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GREENVIEW



Introduction



It is a pleasure to introduce this first UFI report on best practices in sustainability, showcasing the winning and shortlisted entries for the awards UFI has run so far:

2012:	Best Sustainable Development Strategy
2013:	Best Innovative Environmental Initiative + Best Reporting on Sustainability
2014:	Best Measurement Tool for Effective Results
2015:	Innovative Cost-Saving in the Value Chain
2016:	Best Actions to Engage Participants around Sustainability.

One of UFI's missions is to promote, encourage and support sustainability within the exhibition industry. To this end, our annual award schemes are proving very successful in identifying best practices and sharing them with our stakeholders worldwide. We hope that this easy-to-read compilation will make these valuable initiatives accessible to an even wider range of professionals.

I would like to thank our partners for this new action: UBM plc, the report's sponsor, and GreenView, who edited the text using material provided by all selected entrants. Both companies are members of the UFI Sustainable Development Committee, and have developed strong expertise in the area of sustainability. We are happy to have cooperated with them for this first edition of the UFI report on Best Practices in Sustainability.

In line with UFI's objective to provide vital data to the whole exhibition industry, this report is available free of charge at www.ufi.org/susdev, where you can view the detailed entries, as well as our full range of activities in the field of sustainable development.

Our plan is to update this report every year with the latest results of our annual UFI Sustainable Development Award, a competition open to all companies in the exhibition industry, whether or not they are UFI Members.

In the meantime, I wish you an enjoyable and fruitful read.

Yours sincerely,



Dianne Young

Chief Executive Officer
Exhibition Place, Enercare Centre / Allstream Centre
Toronto (Canada)
Chair of the UFI Sustainable Development Committee
and Member of the UFI Executive Committee

With Thanks to



ABOUT UBM:

“Sustainability is one of the central tenets of who we are. To promote long term profitability, UBM aims to be a leader in sustainable business, aligning key business decisions with our sustainability strategy. This strategy has five areas of focus (people, communities, environment, customers and governance) and, aided by the work of our Sustainability Leadership Group, we are focused on achieving our long-term sustainability goals.

We are delighted to sponsor UFI’s sustainability report, promoting the “best practices in sustainability”. Through this, we hope to foster education, influence and encouragement across the exhibition industry, promoting the benefits of a collective approach to achieving a sustainable future.”

Mark Peters, Group Company Secretary, UBM plc

UBM plc is a leading global B2B events organiser. Running over 350 events per year UBM is the largest listed pure-play exhibitions organiser globally and the largest independent organiser in the US and Asia. We help businesses do business, bringing the world’s buyers and sellers together at events, online and in print. Our 3,500 staff in more than 20 countries are organised into specialist teams which serve commercial and professional communities, helping them to do business, and their markets to work effectively and efficiently.

For more information, go to www.ubm.com; for UBM corporate news, follow us on Twitter at @UBM.

With Thanks to



ABOUT GREENVIEW:

Greenview is a sustainability consulting and research firm that helps organizations with their strategy, programs, measurement, and reporting. In addition, Greenview provides technology solutions to make calculation and monitoring of data and best practices easy through its Greenview Portal. Greenview's clients include many of the hotel industry's leading chains, as well as cruise lines, event organizers, venues, destinations, trade associations, and research institutions to catalyze sustainability as the industry's thought leader.

With offices in Singapore and the United States, Greenview works with event organizers to develop and implement award-winning, engaging programs that tie the key themes of sustainability to the events. Greenview's clients have received notable awards including the IMEX Green Meeting Award, the Trade Show Executive Gold 100 Award for Best Sustainability Initiatives, the PCMA Green Leader Award, and the UFI Sustainable Development Award.

In addition to advising leading global organizations, Greenview has launched several innovative industry initiatives including the Green Venue Report, the Convene Green Sustainability Commitment, the Green Lodging Survey, the Cornell Hotel Sustainability Benchmarking Index, the Hotel Footprinting Tool, Hotel Owners for Tomorrow, and the UNWTO's sustainable cruise development benchmarking framework for South-East Asia.

For more information, visit www.greenview.sg or email info@greenview.sg

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COMPETITION RESULTS:

1 WINNER:

Amsterdam RAI (The Netherlands)

5 OTHER FINALISTS:

Artexis Group (Belgium)
Cape Town International Convention Centre (South Africa)
Messe Frankfurt GMBH (Germany)
Palexpo (Switzerland)
UBM Live Amsterdam (The Netherlands)

THEMES:

Award recipients represented a mix of venues and event organizers. Strategies all exhibited a comprehensive approach that covered aspects of environmental, social, and economic performance. Winners and finalists demonstrated a clear vision and goals of the strategy to help direct the efforts and measure performance. The award recipients also showed how strategies should be carried out through key focus areas or pillars of ongoing programs. Another recurring theme across all recipients is their involvement of staff at various levels and through various channels including training and development, community engagement, and innovative awareness activities. Some strategies placed individual staff responsible for specific focus areas or pillars to help build accountability and empowerment. Measurement of results and performance is also important and several good examples of tangible results can be found to link back to the strategy.

OVERVIEW:

In order to promote the full scope of sustainability, UFI decided that this first Sustainable Development Award would reward a broad, realistic approach to sustainable development. This theme was especially challenging as only those companies with a significant history and full results in this domain would have sufficient content to qualify. Entries could be made by any type of company within the exhibition environment: venue, organizer, service provider or a combination of them.

Entries submitted must have described the key elements of the company's strategy, together with its corresponding action plan and current results. Evaluations were based on both quantitative and qualitative results with the following elements:

STRATEGY DEFINITION AND REVIEW

- Explain how the strategy was defined, who it involved and how it is reviewed.

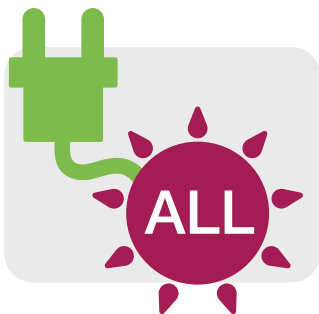
STRATEGY CONTENT

- Detail which key issues have been identified and what the objectives are in each of the economic, environmental and social areas.
- List the main actions undertaken and the key implementation aspects.

CURRENT RESULTS

- Provide and comment the main results.
- Identify the specific benefits and also the challenges met.
- Indicate the kind of reporting implemented internally and, if existing, externally.

The content for the 2012 UFI Sustainable Development Award as presented here is based on summarizing the award submission content as presented. UFI and Greenview are not responsible for information that was submitted incorrectly or that has since changed.

