



Keynote: Sustainable Events is Great Business

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Today's Topics

1. Taking Action on Accessibility
2. Overview sustainability programs at the Miami Beach Convention Center
3. Cisco case study
4. Importance of sustainable industry certifications
5. Sustainable industry goals and how we get there

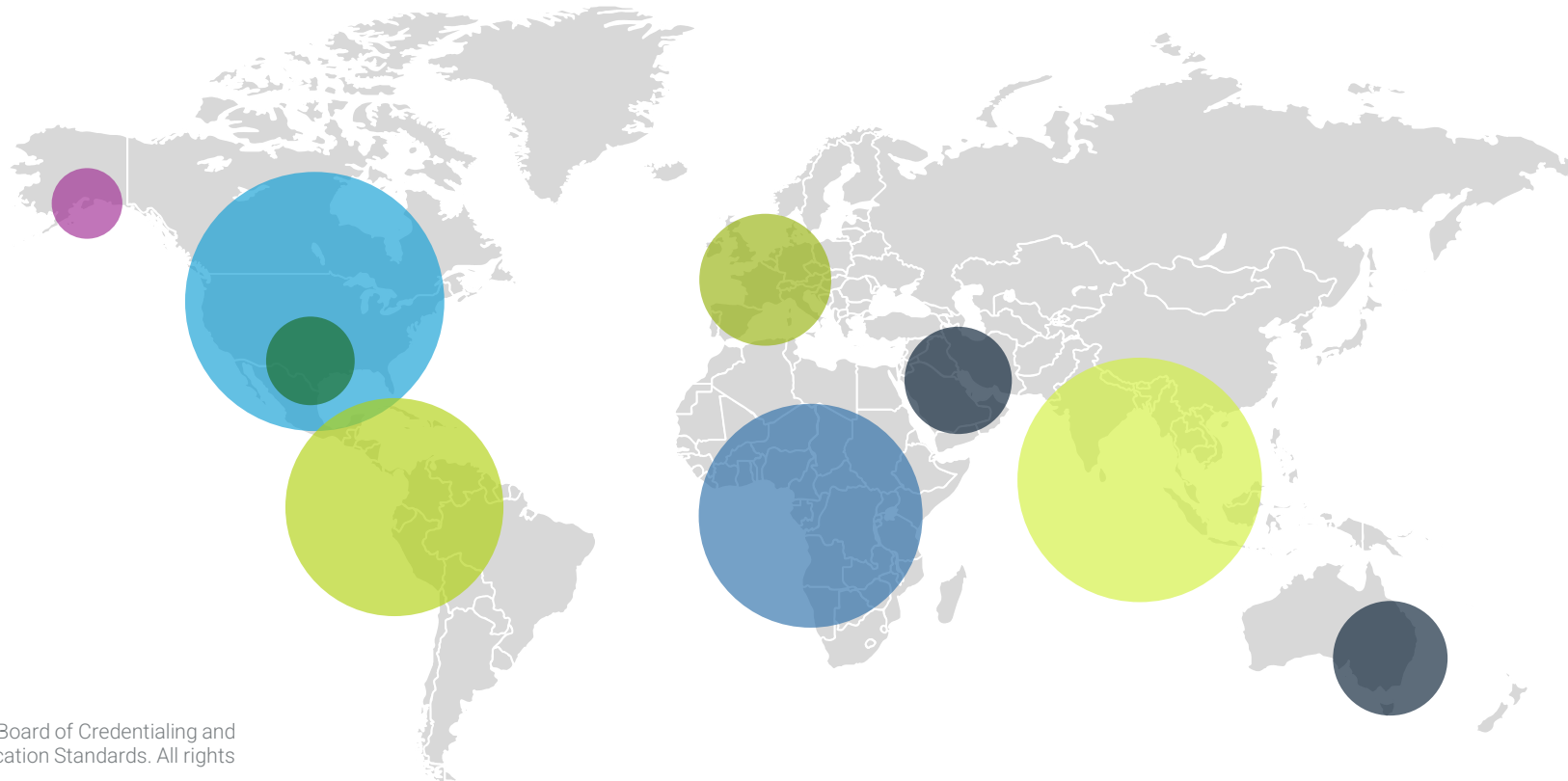


Taking Action on Accessibility

What, Why and How to Welcome Autistic and Sensory-Sensitive Attendees

