

In 2011 Oracle Event Marketing initiated a program to "green" our event marketing activities. What began as a pilot project at 36 events in 25 countries has grown significantly and influenced better, smarter sustainable practices, thanks to your efforts!

Why does Oracle have a Global Green Event Team?

Because our choices make a difference		ENVIRONMENT Menu choice: By serving chicken instead of beef at a 1,000-person lunch, an event planner can save 1.3 million liters of water, or enough to fill half an Olympic swimming pool.	Oracle's impact since 2011	3,884 Green events
		SOCIAL Local purchasing: By buying and renting locally, an event planner generates 3.5 times more wealth for the local community than buying non-local.		152 destinations influenced
		ECONOMIC Sign reuse: Reusing signs at an event can save \$6 per square foot. Simple and small cost-saving measures add up to significant economic efficiencies!		\$1,036,409 saved

GLOBAL GREEN TEAM SUSTAINABILITY OBJECTIVES

- 1 **WASTE NOT** *Promote zero waste.*
- 2 **BE "COOLER"** *Model carbon reduction and responsibility for corporate events.*
- 3 **GIVE BACK** *Catalyze legacies to benefit host destinations.*
- 4 **HAVE FUN** *Inspire attendees through engaging sustainability experiences.*



LOOKING AHEAD: AREAS FOR IMPROVEMENT IN FY16

- 1 **TENDERS** *Consistently request event sustainability policies and practices during the RFP process for vendors and consider this information when making decisions. Informing vendors of the importance of sustainability at the earliest stage will make implementation easier.*
- 2 **CONTRACTS** *While minimum guidelines are shared and understood, they are not included in contracts every time. Doing so will help promote consistent and timely follow-through on practices and measurement.*
- 3 **LEGACY** *Consider a service project, fundraiser or social enterprise element as a way to enhance the event experience, give back to communities and build Oracle's brand.*
- 4 **MATERIALS** *While Oracle has identified and migrated away from many unsustainable materials, like foamcore signs, polystyrene service ware and disposable water bottles, other materials can continue to be targetted, such as vinyl signs and name badges.*
- 5 **ADVOCACY** *In addition to "due diligence" on minimum guidelines, Oracle can advocate for best practices that are not consistently in place at venues, including amenity donation, food waste composting, sustainable food purchasing and renewable energy use.*

FIELD MARKETING EVENT HIGHLIGHTS

FY15 Outcomes

629 (21%) Green Events (% of total held)
70 Staff involved
11 Agencies engaged
\$163,711 Costs avoided
91% Successfully asking for "green"
54% Adopting "green" 100%

	FY14	FY13	FY12
Green Events	952 (19%)	807 (16%)	1496 (23%)
Staff involved	90	153	113
Agencies engaged	14	22	6
Costs avoided	\$310,607	\$279,385	\$282,760
Successfully asking for "green"	93%	94%	88%
Adopting "green"	53%	55%	55%

Oracle Field Marketing participates in an operational "due diligence" program that ensures sustainability is considered in planning for smaller meetings. Performance compared to FY14 is included in parentheses.

APAC	EMEA	North America
151 (↓) Green Events	291 (↓) Green Events	187 (↓) Green Events
12 (↓) Staff involved	46 (↓) Staff involved	12 (↑) Staff involved
1 Agencies engaged	8 Agencies engaged	2 Agencies engaged
\$71,586 Costs avoided	\$70,554 Costs avoided	\$21,571 Costs avoided
100% Success in asking for "green"	86% (↓) Success in asking for "green"	89% Success in asking for "green"
49% (↓) Success in adopting "green" 100%	49% (↓) Success in adopting "green" 100%	64% (↓) Success in adopting "green" 100%