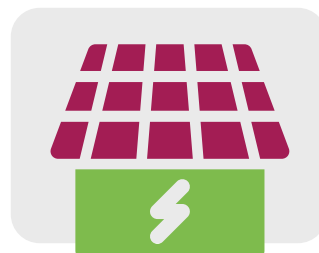


ALL ELECTRIC POWER FROM RENEWABLE ENERGY, NO FOSSIL FUELS USED TO POWER BUILDINGS

Amsterdam RAI p.8

50,000 M2 OF SOLAR ENERGY PANELS ON ROOFS SAVED 22,800 TONNES OF EMISSIONS

Artexis Group p.9



80% OF WASTE FROM MOTOR SHOW RECYCLED

Palexpo p.12

Amsterdam RAI's vertical garden





SUMMARY OVERVIEW:

As a large international venue, Amsterdam RAI is not always able to fully measure its environmental footprint, but the facility understands the need to take steps in order to limit their environmental impact. Previously, Amsterdam RAI focused all business decisions on purely economic grounds, rather than environmental, although social implications for the city and regions have been explicitly considered by the facility.

Amsterdam RAI previously focused all business decisions on purely economic grounds – rather than environmental impacts that may result

By embedding CSR in its mission, Amsterdam RAI aimed to achieve its ambition to become a leader in the field of sustainability within the European conference and event industry by 2013. This was supported by the new core values.

STRATEGY AND GOALS:

Amsterdam RAI evolved their business decision making framework to create sustainable value at the highest level in safe, healthy and environmentally friendly surroundings for all the building's employees, users and stakeholders. The scope of Amsterdam RAI best sustainable development strategy aims to cover the UFI Sustainable Development objective by creating a rewarding, broad, and realistic approach to sustainable development.

COMPANY PROFILE:

Amsterdam RAI is a multifunctional exhibition space that's hosts nearly 500 yearly events in 94,500 m2 exhibition space with 2,000,000 annual visitors. The facility is comprised of 64 conference and meeting rooms and 12 multifunctional halls. Amsterdam RAI is located 15 minutes from the Amsterdam City Center, and 8 minutes from the nearest airport.

MANAGEMENT APPROACH:

Amsterdam RAI heavily involves departments and employees in CSR activities and policy. The CSR strategy incorporates a CSR manager who monitors progress, and a network of 25 CSR ambassadors who assist in the rollout of various CSR activities. To determine CSR performance, seven main themes were organized which represent the most relevant sustainability aspects.

ENVIRONMENTAL FOCUS THEMES:

- 1 Energy and Climate
- 2 Mobility
- 3 Water
- 4 Waste
- 5 Employees
- 6 Procurement
- 7 Social Engagement

Amsterdam RAI has set CSR goals in order to reduce environmental impacts. These include:

- Reduce energy consumption by 25%
- Reduce water usage by 25%
- Reduce solid waste by 25%
- Start separating waste by over 25%
- Use partners with 25%+ sustainable products
- Reduce the use of paper by 50%
- Stop the use of environmental unfriendly cleaning products and pesticides by 100%

PERFORMANCE AND OUTCOMES:

ENERGY AND CLIMATE

All electric power is from renewable energy, no fossil fuels are used to power the buildings, all office lighting is motion sensor activated, utilizing sustainable features such as LED lighting and geothermal heat pumps in newly constructed areas of the facility.

SOCIAL ENGAGEMENT:

Amsterdam RAI and its employees have been supporting AMREF Flying Doctors and the Emma Children's Hospital foundation in a constructive and inspiring partnership since 2005.

ADDITIONAL RESULTS:

Certifications

In the final quarter of 2011 the RAI acquired three major CSR/ environmental certificates. They confirm that Amsterdam RAI has succeeded in firmly establishing its sustainability policy and goals within its organization and operational processes.

SUMMARY OVERVIEW:

The Artexis Group represents the ultimate meeting and market places, as a manager of exhibition halls and conference centres, in addition to organizing the B2B & B2C trade fairs.

The Artexis Group's CSR policy focuses not only on creating added value by entering less of a burden on the environment and by contributing to the well-being of a community, but also rallying their whole team behind a motivational social project. This policy originated from the global economic crisis in 2008, in which Artexis Group consolidated task force missions, visions, and values to focus on the environment. This was followed by the creation of a CSR committee in 2009 and CSR report in 2011.

STRATEGY AND GOALS:

ACTING GREEN, RED, AND BLUE

The Artexis Group organizes their CSR initiatives into three defined groups, which make up the Group's goals:

- Mr. Green – knows all about ecology and the environment
- Mr. Red – is socially oriented
- Mr. Blue – gives us useful economic tips

The Importance of measuring results with Key Performance Indicators

- Green KPIs – water, energy, paper consumption, CO2 emissions of our fleet, and CO2 consumption of our fairs
- Red KPIs – employee satisfaction and retention ration, training hours/employee, employee gender balance
- Blue KPIs – revenues, costs, and margins

Artexis CSR strategy focuses on the following categories and goals:

- Energy Policy – Generate more and consume less
- Waste Management – Reduce, reuse, and recycle
- Mobility – Moving green, going greener
- Ecological Footprint – The best foot forward
- Solidarity – Giving back to society
- Well-being – Healthy mind in a healthy body

MANAGEMENT APPROACH:

ECONOMIC AND ECOLOGICAL BUSINESS MODELS

As manager of exhibition halls and conference centres, Artexis Group focuses on energy policy, waste management, sustainable procurement, and green buildings. As organizer of trade fairs, the Group centers on sustainability, greener business models, and trade fairs with minimum carbon footprint.

Artexis Group's approach is both internal and external, through the involvement of not only employees, but supplier, visitors, exhibitors, organizers, and neighbors.

PERFORMANCE AND OUTCOMES:

ENERGY POLICY – Generate more and consume less

- o 53,000 m3 of solar energy were installed on the company's roofs. This resulted in 22,800 tons of CO2 emissions saved over a twenty-year period.
- o A switch was made from warm to cold light in venues and on stands, and motion detectors were installed.
- o The group renovated sanitary installations through renovating spacing to include the latest generation toilet blocks and adding taps with electronic sensors.
- o Thick pullover days were introduced, in which employees wear winter outfits in the office and share eco-friendly tips.
- o A lift free Fridays program was implemented, in which employees are to take the stairs instead of elevators to increase awareness around energy.

WASTE MANAGEMENT – Reduce, reuse, and recycle

- o Artexis Group participates in a CO2 scan of their container park to improve sorting, transporting, and processing of waste. This results in 786 tons less CO2 in the atmosphere every year.
- o Greener cyclists and public transport users, and encourages virtual meetings.
- o Greener visitor mobility is encouraged through public transport deals and solar charging stations for electric vehicles.

ECOLOGICAL FOOTPRINT – The best foot forward

- o Employees are encouraged to participate in "Earth Hour".
- o The Group calculates the footprints of venues and fairs.

SOLIDARITY – Giving back to society

- o Efforts are made to increase the Group's solidarity through a partnership with Red Cross and an employee volunteer day.

WELL-BEING – Healthy mind in a healthy body

- o The Artexis Challenge highlights expedition around the world including hiking the Alps and Crossing the Dunes of Merzouga in Morocco.
- o The Group introduced a healthy food theme every 2 months for a healthy mind and body.

