



SPLC Summit

2023 SUSTAINABILITY REPORT

CONFERENCE VITALS



ABOUT SPLC SUMMIT 2023

Since 2013, procurement professionals, suppliers, and public interest advocates have convened at the SPLC Summit to share expertise, find solutions, network, and help shape the SPLC's resources.

<i>Date</i>	<i>August 14-16, 2023</i>
<i>Location</i>	<i>Atlanta, GA</i>
<i>Venue</i>	<i>Loews Atlanta</i>
<i># Attendees</i>	313
<i># Speakers</i>	117
<i># Sponsors</i>	7
<i># Exhibitors</i>	13
<i>Event Features</i>	3 Plenary Sessions 31 Breakout Sessions 2 Offsite Tours 1 Welcome Reception 1 Offsite Party 1 Awards Ceremony

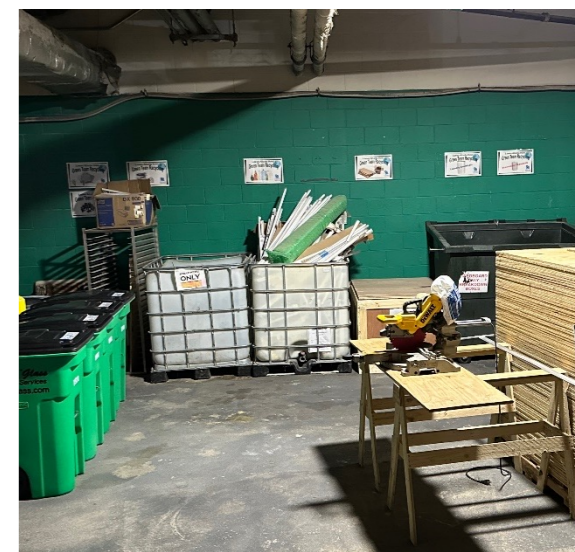
SUSTAINABILITY ACHIEVEMENTS

SUSTAINABLE VENUE SITE SELECTION

With sustainability increasingly built-in to the fabric and operations of hotels and meeting venues, SPLC prioritized choosing an eco-friendly venue during the site selection process. The Loews Atlanta is an **ISO 50001 certified facility**, which is the global standard for energy management systems, indicating it has **energy-efficient lighting** and HVAC, as well as **water-conserving plumbing fixtures** and best practices. By hosting the event at a venue that participates in recycling, **6,265 liters of water and 1,193 kilograms of waste was diverted.**

