



Intel Green Events

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Agenda

The Problem

Why it is important to be sustainable

Sustainable Event Practices

Triple bottom line benefits

Expanding Our Reach

The **Blue** Guide to Being **Green**

Execution and Delivery

What makes Intel's program unique

Development Timeline

Where we are today

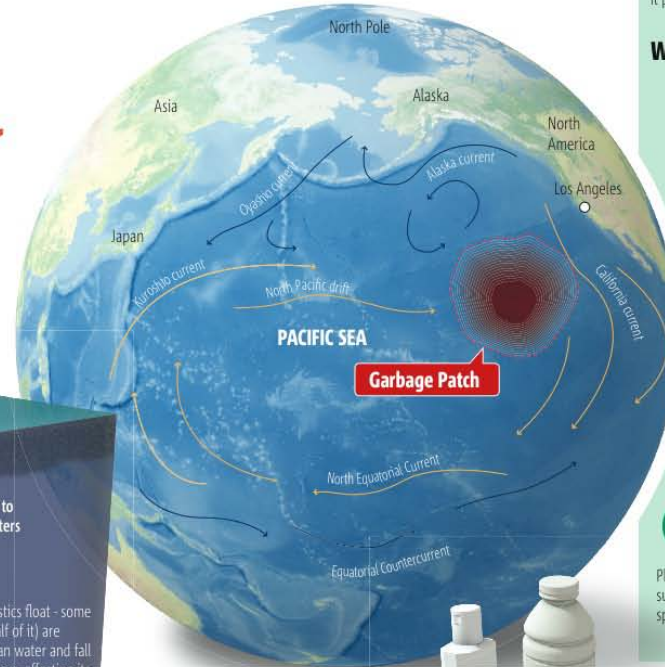
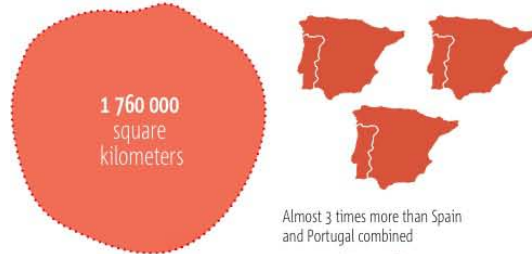
The Problem

The Great Pacific Garbage Patch

Is an area of marine debris, laying approximately 135° to 155° West and 35° to 42° North. Although it shifts every year and exact position is hard to tell. It lies within North Pacific Gyre and does not go anywhere, as it is confined by its currents.

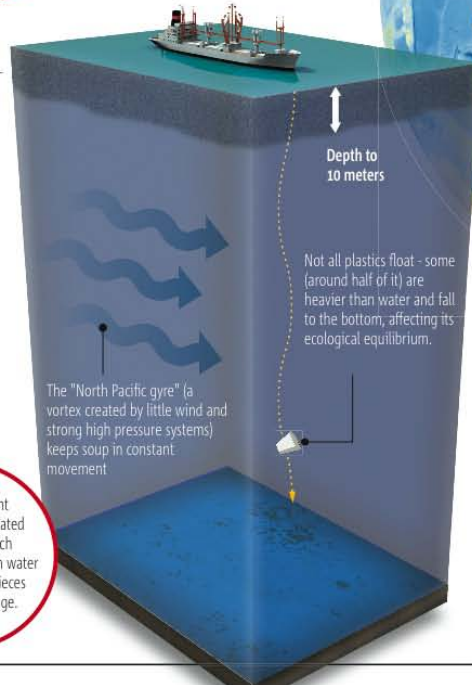
The area

The Patch is around 2200 kilometers long and 800 kilometers wide



Plastic Soup

Consists of both larger and disintegrated plastic objects and particles, both on the surface, in the water column below it and on the bottom.



The "North Pacific gyre" (a vortex created by little wind and strong high pressure systems) keeps soup in constant movement

UN Environment Programme estimated recently that each square mile of ocean water contains 46,000 pieces of floating garbage.

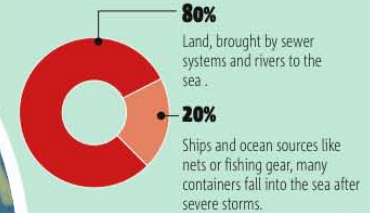
Problems created by plastic:

- It fouls beaches worldwide and scares tourists away.
- Plastic entangles marine animals and drowns them, strangles them and makes them immovable.
- Plastic litter washed ashore destroys habitats of coastal species.
- Plastic litter gets inside ships propellers and keels, making ship maintenance more expensive.
- Plastic does not biodegrade, plastic things make an ideal vessel and enable invasive species to move to further regions.

How does it form?

Currents in the Pacific Ocean create a circular effect that pulls debris from North America, Asia and the Hawaiian Islands. Then it pushes it into a floating pile of 100 million tons of trash.

Where does it all come from?



Interesting facts

Less than 5% of plastic is recycled. In the Central North Pacific Gyre, small pieces of plastic outweighed surface zooplankton by a factor of 6 to 1 in 1999. But the ratio in 2010 may already be 60 to 1.



Photodegradation

Plastic never biodegrades, it doesn't break down into natural substances. But it goes through a photodegradation process, splits into ever smaller and smaller parts, which are still plastic.

How long does it take to photodegrade plastic:



www.SWgraphics.com

6X More Plastic than Plankton





Plastic Kills



Carbon Footprint



Precious Resources



Social and Economic Impact



Triple Bottom Line Benefits

Measurable Results and Achievement

Environmental Impact

Linen reuse programs for IDF save an estimated **240,000 liters of water** every year.

The carbon footprint for IMEC and IDF was reduced by **9000 metric tons** in 2010.