SUMMARY OVERVIEW:

The Cape Town International Convention Centre (CTICC) works on creating a conscious brand, where sustainability is not only caring and being responsible, but where sustainability equals results. The Centre's 2020 vision is "To become the best long-haul international convention centre in the world." CTICC aims to maximize economic spinoff and job creation, focus on innovation and exceeding expectations, achieve service excellence by building high quality staff, and become a world leader in sustainable initiatives. To deliver this vision and mission, and deliver on its mandate to its stakeholders, CTICC endeavors to be a self-sustaining organization.

STRATEGY AND GOALS:

The Cape Town International Convention Centre's sustainability strategy has been proactive in developing a triple bottom line approach that focuses on economic, environmental, and social sustainability. As a result of this core strategy, the CTICC has enhanced its service offering of sustainable event options.

Triple bottom line KPIs:

- Economic Impact/Spin off – GDP, International delegate days, number of jobs
- Human Capital Development – Percentage spend on training vs. turnover
- Customer Centricity and Service Excellence – Professional independent customer surveys
- Sustainability – Utility bill savings
- Empowerment – Percentage BEE spend
- Cost Control – Gross margin

MANAGEMENT APPROACH:

The Cape Town International Convention Centre's CRS/ Sustainability Strategy consists of 7 focus areas: Energy and Climate, Water, Waste, Procurement, Social Involvement, Employees, Mobility

PERFORMANCE AND OUTCOMES:

ECONOMIC SUSTAINABILITY

- 1,243,910 visitor/delegate days
- 1,039,069 exhibition and other event visitor days
- R250 million in tax revenue generated
- R615 million net foreign exchange earnings generated

ENVIRONMENTAL SUSTAINABILITY

ENERGY

- CTICC's business strategy focuses on implementing energy efficient green operations such as retrofitting the centre, and installing motion and light sensors. This includes using low

voltage bulbs, retrofitting escalators with sensors, adjusting air conditioning systems to suit seasonal conditions, fitting of variable speed drivers on HVAC pumps and fan motors, and setting lighting 50% with only ventilation instead of air-conditioning during build up and strike periods.

WASTE

- CTICC's waste reduction initiatives include recycling all glass used at the centre, favoring reusable and recyclable products, and using biodegradable soaps and detergents in dispensers rather than sachets.
- CTICC separates waste at the source including waste drainage systems for storm water and sewerage.

WATER

- Water initiatives at the centre include the installation of toilet dual flush mechanisms, using a drip irrigation system, and retrofitting taps in restrooms.
- Throughout the centre, indoor landscaping utilizes indigenous and water-wise plant species.
- Staff are encouraged to use water with care.

TRANSPORT

- The CTICC encourages the use of environmentally friendly transport options, including pedestrian walkways and a unique water taxi.

ECO-PROCUREMENT

- The CTICC appoints specialist for carpentry, metal works, AV, and IT.

SOCIAL SUSTAINABILITY

EMPLOYMENT CREATION

- It is anticipated that the number of people directly employed due to CTICC will increase to 3,913 per annum by 2015, and the number of indirect jobs is estimated to rise to 5,000 per annum.

ENTERPRISE DEVELOPMENT

- CTICC increased the business of several suppliers including Palmans Food and Independent Interiors.

TRAINING AND EDUCATION

- CTICC created internships for students to enhance hospitality industry skills, awarded permanent contracts, and invested R1.5 million in staff training and development.

SOCIAL UPLIFTMENT AND VOLUNTEERISM

- CTICC volunteers in communities to train and increase awareness around sustainability.

ADDITIONAL RESULTS:

CTICC was the first convention centre in the world to obtain three management systems simultaneously:

- ISO 9001 – Quality Management
- ISO 14001 – Environmental Management
- OHSAS 18001 – Occupational Health and Safety

CTICC is the only convention centre on the African continent to be a signatory to the UN Global Compact.

SUMMARY OVERVIEW:

Messe Frankfurt is an exhibition center that organizes trade fairs, exhibitions and conventions in Frankfurt and around the globe. At the time of submission, the center employed 1,769 staff; covered 578,000 m² total exhibition space; and reached a global presence of 28 subsidiaries, 5 branch offices, and 52 sales partners.

Messe Frankfurt is distinguished by three business roles as a unique player in the exhibition industry. The center employs a unique corporate concept that continuously and lastingly shapes the industry. Messe Frankfurt is a VENUE for exhibitors and events, ORGANIZER for exhibition and events, and FACILITATOR within the exhibition industry.

STRATEGY AND GOALS:

CSR-strategy at Messe Frankfurt features defined groups and fields of action. With its CSR-strategy, Messe Frankfurt defines a structure for its engagement extending its responsibility beyond the immediate region.

3 ACTIVITY CLUSTERS:

- Company
- Region
- Society

4 TOPICAL PILLARS:

- Environment / Sustainability
- Social Responsibility
- Education / Science
- Cultural Involvement

MANAGEMENT APPROACH:

Messe Frankfurt's commitment to CSR was established through a rich heritage and close bond to its stakeholders. Sustainability has been a guiding principle in all areas. Due to the complexity of Messe Frankfurt's organizational structure and service portfolio, the center has adopted a CSR strategy that is both flexible and comprehensive with the goal of thriving to be a CSR-leader in its sector through flexible regulations and processes that make economic sense over the long term.

PERFORMANCE AND OUTCOMES:

Environment / Sustainability – Messe Frankfurt addresses efficient use of resources with a variety of CSR- activities.

- Energy efficiency – ‘Kap Europa’ Congress Centre was built to comply with the DGNB Gold Standard.
- Waste management – Up to 90% of the materials generated at Messe Frankfurt are recycled.
- Transport / Logistics – Innovative concepts at Messe Frankfurt help avoid traffic and unnecessary impacts

Social Responsibility – Messe Frankfurt runs targeted CSR initiatives to address its diverse workforce and international orientation.

- Corporate culture – Messe Frankfurt is committed to respect, fairness, and mutual appreciation.
- Working conditions – Secure jobs and long term employee retention, flexible working hours, employee training, and qualification.

Education / Science – Messe Frankfurt promotes education and science through part of its CSR engagement.

- Messe Frankfurt Akademie – offers courses, seminars, and conferences for a variety of occupations and activities.
- Messe Frankfurt Endowed Chair – Endowed Chair for International Economic Policy as long-term engagement at the University of Frankfurt.

Cultural Involvement – Messe Frankfurt's cultural activities include targeted sponsorships, events, and prizes for music, architecture, and design.

ADDITIONAL RESULTS:

Messe Frankfurt and UBM Live also have a strategic partnership to further development of events based on sustainability considerations using the specific measure of ‘green’ electricity to power events.

SUMMARY OVERVIEW:

Palexpo is a convention center located in Geneva, Switzerland and hosts a variety of meetings and exhibitions. Palexpo hosts the Geneva International Motor Show attracting 730,000 visitors and 12,000 journalists and the world's largest nonwovens exhibition, attracting over 12,000 trade visitors and conference attendees. Additionally, Palexpo hosts CSI/W International Show-jumping competition – the largest arena in the world.

