



Crystal Zhang

Sustainability & Communications Internship



Green Meeting Ninja



Green Meeting Ninjas is a lean, mean, fighting machine of a start-up, fiercely committed to making sustainable events easy. They work alongside event planners and suppliers (venues, caterers, etc.) and help them get the most value out of their events and businesses by looking through a sustainability lens.

Market Trends

Did you know a one-hour meeting for 65 people can burn around 1,000 KWh (kilowatt-hour) of energy? This much power requires around 500 kg of coal! Thus, more and more event venues are trying to obtain the following features to be more sustainable:



Sustainability Reporting



Green Building Certificate



Energy Efficiency



Event Sustainability Standards



Local Food Sources



Waste Management

Key Learning

1. Every event needs diligent planning and the help of waste warriors.
2. Small events can create big environmental issues, while big events can produce zero waste.
3. Strong communication is the key to success.
4. Asking the right questions can help you to avoid many mistakes.
5. With great abilities come great responsibilities.

Event Sustainability



Sustainable event planning is the process used to produce an event with particular concern for environmental, economic and social issues. It involves including sustainable development principles and practices in all levels of event organization, and aims to ensure that an event is hosted responsibly.

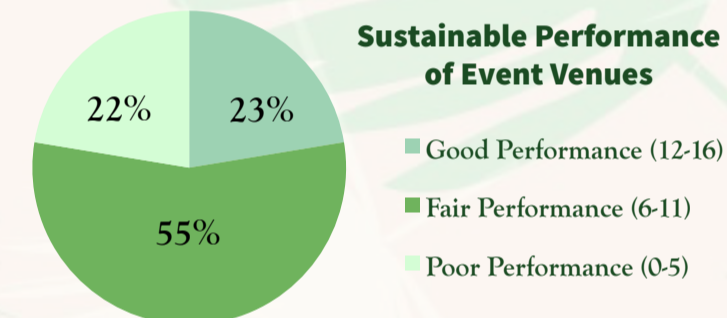
Contributions



Sustainability Survey for Venues across North America

16 Sustainability Features at an Event Venue

76 participants



Event Sustainability Consulting Project (ISO 20121)

Our client will be the first Canadian business to have the 2nd party compliance to ISO 20121: Event Sustainability Management System.



Digital Marketing Plan & Social Media Promotion



- Increase the rate of Survey Completion
- Create interest, website visits and interaction



Employee Orientation Manual

- Industry Content Research
- Social Media Platforms Promotion
- Blog Articles Updates
- Venue Sustainability Survey
- Digital Advertising

