

## Plastic Event Sustainability App

Fiona outlined the development of this new app; the following summarizes the CAB's feedback regarding the app:

- Redesign/move the questions for meeting organizers into one area and create a different area for attendees
- Ensure users can quickly answer all questions, ensure ease of use; must allow very simple use, this is really important
- Revise "metric tonnes" to measurement units based on users' geographic locations
- Revise "fittings" (this term is unknown in the USA); all terms used should be localized based on users' location
- Revise tenses: "Where CAN you see"; "How much plastic WAS used" or layout in the app in a way that the use of the tense makes sense
- Ask app users to provide feedback regarding what they can instantly see and experience
- Change "Suppliers" to "Vendors/Organizers on the apps "plastics" pages



**The CAB was asked to map the customers' experience to identify the role of plastic within the stages of an event. The following summarizes various stages of event management and the areas in which plastics are found**

### Site visits:

1. Water bottles
2. Binders
3. Welcome signage and banners
4. Gifts, pens, swag
5. Name badges and tags
6. Meals and amenities
7. Hotel Key cards
8. Hotel room toiletries

### Meeting Planning

1. Bottled water
2. Pre event mailings, swag, anything laminated, marketing pre-communications
3. Gift orders, gift wrapped for planners and attendees
4. Signage

### On Site

1. Sleeping rooms products, key cards, trash bags, shower caps
2. Registration materials, badges holders, bags, giveaways
3. Exhibit products and materials are all wrapped in plastics
4. Food & Beverage, stewarding, plastic bags, containers
5. Counter top registration areas
6. Swag
7. Signage

### Post Event

1. Shrink wrapped items
2. Shipped materials
3. Key cards
4. Plastic materials

### What's' Next?

- Feedback and content noted above will be used within the app which once Monterey have signed off will be available in the app store
- CSR Share Day April 23 2019 is an opportunity for Monterey to host a one hour webcast regarding 'addressing the role of plastic' initiative
- Reminder of the importance of the issues
- Bring to Event Industry Council, make part of the CMP exam
- Produce 5 questions planners can share with their teams, highlight what they should look for when signing a contract
- Get planners to sign a pledge to ask 5 simple sustainability questions
- Ask decorators to provide more sustainable practices at reasonable costs
- Ask vendors to be more sustainability every time
- Keep the question "where are you using plastics" top of mind
  - Look at where planners and suppliers can remove plastics at next meeting; educate and communicate attendees
- Create a screen saver
- "Hold ourselves accountable"; planners are naturally competitive and want to engage in sustainable activities
- Talk about these issues at the next CAB meeting
- Tammy encouraged CAB to use Monterey's Sustainable Moments tag lines