

Sustainability

As a full-service meeting management firm, SPARGO is committed to sustainability on behalf of our clients and their worldwide programs and events. We recognize that events have impact and, as a company, SPARGO is committed to being a thought leader and strong partner to our clients in their ongoing sustainability efforts.

Sustainability Goals

- Add to the positive impact of our clients' events through thoughtful actions that consider the environmental, social, and economic responsibilities of their events
- Help our clients produce sustainable events that improve the attendee experience, provide cost savings to the event budget, and help inspire behavior changes in both attendees and vendors to benefit both the environment and local host communities
- Assist our clients in creating a positive reputation as sustainable event organizers

Measuring Success

- Perform sustainability assessments annually.
- Review and modify the plan as necessary.
- Engage Ecovadis to review our plans, actions, and outcomes to determine our sustainability rating.
- Achieve a sustainability status of Platinum.

ecovadis
Business Sustainability Ratings



Employee Education and Engagement

- Share the plan with all internal and external stakeholders.
- Encourage staff to contribute ideas and suggestions to improve the plan.
- Recognize staff engagement with awards.
- Provide educational resources for staff.
- Ask staff to take self assessments.
- Identify department level goals and measure results.
- Create department level "checklists" to ensure the plans execution.
- Create healthy competition between employees.
- Make sustainability visible inside and outside the company.
- Showcase the higher purpose by creating transformational change.
- Explain the economic case for sustainability.

Sustainability

Sustainability Initiatives

Strategic Meeting Management

- Utilize local vendors that share the event and client's green goals where possible
- Ensure the inclusion of as many sustainable products across all vendors
- Ensure all venues have recycle and compost bins in addition to trash bins throughout the event space
- Go as digital as possible with all event materials; pushing as much content and attendee information to the event website and mobile app
- Work with exhibitors and sponsors to choose giveaways that attendees will actually use to reduce volume of left-behind or discarded items
- Ensure all signage is made from recyclable materials and reusing or donating as much remaining signage at the end of events to local schools, daycare centers, elder care centers, etc.
- Ensure that local and seasonal food be incorporated into all food and beverage events
- Effectively manage food guarantees to reduce over-ordering, waste, and help realize significant cost savings
- Determine a leftover food donation plan with the caterer during contracting

Post-Event

- Work with venues and vendors to provide sustainability metrics following the conclusion of each event

Sustainability Initiatives

Venue/Hotel Sourcing

- Considering the type of event, requirements, and anticipated attendees, review the airlift for cities in consideration to ensure cities are easily accessible and allow for as few flight transfers as required for the majority of attendees to reach the event
- Source venues with lots of natural light and windows to reduce energy consumption from artificial lights
- Source hotels that automate conversation through technology such as:
 - Room sensors that detect motion and natural light levels
 - Thermostats with occupancy sensors
 - Smart showers that limit shower length to a pre-set time, alerting users when their time is almost over
- Include in the venue sourcing progress questions on sustainability such as LEED status,
- Incorporate clients' sustainability goals, initiatives, and targets into the venue/hotel sourcing process through final contract negotiation
- Example: Adding incentives into hotel contracts for not having linens and towels washed daily on multi-day stays
- Example: Working with hotels to give loyalty program members a reusable water bottle as opposed to plastic water bottles in guest rooms with a water-bottle filling station located in the lobby
- For citywide events, prepare and recommend a hotel room block package that reduces the carbon footprint, encourages walkability, and reduces the volume of shuttle transportation required
- For smaller programs, help clients choose venues in locations with good public transportation to/from major airports as well as within the city
- Promote the use of public transportation to/from airports and train stations working with CVBs and tourism boards where possible to provide detailed e-maps and coupons

Sustainability

Sustainability Initiatives

Registration

- Utilize recycled materials whenever possible. This includes working with our manufacturers to be sure recycled materials are used for the production of badge stock, lanyards, and holders.
- Eliminate the use of plastic badge holders by utilizing "polystock" badges that can be worn by attendees without a plastic holder.
- Use thermal transfer printing methods and eliminate the use of inks, printer ribbons/ cartridges.
- When badge holders are mandatory, utilize holders made with biodegradable cornstarch packaging material.
- Operate in a paperless environment before, during, and after each event.
- Eliminate the printing of paper tickets using barcodes and scanning to control access and monitor attendance at ticketed events/functions.
- Utilize iPad equipped scan and go kiosks and compact/lightweight laptops for on-site registration areas to reduce the size of shipments to and from events.
- Ensure the staff travel point to point whenever possible avoiding connecting flights.
- Provide incentives to staff when they opt out of hotel cleaning services and require staff to book hotels that have published sustainability programs.
- Procure on-site signage and supplies locally.
- Utilize water bubbler dispensers in the registration area, break rooms, and offices to avoid the use of plastic water bottles.
- Recycle all paper and plastic waste at the conclusion of each event.

Sustainability Initiatives

Exposition and Sponsorship Sales and Management

- Utilize recycled materials whenever possible.
- Eliminate paper exhibit hall guides and encourage the use of mobile applications or other digital products.
- When available, use digital signage at facilities, instead of physical signs and banners.
- Creative designs of exhibit halls to reduce the amount of aisle carpet unutilized, improve reuse and recycling rates, and eliminate when possible.
- Promote the value of reusable, sustainable booth systems.
- Work with exhibitors to reduce the volume and weight of materials freighted to and from events.
- Invest in water refill stations and support a culture of reusable water bottles.
- Work with caterers and specifiers to improve food sourcing, specify appropriate quantities, recipes and serving styles, and reduce waste.
- Work with local communities, government, and NGOs to maximize the donation of edible food, and find uses for the rest.
- Encourage local sourcing by all parties.