

**activate**

2024

**National Harbor, MD**

*Gaylord National Resort  
& Convention Center*

**August 26-28, 2024**

# Greener Events for All



A black and white photograph of a rooftop solar panel array. The panels are arranged in neat rows, receding into the distance. In the background, a city skyline is visible, featuring a prominent curved skyscraper with a grid-like facade. The sky is clear and bright. The overall scene is a mix of modern technology and urban architecture.

**There is no production  
like the planet.**

# Brain Warm Up







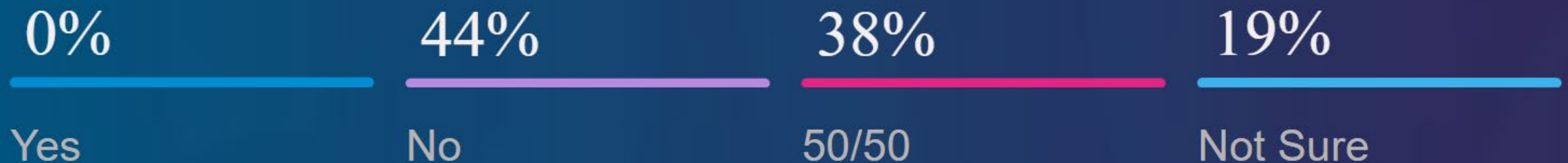
# What is your level of sustainability expertise?



Login to edit this Menti



# Do your clients have a sustainability plan?



Login to edit this Menti



**In your role do you  
have impact on your  
client's  
sustainability plan?**

Login to edit this Menti



# When you think of sustainability in events what words come to mind?

70 responses

Login to edit this Menti



# Develop a Plan

“Dream big. Start small,  
but most of all start.”

- Simon Sinek





# Develop a Plan

Start with SMART goals.

- Who is responsible
- What are the goals you are trying to achieve



# Develop a Plan

Start with SMART goals.

- How will these goals be communicated to stakeholders
- How will you measure your results



# Sustainability Plan



# Sustainability Plan

SAMPLE

## Sustainability Plan

Event:

Production Company:

General Service Contractor:

Venue:

Event Contact:

Name of Person(s) Responsible for Plan Oversight:

How will the plan be communicated to stakeholders (client, staff, production company, local crew, venue, speakers, etc.)

### GOALS

Category 1 - Reducing Energy Consumption

How will it be measured:

Category 2 - Reducing Material Consumption

How will it be measured:

Category 3 - Reducing Procurement Impact

How will it be measured:

Category 4 - Managing and Diverting Waste

How will it be measured:

Category 5 - Other Options

How will it be measured:



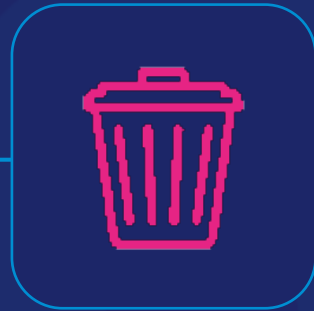
# Sustainability Plan

## Sample Goals



### Sustainability Task Force

Task force will implement, monitor, and track progress year over year.



### Waste

Year 1- Track Event Waste  
Year 2 - Reduce waste by 25% by implementing a reuse and recycling program



### Energy Consumption

Year 1 - Track Energy usage for production equipment where possible.  
Year 2 - Reduce energy usage by 25% using an AV Shutdown Plan



### Carbon

Track travel and freight usage, and work to source from within the region of the event.



