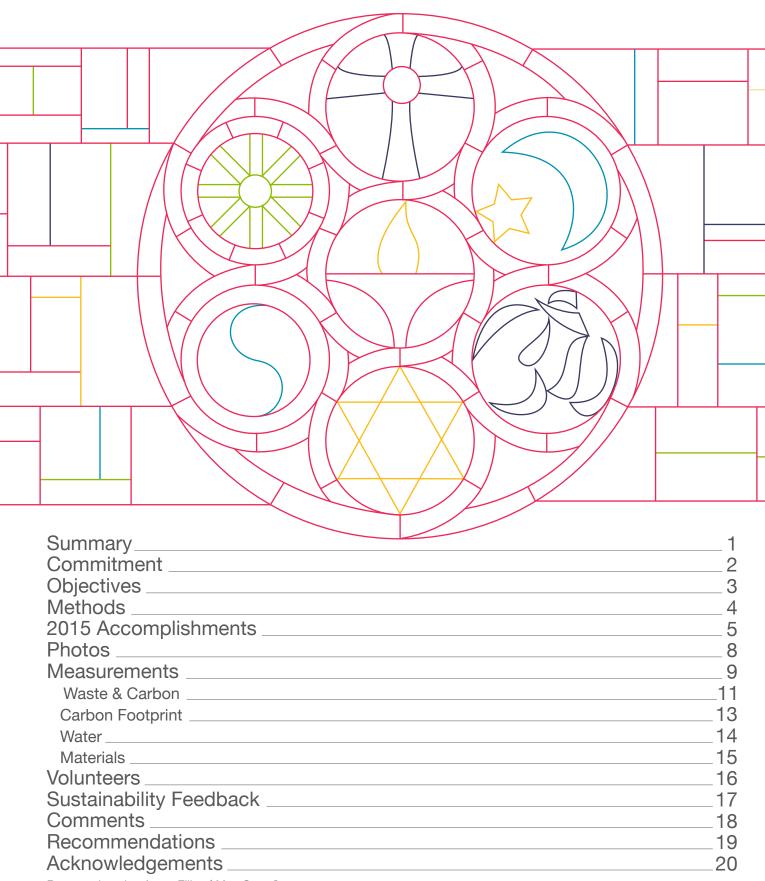


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Summary

June 24-28, 2015 Oregon Convention Center Portland, OR



Participants
Hotel room nights
Exhibitor booths
Educational sessions

4,502

6,634

98

186

Background & Purpose

Unitarian Universalist Association (UUA) has been implementing green event best practices through General Assembly (GA) since 2004. Each year, GA is held in a different city bringing new challenges and opportunities. UUA has been able to collaborate with vendors across the country to improve existing sustainability efforts through the development of a formal event sustainability strategy. In 2015, UUA GA continued by working with the Oregon Convention Center and Portland hotels. This report presents the outcomes of this work, including recommendations to continue to improve against sustainability goals.

Commitment

Unitarian Universalists live by Seven Principles. These Principles were created through a grassroots effort, agreed upon democratically, and serve as the cornerstone of Unitarian Universalism.

Seven Principals

1st Principle: | The inherent worth and dignity of every person

2nd Principle: | Justice, equity, and compassion in human relations

3rd Principle: | Acceptance of one another and encouragement to spiritual

growth in our congregations

4th Principle: | A free and responsible search for truth and meaning

5th Principle: | The right of conscience and the use of the democratic

process within our congregations and in society at large

6th Principle: | The goal of world community with peace, liberty, and justice for all

7th Principle: | Respect for the interdependent web of all existence

of which we are a part

The Seventh Principle outlines the intention of all Unitarian Universalists to live as good stewards of the environment. In 2004, this Principle was addressed at General Assembly through a collaborative effort between the event planning committee, UUA leadership, and staff. Since then, GA has brought this commitment to eleven cities across the country and helped to promote change through dedicated sustainability efforts.



Objectives

Unitarian Universalist Association has identified five main objectives that align with overall sustainability efforts for General Assembly 2015. Each objective is accompanied by individual targets and action items that help to address each objective. These targets are customized given the current level of sustainability in each host city prior to the event.

- Improve overall sustainability for the event.
- Reduce environmental footprint in waste, water, energy, and emissions.
- Measure the benefits of sustainable practices.
- Provide and promote sustainable food and beverage at the event.
- Educate attendees in sustainability efforts.



