

ARINEX

www.arinex.com.au

arinex is committed to leading and supporting environmental and Corporate Social Responsibility (CSR) initiatives. The organisation's CSR Program focuses around the three arms of: Responsibility, Sustainability and Reaching Out. These principles obligate arinex to consider and integrate social and environmental concerns, in addition to economic concerns, into operations and decision-making.

Waste Management

arinex approaches Waste Management in two ways – on site and in the office. The organisation is working towards a 'paperless office' and has initiatives to educate staff about paper consumption and recycling, including having paper recycling bins at desks. On site, arinex works with venues to ensure waste recycling is in place throughout the event and to ensure that delegates are aware of the measures in place by using appropriate signage. Products made from recycled materials are also high on the agenda when deciding on satchels and printed materials.

Energy Management

Within the office, Energy Management initiatives include educating staff to turn off lights in empty offices and meeting rooms and to also ensure computers are switched off at the end of the day. When event planning, arinex works with the venue and its clients to investigate and budget the use of green energy for the event, and also the best way to maximise natural lighting. Exhibitions are a major source of power usage during an event and arinex is developing ways to have exhibitors 'power down' overnight where possible.

Strategies Implemented

arinex has set up an internal 'Eco Committee' that has been working hard to educate and assist staff and clients about what they can do to help with green initiatives. An environmental policy has been developed, as well as a set of green guidelines. arinex event management teams use these resources with clients to suggest practical ways in which they can improve the 'greenness' of their event.

Projects to be Completed

arinex is currently working with the organising committees of a number of future conferences to make these events as green as possible by looking at aspects such as energy usage, carbon credits, tour and social activity options, satchel selection and printing requirements.

In 2009, the 10th International Congress of Ecology (INTECOL) was held and arinex has focussed on ensuring the event met strict criteria. arinex has worked closely with the INTECOL organising committee and used its extensive experience in the industry to create more specific guidelines and benchmarks for arinex's future conferences.

Other

In 2007 arinex managed Accelerating Now!, a carbon neutral conference for ICLEI, an International Association of local governments that have made a commitment to sustainable development. The inaugural conference was hosted by ICLEI Australia and New Zealand with themes on eco-innovative cities, designed to motivate action towards achieving campaign targets and increasing involvement.

The Green Event Strategy aimed to reduce paper usage where possible, including using electronic communication to replace paper print-outs.

The offsetting of emissions was the last step taken after all the processes were costed and reviewed in terms of practicalities, and travel to the conference was the main unavoidable element. The AUD\$20 fee was determined by calculating the number of delegates and their respective distances from Melbourne, then calculating the resulting transport emissions. The total was divided equally between the anticipated numbers of delegates, which worked out to approximately one tonne per person. The fee represented the cost to offset one tonne of carbon dioxide equivalent (CO₂e) with an accredited renewable energy project. ICLEI-A/NZ purchased the offsets from Climate Friendly™, an accredited company involved in renewable energy projects where purchasing not only neutralises emissions, but also contributes to the growth of the renewable energy industry – the long term solution for global warming. Climate Friendly's projects are only accredited renewable energy projects that meet the highest international standards consistent with the Kyoto Protocol.

In 2008 arinex managed the 5th World Congress of the Society of Environmental Toxicology and Chemistry (SETAC). This society comprises individuals and institutions engaged in the study, analysis and solution of environmental problems as well as on environmental education. As a result, the client put particular emphasis on addressing the environmental issues which directly related to the preparation and organisation of this congress. arinex's Environmental Policy was used to develop a set of practical procedures and initiatives that were published on the congress website, in congress materials and via an on site exhibit. A full, certified audit was then carried out and communicated to all SETAC members about the environmental impact of the Congress.

This 'best practice' case study has been communicated to all of arinex's clients through its newsletter, industry seminars and press releases, to foster a better understanding of how environmental initiatives can be practically carried out.

Some of the guidance that arinex is now able to pass on to clients is as follows:

- Implement reduce/reuse/recycle policies
- Include a fee (amount according to delegate origin) in registrations to offset emissions from delegate travel
- Select a venue based on its green credentials
- Use electronic communication for conference marketing, planning and committee meetings
- Have biodegradable lanyards
- Use 100% post consumer recycled paper and vegetable inks when print is unavoidable
- Traditional conference satchels can be designed from local, environmentally friendly materials (enviro satchels)
- Include recycling bins around the event venues
- Encourage public transport transfer
- Circulate constant reminders to minimise print and waste in exhibition stand design.