



Intel Green Events

Tools for Tracking And Measurement

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Agenda

Mentor Program

Identifying owners and understanding needs

Sustainable Events Fund

Help and Incentives

Calculating and Tracking Results

Available tools and what we track

MeetGreen Measurement

Reporting and measuring across many events

Story Telling

Fun facts and web communications

Mentor Program

Managing the challenges

- Schedule Break-out Session
- Worked with MeetGreen to create an affordable mentor/consulting program

Identifying owners

- Selected the top events/program owners who have events taking place in the next 3-6months

Understanding needs

- Beginner – event/program owners who haven't had the time or resources to build in 'green' practices into their event planning process.
- More Experienced - event/program owner who are already implementing sustainable practices into their event and/or working with vendor partners who have green initiatives of their own.

Value we drive

- Further support in educating and implementing standard smart event practices and measuring results with the various tools to track
- ISO 20121, APEX ASTM Environmentally Sustainable Event Standard (technical standards)

Important value in change is understanding how to measure it

Sustainable Events Fund

Philosophy

- Understand the needs and fill the gaps

Quick start

- 3 to 5 Standard practices impact the triple bottom line
- Basic principles of Reduce, Reuse, Recycle, Report
- 4 Categories for Measurement
 - Water, Energy, CO2e, Waste

Incentives

- Funding for consultation
- Reward and recognition
- Focal feedback

“It’s the right thing to do”

Calculating and Tracking Results

Free Tools

- EPA Calculator: <http://www.epa.gov/>
- EDF Paper Calculator: <http://calculator.environmentalpaper.org/home>
- Care Calculator: <http://www.carpetrecovery.org/>
- Green Hotels: <http://www.greenhotelsglobal.com/>

Internal Tools

- Sustainability Plan Template “Green Tracker”

External Tools

- MeetGreen Tool

Tracking

- Environmental – Water, Waste, Energy, CO2e (GHG)
- Economic – reuse, local, shipping, virtual , reduction = dollars
- Social – reuse of material, donation of food, social activities



Don't reinvent the wheel - there are lots of tools available

Environmental Protection Agency

How to track GHG savings



Clean Energy

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You are here: [EPA Home](#) » [Climate Change](#) » [Clean Energy](#) » [Clean Energy Resources](#) » Greenhouse Gas Equivalencies Calculator

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- Basic Information
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Greenhouse Gas Equivalencies Calculator

UPDATED May 2011. New NYUP sub region and national average non-baseload emissions rates updated. See the [revision history page](#) for more details.

Did you ever wonder what reducing carbon dioxide (CO₂) emissions by 1 million metric tons means in everyday terms? The greenhouse gas equivalencies calculator can help you understand just that, translating abstract measurements into concrete terms you can understand, such as "equivalent to avoiding the carbon dioxide emissions of 183,000 cars annually."

This calculator may be useful in communicating your greenhouse gas reduction strategy, reduction targets, or other initiatives aimed at reducing greenhouse gas emissions.

Enter Your Data Below

There are two options for entering reduction data into this calculator.

Option 1: If You Don't Have Emissions Data

1. If you are starting with data in units of "gallons of gasoline consumed," "kilowatt-hours of electricity," "therms of natural gas," or "passenger vehicles per year" instead of a quantity of emissions of specific greenhouse gases, use this option.
2. Enter a quantity and pick the desired unit below; and
3. Click on the "Calculate Equivalent" button to convert your value to [Carbon Dioxide Equivalent](#).
4. If you are entering kilowatt-hours of electricity, please be sure to read the caveats and explanations on the [Calculations and Reference page](#).
5. Please note that these estimates are approximate and should not be used for emission inventory or formal carbon footprinting exercises.

- choose a unit -

[? Click Here for Calculations and References](#)

Option 2: If You Already Know the Quantity of Emissions

If you have already estimated the quantity of emissions (e.g., metric tons of carbon dioxide equivalent), you can input the amount of emissions and select the appropriate units for the corresponding greenhouse gas type.

Amount	Unit	Gas
<input type="text"/>	Tons	CO ₂ - Carbon Dioxide or CO₂ Equivalent*
<input type="text"/>	Tons	Carbon or Carbon Equivalent
<input type="text"/>	Tons	CH ₄ - Methane
<input type="text"/>	Tons	N ₂ O - Nitrous Oxide
<input type="text"/>	Tons	HFC-23 <input type="button" value="v"/> - Hydrofluorocarbon gases
<input type="text"/>	Tons	CF ₄ <input type="button" value="v"/> - Perfluorocarbon gases
<input type="text"/>	Tons	SF ₆ - Sulfur Hexafluoride

*If your estimated emissions of methane, nitrous oxide, or other non-CO₂ gases are already expressed in [CO₂ equivalent or carbon equivalent](#), please enter your figures in the row for CO₂ or carbon equivalent.

The sum of the greenhouse gas emissions you entered above is Metric Tons of Carbon Dioxide Equivalent.

