



**2019 FOOD  
WASTE SUMMIT**  
*Hosted by ReFED*



# Sustainability Report



# Overview

## **ORGANIZATION MISSION**

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ReFED is a multi-stakeholder nonprofit, powered by an influential network of the nation's leading business, nonprofit, foundation, and government leaders committed to reducing U.S. food waste. ReFED takes a data-driven approach to move the food system from acting on instinct to insights to solve our national food waste problem.

## **CONFERENCE DESCRIPTION**

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The 2019 Food Waste Summit, hosted by ReFED, invited attendees to share and discuss strategies to achieve our common goal to cut food waste in half by 2030, and the opportunities to generate profits, increase food security, spur economic growth and protect the environment. Drawing on ReFED's data-driven, solutions-oriented analysis and multi-stakeholder network, the 2019 Food Waste Summit is the only event that brings together the necessary stakeholders to unlock this \$100 billion+ opportunity.

# Vitals



## ATTENDEE PROFILE

Influential thought leaders and decision-makers from across sectors, who have a shared interest in sustainable food systems, including food businesses, investors, foundations, national nonprofits, governments, innovators, and academics.

<b>Date</b>	October 28 - 30, 2019
<b>Location</b>	San Francisco, CA USA
<b>Venue</b>	City View at METREON
<b># Attendees</b>	(420) Registered Online (396) Estimated On-Site Attendance
<b># Sponsors</b>	12
<b>Event Features</b>	5 keynote sessions, 3 breakout sessions, 1 Innovator Excellence Day, 2 networking receptions and 2 field trips.



# Sustainability Achievements

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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.



## LOCAL AND HEALTHY CATERING

With the support of ReFED's Angel Veza, MeetGreen worked closely with the caterer, Foxtail Catering, to devise creative menus that showcased local brands and also focused on whole product utilization.



## ZERO WASTE EVENT

The Summit brought in waste management services and receptacles which allowed it to have control over the life cycle of items and ensure that they were composted. This allowed us to get our diversion rate from landfill to 90%!



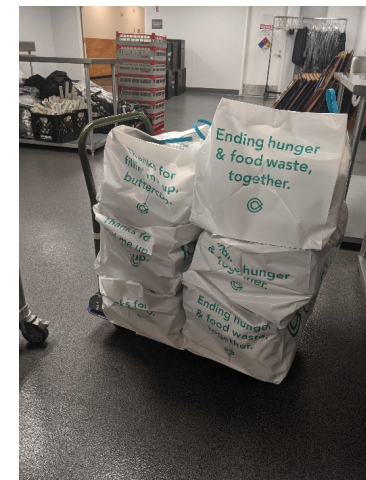
## MINIMAL PRINTED SIGNAGE

The only printed signs that were created were directional signage and they were produced on Falcon board (100% cardboard and recyclable).



- MeetGreen sent **sustainable practice surveys to core event suppliers:** Venue, Accommodations, Catering, and AV.
- Right Cycle waste management **recycled glass, paper, plastic, and cardboard as well as composted all food.**
- **Surplus food was minimal** due to the thoughtfulness of portion sizes and attrition calculation. Normal surplus at conferences are 20 – 25% and the Summit's was 6 – 8%.
- All leftover food – only 27 lbs - (see photo to right) was donated to Copia who took it to the [Glide Foundation](#) that same day.

- **Eliminated name badge holders** and printed badges on cardstock that was 100% recycled.
- Used Whova conference app **eliminating a printed program.**
- Meals included **sustainable food options:** local, seasonal, organic, fairly-traded, sustainably harvested, or ethically produced.
- Pre conference printed promotions were entirely digital. All marketing was **completed electronically** via eblasts, blog posts, and other social media channels.



## ELIMINATING WATER BOTTLES AT THE 2019 FOOD WASTE SUMMIT:

By asking attendees to provide their own water bottles, supplying Summit attendees large water bubblers to refill their bottles, and removing the option to purchase bottled waters at the bar and beverage stations, we had a significant impact on saving water, energy and carbon emissions.



[My Event Footprint](#) – Based on 396 attendees over a 3-day event.

# 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 the Food Waste Summit link closely to the global initiatives outlined by the UN SDGs.

