



# NO TIME TO WASTE:

# NEW ORLEANS IS **GOING GREEN!**

Call it green, call it sustainability, but being environmentally savvy is not a trend. It's an important business practice that's here to stay. The New Orleans CVB has formed the "New Orleans Hospitality Community Green Task Force" to become a more environmentally friendly destination for you.

We understand that each organization is unique in terms of how it defines social responsibility. For years, corporate America has selected New Orleans as a meetings destination for the wealth of "voluntourism" community service opportunities available to expand team building efforts and strengthen corporate social responsibility programs. But now we are taking it one step further. The New Orleans Hospitality Community is investing in Green practices to help achieve your business objectives and green requirements.

A Task Force of passionate members of our Hospitality Community has been created with the following industry representatives: New Orleans Morial Convention Center, Louisiana Superdome, New Orleans Arena, restaurants and entertainment facilities, destination management companies, expo contractors, hotels, visitor attractions, transportation, and trash disposal companies. This group was formed to produce the following results:

## **A Green View:**

- **Educate and learn:** The New Orleans Hospitality Community Green Task Force will continue to learn new ways to create and deliver green meetings.
- **Engage the Community:** We will engage the community in our findings and use their enthusiasm to create an environment that is Green for our conventions and meetings customers and visitors.
- **Communicate:** We will share our learnings and successes with the community so we may continue to grow to be more socially responsible.
- **Integrate into Operations:** We will encourage local businesses to integrate Green initiatives into their every day operations.
- **Innovate:** We will continue to research creative ways to make a positive impact on the environment and the local community.
- **Measure and Report:** We will use a measurement tool to determine our continued successes.

Going Green is another component of our New Orleans Commitment to be the most meeting planner-friendly city in America. Just as we customize attendance-building tools or voluntourism projects to make your meeting as successful as ever, let us help customize a plan to achieve your green needs.

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