

# Fair Trade Campaigns National Conference

*2018 Sustainability Report*



# OVERVIEW

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## Organization Mission

Fair Trade Campaigns recognizes towns, colleges & universities, K-12 schools, and congregations for raising awareness of fair trade principles and increasing purchase of fair trade products. There are over 250 active campaigns in 41 states across the United States.

## Conference Description

In March 2018, over 330 fair trade supporters and advocates gathered to make new connections and dive deep on issues at the core of the fair trade movement. Over the course of three days, attendees heard from more than 50 speakers sharing their insights and expertise on fair trade, sustainability, social justice, community organizing, and much more. It was the first national conference since 2012 and was a resounding success, inspiring and motivating those in attendance to continue to grow this movement – together.

# VITALS

## Attendee Profile:

Activists, students, decision-makers, leaders, and conscious consumers from schools and universities, congregations, big cities, and one-stoplight towns representing more than 250 campuses, communities, and organizations from around the world.



<b>Date</b>	March 23 – 25, 2018
<b>Location</b>	Washington DC, USA
<b>Venue</b>	Georgetown Hotel and Conference Center
<b># Attendees</b>	340 Registered Online 7 Estimated On-Site Attendance
<b># Sponsors</b>	20
<b>Event Features</b>	Rapid fire opening session, high level general sessions, 4 content tracks, concurrent sessions, networking dinner, geographical conversation lunch groups, scholarship program, VIP reception, sustainability tour of Georgetown, and much more!

# SUSTAINABILITY SUCCESSES

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## Key Sustainability Successes

- Sent MeetGreen sustainable practice surveys to potential event suppliers prior to contracting.
- Contracted a venue that replied favorably to the sustainability initiatives and requirements of MeetGreen and Fair Trade Campaigns.
- Requested venue to recycle glass, paper, plastic, and cardboard.
- Provided sustainability communication to attendees on the registration site, website, know before you go email, and on electronic signage at the venue.
- Mounted signage was printed on FalconBoard (100% recyclable).
- Printed materials were minimized, with the website mobile dynamic to reduce the need for a printed program.
- Items that were printed used a minimum of 30% recycled content.
- Carbon offset program was offered to attendees at registration.
- Conference lanyard was graciously donated by Matr Boomie, an ethically sourced producer, and were handcrafted out of recycled materials in India.



# SUSTAINABILITY SUCCESSES

## Key Sustainability Successes

- Worked with the Resident District Manager of Aramark to develop the menu and ensure that meals included sustainable food options: local, seasonal, organic, fairly-traded, sustainably harvested, or ethically produced, as well as consideration for religious and allergy-based requirements.
- All seafood was sustainably sourced. Fruits and vegetables were sourced from local organic farms where possible.
- Reusable plates, cups and service ware were used for all meals.
- Condiments were served in bulk and almond milk was provided as a non-dairy, non-soy option for attendees.
- Leftover food was donated for zero food waste.
- Signage on the buffet lines included acknowledgement of sustainable, local, and dietary-based options.



# SUSTAINABILITY SUCCESSES

## Key Sustainability Successes

- Sustainable food choices included 100% shade grown, organic, fair trade coffee.
- No disposable service items offered at coffee service, diverting 900+ coffee cups from landfill.
- Single-serving non-fair trade coffee was removed from attendees hotel rooms.
- 100% elimination of plastic bottled water, saving approximately 1200 plastic bottles.
- Attendee conference bag was high quality and reusable.
- Sustainable food and beverage vendors were showcased to raise awareness of products.
- Created a tracking mechanism to provide sustainability metrics and data.



# FROM LOCAL TO GLOBAL

Key achievements mapped to relevant  
UN Sustainable Development Goals (SDGs)\*  
*(using MeetGreen's Guidelines)*

CONFERENCE Sustainability Actions	UN Sustainable Development Goals
Donation of leftover food.	SDG 2: Zero hunger
Provide attendees with a carbon offset option	SDG 13: Climate Action
Condiments and beverages served in bulk.	SDG 12: Responsible Consumption and Production
Water glasses not pre-filled.	SDG 12: Responsible Consumption and Production
China and linens for meals, no disposables.	SDG 12: Responsible Consumption and Production
Utilizing electronic signage in the meeting venue.	SDG 12: Responsible Consumption and Production
No bottled water served at event.	SDG 12. Responsible Consumption and Production
Incorporation of local / sustainable food on the menu.	SDG 3: Good Health & Well Being

\*<https://sustainabledevelopment.un.org/?menu=1300>

# MEETGREEN CALCULATOR 2.0

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The MeetGreen® Calculator 2.0 is a comprehensive assessment tool available for benchmarking the sustainable elements of events. Using the Calculator allows Fair Trade Campaigns National Conference to capture valuable information throughout the event planning process in order to clearly convey the successes and identify where improvements can be made.

