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# CleanMed 2022

## 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.

<i>Date</i>	<i>May 10-12, 2022</i>
<i>Location</i>	<i>Kansas City, MO</i>
<i>Venue</i>	<i>Loews, KC</i>
<i># Attendees</i>	Virtual Attendees: 83 In-Person Attendees: 355
<i># Sponsors</i>	<i>10</i>
<i>Event Features</i>	<i>3 keynote sessions, live streamed</i> <i>27 breakout sessions, 6 live streamed</i> <i>3 wellness sessions</i> <i>2 networking receptions</i> <i>2 breakfasts, 2 lunches, 3 refreshment breaks</i>

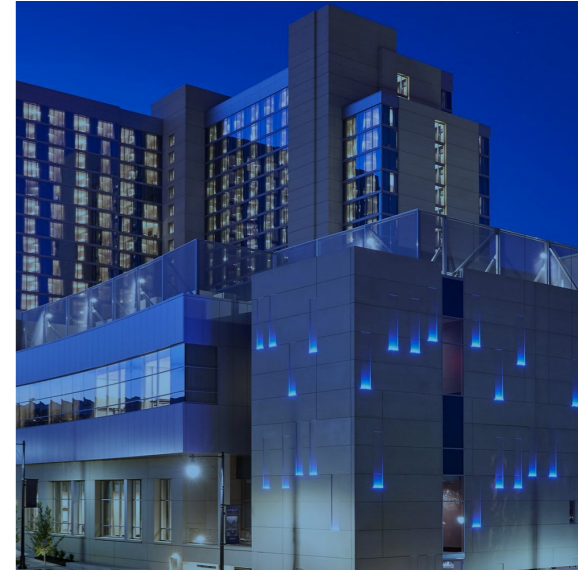
## SUSTAINABILITY ACHIEVEMENTS: CLEANMED 2022

### SUSTAINABLE VENUE SITE SELECTION

With sustainability increasingly built-in to the fabric and processes of hotels and meeting venues, CleanMed prioritized choosing an eco-friendly venue during the site selection process. The Loews Kansas City is an **ISO 50001 certified facility**, which is the global standard for energy management systems, indicating it has **energy-efficient lighting** and HVAC, as well as **water-conserving plumbing fixtures** and best practices. By hosting the event at a venue that participates in recycling, **7,061 liters of water and 1,344 kilograms of waste was saved.**

### PLANT-BASED MEALS BY DEFAULT

By embedding in contractual requests, as well early planning with the catering department, CleanMed implemented the **DefaultVeg initiative** which made **plant-based food the default** and gave people the choice to opt in for meals with animal products. DefaultVeg helped **reduce the carbon footprint** of most 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 over 393 kg of GHG**, which is equivalent to fully charging nearly 50,000 smartphones. In addition, by serving plant-based meals, **186,505 gallons of water was saved**, which is the equivalent of taking over 9,300 showers.



## SUSTAINABILITY ACHIEVEMENTS

### REUSABLE SERVICE WARE

Food and drinks at CleanMed were served using nearly **100% reusable service ware**, eliminating thousands of disposable items thrown away at a typical event. This choice saved **92,655 liters of water** that would have otherwise been used to manufacture and transport disposable service ware.



### BACK OF HOUSE COMPOSTING

Although the Loews did not have an existing composting plan in place, the planning team was able to request and achieve composting back of house. By working with **FoodCycle KC**, the facility was able to capture nearly **700 lbs of food waste for compost** rather than having it go to the landfill.



### REUSABLE WATER BOTTLES

An estimated **2,130 single-use plastic water bottles were saved** via the use of pitchers and reusable cups onsite. Attendees were also offered a reusable bottle, meant to last for years and be used thousands of times once they get home, to stay hydrated while reducing waste. Through a partnership with **Fill it Forward**, CleanMed helped bring clean water to families in need. Each time the bottles were reused and the QR code on them was scanned, a donation to the DigDeep Navajo Running Water & Solar Power was unlocked.



