



GREENING THE CONFERENCE / WALKING OUR TALK

BOOKLET NO. 3
California Association of Museums
2009 Conference San Francisco

W E L C O M E

Innovations and new perspectives burst forth each year on what is green, how to be sustainable, and what is the most environmentally sound solution.

At each CAM Annual Conference, we are blessed with an opportunity to test these ideas. And to then share them with you.

A truly green conference isn't necessarily something you can readily see so we work to make these ideas and our process visible, both at the conference and on the pages of this booklet.

We see the Greening the Conference booklets as a series of publications that, when complete, will not only be an overview of what CAM has accomplished but also a road map of ideas for you to use back home for the greening of your museum. And perhaps even your life.

San Francisco as a sustainable city offered us the perfect backdrop to unveil new ideas and new programs at this year's Conference.

Welcome to the greening of the 2009 CAM Conference,
San Francisco!

THE SUSTAINABLE CITY

What is a Sustainable City?

It is a place that economically, environmentally and socially seeks to operate in a way that allows residents, including plants and animals, to thrive now and for the future.

Google *Sustainable City* and San Francisco is at the top.

San Francisco is the perfect location for this 2009 Conference as we make our Conference greener than ever! San Francisco's commitment to sustainable living supports CAM's vision for the green museum.

Of course, this isn't the only reason we chose San Francisco as it is one of California's most exciting cities to visit and home to some of our most impressive museums.

SAN FRANCISCO'S GREEN

A positive common future.

The reason San Francisco gives for why it strives to be a Sustainable City is a goal that we can relate to in our work to preserve our cultural heritage in collaboration with our communities.

The very meaning of conservation 'to keep safe and avoid the waste' and of preservation 'to protect from harm' is at the heart of being green and sustainable.

Conserve ¹**con-serve** \kən-'sərv\

1: to keep in a safe or sound state; to avoid wasteful or destructive use - Merriam-Webster

Preserve 'pre-serve' \pri-'zərv**1:** to keep safe from injury, harm, or destruction: [protect](#)

2 a: to keep alive, intact, or free from decay

San Francisco's Sustainable City Program offers us as citizens and Museum professionals a deeper insight into ways we can live and work green.

San Francisco's commitment to sustainability first considers its place on earth called the bioregion as a guide for its stewardship of place. How do we live in this place?

"Biodiversity is a source of national heritage, giving historic importance to place, such as the San Francisco bioregion with its distinctive assemblage of species of plants and animals. Biodiversity is important to the balance of life"
- Sustainable City-city.org

Commitment to sustainability in San Francisco goes far beyond energy conservation or recycling and shows us that being sustainable can include food, environmental justice, economic development, finances, human health and biodiversity.

Golden Gate Park for instance is home to several well-known Museums that attract millions of visitors from around the corner and across the globe.

Sustainable garden maintenance takes into consideration that there is human, animal and plant life within and near the parks.

So they use a program called IPM that avoids toxic chemicals that linger on lawns where children play and family's picnic, and that uses a variety of alternatives to support the health of the parks and its visitors.

The garden, the lawn and the landscaping at our museums can play an integral part in the health of the Museum, staff, visitors and community.

Whether you have a single tree, a potted plant or a civic park around your Museum, gardening sustainably is an important element of going green.

‘If all California Museums planted a single heirloom apple tree they would profoundly support biodiversity by preventing the extinction of a variety’ Matt Bartel, Seed Saver’s Heritage Farm

The Sustainable City model of applying environmental principles to the development and operation of the city for its resident’s well-being can serve as a pioneer roadmap for our Museums, our homes and our neighborhoods.

Cities like San Francisco encourage us to recognize that living sustainably, doing business in an environmentally and socially responsible way is doable. And that a thriving sense of place that creates meaning for residents and ensures the long-term sustainability of the community is worth it.

The depth of San Francisco’s commitment to the health of the planet and their city is at the foundation of their status as a Sustainable City.

some useful definitions:

IPM : Integrated Pest Management is scientifically based way of managing the tended landscape through the understanding of beneficial insects, watershed, weather that uses non-toxic alternatives to pesticides. IPM is also used in Museum collection management.

Bioregion: A bioregion encompasses a place’s unique terrain, biodiversity of plants and animals, climate and watershed.

VOTE WITH YOUR POCKETBOOK

How we conduct our business is at the heart of being green.

By supporting our local businesses and buying green we help our communities and the environment flourish.

Hosting the 2009 conference in San Francisco, CAM supports a city that has a commitment to green, to culture and to museums.

So we support what we believe in with our dollars, some call this voting with your pocketbook.

