



FFEA Sustainability 2023 Plan
August 22nd – 24th, 2023
Hyatt Regency Coconut Point

Hyatt Regency Coconut Point is a designated Florida Green Lodging Property, currently classified as a Palm Level 2 property. Facilities must conduct a thorough property assessment and implement a specified number of environmental practices in five areas of sustainable operations:

- Communication and education (customers, employees, public).
- Waste reduction, reuse and recycling.
- Water conservation.
- Energy efficiency.
- Indoor air quality.

CONFERENCE GOALS

1. Divert at least 50% of conference waste from going to the landfill.
 - a. *Reduce to under 800 pounds.*
2. Give back to the local community by volunteering and donating resources.
 - a. *Volunteer Activity.*
 - b. *X Pounds of meals and supplies donated to a local charity.*
3. Provide access to quality education by incorporating sustainability and social impact topics in education sessions.
 - a. *X% of sessions covered these topics.*
4. Prioritize circularity targets through responsible production and consumption.
 - a. *Reduce 50% of waste by eliminating, redesigning, or renting materials needed.*

In 2023, we will continue to emphasize the following key actions:

1. **Refuse**
 - a. Plastic water bottles
 - b. Single-use signage
 - c. Polystyrene signs
 - d. Single-use promotional items
 - e. Individually wrapped promotional items
 - f. Conference bags at registration
 - g. Printed materials (opt for digital communication)
 - h. Straws
 - i. Individual use condiments
 - j. Styrofoam packing peanuts (use recyclable packaging instead)
 - k. Bioplastics
2. **Reduce**
 - a. Single-use plastic
 - b. On-site printing (opt for double-sided printing)
 - c. Packaging materials (appropriate minimum to optimize shipping)
 - d. Pre-set meals

- e. Event signage (digital options where available)
 - f. Scenic materials (use rentals or in-house options)
3. **Reuse (or donate)**
 - a. Carpet (tradeshow)
 - b. Sustainable décor (linens, centerpieces, props, etc.)
 - c. Banners and signage
 - d. Donate t-shirts and promo items from award submissions
 - e. Provide a donation station at the tradeshow
 - f. Left-over meals from the Awards Luncheon
 4. **Repurpose**
 - a. Banners to be upcycled into reusable totes
 5. **Recycle**
 - a. Make sure recycling stations are available, and clearly marked and have staff available to help reduce contamination
 - b. Determine what is currently recycled on-site and what we need to supplement
 - c. Secure a separate bin for FFEA recycling to reduce contamination
 6. **ReEarth (compost)**
 - a. Our compost sponsor for 2023 is Naples Compost
 - b. Clear communication plan must be established with the hotel for directions on sorting food waste. This includes CSM, chef, banquet team, and cleaning crew.
 - c. Establish location(s), size, and number of compost bins needed back of house

As we work towards this goal, we will look at elimination and reduction as our primary action item and waste diversion (composting and recycling) as our last resort.

MEASUREMENT

Our goal for 2023 will be to achieve a 50% waste reduction target based on actual waste generated.

In 2022, our baseline for measurement was established using the data collected by MeetGreen. The report shows that the average conference produces 4.19 lbs. of waste per attendee, per day. Compounded over a three-day event with 350 attendees, this adds up to 4,440 lbs. of waste. Based on this data, our waste diversion rate was as follows:

Total weight of compost: 513 lbs.
 Total weight of recycling: 333.5 lbs.
 Total weight of donations: 32 lbs.
Waste reduction through planning: 2,685.5 lbs.
 Total weight of trash: 800 lbs.

Total weight of waste: 4,364 lbs.
 Total weight of waste diverted: 3,564 lbs.
Waste Diversion: 81.67%

When we pull out the “waste reduction” element, our *actual* waste diversion rate was:

Total weight of compost: 513 lbs.
 Total weight of recycling: 333.5 lbs.
 Total weight of donations: 32 lbs.
 Total weight of trash: 800 lbs.

Total weight of waste: 1,678.5 lbs.
 Total weight of waste diverted: 878.5 lbs.

Waste Diversion: 52.33%

Perform a Waste Audit

A typical waste audit aims to eliminate “contamination” by ensuring materials are in the right bin.

Compost: The compost company will collect the weight measurements of total compost collected during the conference and provide a final report.

Landfill: A dedicated dumpster would need to be provided by the hotel to get an accurate weight measurement for landfill waste.

Recycling: Requesting a dedicated container to reduce contamination.

We will need to rely on assistance from our Green Team volunteers. At the end of each function, volunteers will separate any contaminants from the recycling. If the hotel is not able to provide a separate container for recycling, they will need to take measurements of the recycling in each of the event spaces using a portable scale. All data will be input into a Google form. At the end of the conference, we will collect the total weight of all recyclables collected during the conference.

COMMUNICATION

Communication with the hotel, partners, and participants about the program and our goals will be instrumental in ensuring a successful program.

- Pre-Event: Hotel, Suppliers, Participants
 - Share RFP with hotel and partners to outline sustainability goals and request participation
 - The website should provide clear guidelines and expectations on how attendees can participate in our sustainability plan
- During Event:
 - Roundtable discussion on 2023 FFEA Sustainability Plan
 - Behind-the-scenes tour
- Post-Event: Shared stories and successes
 - White paper
 - Social media posts on event outcome

Education Functions

- Identify relevant and current topics of interest related to sustainability and DEI to include in the conference.