STRATEGY AND GOALS:

Palexpo's strategy is focused around 3 areas:

- Economic – Impacts on the economic conditions of stakeholders & economic systems
- Environmental – Impacts on living and non-living natural systems
- Social – Labor practices & decent work

MANAGEMENT APPROACH:

The corporate values of Palexpo are determined by the staff and include customer focus, professional integrity, flexibility, efficiency, and teamwork.

Palexpo's governance is centered around commitment & dialogue and impact on local communities.

PERFORMANCE AND OUTCOMES:

ECONOMIC

From 2010 to 2011, there was a 14.16% increase in events, 24.15% increase in exhibitors, and 27.31% increase in sales.

ENVIRONMENTAL

Palexpo participates in energy audits.

Palexpo has invested in a new ventilation system, more efficient lighting, and carbon free electricity. Water consumption has decreased by 23% from 2010 to 2011. The Center has also implemented landfill diversion plans to reduce, reuse, and recycle. This impact is seen at the 2012 Motor Show, where 50% of waste was sorted at source and 50% was factory sorted. This resulted in 80% of waste being recycled. Palexpo's visitor transportation includes TaxiBike and recharging stations for two-wheelers. Additionally, Palexpo is working on a public transportation collaboration to enhance transportation services.

SUMMARY OVERVIEW

Operating internationally, UBM Live operates number of market leading exhibitions, awards, websites/online products and publications in 20 different business sectors. UBM Live has offices in the UK, Netherlands, USA, France, and Brazil and focus on building relationships with customers, with a comprehensive corporate responsibility programme.

STRATEGY AND GOALS

UBM's Sustainability Strategy is built on four pillars:

- **Environment** – monitor and seek to reduce impact on the environment: UBM Live's goals include reducing energy and carbon footprint, reduce waste sent to landfill, participate in both internal and external event audits, and focus on environmentally friendly products for both onsite and offsite.
- **Community** – encourage employee engagement in the community and use business skills and activities to support the communities in which UBM Live operates: UBM Live contributes to the community through volunteer initiatives including the iVolunteer program and providing free space to NGOs at exhibitions to network and promote their objectives.
- **Workplace** – encourage diversity at work and recognition of other cultures, attract and retain talent, ensure all employees operate ethically and with integrity, and act as a responsible employer: UBM Live works to utilize its expertise to attract, develop, and retain talented people.
- **Marketplace** – seek to enlarge customer communities and improve levels of customer service by understanding and responding to their needs, support customers' CR objectives, ensure a safe and healthy environment, and encourage suppliers to adopt CR policies and standards in line with UBM Live's own: UBM Live works to maintain and improve the quality of events by adapting sustainability into planning and processes and ensure function excellence. Additionally, UBM Live takes into account new legislation and regulations and sources products in a sustainable manner.

UBM Live's Sustainability Strategy currently cover three events – CPhI Worldwide/ICSE/P-MEC Europe and InnoPack, Fi & Hi Europe – Food and Health Ingredients, The Responsible Partnership Events. In addition, UBM involves all stakeholders in its strategy including exhibitors, visitors, employees, top management, community, supplier, and venues.

MANAGEMENT APPROACH

UBM Live has implemented a sustainability management system for the office and operations team in Amsterdam and London.

PERFORMANCE AND OUTCOMES:

UBM Live has made significant progress both onsite and offsite. This performance is measured through energy and waste reduction, responsible sourcing, and employee involvement.

- Reduced event waste: 18% reduction in waste at Fi Europe 2011, recycled 88.8% of waste at CPhI Worldwide 2011, resulting in 527 tons of waste diverted from landfill
- 100% green electricity used at CPhI Worldwide in 2011
- UBM Live collaborated with venues and suppliers to exchange best practices, impacting them to improve their sustainability strategy as part of doing business with UBM Live
- Installed a smart meter in the office and started to measure our electricity consumption maintaining low energy usage per person in the Amsterdam office at 77 kWh per person

Additionally, UBM Live identified eight key milestones.

1. Identified and communicated key sustainability issues
2. Developed a comprehensive sustainability policy and values
3. Established key principles: inclusivity, integrity, stewardship and transparency and set objectives and hard targets
4. Implemented BS 8901 standard and obtained certification for CPhI Worldwide and Fi/Hi Europe events, Responsible Business Exhibition UK and the Amsterdam office
5. Incorporated sustainability into procurement process, focusing on supplier management
6. Engaged with venues and signed a sustainability statement with Messe Frankfurt in 2011 to establish mutual co-operation and improving the sustainability practices of the business
7. Created a document management system for sustainability documentation ensuring transparency, availability, and easy access for all stakeholders
8. Communicated our sustainability strategy through an internal sustainability newsletter and externally reaching out and sharing information with suppliers

ADDITIONAL RESULTS

UBM Live is working to implement additional goals and strategies at other offices and events. This includes:

- Supporting charities chosen by staff by collecting materials for donation, and promoting their work on site to all stakeholders
- All inclusive stakeholder forums to receive input from all key suppliers and venues
- Focusing on communicating sustainability to all levels of clients to ensure full understanding and cooperation of UBM Live's ethos
- Incorporating digital communications and engagement across events to reduce the carbon footprint and communicate alternatives that maintain the quality of its events
- Sustainability reporting for UBM Live according to GRI guidelines
- Comprehensive sustainability e-learning that can be adapted company wide

OVERVIEW

Two award categories were offered in 2013 and the first one addressed the emerging trend of sustainability reporting as a best practice.

Best reporting on sustainability is a competition theme created to promote and reward a company who has delivered best practice reporting by including full and transparent details of its economic, environmental, and social activities.

THEME:

Sustainability reporting showcased the breadth and depth of possibility for an organization in approaching sustainability. The recipients highlighted some of their best efforts in reporting, with the true value of the content being found in the sustainability reports available for the reader and key components of their sustainability programs.

COMPETITION RESULTS :

- 1 winner: CTICC (South Africa)
- 1 other finalist: La Rural (Argentina).

The content for the 2013 UFI Sustainable Development Award as presented here is based on summarizing the award submission content as presented. UFI and Greenview are not responsible for information that was submitted incorrectly or that has since changed.



ONLY CONVENTION CENTRE TO ATTAIN GRI APPLICATION LEVEL B

CTICC (Winner) p.16

73% OF SUPPLIERS BBEEE COMPLIANT

CTICC p.16



REPORT RECEIVED COVERAGE IN 46 NATIONAL & INTERNATIONAL MEDIA

La Rural p.17





SUMMARY OVERVIEW:

The Cape Town International Convention Centre (CTICC) has forged a culture of sustainability in all aspects of their business operations as a premier convention centre recognised globally. The CTICC utilizes the “triple bottom line” approach when it comes to measuring and understanding their sustainability impacts in the categories of economic, environmental and social key performance indicators. The CTICC is a pioneer in venue sustainability reporting by adhering to the Global Reporting Initiative (GRI) standards of reporting at the GRI Application Level B, a distinction that was solely given to them at the time of submission.

