



Standard Specification for Evaluation and Selection of Destinations for Environmentally Sustainable Meetings, Events, Trade Shows, and Conferences¹

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INTRODUCTION

This specification offers a way to address environmental sustainability in the meeting and event industry. It is a tool for event planners and suppliers to understand the attributes of an environmentally sustainable event. The goal in developing this specification is to establish common benchmarks for environmental performance in events for both planner and supplier sectors. This specification considers the creation of an environmentally sustainable event to be a partnership between planners and their suppliers. Each plays a critical role in the effort.

In this specification, options are addressed for minimizing the environmental impact of face-to-face events. The approach of this specification is to focus on measurable outcomes and policies for planners and suppliers. This maximizes the ability of businesses to select the methods best tailored to their needs to achieve benchmarks and measurable outcomes.

1. Scope

1.1 This specification delineates procedural requirements for destination selection for meetings, events, trade shows, or conferences (hereafter, referred to as *events*). Destination selection is the practice of researching, evaluating, and choosing the location for an event. Destination selection is a core activity to plan an event and bring it to fruition.

1.2 This specification has three categories: planner, supplier, and host destination.

1.2.1 In the planner category, criteria are identified related to environmental sustainability that are considered in destination selection.

1.2.2 In the supplier category, criteria are listed for suppliers, which, in the case of this sector, are called “destination professionals.” Destination professionals may include destination marketing organizations (DMOs or convention and visitor bureaus [CVBs]), third-party site-selection companies, destination management companies, chambers of commerce, economic development departments, or regional authorities.

1.2.3 In the host destination category, a destination may be defined as a city, area, or country that can be marketed to groups or individuals as a place to visit or hold an event.

Although destination selection may consider country, regional, and city attributes, planners most often consider the capacity of a city and its metropolitan area to host their event rather than country or regional capacity. The process of destination selection will, therefore, focus mainly on destination city attributes as opposed to regional or country characteristics.

1.3 Destination selection will include aspects of destination selection as it relates to host cities. This includes the process of evaluating destinations on the basis of how close they are to attendees, as well as the availability of public transit.

1.4 Whereas this specification has three categories described in 1.2 (planner, supplier, and host destination), both the planner and host destination categories will be considered mandatory for an event under this specification. The supplier category will only apply if a professional destination agency (CVB or DMO), as defined in 1.2.2 is used. If a supplier is not used, the requirements in this destination supplier category may be waived.

1.5 In this specification, specific environmental sustainability attributes of the venue (for example, conference or convention center), accommodations, or destination selection contractors will not be considered. Destination selection considers the availability of these in a general sense.

1.6 There are nine specifications covering the following areas of event planning: destination selection, accommodations, food and beverage, audio visual, onsite offices, communication and marketing materials,

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transportation, exhibits, and venues. Within each specification are eight categories' criteria: staff management policy, communications, waste management, energy, air quality, water, procurement, and community partners. Each category is further split into four progressive levels of achievement. Information within each specification is divided as follows: Main Body—Scope, Referenced Documents, Terminology, Planner Requirements for Level 1, Supplier Requirements for Level 1, and Keywords; Annexes—Planner Requirements for Levels 2 – 4 and Supplier Requirements for Levels 2 – 4.

1.7 All areas of performance under this specification may not be relevant for each event or for each facility or provider of meeting services. In some cases, a planner would use this specification in conjunction with other specifications (for example, Specifications [E2774](#), [E2742](#)) or this specification may be used individually. In other words, elements of an event may be separated and considered solely or added together and considered as a unit (for example, venues used individually versus transportation, accommodations, and destination selection used in conjunction). Furthermore, this specification applies separately to each supplier for an event. This means if multiple suppliers are used within the context of a single specification, each supplier shall individually meet the supplier requirements. To be considered an environmentally sustainable event at Level 1, all areas applicable to that event shall be achieved.

1.8 If higher levels are achieved in some sections, the event can only be considered environmentally sustainable at the lowest level achieved.

1.9 The use of levels within this specification recognizes the path to environmentally sustainable events is a multi-stage effort. The idea behind the levels is to provide a coherent baseline for measuring environmental performance, while being flexible enough to adapt to the needs of more advanced planners and establish a performance path that encourages further environmental performance improvement. In addition, evolution of products and services to support events is expected allowing additional advancements and underscoring the dynamic nature of environmental sustainability. This specification primarily focuses on environmental sustainability, while some aspects of economic and social sustainability are included recognizing the complete path toward overall sustainability.

1.10 The values stated in inch-pound units are to be regarded as standard. The values given in parentheses are mathematical conversions to SI units that are provided for information only and are not considered standard.

