobby, send a signal to your employer, gain a sense of achievement and satisfaction, be a part of the community, build team spirit and bonding with your professional organization.



**Endorse exhibitor donation and partner with a nonprofit to benefit the community.** Food specialty, medical supplies, and convenience are among the many products donated. **Reward attendees who donate items** at an event, such as canned foods, old computers, or kid's books. Our recycling program will facilitate delivery! [Watch the NASFT donation video!](#)

## Minimize diesel emissions from transportation to your meeting

Over 20,000 hotel rooms are within walking distance from Moscone Center. Some hotels also have green features. Green transportation options are plentiful in the City. Check out the **Green Meetings Program** sponsored by the S.F. Convention & Visitors Bureau.

### Alternative Fuel Vehicles: Taxicabs

Currently, 145 or 11% of the total taxi fleet are clean air taxis (CNG or hybrid electric vehicles). By 2011, at least 75% of the City's fleet will be hybrid/alternative fuel (or 1,000 vehicles). **Request alternative fuel taxicabs.** Moscone's Event Manager will be happy to make the arrangements. ▼



**San Francisco's Clean Air Taxi Program** Aims to eliminate greenhouse gas emissions (GHG) in taxis by 2020, requiring that by 2011, the city's taxi industry reduce its total greenhouse gas emissions by 50 percent from the current levels and by 20 percent from 1990 levels. [More info](#)>



**The City has a robust public transit system.** AirTrain connects SFO Airport directly to the public transit subway system at Powell and Montgomery street stations, only steps away from the Moscone Center. [AirTrain info](#)> [SFCVB offers free digital maps of SF](#)>

## Calculate and purchase carbon offsets at SFO Airport

To calculate and purchase carbon offsets of wind energy for your meeting, three new Climate Passport kiosks are available post-security on both sides of the Int'l Terminal and in Terminal 3 at the San Francisco Airport (SFO). Individuals can calculate the carbon footprint of any given flight, and purchase offsets that currently support the Garcia River Forest, a conservation-based forest management project located in Mendocino County, California. ▼

**CARBON OFFSETS** [www.flysfo.com](http://www.flysfo.com)



### Climate Offset Kiosk in SFO's Terminal 3

For every ton of offsets that you purchase, an equivalent amount of greenhouse gases will be reduced. Climate Passport also allocates \$1.50 per ton to the SFCarbon Fund, which invests in greenhouse gas reduction projects within San Francisco. *Photo courtesy of flysfo.com*



**Moscone South's Solar System offsets 3%** of its total average annual power usage. One of the largest publicly-owned solar systems in the nation, it is owned by the San Francisco Public Utilities Commission. [Factsheet](#)> [Watch the Moscone solar video!](#)