GREATEST IMPACTS:

- First convention centre in the world that obtained three management systems simultaneously (ISO 9001:2008 Quality Management; ISO 14001:2000 Environment Management; OHASA 18001 Occupational Health and Safety).
- 2012 sustainability report is the only convention centre to be GRI Application Level B approved.

STRATEGY AND GOALS:

In 2009, the CTICC formalized its sustainability strategy through the implementation of its NOW initiative and NOW team that drives the implementation of sustainability principles and practices within the CTICC at the operational level.

The main sustainability goals and objectives of the CTICC are:

- Business Development
- Corporate Social Responsibility (CSR)
- Eco Procurement
- Environmental Responsibility
- Innovation
- International Leadership
- Marketing and Brand Identity
- Mobility
- Monitoring and Reporting
- Operational Management
- Staff Training and Awareness

MANAGEMENT APPROACH:

The NOW team always takes a triple bottom line approach towards addressing and achieving the CTICC's sustainability goals and objectives. Where applicable, measurable indicators are applied to all goals and objectives that get incorporated into their sustainability reporting process. CTICC believes this type of holistic approach helps with the ongoing improvement process of implementing initiatives, while addressing short and long-term goals and objectives.

PERFORMANCE AND OUTCOMES:

SOCIAL BENEFITS

The CTICC measures their social benefits based on internal and external categories. Internally, 94 staff members participated in training programmes, totaling 1,556 hours of employee training among other professional development training initiatives. Externally, the CTICC directly contributed to the creation of 2,103 jobs in the Western Cape and 3,979 jobs throughout South Africa. In addition, 30 staff members volunteer for Mandela Day (one of the events for the centre's community partners).

ENVIRONMENTAL BENEFITS

The CTICC measures environmental performance in four categories of: Eco Procurement, Energy, Water and Waste. A number of indicators have 2012 targets indicated in relation to 2012 performance. For examples, 73% of the CTICC's suppliers are BBEEE compliant and the goals for 2012 was to obtain 50% compliance. Though the CTICC has a goal of 5% reduction on electricity consumption and did not achieve it, it is quite commendable the centre remains transparent with their performance results.

ECONOMIC BENEFITS

In 2012, the CTICC contributed R2.55 billion towards the country's GDP and earned R137 million in revenue. In addition, 7,082 direct and indirect jobs were created.

ADDITIONAL RESOURCES:

Link to 2012 CTICC Sustainability Report:

http://www.cticc.co.za/sites/default/files/downloadable_files/CTICC_Sustainability_Report_2012.pdf

La Rural, Predio Ferial Buenos Aires

(Finalist)



www.larural.com.ar

SUMMARY OVERVIEW:

La Rural, Predio Ferial de Buenos Aires (La Rural) is the exhibition and events centre of Argentina for more than 130 years and is an historic landmark within the City of Buenos Aires. Steeped within history and tradition, La Rural is a company with a strong social commitment to its surrounding community, the environment and human development.

GREATEST IMPACTS:

- La Rural's 2009-2011 sustainability report adhered to the Global Reporting Initiative (GRI) principles of reporting and achieved Application Level C.
- The report achieved 46 mentions in national and international media sources from the centre's publication efforts.

STRATEGY AND GOALS:

La Rural's strategy to capture and survey relevant sustainability topics stems from an initiative called "Podemos Más" (We Can More), a space for discussion and collaboration for improving sustainable practices in the industry that included internal staff, customers and event organizers. This was hosted as workshops in 2009 and 2010.

Some of the main sustainability goals and objectives that stemmed from this exercise are:

- "La Rural Recicla" (La Rural Recycles), comprehensive recycling program;
- "Mejores Vecinos" (Better Neighbors), community engagement platform;
- "La Rural Accesible" (Accessible La Rural), program for disabled people access to the centre;
- "La Rural Te Cuida" (La Rural Cares About You), prevention and health care initiatives; and
- "La Rural Por Vos" (La Rural for You), employee benefits program.

MANAGEMENT APPROACH:

Overall, La Rural takes a collaborative approach toward managing its sustainability initiatives from inception to implementation. It's very clear the centre feels a strong sense of responsibility towards the local community and is reflected in the types of sustainability initiatives they invest towards.

PERFORMANCE AND OUTCOMES:

SOCIAL BENEFITS

To promote the efforts of La Rural's sustainability report, the centre hosted a conference on "Sustainable leadership in industry trade shows, conferences and events". Several high profile attendees were invited and asked to be part of a symposium, such as the Minister of Environment and Public Space of the Government of the City of Buenos Aires.

In addition, the centre leveraged social media to spread their reporting efforts to key audiences in order to engage the events community and share best practices.

ENVIRONMENTAL BENEFITS

La Rural has invested in several energy saving measures, such as lighting projects through administering their Environment Management Plan. The centre has seen gradual reduction in energy consumption from 2008-2010. The centre also collects and implements a recycling program in addition to tracking all waste streams extensively in order to identify areas of future improvement.

ECONOMIC BENEFITS

La Rural had net profits of \$ 98,300,125 in 2010, hosting a total of 270 events.

ADDITIONAL RESOURCES:

Link to La Rural Sustainability Page:
<http://www.larural.com.ar/mejores-vecinos/>

Video on Sustainability:
<https://youtu.be/5-a1IGZbp2w>

COMPETITION RESULTS

BEST INNOVATIVE ENVIRONMENTAL INITIATIVE

1 WINNER:

Scan Display (South Africa)

3 OTHER FINALISTS:

Fira Barcelona (Spain)

Freeman (USA)

Fresh Montgomery (UK)

5 ADDITIONAL BEST PRACTICES SELECTED:

ADNEC (UAE)

Bella Centre (Denmark)

CTICC (South Africa)

Macau Fair & Trade Association (Macau)

UBM plc (Global)

BEST REPORTING ON SUSTAINABILITY

1 WINNER:

CTICC (South Africa)

1 OTHER FINALIST:

La Rural (Argentina)

THEMES

The best environmental initiative award showcased the wide range of environmental initiatives possible within the exhibition industry's reach. Initiatives covered areas from efficient technology and equipment, to environmental certifications, to staff guidelines and green teams, to engagement with exhibitors through green booth awards. Initiatives included specific programs such as onsite installation of bee hives at a hotel and the conversion of cooking oil into fuel used for on-site vehicles and soap for cleaning at a venue. Initiatives were also comprehensive programs that cover several aspects of environmental performance. Likewise, the environmental initiative could be one key aspect of an organization's wider strategy and program. Environmental initiatives help reduce environmental impacts, but as several recipients demonstrated, environmental initiatives can have related community benefits

such as building awareness, increasing jobs, feeding the hungry, and strengthening local suppliers. Communicating environmental initiatives was also important for their implementation, and recipients developed many initiatives intended to be replicated, expanded, and improved upon over time.

Sustainability reporting showcased the breadth and depth of possibility for an organization in approaching sustainability. The recipients highlighted some of their best efforts in reporting, with the true value of the content being found in the sustainability reports available for the reader and key components of their sustainability programs.

