



FAIR TRADE CAMPAIGNS NATIONAL CONFERENCE

GROWING THE MOVEMENT TOGETHER

2019 Sustainability Report



Overview

ORGANIZATION MISSION

Fair Trade Campaigns is a powerful grassroots movement mobilizing Fair Trade consumers and advocates across the US to increase the availability of Fair Trade products. 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 U.S.¹

¹Text from Fair Trade Campaigns website:
<https://fairtradecampaigns.org/>

CONFERENCE DESCRIPTION

In March 2019, over 370 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 70 speakers sharing their insights and expertise on Fair Trade, sustainability, social justice, community organizing, and much more. The 2019 conference built on the success and momentum from the 2018 conference in Washington DC, which was the first national conference since 2012. Based on the valuable impact of the conference, Fair Trade Campaigns will be hosting another conference in 2020.

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.

Date	March 1 – 3, 2019
Location	Chicago, Illinois
Venue	JW Marriott Chicago
# Attendees	390 attendees
# Sponsors	24 sponsors, 13 exhibitors
Event Features	Welcome reception, rapid fire opening session, featured keynote presentations, lunch and dinner plenary sessions, student panel, exhibit hall with Fair Trade vendors, Stiller Grant Foundation Scholarship, up to 4 concurrent sessions, VIP Reception and a Partner Summit



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Sustainability Achievements

There are many areas that contribute to an event's overall sustainability, ranging from venue, accommodations, and food & beverage, to signage, collateral, and even marketing & communications. Greening an event involves a concerted effort across vendors and supply chains to help transform an industry. We are proud of our team's work to advance the following sustainability initiatives.



REGISTRATION

The badge holders were provided by Matr Boomie and made from upcycled Saris. Recognition ribbons, such as sponsor and speaker, were replaced by reusable buttons.



ATTENDEE BAGS

Upon check-in, attendees received a high quality reusable canvas bag without any materials. Attendees could visit exhibits to learn more and request additional information but it was not pre-stuffed in the bags.



STAGE DECOR

The stage set was very simple and utilized reusable banners from the organization. The podium signage was the only event-specific element of the stage décor and was recycled.

Sustainability Achievements



- There was **minimal printed signage**. The signage that was printed was sourced locally and printed on Infinity Board which is made in the USA and is 100% recyclable.
- All audio visual equipment was **turned off** when not in use.
- The JW Marriott utilizes a single-stream recycle process which has **increased participation** in hotel guest recycling.
- All coffee, tea, and iced tea served at conference functions were **Fair Trade certified**.

- The Sunday lunch for attendees was a **vegetarian** mushroom option. By eliminating meat for the 330 lunch participants, the conference **saved 600 bathtubs of water over chicken and 2,100 bathtubs of water over beef**. In addition lunch on Sunday highlighted and called attention to the local and regional menu items such as hydroponic tomatoes grown within the city limits.
- The venue recycles oil from the kitchen as well as **donates remaining prepared food** to local social advocacy non-profits and service providers.
- The MeetGreen sustainable practice surveys were sent to core event suppliers including the venue, hotel, catering, and AV company.
- Requested venue to recycle glass, paper, plastic, and cardboard.
- The Fair Trade and MeetGreen team participated in a **back of house tour** to see the recycling and oil-refinement locations.

From Local to Global

In 2015 the United Nations defined a collection of 17 Sustainable Development Goals (SDGs) designed to achieve the following targeted goals by 2030: ending poverty, promoting prosperity, well-being for all, and protecting the planet. One very powerful visual is seeing how the sustainability actions taken at Fair Trade Campaigns National Conference link closely to the global initiatives outlined by the UN SDGs.

