

Changing Conventions



Moscone Achieves ASTM / APEX Certification for Meetings & Events

Sixth convention facility in U.S., first in San Francisco to attain international sustainability standard

In June, San Francisco's Moscone Center became the sixth convention facility in the U.S. and the first facility in San Francisco to be certified to a new international sustainability standard. Moscone Center achieved Level One Certification with the ASTM Standard pertaining to the Evaluation and Selection of Venues for Environmentally Sustainable Meetings, Events, Trade Shows, and Conferences. Spearheaded by the U.S. Environmental Protection Agency and their relationship with the

Green Meeting Industry Council, the ASTM / APEX sustainability standard is one of the nine formal, voluntary standards created in partnership with ASTM International, an ANSI-accredited standards development organization.



The standards are measurable, available in a tiered multi-level system, address policies, hold both the supplier and planner accountable for implementation, and are intended to be complimentary to other meeting industry recognized standards. In each sector, the categories measured are Staff Management and Environmental Policy; Communication; Waste Management; Energy; Air Quality; and Water. ▼

[More about ASTM / APEX ⇨](#)

Garbage rate rises, increasing value of event diversion programs

On July 1, 2014, San Francisco's waste hauling rates increased. Cost to clients for a single weekday compactor exchange of material destined to landfill is now more than \$1,800.

**REDUCE
REUSE
RECYCLE**

"The more that events can divert into compost and into recycling, the

less money that meeting professionals will pay for trash hauling," said **Hector Quiles**, Recycling Manager. Meeting professionals with events booked at Moscone Center should plan budgets accordingly. ▼



Why ship it? Consider donation! Plan to donate your leftover reusable tote bags for reuse by a local neighborhood nonprofit benefitting local residents in need.



Hire Event Greeners for your event! They ensure separation of compostable serveware from recyclable cans & bottles diversion at your large catered functions.

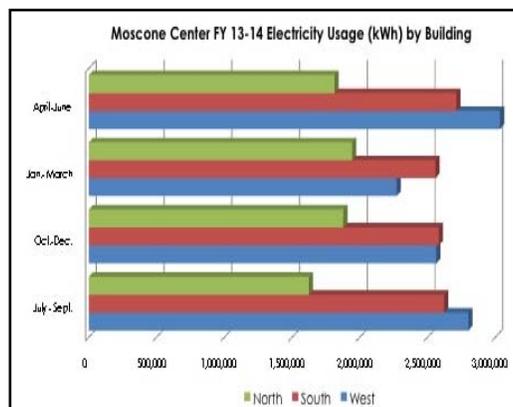


Position Greeners by lobby zero waste stations. They will help to keep recyclable, compostable, and landfill streams separate and uncontaminated.

Download the [Meeting Professionals Green Guide](#) for more tips.

Moscone Releases FY 2013-14 Sustainability Report, Diversion at 58%

Moscone Report FY2013-14 energy data as well as waste diversion rate have remained virtually unchanged across the board since FY12-13 at 33,396,000 lbs. of steam/15,071 therms of natural gas/28,404,548 kWh of electricity; and 58% of our waste diverted from landfill by weight. Energy conservation is achieved through reduced lighting on



non-event days, as well as reduced escalator and HVAC settings during move-in and move-out, and evening setback. In the graph at left, West's greater consumption of energy than North or South, is attributed to the above-ground design of West and abundant window glass on all three building levels. ▼

Moscone Center staff tours the new San Francisco 49ers Levi's Stadium in Santa Clara



Members of the Event Management and Operations departments pose for a photo inside of the newly constructed San Francisco 49ers Levi's Stadium in Santa Clara, California.

Members of the Events and Operations departments attended this GMIC-spon-

sored event designed to showcase "out of the box" facilities to the meetings indus-

try. The tour was a chance to learn about other venues and showcased the LEED Gold certified stadium's resource efficiency programs. The stadium is accessible to public transportation and bike access; uses reclaimed water to irrigate the playing field and for potable water; promotes recycling and composting in all public areas; generates power from solar-paneled pedestrian bridges; and has a 27,000 sq. ft. green roof planted with vegetation, and tracks the building's efficiency by displaying in real time the facility's daily energy and water use on a large digital screen for visitors to see. ▼

[Levi's Stadium green programs](#) ⇨

American Chemical Society launches sustainability program at August meeting

Kudos to American Chemical Society 2014 (ACS) for their promotion of sustainability on their August show. ACS used attendee incentive programs and sustainably themed and produced posters made of corrugated cardboard. Signs located in lobbies urged ACS attendees to engage in action while promoting the meeting's own green achievements, making sustainability fun and practical. Well done! ▼



Left:

"Take the Greener Meeting Challenge" signs in the South lower lobby campaigned for attendees to take steps to be green at the August meeting.



