

Denver's Going Green

Nature Gave Us 300 Days of Annual Sunshine...

*We Added the Solar Panels To Bring a Little
"Sustainable Sunshine" to Your Denver Meeting*



Denver is committed to being green...and to making your Denver meeting the "greenest" in your organization's history.

DENVER'S LONG AND WINDING GREEN ROAD

Located at the foot of the snowcapped Rocky Mountains, Denver enjoys one of the most spectacular urban settings in the world. This beautiful location has always inspired a deep appreciation of nature and the outdoors.

Denver residents are among the most active and recreation-oriented in the nation and have consistently ranked as one of the fittest populations in America.

Along with this appreciation of nature has come a commitment to sustainable programs.

In Denver, you will find:

- ▶ A convention center with a full-time sustainability programs manager and 30,000 sq. ft. of solar panels on the roof
- ▶ 500 rental bikes available for your delegates at 30 downtown stations for them to enjoy riding on 850 miles of paved, off-street bike trails

- ▶ The largest new light rail program in the nation's history with 122 miles of new track planned, connecting downtown to Denver International Airport, Boulder, Golden and beyond
- ▶ Free hybrid shuttle buses running up and down Denver's mile-long pedestrian mall
- ▶ More than 8,000 downtown hotel rooms that are 100 percent committed to towel and sheet recycling programs and other green practices
- ▶ Denver International Airport, the fifth busiest air center in the nation, with its own solar power program that will reduce carbon emissions by 6.3 million pounds a year
- ▶ Our innovative carbon calculator Tool is an easy-to-use online tool that calculates your meeting's impact
- ▶ Red Rocks Amphitheatre, where their slogan "Reduce, Reuse, Recycle and Rock On!" has reduced the venue's waste stream by 85 percent
- ▶ Ten venues, from the Denver Zoo to Coors Field, that have joined with the Environmental Protection Agency to create a new partnership committed to sustainable practices

And that's just the beginning.

COLORADO CONVENTION CENTER

The Colorado Convention Center (CCC) is one of a select few to have a full-time staff member dedicated to greening and sustainability.

Additional green practices include:

- ▶ A 300 kilowatt solar power system covering 30,000 square feet on the convention center roof eliminates 435 tons of carbon emissions per year
- ▶ Water conservation, recycling & composting, efficient lighting, green seal products, post-consumer products, and more
- ▶ Food donation program and options for locally grown produce and organic meals
- ▶ Engines Off! A program that limits bus and taxi idling to 5 minutes
- ▶ EMS Certified; LEED Existing Building Certification in progress

Learn more:
denverconvention.com/green.htm



DENVER HOTELS

Downtown Denver has more than 8,000 hotel rooms within walking distance of the Colorado Convention Center and 42,000 in the metro area.

Here are just some of the programs our hotels have implemented:

- ▶ In-room water conservation, recycling, food donation & composting
- ▶ 100% of our Downtown hotels participate in a towel and sheet reuse program
- ▶ 100% of our Downtown hotels offer recycling program
- ▶ 100% of our Downtown hotels have staff trained to implement green practices
- ▶ 95% of our Downtown hotels have the HVAC and lights shut off when guests are not in the rooms

DENVER INTERNATIONAL AIRPORT

Denver International Airport (DEN) is the 5th busiest in the nation (10th busiest in the world) with more than 1,600 daily direct flights, including non-stops to 150 worldwide destinations. DEN is committed to sustainability.

Here are a few examples of sustainability in motion:

- ▶ Programs that have led to a 75% reduction in generation of hazardous waste and 5% annual reduction in solid waste
- ▶ In 2004, the first commercial airport in the country to attain ISO 14001 certification for its Environmental Management System
- ▶ 64% of the airport fleet – 678 vehicles – are powered by alternative fuels
- ▶ Recycles over 20 different products
- ▶ Built a 2 mega-watt solar array that will generate more than 3.5 million kilowatt-hours of electricity annually. It is expected to reduce carbon emissions by more than 3,150 tons a year
- ▶ DEN composts – a pilot program that 15 concessionaires are participating in as well as the airport office building

Learn more: flydenver.com

CITY OF DENVER AND GREENPRINT

Denver Mayor John Hickenlooper has led an effort in urban sustainability, culminating in the development of **GreenPrint Denver** - a long-term, citywide initiative to promote the importance of sustainable development and ecologically-friendly practices.

Some highlights:

- ▶ Meeting attendees enjoy free, hybrid-fuel shuttles and recycle bins on Denver's mile-long 16th St. pedestrian mall, just two blocks from the Colorado Convention Center
- ▶ B-Cycle, Denver's citywide bike sharing program, will place 500 rental bikes on the streets at 30 to 40 stations throughout the city
- ▶ Development of more than 850 miles of paved bike and hike paths, which help get residents and visitors out of their cars, exploring the city by pedal and foot
- ▶ Restaurants provide "Lean and Green" menu options – utilizing locally grown organic produce
- ▶ Light Rail System and FasTracks: a program to build a comprehensive, integrated region-wide transit network adding 122 miles of new light rail and commuter rail
- ▶ Support of taxi companies adding hybrid vehicles to their fleet, currently with more than 50 alternative-fuel vehicles and plans to convert its entire fleet by 2010

Learn more: greenprintdenver.org

GREEN CONVENTIONS IN DENVER

- ▶ American Wind Energy Association: 2005
- ▶ US Green Building Council: 2007
- ▶ Urban Land Institute: 2007
- ▶ Democratic National Convention: 2008
- ▶ Green Meetings Industry Council: 2010

Contact us to discuss the sustainability strategy for your Denver meetings.

THE DNC LEGACY

Denver Mayor John Hickenlooper vowed that Denver would host the greenest political convention in America's history and all indications are that the city succeeded.



Just some of the successes and legacy programs from the DNC include:

- 1 Green Business workshops were conducted for restaurants, hotels, meeting and event planners, venues and transportation.
- 2 Project Planet was a water conservation program in which hotel guests were encouraged to "Use Only What You Need." with mobile water stations throughout the city.
- 3 The Denver Event CO2e Emissions Calculation Tool developed for the DNC is an easy-to-use online tool that calculates emissions that result from events in Denver. It covers all aspects of your time here, from air travel to ground transportation to accommodations and is available on our site.
- 4 Recycle Bins were placed on the 16th St. Mall and will remain there.
- 5 Eco-friendly wooden key cards were given to all hotel guests at participating hotels.
- 6 All delegate bags and lanyards were made from recycled materials.
- 7 Denver created the first online vendor directory in political convention history.
- 8 Zero Heroes: Volunteers were stationed next to "trash" cans to assist people in placing their waste in either recycle, compost or waste receptacles
- 9 Green welcoming efforts for delegates: Instead of welcome letters, delegates received in-room greetings from Mayor Hickenlooper on their televisions and voicemail greeting from Governor Ritter on their telephones.