# Activate Your Plan

- Meet with all stakeholders to ensure plan understanding, do training
- Assign individuals responsible for ensuring compliance





# Activate Your Plan

- Assign individuals responsible for tracking
- Have a check in before your event to make sure your goals are on track





# Pre-Event Check In

- Overview of the plan
- Distribution of the plan
- Where are we currently?
- Did we miss something we should add?
- TRAINING



# Sustainability Activation







# Assess Your Results

Assessments Allow Us To:

- Understand what worked and what needs improving
- Provide metrics to key stakeholders
- Helps to expand the overall impact that we have



# Assess Your Results & **UPDATE**

Looking Backward and  
Forward at the Same  
Time



# Post Event Questions

- Sustainability plans need measurement AND detailed reporting





**What was one  
sustainability  
success?**



**What was one  
sustainability  
challenge?**





What do you want  
to focus on **next**  
**year?**



How many  
pounds were  
shipped?





A white Heritage truck with a trailer is parked in front of a large industrial building. The truck has "HERITAGE" written on the side of the trailer and the cab. The building is a large, multi-story structure with a corrugated metal facade. The scene is dimly lit, suggesting an overcast day or dusk. The truck is the central focus, with its trailer extending to the left. The building's structure is visible in the background, with several windows and doors. The overall tone is professional and industrial.

What was the  
**average**  
**distance** that  
items were  
transported?



How many staff  
traveled?



Anything done to  
**offset travel?**



Could it be  
**explored** in future  
years?





# Sample Report



## Sample Event at Wynn Las Vegas: Sustainability Overview

updated 5.16.24

Event Tracking Scope		
<b>Date</b>	<b>Times</b>	<b>Waste Sorting Locations</b>
January 22, 2024 - January 25, 2024	5am - 10pm	Wynn and South Convention Docks

### Wynn Las Vegas Reports

### Billing Details

Total Event Waste

<b>60%</b>	% Diverted from Landfill
<b>43,420</b>	lbs sent to landfill
<b>65,035</b>	lbs diverted from landfill

Group billed by RenuOil of America directly for Event Waste Tracking service.  
Group billed by WLV for labor internally for Event Waste Tracking assistance.

Food Waste & Compost

<b>2,751</b>	lbs of food waste composted
<b>1,007</b>	lbs of green waste composted

Food Donated

<b>540</b>	lbs food recovered
<b>Salvation Army</b>	Donation Recipient

Group billed by WLV for labor and materials needed for food donation.

# Sample Waste Tracking Report



## Weights of Recovered Material Report

Account: Wynn Resorts

RENUoil of America, Inc.™ Event: Example Group

Event Capture Dates: 01/22/24 - 01/25/24

	Show Tonnage				Landfill Compactors		Landfill Open-tops		Recyclables Diverted at Recycling Docks (Tonnage)												TOTAL Diverted at Recycling Docks		
	Total Waste Stream	Total Diverted	Total Landfill	Diversion Rate	Compactor Pulls	Compactor Tons	Open Top Pulls	Open Top Tons	Cardboard	Plastic 1 PETE	Plastic 2 HDPE	Plastic 3, 5-7	Plastic 4 LDPE	Aluminum	Yellow Grease	Food Waste	Compost - Green Waste	Glass	CFR's	E-Waste / Batteries		Asset	Tin
End Treatment					Landfill	Landfill	Landfill	Landfill	Recycle	Recycle	Recycle	Recycle	Recycle	Recycle	Recycle	Compost	Compost	Recycle	Hazardous Recycle	Hazardous Recycle	Reuse	Recycle	Diverted
Show Tonnage	54.23	32.52	21.71	59.96%	2	10.43	3	11.28	0.96	0.11	0.09	0.00	0.00	0.08	0.40	1.38	0.50	4.35	0.00	0.00	0.00	0.00	7.88