San Francisco's green business certification program recognizes and supports local businesses that are committed to 'high standards of environmental performance that conserves, resources, prevents pollution and minimizes waste' to help the public in selecting true green services they can support.

Our printer for the conference is just such a business. We chose a certified green business because of their commitment to the environment and because they produce our programs using 100% recycled paper with non-toxic vegetable inks within 100 miles of the CAM office.

The printer of the Conference program is 100% wind-powered, uses non-toxic vegetable inks, educates its customers, uses forest stewardship eco-paper, and offsets its carbon emissions. By purchasing our printing from a green business we support the growth of these eco-friendly practices.

Buy Local, Buy Green!

THE GREEN HOTEL

Checking in green for a night's stay at a sustainable hotel is becoming a new option in travel.

We all travel for business and for pleasure and the opportunity of staying at a hotel that embraces green practices is growing.

Many hotels have been active in water and energy conservation for years letting guests know how to save energy by re-using towels or not changing linens each day. Some hotels now are taking additional steps to become green.

The Hotel Kabuki, the CAM 2009 conference hotel, is a green hotel.

Hotels, like Museums, are resource intensive. The Conference Hotel is dedicated to serving local, sustainable cuisine, conserving energy and resources, using green business practices, purchasing green products, conducting green meetings, giving back to the community, using non-toxic cleaners, and they are carbon neutral.

New to your hotel room: in-room recycling and safe tap water!

A trashcan in each room is designated recycle for papers, cans or glass bottles.

And, according to management, San Francisco water is rated as one of the safest, cleanest waters in the country so no need to use bottled water in plastic bottles this year.

S U S T A I N A B L E C U I S I N E

Good Food.

Eating a mocha-fudge brownie can change the world!

San Francisco is blessed with access to some of the country's finest organic and sustainable food purveyors for fresh vegetables, fruits and meats. It makes it easy to eat well, and do good.

Our conference hotel uses Fair Trade products including the coffee and chocolate in the brownie recipe! Fair Trade ensures that delicious food we eat that can't be sourced locally is safe for the environment and its workers. How we choose our food can truly make a difference around the world.

The Sustainable Meal.

We have attained the sustainable meal!

Food at the Hotel, whether from room service or at the CAMMY luncheon, is sustainable. Food is bought locally within 300 miles. Produce, dairy and sugar are organic. All coffee and tea are Fair Trade/Shade Grown. Meat is sustainably raised and fish selected using Seafood Watch guidelines.

Truth about Tomatoes

Most tomatoes in the U.S. in the supermarket come from Florida where the practice of farm worker abuse is well documented. Better choice: a local organic farm through the farmer's markets or hydroponic tomatoes in the markets. –

Gourmet magazine

ABOUT FAIR TRADE

Our actions affect people we've never met, places we'll never see.

Fair Trade certified foods support social, environmental and economic justice for farmers and the land where items like coffee, sugar and chocolate are grown.

Buying local coffee and chocolate (the raw ingredient) would not be easy. So how do we make a sustainable choice about these key ingredients for an event, the office or the Museum Café?

Consider purchasing Fair Trade Certified. Even though fair trade coffee, sugar, and chocolate use more energy in transportation, they provide global workers and farmers with a fair wage and healthy working conditions. Some workers are also provided education and health care for the communities in which they farm.

Museums as consumers can have a big impact on supporting sustainability. By serving an organic meal at events or the brownie in the café, we support Fair Trade and Local Farmers.

A regular farmer receives only 2 cents on a \$3 latte in the U.S.- Oxfam, Transfair & Chef's Collaborative

Fair Trade: Buys directly from global farmers certified to provide fair wages, protect the environment, empower women, educate the community, provide health care and economic security. Products include: coffee, tea, cocoa, bananas, sugar, vanilla, rice and herbs.

FARM TO TABLE

The Farm to Table movement encourages purchasing directly from farmers and food producers. Started by progressive Chef's the movement has spread to schools and institutions. Farm to Table ensures fresh, nutritious foods that preserve family farms, agricultural traditions and the local economy.

Buying locally saves energy and planetary resources as well as creates a stronger community and sense of place by economically giving back.

A British study tracked how much of the money spent at a local food business stayed in the local economy, and how many times it was reinvested. The total value was almost twice the contribution of a dollar spent at a supermarket chain. -100mile diet.org

Farm to Table, whether directly from the farm, the farmer's market or a CSA, offers us a first person relationship with the growers of our food. Connecting more deeply to the source of our food brings more meaning to our meals and helps to re-build our connection to the land.

