

“95% of the communication designers who have ever lived are alive today. It’s time to decide if our profession will be part of the problem, or part of the solution.” - David Berman

Greener Meetings: How To Make Your Next Design Event More Environmentally-Friendly

Icograda | La Habana | October 26, 2007

Thank you for choosing to be a part of this event.

Keep going... explore these Web resources:

Resource list for this keynote: www.davidberman.com/seminars/greener.php

Green Meetings Industry Council: www.greenmeetings.info
Information and tools to help you achieve meetings and events that tread lighter on the Earth.

An Inconvenient Truth: www.climatecrisis.net/takeaction
What you can do to fight climate change.

David’s Web site social responsibility resources: www.davidberman.com/social/resources.php
Frequently-requested resources on professionalism, ethics, and social responsibility.



My next contributions toward a greener future will be...

One **visible** greener tactic I choose for my next event:

One **invisible** greener tactic I choose for my next event:

One more challenge, if I’m up for it:

Help Icograda and David continue to improve our events.
Please take five minutes to tell us what you thought of this presentation:

“Don’t just do good design, do good.”

David's favourite greener meeting tactics:

(items marked \$ can save you money too!)

Visible choices

- Pin down your participant count early, to avoid overproduction due to guesswork \$
- Have them bring their own pens and paper \$
- Bias communication from paper to Web, flash drives, or CD, when it reduces waste \$
- Print on both sides (put reminders on your photocopiers, laser printers, and e-mails) \$
- Locate the venues close to where most participants are staying
- Locate the venues close to the attractions
- Help people walk or bike when feasible \$
- Provide city maps that highlight walking/bike routes, distances, and times \$
- Arrange carpools, shared shuttles, and sponsored use of public transit (and try spaceshare.com!) \$
- Choose promotional products that are recycled, recyclable, and truly useful
- Use name badges that are recyclable and do double duty (e.g., put the agenda on the back)
- Avoid disposables for food service and draping: use ceramic, glass, cloth \$
- When disposables make sense, use disposables made of biodegradable materials
- Re-use cups (write your name on your cup) \$
- Use dispensers instead of individual packets (e.g., creamers, sugar, ketchup) \$
- Provide beverages in returnable, refillable containers... or dispense from big containers \$
- Put recycle and compost collection bins where people can easily find them
- Buy or offer to sell carbon offsets, to make the event carbon-neutral (and then tell everyone how much good was done together!)
- Other: _____

Invisible choices

- Use paper with recycled fibres, print locally
- Use vegetable ink, and no bleeds, for offset
- Re-use envelopes \$
- Use recycled or biodegradable pens/pencils
- Choose lodging and venues that:
 - use energy-smart, mercury-free lighting
 - use occupancy sensors
 - compost, and have greywater use plans
 - use energy-smart HVAC systems
 - have room-specific ventilation controls
 - reduce water and linen consumption
 - use natural pesticides and fertilizers
 - use green energy (where available)
- Use local, organic food (like tap water!) \$
- Plan leftovers to go to needy or libraries
- Develop signage, name tags, decorations that can be re-used (e.g., no dates) \$
- Buy services and products that meet environmentally-friendly specifications
- Work with youth groups to trade clean up for bottle and can drives
- Proofread carefully, to avoid re-makes \$
- Spend some of your savings on paying up to a 15% premium for alternatives that conform to environmental specifications
- Leave a legacy of educated people
- Build evergreenable policies/procedures \$
- Don't risk your success by trying to do it all the first time
- Other: _____

Some not-so-favourite choices

- Don't discourage flipcharts to save paper
- Don't compromise branding and "photo ops" by having people bring their own badges
- Don't compromise the effectiveness of your registration package
- Don't assume buffets cost less

You can get David's one-sheet or an electronic copy of this handout from <http://www.davidberman.com/seminars/greener.php>

David Berman FDC, R.G.D.
Expert Speaker on Design, Ethics, Social Responsibility

David Berman has been described as the "David Suzuki of design".
He helps create events where local and international audiences align their professional and personal values, equips them with strategic skills, and challenges them to apply their professional strengths to help create a more sustainable and just World.



IN DETAIL

David's 20 years of experience and technique have helped hundreds of organizations get great things done.

WHAT HE OFFERS YOU

David provides you the power to be better: fresh and easy techniques to get the most important things done well, in alignment with your mission and

TOPICS

Weapons of Mass Deception:
Branding and Social Responsibility
7 Habits of Highly Accessible Web
Sites: Strategy and Design
... Or Be Planned: "Not Another