



Leading the Industry in Sustainable Trade
Shows

Objectives:

- Move Toward a Zero Waste Event
- Increase Stakeholder Education and Engagement
- Improve Sustainable Sourcing
- Improve Performance Tracking
- Reduce Greenhouse Gas Emissions
- Positively Impact Communities
- Catalyze the advancement of green building initiatives and sustainable operations within the hospitality industry.



2015 Waste Diversion Rate at the Walter E. Washington Convention Center

WEWCC
Baseline:

32

%

During
Greenbuild:

84

%

Executive Summary

Sustainability means much more to a business or a brand than just an environmental impact. It is about corporate and social responsibility. Sustainability fosters employee and customer engagement. Sustainability commands respect and can set your business or brand apart from the competitors. Sustainability can be a true business model and in many cases, it can positively impact a company's bottom line. Sustainability reaches far beyond its traditional borders of protecting the Earth.

Industry Recognition

Greenbuild has an incredibly strong brand within the B2B tradeshow industry. It is not the largest show, nor is it the oldest show, yet almost all tradeshow organizers are aware of the event. This is because Greenbuild pushes the envelope and is THE model for large scale sustainable events. The show is incredibly well respected because of how it is produced. Greenbuild is always a topic of conversation with our show vendors, convention centers and tradeshow industry associations.

Audience & Customer Engagement

Greenbuild has a very loyal following. Our audience knows that we absolutely respect the industry that our tradeshow serves: the sustainable building & design industry. Greenbuild as a platform promotes sustainable building, so it is very important that we live up to the show's mission through sustainable tradeshow practices. Our audience feels like we are in it with them, not simply a for-profit conduit that connects buyers and sellers. Our audience sees Greenbuild as a driver behind market transformation.

Employee Engagement

The Greenbuild team, collectively, has been with Informa (formerly Hanley Wood) for 40+ years. Each and every individual will tell you that they are more engaged now, working on Greenbuild, than they have ever been working on another product. The motivation and satisfaction that comes with the knowledge that our event promotes positive change through healthier and more sustainable buildings is incredible. We feel like we are part of something bigger.

Community Engagement

Tradeshow organizers spend a lot of time calculating the positive economic impact our event brings to each host city. The idea of leaving a legacy behind is appealing. We don't want our legacy to be sending a massive amount of trash and waste to the local city's landfill upon the close of our show. Protecting our host city is critical. At Greenbuild, we have a Legacy Project in every host city where we create something lasting for the local community. A city may not remember your show, but a community will remember the urban garden you built, or the playground that was implemented into an underserved section of town. With this legacy comes a significant amount of positive press.

Industry Transformation

Greenbuild, slowly but surely, is transforming the US tradeshow business in regards to sustainable show production. It has not always been easy, but we have created a path and a plan that will allow other tradeshow organizers to follow. Greenbuild is leaving a legacy of which we can all be incredibly proud.

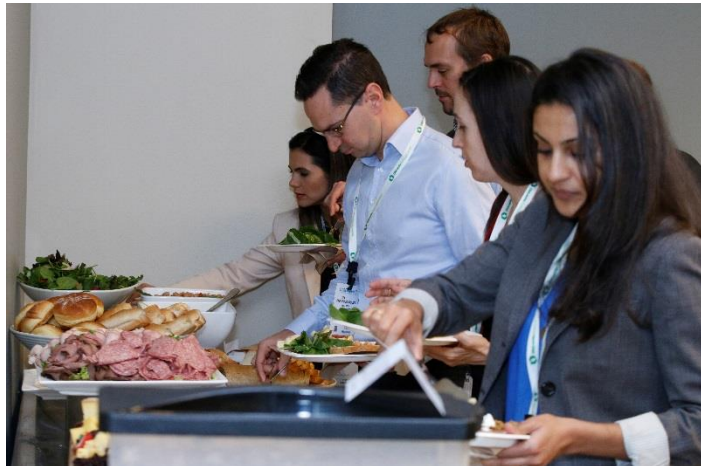
Financial Impact

Many are under the impression that sustainability takes a lot of time and money, when in reality sustainable tradeshow production forces you to look at everything you purchase and produce in a different light. Greenbuild has saved a significant amount of money in cleaning, utilities, printing, transportation, staffing (to name a few), through sustainable practices.

In order to effectively progress toward positive change, Greenbuild has chosen the following areas to focus our efforts (in alphabetical order):

1. Catering

Between our Show Management orders, our Exhibitor orders, and any off-site events we may host, Catering plays a huge role in sustainability. We work with each convention center/venue Caterer to ensure our procedures and practices are implemented during the event.



