



## Sustainable Conference Material Management

Conference sizes, attendees and topics can range greatly, but all conferences strive to provide content and experiences that compel education, growth and action. Unfortunately, budget and time constraints for conference planning often do not leave room for efficient or sustainable conference operations. Behind-the-scenes activities can be in direct opposition to the green messaging of the event. Some oversights may include energy or water conservation, single-use materials, non-recyclable or low-value giveaways and marketing collateral, as well as the lack of sustainable, local food served to the attendees. In reality, these are missed opportunities for collaboration with sponsors and vendors that will enhance the event experience for the attendees and drive further education, growth, and action.

Waste Management Sustainability Services offers a unique partnership/sponsorship opportunity by providing sustainability consultants who can enable conference organizers to streamline operations and reduce uncertainties. Today's conferences need comprehensive management strategies to optimize waste diversion, product procurement, energy and water consumption, community engagement and more. Without the proper planning and expertise, conferences can create unanticipated negative environmental impacts, unnecessary costs and attendee criticism. Waste Management Sustainability Services can leverage our wide-ranging experience with conference and event management to help you balance your environmental and social impacts while prioritizing budgetary concerns. Working with Waste Management Sustainability Services to implement successful sustainable management practices can help you reach new audiences, expand community engagement, and create positive impacts for sponsors, vendors and attendees that will last long after the conference has ended.

## Sustainable Conference Management Services

Waste Management Sustainability Services offers an array of solutions that can help your organization expand the influence of its sustainable conference management and achieve a variety of goals.

### Policy Development

Is your event happening more than once? If so, you may want to establish policies to inform vendors and sponsors about materials that can be reused, recycled or composted and also materials and give-aways that are unacceptable at your event. By controlling the materials that come into the event, you know that they will not end up in the landfill, but will instead contribute positively towards your sustainability goals. Whether policies become guidelines, addendums, or contractual agreements, making your expectations clear will offer more value for all stakeholders because together we show how their products or services demonstrate their commitment to sustainability. Ineffective sustainability initiatives can turn into brand risk and turnover from sponsors and vendors. The Waste Management Sustainability Services consultants begins with our known best practices and templates to devise realistic, environmentally conscious product offerings and even more impactful community engagements.

## Program Management and Implementation

Do you want your event to be a Zero Waste Challenge? Whether you are considering Zero Waste strategies or want to improve the economic, environmental and social impact of your conference, our consulting team can implement a range of programs to advance important initiatives like water conservation, renewable energy usage, recycling and waste diversion, greenhouse gas emissions calculations, and meaningful community involvement. We can help develop unique, innovative programs to make your conference stand out and improve your sustainable triple bottom line.

## Recycle Ambassador Volunteer Program

Volunteers play an important role in educating attendees, monitoring recycling and food waste receptacles, and increasing awareness of the event's diversion goals. When volunteers are strategically placed in high traffic areas and areas that generate larger volumes of waste, they help educate attendees on which bin their materials should go into. While this reinforcement seems basic, it is one of the most impactful steps to achieving your diversion goals. Volunteers become the face of your event, sharing your goals and successes.

Developing a program, recruiting and managing volunteers typically requires a significant time commitment. If your event does not have an existing volunteer program but would like to implement one, Waste Management Sustainability Services can design a program and recruit volunteers that share the same values as your event, on your behalf.

## Sorting

To improve your diversion rate, it is best to sort the waste during or after your event. Knowing how your waste programs are progressing allows you to report your success incrementally during and at the end of the event. Whether you utilize volunteers, janitorial services or temporary labor for sorting, Waste Management Sustainability Services consultants can organize, train and manage the team. Having a Zero Waste expert as the main point of contact and manager will promote accurate, efficient and safe sorting with diversion at the forefront. We can also assist with diverting materials to recycling and recovery facilities that help the environment.

## Reporting

Does your conference track and publish your efforts and impacts? Our reporting experience will create deeper insight into your event's operations and give you the language to share this valuable work with the public. At the end of your conference, you will understand all inputs and outputs, and where to save on costs for future events. With a number of certified Global Reporting Initiative reporters on our team, Waste Management Sustainability Services can expand the promotion of your accomplishments.

## About Sustainability Services

Waste Management Sustainability Services is a nationwide network of environmental professionals offering sustainability advisory services, environmental and project management experience to help companies advance along the path toward sustainability. By leveraging the network of assets and expertise of Waste Management, the leading provider of comprehensive waste and environmental services in North America, our team can design and implement value-driven solutions unrivaled in the industry.

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