Improve APEX/ASTM Standards compliance from 82% total 90% (100% planner, 85% supplier)

Improve MeetGreen® Calculator score from 86% 93%

Reduce waste per participant to 0.25 kg. **0.26 kg. per participant per day**

Hold a zero landfill waste event **0.10 kg. landfill per participant per day**

Offset 100% of the carbon emissions associated with UUA GA
Offset 2,925 MT of CO2e

Measure impacts of sustainable practices

Data throughout report

Provide information about local and sustainable food sourcing

Sourcing information provided onsite and throughout report

Provide sustainability information to attendees
Informational signage, volunteer education, and information provided
through social media, web site, and mobile app pre-event and onsite

Methods

Sustainability is addressed at every step of the General Assembly planning process. Environmental initiatives are included in contract language several years before the event, and work is done with vendors throughout planning to ensure objectives are being met. This focus on pre-event, onsite, and post-event work aims not only at internal improvements at GA, but helps engage vendors in a way that promotes long term change and impact.

Pre-event	Contracting: Environmental expectations are included in most vendor contracts and agreed upon several years before the event. These contracted terms have been refined over years of experience based on internal and vendor feedback, changing regulations, and updated internal objectives.				
	Stakeholder Review: MeetGreen meets with UUA to gauge feedback from stakeholders including UUA congregations, GA attendees and delegates, UUA staff, exhibitors, vendors, and the host city.				
	Pre-event Meeting: An in-person meeting is held with the venue, catering, general services contractor, AV, and hotels to communicate UUA values and GA objectives. Onsite tours are taken at each hotel and venue, as well as the recycling, landfill, and compost facilities to gauge current practices and working conditions.				
	Objectives: Objectives are set based on internal feedback and current environmental status of environmental programs by each vendor. A time table is created to ensure progress at different points during the process.				
	Mid-point Check-in: Vendors are checked against targets, and timetables are adjusted based on progress.				
	Measurement Requests: MeetGreen works with staff and vendors to identify important data to be collected and reported post-event.				
Onsite	Onsite Audit: MeetGreen is onsite for seven days to observe onsite practices including front and back of house. These observations are taken into account when analyzing data during post-event analysis.				
Post-event	Measurement Analysis: Vendors and staff provide post-event data which is analyzed by MeetGreen, including attendance, material use, waste, donations, emissions, energy, and water use.				
	Recommendations: A final report is prepared to summarize observations, outcomes, and recommendations for future events.				

2015 Accomplishments





Reusable Service Ware

All service ware used at General Assembly 2015 was reusable, a first for both the Oregon Convention Center (OCC) and GA. Prompted by a city-wide commercial compost change which no longer processes compostable plastics, the OCC and caterer were challenged to develop an alternative. An increase in inventory and work force, a new dish washing procedure, and an onsite education program, led by GA recycling volunteers, were put in place to address the challenge.

Host Hotel Engagement

Hotels in the housing block made changes to ensure environmental initiatives were present and communicated to guests. Guests were made aware of how they could participate in efforts such as recycling, linen-reuse, and wise energy use through electronic communications. Each hotel also offset the carbon emissions associated with guests' stay.





Coffee Cup Conundrum

Disposable coffee cups have always been a large presence in the GA waste stream. Since coffee cups often have a wax lining with lids made from polystyrene, cups and lids cannot be recycled. Several measures were taken in 2015 to address this issue:

- Attendees were encouraged to bring reusable cups through pre-event communication and social media.
- Portland Roasting, the in-house coffee retailer at the OCC, purchased 2,000 reusable coffee cups for use during GA and future events, and offered a discount for repeat uses.
- First Unitarian Church of Portland sold reusable cups outside the exhibit hall with proceeds going to help The Children's Mosaic Project.
- Nearby cafes were encouraged to use attendee reusable mugs.



Sustainable Food

UUA worked with the OCC and caterer PacificWild to provide local, sustainably grown and worked food. Beef, poultry, vegetables, bread, and coffee were sourced from Oregon and Washington, many in the Portland area. Food suppliers were assessed by MeetGreen® to ensure sustainable practices and fair animal and worker treatment. Food representatives were also onsite to educate attendees about their products and practices.

