

Why so much emphasis on sustainability?

Because the world is changing at a pace
unprecedented in the history of the planet...

Our Pledge to Sustainability

Making Events Environmentally Sustainable

SITE Florida & Caribbean Chapter, the organizers of this meeting/ incentive/ conference/ event are committed to making it an environmentally sustainable event according to the ISO 20121 Standards with regards to the sustainability impact of meetings and events.

The primary areas of impact are on:



AIR



WATER



ENERGY



WASTE



**FOOD &
BEVERAGE**



COMMUNITIES

We comply with measurement and reporting protocols. Join us in this sustainable process.

Leaving A Positive Legacy

One Event At A Time



We seek to leave a positive legacy at each event for both the participant as well as the local community.

We provide a Sustainability Stakeholder Survey for each event. This stakeholder engagement survey is an integral part of the ISO compliance process, and allows us to consider what sustainability needs, requests and opinions are needed to plan this event.

What is ISO?

Geneva-based International Organization for Standardization

First you may ask what is ISO?



ISO is the Geneva-based International Organization for Standardization, the world's largest developer of voluntary international standards.

ISO brings experts together through its members to create standards that help business ensure products and services are safe, reliable and of good quality.

The SMPP® System

A Tool That Helps Organizations Embed Sustainability

We currently utilize a system called The SMPP® System.



It is the ONLY system certified to meet the ISO 20121 Event Sustainability Management Systems standards.



The SMPP® is a tool that helps organizations embed sustainability into their meetings and events in accordance with industry sustainable event planning standards. It includes fillable forms with ready-to-use company event sustainability policies, procedures, goals, measurable objectives, scoring forms, checklists, industry compliance forms and reporting templates to achieve ISO 20121 certification.

United Nations 17 SDGs

We're committed to supporting the 17 United Nations Sustainable Development Goals.



How can we accomplish this?

By following a 11-step event process

1. **Issue Identification:** This step is required by ISO 20121. It involves identifying and evaluating significant sustainability issues related to the event and a course of action to address them.
2. **Stakeholder Engagement:** This step is required by ISO 20121. It can be performed in a survey style methodology.
3. **Event-Specific Memo:** This step is required by ISO 20121. It involves documenting event-specific sustainability matters.
4. **Venue/Supplier Checklists:** Coordinate with the venue to complete the checklists.
5. **Contract:** Incorporate sustainability clauses and checklists in venue contract or agreement.
6. **Donation Program:** Document donation program details.
7. **CSR Activity:** Document CSR activities.
8. **Material Reuse:** Document material reuse details.
9. **Event Website:** Upload sustainability information.
10. **On-site action items:** During event, prepare venue scoring form, event compliance scoring form and event measurement scoring form.
11. **Post-event action items:** Prepare event compliance report, event measurement report and Terrapass carbon footprint report and post-event report documenting the event sustainability results.

The Event

International Women's Day Celebration & Introducing a newly renovated legendary hotel with sustainability in mind

SITE Florida & Caribbean planned an event International Women's Day Celebration & Sustainable Education Event on Friday, March 6th, 2020 at the newly restored The Ritz Carlton South Beach with female guest speaker Michele Rigby Assad, talking about how critical courage is to living a life of impact and purpose and what it takes to change minds in a man dominated work field.

The Afternoon's Program:

3:30 PM Registration/ Raffle tickets with proceeds to go to Casa Valentina

4:00 PM Guest Speaker on Women in Business and breaking the glass ceiling in a "men's world"

5:00 PM Hotel/Sponsor Presentation and Hotel Site Visit

5:30-6:30 PM Outdoor Reception

Leaving A Positive Legacy

One Event At A Time



HOTEL ENERGY

The Ritz Carlton South Beach is part of the Marriott group and has a sustainability policy called "Serve 360" in place.

<http://serve360.marriott.com/wp-content/uploads/2019/05/Sustainability-Policy2.pdf>

The Ritz Carlton South Beach supports all SDGs with a focus on SDG 14 (Life below water) by adopting a shark and supporting Shark research by the University of Miami on a continuous basis. Being located on the beach with ocean views surround, it is gratifying to know that the hotel gives back to the scenery that makes its backdrop.



WATER

Following a recent complete remodel of the hotel, it is using approximately 50% less energy in its guest rooms thanks to new A/C units, resealed windows, and new thermally insulated floor tiles.

Water usage is expected to be reduced significantly by the use of newly installed high-efficiency plumbing fixtures. A Water Filtration program is in place to provide and contain purified still and sparking water for meeting attendees. The system reduces the hotel's carbon footprint by decreasing the energy and resources needed to transport, store, and dispose of plastic bottles.

For our meeting, only purified water in carafes and glass bottles were used.

Leaving A Positive Legacy

One Event At A Time



FOOD & BEVERAGE

The hotel sponsored an open bar reception following the event and offered butler-style passed hors d'oeuvres.

The majority of the food and ingredients are sourced locally in the nearby Redlands, and the reception had mostly plant-based appetizers served in bite size portions avoiding the use of dishes.

The dishes used were all reusable, plastic straws are banned due to an ordinance in Miami Beach but also by Marriott worldwide and no plastic was used at all. The only throw-away item were cocktail napkins made from paper.

We planned for a no-waste food event and achieved our goal thanks to the good sustainable practices and high standards the hotel has in place.