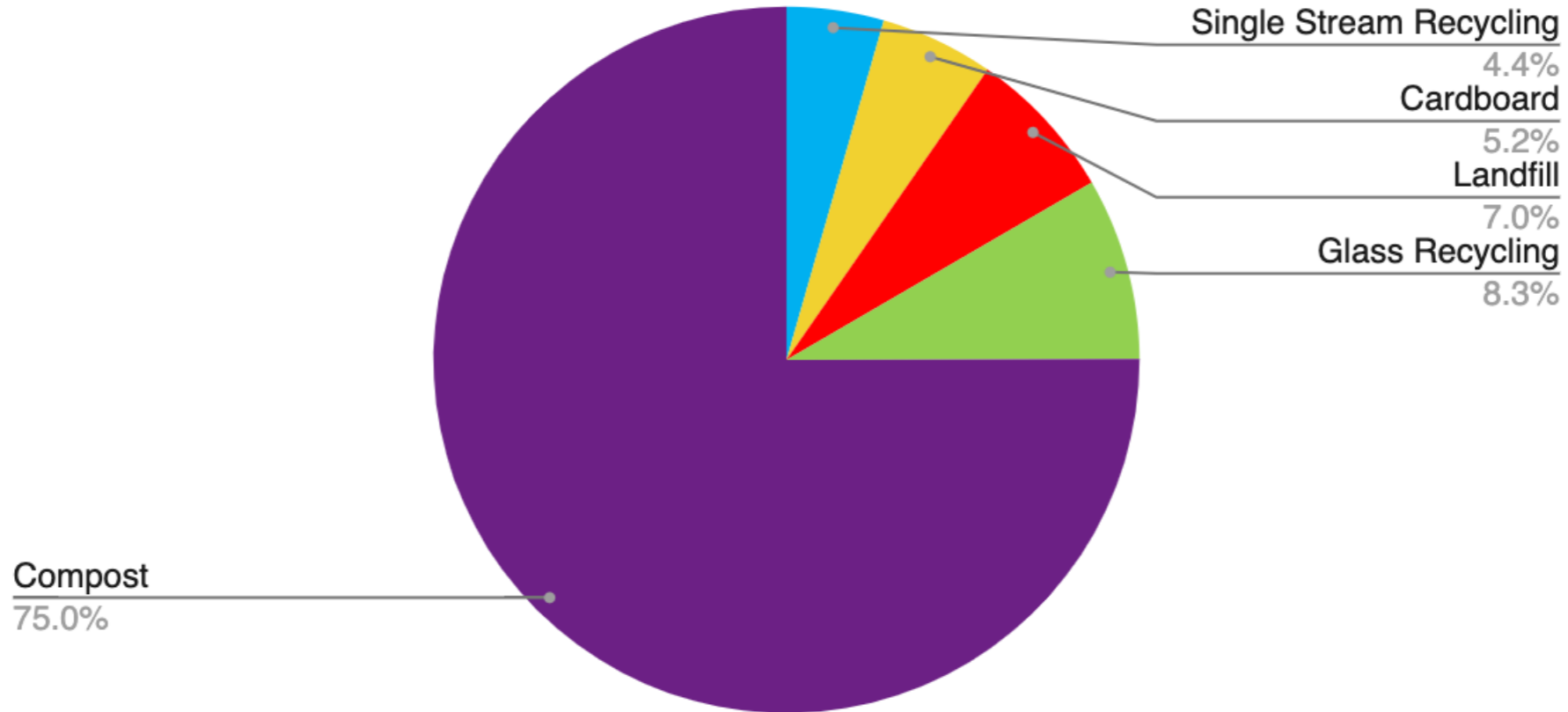
WASTE DIVERSION AND MEASUREMENT

Although the Loews did not have an existing composting or glass recycling plan in place, Sustainable Services Corporation, the Zero Waste Sponsor, was able to request and achieve composting and glass recycling both front and back of house. By working with **Compost Now**, the facility was able to capture nearly **800 lbs. of food waste for compost** rather than having it go to the landfill. Recycling bins were also placed in attendee hotel rooms for additional diversion. All waste streams were weighed and documented by Green Circle Certified onsite, and generated 1,056.91 pounds of material, with 983.21 pounds diverted from landfill. This resulted in a **remarkable 93% diversion rate** as reported in the GreenCircle Certification audit. The Loews has also committed to maintaining a long-term partnership with both the glass recycling and composting providers.



WASTE DIVERSION HIGHLIGHTS

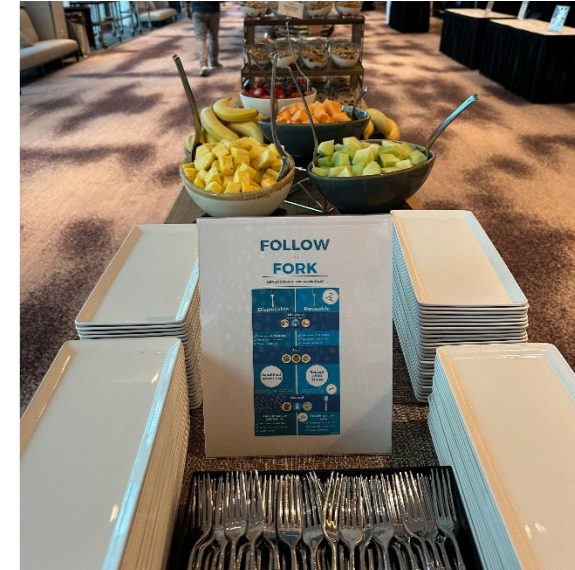
Through a sponsorship from Sustainable Solutions Corporation, the SPLC 2023 Summit was able to manage and weigh the 1,056.91 pounds of material produced. According to an independent third-party report conducted by Green Circle Certified, 983.21 pounds were diverted from landfill, with only 73.7 pounds going to landfill, resulting in a 93% diversion rate.