1.Painted Hills Natural Beef, 2. Draper Velley Poultry, 3. Pacific Coast Fruit Company, 4. Portland French Bakery, 5. Portland Roasting Coffee)



Exhibitor Sustainability

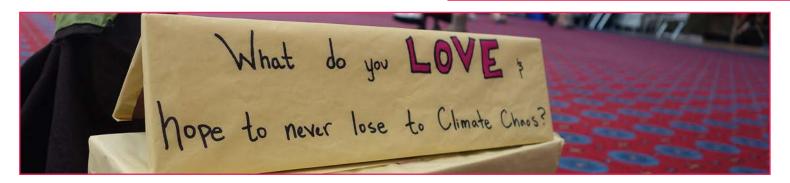
Exhibitors agree to comply with a set of sustainability guidelines as part of their exhibitor agreement. They are asked to limit giveaways and packaging, participate in the donation program, and use energy efficient lighting among other things to help ensure a less wasteful GA. Each year, twenty percent of exhibitors are randomly selected to be reviewed against these guidelines through a phone interview and onsite evaluation. In 2015, all 19 exhibitors were compliant with the exhibitor agreement.



Food Donation

Despite efforts to reduce food waste, there is still a portion of food that is left over at GA. The food that does not have to be composted due to food regulations is donated. This year, 814 kg of food, equivalent to 1,381 meals*, was donated to the Blanchet House, a local mission located in downtown Portland.

*Rock and Wrap It Up Food Recovery Calculator



Carbon Offsetting

This year, 100% of the emissions associated with GA were offset for the first time! GA has historically required that hotels and venues offset their carbon but the largest contributor, attendee travel, has been offset voluntarily. This year GA worked with Carbonfund.org to calculate and offset emissions from air, ground, and freight travel. The majority of the offsets purchased will support the Truck Stop Electrification Project, helping to provide electricity to truckers during rest periods and eliminate the emissions and air quality concerns from idling.

Waste Facility Audits

The recycling, compost, and landfill facilities used by the OCC were inspected prior to GA to ensure proper practices and safe working conditions. Information about each of the facilities was included in onsite education to help attendees better understand where their waste ends up after it is discarded.

Recyclables: Most of the recycled material produced at the OCC is sent to one of four Far West Recycling facilities located in the Portland, OR area. Far West works with the OCC to source special recycling options for many of the unusual items that are thrown away during events.





Compost: All food waste from the OCC is sent to JC Biomethane in Junction City, OR. The facility converts the 70 metric tons of organic waste it receives daily into over 12,000 MWh of electricity annually, or enough to power 1,124 average US households*!

*EPA Greenhouse Gas Equivalencie Calculator

Landfill: Materials that cannot be reused, recycled, composted, or donated are sent to the Columbia Ridge Landfill in north central Oregon. The facility is located on a dry rural site allowing for a 10,000 acre buffer managed for agriculture and wildlife.



Photos



Members of First Unitarian Church of Portland, OR sell reusable coffee mugs outside the exhibit hall. Not only did the effort reduce waste from disposable coffee cups, but proceeds went to support The Children's Mosaic Project, a restoration of a 20' x 6' mosaic created by K-4 grade children in 1960.

Local food suppliers were on hand to provide samples and information about their farming and production practices. Each supplier represented a product that was on sale during GA and gave attendees a personal experience with the growers and makers of their food.

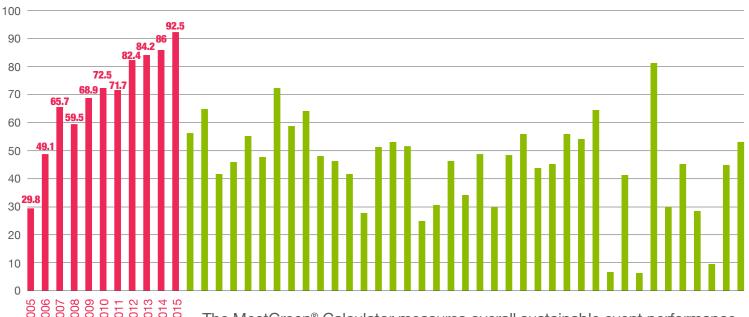
Due to the city-wise compost change, paper towels could no longer be composted and would have to go to landfill. Luckily, express hand driers were available throughout the center and allowed paper towels to be removed from all bathrooms. Not only did this reduce landfill waste, but it changed the perception that paper towels were a necessity in the center for future events.

