



“Green Meetings and Conferences”
2009 New England Eco-Hospitality Expo

Seaport Saves Overview

The origins of our Environmental program date back to 2005 with a request from a group.



100% smoke free

Pure - Allergy Friendly Rooms

Variable frequency drives (VFD)

Bio-EZ Composting

Renewable Energy purchases

Ozone Laundry

Compact Fluorescent Bulbs

Towel and linen reuse program

Bike Program

Motion sensors

Smart thermostats

Green Weddings Package

Hotel Garden

Capacitor bank

Recycling

Green Cleaning

Electrolyzed water

Recycle cooking oil

Local produce procurement

Grander Water Systems

Bio-Diesel

Natura filtered water system

Seaport Saves Mission Statement

In a world of limited natural resources, we are committed to reducing the carbon footprint of our operation.

Seaport has created Seaport Saves, a groundbreaking environmental program dedicated to increasing sustainability and conservation throughout all aspects of the organization.

This philosophy allows us to continually source and execute innovative ways to improve our operation in an environmentally responsible manner.

We encourage our guests, team members and vendors to embrace and practice an environmentally sensitive lifestyle as well.

It is possible to coexist in a delicate balance with the natural world while providing world class service in a luxurious setting.

Seaport a Leader in Eco-Innovation

- 1st Hotel in Boston to provide in-room recycling services to our guests
- 1st location in New England to use the BioX (Bio-EZ) composting system
- 2nd Hotel in Massachusetts to provide the Pure Allergy Friendly Rooms for those suffering with Allergies and respiratory problems, among only two dozen nationwide
- 1st Hotel in the United States to use Grander Water Technologies
- Among the first five Hotels in the United States to utilize the chemical free cleaning system by the Electrolyzer Corporation

Seaport Saves an Award Winning Program



City of Boston's *Boston Green Business Award* in 2007 and *Bike Friendly Business Awards* in 2008 & 2009

Massachusetts Lodging Association's *Good Earthkeeping Award* in 2008



MA Department of Environmental Protection
2008 *Waste Wise Innovation Award*

Preserving Resources,
Preventing Waste

Seaport was included on Forbes Traveler's
2008 list of "America's Greenest Hotels"



Planning a “Green” Event

- Venue
- Transportation
- Reduce Reuse Recycle
- Logistical Details
- Food
- Beverage
- Carbon Offset Credits

PICKING A VENUE



- Choose your city – somewhere geographically convenient for your attendees
(Choose a centrally located hotel or function space in that city)
- Look for visible green services like recycle bins and CFLs
- Do business with a venue that mirrors your environmental philosophy (energy efficiencies, sheet and towel reuse programs, recycling, composting etc)
- Can they provide to you metrics at the end of the conference that can be shared with your attendees. Make environmental contractual language part of the RFP process
- Find out about the venue's credentials, certifications or awards that may have been won for environmental stewardship
- Are they proud of their environmental policies and publicize them – do they get the word out using e-mail campaigns, printed collateral or even a letter from the GM
- Is there an option for an outdoor event - make a statement and a connection with Nature

Transportation

- Public transportation — give your attendees an option to take the train or a bus — it's the eco-friendly and cheaper alternative
- Patronize livery companies like Planet Tran or Boston Coach and taxi companies that use hybrid vehicles or companies that have Retrofitted their vehicles to use bio-diesel technologies
- Try to organize a ride share, for those arriving at the same time or leaving to the airport at similar times



Reduce, Reuse, Recycle

- Use of paperless technology — plan an e-campaign —use e-mail save the date communications, website registrations and web conferencing to plan all the details.
- Reuse signage for a multi-date event by not using dates, times or function room names
- Use plastic name badge holders with paper inserts or business cards and collect them after the meeting for reuse
- If printed material is needed use recycled paper and use vegetable based inks and print double sided copy
- Offer all presentations to attendees electronically using e-mail or flash drives
- Forget the traditional flip charts – favor dry erase boards instead
- Request recycle bins for registration desks and general sessions. Encourage recycling by inviting your guests to do it



Logistical Details

- Use beeswax or soy based candles for evening events, instead of paraffin which are petroleum by-products. They also burn 3 times as long and produce less soot and CO2



- Request specialty linen made of hemp or organic cotton if possible
- Ensure that the facility laundry follows environmentally responsible procedures – like building plant energy efficiencies, timers, water reuse programs, eco-friendly chemicals or ozone systems. Ask to see air quality tests to ensure that employees are protected from airborne irritants



- Request shade-grown/ fair trade coffee – grown in a natural setting in harmony with the environment using traditional techniques by workers making livable wages

Logistical Details

Flowers — use organic, locally grown flowers when possible. Better yet, use potted plants. Stretch flowers over multiple events. Ask your vendor to pick up the glass vases for reuse. Inquire about after event donations to a local shelter or nursing home



Encourage the use of water stations — or new products like this Natura Water filtration and bottling system. No pre-poured water if it can be avoided. However there may be restrictions because of client requests or logistics

If planning an event, put your environmental expectations in the contract or request to see a venue's eco-mission statement

Food

- Organic procurement - USDA certified
- Locally grown when possible
- Serve in bulk when possible to reduce wasteful packaging
- Use china, glass, silver vs. disposables. Corn starch based “compostable” containers are new to the market — compost in 45-60 days (under conditions)



- Avoid wasting food by having exact numbers for meal service. Then donate left over food to a charity like *2nd Helping*, where applicable

Remember

There are limits to what can be accomplished with “Green” menu planning – obvious challenges: lead time, cost and seasonal availability

Wine



- Organic wine — pesticide , herbicide and chemical fertilizer free
- Preservatives like sulfur dioxide and sulfites are also used sparingly
- Benefits of favoring organic wines — keeps chemicals out of your glass
Help to support organic farmers, protect ground water and
have a better tasting more intense, robust flavor
- Environmental move in the wine industry to use synthetic or twist cap saving



- Since 2004, organic wines have seen a 79% growth

Beer and Spirits

- Micro-brewers began the organic/sustainable movement in the US in the 1980's
- USDA regulations state (95% organic) – most categories of beer and spirits can be made of organic ingredients. Some because of environmental consciousness take it farther

Brands like *360 Vodka* market their green angle from how the product is made, packaging, labeling, using 100% recycled content and a \$1 donation to an environmental charity



others

like *Peak Organic Brewing* company use organic ingredients, low impact brewing methods & push corporate and social responsibility as core fundamentals



- Organic beer sales rose 47% from 2003 – 2005
- In 2006's Great American Beer Festival organic beers took 3 gold medals

Carbon Offsets or Carbon Neutral events

(Reduce what you can, offset what you can't)



Carbon Neutral *is the process of reducing the net carbon emissions of an individual or organization by their own actions or through arrangements with a carbon offset provider*

The word of the year in the Oxford Dictionary - 2006

One can purchase carbon offsets through a 3rd party like the Carbon Fund, Native Energy or Constellation New Energy that achieves a net reduction of greenhouse gas emissions through proxies who reduce their emissions or increase their absorption of greenhouse gases

Examples of this may be — tree planting or purchasing Renewable Energy Credits (RECs) made from renewable energy like wind, solar or hydro plants

One REC = 1,000 KWhrs

Carbon Offset calculators are available at www.carbonfund.org

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A proud charter member of Boston Green Tourism