The Digital Forum Guide has saved **8.25 tons** of paper or **141** trees.

Social Impact

In 2010 IDF donated **3,100 lbs** of perishable food to Food Runners, a local SF Food bank.

Intel shares **BKMs** with industry peers through organizations like **CEMA** and the **GMIC**.

Economic Impact

IDF 2008 eliminated **\$200,000** in cost by eliminating bottled water and food waste.

Intel Event Express has reduced waste and disposal costs for assets by approximately **95%** since 2003.

SMART Practices = Smart RESULTS!

Innovation

The Blue Guide to Being Green

- Links to over 70 tools to green your event
 - Sustainability planning templates
 - Contract and RFP language
 - Access to calculators
 - Creative fun facts to help the story resonate
 - Measurement tools
- Easy 5 step process
 - Step 1: Choose the Event Format
 - Step 2: Create an Event Sustainability Plan
 - Step 3: Use the Tools
 - Step 4: Communicate and Educate
 - Step 5: Review and Audit

Intel Global Strategy

Corporate Social Responsibility

Use our unmatched employee talents, manufacturing, technology, and brand strength to:
CARE FOR OUR PEOPLE, THE PLANET, AND INSPIRE THE NEXT GENERATION

**Cultivate a workplace where engaged,
energized employees can thrive on the job and in their communities**

**Develop technology solutions to address major global problems
while reducing the environmental impact**

**Accelerate education transformation worldwide
through technology, programs and policy leadership**

Sustainable Events Strategy

The Promise

Intel, its employees and agencies will role-model smart event practices that measure environmental, social, and economic results

Intel events will provide a leading example of what can be done to positively change event industry practice and the world

Intel will leave their event participants inspired by the experience to behave in ways that have positive impacts on their communities

**The Blue Guide to Being Green
is the Key to this Promise!**

Intel's Unique Qualities

Execution and Delivery

Collaboration across different departments and with our suppliers

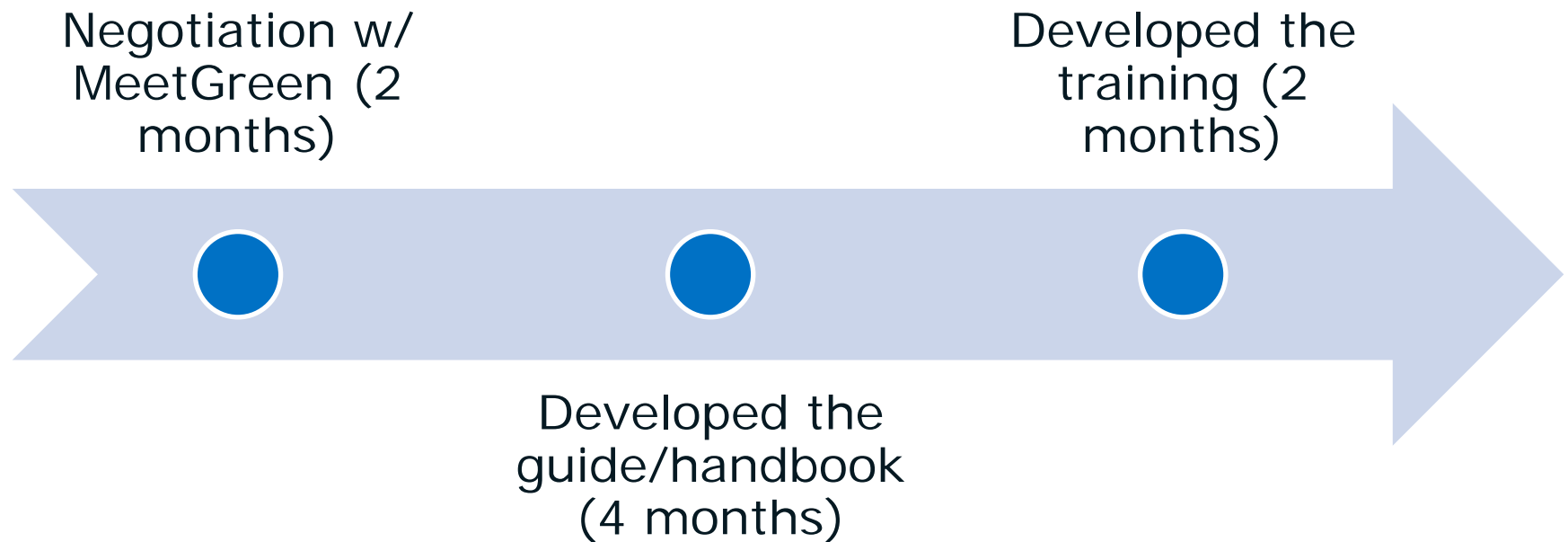
Connected simple, practical actions to enhance reputation, save money AND protect the planet.

Used a mix of existing and newly developed tools to meet user needs, provided Intel U required training and mechanisms to measure outcomes.

Considered **environmental, social and economic** aspects of sustainability.

Included a Green meeting specialist to **ensure credibility and alignment** with external **sustainable event standards**, such as **BS 8901** and **ISO 20121** (draft).

Timeline for Development



Where are we today...

Pilot Year:

- Top 25 events across Intel
- Educate, Track & Measure

Success:

- Visibility within the organization and company
- Implementing practices into events
- External Visibility: Procurement Leadership Award

Challenges:

- Time consuming (hand-holding)
- Changing the system, building into their planning process (added responsibility/standardization)

Managing those challenges:

- Schedule Break-out Session
- Working with agencies to create an affordable mentor/consulting alternative
- Sustainability Plan (select top 3-4 actions)
- Incentives/Awards (Industry and Internal)

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*
 - *Webinar #3: The Blue Guide to Being Green – Results*
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