1.11 *This standard does not purport to address all of the safety concerns, if any, associated with its use. It is the responsibility of the user of this standard to establish appropriate safety and health practices and determine the applicability of regulatory limitations prior to use.*

2. Referenced Documents

2.1 ASTM Standards:²

[E2114 Terminology for Sustainability Relative to the Performance of Buildings](#)

[E2742 Specification for Evaluation and Selection of Exhibits for Environmentally Sustainable Meetings, Events, Trade Shows, and Conferences](#)

[E2774 Specification for Evaluation and Selection of Venues for Environmentally Sustainable Meetings, Events, Trade Shows, and Conferences](#)

2.2 Federal Statutes:

[Federal Hazardous Substances Act Labeling and Banning Requirements for Chemicals and Other Hazardous Substances, 15 U.S.C. § 1261 and 16 C.F.R. Part 1500³](#)

[Americans with Disabilities Act⁴](#)

[Civil Rights Act of 1964, Title VII Equal Employment Opportunity⁵](#)

3. Terminology

3.1 Definitions:

3.1.1 *alternative fuel, n*—a fuel that is substantially nonpetroleum based conventional liquids (for example, non-gasoline or non-diesel), yields substantial energy security benefits, and offers substantial environmental benefits.

3.1.1.1 *Discussion*—These fuels can include: pure methanol, ethanol, and other alcohols; blends of 68 % or more of alcohols with gasoline; natural gas and liquid fuels domestically produced from natural gas; liquefied petroleum gas (propane); hydrogen; electricity; biodiesel; fuels, other than alcohol, derived from biological materials; and P-Series fuels.

3.1.2 *biodegradable, adj*—capable of decomposing under natural conditions into elements found in nature. **E2114**

3.1.3 *convention and visitors' bureau (CVB), n*—destination marketing organization (DMO), convention and visitor bureaus are not-for-profit organizations charged with representing a specific destination and helping the long-term development of communities through a travel and tourism strategy.

3.1.3.1 *Discussion*—CVBs are usually membership organizations bringing together businesses that rely on tourism and

² For referenced ASTM standards, visit the ASTM website, www.astm.org, or contact ASTM Customer Service at service@astm.org. For *Annual Book of ASTM Standards* volume information, refer to the standard's Document Summary page on the ASTM website.

³ Available from U.S. Government Printing Office Superintendent of Documents, 732 N. Capitol St., NW, Mail Stop: SDE, Washington, DC 20401, <http://www.access.gpo.gov>.

⁴ Available from United States Department of Justice, 950 Pennsylvania Avenue, NW Civil Rights Division, Disability Rights Section - NYA, Washington, D.C. 20530, <http://www.ada.gov>.

⁵ Available from U.S. Equal Employment Opportunity Commission Clearinghouse, P.O. Box 541 Annapolis Junction, MD 20701, <http://www.eeoc.gov>.

events for revenue. For visitors, CVBs are like a key to the city. As an unbiased resource, CVBs can serve as a broker or an official point of contact for convention and event planners, tour operators, and visitors. They assist planners with event preparation and encourage business travelers and visitors alike to visit local historic, cultural, and recreational sites.

3.1.4 *corporate social responsibility (CSR), n*—a policy that functions as self-regulating mechanism whereby the organization monitors and ensures its support of legal and ethical standards, and international norms addressing activities affecting the environment, consumers, employees, communities, stakeholders, and all other members of the public sphere.

3.1.4.1 *Discussion*—CSR is the deliberate inclusion of public interest into corporate decision-making and the honoring of the ‘triple bottom line:’ People, Planet, and Profit. Also known as corporate responsibility, corporate citizenship, responsible business, sustainable responsible business (SRB), or corporate social performance, is a form of corporate self-regulation integrated into a business model.

3.1.5 *destination, n*—city, area, or country that can be marketed to groups or individuals as a place to visit or hold an event.

3.1.5.1 *Discussion*—Although destination selection may consider country, regional, and city attributes, planners most often consider the capacity of a city and its metropolitan area to host their experience rather than country or regional capacity. The practices considered in this category will, therefore, focus mainly on destination city attributes as opposed to regional or country characteristics.

3.1.6 *diversion rate, n*—the rate or percentage of waste materials diverted from traditional disposal such as landfills or incineration to be recycled, composted, or reused.

3.1.7 *environmentally preferable products, n*—products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose.

3.1.7.1 *Discussion*—This comparison applies to raw materials, manufacturing, packaging, distribution, use, reuse, operation, maintenance, and disposal. These products may possess biodegradable, organic, reusable, recycled, or recyclable attributes.

3.1.8 *environmentally sustainable, adv*—environmental focus on components, functions and systems that meets the needs of the present without compromising the ability of future generations to meet their own needs.

3.1.9 *hybrid vehicle, n*—vehicles which use a mixture of more than one power source, such as electric and petroleum.

3.1.9.1 *Discussion*—Hybrid-electric vehicles (HEVs) combine the benefits of internal combustion engines and electric motors and can be configured to obtain different objectives, such as improved fuel economy, increased power, or additional auxiliary power for electronic devices and power tools.

3.1.10 *local, adj*—relating to or applicable to a city or town or district rather than a larger area.