Locally sourced food helps reduce transport emissions as well as supporting local communities and businesses

Leaving A Positive Legacy

One Event At A Time



**AIR
MINIMIZE
TRANSPORT
USAGE**

SITE Florida & Caribbean chose a location that was centrally located in the center of Miami Beach. Some attendees were able to walk to the event, public transportation was an option and many shared a ride with a colleague or friend in the industry, which we encouraged in our invitation.

Our speaker was able to drive in from a location near Orlando.

We also used existing furniture from hotel for its meeting and reception. Meeting room tables were designed and constructed using recycled aluminum. Environmentally-friendly meetings are a standard at The Ritz-Carlton. All AV needs and most equipment was installed in-house so no trucking of items was needed.

Regional vendors and artists are used by the hotel to reduce transportation and packaging for its celebrated art collection.

Leaving A Positive Legacy

One Event At A Time



**WASTE
SAVE PAPER &
REPRODUCTION**

The registration was handled on-line and all registration communication was done online. Registration badges were collected at the end for re-use at a future event. No hand-outs were produced.

We aimed for a waste-free event and with the sole exception of paper napkins used during the reception, we achieved our goal.

This is in large part due to the high standards of style and sustainability installed by the newly re-opened Ritz Carlton South Beach.

A comprehensive recycling program is visible throughout the hotel.

Our speaker had the opportunity to sell and sign her books after the event during the outdoor reception. No plastic bags or packaging material were utilized. No shipping was needed, avoiding further CO2 emissions.

Leaving A Positive Legacy

Supporting a Good Cause



PARTNERSHIP FOR THE GOALS

Through donations from our chapter members we were able to conduct a raffle with proceeds (\$ 380.00) going towards "Casa Valentina", We chose a small local charity to make sure that all proceeds were used to support the case (rather than go to overhead).

www.casavalentina.org

**CASA VALENTINA'S
MISSION IS TO PROVIDE
AT-RISK AND FORMER
FOSTER CARE YOUTH
WITH SAFE, AFFORDABLE
HOUSING, LIFE SKILLS &
CONTINUED SUPPORT SO
THAT THEY CAN ACHIEVE
AND MAINTAIN SELF-SUFFICIENCY.**



The 17 SDGs

How this event supported the following



Promote healthy lives and promote well-being for all at all ages.

Many more people today are living healthier lives than in the past decade. We held our reception on the outside terrace next to the beach and included plant-based appetizers to promote a healthy choice of foods.



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Our focus was to encourage women in our industry to be reassured of their abilities and to take on leadership roles. Our speaker told about the obstacles she had to master in order to break through in a man dominated work environment. With courage, dedication and skill she persevered.



Achieve gender equality and empower all women and girls.

The event industry supports many women professionals, however many of the leadership positions are still predominantly (and disproportionately) male dominated. Our speaker was a former CIA undercover agent in a world that is dominated by men. We invited a female hotelier to introduce the host hotel. The SITE Florida Caribbean Board consists of 50:50 male/ female volunteers.

The 17 SDGs

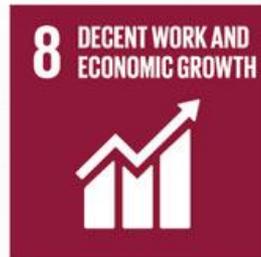
How this event supported the following



Ensure access to affordable, reliable, sustainable and modern energy for all.

We provided a venue with sustainable practices including energy for our meeting at the Ritz Carlton South Beach.

Our reception was planned outdoors with only natural elements to fuel the event.



Promote sustained, inclusive and sustainable economic growth, full and productive.

Through our association and education, we provided information at an event that will help the participants to grow in their business and be productive, while promoting sustainable actions at the venue.



Reduce inequality within and among countries.

Our events are open to all attendees from any country or origin. We promote working together in one industry. We offer discounts to student participants.

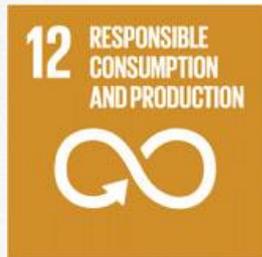


Make cities and human settlements inclusive, safe, resilient and sustainable.

We knew our attendees would be safe, and that the hotel implemented sustainable procedures to enhance the quality of life for its guests and employees. Miami Beach is known to be an "inclusive" destination.

The 17 SDGs

How this event supported the following



Ensure sustainable consumption and production patterns.

We provided our attendees with as much locally sourced food items, plant-based appetizers, and quality products. We aimed for no-waste and were on target with the amount of food ordered as well as the way the food was served on reusable dishes.



Protect, restore and promote sustainable use of terrestrial eco-systems, sustainably manage forests, combat desertification, and halt land degradation and biodiversity loss.

The Ritz Carlton South Beach is a promoter of sustainable practices and supports many local charities, among them local food banks as well as the University of Miami's Shark Tagging program.



Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

Our goal is to provide a safe and peaceful location, that includes sustainability in their culture.

Furthermore, the topic of our event promotes gender equality.



Strengthen the means of implementation and revitalize the global partnership for sustainable development.

SITE Florida & Caribbean Chapter partnered with the Greater Miami Convention Bureau to invite others in the hospitality industry to attend the event.

We also donated the proceeds of our raffle to a local charity in line with the topic of the event.

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One Event At A Time

THE CONCLUSION

SITE Florida and Caribbean ran the event following the ISO 20121 standards with the support of the SMPP® System that helped us with procedures, goals and measurable objectives and industry compliance forms and achieved a 93% sustainable event.



ACHIEVING A 93% SUSTAINABILITY EVENT