OVERVIEW

Two award categories were offered in 2013 to enable awareness of specific initiatives as well as address the emerging trend of sustainability reporting as a best practice.

BEST REPORTING ON SUSTAINABILITY is a competition theme created to promote and reward a company who has delivered best practice reporting by including full and transparent details of its economic, environmental, and social activities.

BEST INNOVATIVE ENVIRONMENTAL INITIATIVE celebrates those organizations that have focused on specific environmental actions and recognizes focused projects and innovation in their delivery.

Entries could be submitted from all exhibition related organizations: venues, organizers, and/or service providers. Evaluations were based on both quantitative and qualitative results, with the following elements addressed in the competition:

BEST REPORTING ON SUSTAINABILITY AWARD:

submit a report together with a short PowerPoint presentation highlighting the following aspects:

- Background: rationale, approach, planning & implementation;
- Results: indicators and performance, challenges and achievements;
- Communication aspects: stakeholder engagement, benefits; and
- Future plans.

BEST INNOVATIVE ENVIRONMENTAL INITIATIVE AWARD:

submit a short summary describing the initiative.

The content for the 2013 UFI Sustainable Development Award as presented here is based on summarizing the award submission content as presented. UFI and Greenview are not responsible for information that was submitted incorrectly or that has since changed.

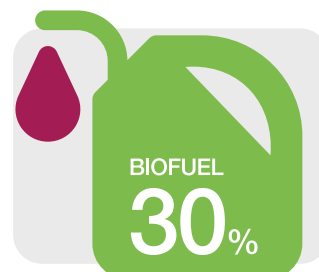


4,167 INDIGENOUS PLANTS REPLANTED IN COMMUNITY PARK

Scan Display p.20

BIOFUEL CONVERTER PROVIDES 30% OF VEHICLE FUEL SUPPLIES

ADNEC p.24



210 KG OF HONEY PRODUCED ON THE ROOFTOP

Bella Center p.25





SUMMARY OVERVIEW:

Scan Display is an exhibition stand, retail display, and events and exhibition infrastructure company based in South Africa. Scan Display won the UFI 2013 Sustainable Development Award for their involvement in the South African Climate Change Response (CCR) Expo hosted at COP17 in 2011.

GREATEST IMPACTS:

- Created an innovative and iconic event structures for the CCR Expo; first of its kind using only natural materials, but also incorporating social and upcycling opportunities for all structures to be either donated or rebuilt in other communities afterwards
- Built an iconic banana leaf canopy from gum tree trunks, natural rope and wild banana leaves
- Built an eco-friendly toilet structure from old railroad cars that were later re-built in rural settlements after the event

STRATEGY AND GOALS:

In Scan Displays' approach, they defined greening as making choices that were environmentally, socially, and economically sustainable (the triple bottom line approach). The main goals were to:

- Use local suppliers;
- Opt for eco-friendly alternatives;
- Avoid waste by designing all elements for re-usability;
- Minimise water and energy usage, where possible; and
- Communicate to have a lasting impact that would encourage visitors and participants to re-think how they use resources, do business and live their lives.

MANAGEMENT APPROACH:

Scan Display's management approach took a lot of forethought from inception of the event to implementation and execution of the actual CCR Expo. A holistic approach would best describe their process in accomplishing all of their event goals. All initiatives for the event were carefully planned out to not only be functional for the CCR Expo, but also for how it could be utilised in the nearby community afterwards, so social legacy was a large factor in how Scan Display showcased leadership.

PERFORMANCE AND OUTCOMES:

SOCIAL BENEFITS

During the event several local businesses benefitted from procurement strategies. 60% of the event budget went to local suppliers and 40% to national suppliers (only in the event a local supplier couldn't be utilised). The social benefits extended beyond, especially because several communities benefitted from the donation of structures built for the event were then later transported and re-built in rural settlements, such as the eco-friendly toilet structures.

ENVIRONMENTAL BENEFITS

- All of the indigenous plants (4,167) were donated and replanted into a community park in an impoverished community to help support the event's carbon offsetting project goals.
- Waste was properly mitigated as much as possible for food and beverage procurement with minimal to no packaging.
- The event achieved a 44.6% waste diversion rate and all landfilled waste went to a local waste-to-energy landfill.
- All bottled water was banned from the event.
- Onsite rainwater collection was harvested and utilised to water all of the indigenous plants so no additional potable water was extracted.
- Renewable energy was procured for the event, including solar water heaters for onsite kitchen use.

ECONOMIC BENEFITS

The event generated 15 million in revenue for the 12 days the CCR Expo was held.

ADDITIONAL RESOURCES:

<http://www.scandisplay.co.za/greenery/>

SUMMARY OVERVIEW:

Fira Barcelona is the largest exhibition centre in Spain that is comprised of two venues representing 400,000m² of exhibition floor space. Fira Barcelona launched their integrated sustainability program in 2007 in response to the growing environmental requirements of external event organizers and the centre's commitment towards increasing event sustainability hosted in its venues.

GREATEST IMPACTS:

- From 2007-2012, the centre reduced waste by 79% and energy costs by 15%.
- The centre also helped empower event organizers promote sustainability within their event and collaborated on initiatives where possible.

STRATEGY AND GOALS:

Fira de Barcelona's strategy is focused on promoting the presence of international exhibitors, organisers, and visitors, and attracting large European and global events, while placing an emphasis on event sustainability.

Their main goals are to:

- Reduce waste;
- Reduce energy; and
- Increase communication.

MANAGEMENT APPROACH:

Fira Barcelona's management approach is project based to implement their event sustainability goals in the areas of waste, energy, and communication.

PERFORMANCE AND OUTCOMES:

WASTE

The centre believes waste sustainability is achieved in three ways:

- Prevent (smart purchasing);
- Control (proper collection and responsibility of waste from vendors); and
- Recycling (proper collection of waste).

This is prioritized by Fira Barcelona through the Eco-Design guide that was created in order to improve sustainable procurement practices organizationally. In addition, accountability was introduced to the site contractors or penalties and fines were enforced if they did not properly dispose of their set-up and breakdown waste streams.

ENERGY

The venue prioritised opportunities to reduce energy consumption in four main areas:

- Lighting (maximizing daylight in public spaces throughout the building, lighting retrofits);
- Power (management of "close-down venue configurations");
- Air conditioning (ensuring temperature controls points for winter or summer); and
- Water (heat water through solar cell panels; use greywater for water fixtures; waterless urinals).

COMMUNICATION

Fira Barcelona invested several media outreach and marketing initiatives to promote their best practices, through TV show interviews, publishing A Good Practices Manual, and the company's blog.

ADDITIONAL RESOURCES:

<http://www.firabarcelona.com/en/social-responsability>

SUMMARY OVERVIEW:

Freeman is one of the meetings & event industry's largest general contractors. For the 2013 UFI Sustainability Development Award submission, Freeman specifically highlighted their sustainability journey from the lens of their Las Vegas location which quickly became the roadmap for the rest of the company to model after in terms of achieving key sustainability goals.