3.1.10.1 *Discussion*—The exact distance for purposes of sourcing goods (including food and beverage), services, and personnel will be determined by the planner or supplier, or

both, and be based upon the event location adjusting for location size and season. No standard definition exists to define local, inherent in this practice is the philosophy to use sources geographically proximate to the event and be practical given wide dispersion of services and products across geographic areas.

3.1.11 *natural fiber, n*—made of naturally occurring materials such as plants and animals; can be contrasted with synthetic fibers such as plastics.

3.1.12 *planner, n*—person whose job it is to oversee and arrange every aspect of an event; an employee or hired ad hoc by large companies, professional associations, or trade associations to plan, organize, implement, and control events, conventions, and other events.

3.1.12.1 *Discussion*—Planners may include professionals who work for government, association, corporate, or independent agencies. The planner is the buyer of event services.

3.1.13 *post-consumer, adj*—refers to materials that are reclaimed from products that have already served their intended end-use as consumer items.

3.1.13.1 *Discussion*—Waste from industrial processes are not considered post-consumer. Post-consumer materials are a subset of recovered materials.

3.1.14 *pre-consumer material, adj*—refers to material that are reclaimed from manufacturing and other industrial processes and products which have not served their intended end-use as a consumer item. **E2114**

3.1.14.1 *Discussion*—Pre-consumer materials include: culls, trimmed materials, print overruns, overissue publications, and obsolete inventories.

3.1.15 *recovered materials, n*—waste material and by-products which have been recovered or diverted from the waste stream, but such term does not include those materials and by-products generated from, and commonly used within, an original manufacturer process. **E2114**

3.1.16 *recyclable, n*—product that can be reprocessed where such facilities exist.

3.1.17 *recycle, v*—recovering or reprocessing materials for use in the form of raw materials in the manufacture of new products other than fuel for producing heat or power by combustion. **E2114**

3.1.17.1 *Discussion*—The use of the word recycle used in this specification applies to planners and their suppliers which provide event products and services. Recycling, as defined, does not extend to the activities of the suppliers’ vendors or suppliers.

3.1.18 *recycled content products, n*—products that contain pre-consumer or post-consumer materials as all or part of their feedstock. **E2114**

3.1.18.1 *Discussion*—Recycled-content products may contain some pre-consumer waste, some post-consumer waste or both. A product does not have to contain 100 % recovered materials to be considered “recycled,” but clearly the higher the percentage of recycled content, the greater the amount of waste that is diverted from disposal.

3.1.19 *reduced toxic materials, n*—products or services that have lesser or reduced toxicity levels when compared with competing products or services that serve the same purpose.

3.1.19.1 *Discussion*—This comparison applies to raw materials, manufacturing, packaging, distribution, use, reuse, operation, maintenance, and disposal.

3.1.20 *renewable energy, n*—energy obtained from renewable or perpetual resources, including wind, solar, ocean (including tidal, wave, current, and thermal), geothermal, biomass, and hydroelectric. **E2114**

3.1.21 *request for proposal (RFP), n*—an invitation for suppliers, often through a bidding process, to submit a proposal on a specific commodity or service.

3.1.22 *stakeholder, n*—individuals, organizations or other entities that directly affect or are directly affected by the planning and execution of a specific event.

3.1.22.1 *Discussion*—Stakeholders in the event industry include but are not limited to: event organizer, event planner, surrounding community, convention and visitors bureau, labor unions, news media, government, attendees, hotels, airlines, maintenance personnel, material handlers, local transportation companies and warehouses, florists, photographers, security companies, medical facilities, registration companies, restaurants, gas stations, recycling facilities, utility companies, caterers, audio visual providers, printers, ad specialty brokers, laundries, grocery stores, farmers, fisheries, fisherman, pharmacies, and bakeries.

3.1.23 *supplier, n*—purveyor, provider, vendor, or contractor offering facilities, products, or services, or any combination thereof (for example, a convention and visitors’ bureau [CVB]).

3.1.23.1 *Discussion*—For the destination sector, suppliers will be understood to be destination professionals. Destination professionals may include destination marketing organizations (DMOs), CVBs, third-party site-selection companies, destination management companies (DMCs), chambers of commerce, and economic development departments or regional authorities.

3.1.24 *sustainable development, n*—development that meets the needs of the present without compromising the ability of future generations to meet their own needs. **E2114**

3.1.25 *sustainability, n*—the maintenance of environmental, economic, and social components, functions, and systems for future generations. **E2114**

3.1.26 *toxic, adj*—any substance that is likely to produce personal injury or illness to humans when it is inhaled, swallowed, or absorbed through the skin.

Federal Hazardous Substances Act

3.1.27 *waste, n*—discarded residue for disposal or recovery.

