



# Standard Specification for Evaluation and Selection of Communication and Marketing Materials for Environmentally Sustainable Meetings, Events, Trade Shows, and Conferences<sup>1</sup>

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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 communications and marketing for a meeting, event, trade show, or conference (hereafter, referred to as *events* ).

1.2 Communications materials for events related to the marketing and communications associated with an event include, but are not limited to: paper, printed materials, giveaways and promotional items, signage, educational materials, written pre- and post-event instructions to each exhibitor, registration area apparatus, forms, organizers, and packaging, surveys, exhibitor advertising leaflets, event guides and maps, badges, holders, stickers, ribbons, writing pads, pens, pencils, bags, totes, and lanyards.

1.3 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, 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.

1.4 All areas of performance specified under this specification may not be relevant for each event, or for each facility or provider of event services. In some cases, an event 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 out 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, the 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 must individually meet the supplier requirements. To be considered an environmentally sustainable event at Level 1, all areas applicable to that event shall be achieved.

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

<sup>1</sup> This specification is under the jurisdiction of ASTM Committee E60 on Sustainability and is the direct responsibility of Subcommittee E60.02 on Hospitality.

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1.6 The use of levels within this specification recognizes the path to 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 to 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. The specification primarily focuses on environmental sustainability, while some aspects of economic and social sustainability are included recognizing the complete path toward overall sustainability.

1.7 The values stated in inch-pound units are to be regarded as standard. No other units of measurement are included in this standard.

1.8 *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:<sup>2</sup>

[D3960 Practice for Determining Volatile Organic Compound \(VOC\) Content of Paints and Related Coatings](#)

[D7480 Guide for Evaluating the Attributes of a Forest Management Plan](#)

[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:<sup>3</sup>

[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 1500 U.S. Clean Air Act](#)

## 3. Terminology

### 3.1 Definitions:

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

3.1.2 *bio-derived renewable content (BRC), n*—material originating from plants, animals or naturally derived sources (such as water) that can be replenished in the short term.

3.1.3 *bio-polymer, n*—all polymers that are biodegradable.

3.1.3.1 *Discussion*—The input materials for the production of these polymers may be either renewable (based on agricultural plant or animal products) or synthetic. Biopolymers are based on starch, sugar, cellulose, and synthetic materials.

3.1.4 *compostable, adj*—capable of undergoing biological decomposition in a compost site as part of an available program where facilities exist, such that the material breaks down into carbon dioxide, water, inorganic compounds, and biomass, at a rate appropriate for such program.

3.1.5 *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.

3.1.5.1 *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.

3.1.6 *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, adj*—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 *hazardous materials, n*—any material or combination of materials that because of their quantity, concentration, or physical or chemical characteristics poses an unreasonable risk to the health and safety of persons or the environment, or both.

3.1.9.1 *Discussion*—Hazardous materials may require special handling during storage, manufacture, processing, packaging, use, disposal, or transportation due to one or more of the following characteristics: poisonous, explosive, chemically active, corrosive, toxic, or radioactive.

3.1.10 *hazardous air pollutants (HAPs), n*—toxic air pollutants as identified in Title III of the Clean Air Act. **U.S. Clean Air Act**

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

3.1.11.1 *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

<sup>2</sup> For referenced ASTM standards, visit the ASTM website, [www.astm.org](http://www.astm.org), or contact ASTM Customer Service at [service@astm.org](mailto:service@astm.org). For *Annual Book of ASTM Standards* volume information, refer to the standard’s Document Summary page on the ASTM website.

<sup>3</sup> 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>.

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. For the purposes of this specification, local food is defined as within 250 miles.

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 *processed-chlorine-free (PCF) paper, n*—paper in which no chlorine or chlorine derivatives were used in the recycling process although papers which were originally bleached with chlorine or chlorine derivatives may have been used as feedstock.

3.1.16 *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**

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

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

3.1.21 *renewable materials, n*—substances derived from a living tree, plant, animal, or ecosystem that has the ability to regenerate itself.

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.