Show Notes and Observations

Republic Services Compactor pulled
Republic Services OT pulled

Recyclables Diverted at Recycling Docks Raw Data

Show Date	Cardboard (lbs)	Plastic 1/PETE (lbs)	Plastic 2/HDPE (lbs)	Plastic 3, 5-7 (lbs)	Plastic 4/LDPE (lbs)	Aluminum (lbs)	Yellow Grease (lbs)	Food Waste (lbs)	Compost/Green Waste (lbs)	Glass (lbs)	CFR's (lbs)	E-Waste / Batteries (lbs)	Asset (lbs)	Tin (lbs)
<b>Totals</b>	<b>1,928</b>	<b>221</b>	<b>182</b>	<b>0</b>	<b>0</b>	<b>165</b>	<b>800</b>	<b>2,751</b>	<b>1,007</b>	<b>8,700</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Main Dock 01/22/24	325	36	24			14		475	172					
Main Dock 01/23/24	242	24	18			13	266	524	94	4,540				
Main Dock 01/24/24	278	48	32			16		219	92					
Main Dock 01/25/24	192	36	24			19	106	542	76	4,160				
South Conv 01/22/24	175	26	14			22	214	192	92					
South Conv 01/23/24	342	16	32			25		215	114					
South Conv 01/24/24	142	19	19			24	214	242	175					
South Conv 01/25/24	232	16	19			32		342	192					

Open Top Recycling Bins & On-Call Projects (Outside Vendors Offsite)

	Expo Waste	Cardboard	Plastic 1/PETE	Plastic 2/HDPE	Plastic 3, 5-7	Plastic 4/LDPE	Aluminum	Metal	Material Donations	Unsecure Paper	Reused Materials	Organics - Food	Organics - Compost	Brown Grease	E-Waste / Batteries	Mattresses	Pallets	Wood	Food Donation	TOTAL Open Top & On-Call Diversion
																				Diverted
End Treatment	Landfill	Recycle	Recycle	Recycle	Recycle	Recycle	Recycle	Recycle	Donate	Recycle	Reuse	Compost	Compost	Recycle	Recycle	Recycle	Recycle	Recycle	Donate	Diverted
Tonnage	11.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.46	9.56	0.00	0.00	0.00	0.39	0.00	0.23	24.64

Open Top Recycling Bins & On-Call Projects Raw Data

	Residual Waste (lbs)	Cardboard (lbs)	Plastic 1/PETE (lbs)	Plastic 2/HDPE (lbs)	Plastic 3, 5-7 (lbs)	Plastic 4/LDPE (lbs)	Aluminum (lbs)	Metal (lbs)	Material Donations (lbs)	Paper (lbs)	Reused Materials* (lbs)	Food Waste (lbs)	Compost/Green Waste (lbs)	Brown Grease (lbs)	Drywall (lbs)	Carpet (lbs)	Pallets (lbs)	Wood (lbs)	Food Donation (lbs)
<b>Totals</b>	<b>22,560</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>28,920</b>	<b>19,120</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>788</b>	<b>0</b>	<b>453</b>
01/22/24	5,480											8,500	15,580						68
01/23/24	-											10,920							133
01/24/24	13,000											4,280							169
01/25/24	4,080											5,220	3,540						83

