

site Florida &
Caribbean



Sustainability
ormi2020

Roadmap

2026



2025 WINNER: Excellence in Sustainable Event



Our chapter was selected as the winner among 29 global SITE chapters, earning the SITE Global Excellence in Sustainable Event Award for our 2025 Earth Day program hosted at FIU.

The event's success was rooted in its intentional design, aligning with eight United Nations Sustainable Development Goals (SDGs) and bringing together academia, industry leaders, and sustainability-focused partners to create a true living laboratory for sustainable events.

Through collaboration with FIU's Chaplin School of Hospitality, Renewable, and local partners, the event showcased zero-waste practices, food circularity, and composting systems through both education and hands-on activations. Attendees experienced sustainability in action - from a 100% plant-based, climate-conscious menu to interactive stations repurposing food waste and planting in FIU's living laboratory garden.

By combining education, experiential learning, and measurable impact, the event demonstrated how thoughtful planning and cross-sector partnerships can transform events into platforms for environmental stewardship, wellness, and industry innovation.





Site Global's Purpose Statement

To create global communities and advocate global citizenry by educating the incentive & motivational industry to reduce carbon & water & food footprint, lower impact to climate change and positively impact environmental, societal, and economical endeavours, locally, regionally and globally.



Introduction



THE GLOBAL GOALS



The United Nations Sustainable Development Goals (UN SDGs) are a universal framework of 17 goals established by the United Nations in 2015, aimed at addressing global challenges such as poverty, inequality, climate change, environmental degradation, and peace by 2030.

These goals serve as a shared blueprint for governments, businesses, and individuals to work collaboratively toward creating a sustainable and equitable future for all. Each goal is interconnected, emphasizing the importance of a holistic approach to development that balances economic growth, social inclusion, and environmental protection.



Lead by Example

By aligning with SDGs 3, 4, 5, and 13, the SITE Florida & Caribbean chapter can create transformative experiences that not only leave attendees inspired but also contribute to meaningful global progress.

These goals intersect through themes of well-being, education, empowerment, and climate action – essential pillars for designing modern, impactful events.

As an industry that brings people together, the events sector is uniquely positioned to lead by example – elevating awareness, fostering inclusive and informed communities, and inspiring individuals and organizations to adopt more sustainable, equitable, and climate-conscious practices



***“ well-being,
education,
empowerment, and
climate action”***

Focus SDGs

There are 17 SDGs and 169 targets in total. While they are all important and interrelated, we have selected 4 top priorities for our chapter this year.



Focus Area

SDG#3

SDG 3 aims to ensure healthy lives and promote well-being for all at all ages. It addresses issues like reducing maternal and child mortality, combating diseases, promoting mental health, and ensuring universal access to healthcare.

"Good health and wellbeing."



Why it matters

Events can promote healthy behaviors and provide a platform to raise awareness about physical and mental well-being. They are also directly responsible for ensuring the health and safety of all participants.

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Our Commitment

- Prioritize attendee well-being by supporting safe, inclusive, and restorative event environments
- Promote healthy event design through nourishing food and beverage choices, including plant-forward and non-alcoholic options
- Incorporate movement-friendly formats and intentional pauses that support energy, focus, and regulation
- Provide education and practical tools for integrating wellness into events and everyday professional life through our monthly Virtual Wellness Community Practices
- Highlight the connection between wellness, sustainability, and thoughtful event design
- Partner with organizations that create positive health and well-being impacts in the communities we serve
- Share wellness tools, resources, and inspiration through chapter communications and social media

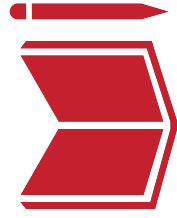


Focus Area

SDG#4

SDG 4 focuses on ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all. It aims to expand access to education, improve learning outcomes, reduce disparities, and equip people with the knowledge and skills needed for employment, empowerment, and sustainable development.

“Quality Education”



Why it matters

Education is a powerful driver of long-term change in the events industry. By expanding access to knowledge, practical tools, and shared learning experiences, SITE Florida & Caribbean can help equip members, students, and partners with the skills needed to advance sustainability, inclusion, wellness, and responsible event design across our region.

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Our Commitment

- Deliver chapter programs that educate and inspire members around sustainability, wellness, inclusion, and responsible tourism
- Offer practical learning opportunities through workshops, panels, case studies, speaker sessions, and destination-based experiences
- Build relationships with hospitality schools, universities, and student organizations to support mentorship, exposure, and career development
- Develop the Young Leader mentorship program.
- Share educational resources and best practices that help members translate ideas into action within their own organizations and events
- Elevate diverse speakers, subject matter experts, and emerging leaders as part of our chapter's learning ecosystem
- Use chapter events as a platform to increase awareness of the SDGs and their relevance to the meetings and incentive travel industry
- Use our annual Earth Day event as an educational platform to share knowledge, best practices, and actionable ideas around sustainability and responsible event design

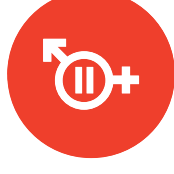


Focus Area

SDG#5

SDG 5 focuses on achieving gender equality and empowering all women and girls. It seeks to eliminate discrimination, violence, and harmful practices while promoting equal opportunities in leadership, education, and economic participation

"Gender Equality"



Why it matters

Events are powerful tools for advocating for gender equality by ensuring diversity and inclusivity in representation, fostering conversations about equality, and implementing equitable practices in hiring and participation.