Truck drivers taking advantage of the Truck Stop Electrification Projects supported by GA 2015 carbon offset purchasing. With this project, drivers can shut off their engines and plug in to electrical power which helps reduce emissions, improve air quality, and save about a gallon of fuel per hour during their mandated resting periods.

photo: Ohio Department of Sustainability

Measurements

Overall Event Sustainability Comparison Against Other Events



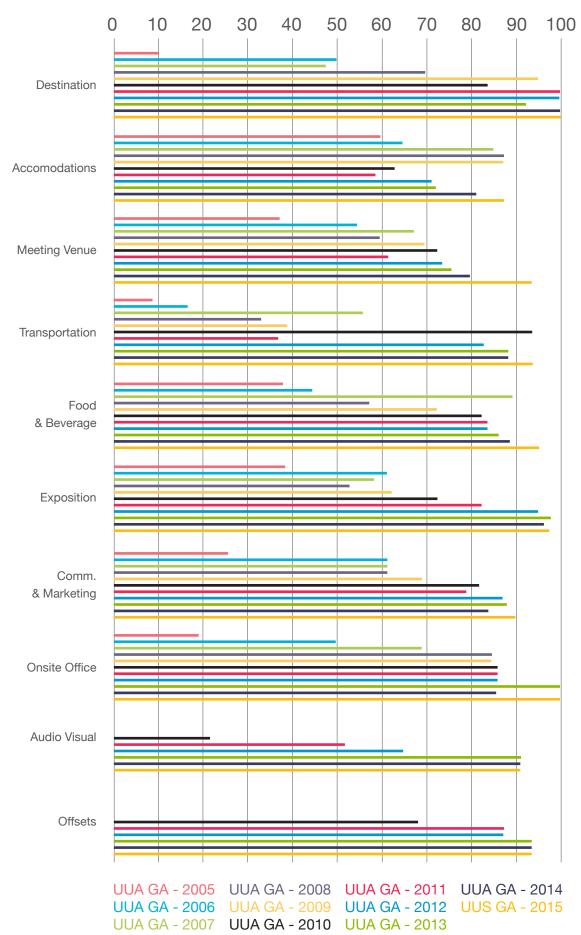
The MeetGreen® Calculator measures overall sustainable event performance. This graph shows sustainability scores for General Assembly against other similarly sized events that have been entered into the Calculator system. The bars on the left display the performance of each of the previous eleven years GA has been measured. GA consistently scores well against other similar events and has continued to improve year over year since 2012.

Overall Event Sustainability Comparison Against Previous Years

	General Assembly has been measured using the MeetGreen® Calculator since 2005. Although improvement is not consistent year over year, an overall trend of improvement is shown
	throughout the past 11
MeetGreen	years. A spike in scoring occurred in 2007, last
Calculator	time GA was in Portland A similar trend occurred
	this year in which the highest score to date
	92.5%, is recorded

Fort Worth	2005	29.8%
St. Louis	2006	49.1%
Portland	2007	65.7%
Fort Lauderdale	2008	59.5%
Salt Lake City	2009	68.9%
Minneapolis	2010	72.5%
Charlotte	2011	71.7%
Phoenix	2012	82.4%
Louisville	2013	84.2%
Providence	2014	86.0%
Portland	2015	92.5%

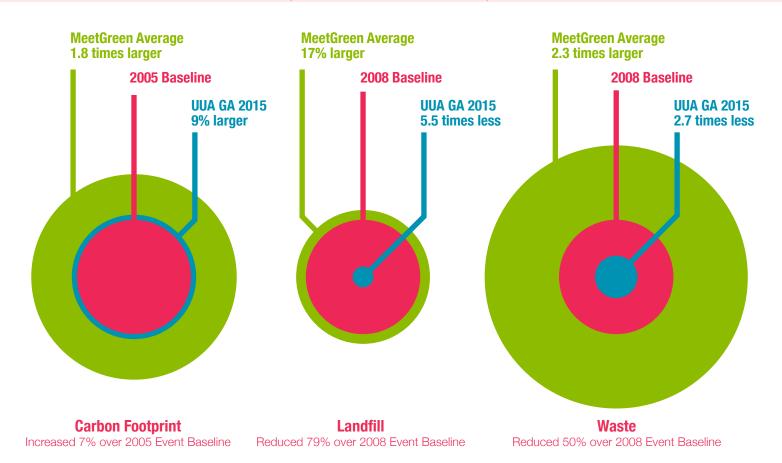
Event Summary by Category



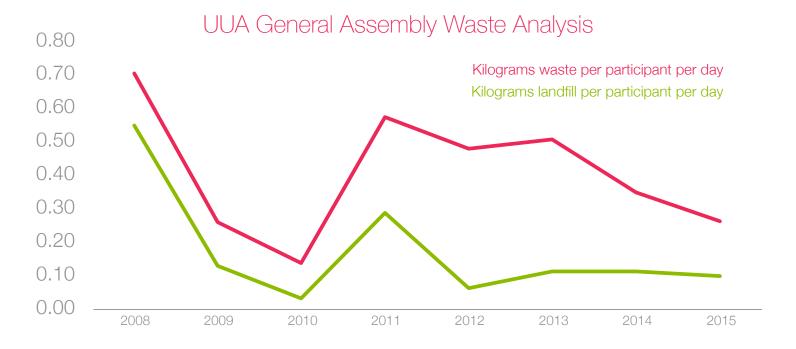
The MeetGreen® Calculator also allows for a more in-depth analysis based on ten sustainability categories. Scores are shown for all eleven years below where the top-most pink line represents 2005. Each category either maxed or exceeded all previous years. The largest increase came in the Food and Beverage category due to focus on local and sustainable sourcing and the use of reusable service ware throughout the event.