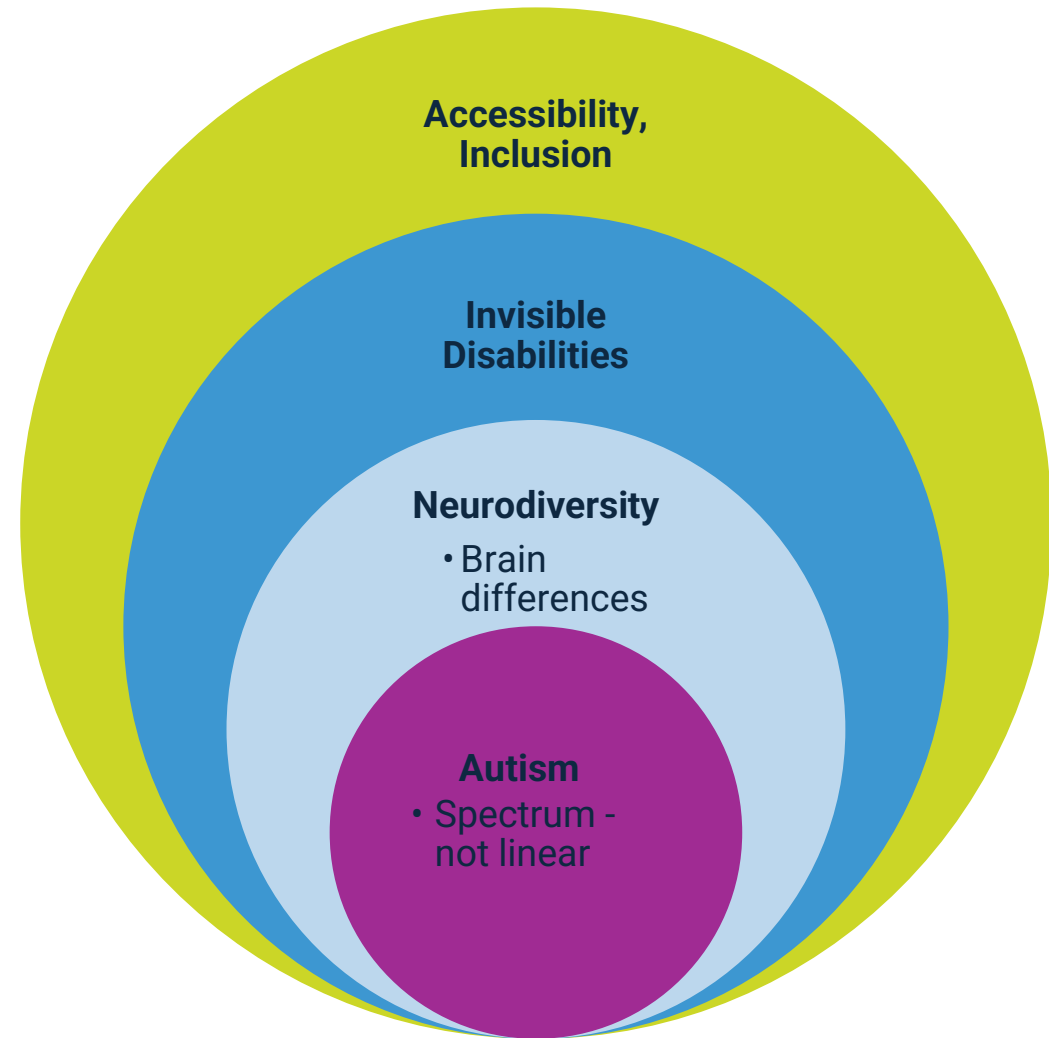
ABOUT IBCCES

- Founded in 2001
- Mission to provide multi-disciplinary, position and industry specific training and certification to professionals to improve experience and outcomes of neurodivergent individuals
- Certification programs for healthcare, education, hospitality and corporate organizations
- Based in US, certificants in more than 100+ countries worldwide
- Board composed of clinical and subject matter experts as well as autistic self-advocates

