

# Serving Unique Business Sectors GBENN 2018 Summit -11/9/18



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## **Serving Unique Business Sectors**

Certifiably Green Denver – since 2009

New and unique business sectors:

- Special Events Certified Green Events
- Airport Concessions
- Cannabis Cultivation, Extraction and Sales



## Special Events

Events can, and should, be green too!

Specific Criteria:



- Offer free or discounted tabling fees for non-profit groups
- LEED Certified locations preferred
- No bottled water! Offer refilling stations
- Set waste diversion goals
- Minimize handouts and swag
- Select vendors with commitment to sustainability

## **Special Events**

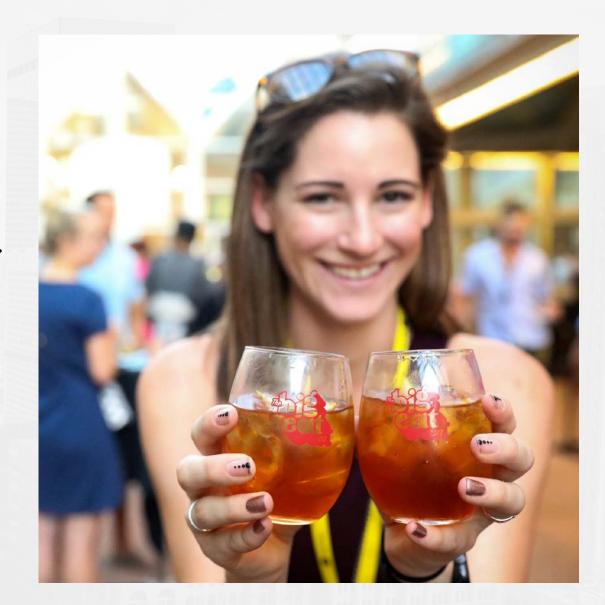
#### Partner Organizations:

- Denver Office of Special Events
  - Workshops and promo materials for events in City public locations
- Event Planners
  - Larger, annual events work well for consistency
  - Work with the decision-maker!

## **Special Events**

#### Lessons Learned:

- Wide variation of challenges between different event types, e.g. races, festivals, and conferences.
- Going green generally does NOT result in cost savings.
- Need participation from multiple partners/vendors for success.





Denver International Airport (DEN):



Denver City/County owned and operated.

1,100 City employees and 35,000 'badges' issued for airline, contractor and concession staff.

DEN runs it's own EMS helping to establish sustainability goals and organize projects.

**Environmental efforts at DEN:** 

 Recycling offered for front-of-house and back-of-house



- Composting available for food and beverage locations
- Food donation program
- Glass-specific recycling program for F&B
- Beginning to write these sustainability efforts into new concessions contracts!

Specific Certification Criteria:

- Recycle, compost, donate excess food
- Offer transit passes for employees
- More strict preventive maintenance schedule for HVAC and refrigeration equipment (high use)
- Regular employee training about conservation techniques (occasionally high employee turnover)



#### Lessons Learned:



- DEN Environmental and Concession Mgmt staff have been very good to work with
  - Promote green programming
  - Push concession managers
  - Good infrastructure for composting and food donations programs
- Need to promote efforts and push action from top down AND bottom up

Lessons Learned:

- Regular reminders AND continuous improvement
  - Local green teams
  - Frequent trainings for staff turnover
- Try to incorporate sustainable actions into concession lease agreements

#### **Cannabis Industry**

Certifiably Green Denver's history with the industry:

- CGD began discussions with industry reps in 2014
- Cannabis Sustainability Work Group established in 2015 to discuss best practices and limitations.
- Released two Best Management Practices Guides
- Organized 3 Cannabis Sustainability Symposia





#### Certification

Can and should CGD certify the industry?

- Yes they get treated just like other industries
- Maybe not are there existing certifications we could give credit to?

#### Current State:

- Certify dispensaries using retail checklist.
- Still discussing the questions above for cultivation and extraction facilities. If yes, the work group will develop criteria.

#### **Partners**

Strong partnerships are *essential* to making inroads with the cannabis industry, especially if your program is government-run. Partners include:

- Cannabis business owners
- Consultants and ancillary product/service providers
- Advocates
- Business organizations

## **Unique Lessons**

- Industry changes fast but is still slow to adopt expensive new technology
- Finances are still a challenge cashbased industry
- Regulation isn't always favorable for sustainability