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 *volatile organic compounds (VOCs), n*—any organic compound that participates in atmospheric photochemical reactions. **D3960**

3.1.27.1 *Discussion*—Major sources of man-made VOCs are solvents, such as those in paints and protective coatings

3.1.28 *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, communications, waste management, energy, air quality, water, procurement, and community partners).

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

4.1.1.3 The planner shall designate one or more staff members to implement the environmental sustainability initiatives related to the communication 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 the planner and the 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 RFP and the contract for the supplier's services requiring suppliers meet a minimum of supplier Level 1 waste management practices and environmental performance outcome measures as defined within this specification.

4.1.3.2 The planner shall reduce use of paper through at least three of the following strategies:

- (1) Processing 25 % or more of event accounting procedures (for example, invoices, receipts) online or electronically,
- (2) Publishing 25 % or more (by weight) of communications and marketing materials online or electronically instead of print,
- (3) Printing bookstyle,
- (4) Distributing electronic files and avoiding printing,
- (5) Providing registration online as one or the only option,
- (6) Performing post and pre-event surveys electronically,
- (7) Publishing 25 % or more (by weight) of communications and marketing materials in other media format (flash-drive, CD or web-based) instead of print,
- (8) Printing both sides of the paper,
- (9) Providing the lightest, functional weight paper or plastic badge stock, and
- (10) Designing materials with sustainable attributes (no bleeds, standard sheet size, light ink coverage).

4.1.3.3 The planner shall reduce waste related to event credentials (for example, badges, lanyards, etc.) through at least one of the following strategies:

- (1) Eliminating one or more component (virgin polyester badge holder, thermal printable paper badges, virgin polyester lanyards or polypropylene ribbons);
- (2) Reusing at least 25 % of lanyards or badge holders from previous events or conserving at least 25 % for future use, or both;
- (3) Recycling printed name cards;
- (4) Offering exhibitors electronic data capture to replace exchanging business cards; and

(5) Sourcing badges, holders, lanyards, and ribbons constructed from biodegradable or post-consumer recycled materials.

4.1.3.4 The planner shall reduce waste related to event signage through at least one of the following strategies:

- (1) Reducing size or quantity,
- (2) Employing reusable signage (inserts, digital),
- (3) Repurposing signage (for example, making into bags),
- (4) Using signage made of recycled content, and
- (5) Eliminating foam core board unless identified as biodegradable.

4.1.3.5 The planner shall reduce waste related to event bags through at least one of the following strategies:

- (1) Encouraging attendee to bring own bag; planner does not supply;
- (2) Encouraging literature bag opt outs through pre-registration forms;
- (3) Reusing at least 25 % from previous events or conserving for future use, or both; and
- (4) Donating leftover bags to charity.

4.1.3.6 The planner shall reduce waste related to other promotional giveaways through at least one of the following strategies:

- (1) Reducing variety or quantity, and
- (2) Eliminating promotional giveaways.

4.1.4 *Energy:*

4.1.4.1 The planner shall include a clause in the RFP and the contract for the supplier's services requiring suppliers meet a minimum of supplier Level 1 energy management practices and environmental performance outcome measures as defined within this specification.

4.1.4.2 The planner shall employ at least one of the following environmentally conscientious shipping practices:

- (1) Shipping minimum necessary quantities,
- (2) Utilizing the smallest possible package,
- (3) Using no, minimal or recycled packaging,
- (4) Purchasing locally,
- (5) Balancing shipping needs versus shipping methods (ground, air, water),
- (6) Shipping using a SmartWay or equivalent program-certified shipping agent or pickup locally, and
- (7) Balancing trade-offs between environmental issues and speed/size and shipping method.

4.1.5 *Air Quality:*

4.1.5.1 The planner shall include a clause in the RFP and the contract for the supplier's services requiring suppliers meet a minimum of supplier Level 1 air quality management practices and environmental performance outcome measures as defined within this specification.

4.1.6 *Water:*

4.1.6.1 The planner shall include a clause in the RFP and the contract for the supplier's services requiring suppliers meet a minimum of supplier Level 1 water management practices and environmental performance outcome measures as defined within this specification.