4. Level 1 Requirements

4.1 *Planner Performance Requirements:*

4.1.1 *Staff Management Policy:*

4.1.1.1 The planner shall have a written environmental sustainability policy for its organization, available for stakeholder review, documenting a vision, objectives and goals for

sustainability that addresses all the applicable environmental characteristics as described in this specification (staff management policy, communication, waste management, energy, air quality, water, procurement, and community partners).

4.1.1.2 The planner shall hold one or more staff members accountable for the successful execution of sustainability initiatives related to the destination components of the event. Demonstration of accountability will be evidenced through documentation in job descriptions, performance reviews, and/or site-selection contracts with third parties.

4.1.1.3 The planner shall have written environmental objectives and performance criteria related to the specific meeting or event that address all the applicable environmental characteristics as described in this specification (staff management policy, communication, waste management, energy, air quality, water, procurement, and community partners) related to the specific meeting or event, and include these objectives in the RFPs.

4.1.1.4 The planner shall designate one or more staff members to implement the environmental sustainability initiatives related to the destination selection components of the event.

4.1.2 *Communications:*

4.1.2.1 The planner shall maintain records of all environmental efforts, and shall make those records available to stakeholders and for reference for planning future events.

4.1.2.2 The planner shall ensure all appropriate personnel are made aware of, and can communicate effectively, the environmental policy of both the planner and supplier.

4.1.2.3 The planner shall include the organization’s and supplier’s environmental sustainability policy in its on-going communications with clients, through all appropriate means, where applicable.

4.1.3 *Waste Management:*

4.1.3.1 The planner shall include a clause in the destination RFP that considers whether a community has recycling or composting available for the following: paper, cardboard, plastic, glass, metal, e-waste, and food waste/compost.

4.1.4 *Energy:*

4.1.4.1 The planner shall consider the cumulative air travel impact of destination selection by calculating how close prospective destinations are to the total anticipated attendance base. This factor will be integrated into destination decision-making.

4.1.5 *Air Quality:*

4.1.5.1 The planner shall include a clause in the destination RFP that requires a response on whether a community has sustainable transportation, including all of the following:

- (1) Alternative fuel/efficient buses (for shuttling);
- (2) Hybrid shuttles/taxis;
- (3) Car co-operatives;
- (4) Bicycle rental/share;
- (5) Mass transit between the convention center, airport, and host hotels; and
- (6) Tourist shuttle/trolley through convention core or tourist district.

4.1.5.2 The planner shall include a clause in the destination RFP that considers a community that has a “walkable” convention neighborhood (half-mile or shorter walk between the convention center and 50 % of conference hotels).

4.1.5.3 The planner shall include a clause in the destination RFP that considers a community that has a hotel package that is connected by mass transit or shuttles when hotels are not within walking distance of the convention venue.

4.1.5.4 The planner shall include a clause in the destination RFP that asks if the destination has a convention package (convention venue and 50 % of hotels) within 10 miles (16 km) of an airport.

4.1.6 *Water:*

4.1.6.1 No requirements.

4.1.7 *Procurement:*

4.1.7.1 The planner shall include a clause in the destination RFP that considers a community that has a convention venue with sustainable practices (refer to Specification E2774).

4.1.7.2 The planner shall include a clause in the destination RFP that considers a community that has hotels with sustainable practices that cover all relevant areas of this specification (staff management policy, communication, waste management, energy, air quality, water, procurement, and community partners).

4.1.8 *Community Partners:*

4.1.8.1 The planner shall include a clause in the destination RFP that requests information about whether a community partnership exists to enable donation of conference materials or attendee volunteer opportunities.

4.2 *Supplier Performance Requirements:*

4.2.1 *Staff Management Policy:*

4.2.1.1 No requirements.

4.2.2 *Communications:*

4.2.2.1 The destination shall provide empirically verifiable documentation to support environmental claims, if requested.

4.2.3 *Waste Management:*

4.2.3.1 The destination shall establish a twelve-month municipal waste diversion baseline for the destination.

4.2.3.2 The destination shall offer donation programs for food or conference materials or both that are available to the hospitality community (for example, restaurants, hotels, and venues).

4.2.3.3 The destination shall divert at least four of the following: cardboard, paper, plastic, glass, metal, e-waste, wood, and food waste/compost. Food waste/compost shall be diverted to a food waste composting program that collects, sorts, transports and appropriately processes the food waste/compost. Cardboard, paper, plastic, glass, metal, e-waste, and wood shall be diverted to a recycling service that collects, sorts, transports, and appropriately recycles the material. Composting or recycling may be provided privately or by local government.

4.2.4 *Energy:*

4.2.4.1 The destination shall adopt at least one of the following sustainable energy programs: (1) has direct-purchase renewable power options available through regional utilities (wind, solar, geothermal, and hydro); (2) mandates through local, state, or national regulation a minimum renewable

energy requirement; or (3) consumer education programs for business about energy efficiency and conservation.