This is equivalent to one of the following:

Equivalency Results

Click on the question mark ? link to read the explanation of that particular calculation. [Read about all calculations.](#)

The information you entered above is equivalent to one of the following statements:

Other Calculators

There are a number of other web-based calculators that can estimate greenhouse gas emission reductions for

- individuals and households
- waste, and
- transportation.

For basic information and details on greenhouse gas emissions, visit the Emissions section of EPA's climate change site.

EDF Paper Calculator

How to track paper savings

Paper Calculator

Welcome and Background

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What Users Are Saying

"The Paper Calculator has been extremely helpful to us in our work, by showing [other] organizations how their paper purchasing decisions can result in concrete environmental benefits."

Darby Hoover



Welcome to the Paper Calculator

This tool will help you quantify the benefits of better paper choices. The Paper Calculator shows the environmental impacts of different papers across their full lifecycle.



Why do paper choices matter?

By using less paper, increasing recycled content, and making other improvements, you can save wood, water and energy, and cut pollution and solid waste.

See the environmental benefits

Create an easy-to-read report, to help your company, community, non-profit or other organization make better paper choices and measure the environmental results.

- I agree to cite Environmental Defense Fund ([sample citation](#)) when using information provided by the Paper Calculator, and accept the [Terms & Conditions](#) associated with the use of this site.

Compare individual papers

For example, compare the impacts of a specific paper to alternatives with higher recycled content.



Compare paper groups

For example, compare the combined impacts of several different papers you use today to one or more sets of recycled alternatives.



CARE Calculator

How to track carpet savings

CARPETAMERICARECOVERYEFFORT™

DEVELOPING MARKET-BASED SOLUTIONS FOR THE RECYCLING & REUSE OF POST-CONSUMER CARPET

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NEWS & ANNOUNCEMENTS

CARE's Annual Survey Webinar - January 18, 2011

CARE Applauds Shaw Industries Investment in GeoHay

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We CARE
FINDING MARKET DRIVEN SOLUTIONS TO DIVERT POST-CONSUMER CARPET FROM LANDFILLS

VIEW OUR NEWSLETTER +
VISIT THE CARE READING ROOM +
FREQUENTLY ASKED QUESTIONS +
WHAT CAN I DO WITH MY OLD CARPET? +

CARE'S PARTNERS +

[Annual Conference +](#) [Annual Report +](#)
[Entrepreneur Meeting +](#)

2009 CARE Survey Results

Year	Millions of Pounds
2005	100
2006	125
2007	225
2008	261
2009	296
2010	292
2011	311

What can you save by diverting carpet?

ENTER THE NUMBER OF SQUARE YARDS OF CARPET YOU WANT TO RECOVER:

333 +CALCULATE

RESULTS:

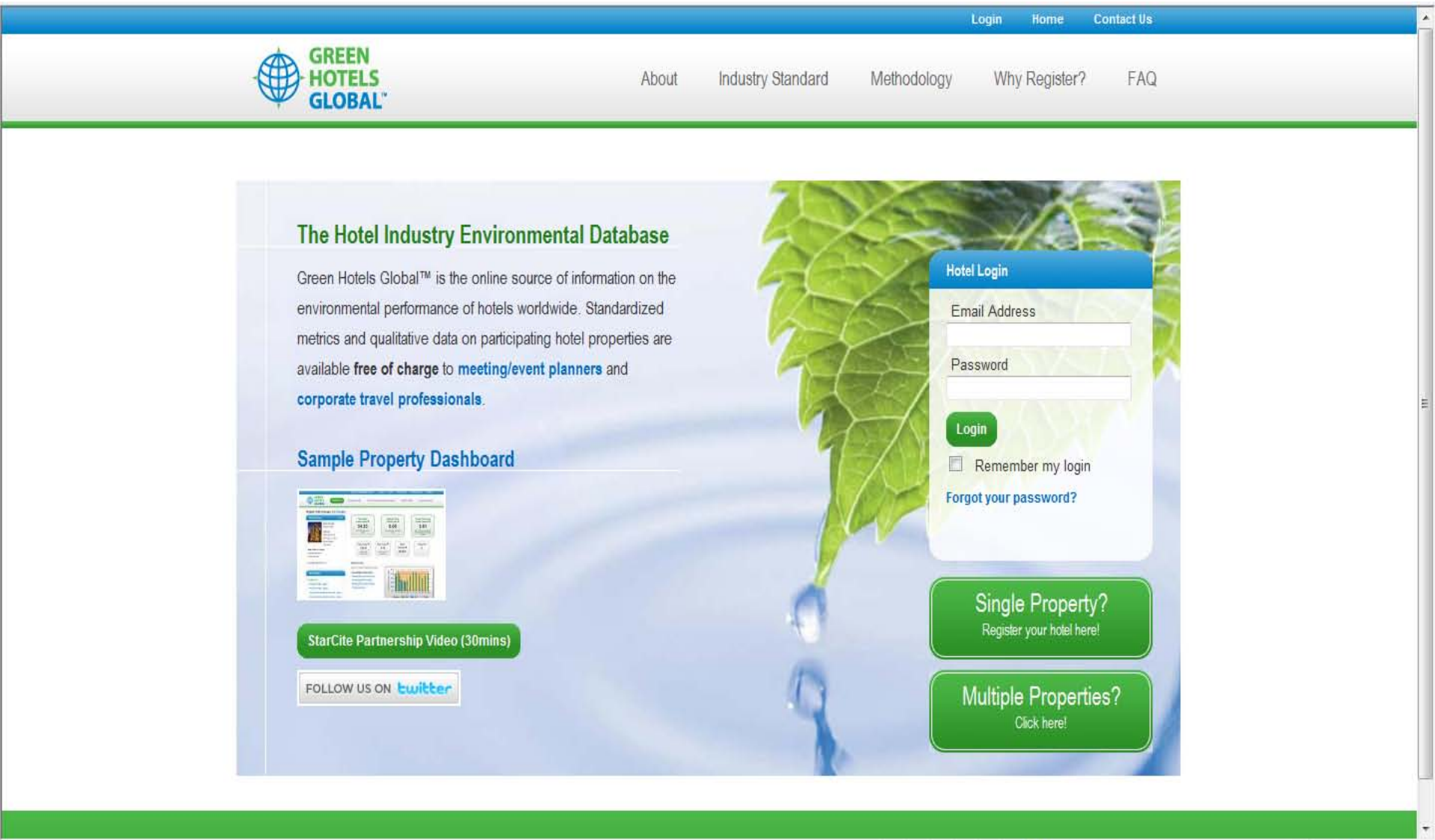
- 146 = GALLONS OF OIL USED
- 3,330,000 = BTU'S REQUIRED
- 1,498 = LB. GOES TO LANDFILL