SUSTAINABILITY ACHIEVEMENTS

REUSABLE SERVICE WARE

Food and drinks at SPLC were served using nearly **100% reusable service ware**, eliminating thousands of disposable items from being thrown away. This choice saved **82,215 liters of water** that would have otherwise been used to manufacture and transport disposable service ware. An estimated **1,890 single-use plastic water bottles were saved** via the use of water bubblers and reusable cups onsite.



PLANT BASED MEALS INITIATIVE

Through close collaboration with the venue's catering department, SPLC implemented a **plant-forward initiative in collaboration with Greener by Default** which made **plant-forward food the default** and gave people the choice to opt in for meals with animal proteins. This initiative helped **reduce the carbon footprint** of all meals and showed attendees how easy and delicious it can be to eat a meat-free meal. This effort significantly reduced the greenhouse gas emissions for the event, **saving approximately 1,470 kgs of CO₂e**, which is equivalent to saving the emissions from 5 standard fossil fuel vehicles from Atlanta, GA all the way to New York City. (DEFRA, 2022 | EPA)



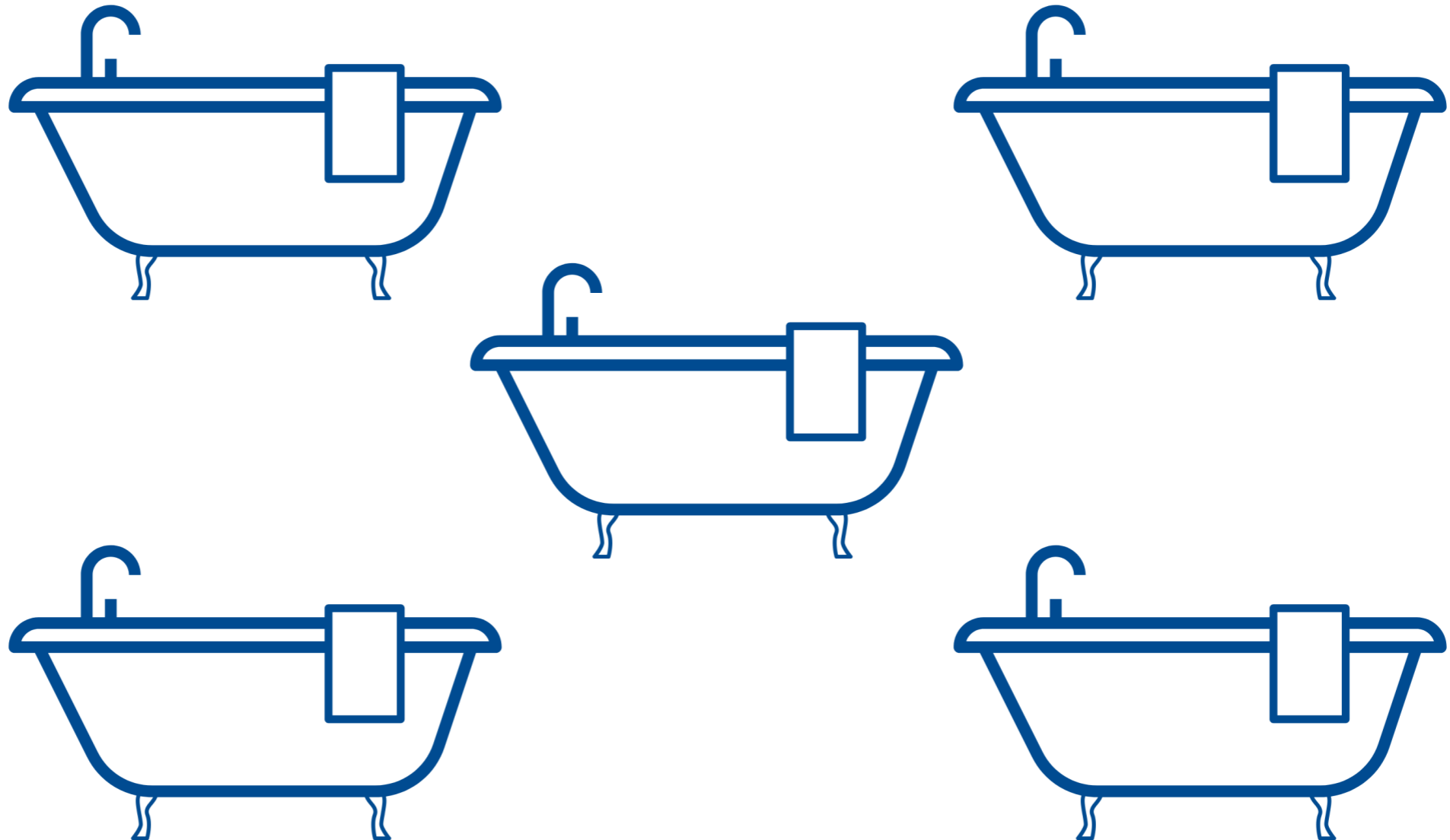
SUSTAINABLE SIGNAGE AND STAGING

Much of the signage at the Summit was reused from prior years, while new signage was intentionally undated, including the mainstage décor. Signs were printed on **sustainable substrates** like Falconboard, which is Sustainable Forestry Initiative Certified, as well as fully recyclable. Plants were also rented to bring color and life to the stage. The Loews provided a significant amount of excellent **digital signage**, eliminating the need for many signs typically printed for an event this size.



DID YOU KNOW?

