

Standard Specification for Evaluation and Selection of Audio Visual (AV) and Production for Environmentally Sustainable Meetings, Events, Trade Shows, and Conferences¹

This standard is issued under the fixed designation E2745; the number immediately following the designation indicates the year of original adoption or, in the case of revision, the year of last revision. A number in parentheses indicates the year of last reapproval. A superscript epsilon (ε) indicates an editorial change since the last revision or reapproval.

INTRODUCTION

This specification offers a way to address environmental sustainability in the meeting and event industry. It is a tool for event planners and suppliers to understand the attributes of an environmentally sustainable event. The goal in developing this specification is to establish common benchmarks for environmental performance in events for both planner and supplier sectors. This specification considers the creation of an environmentally sustainable event to be a partnership between planners and their suppliers. Each plays a critical role in the effort.

In this specification, options are addressed for minimizing the environmental impact of face-to-face events. The approach of this specification is to focus on measurable outcomes and policies for planners and suppliers. This maximizes the ability of businesses to select the methods best tailored to their needs to achieve benchmarks and measurable outcomes.

1. Scope

1.1 This specification delineates procedural requirements for the audio visual and production services associated with meetings, events, trade shows, or conferences (hereafter, referred to as *events*).

1.2 Audio visual (AV) and production services encompass the range of services required to provide staging, décor, scenic elements, audio, video, lighting, and technical production.

1.3 There are nine specifications covering the following areas of event planning: destination selection, accommodations, food and beverage, audio visual, onsite offices, communication and marketing materials, transportation, exhibits, and venues. Within each specification are eight categories' criteria: staff management policy, communications, waste management, energy, air quality, water, procurement, and community partners. Each category is further split into four progressive levels of achievement. Information within each specification is divided as follows: Main Body—Scope, Referenced Documents, Terminology, Planner Requirements for Level 1, Supplier Requirements for Level 1, and Keywords; Annexes—Planner Requirements for Levels 2 – 4 and Supplier Requirements for Levels 2 – 4.

1.4 All areas of performance under this specification may not be relevant for each event or for each facility or provider of event services. In some cases, an event planner would use this specification in conjunction with other specifications (for example, Specifications E2774, E2743) or this specification may be used individually. In other words, elements of an event may be separated and considered solely or added together and considered as a unit (for example, venues used individually versus transportation, accommodations, and destination selection used in conjunction).

1.5 If higher levels are achieved in some sections, the event can only be considered environmentally sustainable at the lowest level achieved.

1.6 The use of levels within this specification recognizes the path to environmentally sustainable events is a multi-stage effort. The idea behind the levels is to provide a coherent baseline for measuring environmental performance, to be flexible enough to adapt to the needs of more advanced planners and to establish a performance path that encourages further environmental performance improvement. In addition, the evolution of products and services to support events is expected, allowing additional advancements and underscoring the dynamic nature of environmental sustainability. This specification primarily focuses on environmental sustainability, while some aspects of economic and social sustainability are included recognizing the complete path toward overall sustainability.

¹ This specification is under the jurisdiction of ASTM Committee E60 on Sustainability and is the direct responsibility of Subcommittee E60.02 on Hospitality.

Current edition approved Nov. 1, 2011. Published February 2012. DOI: 10.1520/E2745-11.

1.7 The values stated in SI units are to be regarded as standard. No other units of measurement are included in this standard.

1.8 *This standard does not purport to address all of the safety concerns, if any, associated with its use. It is the responsibility of the user of this standard to establish appropriate safety and health practices and determine the applicability of regulatory limitations prior to use.*

2. Referenced Documents

2.1 ASTM Standards:²

E2114 Terminology for Sustainability Relative to the Performance of Buildings

E2743 Specification for Evaluation and Selection of Transportation for Environmentally Sustainable Meetings, Events, Trade Shows, and Conferences

E2774 Specification for Evaluation and Selection of Venues for Environmentally Sustainable Meetings, Events, Trade Shows, and Conferences

2.2 ISO Standards:³

ISO 14001 Environmental Management Systems—Requirements with Guidance for Use

2.3 Federal Statutes:⁴

Federal Hazardous Substances Act Labeling and Banning Requirements for Chemicals and Other Hazardous Substances, 15 U.S.C. § 1261 and 16 C.F.R. Part 1500

3. Terminology

3.1 Definitions:

3.1.1 *biodegradable*, *adj*—capable of decomposing under natural conditions into elements found in nature. **E2114**

3.1.2 *category 1 lighting*, *n*—LED wash fixtures (200 w or less), HID (170 w or less) PARs or Ellipsoids, or LIFI Plasma (450 w or less) conventional and automated light sources.