Right: A close up of the sustainable-themed posters and signs on display at the August meeting of American Chemical Society.

California's Governor signs nation's first statewide plastic bag ban into law

On September 30, Gov. Jerry Brown signed SB 270, imposing the nation's first statewide ban on single-use plastic bags as a way to address litter, primarily in waterways.

How does this affect show bookstores providing attendees with bags at check-out? Planners can provide three types of bags. Compliant bags include: Com-

postable plastic bags labeled with a certification logo; paper bags labeled with 40% post-consumer recycled content; reusable bags designed for at least 125 uses and which are washable.



Bookstores have been included on past meetings such as RSA and American Diabetes Association and they are typically located in Moscone's N&S concourse.

Three types of compliant bags



A "compostable plastic" bag. A 40% recycled content paper bag. A sturdy and washable reusable bag.

- Compostable Bag Suppliers
- Paper Bag Suppliers
- Reusable Bag Suppliers

Moscone's donated leftover event signage is transformed by nonprofit, *Precita Eyes*

One of the nonprofit beneficiaries of events held at Moscone Center has been *Precita Eyes*. One of only three community mural centers in the United States, the organization sponsors and implements ongoing mural projects throughout the Bay Area, offering four weekly art classes for children and youth, enabling them to develop their individuality and confidence through creative activities and to experience unifying, positive social interaction through collaboration. As an inner city, community-based mural arts organization, Precita Eyes Muralists Association seeks to enrich and beautify urban environments and educates communities locally and internationally about the process and the history of public community mural art. More than 20,000 students and tourists from all over the world have walked from Mission neighborhood Precita Eyes office as the starting point for the mural tours encompassing more than eighty murals in an eight-block walk. Recently, Moscone Center donated 300 lbs. of left-



The Mission's block-long Balmy Alley is the best place to see the most concentrated collection of murals in SF. Begun in the 80's as an expression of artists' outrage over human rights and political abuses in Central America, today's alley contains murals on a myriad of subjects from human rights to local gentrification to Hurricane Katrina.



City youth got to show their artistic mettle to family, friends and the community at the 18th Annual Urban Youth Arts Festival this past July.

over signage to be used at the urban youth festival held this past July. Visit the nonprofit's website to donate directly. Precita Eyes is located in a storefront in

the Mission district of SF: *Precita Eyes*, 2981 24th St., SF, CA 94110; (415) 285-2287; info@precitaeyes.org; www.precitaeyes.org ▼

California's drought: Three ways that you can save water at home right now

Nobody knows how much rain and snow will reach California this autumn. A fourth consecutive year of drought is just as likely as a return to regular winter storms. The people who manage California's water systems must assume that next year will be dry, too, or they invite unmitigated disaster. California survives on the water it saves. In a state that must store the runoff of wet years in order to get through the dry years, there is never enough water to waste. If everybody in California did three things to save water, we'd collectively stretch supplies.

First, **if you've got a lawn, stop watering**



it. It will go dormant. Let it turn brown and crisp. Water it once or twice a month to keep it alive, and when rains return, the lawn will revive. Most Californians think they use more water indoors than outdoors, but typically, the opposite is true. Second, **stop flushing so much.** You don't need to flush every time you use the toilet. The 1977 drought – driest year on record in California – taught us “if it's

yellow, let it mellow.” The average person flushes five times a day, and toilets use on average nearly two gallons per flush. Eliminate three flushes a day, and you'll save more than 2,000 gallons a year.

The third thing you can do to help California cope with drought is to **talk to your family, friends, co-workers, and neighbors** about water and how we use it. Imagine how much water we'd save statewide if millions of Californians halted sprinklers and skipped some toilet flushes each day. Word of mouth can help us get there. - *By Nancy Vogel*

Get more tips here! ▶