4.1.7 *Procurement:*

4.1.7.1 The planner shall include a clause in the RFP and the contract for the supplier's services requiring suppliers meet a

minimum of supplier Level 1 procurement practices and environmental performance outcome measures as defined within this specification.

4.1.7.2 The planner shall contract with event suppliers that actively follow and purchase according to the supplier's documented environmental procurement policies, specify the environmental sustainability attributes of products to be purchased, or meet the environmental sustainability specification in the planner's RFP, or any combination thereof. These suppliers shall represent a minimum of 25 % of the planner's total supplier base for the event.

4.1.7.3 The planner shall purchase paper having two or more of the following attributes:

(1) Certified as having been produced from forests managed according to the criterion and elements of Guide **D7480**  $\geq 25$  % by weight,

(2) Post-consumer recycled content (uncoated text and cover:  $\geq 25$  % by weight, coated text & cover 25 % by weight), card stock  $> 25$  % by weight),

(3) Certified processed chlorine free (PCF)  $\geq 25$  % by weight, and

(4) Green Seal certified or equivalent certifying organization  $\geq 25$  % by weight.

4.1.7.4 The planner shall purchase binders, signage and banners having one or more of the following attributes:

(1) Containing bio-polymer materials  $\geq 25$  % by weight,

(2) Containing biodegradable materials  $\geq 25$  % by weight,

(3) Containing PVC material free of di(2-ethylhexyl) phthalate (DEHP), di-n-butyl phthalate (DBP), and benzyl phthalate (BBP) phthalates at a minimum of 25 % by weight,

(4) Containing post-consumer recycled content (paper/paper-related, PET, HDPE, PP/ PE, PVC, or other recyclable material)  $\geq 25$  % by weight,

(5) Containing organic material (for example, jute, cotton, hemp)  $\geq 25$  % by weight, and

(6) Containing biodegradable materials  $\geq 25$  % by weight.

4.1.7.5 The planner shall purchase other event supplies (bags, bottles, portfolios, pencils, pens, giveaways, promotional items, etc.) having two or more of the following attributes:

(1) Containing wood having been produced from the forests managed according to the criterion and elements of Guide **D7480**  $\geq 25$  % by weight,

(2) Containing biodegradable materials  $\geq 25$  % by weight,

(3) Containing renewable material  $\geq 25$  % by weight,

(4) Containing post-consumer recycled content (paper/paper-related, PET, HDPE, PP/ PE, PVC, or other recyclable material)  $\geq 25$  % by weight,

(5) Containing organic material (for example, cotton, hemp, jute)  $\geq 25$  % by weight,

(6) Containing recyclable materials (aluminum, stainless steel, glass, plastic [#s1 – 3])  $\geq 25$  % by weight,

(7) Containing bio-polymer materials  $\geq 25$  % by weight, and

(8) Green Seal certified or equivalent certifying organization  $\geq 25$  % by weight.

4.1.8 *Community Partners:*

4.1.8.1 The planner shall donate reusable, surplus conference materials and supplies that cannot otherwise be reused or repurposed by the planner to local community or non-profit organizations.

4.2 *Supplier Performance Requirements:*

4.2.1 *Staff Management Policy:*

4.2.1.1 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).

4.2.1.2 The supplier's sustainability policy shall have general manager or executive support as indicated by a signed statement.

4.2.1.3 The supplier shall designate one or more staff members to implement the supplier's sustainability initiatives.

4.2.2 *Communications:*

4.2.2.1 The supplier shall communicate the planner's written environmental objectives and performance criteria to its staff.

4.2.2.2 The supplier shall communicate to the planner the supplier's sustainability policies and include the policy in the supplier's sales and marketing materials and event planning guidelines, as appropriate.

4.2.2.3 The supplier shall provide attendees with clear communication of its environmental efforts and programs.

4.2.3 *Waste Management:*

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

4.2.3.2 The supplier shall conduct waste audits semi-annually to identify waste streams, and develop a plan for waste reduction and increased diversion.

