



POST-EVENT

# Sustainability Impact Report

Bay Area Meetings Industry Day Lunch

The Avalon, San Francisco | SF Climate Week 2026

~225

Attendees

100%

Plant-Based Menu

0

Single-Use Items

## EVENT OVERVIEW

# About This Event

Bay Area Meetings Industry Day (BAMID) 2026 brought together meetings and events professionals for a luncheon and fireside chat focused on the future of sustainable events. Held during SF Climate Week, the gathering served as both a demonstration of sustainable event practices and a platform for industry-wide conversation on collective action.

This report documents the sustainability initiatives implemented for the event and the community activations that extended its impact beyond the room. Venue utility, waste, and attendee travel data were not available for this cycle. Rather than present incomplete calculations, we are sharing the specific choices made to reduce environmental impact and the measurable food emissions data provided by our caterer. We view transparency about data gaps as part of responsible sustainability reporting.

<b>Event</b>	Bay Area Meetings Industry Day Lunch
<b>Date</b>	April 2026
<b>Venue</b>	The Avalon, San Francisco, CA
<b>Context</b>	SF Climate Week 2026
<b>Attendees</b>	~225
<b>Theme</b>	Concerts to Conferences: A Sustainability Story

## SUSTAINABILITY INITIATIVES

# How We Designed This Event

Every planning decision at BAMID 2026 was made with environmental and community impact in mind. The following initiatives reflect our commitment to demonstrating that sustainable events are achievable at every scale.

### **Plant-Based, Locally Sourced Menu**

All food served was 100% plant-based and locally sourced. Choosing a plant-forward menu is one of the highest-impact decisions an event organizer can make. Research consistently identifies food as one of the largest contributors to event emissions, and shifting away from meat-heavy menus significantly reduces that footprint. See the Food Impact section for a full emissions comparison.

### **Transit-Accessible Venue**

The Avalon was selected in part for its proximity to BART, San Francisco's regional rail system, making it easy for attendees to travel without a car. Venue location and transit access are planning decisions that directly influence attendee travel emissions.

### **Food Waste Diversion Through FoodRunners**

Excess food from the event was donated through FoodRunners, a San Francisco-based organization that redirects surplus food to community organizations. No prepared food went to waste.

### **Plant-Based Food Donation Drive**

Attendees were invited to bring plant-based, non-perishable food donations as part of a community activation aligned with the event's food systems focus. Donations were collected and distributed through local food access partners.

### **Zero Single-Use Items**

No single-use plastics or disposable serveware were used at the event. All service items were reusable or compostable.

### **Locally Sourced Decor**

Event decor was sourced locally, reducing transportation emissions and supporting local vendors.

**FOOD IMPACT**

# The Power of a Plant-Based Menu

Food is consistently one of the largest contributors to event-related emissions. The menu at BAMID 2026 was 100% plant-based and locally sourced, resulting in a food carbon footprint that was approximately 80% lower than a comparable meat-heavy event for the same number of attendees.



The BAMID 2026 menu was 100% plant-based and locally sourced. Every dish -- from roasted cauliflower to turmeric-spiced rice -- was designed to minimize food-related emissions while celebrating the richness and variety of plant-forward cuisine.

Menu Type	Total CO2e	CO2e / Attendee	Equivalency
<b>BAMID locally sourced, plant-based menu</b>	~222 kg	<b>0.98 kg</b>	Equivalent to driving ~565 miles in an average car
Average meat-light menu for 225 people	~1,100 kg	4.89 kg	Equivalent to powering an average home for ~54 days
Average meat-heavy menu for 225 people	~1,900 kg	8.44 kg	Equivalent to flying 1 person round trip NY to London

\* Emissions factors from WRAP (Carbon, Waste and Resources Metric). Equivalencies from the EPA GHG Equivalencies Calculator.

**80%**

Estimated reduction in food-related emissions compared to a conventional meat-heavy event of the same size. This single planning decision represents the most significant measurable climate action taken at BAMID 2026.

