

Cut meeting footprints by 85% using the MeetingPod

The problems faced by venues with reducing emissions in meetings

Faced with increasingly environmentally aware customers, a growing number of meeting venues are losing business because they are not addressing their carbon footprint. But there are very few options open to venues: either fundamentally re-fit their building with low energy solutions, or look at the carbon footprint of their meetings.

How does the MeetingPod help cut carbon emissions?

The MeetingPod from Synanto offers a way of de-carbonising meetings and increase their efficiency and effectiveness of outcome.

As everyone who has been to a meeting knows, they are very paper-intensive events. Each piece of paper used in a meeting has the equivalent carbon emissions of burning a 60W light bulb for 1 hour. As such, a meeting of 10 people will typically have emissions of around 1.6kg of CO₂ - equivalent to driving a typical 4x4 for 6 miles.

The same meeting of 10 people, using the MeetingPod



Synanto's paperless meeting solution - MeetingPod

“[paper-based] meeting of 10 people ... equivalent to driving a typical 4x4 for 6 miles”.



“shares and saves all the information ... solves a huge range of common communication problems”

What else does the MeetingPod do?

The MeetingPod shares and saves all the information presented and created in a meeting. By doing this, it solves a huge range of common communication problems often encountered in meetings, like making available an agreed set of minutes before everyone leaves the room. It even e-mails a full record of the event to every attendee at the end of the meeting along with contact details for further follow up.

The benefits, though, do not end there. The MeetingPod gives venues the ability to communicate directly with individual users with whom they have little contact. Meeting attendees can now receive relevant information about the venue, which can be tailored to each meeting with the potential to be a powerful new marketing channel for the venue.