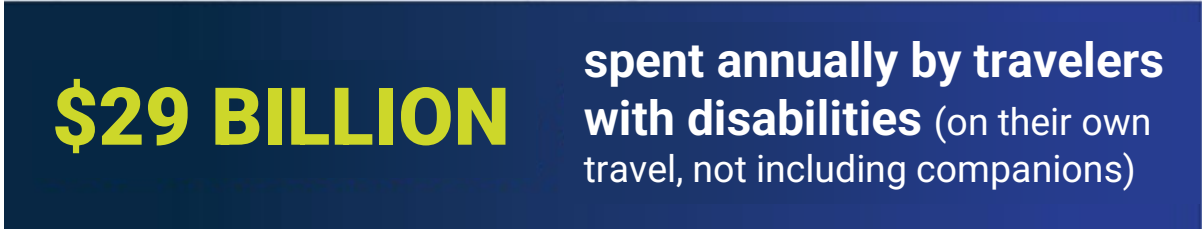
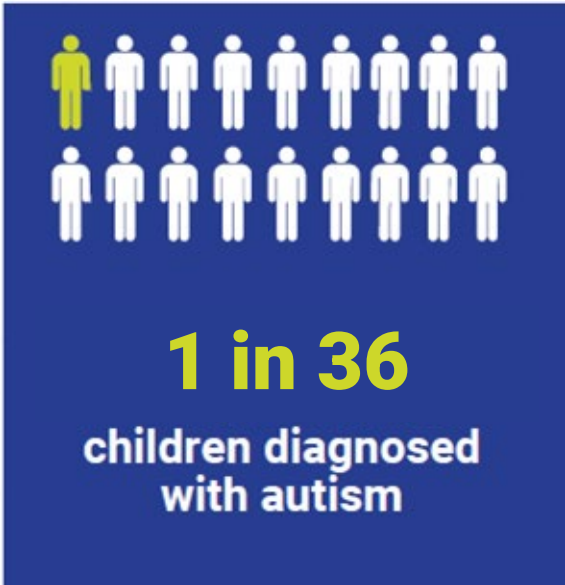
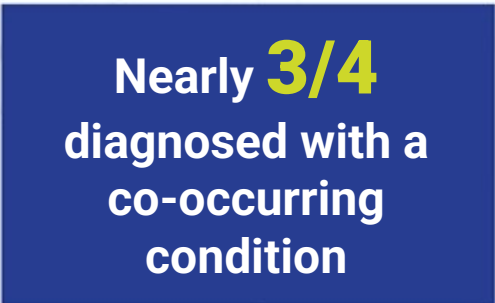


Definitions

Internal *and* External Audiences



WHY AUTISM - BY THE NUMBERS



SO... HOW DO WE WELCOME THESE FOLKS?



Areas to Consider:



Roll out the welcome mat

- Make it easy

Travel and transport options

Itineraries and detailed information

- Check in/ticketing process
- Low sensory or quiet areas, as well as areas for exploration
- Trained Staff
- Food options
- Safety protocols

