

## best practices |

### GREEN BEST PRACTICES

## What's Your Score?

**W**ant to chart your show's progress toward producing a sustainable event? SCORE it! The SCORE (Sustainability Competency and Opportunity Rating and Evaluation) assessment helps businesses understand what sustainability means, how they've progressed toward sustainability, and what to work on next. The assessment is a survey or test that asks questions about energy use, purchasing, office operations and other functions related to sustainability. Individual managers can either take the assessment on their own for \$2,500, or SCORE consultants will come on site, provide training, conduct the assessment, discuss results and follow up six months later. The newest release of this easy-to-use tool includes a special sustainability assessment for the travel industry, developed by Sustainable Travel International and Darcy Hitchcock, author of the award-winning book, *The Business Guide to Sustainability*, and co-founder of the International Society of Sustainability Professionals.

While event planners can incorporate the new SCORE tool to ensure that their own organizations are on the right road to sustainability, it can also be a good measurement to consider when making site-selection decisions, including cities, hotels and individual venues. For instance, "the spa sector assessment looks at a wide range of practices from energy and waste to the safety and sustainability of the products they use and sell," Hitchcock says.

"While the SCORE ratings and reports are certainly valuable, often the largest benefit comes out of the conversation managers have when taking the assessment," Hitchcock says. "It forces them to think about how sustainability relates to the work they do every day. Even with organizations that have been pursuing sustainability for years, it uncovers blind spots in their program. And it helps build a shared understanding of what must be done."

SCORE consultants can administer the assessment in just two, two-hour meetings, yet it spans most common business practices, such as purchasing, human resources, finance, marketing and information technology. SCORE also provides special sector assessments to address the unique challenges and opportunities for businesses in the travel, services, manufacturing, government, construction and spa fields. Travel professionals with a background in sustainability can also become licensed to administer SCORE in their own organizations or on behalf of their clients.



## GREEN GIVEAWAYS

Looking for an environmentally friendly giveaway that your attendees will actually want to use again? Take a cue from Linda Pinizzotto, Chair of Toronto's Celebrations for Youth Organization. She worked with **Envi Reusable Bags**, which offers a variety of eco-friendly fabrics, styles, sizes, shapes, colors and layouts, to custom-design a registration bag to ensure that attendees at her fundraising event would want to reuse it again and again.



"These bags are the perfect giveaway item for our event because everyone appreciates being environmentally conscious," Pinizzotto says. "They're a perfect size and have a variety of uses. The event monogram is very sentimental to our attendees, keeping in mind this special day, so it's a lovely keepsake for everyone."

Envi was one of the first companies to bring PET — an ultra-sustainable fabric made from recycled soda bottles — to the United States and Canada. The company says it's constantly searching for alternatives to paper and plastic, as well as other fabrics such as cotton canvas, jute, nylon and polypropylene, to create the sustainable bag that fits the image of each client. Plenty of extras can be added to the bags, including zippers, grommets, insulation and wine pockets.

