

Meeting Professionals' Green Guide

VOLUME 2 ISSUE 4



SAN FRANCISCO'S MOSCONE CENTER



AUGUST 2010

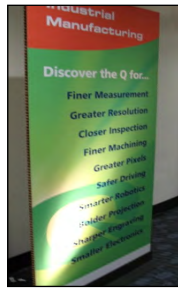
Create your events' look and feel with sustainability in mind

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

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 content that can *also* be recycled.



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



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



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



This carpet is made of 100% recycled fibers.

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

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.

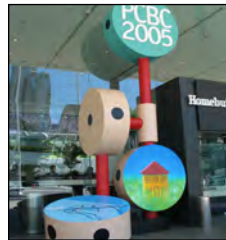
Reusing your graphics is budget-wise!

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!



Encourage your exhibitors to "build green" with new criteria

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.

Start an Exhibitor Awards Program:

Develop green criteria for booth building.

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 leftover 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](#) ▶

Sustainable Technologies Award

SEMICON West 2010

Start An Exhibitor Awards Program

Semicon encourages greener exhibits with their first time Sustainable Technologies Awards to green exhibitors at SEMICON West held July this year at Moscone Center. SEMI staff also developed new criteria for the award and promoted it to exhibitors.



CONSIDER THE ENVIRONMENT BEFORE YOU PRINT THIS!





Promote events' green goals to your partners early on

Help everyone plan ahead and purchase materials that can be diverted from trash into recycling by promoting green aims early. Goals to specify include tracking and measuring diversion, increasing donation or reducing trash. Here are some free resources for planners....

[Web videos](#) promote Moscone Center's Green programs. [PDFs for your exhibitors](#) are online for download, such as the *Exhibitors Green Guide*. [Green convention services](#) are online at SFCVB's Green Meetings Program.

SF has developed green purchasing catalogue, [SFAApproved.org](#) over the past five years to serve as a resource for other cities as well as for corporate purchasing agents and consumers and lists over 1,000 products that do not emit greenhouse gases. Available 24 hours a day!



Set green goals and share with partners early.



Download green promotional videos, PDFs



Find green office supplies on [SFAApproved.org](#) ▶

Ask for green options from your SAVOR Catering Manager

Convey in advance your interest in greening your event to your SAVOR Catering Manager. Your large seated event can be as green as possible if we are given lead time to package food with all the zero waste trimmings. Communicate early to your

SAVOR Catering Manager and we can help your event make your large seated event as green as can be. Since the Moscone Center does not use disposable (plastic or styro-foam) products, only uses [certified compostable serveware](#) made from a corn resin,

PLA. Our chefs also source locally grown foods, and SMG's SAVOR has made the commitment to sustainable catering choices.



Let your SAVOR Manager know in advance! All large seated catered functions can be packaged a variety of ways. To green these large events, convey in advance your green goals.



Supplying compostable serveware since 2007 SAVOR...San Francisco concessions have served delicious fresh food in corn-resin compostable serveware. [Watch video!](#) ▶



Consider hiring "green angels" on your event To help correctly deposit attendees' materials into recycling bins. Green angels can help. See our list of agencies. [Watch video!](#) ▶

Form advance partnership with an S.F. nonprofit for a win-win

Why ship it all back when your donated product can help the host community?

Annual events San Francisco Int'l. Gift Fair and National. Specialty Food Trade's Fancy Food regularly send large donations to a chosen local charity. Assisted by Moscone's Recycling Program, the process is efficient and direct.

Go behind the scenes on NASFT's Winter Fancy Food in January and see this donation in action!

[Watch the NASFT Donation video](#) ▶



Donation offers you benefits too...

Send a signal to your industry, gain a sense of achievement and satisfaction. Above, exhibitors from NASFT's Fancy Food Show are pleased to be recognized for their donation of leftover booth product.



Endorse exhibitor donation.

Above, an exhibitor from last year's San Francisco International Gift Fair poses with a team of volunteers from nonprofit Under One Roof during moveout and donation collection.



