

Green Goals



Sustainable events and venues
are top of mind this year.

BY WENDY VON BUSKIRK

When it comes to what's trending

in meetings and events for 2023, sustainability is at the top of the list. According to the latest Global Meetings and Events Forecast from American Express, a survey of 580 meetings and events professionals from around the world, sustainability has become much more than a buzzword. Four out of five respondents reported that their organization takes sustainability into account when planning meetings and events. Attendees are also driving the trend. NielsenIQ survey data additionally shows that 48% of consumers are looking to brands to take the lead on creating sustainable change.



Huntington Place

DETROIT

On a larger scale is Huntington Place, formerly Cobo Center. Located on the Detroit riverfront, the venue hosts large consumer expos, sporting events, and trade shows within its four main-level exhibit halls that boast 623,000 square feet of contiguous space.

A \$279 million renovation completed in 2013 resulted in a LEED Gold certification from the U.S. Green Building Council. In keeping with more corporations requiring event planners to measure event sustainability, Huntington Place provides post-event diversion reports.

“Huntington Place event managers work with show managers to create green event goals and objectives for each event,” says Mary Klida, senior marketing and communications manager. “Shows are given a post-event sustainability report on their goals and a certificate of accomplishment.” huntingtonplacedetroit.com m+e



PHOTOS: HUNTINGTON PLACE

From top: Beekeepers tend to the hives on a living green roof at Huntington Place in downtown Detroit; General Manager Karen Totaro and Assistant General Manager Becky Bixby are proud that Huntington Place again achieved LEED Gold status earlier this year.