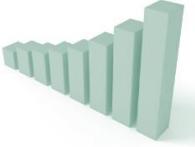In 2011 Oracle Event Marketing initiated a program to "green" our event marketing activities. What began as a pilot project at 36 events in 25 countries has grown significantly and influenced better, smarter sustainable practices, thanks to your efforts!

What has been accomplished?

FY14 Outcomes		FY13	FY12
952	Green Events	807	1496
90	Staff involved	153	113
14	Agencies engaged	22	6
$310,607	Costs avoided	$279,385	$282,706
93%	Successfully asking for "green"	94%	88%
53%	Adopting "green" 100%	55%	55%

APAC
208 (↓)	Green Events
16 (↓)	Staff involved
1 (↓)	Agencies engaged
$93,317	Costs avoided
100% (↑)	Success in asking for "green"
55% (↑)	Success in adopting "green" 100%

EMEA
451 (↑)	Green Events
56 (↓)	Staff involved
8	Agencies engaged
$157,782	Costs avoided
89% (↓)	Success in asking for "green"
51% (↓)	Success in adopting "green" 100%

LAD
21 (↑)	Green Events
8 (↓)	Staff involved
3	Agencies engaged
$16,560	Costs avoided
82% (↓)	Success in asking for "green"
36% (↓)	Success in adopting "green" 100%

North America
272 (↓)	Green Events
10 (↓)	Staff involved
2 (↑)	Agencies engaged
$42,948	Costs avoided
89% (↑)	Success in asking for "green"
66% (↑)	Success in adopting "green" 100%

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 enough water to fill half an Olympic swimming pool.

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.

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!

Oracle's impact since 2011

3255
Green events

152
cities influenced

$872,697
saved

What are we trying to achieve? Our goals are to:

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.*

What did we do in the field this year?

ORACLE OPENWORLD SHANGHAI

10,000	Pieces of plastic eliminated by serving lunches in reusable boxes that were donated post-event
50%	of disposable signs eliminated compared to previous event by using digital signage onsite
60%	of waste diverted from landfill, including 100% of food waste
5%	of energy provided by venue's onsite solar array

ELOQUA EXPERIENCE

72%	of waste diverted from landfill by the host venue
1,925	lbs. of donations redistributed to four local charities
88%	local food and 100% certified organic proteins served at Awards dinner
2,585	square feet of recyclable signage used in place of non-recyclable foamcore

HCM WORLD

FitBit	Wellness Program encouraging attendees to record steps taken during the event, resulting in a donation to a health-oriented charity
13	tons of material recycled and composted, representing a 66% diversion from landfill
14	metric tons of carbon prevented by waste programs, representing nearly half the carbon footprint of guest rooms and meeting space
100%	of foam signs eliminated by using 1,600 square feet of cardboard signage

ORACLE INDUSTRY CONNECT

3	tons of material recycled, reducing landfill emissions by 8 metric tons
4,931	lbs. of food waste composted by the host venue
2	large boxes of gently used amenities donated to local charities
23	pod kiosks and 944 square feet of banners were donated post-event

CLOUDWORLD SERIES

Bogota	LEED® certified venue | 100% post-consumer recycled content paper that conserved seven trees | Eliminated 1,500 water bottles, conserving 1,000 liters of water | Save-the-date used seeded paper made by local charitable organization
Sao Paulo	3,000 water bottles were eliminated by providing refill stations | Printed canvas was donated to upcycle into bags | 60 Kg of paper use avoided by using mobile apps and LED monitors | Power generators used 8% biodiesel | 80% of lighting and projection equipment was power-efficient
Melbourne	35 pull-up banner structures reused | Exhibitor kiosks used reusable furnishings and monitors | Eliminated paper through use of a mobile event app | Disposable plastic and paper serviceware was eliminated by using only reusable crockery

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 Maria Vaidou | Alexander Stupansky | Alexander Wegner | Amy-Clare Dick | Andrea Cascianini | Anna Robinson | Carla Lomax | Carole Turner | Catherine Walker | Christiane Schlueter | Claire Tweddle | Dennis Stoutjesdijk | Desiree Wieren | Diane Wuyckens | Dominique Hall | Emilia Wasiak | Gabriele Bornemann | Helena Diamanti | Hend Ali | Jacqueline Hartop-Hug | Jean-Jacques Triboulet | Jennifer Campbell | Johannes Dobretsberger | Juergen Giesel | Juergen Rosenhagen | Julie Wakefield | Karin Apjarova | Katerina Cervena | Kelly-Marie Moore | Kirsten Ernst | Linda Hibbert | Lucy Ann Hillman | Margit Schneider | Marieke Hilbers | Marije Nelis | Michelle Goldfinch | Monika Schneller | Morag Manson | Muriel Klusmann | Natanya Steyn | Nicole Bellinzona | Patrick Lemartret | Peter Fuzes | Rajpara Poonam | Renate Verstraeten | Romy Lienhard | Rosamaria Arias | Ruth Collett | Sabine Leitner | Shanelle Shan | Sorathaya Sirimanotham | Susan Holmes | Susanne Holzwarth | Terje Biringvad | William Trotman | Yanhong Tong | Yvonne Raseroka

APAC: Top contributor Susan Zhuang | Alex Li | Aslee Guan | Avie Li | Carol Lim | Claire Wei | Grace Hui | Jacky Bai | Jessica Luo | Max Ma | Mingming Wang | Sobia Ali | Susan Jaramillo | Tania Netterfield | Yue Ma

LAD: Top contributor Leandro Silveira | Adriana Bueno | Araceli Almeida | Beatriz Oliveira | Carmela Borst | Daniela Berthe | Silnara Castelani | Valeria Villoslada

North America: Top contributor Kristin Gudenrath | Amanda Cheney | Amy Anderson | Chrissy Argenti | Erin Buchanan | Kelly Owens | Lyn Thompson | Sarah Shaheen | Whitney Garman | Megan Bleichner

How can I get involved?

LEARN
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
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
1. 5-minute reporting with the Global Green Team Dashboard.
2. Send a case study for inclusion in our e-Bulletin and Report.
REMEMBER: Quarterly reporters are eligible for cash rewards for using the Dashboard. We draw one gift card for users in each region!

Oracle is committed to developing practices and products that help protect the environment

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