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# CleanMed 2023

## SUSTAINABILITY REPORT

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# CONFERENCE VITALS



## ABOUT CLEANMED

CleanMed is presented each year by Practice Greenhealth, the leading membership and networking organization for sustainable health care, and Health Care Without Harm, an international coalition promoting environmentally responsible health care and advocating for environmental health and justice across the globe.

Date	May 23-25, 2023
Location	Pittsburgh, PA
Venue	Westin Pittsburgh
# Attendees	Virtual Attendees: 87 In-person Attendees: 670
# Sponsors	17
Event Features	<ul style="list-style-type: none"><li>• 3 plenary sessions, all livestreamed and recorded</li><li>• 45 breakout sessions, 8 livestreamed and recorded</li><li>• 2 wellness activities</li><li>• 2 networking receptions</li><li>• 2 breakfasts, 2 lunches, 4 exhibitor breaks, 1 gala dinner</li></ul>

## SUSTAINABILITY ACHIEVEMENTS

### FOOD WASTE & DONATION STREAM

By establishing a new baseline for attendee meal patterns in 2022, the planning team was able to significantly reduce food waste and over-ordering for 2023. The venue has a long-term donation stream in place with **412 Food Rescue** for pre-prepared foods as well as perishables and approximately **110 pounds of food** was donated to this organization.

### REUSABLE SERVICE WARE

Food and drinks at CleanMed were served using nearly **100% reusable service ware**, eliminating thousands of disposable items from being thrown away. This choice saved **322,191 liters of water** that would have otherwise been used to manufacture and transport disposable service ware. An estimated **4,020 single-use plastic water bottles were saved** via the use of pitchers and reusable cups onsite.

### OFFSETTING CARBON EMISSIONS

CleanMed purchased carbon offsets on behalf of all attendees and staff, selecting **Carbonfund.org** as their carbon offsetting partner. As a result, **an estimated 390 metric tons of CO<sub>2</sub>e** have been offset via support of Lake Wind Project, a zero-emissions, grid-connected electricity generation source located on 36,000 acres in South Dakota. That's comparable to taking a car off the road for almost 1,000,000 miles! (EPA), the distance of 40 times around the Earth!



## SUSTAINABILITY ACHIEVEMENTS

### PLANT-BASED MEALS BY DEFAULT

Through close collaboration with the venue's catering department, CleanMed implemented a **plant-forward initiative** which made **plant-based food the default** and gave people the choice to opt in for meals with animal protein. This initiative helped **reduce the carbon footprint** of all meals and showed attendees how easy and delicious it can be to eat a meat-free meal. This effort significantly reduced the greenhouse gas emissions for the event, **saving approximately 3,045 kgs of CO<sub>2</sub>e**, which is equivalent to fully charging nearly **370,000 smartphones**.

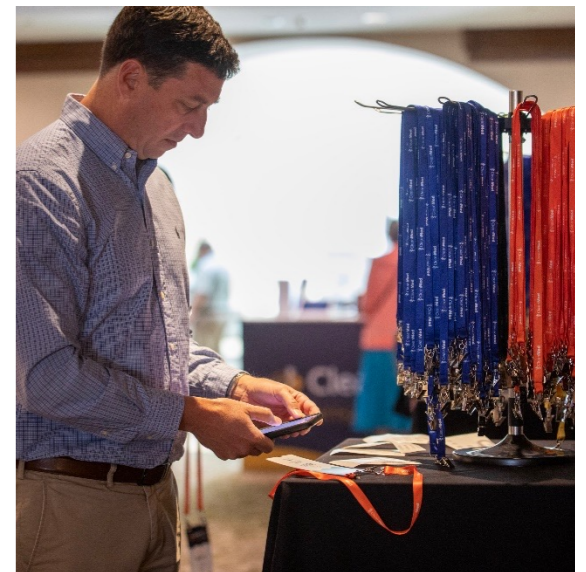
(DEFRA, 2022 | EPA)

### NAME BADGES

The selected name badges were printed on-demand and eliminated the need for a plastic badge holder. Not only did this lead to a smoother check-in process for attendees, but it **reduced unnecessary single-use plastic waste**.