SPLC Summit 2023 saved 151,478 liters of water through its sustainability efforts. That is equivalent to filling 502 bathtubs!





The sustainability efforts at the SPLC Summit are commendable. In reflecting on the successes of this year and looking toward next year, the following are areas for continuous improvement in future event cycles.

MINIMIZE FOOD WASTE AND ESTABLISH A FOOD DONATION PARTNER

As this was the first in-person event since the start of the pandemic, there was not a well-established baseline for attendee meal patterns which lead to over-ordering in some cases. The venue was also not able to establish a food donation partner for unserved meal items beyond offering them to the hotel staff. Given how well aligned the goal of food waste reduction is to SPLC's event sustainability goals, planners should consider selecting a hotel with a food donation program and recovery capability as part of its vetting criteria and contracting process. To take the very visible aspect of food and beverage sustainability to the next level, by working directly with culinary teams behind the scenes to ensure all produce, proteins, and other ingredients are used in its entirety and deploying creative approaches to reduce food waste.

INCREASE IN-ROOM SUSTAINABILITY EFFORTS

Including the request for recycling in each sleeping room in the venue contract was a very successful approach for ensuring this was available for attendees during the event. It would be ideal if future contracts build on this approach by including removal of single-use coffee cups and bottled water, as well as offering in-room or per-floor composting. Clear communication of these efforts should be made to attendees upon check in so the efforts are made more visible.