CONFERENCE SUSTAINABILITY ACTIONS	UN SUSTAINABLE DEVELOPMENT GOALS
Meals include sustainable food options: local, seasonal, organic, fairly-traded, sustainably harvested, or ethically produced.	SDG 3: Good health and well-being
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
Sent MeetGreen sustainable practice surveys to core event suppliers	Goal 9: Industry, Innovation, and Infrastructure
Source recyclable signage and eliminate when possible	SDG 12: Responsible consumption and production
No bottled water served at event.	SDG 12: Responsible consumption and production
Reduce printed material.	SDG 12: Responsible consumption and production
Select venue with single-stream recycling program.	SDG 11: Sustainable Cities and Communities
Provide sustainability communication to attendees: on-site messaging, know-before-you-go, etc.	Goal 11: Sustainable Cities and Communities

Event Scoring



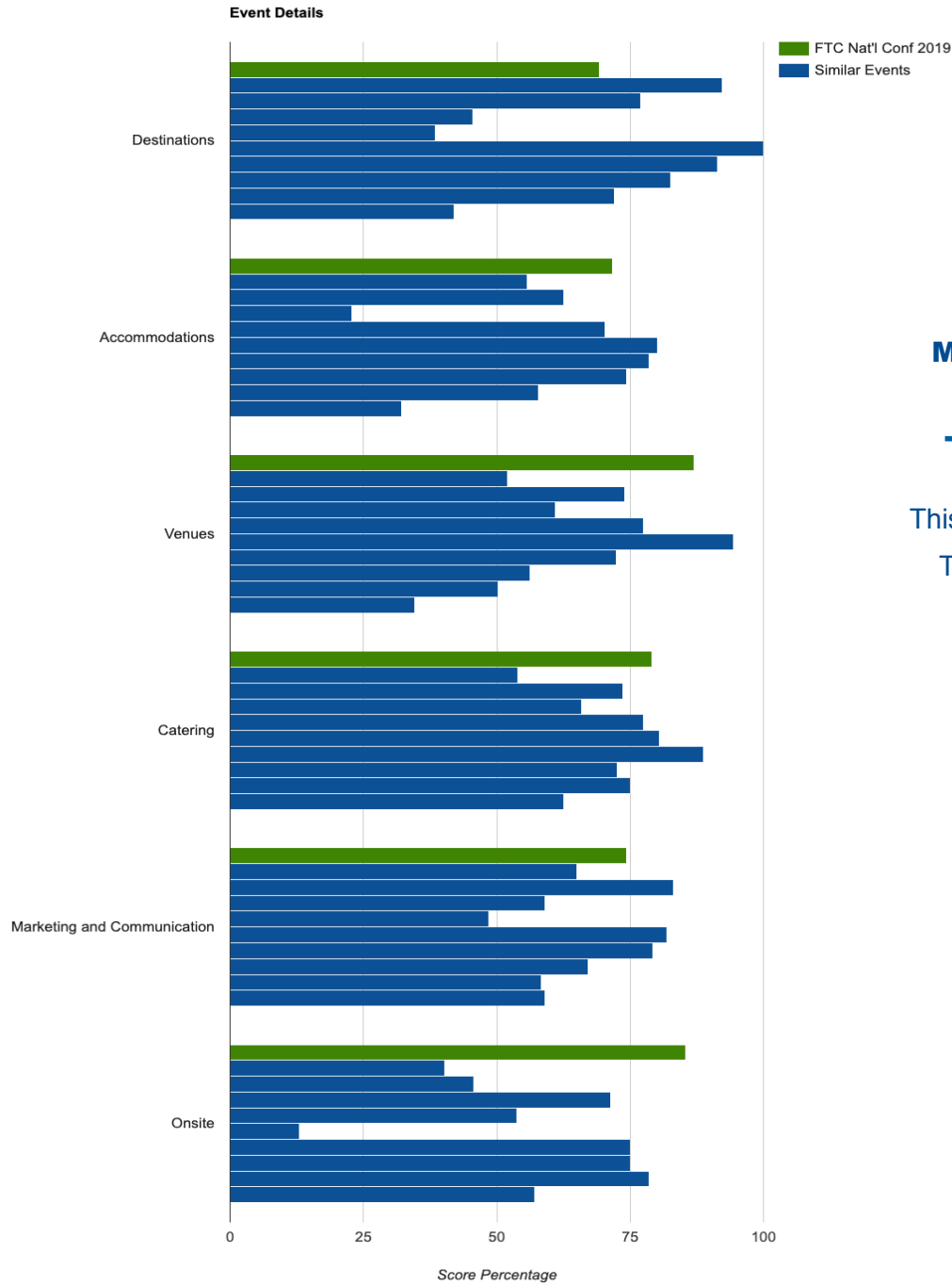
**FAIR TRADE CAMPAIGNS
CONFERENCE SCORE**
70%