# Sample Food Donation Log



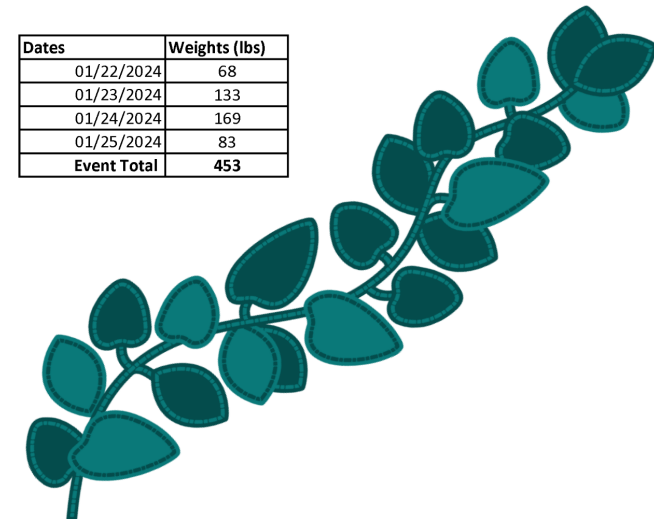
PRODUCT DONATION LOG									
Group Name: Example				In House Contacts: Chef Alberto Trujillo ext 3275					
Donation Recipient: Salvation Army				Chef Alexandre Gregorire ext 5270					
Primary Contact Name:				Chef Mark Williamson ext 5271					
Primary Contact Phone Number:									
DATE	NAME OF PRODUCT	FINAL COOK TIME AND TEMP		TIME AND TEMP (AT END OF EVENT)		TIME AND TEMP AFTER COOLED (IF NECESSARY)		NUMBER OF PANS	TOTAL WEIGHT (lbs)
01/22/2024	Buffalo cauliflower	4PM	185F	7PM	160F	9PM	39F	3	10
01/22/2024	Sushi rice	3:30PM	200F	7PM	155F	9PM	38F	4	15
01/22/2024	BBQ pork steam bun	4:30PM	190F	7PM	155F	9PM	37F	5	10
01/22/2024	Vegan dumpling	4:30PM	190F	7PM	155F	9PM	39F	8	20
01/22/2024	Ovoline with calabrian oil	5PM	39F	7PM	55F	8PM	37F	2	5
01/22/2024	Straciatella	5PM	38F	7PM	49F	8PM	37F	1	3
01/22/2024	Caprese Salad	5PM	38F	7PM	56F	8PM	37F	2	5
01/23/2024	Scrambled egg	5AM	185F	8AM	160F	10AM	39F	2	10
01/23/2024	White scrambled egg	4:30AM	200F	8AM	155F	10AM	38F	2	10
01/23/2024	Diced Potatoes	5AM	190F	8AM	155F	10AM	37F	4	20
01/23/2024	Pork Sausage	4AM	200F	8AM	155F	10AM	39F	2	10
01/23/2024	Turkey Bacon	4:30AM	39F	8AM	195F	10AM	37F	1	5
01/23/2024	Chilean Seabass	10AM	165F	1PM	150F	3PM	39F	2	10
01/23/2024	Birria beef	9:30AM	200F	1PM	155F	3PM	38F	1	8
01/23/2024	Calabacitas	9AM	190F	1PM	168F	3PM	37F	4	20
01/23/2024	Spanish rice	9AM	200F	1PM	165F	4PM	39F	4	20
01/23/2024	Black beans	8:30AM	179F	1PM	165F	4PM	37F	2	10
01/23/2024	Flour tortillas	9:30AM	185F	1PM	150F	3PM	39F	2	10
01/24/2024	Scrambled eggs	6AM	185F	9AM	150F	11AM	39F	2	10
01/24/2024	White scrambled eggs	5:30AM	200F	9AM	155F	11AM	38F	1	8
01/24/2024	Smoked bacon	5AM	200F	9AM	168F	11AM	37F	2	10
01/24/2024	Beyond Sausage	6AM	200F	9AM	165F	11AM	39F	4	20
01/24/2024	Cheesy potatoes	5:30AM	198F	9AM	165F	11AM	37F	3	20
01/24/2024	Lemon oregano chicken	9AM	185F	1PM	150F	3PM	39F	1	8
01/24/2024	Pacific seabass	9:30AM	165F	1PM	155F	3PM	38F	1	8
01/24/2024	Sausage meatballs	8:30AM	200F	1PM	168F	3PM	37F	2	10
01/24/2024	Broccoli rabe	10AM	200F	1PM	165F	3PM	39F	3	20
01/24/2024	Fregola	9:30AM	198F	1PM	165F	3PM	37F	4	30
01/24/2024	Polenta	10AM	205F	1PM	155F	4PM	38F	4	25
01/25/2024	Scrambled eggs	6AM	185F	9AM	150F	11AM	38F	2	10
01/25/2024	White scrambled eggs	6:30AM	165F	9AM	155F	11AM	38F	1	8
01/25/2024	Smoked bacon	5AM	200F	9AM	168F	11AM	39F	3	15
01/25/2024	Beyond sausage	6:30AM	200F	9AM	165F	11AM	38F	1	20
01/25/2024	8 way potatoes	5:30AM	198F	9AM	165F	11AM	37F	3	20
01/25/2024	Waffles	5AM	205F	9AM	155F	11AM	38F	2	10
<b>Event Total</b>									<b>453</b>

