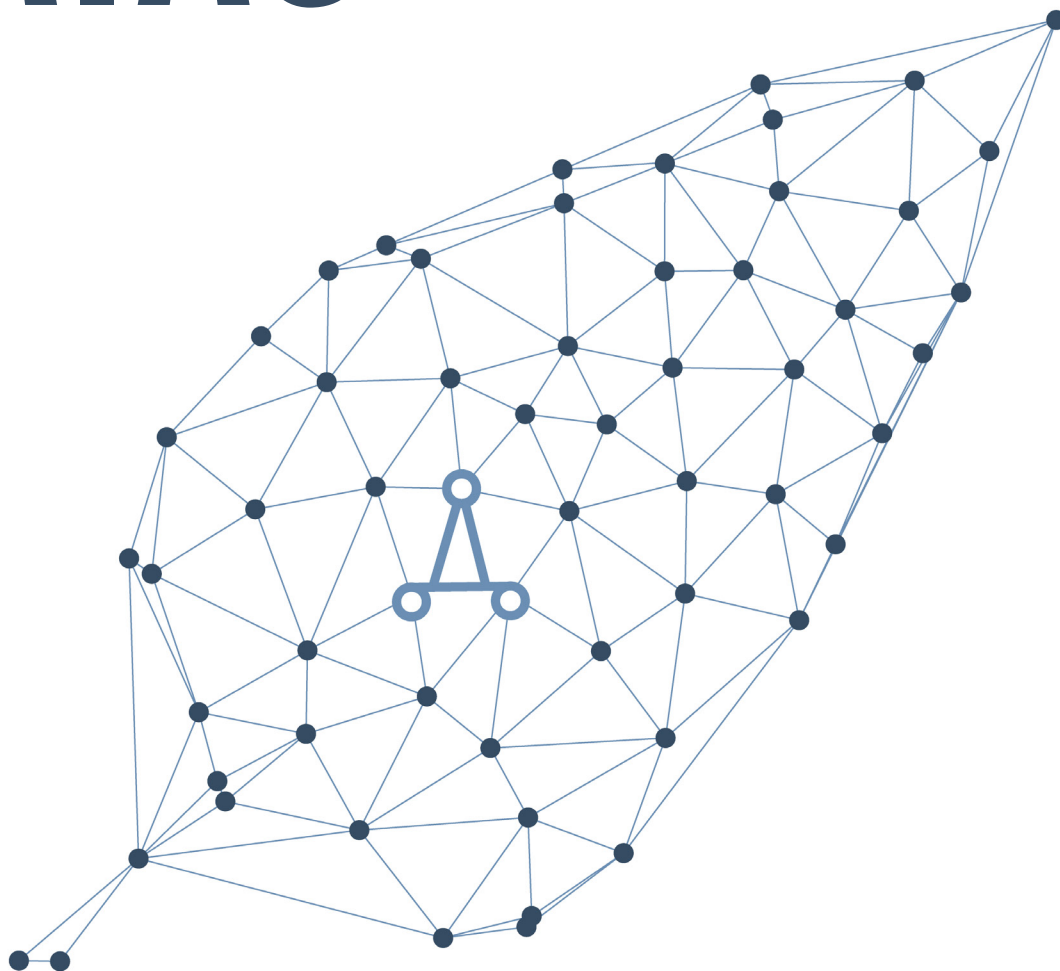


AIAS



GREEN GUIDE



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I. WHAT IS A GREEN MEETING?

The “Green Meeting” is not a phenomenon specific to AIAS. Green Meetings are internationally recognized best practices for organizations, large and small.

In this brief chapter, we will examine how other organizations define and approach Green Meetings—and introduce the AIAS approach to Green Meetings.

Why are we talking about Green Meetings?

Short answer: Sustainability is still not the AIAS standard.

Long answer: The AIAS hosts many programs, but most programs do not specifically address the climate crisis, of which we are complicit in. We are the future of the Architecture profession, and it is critical that we examine the status quo and shift away from destructive current practices of today. Pushing our Chapters and our National Conferences to host Green Meetings is a step towards shifting the standards of sustainable architectural practice. Sustainability is like a muscle; we must consciously flex and strengthen it, in order to steadily progress towards a more sustainable future.