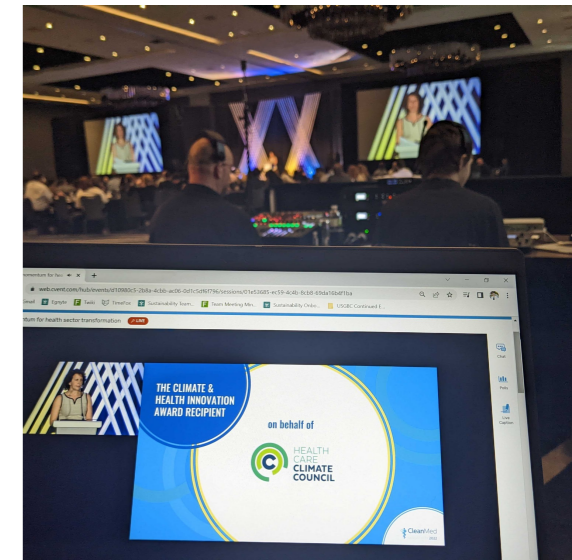
## SUSTAINABILITY ACHIEVEMENTS

### OFFSETTING CARBON EMISSIONS

CleanMed selected **Carbonfund.org** as their carbon offsetting partner to offset all CleanMed staff and attendee airfare. As a result, **an estimated 210 metric tons of CO<sub>2</sub>** have been neutralized via support of the **Capricorn Ridge 4 Wind Farm** project. This project will produce clean, renewable energy that will displace traditional fossil-fueled energy sources and reduce greenhouse gas emissions.

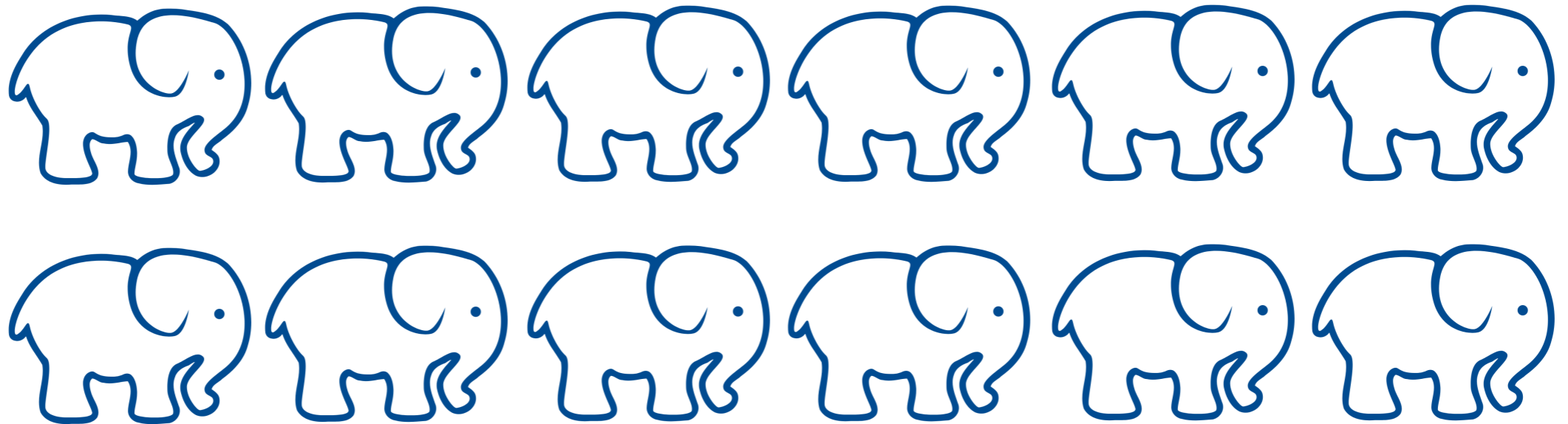
### VIRTUAL ENGAGEMENT TO REDUCE EMISSIONS

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 1,794 gallons of diesel fuel! (EPA)



## DID YOU KNOW?

CleanMed saved 1,759 kilograms of waste through its sustainability efforts. That is equivalent to the weight of 12 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.

### **CONTINUE TO INCREASE FOOD AND BEVERAGE SUSTAINABILITY EFFORTS**

The Loews indicated that any disposables utilized would be compostable, but their box lunches, which were not purchased by all attendees, included several items in plastic wrap as well as non-compostable utensils. If a future need arises for boxed lunches, require that the venue provide an exact list of how each item will be packaged and what their disposables will consist of. In addition, while many items were served in bulk as requested such as condiments, butter, peanut butter, dressings, cereals, water, etc, there were several missed opportunities to serve in items in bulk including sugars, juices, and yogurts that could have further eliminated unnecessary waste.

### **MINIMIZE FOOD WASTE AND ESTABLISH A FOOD DONATION PARTNER**

Due to changes in event management as well as fluctuating numbers relates to the ongoing pandemic, there was not a well-established baseline for attendee meal patterns which lead to more over-ordering than is ideal. The venue was also unwilling to establish a food donation partner for unserved meal items. Given the importance of food waste reduction in CleanMed events, planners should consider selecting a hotel with a food donation program and recovery capacity as part of its vetting criteria and process.