Another Great Idea...

2010 CARE Annual Survey Webinar Presentation Available

Green Hotels Global

How to track hotel usage and savings



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About Industry Standard Methodology Why Register? FAQ

The Hotel Industry Environmental Database

Green Hotels Global™ is the online source of information on the environmental performance of hotels worldwide. Standardized metrics and qualitative data on participating hotel properties are available **free of charge** to **meeting/event planners** and **corporate travel professionals**.

Sample Property Dashboard



StarCite Partnership Video (30mins)

FOLLOW US ON [twitter](#)

Hotel Login

Email Address

Password

[Login](#)

Remember my login

[Forgot your password?](#)

[Single Property?](#)
Register your hotel here!

[Multiple Properties?](#)
Click here!

Questions that keep a green event planner up at night!



How do I...

- Document best practices?
- Measure how well I'm doing?
- Compare my event to other events?

MeetGreen Calculator: What is it?



- Online questionnaire
- Designed to measure 'green' conferences with guest rooms, meeting space, catering
- Scalable – able to add conferences with AV, exhibits
- Raw data capture – waste, energy, water, carbon emissions, donations; other tools
- Points awarded for requests, actions, measurement
- Compatibility with ISO 20121/ BS 8901
- Analysis & reporting capability

Documenting Best Practices

Demographic Questions

Destination Selection

Accommodations
Selection

Meeting Venue
Selection

Transportation Selection

**Food & Beverage
Selection**

Exposition Services

Audio Visual

Communications &
Marketing

Onsite Office

Offsets

[Food & Beverage Selection]

1. Does the meeting host organization have a written sustainability policy regarding food and beverage selection and/or caterers for their events?

Yes

No

2. Did you include environmental criteria for food and beverage selection and caterers in your request for proposal?

Yes

No

3. Did you include a clause in the contract requiring the caterer to comply with the agreed upon environmental practices?