4.2.3.3 The supplier shall annually reduce hazardous materials consumption by a minimum of 10 % or on an ongoing basis hazardous materials shall constitute less than 25 % of total products used.

4.2.3.4 The suppliers shall achieve a minimum diversion rate of 75 % of total waste in their operations over the course of a year or a 10 % annual decrease in waste diverted over the twelve-month baseline.

4.2.4 *Energy:*

4.2.4.1 The supplier shall establish a twelve-month (including up to five years, if applicable) energy performance baseline and track and record their energy use using their own system or third-party supported system (or all months of operation for suppliers operating less than one year).

4.2.5 *Air Quality:*

4.2.5.1 The supplier shall have air quality practices in place (for example, use of green cleaners, no-idling, use of low VOC paints)

4.2.5.2 The supplier shall not use motorized equipment and vehicles powered by internal combustion anywhere inside the facility at any time except in garages and in front of loading docks, or in case of emergencies.

4.2.6 *Water:*

4.2.6.1 The supplier shall create a baseline of water use with one to three years of historical data (or for all months of operation for suppliers in operation less than one year).

*4.2.7 Procurement:*

4.2.7.1 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.

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

4.2.7.3 The supplier shall have a plan in place to reduce packaging to a minimum and shall ensure this plan is being implemented.

4.2.7.4 The supplier shall increase the percentage of bulk purchases by a minimum of 10 % over the past twelve months or ensure bulk purchases constitute a minimum of 30 % of total purchases.

4.2.7.5 The supplier shall establish twelve-month baseline of products made with recycled (post- and pre-consumer) content, recyclable, biodegradable, and compostable materials.

4.2.7.6 The supplier shall provide product available to the market that is produced with alternative non-toxic or reduced toxic materials whenever possible. The supplier shall document its twelve-month baseline and range of products and provide this information to planners, if requested.

4.2.7.7 The supplier shall, at least annually, communicate the contents, and any updates, of its procurement policy to current vendors, encouraging them to adopt the supplier's procurement policy.

*4.2.8 Community Partners:*

4.2.8.1 No requirements.

## **5. Keywords**

5.1 badge holder; badges; bags; communication; educational materials; environmentally sustainable events; event guides and maps; exhibitor advertising leaflets; giveaways; green events; green meetings; lanyards; marketing; packaging; paper; pencils; pens; printed materials; promotional items; ribbons; signage; stickers; surveys; sustainability; totes; writing pads

## **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 The planner shall hire or recruit, or both, a minimum of 25 % from local labor sources for the communications and marketing components when additional personnel are needed.

*A1.2.2 Level 3 Requirements:*

A1.2.2.1 The planner shall hire or recruit, or both, a minimum of 50 % from local labor sources for the communications and marketing components when additional personnel are needed.

A1.2.2.2 Planner shall require communications and marketing staff and volunteers comply with environmental objectives and policies.

*A1.2.3 Level 4 Requirements:*

A1.2.3.1 The planner shall hire or recruit, or both, a minimum of 75 % from local labor sources for the communications and marketing components when additional personnel are needed.

##### **A1.3 Communications**

*A1.3.1 Level 2 Requirements:*

A1.3.1.1 The planner shall maintain and track measurable results of their environmental initiatives and resource use (for example, weight and type of both disposed and recycled materials) for the communications and marketing component, and where appropriate, track those of the supplier. The planner shall make this information available to stakeholders.

*A1.3.2 Level 3 Requirements:*

A1.3.2.1 The planner shall include information that accurately reflects the sustainability attributes and policies from the communications and marketing components in external communications to key stakeholders and attendees.

A1.3.2.2 The planner shall document in external communication the material ways key stakeholders and attendees can support or add to its environmental sustainability initiatives.

*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 The planner shall reduce use of paper through at least four of the following strategies:

(1) Shifting 50 % or more of event accounting transactions (for example, invoicing, receipts, etc.) from print to online or electronically,

(2) Shifting 50 % or more by weight of communications and marketing online from print to online or electronically,

(3) Printing bookstyle,

(4) Distributing electronic files and avoiding printing,

(5) Providing registration online as one or only option,

(6) Providing pre and post-event surveys electronically,

(7) Providing 50 % by weight or more event materials in other media format (flash-drive, CD or web-based solution),

(8) Printing both sides of the paper,

(9) Providing the lightest, functional weight paper or plastic badge stock, and

(10) Designing materials with sustainable attributes (no bleeds, standard sheet size, light ink coverage).

