



Seeing Red over Greenland

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As a meeting planner with a background in science, I follow studies and news related to global warming and environmental issues. This past summer, I was shocked to discover that much of Greenland's surface ice sheet has melted. While NASA states, "on average in the summer about half of the surface of Greenland's ice sheet naturally melts," this year the melting has dramatically increased. Over just a few days in July, 97 per cent of Greenland's ice sheet disappeared.

What can we do? As planners, quite a lot.

Seek Green. Ask the hotel, convention centre, venue or supplier to present their green policies. Give preference to LEED-certified properties.

Buy Local. Set yourself a goal to purchase as much as possible within 800 km of your event. Local items make programs more meaningful and save on shipping costs.

Ban the Bottle. The documentary, *Tapped*, (tappedthemovie.com), illustrates why bottled water is the "the greatest marketing trick of all time." We recently saved a client thousands of dollars by using filtered tap water instead.

Alternative Transport. Ask about pedal cars, rickshaws, walking tours, local transit and other options. Sign up for carbon offsetting programs.

Convert from Print to Digital. Do we really still need copious amounts of printed information? Attendees with smartphones can access paperless apps and event programs.

Recycle. It's as easy as asking your team and your attendees to follow the venue's policies and procedures.

Give Back. Ask your hotel or DMC about ways to donate floral arrangements, food, pens and stationary. »