Yes

No

4. What percentage of the contracted caterers signed the contract with the environmental clause?

None

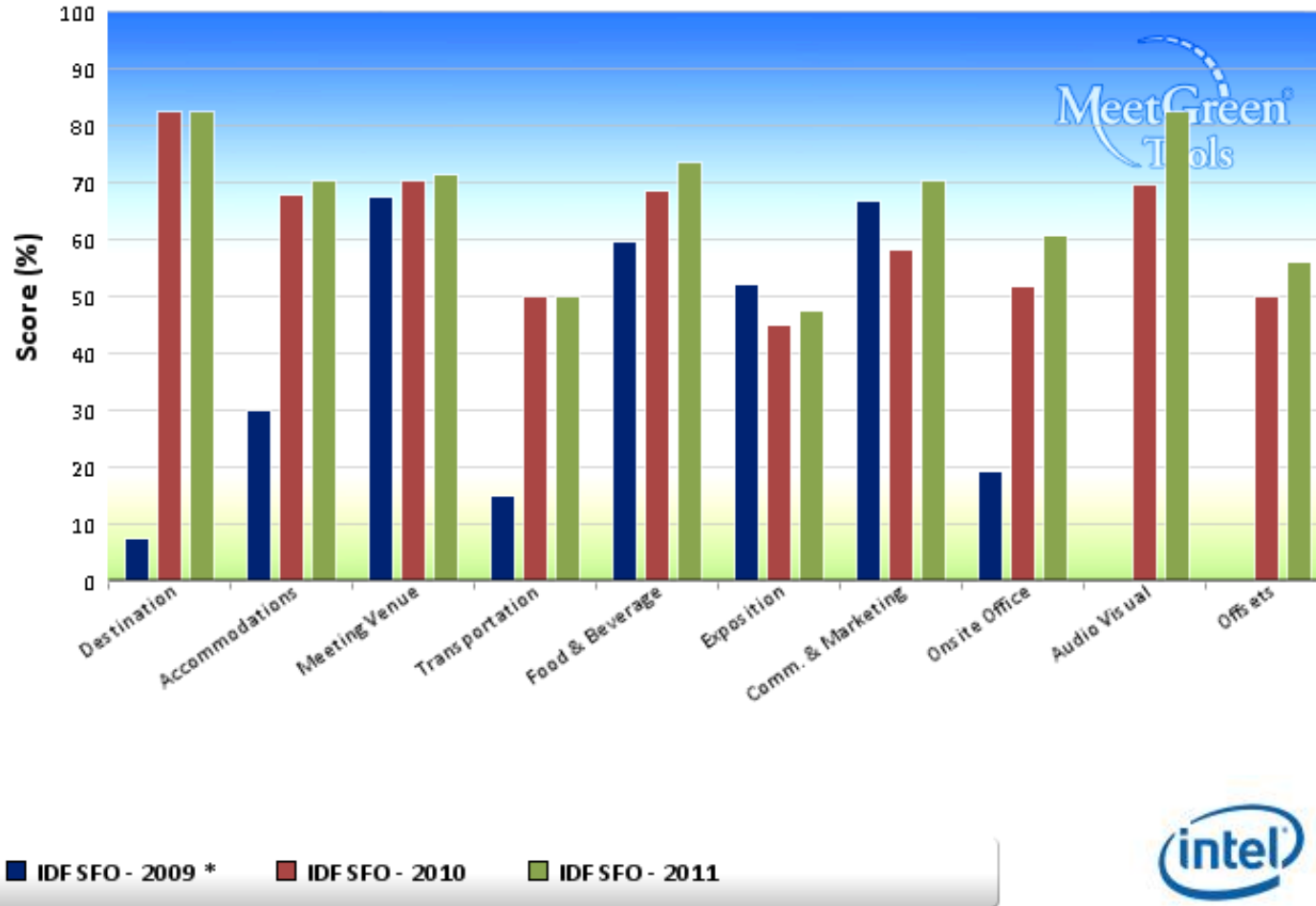
5. What percentage of the contracted caterers has a written sustainability policy?