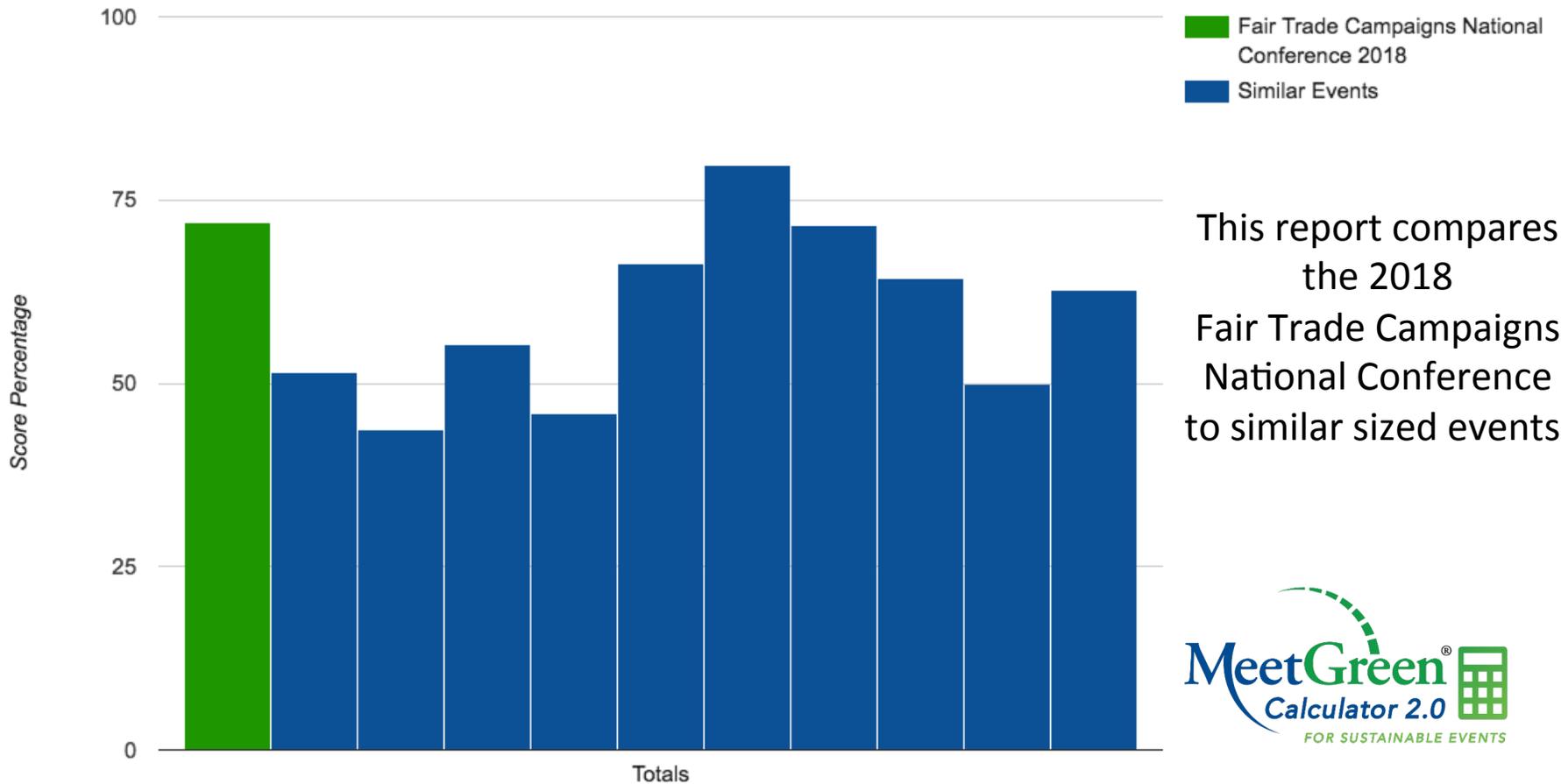
Events that score above 50% are run by organizers who not only request sustainable practices, but also ensure these requests are implemented through systemic processes, procedures are tracked and a high level of performance is achieved.