EVENT SCORING



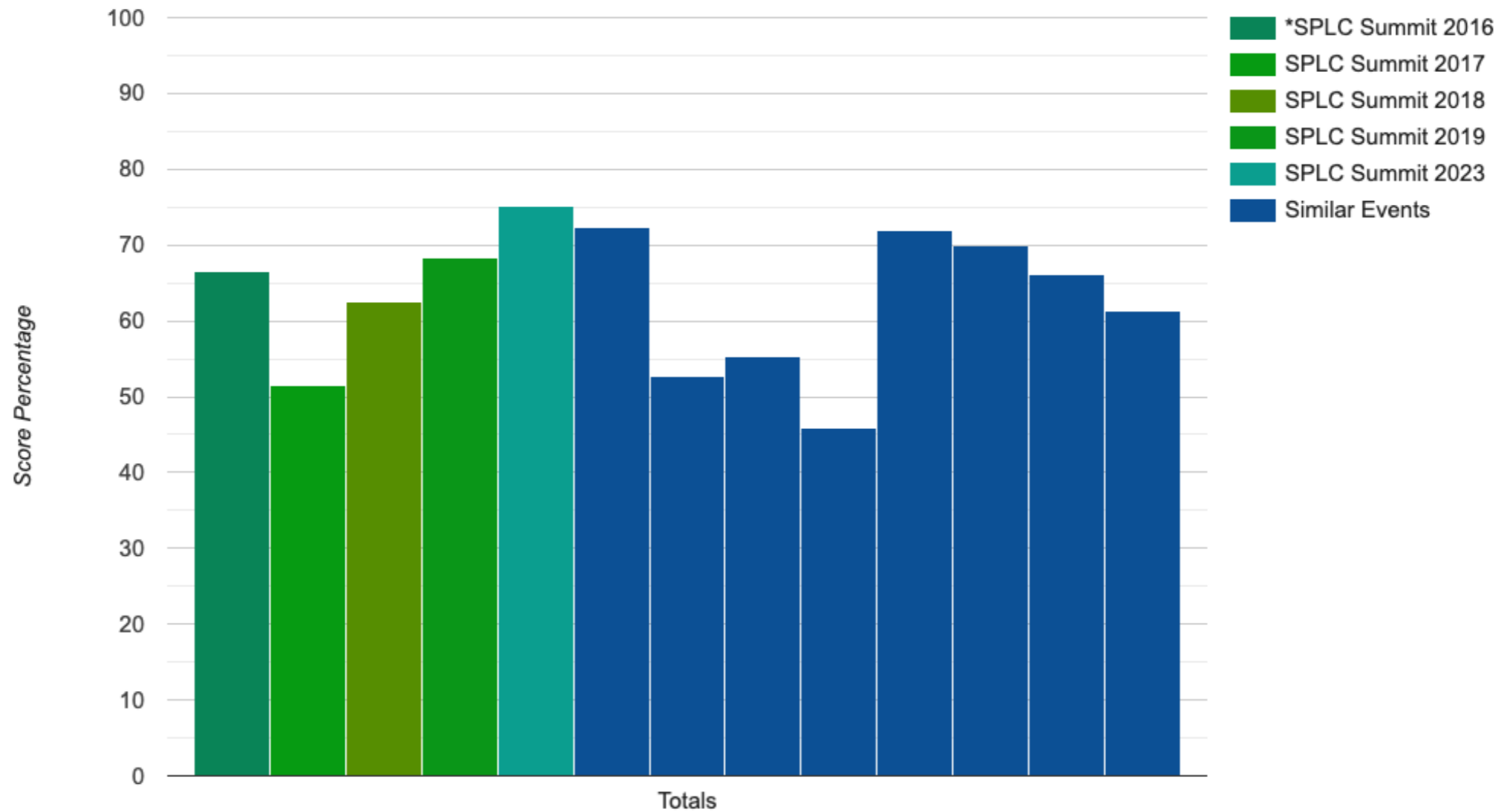
The MeetGreen® Calculator 2.0 is a comprehensive tool available for benchmarking the sustainable elements of events. Using the Calculator allows the SPLC Summit to capture valuable information throughout the event planning process to make it easy to see where successes lay and where improvements can be made. For 2023, the SPLC Summit achieved the level of Visionary at 75%.

Visionary (70-100%)

Leads within their own industry, prioritizes measurement and works to move the sustainability dial. Researches and develops new initiatives to improve environmental performance and uses the organization's buying power to drive change with venues and vendors.



OVERALL SUSTAINABILITY SCORE COMPARISON



This report shows the **total calculator score for the S PLC Summit** over a history of years compared with events of similar size, duration, and complexity.



Congratulations

**on a successful event using
the Earth's resources wisely!**

PREPARED BY MEETGREEN