None

6. Did the caterer have or implement composting?

From Best Practices to Measurement

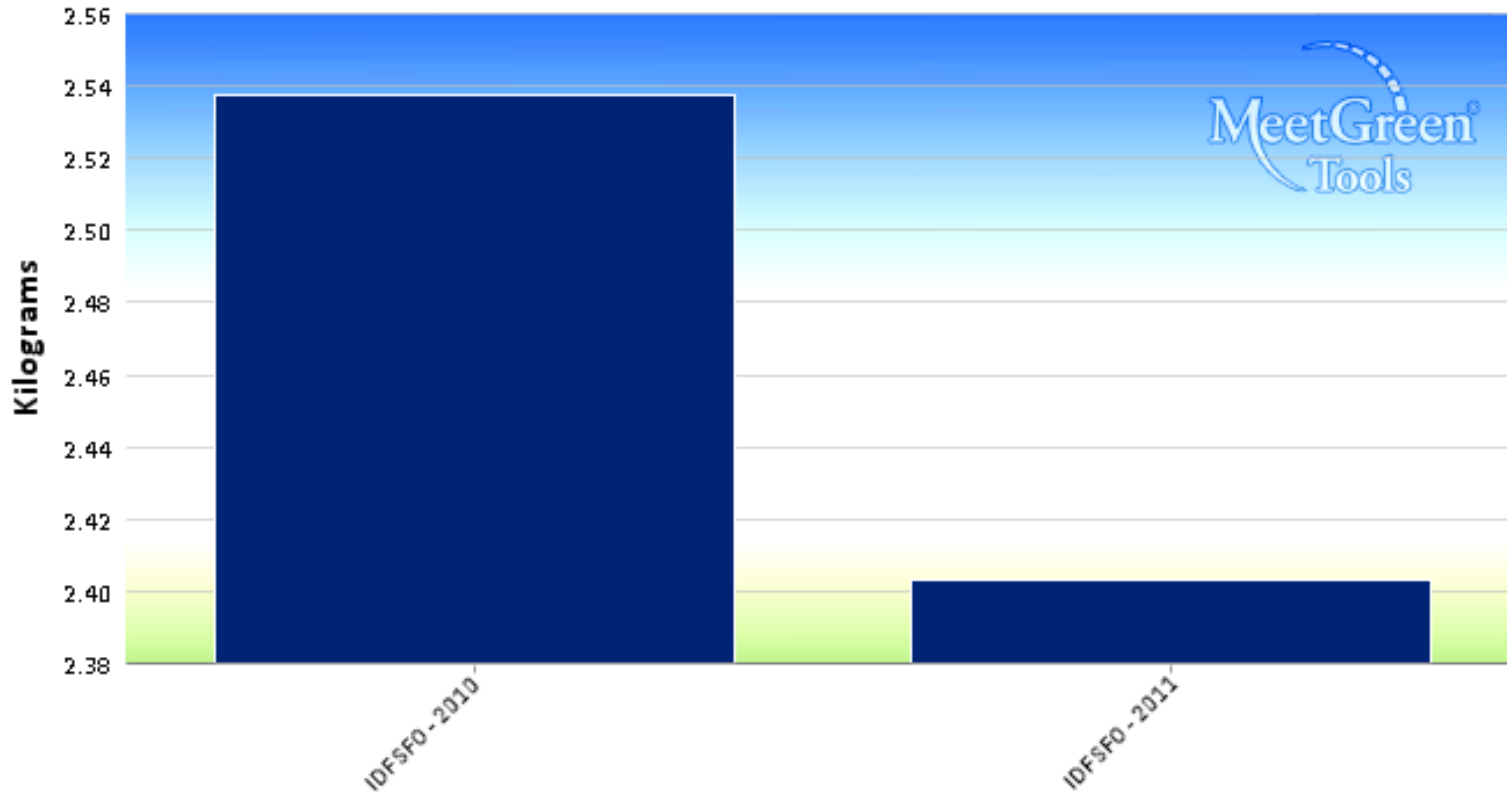
Intel
Event Summary



Measuring Reductions

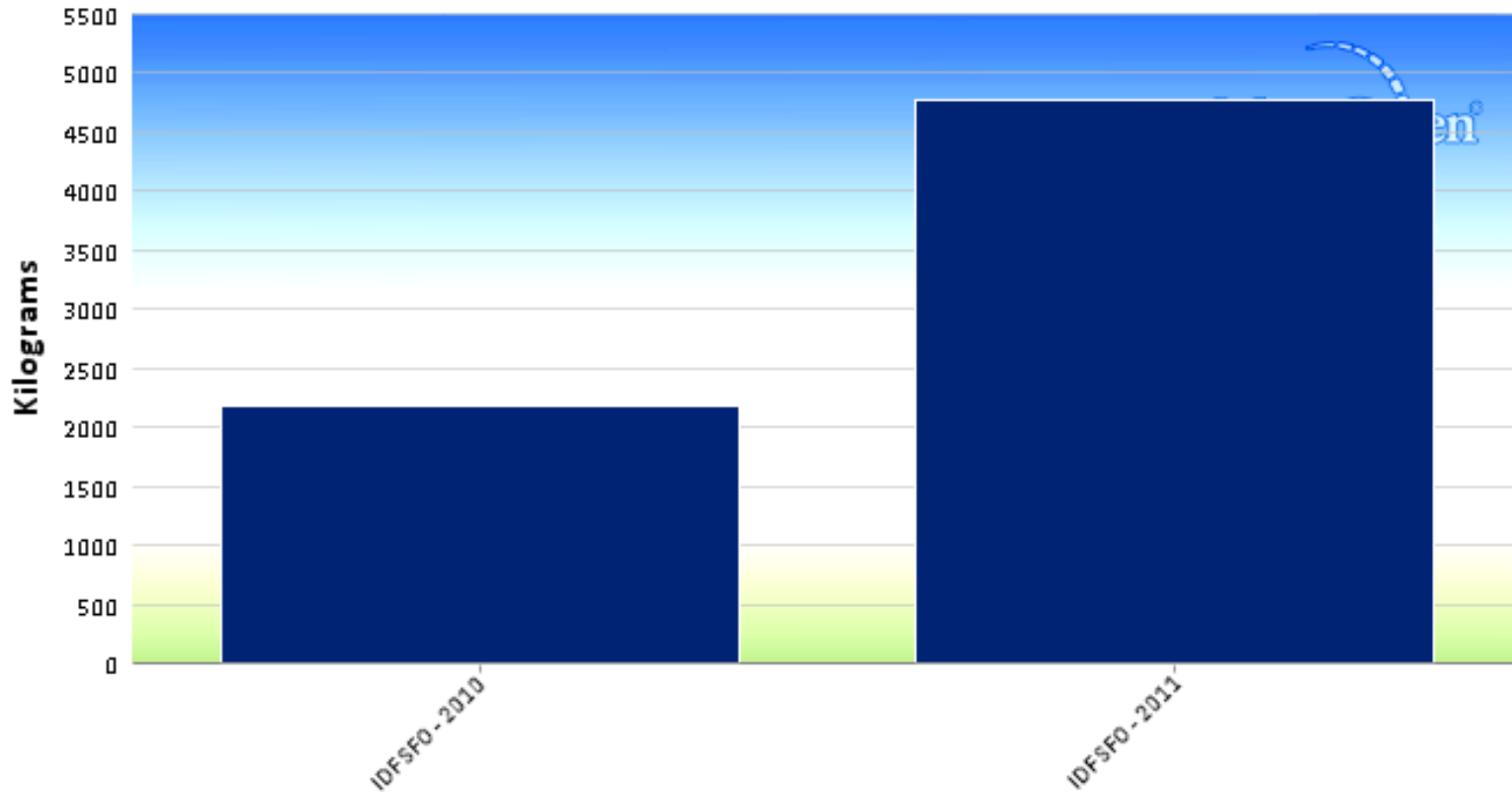
Intel

Landfill Waste per Attendee