Waste & Carbon

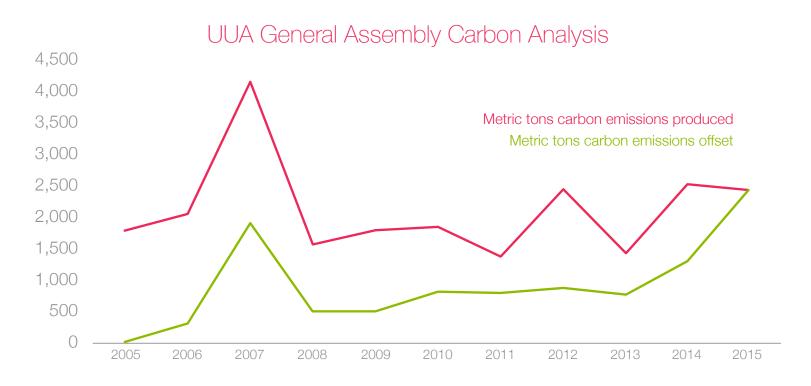
Carbon Emissions		Waste Management		
108 kg CO2 per person/day	UUA GA 2015	0.10 kg landfill per person/day 0.26 kg waste per person/day		
135 kg CO2 per person/day (2007)	UUA GA "WORST"	0.55 kg of landfill per person/day (2008) 0.70 kg of waste per person/day (2008)		
66 kg CO2 per person/day (2011)	UUA GA "BEST"	0.03 kg landfill per person/day (2010) 0.14 kg waste per person/day (2010)		
100 kg CO2 per person/day	UUA GA "AVERAGE"	0.19 kg landfill per person/day 0.43 kg waste per person/day		
180 kg CO2 per person/day	MEETGREEN "AVERAGE"	0.64 kg landfill per person/day 1.63 kg waste per person/day		



A focus on overall waste reduction this year resulted in a 26% decrease from 2014 and a 37% decrease from the 8 year average. These decreases were seen primarily due to food waste reduction at the OCC. Since waste data is calculated by weight, the overall picture of waste reduction can hide significant operational improvements. An example of this is seen with the elimination of service ware which has significantly more volume, but less mass compared to food waste or landfill.

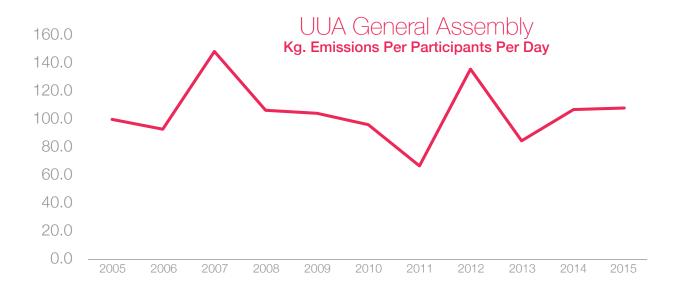


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This year, GA offset 100% of attendee transportation emissions for the first time, amounting to more than 2,100 MT. GA also works with venues and hotels to offset their emissions. Read more about how this was done in the "2015 Accomplishments" section.

Carbon Footprint



UUA General Assembly Carbon Fingerprint

Air travel is typically the largest contributor of event emissions. For reasons of accessibility, GA is held in a different region of the United States each year, which has a large effect on overall emissions. This unavoidable variability in travel emissions is one of the reasons GA now relies on offsets to compensate for all travel emissions.