4.2.5 *Air Quality:*

4.2.5.1 No requirements.

4.2.6 *Water:*

4.2.6.1 The destination shall maintain a comprehensive water quality and water use monitoring program.

4.2.7 *Procurement:*

4.2.7.1 The destination’s primary convention venue shall meet the requirements of Specification E2774, Level 1.

4.2.7.2 The destination shall be able to offer hotels for the event that shall have sustainable practices that cover all relevant areas of this specification (staff management policy, communication, waste management, energy, air quality, water, procurement, and community partners).

4.2.8 *Community Partners:*

4.2.8.1 The destination shall provide information about donation programs that can be used for meetings and events, including a food donation program.

4.3 *Supplier (CVB/DMC) Performance Requirements:*

4.3.1 *Staff Management Policy:*

4.3.1.1 The supplier shall have a written environmental sustainability policy, available for stakeholder review, for its organization documenting a vision, objectives and goals for sustainability that address the applicable environmental characteristics as described in this specification (staff management policy, communications, waste management, energy, air quality, water, procurement, and community partners).

4.3.1.2 The supplier shall designate one or more staff members to implement the supplier’s environmental sustainability initiatives.

4.3.2 *Communications:*

4.3.2.1 The supplier shall communicate the planner’s written environmental objectives and performance criteria related to the destination selection to its staff, if specified.

4.3.2.2 The supplier shall provide the planner with information about environmental efforts and programs in place in the destination as standard practice.

4.3.3 *Waste Management:*

4.3.3.1 The supplier shall establish a twelve-month waste diversion baseline (or all months of operation for suppliers operating less than twelve months).

4.3.4 *Energy:*

4.3.4.1 The supplier shall have a policy for staff travel that includes sustainability considerations. In the policy, air travel footprint, ground transportation practices, and hotel selection shall be addressed.

4.3.4.2 The supplier shall establish a baseline of energy use from air and ground travel.

4.3.5 *Air Quality:*

4.3.5.1 No requirements.

4.3.6 *Water:*

4.3.6.1 No requirements.

4.3.7 *Procurement:*

4.3.7.1 The supplier shall establish criteria for purchasing environmentally preferable products, which shall be outlined in

a sustainable procurement policy. The criteria shall consider price and quality, environmental impact, and ethics/reputation of the vendor.

4.3.7.2 The supplier shall establish a twelve-month baseline (or all months of operation for those facilities operating less than a year) of percentage of purchases made in accordance with the purchasing policy above.

4.3.7.3 The supplier shall purchase environmentally preferable products based on the above criteria not less than 30 % of the time.

4.3.8 *Community Partners:*

4.3.8.1 The supplier shall provide information about community service organizations that may accept event-related donation streams (food and other materials) or provide volunteer opportunities.

5. Keywords

5.1 conferences; destination; environmentally sustainable events; green events; green meetings; site selection; sustainability

ANNEXES

(Mandatory Information)

A1. PLANNER LEVEL 2 – 4 REQUIREMENTS AND PERFORMANCE METRICS

A1.1 Scope and Usage

A1.1.1 To meet the specific level indicated, planners shall meet or exceed all specifications and performance metrics for the current level plus any previous levels. For example, to be Level 2, the planner shall meet all requirements for Level 1 and Level 2.

A1.2 Staff Management Policy

A1.2.1 *Level 2 Requirements:*

A1.2.1.1 Planner shall have written sustainability objectives for destination selection and identify key performance indicators for this objective.

A1.2.2 *Level 3 Requirements:*

A1.2.2.1 No additional requirements.

A1.2.3 *Level 4 Requirements:*

A1.2.3.1 No additional requirements.

A1.3 Communications

A1.3.1 *Level 2 Requirements:*

A1.3.1.1 No additional requirements.

A1.3.2 *Level 3 Requirements:*

A1.3.2.1 Planner shall include information that accurately reflects the sustainability attributes of the destination in all external communications and marketing to key stakeholders and attendees.

A1.3.3 *Level 4 Requirements:*

A1.3.3.1 No additional requirements.

A1.4 Waste Management

A1.4.1 *Level 2 Requirements:*

A1.4.1.1 No additional requirements.

A1.4.2 *Level 3 Requirements:*

A1.4.2.1 No additional requirements.

A1.4.3 *Level 4 Requirements:*

A1.4.3.1 No additional requirements.

A1.5 Energy

A1.5.1 *Level 2 Requirements:*

A1.5.1.1 No additional requirements.

A1.5.2 *Level 3 Requirements:*

A1.5.2.1 The planner shall be able to produce documentation to verify that the destination selected represents the fewest air or ground transportation miles among those options considered.

A1.5.3 *Level 4 Requirements:*

A1.5.3.1 No additional requirements.

A1.6 Air Quality

A1.6.1 *Level 2 Requirements:*

A1.6.1.1 No additional requirements.

A1.6.2 *Level 3 Requirements:*

A1.6.2.1 No additional requirements.

A1.6.3 *Level 4 Requirements:*

A1.6.3.1 No additional requirements.

