

Changing Conventions



Winter Fancy Food Show increases attendee and exhibitor awareness

Diversion plan includes more capture stations front of house; adds staging stations back of house

As a result of Specialty Food Association's (SFA) efforts in partnership with Moscone, Freeman Decorating Co., the San Francisco Conservation Corps and Greenview consultants, a significant reduction was attained in materials going to landfill. The overall diversion rate for the show was 66%, a 15% increase over last year, including donated food. **Strategies-**



Specialty Food Association's Winter Fancy Food Show 2014: Training materials show location of material capture and sorting stations (left); exhibitors responsibly recycle & compost in exhibit hall Cleanup Stations (middle); transfer stations on the docks collect three streams (right).

Specialty Food Association provided for porter service by booth cleaners for all exhibit booths rather than those who elected for it. Moscone staff helped to provide sorting stations located on the exhibit

floor, additional 3-stream zero-waste stations in exhibit halls and 3-stream transfer stations placed on the loading docks. Exhibitors are already provided with wash stations featuring sinks and composting bins (see photo). **Carbon Offset-** For the

first time in the show's history, the association will be working in partnership with American Forests to offset the association's event carbon footprint. 1,433 trees will be planted in Sierra, Calif. to support regional forest restoration and carbon sequestration.

Transportation- All green shuttle buses operated on a 5% biodiesel blend and comply with a no-idling policy. **Donations-** After show close, a team of volunteers and facility staff donated 143,000 pounds of food to Feed the Hungry charity. ▼

How can Moscone Center's industry partners join SF's Climate Action Plan?

San Francisco published one of the first community climate action plans in the country in 2004. In February 2014, SF released its 2025 goals as the "[0-50-100 Climate Action Plan](#)". Here are ways planners can support SF's three Climate Action goals:



0% : Achieve Zero Waste by 2020

- Avoid materials that are banned in SF (polystyrene, single-use plastic bags).
- Foamcore signage can be reused but not recycled. Opt instead for corrugated cardboard: it's 100% recyclable! (Photo above)
- Vinyl banners contain toxic phthalates. SF opposes the use of polyvinyl chloride (PVC), or vinyl. Ask your vendors for less toxic and phthalate-free materials.
- Promote the use of reusable water bottles rather than disposable plastic water bottles. [More about bottled water](#)
- Give away only reusable conference bags and other longer lasting conference gear. Consult [sfapproved.org](#)

50% Non-Vehicle Transport by 2025

- Shift 50% of all trips to non-automobile transportation, such as public transit.
- Bay Area Rapid Transit's (BART) [Sustainable Convention Travel Program](#) customizes sustainable travel options for SF conventions and meetings, with a homepage and promotional assistance. Each one way trip from SFO or OAK to downtown San Francisco prevents 10 lbs. of CO2 emissions!
- Promote bike trips through [Bay Area BikeShare](#). Racks of rentable bikes are located next to Moscone West and North and allow for single day rental with on-site payment.
- Carbon offsets: [SF Carbon Fund](#)

100% Renewable Electricity by 2025

- Promote the use of renewable energy on your event. SF's Department of the Environment's [Zero-waste Events Checklist](#) recommends to event planners two companies that can help events promote renewable energy:
- [Rock the Bike](#)- Bringing Pedal Power to your event increases the fun and participation while decreasing the use of diesel generators, extension cords, and batteries.
- [SolSolutions](#)- Bring clean and silent solar power or solar powered lighting to an event. Solar generators have powered more than 50 stages across the nation's West Coast. ▼



Governor declares drought crisis in California, funds awareness campaign

Water is a critical part of California’s way of life. But our water is limited—especially this year. The lack of rain and snow mean that our water supply will be challenged to meet the state’s needs. The state is funding a \$1 million *Save Our Water* public awareness campaign which will enhance its mission to inform Californians how

they can do their part to conserve water. Drought alleviation legislation targets enhancing water conservation and conserving water supplies.



Moscone cuts water use by 10%
Moscone's three buildings have cut water usage by roughly 10% since baseline 2009-10. Capital renovations completed in May 2012 upgraded public restrooms in North & South with low flow fixtures to reduce water usage and a new calibration system to better measure water usage. ▼

SMG’s Moscone Facility Services buys EPEAT Gold Certified Equipment

Facing a purchase of nearly 150 computers, Facility Services Director **Dan Bora** chose the greenest option available. The desktop computers will serve administrative staff working in the facility in all departments. “We work with the Purchasing Dept. to make the greenest



Dan Bora

choice possible,” said Dan. The Electronic Product Environmental Assessment Tool (EPEAT) is a comprehensive global envi-

ronmental rating system that helps purchasers identify greener computers and other electronics. *Kudos to the entire Moscone Facility Services team!* Want to buy green too? Learn more about green electronics at SF’s purchasing database, sfapproved.org ▼

Mobile App *Cool California* ranks your green lifestyle, gives you green options

What saves more CO2: switching to CFL light bulbs or recycling your waste at home? How can you plan your air travel to be greener? **How does your green lifestyle compare with an “average Californian”?** Are you green enough? These are just a few of the intriguing questions you will explore on the new mobile app *“Cool California”*.