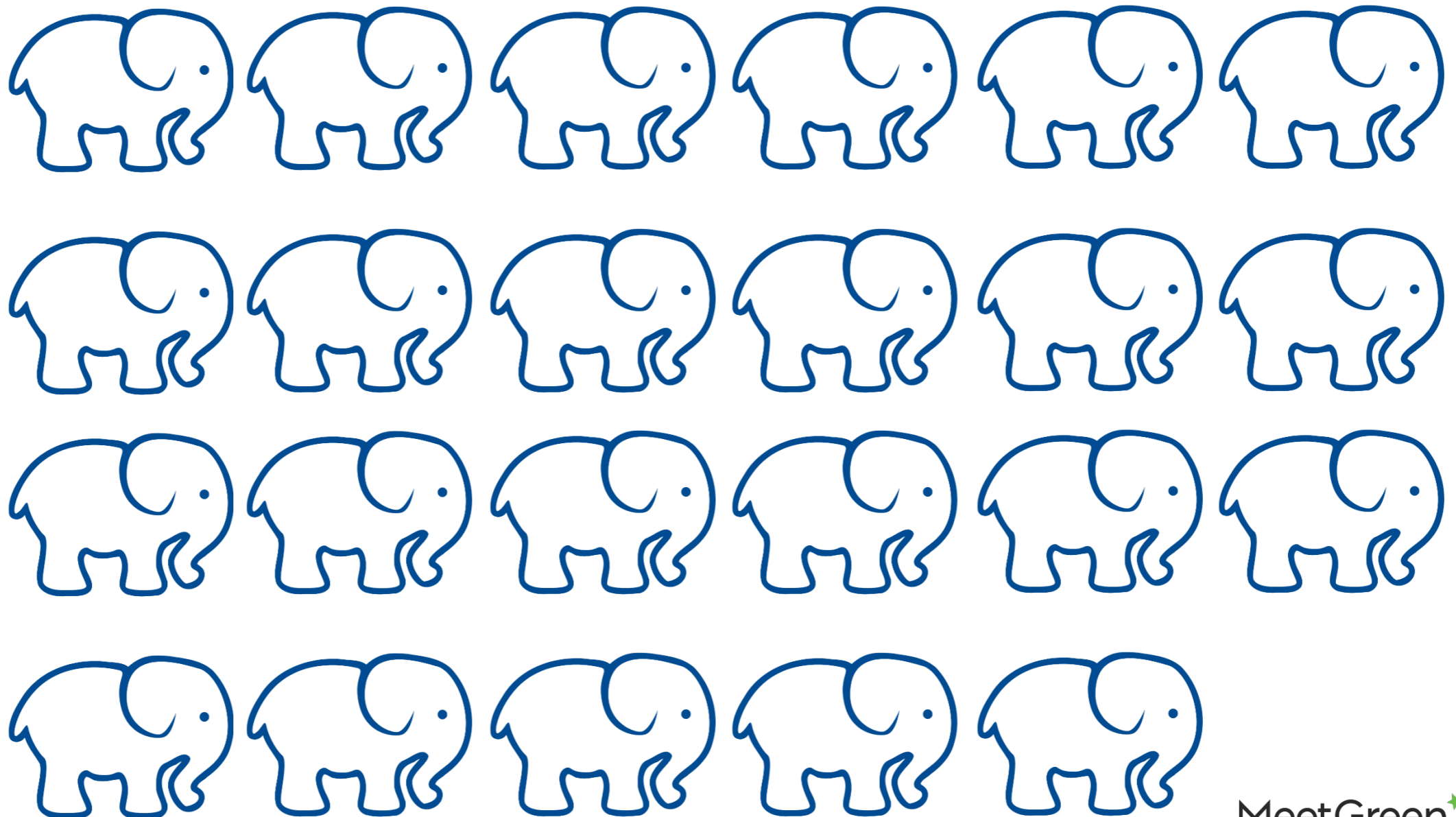
### VIRTUAL ENGAGEMENT TO REDUCE EMISSIONS

CleanMed recognizes that the single biggest contributor to an event's carbon footprint is travel which accounts for more than 90% of the carbon emissions from an average event. By providing CleanMed attendees the ability to attend virtually, it allowed the event to achieve a **reduction of 18,206 kg CO<sub>2</sub>e**. That is an amount equivalent to burning 1,837 gallons of diesel fuel! (EPA)



## DID YOU KNOW?

CleanMed saved 3,321 kilograms of waste through its sustainability efforts. That is equivalent to the weight of 23 baby elephants!





The sustainability efforts at CleanMed are commendable. In reflecting on the successes of this year and looking toward next year, the following are areas for continuous improvement in future event cycles.

### **CONSIDER INCORPORATING FURTHER EQUITY EFFORTS**

While CleanMed considers equity in many ways already, such as measuring the efforts to increase diversity among speakers and attendees, and planning for an accessible event, by providing features like closed captioning and a nursing room, there are always ways to do more. By creating a sponsored scholarship or a volunteer program to allow those with financial barriers to attend more readily, the event could further expand its reach. Offering a CSR project for attendees to participate in could also be considered and would be well-aligned with the organization's overall equity efforts.

### **EXPAND SCOPE OF CARBON OFFSETTING**

CleanMed has already committed to offsetting staff and attendee air miles, and effort was taken to select a project that is meaningful to the organization. In coming years, perhaps budget could be set aside to also offset venue and hotel room energy usage, food and beverage energy usage, and overall event waste.

### **INCREASE COMMUNICATION OF SUSTAINABILITY EFFORTS**

Sustainability efforts are already highlighted on the website, as well as during the registration process and in the attendee know-before-you-go email. Creating dedicated signage to highlight these efforts onsite, especially the food and beverage initiatives would be a simple way to further engage attendees. A mention of these efforts in the opening or closing plenary would be an appropriate way to publicly recognize the organization's achievements to an appreciative crowd.