ALL DONATIONS MUST MEET THE FOLLOWING CRITERIA:  
 TCS (Temperature Controlled for Safety) Food that been cooked and held at proper temperatures according to SNHD regulations  
 Prepared Hot food that has maintained a temperature at or above 140 the duration of the event  
 Non TCS Prepared Cold Food that had been held at or below 40 degrees the duration of the event.  
 Non potentially Hazardous Foods that are free from contamination, have been kept covered and not sent to the Buffet. (I.E.-Breads, Danish, Chips, Snacks)  
 Food items that have entered guest space will NOT be donated unless items were fully wrapped and sealed (I.E.-trail mix, etc.)  
 TCS Foods must be kept at 41 degrees or below, and re-heated to an internal temperature of at least 165F degrees for 15 seconds, rapidly within 2 hours before serving

## Overview Event Weight Food Donation WLV & Example Group

Recipient: Salvation Army

Dates	Weights (lbs)
01/22/2024	68
01/23/2024	133
01/24/2024	169
01/25/2024	83
<b>Event Total</b>	<b>453</b>





# 3 Key Takeaways

Develop a sustainability plan well in advance of the event.

Use SMART goals and use your plan to guide your decisions throughout the planning process.

Track resource utilization throughout the event process, including materials, and energy. Use this information to inform management practices and identify areas for improvement in future events.

Implement your plan during your event and ensure that all stakeholders are helping you work toward your goals.

# Q&A



# Thank You!



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# HERITAGE Sustainability

## CARPET

Carpet options that focus on reuse, recycled content, and closing the loop

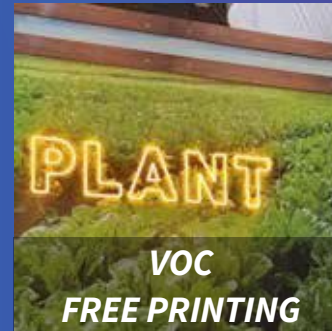
Innovation: 100% recyclable, end-to-end solutions that are latex-free, mono-material composition for even easier recycling.



## GRAPHICS

Fabric, directional and single-use signage printed on 100% recyclable substrates with the same state of the art quality printing, VOC free.

Innovation: Silicone, and PVC free solutions widely available without loss of quality or convenience.



## OTHER

### TRANSPORTATION

EPA SmartWay focus. New, high-efficiency nationwide fleet.



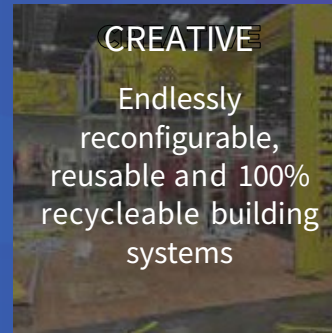
### LABOR

Partnerships with local labor unions result in reduced carbon footprint caused by travel.



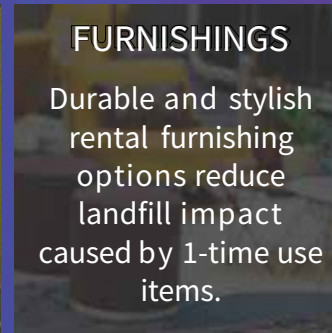
### CREATIVE

Endlessly reconfigurable, reusable and 100% recyclable building systems



### FURNISHINGS

Durable and stylish rental furnishing options reduce landfill impact caused by 1-time use items.