A1.4.1.2 The planner shall reduce waste related to event credentials (for example, badges, lanyards, etc.) through at least two of the following strategies:

(1) Eliminating one or more components (virgin polyester badge holder, thermal printable paper badges or virgin polyester lanyard or polypropylene ribbons);

(2) Reusing at least 50 % of lanyards or badge holders from previous events or conserving at least 50 % for future use, or both;

(3) Recycling printed name cards;

(4) Offering exhibitors electronic data capture to replace exchanging business cards; and

(5) Sourcing badges, holders, lanyards, and ribbons constructed from biodegradable or post consumer recycled materials.

A1.4.1.3 The planner shall reduce waste related to event signage through at least two of the following strategies:

(1) Reducing size or quantity,

(2) Employing reusable signage (inserts, digital),

(3) Repurposing signage (for example, making into bags),

(4) Using signage made of recycled content, and

(5) Eliminating foam core board unless identified as biodegradable.

A1.4.1.4 The planner shall ensure leftover event-related paper and cardboard is recycled, if it cannot be reused.

A1.4.1.5 The planner shall ensure plastic, glass, metal, fabric or compostable supplies and other materials are appropriately disposed of, recycled, or composted.

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 The planner shall include a clause in the RFP and the contract for the supplier's services requiring suppliers meet a minimum of supplier Level 2 energy management practices and environmental performance outcome measures as defined within this specification.

A1.5.1.2 The planner shall employ at least two of the following environmentally conscientious shipping practices:

(1) Shipping minimum necessary quantities;

(2) Using the smallest possible package;

(3) Utilizing no, minimal, or recycled packaging;

(4) Purchasing locally;

(5) Balancing shipping needs versus shipping methods (ground, air, water);

(6) Shipping using a SmartWay or equivalent program certified shipping agent or pickup locally; and

(7) Balancing trade-offs between environmental issues and speed/size and shipping method.

A1.5.2 *Level 3 Requirements:*

A1.5.2.1 No additional requirements.

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 The planner shall include a clause in the RFP and the contract for the supplier's services requiring suppliers meet a minimum of supplier Level 2 air quality management practices and environmental performance outcome measures as defined within this specification.

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 The planner shall include a clause in the RFP and the contract for the supplier's services requiring suppliers meet a minimum of supplier Level 2 water management practices and environmental performance outcome measures as defined within this specification.

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 which actively follow documented environmental policies. These suppliers shall represent a minimum of 50 % of the planner's total supplier base.

A1.8.1.2 The planner shall purchase paper having two or more of the following attributes:

(1) Containing material source-certified as having been produced from forests managed according to the criterion and elements of Guide **D7480**  $\geq 50$  % by weight,

(2) Containing post-consumer recycled content (uncoated text and cover:  $\geq 50$  % by weight, coated text and cover  $\geq 50$  % by weight, card stock  $\geq 50$  % by weight),

(3) Certified processed chlorine free (PCF)  $\geq 50$  % by weight,

(4) Containing material Green Seal certified or equivalent certifying organization  $\geq 50$  % by weight, and

(5) Inks are bio-derived renewable content (soy or vegetable).

A1.8.1.3 The planner shall purchase binders, signage and banners having one or more of the following attributes:

(1) Containing bio-polymer materials  $\geq 50$  % by weight,

(2) Containing biodegradable materials  $\geq 50$  % by weight,

(3) Containing PVC material free of DEHP, DBP, and BBP phthalates at a minimum of 50 % by weight,

(4) containing post-consumer recycled content (paper/paper-related, PET, HDPE, PP/ PE, PVC, or other recyclable material)  $\geq 50$  % by weight, and

(5) Containing organic material (for example, jute, cotton, hemp)  $\geq 50$  % by weight.