3.1.3 *category 2 lighting*, *n*—high-efficiency traditional light sources such as HPL575 or similar.

3.1.3.1 *Discussion*—This lighting is typically found in ETC Source4, Altman Shakespeare, or Strand SL fixtures, or similar.

3.1.4 *category 3 lighting*, *n*—high-efficiency automated arc light sources such as the Martin Smart MAC or MAC250entour 150 – 300 w fixtures that deliver lumen output similar to or greater than sources that operate at 400 – 575 w, and 400 – 750 w fixtures that are similar to or greater than other sources at 750 – 1200 w.

3.1.5 *category 4 lighting*, *n*—three to thirty watt CFL or CCFL sources, one hundred watt or lower Halogen MR16 sources, non-fixture built-in LED “nook” sources.

3.1.5.1 *Discussion*—This lighting is typically found in scenic flats and coves, as well as PAR 38 floods.

3.1.6 *compostable*, *adj*—capable of undergoing biological decomposition in a compost site as part of an available program where facilities exist, such that the material breaks down into carbon dioxide, water, inorganic compounds, and biomass, at a rate appropriate for such program.

3.1.7 *corporate social responsibility (CSR)*, *n*—a policy that functions as self-regulating mechanism whereby the organization monitors and ensures its support of legal and ethical standards, and international norms addressing activities affecting the environment, consumers, employees, communities, stakeholders, and all other members of the public sphere.

3.1.7.1 *Discussion*—CSR is the deliberate inclusion of public interest into corporate decision-making and the honoring of the ‘triple bottom line:’ People, Planet, and Profit. Also known as corporate responsibility, corporate citizenship, responsible business, sustainable responsible business (SRB), or corporate social performance, is a form of corporate self-regulation integrated into a business model.

3.1.8 *environmentally preferable products*, *n*—products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose.

3.1.8.1 *Discussion*—This comparison applies to raw materials, manufacturing, packaging, distribution, use, reuse, operation, maintenance, and disposal. These products may possess biodegradable, organic, reusable, recycled, or recyclable attributes.

3.1.9 *environmentally sustainable*, *adj*—environmental focus on components, functions and systems that meets the needs of the present without compromising the ability of future generations to meet their own needs.

3.1.10 *hazardous materials*, *n*—any material or combination of materials that because of their quantity, concentration, or physical or chemical characteristics poses an unreasonable risk to the health and safety of persons or the environment, or both.

3.1.10.1 *Discussion*—Hazardous materials may require special handling during storage, manufacture, processing, packaging, use, disposal, or transportation due to one or more of the following characteristics: poisonous, explosive, chemically active, corrosive, toxic, or radioactive.

3.1.11 *local*, *adj*—relating to or applicable to a city or town or district rather than a larger area.

3.1.11.1 *Discussion*—The exact distance for purposes of sourcing goods (including food and beverage), services, and personnel will be determined by the planner or supplier, or both, and be based upon the event location adjusting for location size and season. No standard definition exists to define local, inherent in this practice is the philosophy to use sources geographically proximate to the event and be practical given wide dispersion of services and products across geographic areas.

² For referenced ASTM standards, visit the ASTM website, www.astm.org, or contact ASTM Customer Service at service@astm.org. For *Annual Book of ASTM Standards* volume information, refer to the standard’s Document Summary page on the ASTM website.

³ Available from International Organization for Standardization (ISO), 1, ch. de la Voie-Creuse, CP 56, CH-1211 Geneva 20, Switzerland, <http://www.iso.org>.

⁴ Available from U.S. Government Printing Office Superintendent of Documents, 732 N. Capitol St., NW, Mail Stop: SDE, Washington, DC 20401, <http://www.access.gpo.gov>.

3.1.12 *planner, n*—person whose job it is to oversee and arrange every aspect of an event; an employee or hired ad hoc by large companies, professional associations, or trade associations to plan, organize, implement, and control events, conventions, and other events.

3.1.12.1 *Discussion*—Planners may include professionals who work for government, association, corporate, or independent agencies. The planner is the buyer of event services.