CORPORATE EVENT MARKETING HIGHLIGHTS

ORACLE OPENWORLD LATIN AMERICA	MODERN CX AND MODERN MARKETING EXPERIENCE (742 and 1,987 pax)
17,554 Pounds less landfill produced compared to previous event, 25% less than 2010 baseline.	59% Overall event recycling rate, including materials discarded at the Venetian and Sands.
394 Minimum number of car trips eliminated by providing parking rebates for carpools.	12 Tons of waste diverted from landfill through recycling and composting.
100% Post-consumer recycled content, Forest Stewardship Council-certified paper used.	89% Of carpet was reused, and featured 25%- 50% post-consumer recycled content materials.
13,000 Vinyl name badge holders eliminated by using a Forest Stewardship Council certified badge.	74-83% Of graphics diverted from landfill for concurrent events, including recyclable cardboard primarily.
HCM WORLD (1,163 pax)	ORACLE INDUSTRY CONNECT (1,164 pax)
30 Pounds of gently used guest room amenities donated to Clean the World.	1,945 Pounds of waste recycled and composted at multiple offset receptions by a specially-selected "green" caterer.
78% Of graphics were diverted from landfill through recycling or donation programs by Freeman.	45% Of reception waste diverted from landfill based on weight, or an estimated 71% based on volume.
692 Meals provided to DC Central Kitchen as a result of food donation by Gaylord National, the host caterer for the event.	158 Meals provided as a result of food donation. Surplus food benefitted Nourish Now, a local charity for the needy in Washington DC.
1,328 Square feet of carpet made of 25% post-consumer recycled content, was reused from the event. This represents 77% of carpet used.	100% Of ground shuttles were sourced within 50 miles, with 75% using newer-than-2008 technology. A three-minute no-idling policy was enforced.
CLOUDWORLD	
BOSTON	<ul style="list-style-type: none"> Diverted 88% of waste from landfill, including 671 pounds of recyclable materials. Composted 220 pounds of food scraps. Eliminated all one-time use serviceware, including 8,800 disposable water bottles by using water pitchers and glasses. Hosted event at the Fairmont Copley Plaza, which features a standard "Eco-Meet" and green guest room program. In addition the property participates in a Fairmont Green Partnership Program that supports urban bees, with hives on the roof that house 130,000 honey bees.
NEW YORK	<ul style="list-style-type: none"> Hosted this event at the LEED® Gold Conrad New York, which exceeds Oracle Minimum Sustainable Event Guidelines for meetings, catering and guest rooms. Approximately 60% of waste diverted from landfill, including 1,166 pounds of recyclable materials.



[Read more in our Oracle Openworld and JavaOne event sustainability report](#)
[Have a case study to share? Contact smckinley@meetgreen.com or paul.salinger@oracle.com](#)

Who is participating?

Thank you to the following individuals who are participating in the Global Green Event Team!

EMEA: Top contributor Susanne Holzwarth | Alexander Stupansky | Alexander Wegner | Amy-Clare Dick | Arianne Hageman | Carla Lomax | Carole Turner | Conny Groen | Dennis Stoutjesdijk | Dominique Hall | Emilia Wasiak | Faith Okah | Frits Van Ede | Helena Diamanti | Hend Ali | Jacqueline Hartop-Hug | Janet Kamau | Juergen Rosenhagen | Julie Wakefield | Kelly-Marie Moore | Kirsten Ernst | Linda Hibbert | Lucy Ann Hillman | Margit Schneider | Maria Vaidou | Marieke Hilbers | Marije Nelis | Michael Voitz | Monika Schneller | Morag Manson | Muriel Klusmann | Natanya Steyn | Nicole Bellinzona | Patrick Lemartret | Rosamaria Arias | Sabine Leitner | Selen Guraydin | Silindile Mngadi | Stefan Diedericks | Sunita Hadani | Susan Holmes | Sylvie Michou | Tatiana Sadovnikova | Terje Biringvad | Yanhong Tong



APAC: Top contributor Aslee Guan | Alex Li | Avie Li | Claire Wei | Grace Hui | Jacky Bai | Jessica Luo | Max Ma | Mingming Wang | Paul Liddia | Susan Zhu | Tania Netterfield | Yue Ma

North America: Top contributor Kelly Owens | Amanda Cheney | Amy Anderson | Brittany Tatum | Chrissy Argenti | Erin Buchanan | Jacqueline Hartop-Hug | Kristin Gudenrath | Laurne Justice | Ryan Hilgers | Sarah Shaheen

How can I get involved?

LEARN	<ol style="list-style-type: none"> 1. 16 Guidelines to discuss with your event team. 2. Oracle Green Preferred Guidelines to share with your suppliers. 3. Self-help online resource center including case studies, templates and tools. Need a new tool? Contact us for help! 	  
ACT	<ol style="list-style-type: none"> 1. Create your own green event plan, with the help of your team. 2. Need one-on-one help? Contact Shawna McKinley (smckinley@meetgreen.com) for mentorship help. It's free! 	
REPORT	<ol style="list-style-type: none"> 1. 5-minute reporting with the Global Green Team Dashboard. 2. Send a case study for inclusion in our e-Bulletin and Report. 	