Farm to Table also encourages young people to enter the food field and in California with the support of individuals, chef's and schools it has produced a groundswell of artisan cheese makers, sustainable ranchers and organic farmers building a healthier food system and fresher products for us to enjoy. Museums with café's and events can support their community's health, economy and even young people by supporting Farm to Table movement by serving local, sustainable foods.

RECYCLING REVISITED

Most everyone is familiar with recycling. We separate our cans, glass and plastics, even yard waste to be recycled. And of course, the CAM conference always recycles.

But this year, we introduce three new forms of recycling you may not have thought about: food, food scraps, and left over supplies.

The Food Bank

San Francisco has a large homeless population and The Hotel in its commitment for giving back to the community regularly donates left over food to Second Harvest, a local food bank. Food leftovers from buffets, events and even the restaurant are picked up regularly by the Food Bank. Partnering with a Food Bank or Food Pantry in your community to distribute leftovers from the Museum Café or Event catering is a powerful way to support your community and the planet.

Compost

The Hotel also regularly composts kitchen and yard green waste into specially marked barrels provided by the City of San Francisco. This waste is then composted and then used to mulch and fertilize the city landscape completing the renewable cycle. If your community doesn't have this program, consider if you have a large garden creating your own compost pile to fertilize your garden and landscaping.

Free-Cycling

Free-Cycling takes recycling a step further, beyond paper and cans, and re-cycles objects new and used back into the community.

At this Conference CAM will be giving out our 100% organic totes left over from previous conferences.

“Another man's trash is another man's treasure” - unknown

THE GREEN MUSEUM

The Green Museum is a dream that is becoming realized and is the purpose of CAM's Green Museum Initiative. A Green Museum is one that operates sustainably not only for its institution but also for the community it serves, both planetary and local.

At this year's conference The Green Museums Initiative launches two new programs, The Green Museum Accord and The GMI Website.

And the one of the CAMMY Awards will be given to a Green Museum.

THE GMI WEBSITE

We have accomplished one of our goals at GMI: The new GMI website.

Unveiled at the 2009 Conference at the GMI Booth, the website was created to not only offer inspiration for going green but also to provide practical information on creating sustainable practices at your museum.

On the new website you will find information on greening exhibits, the office, education, the building and collections. You will learn easy tips for going green in *Things To Do Now* featured in each departmental section; a *Resource Guide* to build knowledge; insights and inspiration from visionary green leaders in *Essays on Living Green* and with your help a growing number of *Green Museum Stories*.

We invite you to join us in the dream of a green, sustainable museum field, whether you are just starting to think about what that means or are already accomplished in your eco-friendly practices.

THE GREEN MUSEUM ACCORD

Adopt Green Practices. Sign-on to the Accord!

The Green Museums Accord is a pledge for sustainable, green museums! The Green Museums Accord is a non-legally binding commitment to sustainable practices: an institution-wide pledge to begin greening your museum.

The Green Museums Accord consists of the following five principles:

1.
Publicly declare participation in greening your institution as part of the Green Museums Accord.
2.
Undertake programs to educate your colleagues, board, visitors, vendors, and other stakeholders about sustainability and sustainable museum practices.
3.
Initiate a dialogue with your colleagues and other project team members about the environmental impact and sustainable alternatives on every major project. Carefully consider any new external contracts, and try to favor environmentally responsible vendors and work processes.
4.
Begin looking at your museum's ecological footprint, and pledge to work towards measurable reductions.
5.
Advance the understanding of environmental issues from a museum's perspective by contributing actively to the communal knowledge base in this area.

Use the Accord to rally your green team, stakeholders and trustees. The Accord offers guiding principles for becoming a green museum.

Pledge a commitment to becoming a green, sustainable Museum and together we can make a whopping impact in creating a healthier environment.

THE CAMMY AWARD

The annual CAMMY Award recognizes extraordinary museum supporters, professionals, and institutions that have made outstanding contributions to California museums. This year the award will be given to two organizations that are committed to green: the California Academy of Sciences and Wells Fargo.

And this year so is the award itself. The CAMMY Award is made of recycled glass!