It's a Journey



Not a “one + done” initiative

- Weave it into your DNA and your other outreach

Strategically choose what to do on your own, where to find partners

- Continued Support + Ongoing Learning
- Tangible Resources
- Accountability

Be open to feedback and learning

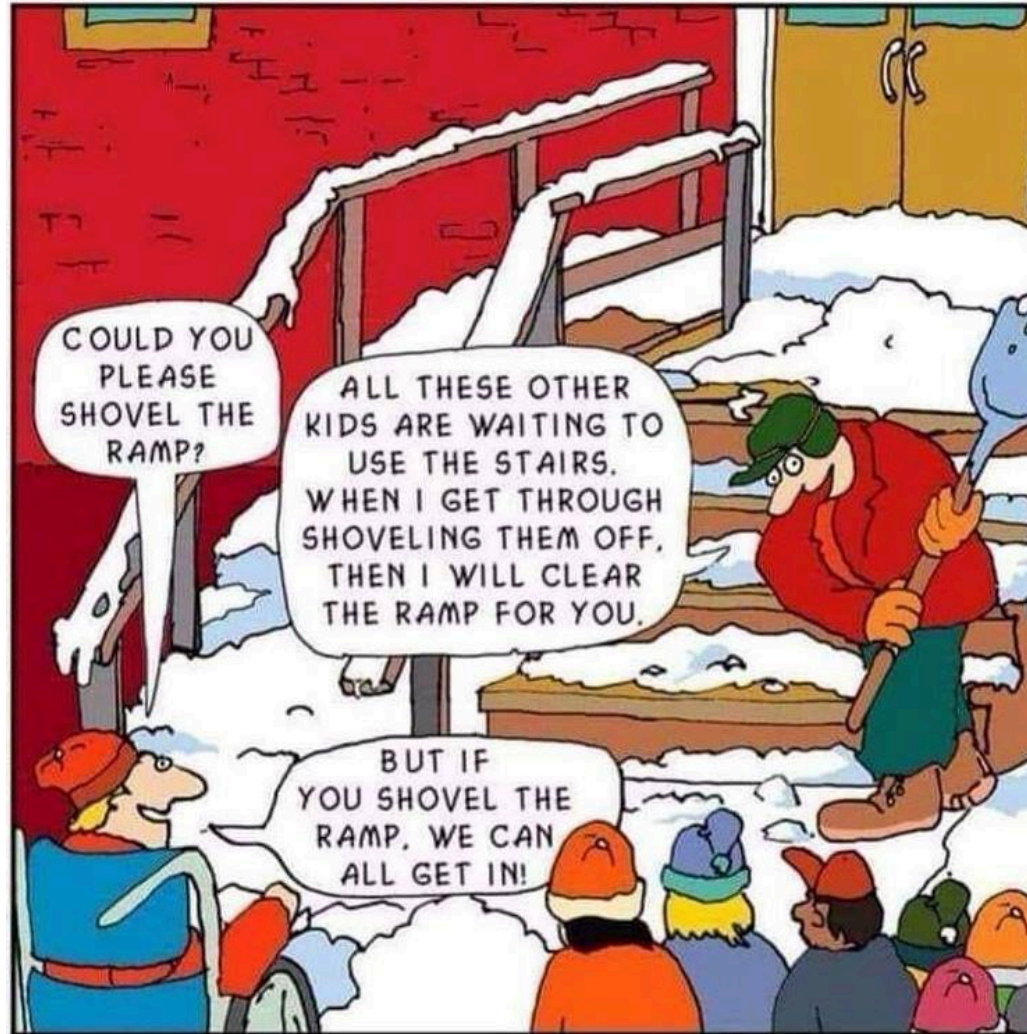
- Understand individual perspectives as well as industry leaders

Certification Long Term Plans and Programs

Make a plan and TRACK results

- You CAN tackle more than one accessibility initiative but be strategic

Accessibility Benefits Everyone





MBCC's Sensory Guides:

- [Collins Canal Park Sensory Guide](#)
- [MBCC's Main Entrance Sensory Guide](#)
- [Pride Park Sensory Guide](#)
- [Rum Room Sensory Guide](#)
- [Venu Sensory Guide](#)



QUESTIONS?

THANK YOU!



What has already been done at MBCC

- **LEED® Silver Certification by the U.S. Green Building Council**
- **Sustainable Building Design**
As part of the \$640-million-dollar renovation project from 2015-2020 the building team created a state-of-the-art sustainable design and eco-conscious operational procedures.
- **Exterior Architectural “Fins”**
The MBCC is surrounded by elegant architectural “fins” that are both beautiful and functional, providing sun-shading and reducing the heat inside the facility. This new design reduces energy consumption by 20 percent.
- **Reduced Flow Water Fixtures**
New water fixtures installed at the MBCC help manage water flow, reducing water waste.
- **Reduced Electrical Consumption**
The new MBCC relies on daylight in the public spaces. The MBCC has also installed high efficiency LED lighting throughout the ballrooms, meeting rooms and public spaces, as well as new occupancy light sensors.
- **Critical Building Systems**
In line with the City of Miami Beach’s “Rising Above” Initiatives, all critical building systems have been raised above new flood level requirements in response to rising sea-level concerns.