## COMMUNITY ACTIVATIONS

---

# Extending Impact Beyond the Room

BAMID 2026 was designed to generate sustained engagement and action well beyond the event itself. Three organizations partnered with SFSE to activate attendees around measurement, food systems, and industry-wide accountability.

---

### SFSE Call to Action

The Society for Sustainable Events invited attendees to sign its industry Call to Action, joining a growing network of event professionals committed to measurable sustainability practices. The Call to Action creates a shared accountability structure across the Bay Area meetings community.

[societyforsustainableevents.com/bamid](https://societyforsustainableevents.com/bamid)

---

### Envire 30-Day Measurement Challenge

Attendees were invited to participate in Envire's 30-Day Measurement Challenge, a baseline data project designed to help event professionals begin tracking their environmental footprint. Practical tools and 30-day platform access were provided at no cost.

[envire.ai/sfse-baseline-project](https://envire.ai/sfse-baseline-project)

---

### Support+Feed Pledge

Attendees were encouraged to take the Support+Feed Pledge, committing to support a more equitable and sustainable food system. Support+Feed, founded by Maggie Baird, works at the intersection of plant-based food access and climate action.

[supportandfeed.org/pledge](https://supportandfeed.org/pledge)

## FIRESIDE CHAT

# Concerts to Conferences: A Sustainability Story

The centerpiece of BAMID 2026 was a moderated fireside chat featuring three leaders at the intersection of events and impact. Their conversation surfaced practical insights on food systems, measurement, collective action, and the role of events in driving climate-positive behavior.

## Key Themes

Food as a climate solution -- the significant impact of plant-forward menus and reducing food waste at events

Power of collective action -- how small changes across many events can drive meaningful environmental impact

Measuring what matters -- the importance of tracking sustainability metrics to guide better decision-making

Partnerships for progress -- collaborating with vendors, venues, and organizations to scale sustainable practices

Making sustainability accessible -- meeting planners where they are with practical, actionable tools

Storytelling and engagement -- using events as a platform to inspire attendees and amplify climate-positive behaviors

## Featured Speakers

### Maggie Baird

Founder and President,  
Support+Feed

### Madeline Weir

Director of Impact, Reverb

### Alyah Kanso

Founder and Principal, Carry On  
Consulting

## NEXT STEPS

# Resources and How to Stay Connected

The conversation started at BAMID 2026 continues. The following resources are available to attendees and industry colleagues looking to take action.

<b>SFSE Call to Action</b>	Join a growing network of Bay Area event professionals committed to measurable sustainability.	<a href="https://societyforsustainableevents.com/bamid">societyforsustainableevents.com/bamid</a>
<b>Envire 30-Day Measurement Challenge</b>	Start tracking your event's environmental footprint with 30-day free access to Envire's platform.	<a href="https://envire.ai/sfse-baseline-project">envire.ai/sfse-baseline-project</a>
<b>Support+Feed Pledge</b>	Commit to supporting a more equitable and sustainable food system.	<a href="https://supportandfeed.org/pledge">supportandfeed.org/pledge</a>
<b>Event Materials and Photos</b>	Access presentation materials, sustainability tools, partner resources, and event photos.	<a href="https://drive.google.com/drive/folders/1_cjyIO8bTsLJTUp8PNnVx3IfZTkDAk0">drive.google.com/drive/folders/1_cjyIO8bTsLJTUp8PNnVx3IfZTkDAk0</a>

## A Note on Future Reporting

As BAMID grows, so does the opportunity to build more complete data collection into the event planning process -- including venue utility data, waste tracking, and attendee travel surveys. SFSE's Venue Data Project, introduced at this event through the partnership with Envire, is one step toward making full event-level sustainability reporting standard practice across the Bay Area meetings industry.



Share your experience on LinkedIn -- tag us and use #SFClimateWeek and #GMID2026 to help amplify the message and inspire others in the industry.