

**AMWA Sustainable Events Objectives and Targets
ISO 20121 Event Sustainability Management System**

**Sustainable Event – Objectives and Targets
August 7, 2015**

Environmental

1. Increase awareness of the hotel's environmental performance, demonstrated by its Green Seal certification, and the benefits of selecting venues certified to programs such as these.

Target:

- a) Attendees will be provided information about Hotel del Coronado's Green Seal certification and supporting programs, such as the energy management program, via onsite materials and/or the Forum website.

2. Reduce the travel-related carbon footprint of our events.

Target:

- a) In conjunction with Hotel del Coronado, event attendees will be provided information via the Forum website on ride-sharing, including shuttle options and public transportation to/from the hotel.
- b) Attendees will be provided an opportunity via the Forum website to purchase carbon off-sets.

3. Reduce environmental impacts of waste associated with Forum printed materials and brochures produced by event operations.

Target:

- a) The event will promote the use of electronic materials to reduce paper waste.
- b) Registration will be completed and tracked via an online system to reduce paper waste.

Social

4. Promote safety, resiliency and emergency response by having emergency response plans for potential extreme weather events and disasters available to attendees and communicated during the Forum event.

Target:

- (a) emergency issues (tsunami, flood and earthquake) and have response plans updated and communicated to the conference attendees. A goal is to increase awareness of emergency response for not only this event, but also for their personal travels in the future.
 - (b) Conduct a training session for Hotel del Coronado and Forum staff on the emergency response plan and associated actions should a disaster occur.
 - (c) Conduct training with key event staff who are supporting the Forum.
5. Promote the environmental, community and economic benefits to the local economy of hosting an ISO-certified sustainable event.

Target:

- (a) Communicate via the Forum blog the ISO 20121 self-certification. Post other information relevant to the certification to the conference website for attendees and vendors. Forum organizers will also educate these stakeholders on the benefits of managing the event within an ISO 20121 framework.

Economic

6. Document the impact that the Forum has on the local community.

Target:

- (a) The Hotel Del Coronado will document the potential impact that the Forum may have on the local community and leverage its existing Green Seal program to show this economic improvement.