

**2015 UFI Sustainable Development Award  
Consumer Electronics Association (CEA)  
2015 International CES**

Owned and produced by the Consumer Electronics Association (CEA), The International CES is the world's largest annual innovation event, taking place in Las Vegas, Nevada each January. An independent audit confirmed that the 2014 show welcomed a record 160,498 industry professionals overall, up five percent over 2013. A record number of international professionals – 40,828 (a 12.7 percent increase from the 2013 CES) – were among those 160,498 attendees, traveling to CES from 144 different countries. Outside of the audit, CEA confirmed the 2014 CES show floor spanned a record 2.06 million net square feet of exhibit space.

The growth of the 2014 CES reaffirmed the event's status as the all-inclusive tech event of the year. While CEA staff celebrated the show's growth, we also recognized the potential concerns of a show outgrowing its domain and becoming unsustainable.

CES provides our industry an opportunity to convene at one time, in one place, ultimately saving executives from traveling an estimated 3.5 million miles in business trips because of the efficiency in meetings the event offers. CEA staff and our strategic partners collaborated to brainstorm other facets outside of travel that could be "saved" at future events. The ultimate goal was to minimize attendees' carbon footprint at CES and influence and encourage attendees to live sustainable lifestyles, keeping the following objectives in mind:

- Use CES' status as the all-inclusive, must-attend tech event of the year to highlight environmentally friendly products and initiatives that promote energy efficiency and recycling.
- Implement green initiatives in an effort to reduce waste at CES and give back to the local Las Vegas community.
- Support sustainability programs in the city of Las Vegas that support and benefit the local community.

CEA proudly presented the third annual [CES Green Guide](#) prior to the 2015 CES. It provided a self-guided tour of several of the show's green companies, showcasing these firms' environmentally friendly products. The guide also highlighted CEA's initiatives and the work CEA members are doing to promote energy efficiency and eCycling.

Over the past several years, the International CES championed several green initiatives in our effort to reduce waste and give back to the local Las Vegas community. Here are a few highlights from the 2014 International CES:

- Over 74% of carpet used during the show was returned to our general contractor Freeman's inventory for reuse
- Over 48,000 square feet of magnetic banners were recycled
- Over 89,000 square feet of other show graphics were recycled or returned to Freeman inventory for reuse
- Freeman, general contractor for the International CES, worked with a number of our exhibitors to donate materials to the following organizations in Las Vegas, including [Habitat for Humanity](#),

Opportunity Village and New Vista. In total, 12 flatbed trailers were loaded with donated materials, and 60% of bulk trash was and reclaimed or recycled

- Returned show badges were recycled along with the plastic material repurposed into hotel room key cards
- Mandated paperless exhibitor press kits be distributed online or via USB or DVD

New for the 2015 CES, CEA established an exhibitor donation program with Freeman for exhibitors who had materials or products that they wanted to donate after the show. Local recipients included Habitat for Humanity, Opportunity Village and Teachers Exchange. Exhibitors simply contacted Freeman with information on items they wanted to donate, and the Freeman Green Team visited the exhibitor's booth to evaluate the items to determine the most appropriate charity. Pickup and delivery was provided at the close of the show at no charge, and together we gave back to the local community. In total, 47 exhibitors participated in this new program and resulted in Freeman loading 12 trailers and three box trucks to donate to local charities.

Along with the greening of show materials, CEA has a long history of supporting sustainability programs in the city of Las Vegas that benefit the local community.

At the 2015 International CES, CEA awarded grants to Green our Planet, Green Chips and Touro University Nevada to advance energy efficient efforts.

CEA donated \$65,000 to Green Our Planet to fund its signature program, Outdoor Garden Classroom, which integrates school gardens into the education curriculum. This program helps students raise test scores, learn about healthy eating and lifestyles, combat obesity and foster a greater respect for nature and the environment. Ten schools in Clark County School District will receive \$6,500 to get them started on their fundraising goal of raising \$10,000 for their school's outdoor gardens. Green Our Planet is a 501(c)3 organization in Las Vegas with the goal to help conserve, protect and improve the environment through funding green projects and education, which includes STEM, nutrition and conversation education in K-12. Since the spring of 2013, Green Our Planet has financed, built and/or refurbished 62 Outdoor Garden Classrooms in the Clark County School District, primarily elementary schools, reaching over 30,000 students. Seventy percent of these schools are "Title 1 schools", where 40 percent of the student population lives below the poverty line.

CEA granted \$25,000 to Green Chips to install a solar energy system at Opportunity Village's Magical Forest. These are matching funds given alongside the City of Las Vegas to Green Chips, a Las Vegas non-profit that promotes sustainability across Southern Nevada through leadership development, community outreach and targeted community projects. Opportunity Village assists and enhances the lives Southern Nevadans with intellectual disabilities through vocational training, community employment, day services, advocacy, arts and social recreation. Its Magical Forest is an annual holiday tradition that showcases of a winter wonderland celebration of lights.

CEA also gave a \$10,000 grant to Touro University Nevada to upgrade exterior lighting fixtures on campus from fluorescent bulbs to energy-saving LED lights. Touro is a private university in Nevada with more than 1,300 students pursuing degrees in the medical, health sciences, community services and education fields.

Fox 5 produced a Sustainability piece from the 2015 CES, featuring Jeff Chase, Sony and Habitat for Humanity. This video is live on their website and currently the lead video on their home page. The video

can be viewed here: <http://www.fox5vegas.com/clip/11021543/leftover-international-ces-materials-headed-to-las-vegas-charities>

All post show results from our sustainability efforts and initiatives at the 2015 CES will be available in February upon request.

Plans are being made to institute new green initiatives in 2015 and build on efforts at this year's show for the greening of the 2016 International CES.