2. Convention Center

Along with providing an internal team dedicated to coordinating all sustainability-related aspects of the show, the Convention Center works alongside Show Management throughout the show cycle. We host monthly sustainability calls with the facility and Freeman to keep forward progress. Each department is briefed in advance on the show expectations, as outlined in our facility contract



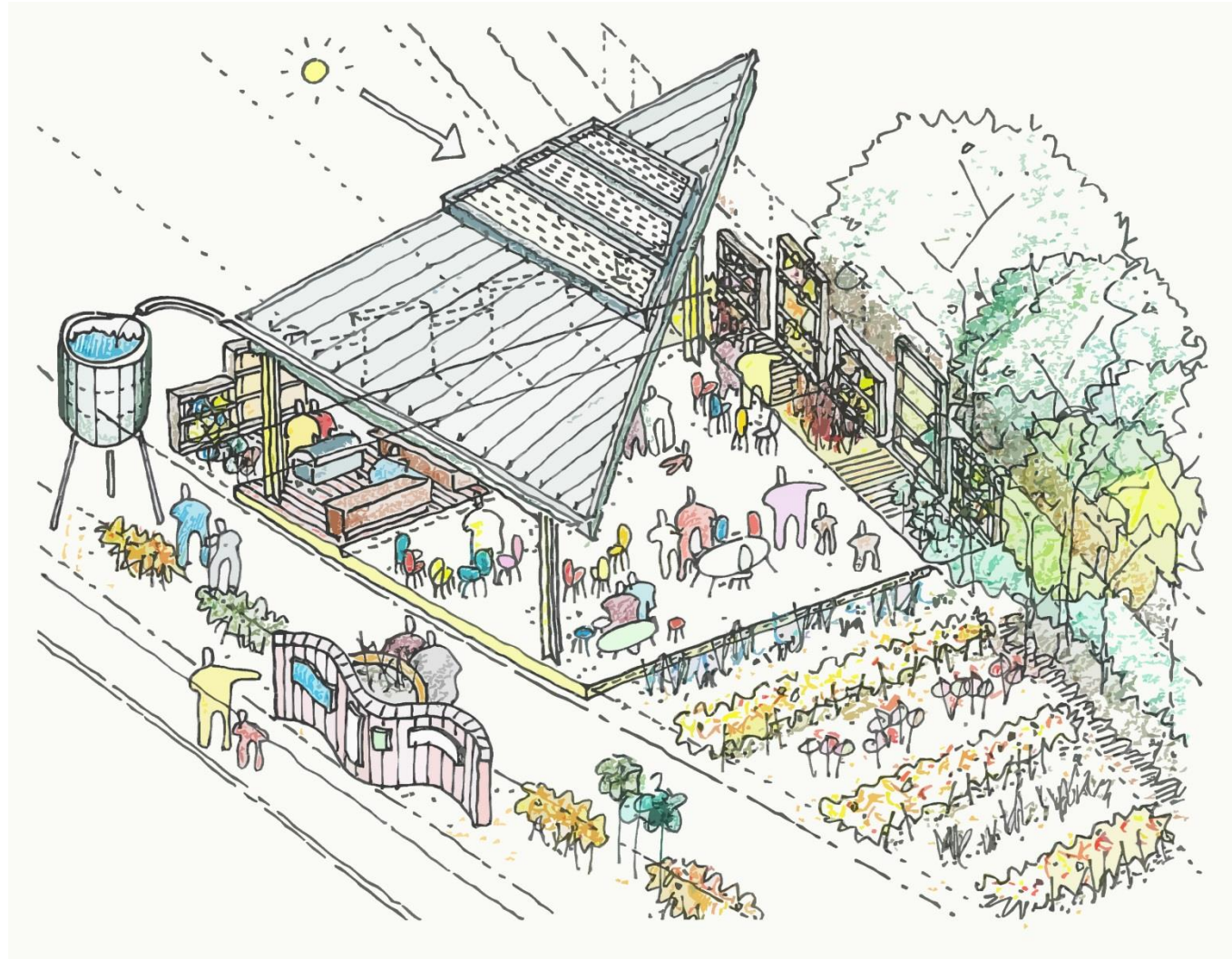
3. Community Outreach

The following are some [highlights](#) from Greenbuild.

Legacy Project

Each year, Greenbuild selects a community project which will positively impact its local community. For our 2015 show in Washington, D.C., Greenbuild and the Capital Area Food Bank (CAFB) have collaborated to design a designated space for key education programs. The proposed flexible, multi-purpose Studio—an 'Urban Food Studio'—will provide the CAFB with an all-season space for gardening, cooking education classes, volunteer respite, workshops and other events.