GREATEST IMPACTS:

- Recycled cigarette butts from the Las Vegas location and repurposed filters with a recycling company in California to manufacture parking blocks, creating an upcycle opportunity.
- Utilized eco-procurement practices to source 23,000 stacking chairs made from 71% recycled materials, while recycling all of the replacement chairs so none went to landfill.
- Set a 10% energy reduction goal by 2013.

STRATEGY AND GOALS:

For Freeman, the story of their sustainability journey started from a bottom-up approach within their organization. The Las Vegas location was a truly testament to the spirit of empowerment that Freeman employees have towards causes they care about.

Their main goals of their sustainability program are centered around the:

- Individual (core of their employee culture);
- Innovative (constantly trying to address problems with solutions that are not typical); and
- Incremental (knowing it takes small steps to make progress).

MANAGEMENT APPROACH:

Freeman's approach to sustainability is now fully integrated in the upper reaches of the organization as well as embodies grassroots like approach to employee engagement of sustainability initiatives. It is both comprehensive and granular, where there is a larger corporate goal to scale best practices across all of their operations, but also grow intrinsically local solutions where applicable.

PERFORMANCE AND OUTCOMES:

WASTE

The Freeman Las Vegas location achieves an 88% diversion rate on a monthly basis. Recycling and diverting a number of materials, such as, PVC, Plexiglass, Ferrous Metal, Non-Ferrous Metal, Film, Paper/Cardboard, Wire/Cable, Plastics, and Wood. In addition, Freeman has invested in paperless work streams to avoid the unnecessary need for printing.

INITIATIVES

Freeman began providing their event clients with their Green Tracking Report after each show. These reports help measure the signage, carpet used and recycled, and even provide a staff travel calculation to help event organizers in calculating their event carbon footprint.

ADDITIONAL RESOURCES:

<http://www.freemanco.com/freemanco/ourservices/freemanGreenSolutions.jsp>

SUMMARY OVERVIEW:

Fresh Montgomery is a UK based global events company specializing in Food & Beverage industry events. Fresh Montgomery was one of the first event organizers in the UK to achieve an ISO 20121 certification for event sustainability.

GREATEST IMPACTS:

- For the IFE 2013 event, 20 pallets of food were donated to the local community, equating to nearly 82,818 meals for needy people.
- 93% of exhibitors opted to receive their exhibitor press packs electronically for the IFE 2013 event.

STRATEGY AND GOALS:

The key strategy and goals around Fresh Montgomery's sustainability program was to engage attendees and exhibitors of their events to run their businesses more sustainably and cost effective. A company sustainability policy is in place and also distributed to their event clients.

MANAGEMENT APPROACH:

Fresh Montgomery has an online sustainability management platform that every employee has access to. This platform lists strategies and best practices for implementing sustainability objectives and targets for each of their events.

PERFORMANCE AND OUTCOMES:

ENVIRONMENTAL INITIATIVES

The four key environmental initiatives included:

- Paperless Press Office (leveraging electronic communication for exhibitors so paper printing is eliminated on the show floor);
- Frustration Free Freight (consolidating courier and freight services for exhibitors in an effort to reduce carbon emissions);
- Exhibitor Food Donations (post-show food donation to mitigate waste and serve the local community); and
- Waste Works (on display "junk café" built from recycled waste to inspire waste awareness designed by collaboration with local university students).

SAVE AND SUSTAIN PARTNERSHIP

Fresh Montgomery collaborated with several other hospitality companies and institutions to deliver a website to educate people on cost savings and carbon reduction initiatives. This collaboration project spurred a Save and Sustain Pledge online where website visitors could take the pledge for sustainable events and also use the event calculator to calculate their impacts. At the time of entry, about 67,000 site visitors, and 209 Save and Sustain calculator users were determined.

SUMMARY OVERVIEW:

ADNEC is one of the world's largest convention centers with 133,000 sqm of event space hosting over 360 events per year and 1.4 million visitors. The centre is committed to environmental stewardship and sustainable social and economic growth.

GREATEST IMPACTS:

In 2012, the centre's sustainability results included:

- A 12% waste diversion rate (181,898kg), and 30% decrease in general waste.
- The implementation of the Biofuel Converter to convert used cooking oil to biofuel for ADNEC's fleet vehicles, and soap for cleaning the back of house areas of ADNEC.

STRATEGY AND GOALS:

ADNEC has an environmental policy that outlines the key objectives of the organization to:

- Minimise waste by ensuring all operations are as efficient as possible.
- Actively promote recycling internally and amongst customers and suppliers.
- Implement environmental best practice in maintenance and cleaning of the venue.
- Minimise emissions through the prudent selection of transport and power requirements.
- Enhance employee sensitivity to environmental issues.

MANAGEMENT APPROACH:

ADNEC's management approach has a mixture of green building principals and operational efficiencies built in, such as their commitment to implementing a recycling program. Other investments, such as green building improvements made to the building exterior, showcase the ways in which ADNEC incorporates sustainability into their asset and operational services.

PERFORMANCE AND OUTCOMES:

ENVIRONMENTAL INITIATIVES

- Total waste recycled was equivalent to saving 2,839 trees or 665,580 kilowatts of energy.
- The Biofuel Converter supplies 30% of all fuel needs for ADNEC's fleet vehicles.

SUMMARY OVERVIEW:

Bella Center is the beehive rooftop of the Bella Sky Comwell hotel, one of the first hotels in Scandinavia. The beehives are managed in partnership with Københavns Bybi Forening in a project called The City Bees.

GREATEST IMPACTS:

- Six beehives with 600,000 bees were installed on the rooftop of the Bella Sky Comwell hotel.
- Urban beekeeping had aided in biodiversity to the local environment (local citizens have reported larger apples in their gardens).
- Training and jobs are provided to unemployed, and formerly homeless workers as assistant beekeepers.

STRATEGY AND GOALS:

Bella Center's environmental policy is to promote sustainable awareness to its employees and community. In partnership with Bybi (the managing apiary group), the goal is to address Copenhagen's need for urban bees to build a more sustainable ecosystem and to provide the community with jobs and sustainability awareness.

MANAGEMENT APPROACH:

The partnership between Bella Sky Comwell hotel and Københavns Bybi Forening is one that builds a truly unique synergy between a hotel venue and sustainable not-for-profits. The hotel generates a lot of unique guest experiences through the honey that is produced from the beehives while Bybi is spreading their reach towards a wider audience on the importance of urban bee keeping. This model can be replicated in partnership with various other venues, such as schools and local community gardens.

PERFORMANCE AND OUTCOMES:

- 210 kilos of honey produced and 600,000 bees installed on the rooftop of the Bella Sky Comwell hotel.
- 1,950 training hours completed for assistant beekeepers.
- For each kilo of honey produced, the bees fly an equivalent 144,000 kilometres.