HERITAGE leads the industry with sustainability partnerships  
We're making sustainable solutions easy, so you can focus on meaningful experiences.

# Wynn RESORTS Sustainability



Employee giving and specialty fundraising for the Wynn Resorts Foundation raised a record-breaking **\$1.1 MILLION** in 2023.



Wynn Resorts employees in North America volunteered more than **35,000 HOURS** of their time in 2023.



In North America, Wynn Resorts gave almost **\$9 MILLION** in cash and in-kind donations to charitable organizations in 2023.



Water consumption in 2023 at Wynn Las Vegas has **REDUCED BY 4%** compared to 2019, **DESPITE A 3% INCREASE** in annual occupied rooms.



Wynn Las Vegas and Encore Boston Harbor recycled more than **4,000 POUNDS** of soap in 2023 through our partnership with Clean the World.



Points of Light awarded Wynn Resorts the **CIVIC 50 AWARD** in 2023 for being one of the 50 most community-minded companies in America



**29%** of electricity consumed by Wynn properties in North America was produced or procured by renewables in 2023.



As part of our commitment to the humane care of animals, Wynn Resorts has committed to sourcing **100% CAGE-FREE EGGS** globally by 2026.





# PRG Sustainability



## Power Consumption

Efficient, higher output lamp innovation in our low voltage & LED luminaires consumes significantly less power.



## Efficient Trucking

Advanced logistics resulting in optimally efficient trucking runs carrying multiple orders.



## Local Sourcing

A hub and spoke network of facilities resulting in shorter distances from depot to show site.



## Efficient Design

Products designed for compact storage and shipping, resulting in fewer trucks and lower fuel consumption.



## Innovation

Patented products and methods that prioritize sustainability while advancing creative expression.



## Recycled & Repurposed

Recycling of scrap metal from lighting, audio, video and scenic operations.

“

**PRG HAS LONG MADE PROTECTION OF THE ENVIRONMENT A GUIDING PRINCIPLE, SHAPING OUR PRODUCTS, PRACTICES AND SOLUTIONS. WE ARE COMMITTED TO DOING EVEN MORE TO MAKE ENTERTAINMENT AND EVENT PRODUCTION GREENER.**

**- JERE HARRIS, EXECUTIVE CHAIRMAN, CHIEF CREATIVE OFFICER & FOUNDER**



# AV Shutdown Plan

During the event we will implement a shut down plans for conserving energy. This plan will be overseen by the Energy Conservation Task Force. The event will be broken down into 5 primary areas for Shutdown: public spaces, exhibits, general session room, meeting rooms, and offices. In each area someone will be assigned from the task force to oversee and implement the following shutdown plan:

- All equipment shall be placed into a standby or off mode for any period in which the equipment will not be used for a period of 30 min or more.
- All projectors, computers, and other “smart” devices will be set to automatically enter standby mode after (5) minutes without signal and/or activity.
- To reduce trickle usage in off hours all equipment which does not require power for memory retention shall be disconnected from power for any period in which the equipment will not be used for a period of 3 hours or more.
- In each of the cases above power may only be maintained at full levels if it is deemed that it is required for the overall execution of the event.

# Recycling and Diversion Plan



During the event we will ensure that we are properly diverting any production contaminants from venue trash. This plan will be overseen by the Energy Conservation Task Force. The task force will designate one individual responsible for training all crew on the event and will work with project leads to ensure compliance. The following items will be part of the diversion plan:

- Batteries – Batteries will be placed in a designated bin after use so they can be tested for capacity and recycled or donated for further use.
- Tape - Tape will be placed in a designated bin so it doesn't contaminate other recyclables or trash. Where possible tape will be given to a specialize recycling facility.
- Recyclables – Where possible all production waste materials will be sorted into proper recycling bins. Production company will work with venue to ensure recycling is carried out per local regulations