A1.7 Water

A1.7.1 *Level 2 Requirements:*

A1.7.1.1 No additional requirements.

A1.7.2 *Level 3 Requirements:*

A1.7.2.1 No additional requirements.

A1.7.3 *Level 4 Requirements:*

A1.7.3.1 No additional requirements.

A1.8 Procurement

A1.8.1 *Level 2 Requirements:*

A1.8.1.1 The planner shall contract with suppliers that actively follow documented environmental policies. These suppliers shall represent a minimum of 25 % of the planner's total supplier base.

A1.8.2 *Level 3 Requirements:*

A1.8.2.1 The planner shall contract with suppliers that actively follow documented environmental policies. These suppliers shall represent a minimum of 50 % of the planner’s total supplier base.

A1.8.3 Level 4 Requirements:

A1.8.3.1 The planner shall contract with suppliers that actively follow documented environmental policies. These suppliers shall represent a minimum of 25 % of the planner’s total supplier base.

A1.9 Community Partners

A1.9.1 Level 2 Requirements:

A1.9.1.1 No additional requirements.

A1.9.2 Level 3 Requirements:

A1.9.2.1 No additional requirements.

A1.9.3 Level 4 Requirements:

A1.9.3.1 No additional requirements.

A2. SUPPLIER LEVEL 2 – 4 REQUIREMENTS AND PERFORMANCE METRICS

A2.1 Scope and Usage

A2.1.1 To meet the specific level indicated, suppliers shall meet or exceed all specifications and performance metrics for the current level plus any previous levels. For example, to be Level 2, the supplier shall meet all requirements for Level 1 and Level 2.

A2.2 Staff Management Policy

A2.2.1 Level 2 Requirements:

A2.2.1.1 No additional requirements.

A2.2.2 Level 3 Requirements:

A2.2.2.1 No additional requirements.

A2.2.3 Level 4 Requirements:

A2.2.3.1 No additional requirements.

A2.3 Communications

A2.3.1 Level 2 Requirements:

A2.3.1.1 No additional requirements.

A2.3.2 Level 3 Requirements:

A2.3.2.1 No additional requirements.

A2.3.3 Level 4 Requirements:

A2.3.3.1 No additional requirements.

A2.4 Waste Management

A2.4.1 Level 2 Requirements:

A2.4.1.1 The destination shall achieve an average diversion rate of 10 % for municipal recycling.

A2.4.2 Level 3 Requirements:

A2.4.2.1 The destination shall achieve an average diversion rate of 30 % for municipal recycling.

A2.4.3 Level 4 Requirements:

A2.4.3.1 The destination shall achieve an average diversion rate of 50 % for municipal recycling.

A2.5 Energy

A2.5.1 Level 2 Requirements:

A2.5.1.1 The destination shall achieves a minimum direct sourcing of 7 – 20 % of energy needs from renewable power options such as wind, solar, geothermal, or hydro.

A2.5.2 Level 3 Requirements:

A2.5.2.1 The destination shall achieve a minimum direct sourcing of 21 – 35 % of energy needs from renewable power options such as wind, solar, geothermal, or hydro.

A2.5.3 Level 4 Requirements:

A2.5.3.1 The destination shall achieve a minimum direct sourcing of >35 % of energy needs from renewable power options such as wind, solar, geothermal, or hydro.

A2.6 Air Quality

A2.6.1 Level 2 Requirements:

A2.6.1.1 The destination shall have a convention package (convention venue and 50 % of hotels) within 50 miles (80.5 km) of the airport or if greater than 50 miles (80.5 km), the airport will be linked to the convention core by a rapid mass transit service, such as a light rail transit (LRT) system.

A2.6.1.2 The destination shall have at least two of the following forms of sustainable transportation:

- (1) Alternative fuel/efficient buses (for shuttling);
- (2) Hybrid shuttles/taxis;
- (3) Ride-share programs;
- (4) Bicycle rental/share;
- (5) Mass transit between the convention center, airport, and host hotels; or
- (6) Tourist shuttle/trolley through convention core or tourist district.

A2.6.2 Level 3 Requirements:

A2.6.2.1 The destination shall have a convention package (convention venue and 50 % of hotels) within 25 miles (40 km) of the airport.

A2.6.2.2 The city has a hotel package that is connected by mass transit or shuttles when hotels are not within walking distance of the convention venue.

A2.6.3 Level 4 Requirements:

A2.6.3.1 The destination shall have a convention package (convention venue and 50 % of hotels) within 10 miles (16 km) of the airport.

A2.6.3.2 The destination shall maintain a “walkable” convention neighborhood (less than a ½ mile (0.8 km) walk between the convention center and 50 % of the conference hotels).

A2.7 Water

A2.7.1 Level 2 Requirements:

A2.7.1.1 The destination shall provide water quality and water use education programs for business and residents designed to reduce water pollution and conserve water. These will be municipally endorsed, community-wide initiatives to prevent pollution and conserve water, including a regulation or incentive to curb water use, such as non-watering days, residential and business water-wise education programs, bylaws, and so forth.