The **MeetGreen® Calculator 2.0** is a comprehensive tool available for benchmarking the sustainable elements of events. Using the Calculator allows Fair Trade Campaigns 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.

A Visionary has scored between 50% - 70% on the calculator and leads within their own industry, prioritizes measurement and works to move the sustainability dial. They research and develop new initiatives to improve environmental performance and use the organization's buying power to drive change with venues and vendors.



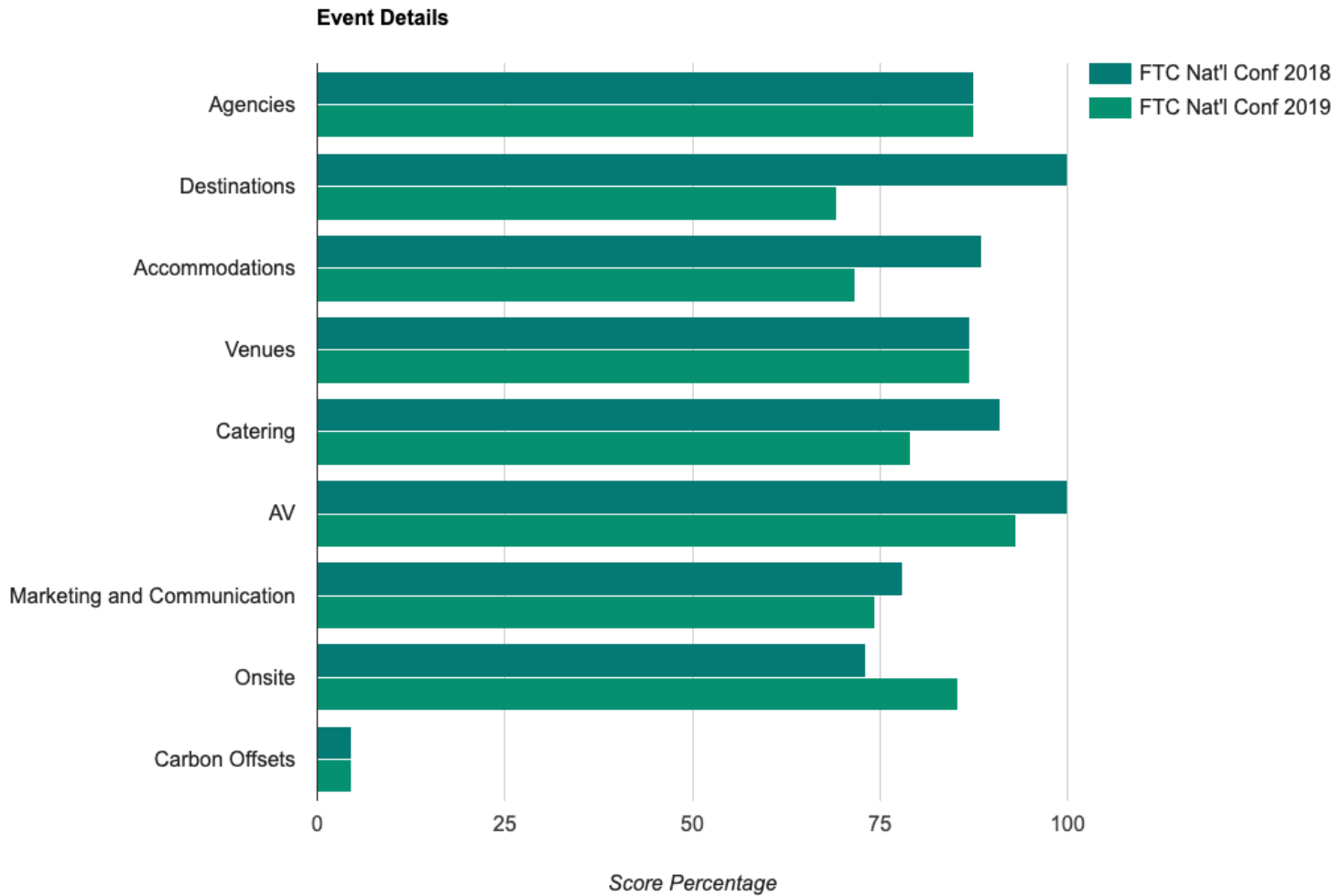
Event Scoring



FAIR TRADE CAMPAIGNS NATIONAL CONFERENCE MEETGREEN CALCULATOR SCORES COMPARED TO SIMILAR EVENTS

This report shows the total Calculator score for Fair Trade Campaigns as compared to anonymous similar events.

Event Scoring



MEETGREEN CALCULATOR EVENT CATEGORY COMPARISON

This report shows the Calculator score across each category for the Fair Trade Campaigns National Conference as reported and recorded in 2018 and 2019.



Sustainability Opportunities

Event sustainability is inherently a long-term process. As such, it is an opportunity to innovate, and evolve at a pace that is congruent with an organization's resources and road map. The following pages offer a combination of practical next steps as well as some ambitious targets to help frame future event sustainability planning.



CREATE

Consider migrating the conference to a **circular economy model** for assets such as signage. With the advent of recent challenges to waste diversion streams, make a concerted effort to minimize waste rather than recycle materials.

Consider a **waste management sponsorship working towards a zero waste conference and a carbon offset fund-matching** with a real-time chart showing the donation amounts and matching impact.

Program a digital tote bag for sponsor where a sponsor can provide all the flyers, coupons, and items on the website in an electronic version.

Produce a **one page conference recap report** that includes event highlights, sponsors and savings that is public-facing on the website.

