

[View this email in your browser](#)



Newsletter

November 2015

Nancy Bsales, Hero in a Time of Change



Transparency is Key to Sustainable Events

Don't miss out on a chance to leverage your sustainable successes by sharing them with your attendees, partners and vendors.

[READ MORE](#) 

As one of the first five full-time employees, Nancy Bsales

helped build [TerraPass](#) from a startup into a well-respected leader in sustainable solutions. A sustainability manager for many: from large corporations to small businesses, she continually helps partners reduce their environmental impact with comprehensive knowledge and effective tools. Her current role is TerraPass' Manager, Business Development, Carbon Management and Sustainability.

TerraPass provides the resources necessary for companies and individuals to understand and take responsibility for their climate impact. They do this by providing educational tools and resources (such as carbon footprint calculators); create, implement and operate emissions reduction projects at facilities such as dairy farms and landfills; and work with businesses to develop custom renewable energy solutions for their operations.

She is an inspiration to our team and I believe you will find this interview thought provoking, insightful and inspiring as well.

Has your industry changed dramatically in the past five years?

The industry is ever changing. The biggest change I have seen is the change in attitude from corporations. What used to be handled by marketing is now an understanding that corporations are climate citizens and have a responsibility to the world around them for themselves, their employees, their customers and the job of making the world a better place. We still have a long way to go but we are moving in the right direction.

What changes do you anticipate in the next five years? Are there any trends (e.g. demographic, social, legal) that concern you?

All of those and more, but it doesn't concern me, it makes me smile. Not only are we seeing a shift in buying habits from millennials but a shift in expectations for their employers. Millennials are redefining the environmentalist, no longer a small group of tree-huggers but a generation looking for a multi-prong approach to fighting climate change and



GreenStorming IMEX America 2015

As part of this year's IMEX America show, MeetGreen crowdsourced solutions to various event sustainability challenges, demonstrating that event sustainability is alive and well, and evolving. Read the results, including valuable resource links.



global issues. Using their power in their buying habits, in the workplace, in their everyday activities and creating opportunities for new innovative businesses like Uber (why own a carbon guzzling car, use Uber when you need it). As a society, we need to respond to this. On the regulatory front, I think COP21 will start to unravel what to expect in the next five years. We are already seeing hints of progress, the US-China joint statement on climate change, RE100 commitments, the growth in CDP reporting, and of course COP21. [RE100](#) now has over 40 companies from all over the world making the commitment to go 100% renewable and COP21 will bring together 195 nations to come up with a plan, an international agreement, covering emission reductions. We all need to continue moving forward, no one entity can take care of this global issue, corporations, individuals, and nations need to all be working together; so my biggest concern is that everyone starts to say, "I'm good, they're taking care of the problem."

[READ MORE](#) 

Greener, Kinder, and Better Events. It's Doable!

If going green feels overwhelming and you're not sure where to even start, here are 20 easy ideas you can implement now. For even more ideas, read [Meet Better: 167 Easy Ways to Make Your Events More Environmentally and Socially Responsible](#).

[READ MORE](#) 



Twitter



LinkedIn



Facebook



Google Plus



Website

Copyright © 2015 MeetGreen®, All rights reserved.

[unsubscribe from this list](#) [update subscription preferences](#)