A2.7.2 Level 3 Requirements:

A2.7.2.1 No additional requirements.

A2.7.3 Level 4 Requirements:

A2.7.3.1 No additional requirements.

A2.8 Procurement

A2.8.1 Level 2 Requirements:

A2.8.1.1 The destination's primary convention venue shall meet the requirements of Specification **E2774**, Level 2.

A2.8.1.2 The destination shall be able to recommend hotels for the event that shall have sustainable practices that cover all relevant areas of this specification (staff management policy, communication, waste management, energy, air quality, water, procurement, and community partners).

A2.8.2 Level 3 Requirements:

A2.8.2.1 The destination's primary convention venue shall meet the requirements of Specification **E2774**, Level 3.

A2.8.2.2 The destination shall be able to recommend hotels for the event that shall have sustainable practices that cover all relevant areas of this specification (staff management policy, communication, waste management, energy, air quality, water, procurement, and community partners).

A2.8.3 Level 4 Requirements:

A2.8.3.1 The destination's primary convention venue shall meet the requirements of Specification **E2774**, Level 4.

A2.8.3.2 The destination shall be able to recommend hotels for the event that shall have sustainable practices that cover all relevant areas of this specification (staff management policy, communication, waste management, energy, air quality, water, procurement, and community partners).

A2.9 Community Partners

A2.9.1 Level 2 Requirements:

A2.9.1.1 The destination shall uphold and be responsive to social issues that may become evident in the planning process by ensuring existing local, state, provincial, and federal laws guaranteeing health, safety, labor fairness, and accessibility are upheld (for example, Americans with Disabilities Act [ADA]; Civil Rights Act of 1964, Title VII; or prevailing legal equivalents). Where local laws may be lacking, the destination shall be responsive to upholding the principles of the United Nations (UN) Global Compact.

A2.9.2 Level 3 Requirements:

A2.9.2.1 No additional requirements.

A2.9.3 Level 4 Requirements:

A2.9.3.1 No additional requirements.

A3. SUPPLIER LEVEL 2 – 4 REQUIREMENTS AND PERFORMANCE METRICS

A3.1 Scope and Usage

A3.1.1 To meet the specific level indicated, suppliers shall meet or exceed all specifications and performance metrics for the current level plus any previous levels. For example, to be Level 2, the supplier shall meet all requirements for Level 1 and Level 2.

A3.2 Staff Management Policy

A3.2.1 Level 2 Requirements:

A3.2.1.1 The supplier shall hire or recruit or both a minimum of 25 % from local labor sources for the destination component when additional personnel are needed.

A3.2.2 Level 3 Requirements:

A3.2.2.1 The supplier shall identify key performance indicators that are being tracked for each organizational sustainability objective in the following areas:

- (1) Waste management,
- (2) Energy,
- (3) Air quality,
- (4) Water, and
- (5) Procurement.

A3.2.2.2 The supplier shall hire or recruit or both a minimum of 50 % from local labor sources for the destination component when additional personnel are needed.

A3.2.3 Level 4 Requirements:

A3.2.3.1 The supplier shall pursue or achieve voluntary or third-party certification or both in support of environmental claims.

A3.2.3.2 The supplier shall hire or recruit or both a minimum of 75 % from local labor sources for the destinations component when additional personnel are needed.

A3.3 Communications

A3.3.1 Level 2 Requirements:

A3.3.1.1 The supplier shall provide empirically verifiable documentation to support environmental claims, if requested.

A3.3.1.2 The supplier shall communicate its sustainability policy with internal and external stakeholders, including staff, planners, and attendees.

A3.3.1.3 The supplier shall provide an educational program in which sustainability information to all members/vendors are communicated. Programs shall include at least one of the following conducted or distributed to all members on an annual

basis: electronic guidebook, online resource center, workshops/presentations, and e-newsletter.

A3.3.1.4 The supplier shall issue sustainability information about their destination to all event planner buyers. This information shall be communicated in an environmentally responsible manner using at least two of the following methods:

- (1) Web page or micro-site for green events,
- (2) Visitor/event planner guide,
- (3) Familiarization tours,
- (4) Tradeshow displays/booth, or
- (5) Formal RFP response clause.

A3.3.2 Level 3 Requirements:

A3.3.2.1 The supplier shall include in external communication the material ways planners can support or add to the environmental efforts in the destination.

A3.3.2.2 The supplier shall provide a sustainable event vendor directory that includes referrals to sustainable restaurants, caterers, venues, attractions, and accommodations. Sustainable practices shall be verified by proof of certification under a third-party-verified program.

A3.3.3 Level 4 Requirements:

A3.3.3.1 The supplier shall publish a corporate sustainability report including sustainability objectives, indicators, and targets.