## **CONSIDER ALTERNATIVES TO PHYSICAL GIVEAWAYS**

The Fill It Forward bottles provided an alternative to attendees for drinking water at the event and on the go, and the barcodes on them functioned well to help educate and enroll attendees in the concept of reusables, all of which provided value. However, the material choice could be improved by selecting a non-plastic bottle, such as aluminum, or an item made of recycled content. Alternatively, CleanMed could forgo a physical giveaway item entirely and channel resources in a charitable donation, destination community impact, or perhaps further expansion of offsetting, engaging attendees in their efforts along the way.

# EVENT SCORING

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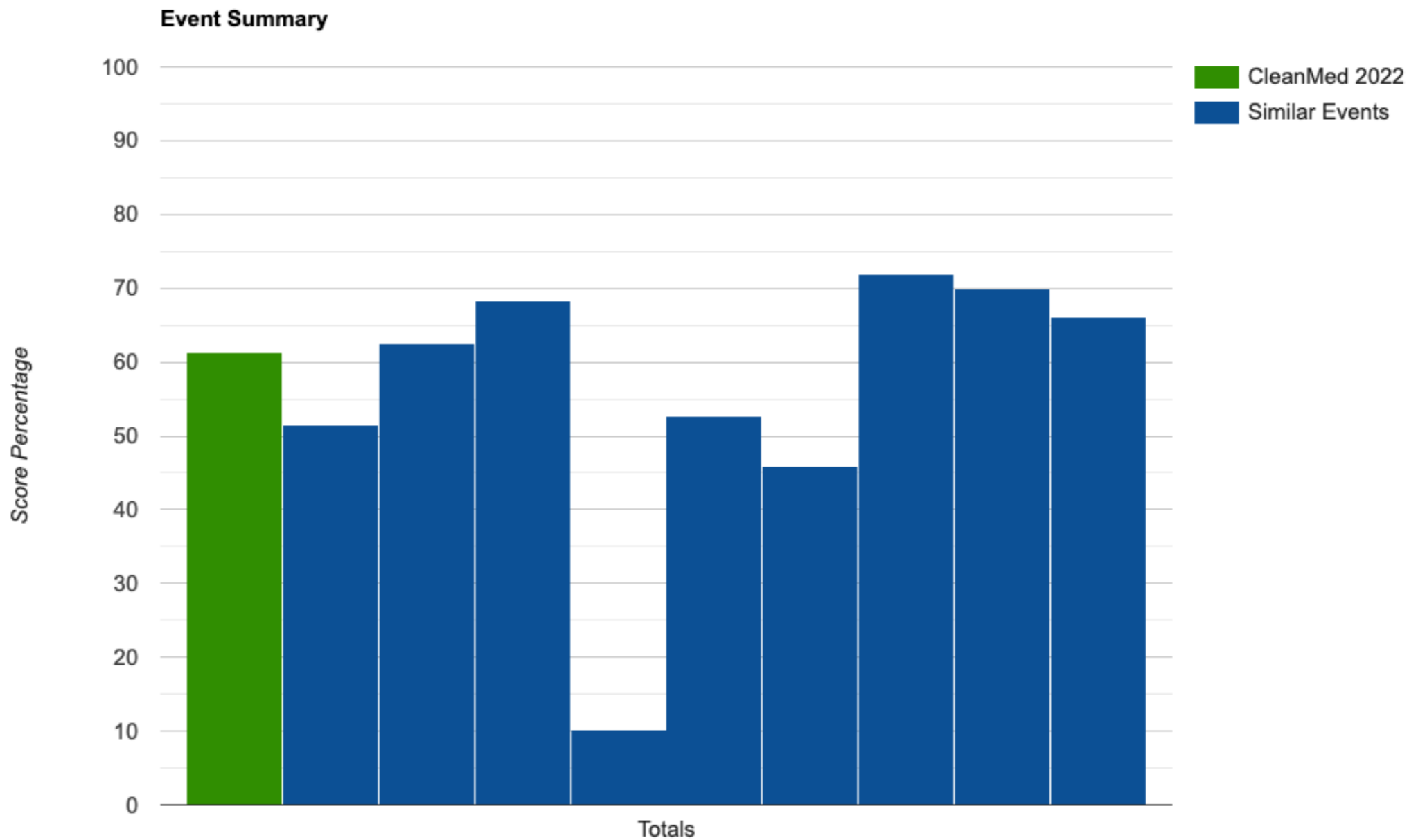


The **MeetGreen® Calculator 2.0** is a comprehensive tool available for benchmarking the sustainable elements of events. Using the Calculator allows CleanMed to capture valuable information throughout the event planning process in order to make it easy to see where successes lay and where improvements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

### ***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.*





## EVENT SUSTAINABILITY SCORING COMPARISON

This report compares the **total calculator score for CleanMed** 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**