Fliahts To/From

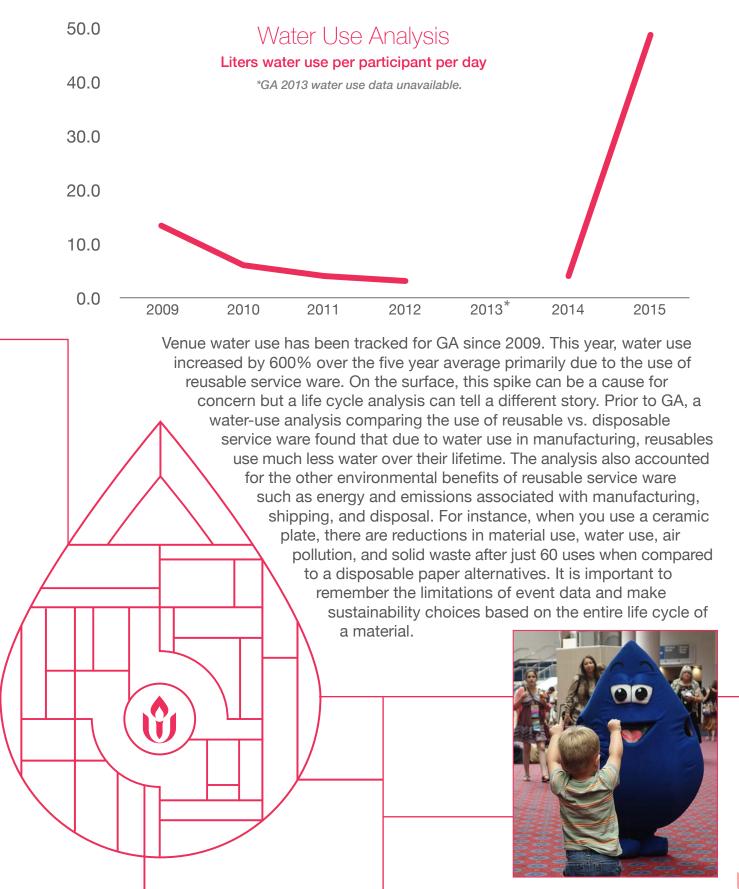
Public Witness

The 2015 Public Witness focused on the issue of climate justice and the need to address climate change. Almost 2,400 Unitarian Universalists came together for "A Sacred Public Witness," sponsored by the new UU climate justice coalition Commit2Respond. Together, participants learned about the struggles of the Lummi Nation, a Native

American tribe that live in NW Washington and are at the front lines of climate change. This emphasis on climate action increased attendee awareness of their personal environmental footprint, and led to a great deal of attendee feedback regarding the impact of GA on our climate.



Water



Materials

Material use has always been a priority at GA. Working with Heritage, the decorator for GA, large amounts of waste have been alleviated through reductions, reuse, and recycling. The following table shows what materials were used during GA and how they were treated after the event.

Product	Product Type	Quantity Used	Reused	Recycled	Landfilled	Reusable	Recyclable	Post-Industry Recycled Content
Carpet (linear ft.)	Emerald	5,801	5,741	60		٨	^	^
Carpet (linear ft.)	Standard	850	850			٨		
Padding (linear ft.)	Grandeur	410	410			٨		^
Signage (sq. ft.)	PVC Sintra	216	216			٨	^	
Signage (sq. ft.)	Cardstock	2,950		2,950		٨	٨	
Shrinkwrap (linear ft.)	Polyolefin	980		980				
Table top covers (linear ft.)	Vinyl	1,560		1,560*		٨	٨	
Adhesive decal graphics (sq. ft.)	PVC	310			310 [*]			
Double-face tape (linear ft.)		1,740			1,740*			
Wastebaskets**	Cardboard	155	155			٨	^	

^{*}Although vinyl table covers are not ideal due to environmental impact of manufacturing and scarcity of recyclers, a recycler was sourced to accept the material this year.

^{*}The OCC is built on levels which makes it difficult to navigate using a wheel chair or motorized scooter. For this reason, a pathway was created through the plenary hall using decals and tape to allow for passage without elevation. These adhesives cannot be reused or recycled and caused an increase in landfill waste as a result.

^{**}To cut down on waste from plastic trash bags, exhibitors were provided with in-booth bins by request only. Only about 10% of exhibitors requested a bin, and all 155 bins brought to GA were either returned for reuse, or unused. The decrease in plastic waste is not represented in this table above.

Volunteers

29 recycling volunteers gave 437 hours to help educate and sort waste at GA 2015



The best part of being a recycling volunteer was being encouraging to those attending to participate in the recycling. For those people who do not recycle at home it gave them a time to reflect on what they can do. Even though you might feel like your part is small and not important, when we all work together we can make a difference.

— Share DeWees



The best part was getting to chat with people about the new stuff this year: the real dishes and flatware and the cloth napkins. I think everyone felt proud to set the tone for future conventions. Whenever someone hailed me as the recycling police, I gave them a huge grin and said, 'No, I'm your recycling pal!'