CONFERENCE SUSTAINABILITY ACTIONS	UN SUSTAINABLE DEVELOPMENT GOALS
Donation of leftover food	SDG 2: Zero hunger
Condiments and beverages served in bulk	SDG 12: Responsible consumption and production
No name badge holders	SDG 12: Responsible consumption and production
Zero Waste Event!!	SDG 13: Climate Action
Utilizing electronic signage in the venue.	SDG 13: Climate Action
Reuse applicable existing signage and use of sustainable materials for new printing	SDG 13: Climate Action
No bottled water served at event	SDG 12. Responsible consumption and production
Reduce printed material. (100% App!)	SDG 13: Climate Action
Incorporation of local / sustainable food on the menu	SDG 3: Good Health & Well Being

# Event Scoring

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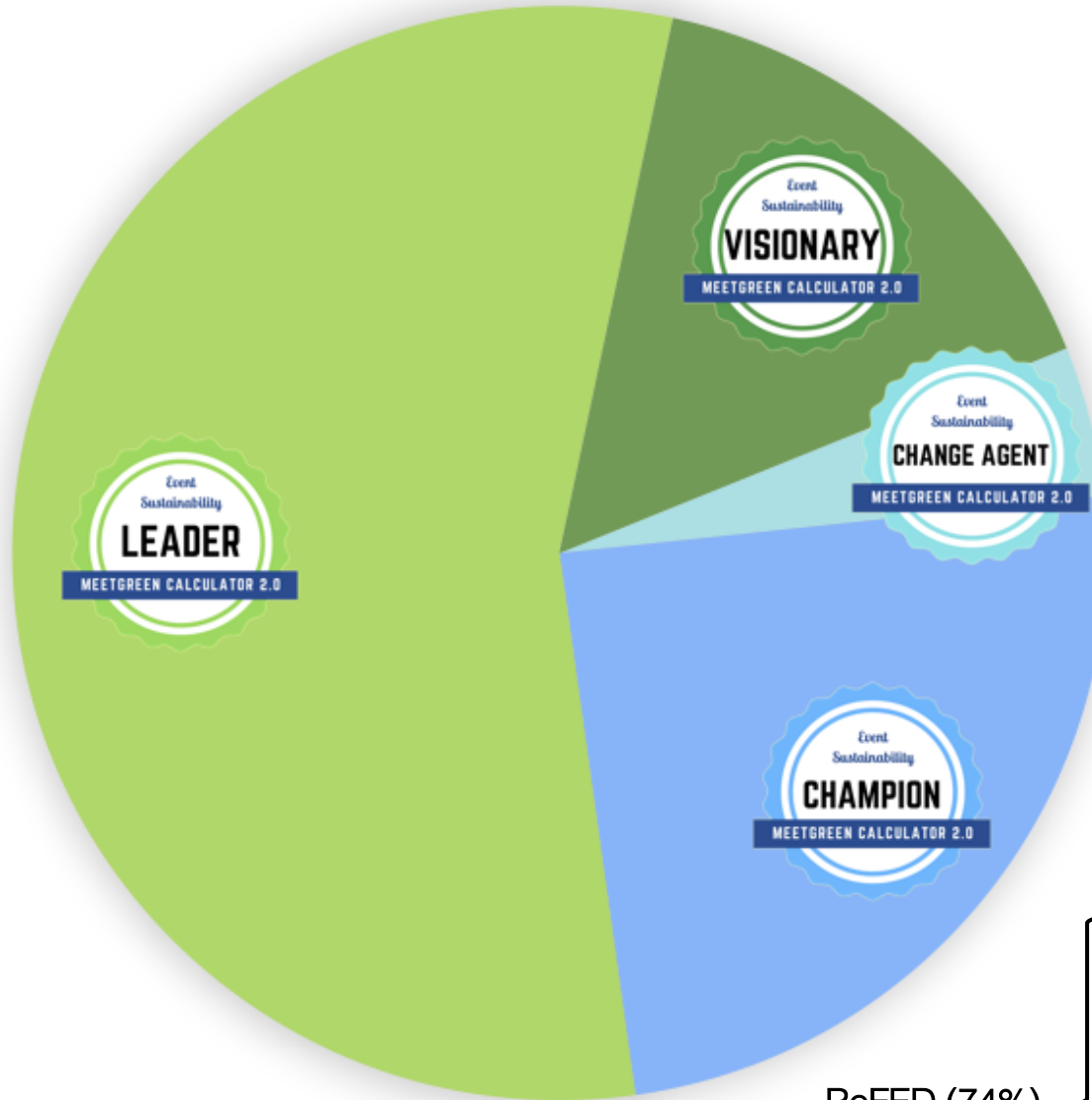
**2019 FOOD WASTE  
SUMMIT SCORE 74%**

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*Compared to an average  
Calculator score of 42%*

The MeetGreen® Calculator 2.0 is a comprehensive tool available for benchmarking the sustainable elements of events. Using the Calculator allows the 2019 Food Waste Summit 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.





**Change Agent**  
(0-29%)  
Asks for a minimum set of guidelines and engages key stakeholders in sustainable event discussions.