Implement attendee recognition policies attendee recognition program for activities such as “caught public transportation” or “brought their own water bottle” and other attendee activities that impact conference sustainability

Create a vegetarian conference challenge registration option. Instead of listing a dietary restriction option on the registration form, re-position the comment to say “I will take the vegetarian challenge and with my commitment, will save xx gallons of water.”

Include **posts in the social media campaign** that highlight the venue and vendors where they had exemplary responses in the greening survey.

Commit to greater attendee engagement by communicating sustainability efforts.



ADVANCE

Draft an event sustainability policy to ensure that green practices are incorporated into all meetings. This process should be finalized and communicated to all stakeholders.

Confirm event-specific priorities and measurement targets. This could be a first action-step for the sustainable event team.

Establish **areas of responsibility** including staff and vendors and determine how to communicate this information to all stakeholders.

Write a conference blog post about the various considerations taken when planning the meeting and how attendees can support the mission onsite and in lead-up to the event.

Communicate opportunities and impacts. Include a strategy for pre-event, onsite, and post-event outreach to attendees and other stakeholders.

Collaborate with vendors to address any weaknesses in the greening survey responses to provide support and guidance and help to course correct in the event there are elements that a vendor needs to address.

Actively communicate with exhibitors to provide more support to create displays that are reusable and reduce impact. Work to ensure that promotional items are not individually packaged.



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Congratulations

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

Special Thanks

Fair Trade Campaigns

Jessica Yurinko Photography

JW Marriott Chicago

Encore Event Technologies

Skalawag Productions

Chicago Fair Trade

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