

MEETING VENUES

Meeting venues can attract meetings and events through their sustainable initiatives. GSN has provided a list of sustainable ideas in three tiers: the first being actions that require minimal investment, the second being those that require investment and time, and the third being large projects that have shown to provide a return on investment. In addition, the GSN website provides properties that have implemented these ideas and could potentially be used as a case study for your implementation process.

First Tier Suggestions

- Develop an Environmental Policy or Sustainable Goals for the property; Ensure these are being communicated to your guests on all platforms
- Participate in Earth Day by hosting one green activity on your property
- Partner with a local charity and offer a volunteer opportunity for your associates and/or guests; Pick one that is related to sustainability or green initiatives
- Define a 'local' sourcing area in terms of mileage and try to increase the percentage of vendors and supplies from within this area each year
- Partner with local transportation companies that utilize eco-friendly vehicles; communicate these, along with public options and local ride-share programs with your guests and event hosts
- Add this tag line to your emails, "Please consider the environment before printing this email"
- Water landscaping only as needed and at times that minimize evaporation

Second Tier Suggestions

- Provide a linen and towel reuse program, giving guests the opportunity to reduce their impact
- If you have an environmental policy or initiatives, seek third party certifications for your property
- Implement a recycling program throughout the property
- Partner with a local company for artistic features that utilize salvaged or recycled materials, i.e. statement pieces, room décor, or artwork
- Create and/or market green spaces throughout the property for events to utilize, say a garden or nature area or walking labyrinth
- Provide on-site bike racks for visitors and associates
- Utilize whiteboards instead of flip-charts; if using flip-charts use ones made of high post-consumer content paper
- Go Paperless – utilize a website, emails, and social media to communicate
- Implement a food waste program that composts or donates left-over food
- For guest rooms and bathrooms, provide amenities in refillable bulk containers
- Implement the usage of environmentally friendly multi-purpose and/or biodegradable cleaners

Third Tier Suggestions

- Install monitoring systems in all rooms and meeting spaces to control lighting and heating and cooling systems
- Utilize salvaged or recycled material for integral aspects of the property, i.e. flooring or paneling
- If you offer transportation, utilize eco-friendly vehicles
- Offer local and seasonal cuisine, avoiding foods that are high in fat, sugar, and salt
- Create an on-site garden that supports your culinary offerings
- Eliminate plastic water bottles from the property; provide re-usable non-plastic water bottles for sale and re-fill stations throughout the property
- Implement water-conserving and energy-efficient fixtures and appliances throughout the property
- Implement geo-thermics to heat and cool the building