



Firmen und Verbände achten vermehrt auf **umweltfreundliche Venues**.

Die Kongresszentren sind im Öko-Stress: Wer ist das grünste in der Welt?

Room for the environment

Firms and associations are paying more attention to environmentally-friendly venues. Conference centres are in eco-stress: who is the greenest in the world?



Photo: ICC Berlin

Wolfram Svoboda: Mehr Anfragen zur Umwelt.
Wolfram Svoboda: More ecological enquiries.

■ **Berlin.** "We are increasingly receiving enquiries from agencies about our ecological behaviour," reports Wolfram D. Svoboda from ICC Berlin. Just recently a major British agency quizzed the ICC on how green it is with a list of questions: Do you have certifications such as ISO 14001? Environmental management? Written green rules? Does the ICC save on energy and water? Does it recycle? Except for the certification Svoboda could answer "yes" to all the questions with a clear consciousness. The Marketing Head of Competence Centre Congresses explains: "In Germany we have very strict environmental laws and requirements that we have to follow." They are tougher than the ISO. He sees many other countries behind and suspects that many are just jumping on the "green train". His view is not just shared by his colleague Edgar Hirt, who just moved from ICM Munich to CCH Hamburg, but by many colleagues. In Germany as well

as in Switzerland, Austria and Norway. Dealing responsibly with the environment is self-evident for them - why market it then? Not for green greenhorns however.

The new Arena and Convention Centre Liverpool declares itself Europe's "greenest conference centre". "The ACC Liverpool is breaking new ground in environmental standards. The environmental factors have designed and defined the building," says Jacquie Rogers, Head of the Convention Centre. The management wants to reduce CO2 emissions by half and electricity consumption by 20 percent. Rogers: "Clients say: You are very green, that is why we want to use you!" Her conclusion at the "Green Panel" of the AIPC (Association International des Palais de Congrès): "Green is not a USP but a non-negotiable!"

President and CEO Michel Bouchard sits at the green table and ensures that "sustainability is part of our corporate culture." He recalls that in 2001 his QuÉbec Convention Centre hosted its first environmentally-friendly congress with the Summit of the Americas, followed in 2002 by the recycling of plastic and glass, in 2004 by an environmental policy plus. In 2006 the Centre became a member of the Canada Green Building Council and the U.S. Green Building Council. In 2007 it was LEED certified and launched eco-friendly events. "We are an eco-driver for our clients. We consult and support them with their CSR strategy," sums up Bouchard. Still: The AIPC Innovation Award





Photo: Québec Convention Centre - Gaëlle Hudot

Nachhaltigkeit gehört im **Québec Convention Centre** zur Unternehmenskultur. 2001 war hier der erste umweltfreundliche Kongress zu Gast.
Sustainability is a **corporate policy** for Québec Convention Centre. In 2001 it staged the very first green convention.

Room for the environment

2007 for Environmental Leadership went to the Metro Toronto Convention Centre (MTCC) for its innovative "Zero Waste" programme. "We recognize that with the greening of the meetings industry - of growing importance to our clients and communities - convention centres have a major role to play, and the leadership demonstrated by the MTCC will make an important contribution in this regard," reasoned Barbara Maple, AIPC President in July. The MTCC concept allows 95 to 98 percent of all the waste materials generated during an event to be diverted from a landfill: during a four-day event with 3,000 people, a total of approximately 16 metric tonnes

of waste materials can be captured for recycling and composting, including organics, plastics, paper, metal, glass, textiles, wood etc. This saves 57 trees, 75,000 litres of water, 39,310 kWh of energy, 16,200 litres of oil, 77 kg. of air pollutants, and 85 cubic metres of landfill space. "We are highly committed to being a global leader in this area and providing opportunities for our clients and events to do the same," reports CEO Barry Smith. "We hope others will follow our lead". They do. For example Orlando, Florida. Before introducing its Environmental Management System (EMS) the Orange County Convention Centre (OCCC) recycled less than one percent of its waste. >>

CONVENTION CENTRES PRODUCT

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In 2006 this was 80 percent of all dry waste with 40 percent recovery on all waste: 9,000 tons of material diverted for remanufacture, 871 tons of cardboard and 5.8 tons of office paper recycled, 77,500 USD in tipping fees saved due to recycling efforts, 31,435 USD in recycling rebates. The OCCC is the first US conference centre to be ISO 14001:2004 certified. Deputy General Manager Kathie Canning is pleased: "Being the first to receive this certification sets us apart from other convention centres and positions us to even better serve our clients, employees, and the community at large." The Kuala Lumpur Convention Centre (KLCC) has evolved into Asia's green pioneer with the Green Globe Benchmarked Status. "We are exceedingly proud as the first conference centre in the world to work according to these standards," declares General Manager Peter Brokenshire. Two years after opening the KLCC sank its consumption of energy by 41 percent and water by 27 percent. Aside from the use of natural light and energy-saving technology the centre promotes its 3R campaign: "Reduce, re-use and recycle". Consciousness of a sustainable relationship with nature is increasingly being shown by associations, such as the International Congress & Convention Association. In its announcement on occasion of its 46th anniversary it declared for the first time: "This year's ICCA Congress takes place at the Royal Cliff Beach Resort and PEACH convention complex in Pattaya, Thailand, one of the most environmentally conscious venues anywhere."

The Melbourne Exhibition and Convention Centre (MECC) wants to take the global lead on environmental standards. Due to open in 2009, the MECC will achieve the first six green star environmental rating in the world, meaning detailed planning in all aspects of the construction. Delegates will have a completely new experience of meetings. Cool air will be released at a lower level of the building, not second hand air which is traditionally pumped through the ceiling. Solar panels heat water, daylight and lighting controls save energy. "A six star rating represents world leadership," emphasises David Craven. The Executive Director of the Green Building Council Australia knows: "Achieving world leader status is not easily done; it requires a real commitment to innovation." Wolfram D. Svoboda can only agree and stresses that "Germany leads in environmental protection and technologies - worldwide." He does not know anymore how many years ago the energy-saving light bulbs were installed in the ICC Berlin. KH

- www.icc-berlin.de
- www.accliverpool.co.uk
- www.convention.qc.ca
- www.mtccc.com
- www.occc.net
- www.klccconventioncentre.com