— Diane Larson



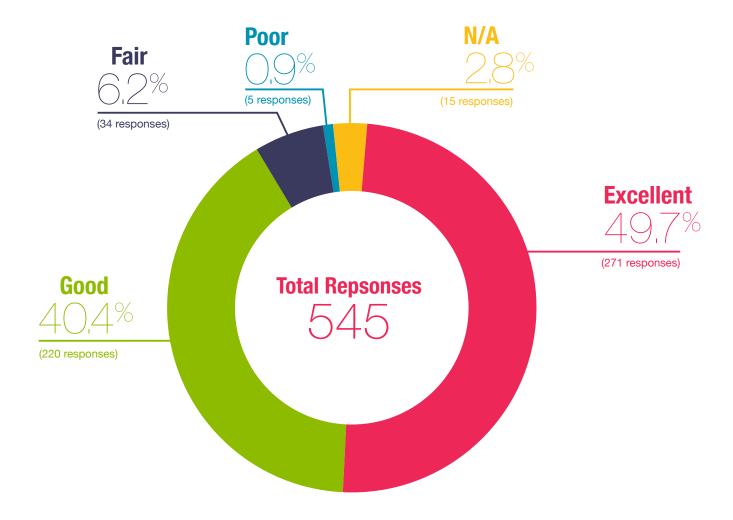
I feel that I affected change. I had many opportunities to inform others about proper sorting. I observed very little in the trash containers when properly sorted.

- Joan Benderson

Sustainability Feedback

What did you think?

Attendee feedback on sustainability efforts is gathered each year from several sources. While onsite, sustainability related questions and comments are directed to the Green Booth located at the entrance of the exhibit hall. Throughout the event, questions and concerns are addressed either onsite, or noted to be addressed post-event. After GA, attendees are asked to complete an online evaluation and are asked about sustainability efforts specifically in the following way:



Question:

The Unitarian Universalist Association and the General Assembly Planning Committee are committed to reducing the impact of our annual meeting on the environment. **How would you rate General Assembly efforts** to support greening, both in preparation for GA and at GA, including hotels, transportation, the convention center, handouts, etc.?

Comments

110 comments were received in response to event sustainability at GA 2015. The comments mostly fell into the following categories based on observations and suggestions received:

Public Transportation

66 The Tri-Met passes were GREAT! Portland rocks with respect to public transit. ""

An overall appreciation for the ease of transportation in Portland was universal both through written and verbal feedback. Many comments noted their gratitude for free transit passes provided to each attendee.

Mobile App

- 15 The app was great! I didn't even need the paper program. 55
- 66 I believe the printed program is important before, during, and after GA, and is not replaceable by other media (yet) although the GA app was very helpful and well organized. 55

The mobile app was mentioned in many comments. The majority of those mentioning the app noted the ease of use and decreased reliance on paper, yet some comments expressed concern for the elimination of paper programs entirely.

Oregon Convention Center Sustainability

66 I have never been at a convention where the environment was such a clear focus. Well done to you and the city of Portland. 55

The presence of sustainability efforts at the Oregon Convention Center was apparent to many attendees, and it showed in the comments. From water, waste, and energy use displays to well-marked recycling centers, this effort did not go unnoticed by attendees.

Reusable Surface Water

66 I loved the ceramic dishes, cloth napkins, and real utensils at the convention center food concessions. Very impressive! 57

The use of 100% reusable service ware got a lot of attention both onsite and post event. Questions arose around the potential water waste from washing reusables as opposed to disposables. Information about the benefits of reusables was available onsite to address these concerns.

Recommendations



Process Improvements	Potential Impact	Resources Needed
Sustainability Integration with UUA Groups. Several groups and events are held during GA that aren't directly integrated into the GA sustainability practices. While work has been done to communicate environmental expectations in previous years, a more collective and collaborative approach is needed to ensure all areas of GA are addressed.	MEDIUM	
Sustainability Agreements. While sustainability is integrated into contractual agreements for the majority of GA suppliers, there are still some that are left out or need updates/improvements. This will need to be addressed soon as agreements are often decided years in advance.	MEDIUM	
UUA Sustainability Policy. Though a GA-specific sustainability policy exists, developing a UUA sustainability policy would help align sustainability operations across UUA and would allow for a more collaborative effort.	MEDIUM	
Practice Improvements		
Paper Use. Based on attendee feedback, there is still a need for paper programs in addition to the use of mobile app technology. Further reductions could be considered based on a post-event audit of left over materials.	LOW	\$ ×
Sustainable Food Purchasing. While sustainable food purchasing was a priority in 2015, the accessibility and cost can prohibit progress depending on location. More education can also be done onsite to inform attendees of the environmental impact of their food.	HIGH	\$
Supplier Legacy Impacts. GA promotes long-term supplier operational changes but does not track the effects of this impact. Integrating an annual check point with local suppliers would give a better idea of GAs environmental legacy.	MEDIUM	\$
Congregation Impacts. More could be done onsite to influence change in congregations around the country. Providing information about integrating sustainability at the congregational level onsite and asking leaders to create annual challenges for their congregations could promote a broader reach past the 5 days of GA.	MEDIUM	19