CONFERENCE SCORE  
**72%**



# MEETGREEN CALCULATOR 2.0

## Event Summary

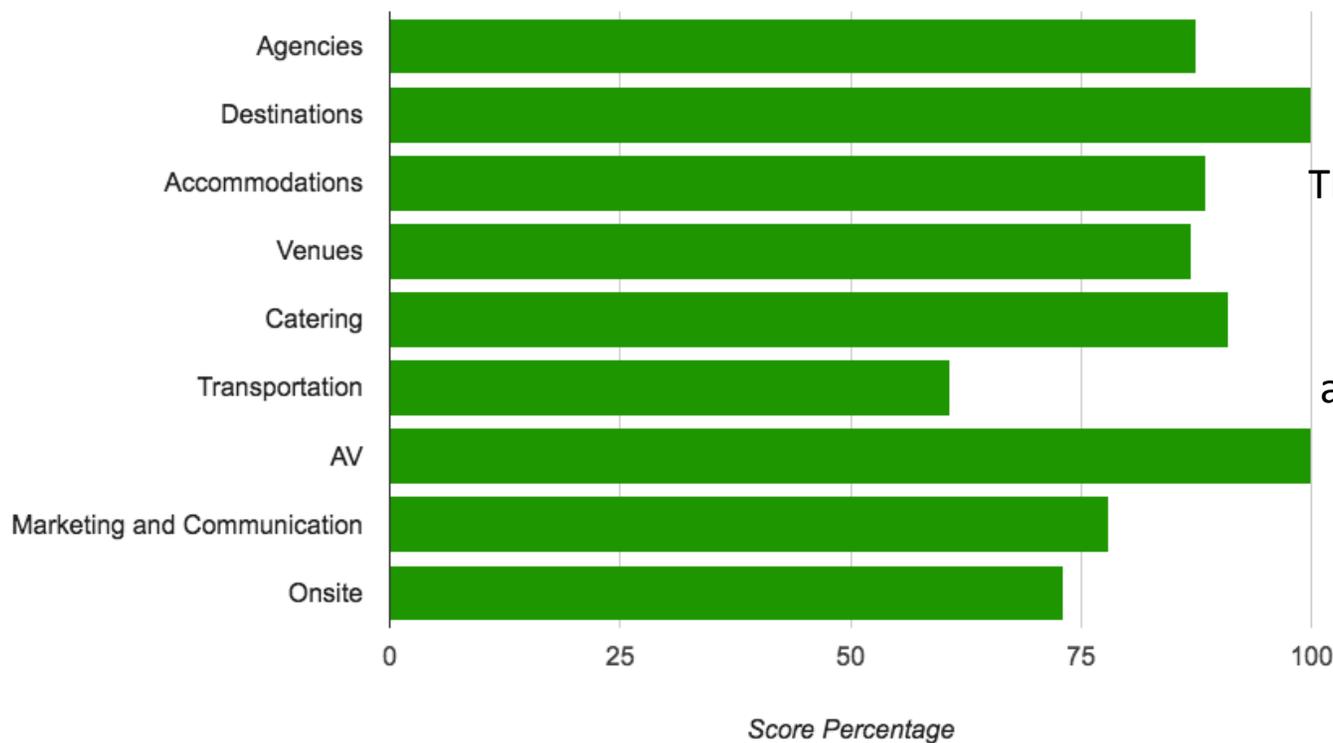


This report compares the 2018 Fair Trade Campaigns National Conference to similar sized events.



# MEETGREEN CALCULATOR 2.0

## Event Details



This report shows the total calculator score for the Fair Trade Campaigns National Conference across various categories.



# SUSTAINABILITY OPPORTUNITIES

## Prioritize

- With the advent of recent major challenges facing the global recycling market, such as Operation National Sword, make a concerted effort to minimize waste rather than recycle materials.
- Consider a waste management sponsorship working towards a zero waste conference.
- Prior to the next national conference, identify 3 goals and desired outcomes that relate to sustainability (environmental, social or otherwise).
- Ensure all Campaign events provide minimum guidelines for meeting venues, accommodations, food and beverage, marketing and communications practices.



# SUSTAINABILITY OPPORTUNITIES

## Develop

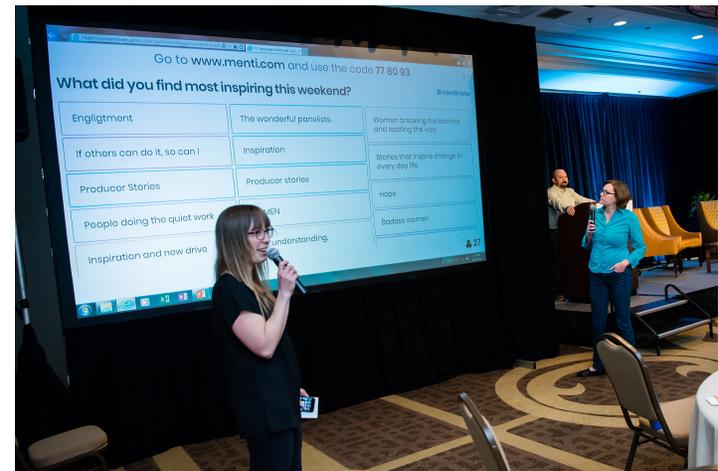
- Begin a sustainability policy and consider using ISO 20121 Event Sustainability Management System. This policy will establish commitment and ensure that green meeting practices are incorporated into all meetings. This process should be finalized and communicated to all stakeholders. The Policy would include:
  - Sustainability priorities
  - Minimum guidelines for cities hosting the Fair Trade Campaigns meetings, both national and meetings
  - Tie key performance indications (KPIs) to the UN Sustainable Development Goals (SDGs)



# SUSTAINABILITY OPPORTUNITIES

## Advance

- Identify objectives and measurements to evaluate success of plan implementation.
- Confirm event-specific priorities and measurement targets. This could be a first action-step for the sustainable event team.
- Identify the measurable indicators to be tracked.
- Establish areas of responsibility including staff and vendors.
- Determine how to communicate this information to all stakeholders.
- Communicate opportunities and impacts. Include a strategy for pre, during and post-event outreach to attendees and other stakeholders.



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Congratulations on a successful event and using the  
Earth's resources wisely!!

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