GREEN SPACE PROJECTS

- The entire **MBCC campus** encompasses approximately 10 acres of green spaces including:
 - **Pride Park**: a 5.8-acre park to the west (Pride Park)
 - **Collins Canal Park**: 2.8-acre park to the north
 - and surrounding landscaping
- The **lush grounds** are also sustainably designed. The project, which restores mangroves (over 580) and other native habitats along the Collins Canal.
- The MBCC upgraded the landscaping and planted over **2,700 new plants** in Collins Canal Park in 2022.
- Adjacent to the MBCC, the **Miami Beach Botanical Garden** offers a lush tropical oasis, enhancing the biodiversity and green spaces surrounding the convention center.





HERB & VEGETABLE GARDEN

- Chef worked with the back-of-house staff to build an herb & vegetable garden next to Rum Room on the Miami Beach Convention Center Campus.
- The garden currently holds 192 square feet of herb and vegetable beds and consists of organic soil mixed with compost from the convention center's composting program.
- The vegetables harvested will be used on the Rum Room and Venu menus and foliage will be added to table garnishes and decorations. Solar powered lights were installed on the wooden fence surrounding the garden.

COMPOSTING

- Established a composting partnership with the local composting provider Compost for Life, for its organic, plant-based waste from meetings and conventions.
- This program allows food waste to go back to the soil, support local farmers, protect biodiversity and fight climate change.





FOOD WASTE REDUCTION & FOOD DONATION

- **Eco-friendly & Sustainable Food & Beverage Service by Sodexo Live!**
 - **Eco-friendly service ware** containing items made from both renewable resources and post-consumer recycled materials
 - **Compostable and biodegradable** options and natural decor for catering functions
 - **“Plastic Free Miami Beach”** initiative, operating with zero single-use plastics.
 - Recycling cooking oils
 - **Food Waste reduction**
 - Menus with **plant-based options** reducing the carbon footprint
 - **Composting Program**

- **Food Donations Program**

The team gives back to the local community by donating tens of thousands of pounds of prepared but unused food annually to The Caring Place, Miami Rescue Mission, and Food Rescue Miami to both help others and divert food waste from local landfills.

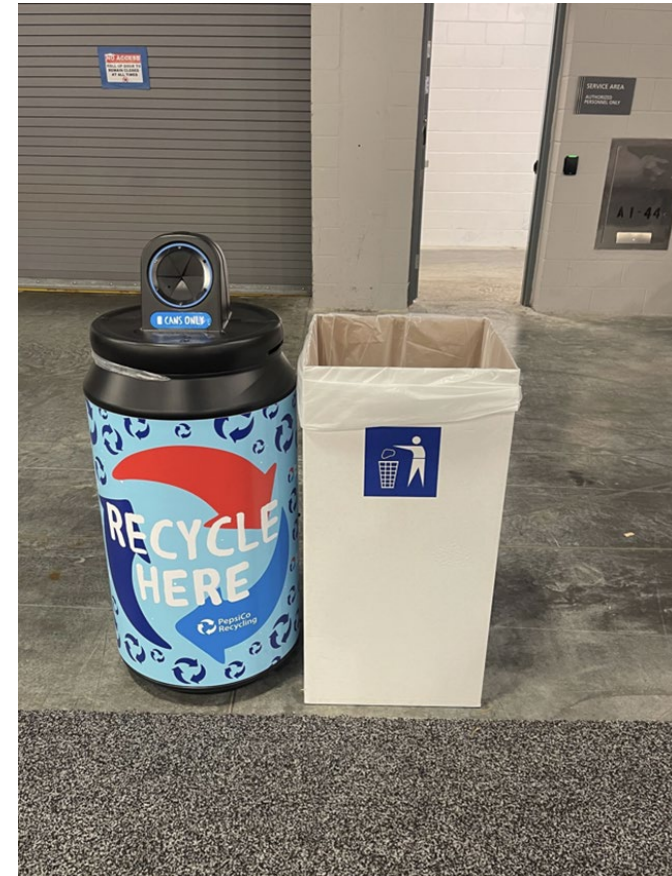




RECYCLING & PLASTIC

- **Single Stream Recycling**
Sorted and processed off-site, single stream recycling offers an easy and efficient path to recycling.
- **Aluminum Recycling**
- **Batteries & E-Waste**
- **Plastic-Free Miami Beach**
 - Plastic bottles have been replaced with aluminum cans.

Water bottle refill stations are placed throughout the venue.





