

## GREEN MEETINGS



# From equipment procurement to retirement— are your “green meetings” really green?

Customers and employees are demanding “green” leadership in the meetings and events industry. This can easily be achieved through simple corporate social responsibility. Audiovisual and event technology suppliers must establish a “greener gear” policy for processing equipment in a way that minimizes negative effects on the environment.



**Meeting planners should seek out companies that offer equipment that meet Energy Star and RoHS compliance**

From procurement to retirement, the event technology team engaged by a meeting planner or facility must have a knowledge of, and a commitment to, buying equipment that demonstrates efficient use of electricity, minimal use of hazardous substances, and practical recycling – Period.

### **The Right Gear - from procurement to retirement**

The Convention Industry Council recommends meetings incorporate Energy Star compliant equipment whenever possible. One aspect of Energy Star compliance, however, provides a significant challenge: products burning electricity while idle must power down during periods of apparent inactivity. Obviously, complying with this basic requirement would be counterproductive for a projector, for example, running during a lengthy General Session.

In 2006, European countries approached these environ-

mental challenges in a different way with the “restriction of hazardous substances” – or the RoHS Directive. RoHS mandates that levels of hazardous substances (like lead, mercury, cadmium) be significantly reduced when built into products in the first place, which appreciably simplifies recycling and reduces contamination threats to humans and the environment.

Meeting planners should seek out companies that offer equipment that meet Energy Star and RoHS compliance. PSAV® Presentation Services, for example, is showcasing its environmental support by mandating a certified safe disposal program of its electronic components. In addition, PSAV’s purchasing policies prioritize equipment that is either Energy Star or RoHS compliant.

The bottom line is this: Hospitality companies that promote “Green Meetings” need to first commit to being a socially responsible company, and team only with partners that do the same. Only then are we meeting the demand for greener practices, and leading the way toward a greener future for the meetings and events industry.



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