# EVENT SCORING

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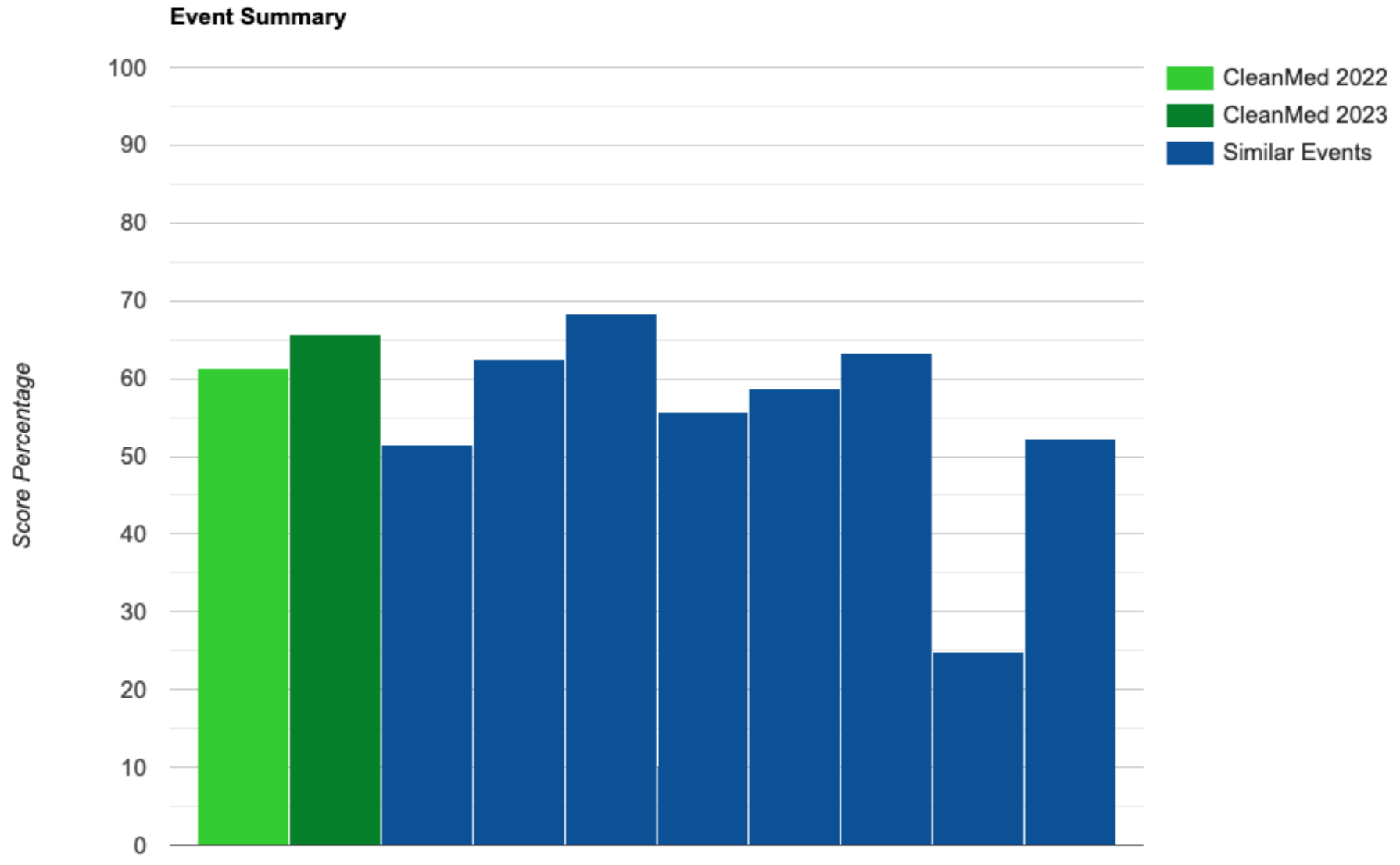


The **MeetGreen® Calculator 2.0** is a comprehensive tool available for benchmarking the sustainable elements of events. Using the Calculator allows Cleanmed to capture valuable information throughout the event planning process in order to make it easy to see where successes lay and where improvements can be made. **For 2023, CleanMed achieved the level of Event Sustainability Leader and improved their score by 5% from 2022.**

## ***A Sustainable Event Leader :***

*Measures, tracks and reports on performance targets using key data. Shares best practices freely with others to continuously raise the bar as well as addresses global issues with solutions that are event-specific.*

MeetGreen<sup>®</sup>  
Calculator 



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### EVENT SUSTAINABILITY SCORING COMPARISON

This report compares the total calculator score for CleanMed 2022 and 2023 with events of a similar size and length.



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# Congratulations

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

**PREPARED BY MEETGREEN**