Below are examples of **green meeting definitions**, provided by major international organizations. While not exhaustive, these examples set a baseline for the AIAS Green Meeting Guidelines.



EPA Green Meeting

- **minimize** negative impacts on the environment
- **promote** a positive social impact for the host community
- **become** stepping stones for sustainability in communities
- **create** local market demand for products and/or services that result in the reduction of toxic materials, waste generation, greenhouse gas emissions, and water and energy consumption

adapted from <https://www.epa.gov/p2/green-meetings>

“Meetings and events are not stand-alone activities.”

They influence all industries they interact with, and, in turn, they produce a direct economic, social and environmental impact at their point of intersection.



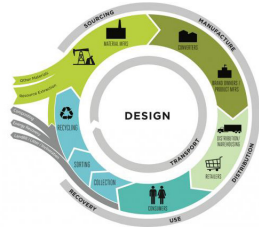
UN Green Meeting

- designed, organized and implemented in a way to **maximally minimize the negative environmental impacts on the environment**
- give a **positive legacy** for the host communities

Green Meeting Industry Council

- process **clear goals with environmental criteria** involved in each stage
- relate these goals to entities' business objectives
- **“In a word, green meetings combine environmental aspects and economic goals.”**

adapted from “Green Meeting: A Sustainable Event” <https://www.researchgate.net/publication/282502615>



Circular Economy

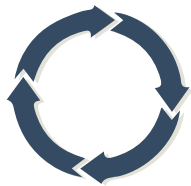
(The 3R Principles become 4R Principles.)



1R—RETHINK Why/Must this meeting be held in-person?
Could it be held through a video meeting?



2R—REDUCE Can we ask members to BYOM (bring your own mug)? To take leftovers home?



3R—REUSE Why not wash & reuse fabric tablecloths, instead of using plastic ones? Can we re-use banners?



4R—RECYCLE Can we only use compostable plates & recyclable plastic cups?

adapted from "Green Meeting: A Sustainable Event" <https://www.researchgate.net/publication/282502615>



APEX / ASTM

9 ASPECTS OF A MEETING

1. Accommodation
2. Audio-Visual
3. Communication & Marketing Material
4. Destination
5. Exhibits
6. Food and Beverage
7. Meeting Venue
8. On-site Office
9. Transportation

8 MEASURES OF SUSTAINABILITY*

1. Staff Management & Environmental Policy
2. Communications
3. Waste
4. Energy
5. Air Quality
6. Water
7. Procurement
8. Community Partners

*The Measures are assessed individually for each meeting Aspect.

adapted from "Green Meeting: A Sustainable Event" <https://www.researchgate.net/publication/282502615>

From these case studies, **FOUR PRINCIPLES FOR AIAS GREEN MEETINGS** emerge:

1

To host an AIAS Green Meeting is to go **ALL IN** for sustainability.

2

AIAS Green Meetings are **NOT JUST ABOUT** the meetings; they are about the communities within and surrounding the meetings.

3

These meetings should support similar organizations with **SUSTAINABLE AGENDAS** and work towards building a **CIRCULAR ECONOMY**.

4

AIAS Green Meetings are also opportunities to **CHANGE MEMBERS' MINDSETS** about how they can live and work more sustainably.

This all is great—it really is. But can the AIAS go even further?

How does the AIAS take GMG to the next level?

Short answer: Meet resiliently. Create carbon- & community-positive meetings.

Long answer: Sustainability is great in the moment; it implies that we can sustain something, that we can keep it in a steady state. This is a safe, comfortable place to be, and it is much better to host a sustainable Green Meeting than an unsustainable one. But with increasing human impacts across the world (particularly in the building sector), we need to do better than preserve the status quo. In comes resiliency, a radical notion that turns up the dial on sustainable actions. Rather than preserve the status quo, resiliency seeks to make things better than they were initially. **This is the ultimate task pushed forward by the AIAS GMG: to design meetings and create a world better than the one we came into.**