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Our Commitment

- Prioritizing equal representation in speaker lineups, panels, and leadership positions in event organizations
- Offering mentoring programs to support women's advancement in the industry
- Partnering with suppliers and vendors committed to gender equality, such as women-owned businesses
- Creating inclusive policies, such as zero-tolerance for harassment and equitable pay practices
- Partner with and support women-led causes and workforce development organizations that help advance economic opportunity, professional readiness, and empowerment for women and men, including Dress for Success
- Host International Women's Day (IWD) event: To celebrate and empower women in the meetings, incentives, travel, and hospitality industries by providing an empowering wellness experience that promotes self-care, fosters meaningful connections, and inspires bold actions aligned with the IWD theme of "Give to Gain"



Focus Area

SDG#13

SDG 13 focuses on taking urgent action to combat climate change and its impacts. It aims to strengthen resilience, reduce emissions, improve climate education and awareness, and support adaptation and mitigation efforts at local, national, and global levels.

“Climate Action”



Why it matters

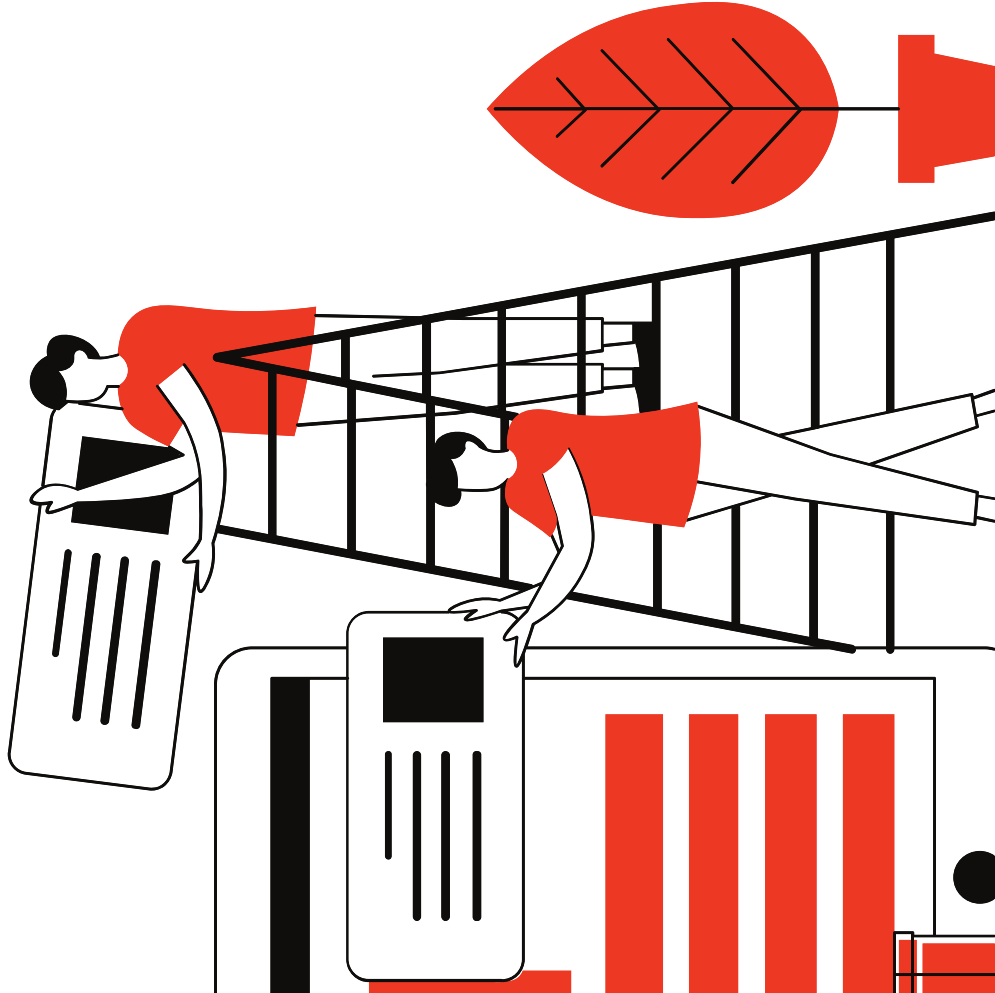
Climate change is already affecting the destinations, communities, and ecosystems that define Florida and the Caribbean. Because our industry relies on travel, hospitality infrastructure, and natural environments, SITE Florida & Caribbean has an opportunity and responsibility to champion more climate-conscious event practices that support resilience, reduce environmental impact, and protect the places where we gather.

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Our Commitment

- Eliminating single-use plastic and Reducing plastic use by offering reusable or biodegradable alternatives for event materials, catering, and swag
- Advance lower-impact event practices by reducing waste, encouraging reuse, and minimizing unnecessary resource consumption
- Work with venues, hotels, and suppliers that demonstrate credible sustainability and climate-conscious operational practices
- Promote local and seasonal sourcing, thoughtful menu planning, and alternatives to single-use materials
- Include climate-related education, awareness, and resilience topics within chapter programming and event storytelling
- Encourage more intentional transportation, logistics, and planning decisions that help reduce emissions-related impacts
- Spotlight destinations and partners leading in conservation, renewable energy, regeneration, and environmental resilience
- Inspire measurable actions that support climate responsibility across chapter events and member engagement
- Produce an annual Earth Day event that raises awareness, inspires climate-conscious action, and highlights practical sustainability strategies for the meetings and incentive travel industry





Contact

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