



CONFERENCE: Nov. 15-18, 2021
TRADE SHOW: Nov. 16-19, 2021

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Sustainable Initiatives for Protecting the Planet

Moderator: Brandon Willey, CEO, Hownd

Andreas Anderson, CEO & President, Liseberg

Ann-Kristin Angelsen, Owner & CEO, Barnas Lekeland AS

Andy Fastman, Director, Cuningham

Eric O'Rourke, Senior Director, FORREC



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What is Sustainability?

“Meeting the needs of the present generation without compromising the ability of future generations to meet their needs.”
(Brundtland 1987)

Why is it important?



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How does it impact groups differently?

micro (people)

meso (organizational/company level)

macro (society, politics, economy, social, technology, environmental, legal)

What should the goals be?



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What's in it for me?



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Discussion



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Takeaways

- Start the process--talk with co-workers about climate--why it matters to you and what your company is and is not doing
- Incentivize staff and provide discounts to guests when tangible adjustments are made to their everyday
- Take public transit, reduce waste/recycle, stop selling disposable plastics, etc.
- Support local and purchase food and products with a ?? mile radius of your facility
- Assess your supply chain and request vendors and suppliers to provide or show commitment to sustainability



Takeaways

- Operational savings examples:
 - Recycle and reuse - and sell reusable alternatives
 - Go paperless (in all aspects of the business)
 - Support Green suppliers (and buy Fair Trade products)
 - Don't waste food - donate or sell as "To good to go"
 - Save energy and use renewable energy--co-operate with the owner of your location(s) and find better solutions
- Complete a Sustainability Certification or program (be critical in the "jungle" of suppliers who offers certification)

Takeaways

- Take a holistic approach - but also keep it simple!
 - Have clear goals - recognize achievements, evaluate and update
- Involve, engage, educate and communicate to all levels in the organization
 - For example: Invite and be open-minded to suggestions and observations, make an agile team and champion (from across the organization) who is responsible for the process, have regular meetings, take a step at a time, communicate internal and external initiatives.
- Be involved in other initiatives in your community



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