A1.8.1.4 The planner shall purchase other event supplies (bags, bottles, portfolios, pencils, pens, giveaways, promotional items, etc.) having two or more of the following attributes:

(1) Containing wood having been produced from the forests managed according to the criterion and elements of Guide **D7480**  $\geq 50$  % by weight,

(2) Containing biodegradable materials  $\geq 50$  % by weight,

(3) Containing renewable material  $\geq 50$  % by weight,

(4) Containing post-consumer recycled content (paper/paper-related, PET, HDPE, PP/ PE, PVC, or other recyclable material)  $\geq 50$  % by weight,

(5) Certified organic/pesticide free  $\geq 50$  % by weight,

(6) Containing recyclable materials (aluminum, stainless steel, glass, plastic [#s1 – 3])  $\geq 50$  % by weight,

(7) Containing bio-polymer materials  $\geq 50$  % by weight,

(8) Green Seal certified or equivalent certifying organization  $\geq 50$  % by weight, and

(9) Containing biodegradable materials  $\geq 50$  % by weight.

#### A1.8.2 Level 3 Requirements:

A1.8.2.1 The planner shall contract with suppliers who actively follow documented environmental policies. These suppliers shall represent a minimum of 75 % of the planner's total supplier base.

A1.8.2.2 The planner shall purchase paper having two or more of the following attributes:

(1) Containing material source-certified as having been produced from forests managed according to the criterion and elements of Guide **D7480**  $\geq 75$  % by weight,

(2) Containing post-consumer recycled content (uncoated text and cover:  $\geq 75$  % by weight, coated text and cover  $\geq 75$  % by weight, card stock  $\geq 75$  % by weight),

(3) Certified processed chlorine free (PCF)  $\geq 75$  % by weight,

(4) Containing material Green Seal certified or equivalent certifying organization  $\geq 75$  % by weight, and

(5) Inks are bio-derived renewable content (soy or vegetable).

A1.8.2.3 The planner shall purchase binders, signage and banners having one or more of the following attributes:

(1) Containing bio-polymer materials  $\geq 75$  % by weight,

(2) Containing biodegradable materials  $\geq 75$  % by weight,

(3) Containing PVC material free of DEHP, DBP, and BBP phthalates at a minimum of 75 % by weight,

(4) Containing post-consumer recycled content (paper/paper-related, PET, HDPE, PP/ PE, PVC, or other recyclable material)  $\geq 75$  % by weight, and

(5) Containing organic material (for example, jute, cotton, hemp)  $\geq 75$  % by weight.

A1.8.2.4 The planner shall purchase other event supplies (bags, bottles, portfolios, pencils, pens, giveaways, promotional items) having two or more of the following attributes:

(1) Containing wood having been produced from the forests managed according to the criterion and elements of Guide **D7480**  $\geq 75$  % by weight,

(2) Containing biodegradable materials  $\geq 75$  % by weight,

(3) Containing renewable material  $\geq 75$  % by weight,

(4) Containing post-consumer recycled content (paper/paper-related, PET, HDPE, PP/ PE, PVC, or other recyclable material)  $\geq 75$  % by weight,

(5) Certified organic/pesticide free  $\geq 75$  % by weight,

(6) Containing recyclable materials (aluminum, stainless steel, glass, plastic [#s1 – 3])  $\geq 75$  % by weight,

(7) Containing bio-polymer materials  $\geq 75$  % by weight,

(8) Green Seal certified or equivalent certifying organization  $\geq 75$  % by weight, and

(9) Containing biodegradable materials  $\geq 75$  % by weight.

#### A1.8.3 Level 4 Requirements:

A1.8.3.1 The planner shall contract with a minimum of 90 % of all suppliers who operate under documented environmental policies.

A1.8.3.2 The planner shall purchase paper having two or more of the following attributes:

(1) Containing material source-certified as having been produced from forests managed according to the criterion and elements of Guide **D7480**  $\geq 90$  % by weight,

(2) Containing post-consumer recycled content (uncoated text and cover:  $\geq 90$  % by weight, coated text and cover  $\geq 90$  % by weight, card stock  $\geq 90$  % by weight),

(3) Certified processed chlorine free (PCF)  $\geq 90$  % by weight,

(4) Containing material Green Seal certified or equivalent certifying organization  $\geq 90$  % by weight, and

(5) Inks are bio-derived renewable content (soy or vegetable).