In fact, you may find that it is a great way to get the more resistant members of your family to consider additional ways to be green. **Instant carbon calculation ranks your choices against similar choices of the “average Californian.”** Have fun and learn a few green tips too! ▼



Cool California mobile app is free and available now. Download it from Apple iTunes or Google Play.

Free recycling tools are available online to event planners and residents



[Resources webpage for event managers](#)



[Signmaker tool for everyone](#)



[Recycling locator for residents](#)

San Francisco’s Department of the Environment has developed new online

tools for residents and event planners alike. The tools are free and empower us all to be

as green as possible. Bookmark all three links above on your internet browser! ▼

Kicking off the new year greener. Housekeeping adopts Green Seal product

In January, Housekeeping switched to a more sustainable floor cleaner. The product is low odor, is not formulated with ammonia or butyl and meets Green Seal GS-40 standard for industrial and institutional floor care products. The new product has much less odor and actually works much better than the formerly used stripping fluid.

The street level lobbies of all three buildings, Esplanade in South, Moscone North's upper lobby, and Moscone



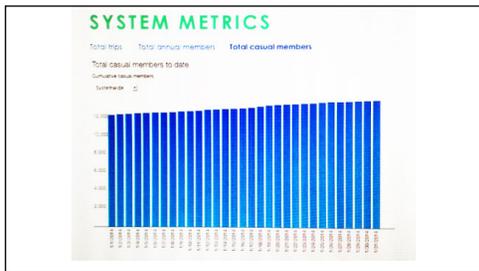
To maintain the terrazzo floor of the West lobby, the Housekeeping crew goes into action stripping the floor of sealants and wax.

West, are all made of terrazzo. Terrazzo is a composite of marble chips and cement, and provides a floor that is almost impenetrable to moisture and very durable. ▼



The new nontoxic product is Pro Strip™ SC High Efficiency Floor Stripping Fluid.

Six months of Bikeshare in SF: Casual usership steadily increases!



"Casual" or short-term membership is up in San Francisco over the last six months, according to real time data on the BayArea BikeShare website.

Since SF launched a bike share system of 350 bikes as part of a regional Bay Area BikeShare Program six months ago, both annual membership and shorter term memberships, such as daily, weekly or monthly, have steadily increased. According to [live data on BayAreaBikeShare.com](#), San Francisco based bike share stations have experienced a steady increase in usage since the City launches the program in SF six months ago.

The service offers attendees a great way to take a short ride from the Union Square rack

at Powell & Post streets, to to the Yerba Buena Center for the Arts racks at 3rd & Howard sts, next to Moscone North or to the 5th & Howard street rack, behind Moscone West. The route from Union Square to Moscone Center travels slightly downhill, making it an easier ride. Bike lanes on SF's streets are clearly marked. Riders are advised to wear helmets.

Live data displays bicycle availability

The program's [station map](#) offers live information about bicycle availability, so that



Tinted blue is the entrance to Moscone North. It is adjacent to the "Yerba Buena Center for the Arts BikeShare Station," located at Third & Howard streets. [Click here to check availability of bicycles](#) at this station right now.



How to rent a bike: At any station, pay on site with a credit card and rent for a day or more.

first timers can check whether bikes are available at any given station in the City before they approach the rack.

Why Share Bikes? Bike sharing opens bicycling up to everyone, promotes bikes as transportation, and it is healthy and affordable. Bike sharing appeals to anyone who wants to make a short trip by bike.

Memberships are available for purchase from any Bay Area Bike Share station kiosk.

Membership duration is flexible and can be daily, weekly, monthly or annual. ▼

[Want to know more?](#) ▶

Donations benefit nonprofit S.C.R.A.P., Scroungers Center for Resusable Art Parts

Moscone's sustainability team helps exhibitors identify unwanted leftover product and match donations to nonprofits for reuse. The main beneficiary, for events held from Sept. 2013-Feb. 2014 has been [SCRAP](#), the Bay Area's first reuse center for creative education. SCRAP receives from Moscone Center events hundreds of pounds of signage made from foamcore; vinyl banners; and show tote bags. In 2013, SCRAP diverted 258 tons of reusable materials from landfill and got it into the hands of 38,000 artists, teachers, nonprofits, and creative people. SCRAP also hosted 45 field trips and site visits of students at the SCRAP warehouse, educating the next generation of green leaders, artists, and environmentalists. SCRAP is located in an SFUSD (San Francisco Unified School District) warehouse in the Bayview district of San Francisco. [S.C.R.A.P., 801 Toland Street, San Francisco, Calif., 94124; \(415\) 647-1746; scrap@scrap-sf.org](#) ▼ What was donated by Moscone Events this season? [See donation video](#) ▶