Choose reusable registration bags to save energy

Effective December 2007, the City prohibited large supermarkets and chain pharmacies from distributing plastic checkout bags. Instead they may distribute BPI certified compostable bags, paper bags made with a minimum 40% post consumer recycled content, or reusable bags. Adopt the same high standards on your event! Want to know where you can purchase these bags? Here are some online resources!

- Compostable bags ▶ sfenvironment.org
- Recycled P.E.T. bags ▶ callpmsi.com
- Recyclable bags ▶ ecobags.com
- Approved Products in SF ▶ sfapproved.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.

Minimize diesel emissions from transportation to your meeting

Green transportation options are plentiful in the City, from public (Air Train) transportation to and from the airport to alternative fuel taxicabs. Check out the [Green Meetings Program](#) sponsored by the S.F. Convention & Visitors Bureau.

Over half of San Francisco's taxi fleet is comprised of hybrid or compressed natural gas vehicles.—SF Dept. Environment

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](#) ▶

SFO Airport offers nation's first green car rental program

Hybrid Car Rental

Customers who rent hybrid cars at SFO, such as the Honda Civic Hybrid, Nissan Altima Hybrid or Toyota PRIUS will receive a \$15 discount at the counter.

[More info](http://www.flysfo.com) ▶ www.flysfo.com > drive green

A 10,000-mile flight puts into the air only one third of the pounds of CO2 that an average American car produces annually.—Sierra Club



Green rental car program at SFO
 SFO now offers the nation's first Green Rental Car program that rewards customers for renting "green" alternative-fueled vehicles such as the Honda Civic Hybrid (left) or Nissan Altima Hybrid (right).



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*



Consider partnering with a nonprofit for green staffing

Nonprofits can provide staffing-for-hire to help correctly deposit attendees' materials into recycling bins.

Why aren't just the three bins enough?

At large catered functions, contamination increases when attendees unfamiliar with recycling combine all lunch items into a bundle and toss it into "TRASH".

In order to prevent recyclables such as soda cans from going into the "Compost" bin for example, and keep such contamination low, the use of skilled staff is recommended by the City, stationed at every station during large catered events, to help direct the waste.

Is there a penalty?

Our waste hauler caps allowable contamination and fines for excess get passed along to your event. Part of the 60-day test at Moscone West is to assess how much contamination takes place.

To avoid these charges, "green angels"



An Attendee gets help from a Green Angel in depositing her lunch box in the right bin. Moscone Center's caterer SAVOR uses only compostable serveware. Lunchboxes like these are actually made from PLA, a substance made from corn resin. This event held lunch for attendees in Moscone South's Esplanade Ballroom lobby.

can help your event remain as low cost as possible.

Green Angels work!

To help you, the following service providers have been identified by the City to assist with recycling and composting at events. ♡



A Green Angel helps attendees get their discards sorted into the right bins. Her shirt reads "GREEN TEAM". This event held lunch for attendees in Yerba Buena Gardens.



Trash



Recycling



Compost

City Approved Eco-Diversion Assistance

Community Housing Partnership

Phone: (415) 749-2790 ext. 359
Kelly Meehan
KMeehan@chp-sf.org ▶
www.chp-sf.org

Green Mary

Eco-Waste Diversion and Eco-Education
Mary@green-mary.com ▶
www.green-mary.com

Haight Ashbury Neighborhood Council (HANC) Recycling Center

Send an Inquiry ▶
Phone: (415) 753-2971
www.hanc-sf.org/recycling-center/

San Francisco Clean City Coalition

info@sfcleancity.com ▶
Phone: (415) 552-9201 ext. 11
www.sfcleancity.com

San Francisco Conservation Corps

Laura McKaughan
lmckaughan@sfcc.org ▶
Phone: (415) 928-7417 ext. 315
www.sfcc.org/recycling_services.html

To see "Green Angels" at work on a convention at Moscone Center, we have prepared a short video for you.

▶ Watch video! ▶