SUSTAINABLE NOTES

Sustainable Steps notes were put up around the conference to inform attendees on-site about what was green. The Sustainable Steps notes summarize the detailed steps CAM took to make the San Francisco 2009 a Green Conference

San Francisco, Host City:

- San Francisco is a Sustainable City

Registration Desk:

- Almost half of conference registrations were processed online, up 20% since 2007
- Conference program and folders printed on 100% recycled paper with 50% post-consumer waste and processed chlorine-free with vegetable inks; printed by a Certified Green Business that is 100% wind-powered
- badge holders are made of 51% recycled vinyl
- lanyards are 100% organic cotton
- tote bags for full conference registrants are reused from a previous CAM conference
- recycling badge holders for reuse
- printed a brochure instead of a preliminary program, resulting in a 67% reduction in paper
- 2009 *Greening The Conference: Walking the Talk* booklet available online
- 100% post-consumer waste recycled paper used for all exhibitor confirmations
- conference registration receipts sent electronically
- registrant and speaker confirmations and reminders sent electronically to reduce waste
- reused sign holders for conference rooms

Conference Sessions & Programs:

- access to speaker presentations online – reduces need for handouts and paper waste at conference
- post-conference survey/evaluation conducted online
- projectors provided to reduce handout waste
- CAMMY Award is 100% recycled glass
- ways to “green” travel listed on website and encouraged mass transportation to and from the conference and for pre and post-conference events
- sessions and tour focusing on green practices
- Motorcoach company for evening events mitigates more than 100% of the emissions it creates by purchasing carbon offsets
- Motorcoach company’s involvement in the Van Eck Forest Project generated a clean burning fleet in 2008, thereby creating a “net-negative” carbon footprint
- recycling provided in hotel rooms
- flipcharts used during sessions are 30% post-consumer waste
- Green Panel Discussions on Exhibits, The Green Museum Accord, Educating the Public and Two Local perspectives.
- The Green City Tour pre-conference activity w/ SF Green map gift and sustainable lunch.

Exhibit Hall

CAM encouraged exhibitors to think sustainably by:

- reducing handouts and giveaways
- avoid plastics and one-time-use objects
- use recycled paper printed double-sided, preferably with vegetable ink
- limit paper handouts to the most likely prospects
- using local companies to reduce shipping and packaging
- reusing packaging and leftover material

Hotel & Meals

- 80% of food products are bought locally (within a 300 mile radius of San Francisco)
- all meat is sustainably raised
- all produce, dairy and sugar are organic
- all coffee and tea is Fair Trade/Shade Grown
- hotel catering donates unused food to Second Harvest Food Bank
- meals served with real glass, cups, silverware, plates and linens
- cream and sugar in dishes, not pre-packaged individual servings
- recycling provided by the hotel
- hotel practices composting
- close to MUNI transportation
- The Hotel Kabuki is a green hotel with eco-friendly business practices.
- Organic Chocolate Bar table favors at Director's Luncheon

CAM Office

- printer paper is 100% post-consumer waste, processed chlorine-free
- letterhead is 100% post-consumer waste, processed chlorine-free; printed by a Certified Green Business that is 100% wind-powered
- use email notifications for membership renewals – reduces paper waste
- recycle paper, cardboard, plastic, and cans
- lighting and heater used only when office is occupied, not on timers
- use mass transit, such as BART or Amtrak, for business travel whenever feasible
- telecommuting is an option for staff members to reduce travel

GREEN MUSEUMS INITIATIVE

In 2006, CAM took the forward thinking step to develop a Green Museums Initiative.

Statement of Purpose

The Green Museums Initiative will inspire California museums to develop green business practices, eco-friendly facility management, and sustainable programming.

Our Values

As museum professionals we have been entrusted with our cultures' most precious art, artifacts and ideas.

We have been given the duty to preserve, protect and understand the natural and human world. Our roles in education, civic life, family time and social interplay are unparalleled in society. We therefore have the responsibility, the challenge, and the honor to set an example for our colleagues and the public to respect and preserve the most important artifact of all: the natural environment.

To be sensitive to the realities of museum resources, we will value the knowledge, expertise and perspectives of all museum professionals, the true natural capital found within our field. We will also invite the participation and the exchange of ideas with leaders in sustainability in order to provide the most current, scientifically accurate and socially just information available.

If we succeed in our goals, there will no longer be a need for a Green Museums Initiative; museums of the future will be sustainable.

A SPECIAL THANKS TO OUR SPONSORS

We would like to thank our sponsors for making the important work of greening California's diverse museums possible. Sustainability includes strong supportive partnerships and we are pleased and grateful for the support of our Green Leader Sponsors:

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- The Exploratorium
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GREEN MUSEUMS INITIATIVE COMMITTEE

- Kate Davies, Chair, Executive Director / Downey Museum of Art
- Alan Baker, Director, Atascadero Zoo
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Sustainable Notes text by Celeste DeWald and Sarah Post

“IF WE SUCCEED IN OUR GOALS, THERE
WILL NO LONGER BE A NEED FOR A GREEN
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FUTURE WILL BE SUSTAINABLE”

- GMI