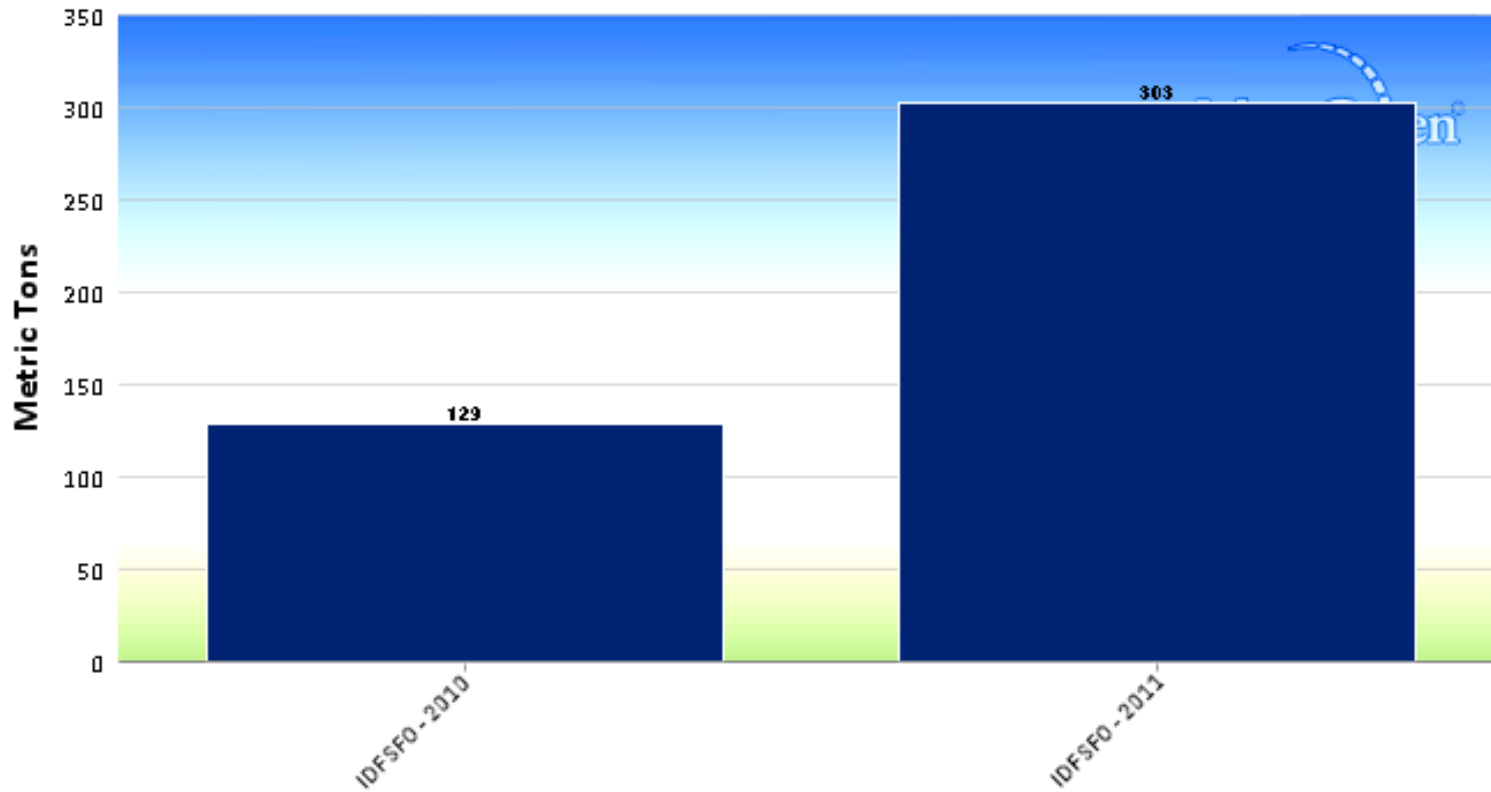
Measuring Recycling

Intel
Food Composted



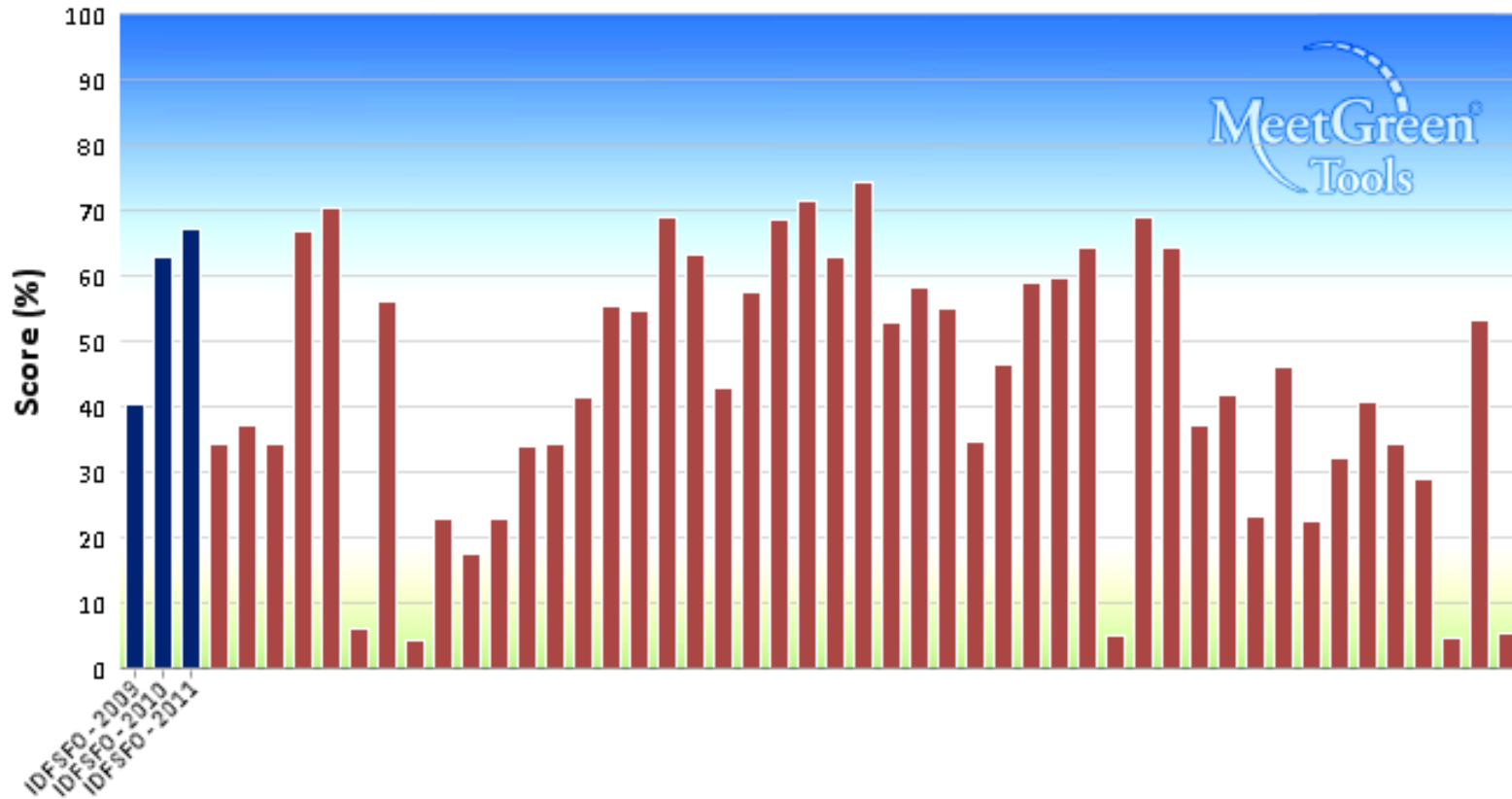
Measuring Accountability

Intel
Carbon & Energy Offsets

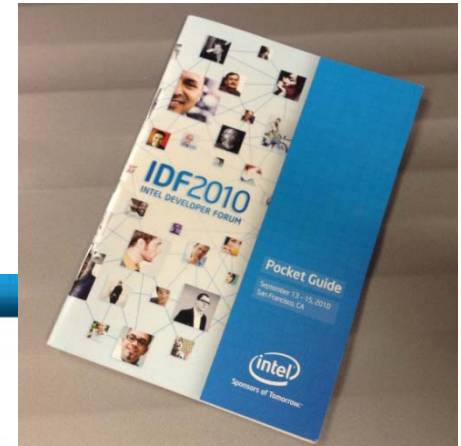


Comparing to other Events

Intel
Event Comparison



Fun Facts



In the 3 years of producing the Digital Forum Guide, we have saved approximately 8.25 tons of paper, equivalent the weight of an African male elephant. We have also saved about 141 trees by going digital!