CONVENTIONS C.A.R.E — EVENT DONATIONS

- The Miami Beach Convention Center, its partners, and contractors, invite show organizers and attendees to participate in the **“Conventions C.A.R.E” donation program** to give back to the local community in Miami Beach and Miami-Dade County.
- The goal of C.A.R.E. is twofold, to benefit the **non-profit community** and to help the **environment**.

VOLUNTEERISM & EDUCATION

- As part of the social sustainability program at the MBCC, staff organizes **volunteer events** such as beach clean ups.
- The MBCC supports local **schools and universities** and offers internships, mentorship and job shadowing programs.

CONVENTIONS C.A.R.E

Community Assistance by Responsible Events

LEAVE IT BEHIND. MAKE A DIFFERENCE

<p>Do you CARE? We do.</p> <p>The Miami Beach Convention Center believes in community, both inside the center and in the diverse neighborhoods of Miami Beach and Miami-Dade County, where needs are sometimes great.</p> <p>By donating usable materials to our Conventions C.A.R.E program, you'll be helping scores of non-profit organizations throughout the city and region. Not only will your materials divert waste from local landfills, it also saves you the time and the expense of shipping unneeded goods back home. MBCC already recycles and donates abandoned property. With your help, we can do even more.</p> <p>The program supports local non-profits, directly benefiting some of the neediest residents, families, and children in our community.</p> <p>It's easy! At the conclusion of the show, look for "Product Donation" signs around the show floor during the breakdown of your event. Then simply leave your clean, unusable, non-perishable donations there.</p>	<div style="display: flex; align-items: center;"> <p>Accepted Donations:</p> </div> <ul style="list-style-type: none"> Office products Classroom materials Convention bags and giveaways Furniture Clothing Toiletries and medical supplies Books Building products Packaged snacks and bottled water <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 10px;"> </div> <p style="font-size: small; margin-top: 10px;">We'll take care of the rest, arranging the assignment and pick up of your donations. We'll also track and report these donations to show management.</p>
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CASE STUDY:

- Cisco Partner Summit 2023
- Zero Waste Event
- Sustainability Consultant: Meet Green
- Manual Sorting Stations
- Collaboration between Sodexo Live!, Compost for Life, OVG, Freeman and many others
- New recycling streams





GOAL Membership

- GOAL is a pioneering sustainability-driven membership and support network for sports, entertainment, and live event venues, including stadiums, arenas, theaters, and convention centers.
- With over 40 members across the United States, Canada, and the UK, GOAL provides environmental data analysis, sustainability strategy, and partnership advice. Utilizing Salesforce Net Zero Cloud for carbon accounting and visualizations, GOAL helps venues track and improve their sustainability efforts.
- The membership also provides qualitative support, including sustainability visioning, goal-setting, and action planning, and creates a network to facilitate connections to operators and vetted vendors. By fostering collaboration, sharing best practices, and offering tailored support, GOAL empowers venues to enhance their sustainability efforts.





Group Discussion

Why are industry certifications for sustainability important to move the needle?





EVENT INDUSTRY COUNCIL'S SUSTAINABILITY & SOCIAL IMPACT CERTIFICATION

The MBCC has been awarded the following Events Industry Council's (EIC) certificates:

- SILVER Certificate for Sustainability & Social Impact (2024)
- FOUNDATIONS Certificate for Sustainability & Social Impact (2023)
- Sustainable Events Professional Certificate (SEPC)

CURRENT INCLUSIVITY PROJECTS:

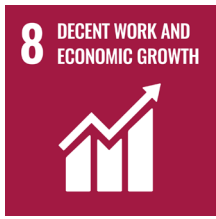
- Nursing Pods
- Wheel the World – Verified Badge





SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	



SDG 8: Foster entrepreneurship and create careers and jobs in tourism, particularly among youth and minorities.



SDG 10: Empower and promote the social and economic inclusion of all irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.



SDG 11: Collaborate with governments to increase environmentally friendly mobility options, making transportation safer and more affordable for all.



SDG 12: Cut food waste in half and substantially reduce all waste through prevention, reduction, recycling and reuse.



SDG 14: Sustainably manage and protect marine and coastal ecosystems and prevent waste or litter that could pollute the marine environment.



Group Discussion

Setting industry goals to produce sustainable meetings and events. How do we get there?





Questions