A1.8.3.3 The planner shall purchase binders, signage and banners having one or more of the following attributes:

(1) Containing bio-polymer materials  $\geq 90$  % by weight,

(2) Containing biodegradable materials  $\geq 90$  % by weight,

(3) Containing PVC material free of DEHP, DBP, and BBP phthalates at a minimum of 90 % by weight,



(4) Containing post-consumer recycled content (paper/paper-related, PET, HDPE, PP/ PE, PVC, or other recyclable material)  $\geq 90\%$  by weight,

(5) Containing organic material (for example, jute, cotton, hemp)  $\geq 90\%$  by weight, and

(6) Containing biodegradable materials  $\geq 90\%$  by weight.

A1.8.3.4 The planner shall purchase other event supplies (bags, bottles, portfolios, pencils, pens, giveaways, promotional items, etc.) having two or more of the following attributes:

(1) Containing wood having been produced from the forests managed according to the criterion and elements of Guide **D7480**  $\geq 90\%$  by weight,

(2) Containing biodegradable materials  $\geq 90\%$  by weight,

(3) Containing renewable material  $\geq 90\%$  by weight

(4) Containing post-consumer recycled content (paper/paper-related, PET, HDPE, PP/ PE, PVC, or other recyclable material)  $\geq 90\%$  by weight,

(5) Certified organic/pesticide free  $\geq 90\%$  by weight,

(6) Containing recyclable materials (aluminum, stainless steel, glass, plastic [#s1 – 3])  $\geq 90\%$  by weight,

(7) Containing bio-polymer materials  $\geq 90\%$  by weight,

(8) Green Seal certified or equivalent certifying organization  $\geq 90\%$  by weight, and

(9) Containing biodegradable materials  $\geq 90\%$  by weight.

## **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 The supplier shall hire or recruit, or both, a minimum of 25 % from local labor sources for the communications and marketing components when additional personnel are needed.

*A2.2.2 Level 3 Requirements:*

A2.2.2.1 The supplier shall hire or recruit, or both, a minimum of 50 % from local labor sources for the communications and marketing components when additional personnel are needed.

*A2.2.3 Level 4 Requirements:*

A2.2.3.1 The supplier shall obtain third-party certification in support of all the environmental claims attained in compliance with this specification.

A2.2.3.2 The supplier shall hire or recruit, or both, a minimum of 75 % from local labor sources for the communications and marketing components when additional personnel are needed.

### **A2.3 Communications**

*A2.3.1 Level 2 Requirements:*

A2.3.1.1 The supplier shall provide empirically verifiable documentation to support environmental claims, if requested.

A2.3.1.2 The supplier shall communicate its sustainability policy to stakeholders, staff and attendees.

*A2.3.2 Level 3 Requirements:*

A2.3.2.1 The supplier shall accurately represent its appropriate environmental initiatives in external communications to key stakeholders.

A2.3.2.2 The supplier shall document in external communication the material ways key stakeholders and attendees can support or add to its environmental initiatives.

*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 supplier shall reduce hazardous materials consumption by a minimum of 25 % from baseline or achieve ongoing use of less than 25 % of total products used.

*A2.4.2 Level 3 Requirements:*

A2.4.2.1 The supplier shall reduce hazardous materials consumption by a minimum of 50 % from baseline or achieve ongoing use of less than 25 % of total products used.

*A2.4.3 Level 4 Requirements:*

A2.4.3.1 The supplier shall reduce hazardous materials consumption by a minimum of 75 % from baseline or achieve ongoing use of less than 10 % of total products used.

### **A2.5 Energy**

*A2.5.1 Level 2 Requirements:*

A2.5.1.1 No additional requirements.

*A2.5.2 Level 3 Requirements:*

A2.5.2.1 No additional requirements.