Urban Food Studio



Net Zero Zone

Greenbuild 2014 featured the world's first conference and expo to provide exhibition space where booths were fully powered by on-site alternate energy and distribution. The 2015 Zone features a special display area which will showcase the products and services of our site-based power suppliers and managers. It will include a demonstration area, networking lounge, distribution center, and solar panel display. The publicity behind this project has been extremely supportive and rewarding.



Greenbuild Show Home Donation

The Greenbuild Show Home is a reoccurring feature on the Expo floor. Our 2014 feature was the first modular home built to LEED v4 Platinum standards, and was donated to the Make it Right Foundation and the New Orleans Lower 9th Ward post-show. Our 2015 Show Home was another LEED v4 Platinum project that exceeded the Attendee expectation following New Orleans.



Offsetting the Carbon Footprint

Greenbuild 2014 was the Largest-Ever Green-e Certified Event. Green-e is a LEED-approved certification leader for renewable energy and carbon offsets. We partner with TerraPass to ensure a 100% carbon neutral event post-show.



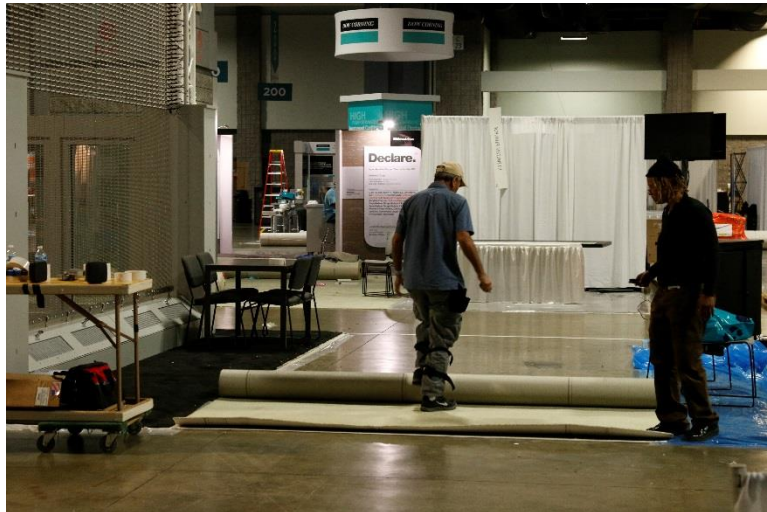
4. Exhibitor Engagement

Greenbuild's #1 goal of a Zero Waste Event is only made possible with the support of our Exhibitors. To help support them each year, we have implemented the Greenbuild Mandatory Exhibition Green Guidelines (GMEGG). The GMEGG is a mandatory sustainability initiative that Exhibitors must comply with for the construction and operation of a Greenbuild exhibit.



5. Freeman

Freeman is the official decorator for all Informa Exhibitions US tradeshows. We work together constantly throughout the year to make each show a success.

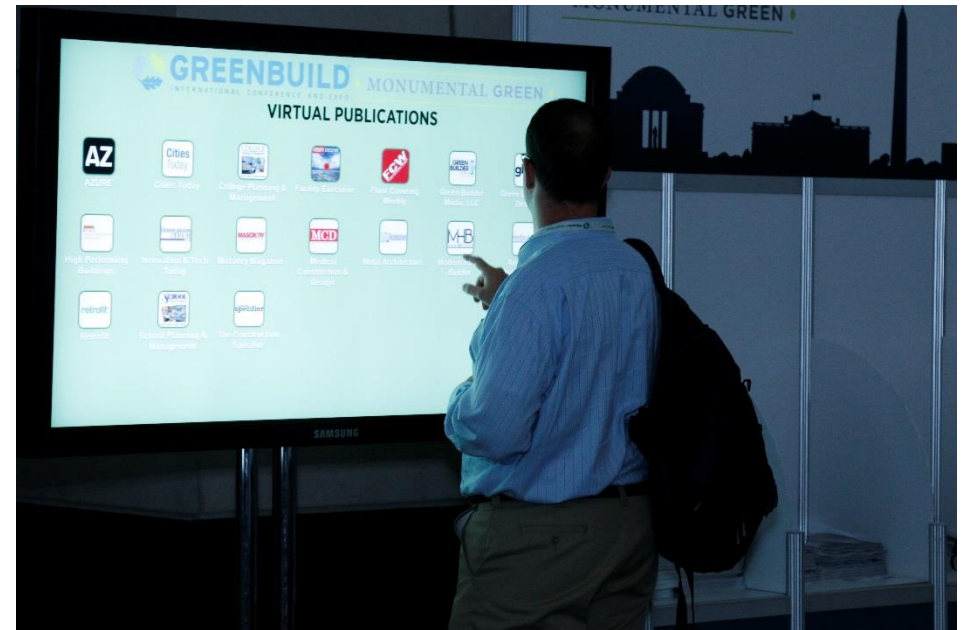


6. Housing

OnPeak secures our hotel block within each host city. A hotel will only be accepted into our Greenbuild block if they comply with our Hotel Environmental Responsibility Contract Clause. Each hotel must adhere to the following green practices which include: efficient energy use, efficient water use, sustainable purchasing, and environmentally sensitive waste management.