Acknowledgements

Volunteers: Joan Benderson, Jon Biemer, Liam Connor, Molly Connor, Lindsay Cummings, Keyzia DelCollo, Share DeWees, Ben Drown, Dick Hildenbrand, Aaron Hoenig, Gabe Hurd, Mary Ann Kirkpatrick, Diane Larson, Molly Lemen, Yaney MacIver, Megan McGrath, Leslie Mills, Sally Mills, Carl Nyblade, Karen Odell, Lucilla Ostheimer, Sasha Reddy, Amy Ressler, Carl Richter, Lily Roselyn, Gail Sandlin, Isabella Sibbers, Eli Thalos.

Suppliers: CMI Communications, Courtyard Portland-Convention Center, Crowne Plaza Portland-Convention Center, Double Dutch, DoubleTree by Hilton Portland, Heritage Expositions, Hilton Portland, Hotel Eastlund, Natural Press Printing, Oregon Convention Center, PacificWild Catering, Travel Portland.

Event Sustainability Team: Destination: Nathan Dickie, Bill Green, Tom Jelineo, Erin Jepson, Darryl Jones, Gloria Nelson, Erin Rowland, Ed Strong, Matthew Uchtman, Allan Wambaa; Heritage: Ernie Davis, Bob Kleen, Vito Krischke, Ryan Yemm; CMI Communications: Greg Bates; UUA Team: Stacey Dixon, Michael O'Herron, Don Plante, Steve Ransom, Janiece Sneegas; MeetGreen: Aaron Elliott, Shawna McKinley.

Sustainable Exhibitors (2015): Allies For Racial Equity, Art and Stole(s), Association of UU Administrators, Austin Computing Solutions, Barbara Ford-Cultural Artisanship for a Changing World, C&M Designs, Church Membership Software, Accounting, & Payroll, First Unitarian Church of Dallas, Guignon Designs, Icon Systems Inc., Northern Sun, Paul Kivel and Associates, Pshaw! Artcessory, Stevens Worldwide Van Lines, Unitarian Universalist Ministry for Earth, Unitarian Universalist Women's Federation, UU Mystics in Community, UUA Bookstore, UUA Presidential Search Committee, UUA Socially Responsible Investing Committee.

Scope: Carbon calculations include: Venue energy use, guest room energy use, all participant travel to and from the event, and show management freight. Waste metrics include: venue landfill, recycling, donations, and compost. Supply chain verification includes: venue, hotels, caterer, general services contractor, audio-visual supplier, freight providers, mobile event app, print and signage vendors.

Baselines: Since data tracking occurred on an evolving basis, baseline dates for data collection may be different depending on the metric. For example, tracking for carbon metrics began in 2005, while waste metrics only began to be reliably collected in 2008.

Definitions: "Local" is assumed to include goods purchased within 250 miles of the event site. "Organic" and "fair trade" must include verification or certification by a third party, such as USDA or Equal Exchange. "Green" cleaners must bear a third-party certification, such as Green Seal. "Landfill" is waste to landfill (no recovery). "Waste" includes landfill, recycling, compost, and donations that are discarded from the event.

Source: All metrics direct reported by vendors through metering, hauling records, and procurement analysis. All reports are checked in comparison with historic and external baselines and onsite observations to validate and error-check data. Carbon offset calculation completed by the Carbonfund.org, reported carbon calculations completed by MeetGreen.

Auditing: Supply chain compliance with external standards, such as Green Seal, Fair Trade and USDA Organic, verified by MeetGreen. Conformity of event practices with APEX/ASTM Environmentally Sustainable Event Standard and ISO 20121: 2012 first-party verified by MeetGreen. Where multiple vendors are required to demonstrate conformity with the APEX/ASTM Standard, credit for compliance is only given where all comply with a specification. Therefore no credit is given for partial conformity among vendors. This significantly impacts the Accommodation and Communication scores where a single non-reporting or non-conforming vendor can neutralize the efforts of other suppliers.