*A2.5.3 Level 4 Requirements:*

A2.5.3.1 No additional requirements.

**A2.6 Air Quality***A2.6.1 Level 2 Requirements:*

A2.6.1.1 No additional requirements.

*A2.6.2 Level 3 Requirements:*

A2.6.2.1 No additional requirements.

*A2.6.3 Level 4 Requirements:*

A2.6.3.1 No additional requirements.

**A2.7 Water***A2.7.1 Level 2 Requirements:*

A2.7.1.1 The supplier shall develop a plan that can be shared with stakeholders for annual water reduction with specified objectives and reduction metrics associated with each objective.

*A2.7.2 Level 3 Requirements:*

A2.7.2.1 The supplier shall participate in a recognized water conservation program.

*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 supplier shall demonstrate that a minimum of 25% of their obtainable products (products for purchase) are environmentally preferable products.

*A2.8.2 Level 3 Requirements:*

A2.8.2.1 The supplier shall demonstrate that 50 % of their obtainable products (products for purchase) are environmentally preferable products.

*A2.8.3 Level 4 Requirements:*

A2.8.3.1 The supplier shall demonstrate that 75 % of their obtainable products (products for purchase) are environmentally preferable products.

**A2.9 Community Partners***A2.9.1 Level 2 Requirements:*

A2.9.1.1 The supplier shall give back to the local community through legacy projects or by supporting a charity.

*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.

**APPENDIX****(Nonmandatory Information)****X1. CHART OF PLASTICS****INTRODUCTION**

This **Appendix X1** information contains non-mandatory information about common plastic (resin) codes. Recycling capabilities differ from state to state, community to community and planners and suppliers are urged to consult with local authorities/companies about recycling capabilities in that jurisdiction.

X1.1 See **Table X1.1**

**TABLE X1.1 Chart of Plastics<sup>A</sup>**

Resin Code	Name of Plastic	Common Uses	Products Made with Recycled Content
1	Polyethylene Terephthalate (PET, PETE, Polyester)	Beverage bottles, injection molded containers for food and other consumer products, microwavable food trays, textiles	Textiles, carpet, bottles, packaging goods
2	High Density Polyethylene (HDPE)	Bottles for food and beverages (such as milk) and chemicals (such as detergents), grocery bags, cereal box liners, reusable shipping containers, other injection molded and extruded applications	Bottles for food, beverage and chemicals, plastic lumber, pipes, plastic bins
3	Polyvinyl Chloride (PVC, Vinyl)	Rigid packaging applications (such as blister packs and clamshells), flexible packaging, shrink wrap, deli and meat wrap, pipes, building products, wire and cable insulation, flooring	Not commonly recycled
4	Low Density Polyethylene (LDPE)	Bags (such as those for dry cleaning, frozen foods, fresh produce, and household garbage), shrink wrap and stretch film, container lids, squeezable bottles (such as for honey and mustard)	Not commonly recycled
5	Polypropylene (PP)	Containers for yogurt, margarine, takeout meals, and deli foods, medicine bottles, bottle caps, bottles for catsup and syrup, fibers, carpet	Not commonly recycled
6	Polystyrene (PS, Styrofoam)	Cups, plates, bowls, cutlery, hinged takeout containers, meat trays, rigid food containers, protective foam packaging, packing peanuts, compact disc cases, electronic housings, cable spools, building insulation, clear coat hangers	Insulation, plastic wood, hard plastic pens
7	Other Indicates that a plastic is made with a resin other than the six listed above, or is made multiple resins that cannot be separated	Large reusable water bottles, oven-baking bags, barrier layers, custom packaging	Not commonly recycled

<sup>A</sup> Sources:

American Chemistry Council, Plastics Division, [http://www.americanchemistry.com/s\\_plastics/bin.asp?CID=1102&DID=4645&DOC=FILE.PDF](http://www.americanchemistry.com/s_plastics/bin.asp?CID=1102&DID=4645&DOC=FILE.PDF)  
 California Department of Resources Recycling and Recovery, <http://www.cairecycle.ca.gov/Plastics/Resins>

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