7. Marketing

Greenbuild Marketing is heavily focused on digital advertising. The few exceptions must be printed on post-consumer recycled content paper with vegetable-based inks.

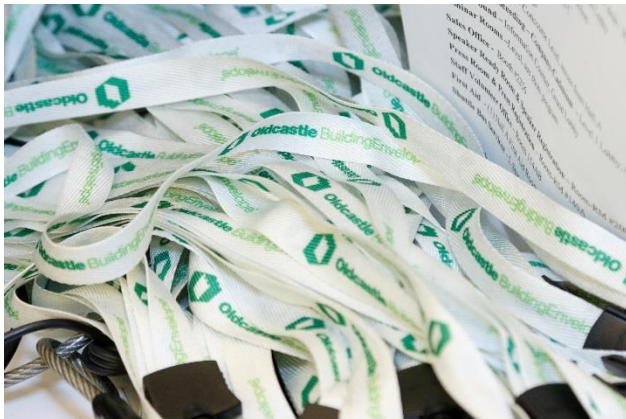


8. Shuttles

Greenbuild relies on our Attendees to support a healthy lifestyle and either walk or utilize public transportation during their time in a host city. We do not provide shuttle service between hotels and the Convention Center if the walk is within a mile. In addition, we take location into account when selecting a venue to host our Greenbuild Celebration.

9. Sponsorships

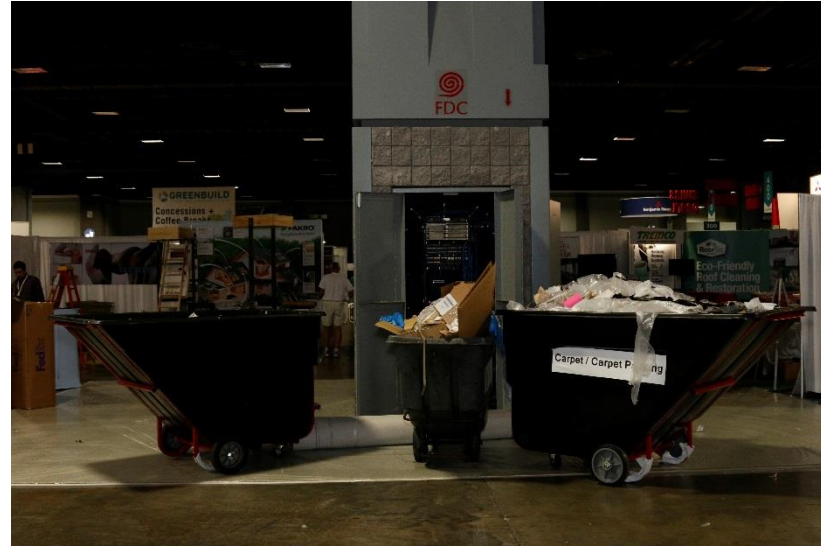
Greenbuild tries to focus our available sponsorships on show features and in-kind donations. Some of our offerings include: sustainably-produced Conference tote bags and lanyards, citywide pedicabs, energy offsetting, digital ads around the convention center, waste diversion, the mobile app, various education sessions, and an e-Newsletter.



10. Waste Management

Greenbuild's waste management is coordinated by a variety of vendors. Between the support of USGBC's sustainability team, each host city's convention center and special event venues, Freeman and Jeff Chase, our tradeshow is able to move closer to a Zero Waste Event. We partner with Greenview to track and monitor our waste diversion, and they assist with our post-show Sustainability Reports. Our overall sustainability efforts revolve around waste management; it truly is the soul of Greenbuild.





One of the biggest lessons our team has taken from working on Greenbuild is the idea that we really DIDN'T understand everything that goes into making a trade show sustainable. It has been a steady climb uphill, but every landmark we reach feels that much more rewarding. We love explaining to others in the industry how this type of show IS POSSIBLE and Greenbuild started at square one, just like everyone else. It is a series of small tasks that grow into a measurable impact. We are excited for the successful future of Greenbuild and the industry as a whole. We are happy to help other groups become more sustainable, one small step at a time.

We are most successful when others participate – together we can change the future.

All of our Greenbuild annual **Sustainability Reports** are shared publically for complete transparency. Check out the recently released 2015 report:

<http://greenbuildexpo.com/Attendee/ShowInfo/SustainabilityatGreenbuild>

In addition, our team has put together the following video:

<https://www.youtube.com/watch?v=wCiNPZB3JvE>