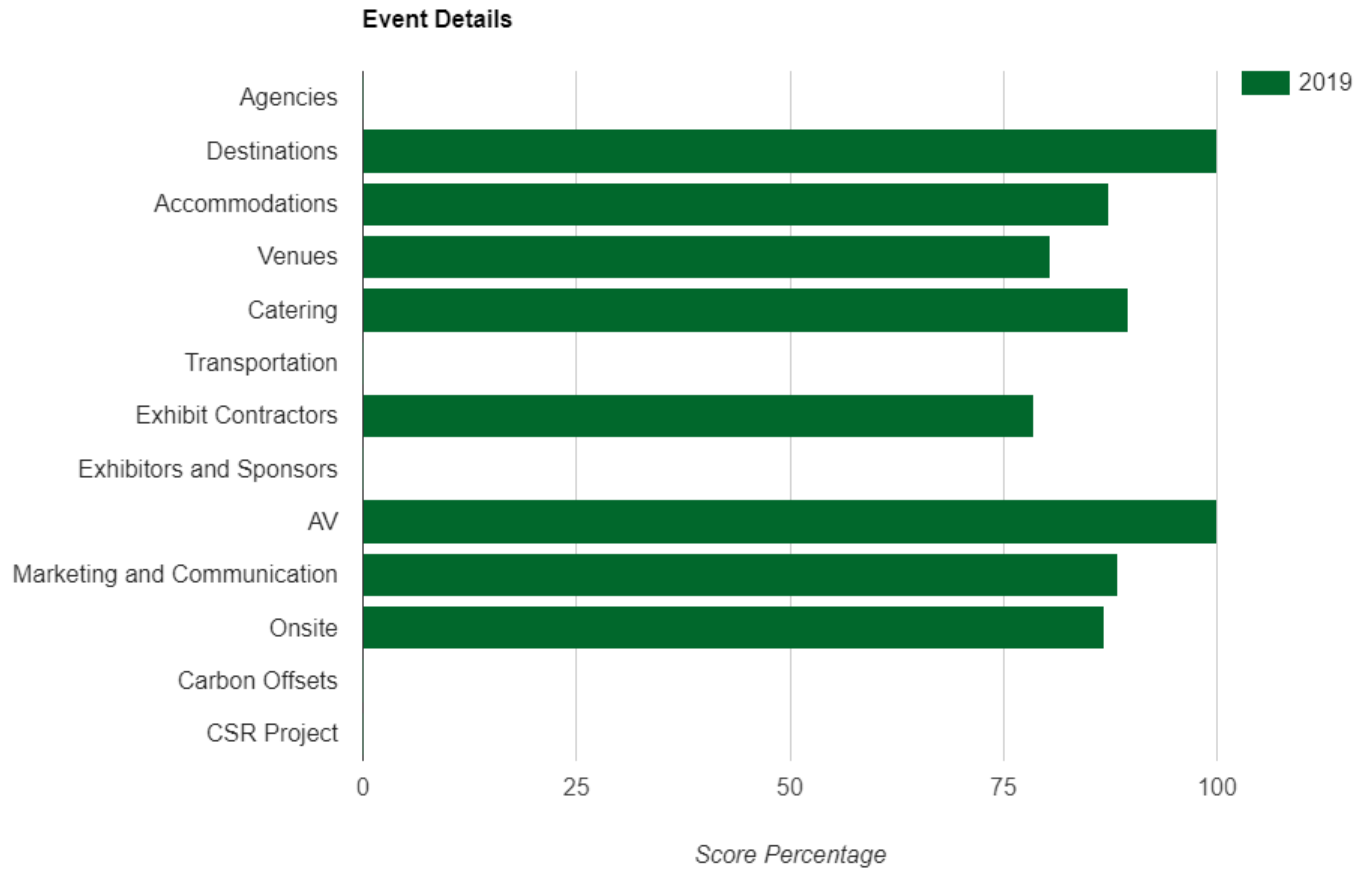
**Champion**  
(30-49%)  
Is driven to continuously improve on minimum guidelines, enrolls vendors in finding solutions for sustainability challenges, and uses the role of sustainability in events to change participant's daily lives.

**Leader**  
(50-69%)  
*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.*

**Visionary**  
(70-100%)  
*Leads within their own industry, prioritizes measurement and works to move the sustainability dial. Researches and develops new initiatives to improve environmental performance and uses the organization's buying power to drive change with venues and vendors.*