3.1.13 *pre-consumer material, adj*—refers to material that are reclaimed from manufacturing and other industrial processes and products which have not served their intended end-use as a consumer item. **E2114**

3.1.13.1 *Discussion*—Pre-consumer materials include: culls, trimmed materials, print overruns, overissue publications, and obsolete inventories.

3.1.14 *recovered materials, n*—waste material and by-products which have been recovered or diverted from the waste stream, but such term does not include those materials and by-products generated from, and commonly used within, an original manufacturer process. **E2114**

3.1.15 *recycle, v*—recovering or reprocessing materials for use in the form of raw materials in the manufacture of new products other than fuel for producing heat or power by combustion. **E2114**

3.1.15.1 *Discussion*—The use of the word recycle used in this specification applies to planners and their suppliers which provide event products and services. Recycling, as defined, does not extend to the activities of the suppliers' vendors or suppliers.

3.1.16 *recycled content products, n*—products that contain pre-consumer or post-consumer materials as all or part of their feedstock. **E2114**

3.1.16.1 *Discussion*—Recycled-content products may contain some pre-consumer waste, some post-consumer waste or both. A product does not have to contain 100 % recovered materials to be considered “recycled,” but clearly the higher the percentage of recycled content, the greater the amount of waste that is diverted from disposal.

3.1.17 *request for proposal (RFP), n*—an invitation for suppliers, often through a bidding process, to submit a proposal on a specific commodity or service.

3.1.18 *snake, n*—cabling used to distribute audio and video signal.

3.1.19 *stakeholder, n*—individuals, organizations or other entities that directly affect or are directly affected by the planning and execution of a specific event.

3.1.19.1 *Discussion*—Stakeholders in the event industry include but are not limited to: event organizer, event planner, surrounding community, convention and visitors bureau, labor unions, news media, government, attendees, hotels, airlines, maintenance personnel, material handlers, local transportation companies and warehouses, florists, photographers, security companies, medical facilities, registration companies, restaurants, gas stations, recycling facilities, utility companies, caterers, audio visual providers, printers, ad specialty brokers, laundries, grocery stores, farmers, fisheries, fisherman, pharmacies, and bakeries.

3.1.20 *supplier, n*—purveyor, provider, vendor, or contractor offering facilities, products, or services, or any combination thereof.

3.1.21 *sustainable development, n*—development that meets the needs of the present without compromising the ability of future generations to meet their own needs. **E2114**

3.1.22 *sustainability, n*—the maintenance of environmental, economic, and social components, functions, and systems for future generations. **E2114**

3.1.23 *toxic, adj*—any substance that is likely to produce personal injury or illness to humans when it is inhaled, swallowed, or absorbed through the skin.

Federal Hazardous Substances Act

3.1.24 *waste, n*—discarded residue for disposal or recovery.

4. Level 1 Requirements

4.1 *Planner Performance Requirements:*

4.1.1 *Staff Management Policy:*

4.1.1.1 The planner shall maintain a written environmental sustainability policy for its organization, available for stakeholder review, documenting a vision, objectives and goals for sustainability that addresses all the applicable environmental characteristics as described in this specification (staff management policy, communications, waste management, energy, air quality, water, procurement, and community partners).

4.1.1.2 The planner shall have written environmental objectives and performance criteria related to the specific event that address all the applicable environmental characteristics as described in this specification (staff management policy, communications, waste management, energy, air quality, water, procurement, and community partners) related to the specific event or, and include these objectives in the RFPs.

4.1.1.3 The planner shall designate one or more staff members to implement the environmental sustainability initiatives related to the audio visual and production components of the event.

4.1.2 *Communications:*

4.1.2.1 The planner shall maintain records of all environmental efforts, and shall make those records available to stakeholders and for reference for planning future events.

4.1.2.2 The planner shall ensure all appropriate personnel are made aware of, and can communicate effectively, the environmental policy of both the planner and supplier.

4.1.2.3 The planner shall include the organization's and supplier's environmental sustainability policy in its on-going communications with clients through all appropriate means, where applicable.

4.1.2.4 The planner shall make all plans/proofs for scenic/platform design available electronically, when the receiving party can accept electronic versions.

4.1.3 *Waste Management:*

4.1.3.1 The planner shall include a clause in the RFP and the contract for the supplier's services requiring suppliers meet a minimum of supplier Level 1 waste management practices and environmental performance outcome measures as defined within this standard.

4.1.4 *Energy:*