Being green,
It's a part of being blue.

IDF2010
INTEL DEVELOPER FORUM

Fun Facts



39,000
watts

← We are making the switch to LED lamps in the IDF Keynotes. This simple switch from conventional lighting can save more than 39,000 watts of electricity just over the course of IDF.



Being green,
It's a part of being blue.

IDF2010
INTEL DEVELOPER FORUM

Fun Facts



Since switching from water bottles to using water coolers and Sport Bottles in 2008, we will have saved more than 37,000 plastic water bottles from landfills.

This year at IDF, we are using biodegradable plastic for our registration badge holders.



Being green,
It's a part of being blue.

IDF2010
INTEL DEVELOPER FORUM

IDF Web Site: <http://www.intel.com/idf/faqs/green.htm>



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THE SKY'S NOT THE LIMIT. IT'S THE BASELINE. IDF2011 INTEL DEVELOPER FORUM

IDF Green Life

At Intel, we know our environmental responsibility goes far beyond delivering eco-friendly products. Our commitment to using technology for intelligent solutions to reduce impacts doesn't stop at the processor. It extends into how we manage the Intel Developer Forum (IDF) and engage attendees in simple ways to reduce impact, add value, and educate attendees about sustainability. This has included taking steps at both IDF San Francisco and Beijing. We're making steady progress to exercise a long-term commitment to become more sustainable.

Green IDF (what Intel is doing)

Intel is proudly partnering with our suppliers to continue to green the upcoming Intel Developer Forum in new and diverse ways. Intel is still sustaining our past practices of using energy efficient audio visual equipment and LED lighting as well as reusing Intel event properties, keynote staging, and technology showcase booths, using a comprehensive back- and front-of-house recycling, composting, and donation program that reduces landfill materials, and selecting host hotels within walking distance of Moscone Center that have linen reuse programs, energy efficient house-keeping, use green-certified cleaners, and use recycled content paper products.



Reduce. In 2011, IDF will be providing a pocket-sized printed guide on 100% post-consumer recycled content paper. We're also going 100% paper-free with our Technical Session Surveys, which will save an estimated 36,000 sheets of paper, equal to four trees.¹



Reuse. This year, IDF is providing a reusable pre-cleaned Tumbler for both water and coffee. Based on coffee consumption last year, we estimate this will keep over 10,000 coffee cups out of landfills.



Recycle. Last year after IDF 2010, we repurposed our largest vinyl banners to make 400 messenger bags. This kept over 5,500 square feet of material out of landfills. We will be recycling banners again this year.



Renewable Energy Credits. Intel is proud to be the largest voluntary purchaser of green power in the USA.² For IDF 2011, we've purchased clean, renewable wind energy certificates equal to all our estimated energy use. In 2010, this helped offset 285,905 pounds of carbon dioxide emissions. That's equivalent to taking 28 cars off the road for a year.³

Green Legacy (stats / facts / awards)

Since 2007, Intel has been working hard to reduce the footprint of IDF in ways that add to the attendee experience onsite. Our efforts have not gone unnoticed!



In 2010, IDF San Francisco was recognized as the Green Meetings Silver Award Winner by the Green Meeting Industry Council and INEX, the highest accolades for sustainable events in the world.



IDF Goes Green SF2010

Telly Award Winner Best Use of Humor Category

Intel Goes Green at IDF 2010 with Elmo Granderson

Green Life (what you can do)

Protecting the planet is as simple as turning off a light switch. At the Intel Developer Forum, we identify simple, easy ways that IDF attendees can reduce their environmental impact at the event, in their business actions, and in their daily life.



Hang it up. By reusing towels and linens during their stay IDF, attendees can save 132,000 ml of water.⁴ That's two million glasses of water!



Bike it, Walk it! By walking and taking transit to IDF, you reduce emissions and contribute to good air quality. Take advantage of San Francisco's sustainable and eco-friendly BART program. Simply visit <https://secure.transistore.com/bart/> purchase and print a BART transfer/voucher from the website, then exchange it for a BART ticket when you arrive at SFO. Each rider who takes BART will keep 22 pounds of emission out of the San Francisco air.

Intel invites IDF attendees to take the pledge to be green at IDF 2011.



Banners to Bags



Q&A

Next Steps

- Up and coming events
 - *Webinar #1: The Blue Guide to Being Green – Design/Development/Execution Plan - DONE*
 - *Webinar #2: The Blue Guide to Being Green – Tools for Tracking & Measuring CO2 Savings - DONE*
 - *Webinar #3: The Blue Guide to Being Green – Results (TBD)*
- Olga@cemaonline.com
- *Intel Corporate Social Responsibility Strategy and Approach*
www.intel.com/go/responsibility