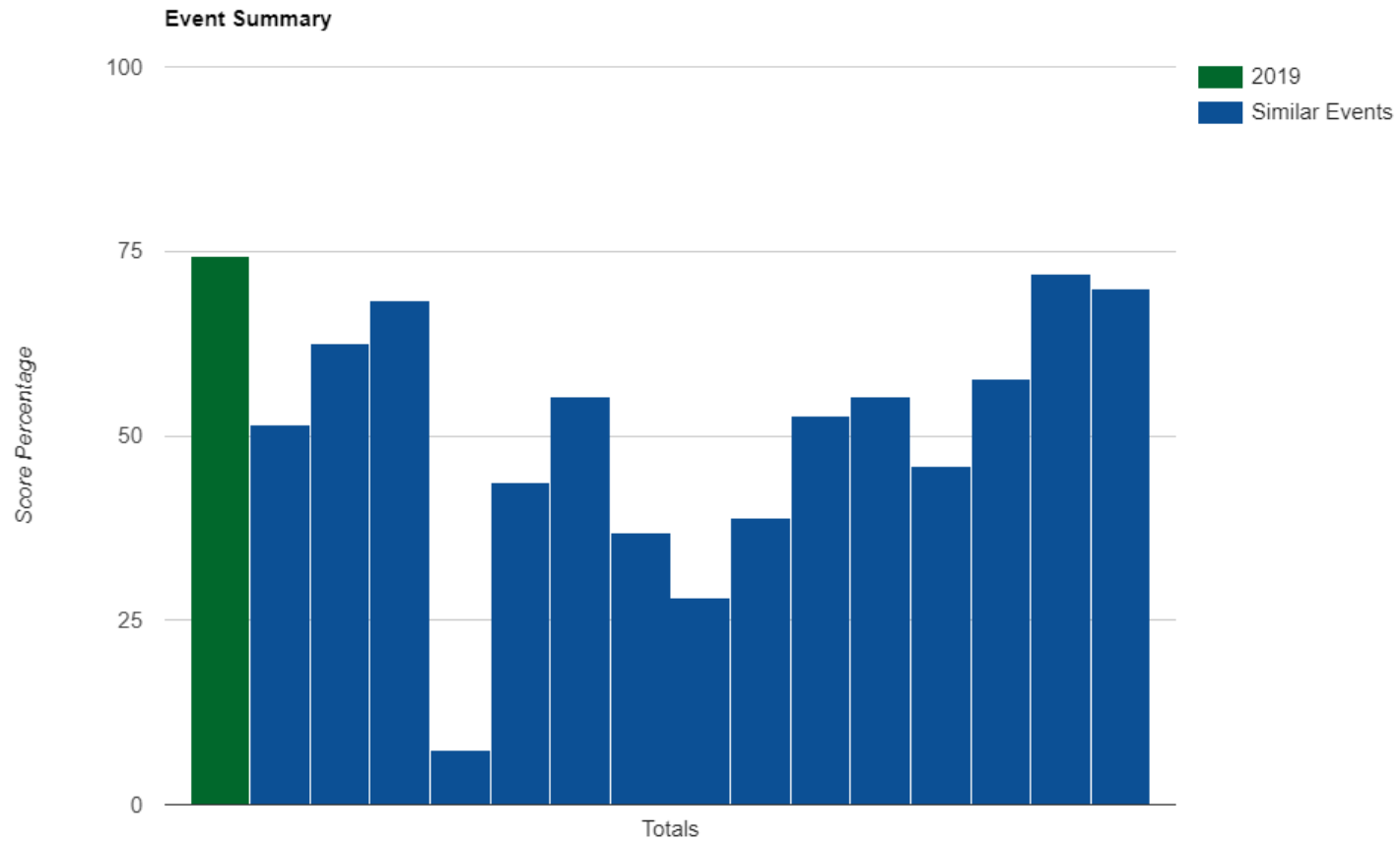
ReFED (74%)

This chart represents the events in the MeetGreen 2.0 Calculator starting in 2017 through present.



## MEETGREEN CALCULATOR EVENT CATEGORY COMPARISON

This report shows the **Calculator scores across each category for the 2019 Food Waste Summit.**



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# Sustainability Opportunities

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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.



## **LANYARDS**

Although the lanyards were basic and can be used for future events, consider purchasing a product that is sustainably produced such as recycled water bottles or bamboo.

## **COMPOSTABLE CUPS AND SERVICE WARE**

Although we were able to ensure that the compostable cups and service ware were in fact composted, providing reusable china, glassware and silverware would ensure nothing was going to the landfill and also ensures that nothing is going in the landfill.

## **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.

## **MORE VEGETARIAN ITEMS**

Increase number of vegetarian options and reduce meat. The event attracts a higher than average normal rate for vegetarians (~40% of all attendees).

## **COMMUNICATE OPPORTUNITIES & IMPACTS**

Include a strategy for pre-, during and post-event outreach to attendees and other stakeholders.

## **CARBON OFFSET PROGRAM**

Allow for attendees to participate in a carbon offset program to reduce the carbon footprint of travel to/from the event.

# Congratulations



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

# *Special Thanks*

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**FOXTAIL CATERING**

**RIGHT CYCLE**

**GATSBY ENTERTAINMENT**

**BLUEPRINT STUDIOS**

**WESTIN ST. FRANCIS SAN FRANCISCO AT UNION SQUARE**

**HOTEL CARLTON**

**CITY VIEW AT METREON**

**NOVEMBER 2019 | PREPARED BY MEETGREEN**

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