

Green Meetings in a Post Covid World



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LESSONS LEARNED

Data Collection is Challenging

- Compost can be easily contaminated
- Hotel venues are not set up to collect/provide data
- Multiple shows in-house at the same time complicates things
- Lots of follow up with venues is needed

Implementation takes Effort

- Researching carbon offsets
- Supplement venue signage
- Light rail in Baltimore unexpectedly shut down
- Do we continue to use consultant or handle in-house?

...but not as much Money

- Did not notice a premium for sustainable/locally sourced F&B
- Carbon offsets are not expensive

Storytelling is Key

- Turning the data into facts that attendees find interesting and useful
- Communicating without printing



PHASE I: INFORMATION AND EXPERTISE GATHERING

- Green Meeting Consultant (MeetGreen)
- Sustainability Site Visits
- Vendor and Venue Meetings



PHASE II: IMPLEMENTATION AT AMS MEETINGS



- 2023 Specialty Meetings (100-700 attendees)
- 2024 Annual Meeting (7000 attendees)

PHASE III: SHARE INFORMATION AND EXPERTISE

- Logo, Signage and Website
 - Internal Guidelines, External Guidelines, Reports
- Green Meetings Summit
 - 30 April 2024, 12-1 PM ET
- Report



Scan to view poster online!



IMPACTS

- Published the AMS 2023 103rd Annual Meeting Sustainability Report.
- Offset all staff travel to AMS Meetings since January 2023 and encourage attendees to do the same. Offsetting the AMS staff's flight travel to Denver mitigated an estimated 58,822 kg CO2e. That's the equivalent of driving a car around the earth nearly 6 times!
- Created a facemask and name badge/lanyard recycling program in partnership with Terracycle, collecting 7.87 kg of material
- Educated attendees with Green Meeting Initiatives specific to location
- Fostered a strong partnership with Freeman to encourage minimized waste via a pack in-pack out model throughout the Exhibit Hall
- Offered Virtual options for presenting and attending all meetings since January 2022. If all 1,010 virtual attendees, tuning in from 42 different countries, had chosen to travel in-person to Denver for the 2023 Annual Meeting, the additional carbon emissions would have been an estimated 683,375 kg CO2e. That's the equivalent of the emissions from 9 tanker trucks worth of gasoline!
- Food waste was minimized when possible. 47% of the meals served at the 2023 Annual Meeting were vegetarian or vegan. 600 boxed lunches donated to We Don't Waste.
- Published the AMS External Green Meetings Initiatives, prepared by MeetGreen.
- Published the AMS Internal Green Meetings Guidelines, prepared by MeetGreen.