A3.4 Waste Management

A3.4.1 Level 2 Requirements:

A3.4.1.1 The supplier shall reduce paper use through at least one of the following strategies:

- (1) Purchasing post-consumer recycled content paper (minimum 30 % post-consumer content),
- (2) Providing marketing materials online (for example, electronic visitor guide, maps, and so forth),
- (3) Using e-proposals rather than hard copies, or
- (4) Printing on both sides of the paper.

A3.4.2 Level 3 Requirements:

A3.4.2.1 When using promotional giveaways, the supplier shall either: (1) provide giveaways but ensure they are sustainable (reusable, minimally packaged, made of recycled content or natural fibers, and are recyclable/compostable or consumable [for example, food] or (2) does not provide promotional giveaways.

A3.4.2.2 The supplier shall achieve a minimum waste diversion rate of 50 % or 40 % improvement over baseline.

A3.4.3 Level 4 Requirements:

A3.4.3.1 The supplier shall achieve a minimum waste diversion rate of 75 % or 50 % improvement over baseline.

A3.5 Energy

A3.5.1 Level 2 Requirements:

A3.5.1.1 The supplier shall measure energy use from air and ground travel and set targets for reductions.

A3.5.1.2 The supplier shall practice energy efficiency in its office by at least three of the following methods:

- (1) Turning lights off when not in use or using sensors;
- (2) Use energy efficient lights;

(3) Use office equipment certified or rated with a recognized energy or environmental impact rating system, or both;

(4) Set office equipment for energy efficiency;

(5) Unplugging equipment while not in use;

(6) Purchasing renewable energy (solar, wind, geothermal, or hydro); or

(7) Had an energy audit on their office.

A3.5.2 Level 3 Requirements:

A3.5.2.1 The suppliers shall achieve a 15 % reduction transportation energy use.

A3.5.3 Level 4 Requirements:

A3.5.3.1 The suppliers shall establish a 30 % reduction in transportation energy use.

A3.6 Air Quality

A3.6.1 Level 2 Requirements:

A3.6.1.1 No additional requirements.

A3.6.2 Level 3 Requirements:

A3.6.2.1 No additional requirements.

A3.6.3 Level 4 Requirements:

A3.6.3.1 No additional requirements.

A3.7 Water

A3.7.1 Level 2 Requirements:

A3.7.1.1 No additional requirements.

A3.7.2 Level 3 Requirements:

A3.7.2.1 No additional requirements.

A3.7.3 Level 4 Requirements:

A3.7.3.1 No additional requirements.

A3.8 Procurement

A3.8.1 Level 2 Requirements:

A3.8.1.1 The supplier shall provide that environmentally sustainable purchasing criteria have been communicated to and discussed with current suppliers who have been encouraged to adapt to meet the supplier's environmental purchasing criteria.

A3.8.1.2 The supplier shall demonstrate a 25 % purchase of products made with recycled (post- and pre-consumer) content, recyclable, biodegradable, and compostable materials in cases in which such products are obtainable, or an annual 25 % increase in the purchase of products made from recycled materials from an established twelve-month baseline.

A3.8.1.3 The supplier shall demonstrate a 25 % purchase of obtainable products made with alternative nontoxic or reduced toxic materials or an annual 25 % increase in the purchase of obtainable products made from nontoxic or reduced toxic materials from an established twelve-month baseline.

A3.8.2 Level 3 Requirements:

A3.8.2.1 The supplier shall demonstrate a 50 % purchase of products made with recycled (post- and pre-consumer) content, recyclable, biodegradable, and compostable materials in cases in which such products are obtainable, or an annual 50 % increase in the purchase of products made from recycled materials from an established twelve-month baseline.

A3.8.2.2 The supplier shall demonstrate a 50 % purchase of obtainable products made with alternative nontoxic or reduced

toxic materials or an annual 50 % increase in the purchase of obtainable products made from nontoxic or reduced toxic materials from an established twelve-month baseline.

A3.8.3 Level 4 Requirements:

A3.8.3.1 The supplier shall demonstrate a 75 % purchase of products made with recycled (post- and pre-consumer) content, recyclable, biodegradable, and compostable materials in cases in which such products are obtainable, or an annual 75 % increase in the purchase of products made from recycled materials from an established twelve-month baseline.

A3.8.3.2 The supplier shall demonstrate a 75 % purchase of obtainable products made with alternative nontoxic or reduced toxic materials or an annual 75 % increase in the purchase of

obtainable products made from nontoxic or reduced toxic materials from an established twelve-month baseline.

A3.9 Community Partners

A3.9.1 Level 2 Requirements:

A3.9.1.1 The supplier shall have a documented corporate social responsibility program or policy for its own operation to direct and document how it participates in voluntary community programs.

A3.9.2 Level 3 Requirements:

A3.9.2.1 No additional requirements.

A3.9.3 Level 4 Requirements:

A3.9.3.1 No additional requirements.

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