SUMMARY OVERVIEW:

The Cape Town International Convention Centre (CTICC) has forged a culture of sustainability in all aspects of their business operations as a premier convention centre recognised globally. The CTICC utilizes the “triple bottom line” approach when it comes to measuring and understanding their sustainability impacts in the categories of economic, environmental, and social key performance indicators. The CTICC is a pioneer in venue sustainability reporting by adhering to the Global Reporting Initiative (GRI) standards of reporting at the GRI Application Level B, a distinction that was solely given to them at the time of submission.

GREATEST IMPACTS:

- Ongoing energy efficiency projects are incorporated through a LED lighting, submetering and managing the chiller plant room for operational improvements.
- A comprehensive waste and e-waste program is properly implemented.
- Water efficiency fixtures are implemented throughout the centre.

STRATEGY AND GOALS:

In 2009, the CTICC formalized its sustainability strategy through the implementation of its NOW initiative and NOW team that drives the implementation of sustainability principles and practices within the CTICC at the operational level.

The main sustainability goals and objectives of the CTICC are:

- Business Development
- Corporate Social Responsibility (CSR)
- Eco Procurement
- Environmental Responsibility
- Innovation
- International Leadership
- Marketing and Brand Identity
- Mobility
- Monitoring and Reporting
- Operational Management
- Staff Training and Awareness

MANAGEMENT APPROACH:

Sustainability is embedded into every aspect of the business strategy for CTICC. Where applicable, measurable indicators are applied to all goals and objectives that get incorporated into their sustainability reporting process. CTICC believes this type of holistic approach helps with the ongoing improvement process of implementing initiatives, while addressing short and long-term goals and objectives.

PERFORMANCE AND OUTCOMES:

- LED lighting project reduced energy consumption by 5% and submetering helped reduce 10% monthly kWh usage.
- A fluorescent lamp crusher is used onsite to safely dispose of hazardous waste sources, representing 476 litres of crushed fluorescent tubes.
- Installation of two energy efficient hot water cylinders resulted in savings of 5,208 kWh per month.

ADDITIONAL RESOURCES:

http://www.cticc.co.za/sites/default/files/downloadable_files/CTICC_Sustainability_Report_2012.pdf

SUMMARY OVERVIEW:

The Macau Fair & Trade Association (MFTA) is a non-profit dedicated to the convention and exhibition industry of Macau and is the leading event organizer. Starting in 2010, the MFTA implemented and launched the “Green Booth Award and Green Electricity Fee Rebate” Campaign to help promote and innovate green booth design for participating exhibitors at the Macau International Environmental Cooperation Forum & Exhibition (MIECF).

GREATEST IMPACTS:

First “Green Booth Award and Green Electricity Fee Rebate” Campaign resulted in 75% reduction in total number of garbage trucks hauls and 20% increase in use of energy efficient lighting.

STRATEGY AND GOALS:

The strategy is inspired from the Chinese ideology of “Harmony of Nature and Human” — paying attention to more long-term interests than immediate benefits. The MFTA’s strategy includes:

- Researching technical details and standard for green booth designs through the MIECF;
- Providing support for exhibitors and contractors to adopt green booth design principles; and
- Expanding the campaign to all exhibitions in Macao and to china overall.

MANAGEMENT APPROACH:

The MFTA is organically managing the success of the program by tackling each show and being able to measure any results through the use of sustainable materials and waste reduction efforts. The strategy clearly helps the organization understand how to navigate next steps towards building the awareness and success of the program by implementing one successful campaign at a time.

PERFORMANCE AND OUTCOMES:

- First “Green Booth Award and Green Electricity Fee Rebate” Campaign resulted in 75% reduction in total number of garbage trucks hauls, and 20% increase in use of energy efficient lighting.
- MFTA created a long-term campaign to be improved year over year and expanded to other events to promote the principles of green booth design.

SUMMARY OVERVIEW:

UBM plc is a global events marketing and communications company with over 5,000 employees and 100 offices globally. All UBM events strive to raise sustainability awareness among suppliers, customers and venues.

GREATEST IMPACTS:

The Global Green Team is a companywide initiative to reduce overall carbon consumption in the global offices and engage employees.

- Achieved 10% absolute carbon reduction from 2010-2012 (doubling the target of 5%).
- Started a Global Green Team in Europe, US, and Asia.

STRATEGY AND GOALS:

The UBM Environmental Policy formed in 2010 was the guiding strategy for the Global Green Team Initiative. The CEO of UBM committed to a company-wide carbon reduction of 5% by 2012 over a two-year period.

The objectives and targets of UBM's overall environmental policy are to:

- Reduce energy, water, and waste;
- Train employees;
- Promote health and safety of employees, exhibitors, and visitors;
- Promote sustainability within the supply chain; and
- Monitor sustainability performance of suppliers and contractors.

MANAGEMENT APPROACH:

Each office manages and innovates their own Green Team initiatives that suit the needs of their office best. The green teams at each office implement a range of programs from recycling, sustainable procurement and energy saving competitions. All green team members volunteer their time outside of their fulltime roles within UBM to engage in these green teams. In addition, on the client side of event management, UBM designates an Event Sustainability Champion in each key operating region to share and monitor event sustainability opportunities through new initiatives.

PERFORMANCE AND OUTCOMES:

- 30% of global offices are covered by smart metering to effectively measure each offices' carbon footprint.
- Santa Monica office eliminated the use of K-Cups and banned plastic cups in their office.
- Shanghai's office engaged in online forums to share ideas and communicate continuously within the green team in an effort to increase educational content.

Best destination approach to implementing sustainability

How can the exhibition industry and a country, region or city work together to facilitate sustainable development?

The 2017 UFI Sustainable Development Award is designed to recognise initiatives that combine the efforts of a destination (city, region or country level) in partnership with a professional exhibition operator (venue and/or organiser) to implement sustainability around an individual exhibition or a series of events.

GUIDELINES AND CRITERIA

Implementing sustainability within the exhibition industry requires many actors to work together – including the local authority where the exhibition is held. Local authorities can play an important role in various actions, from providing public transport for participants and handling waste, to engaging the local community.

This UFI competition is open to exhibition companies who have developed successful initiatives in liaison with their local authority, at city, regional or country level.

The 2017 UFI Sustainable Development Award celebrates initiatives that tackle environmental, social and economic issues with proven successful results. Collaborative entries, involving the local authority or its relevant department (convention bureau for example), are welcome, and replicable approaches and actions will be privileged.

APPLICATION AND PROCEDURE

By 31 January 2017, please send a short summary of no more than five pages to sdaward@ufi.org, in English briefly describing your entry:

- Scope, background and general objectives;
- Detailed action(s): description, implementation plan and measured results (economic, social and environmental impacts); for instance: what are the coordinated efforts across various stakeholders? What are the key benefits or impacts that resulted? Are the results/programs structured to benefit to several exhibitions in the destination?
- Conclusion: lessons, next steps (if any).

Note: While some confidential data may be accepted as part of the award application, only those applications permitting a minimum level of data for public communication will be considered.

The jury is responsible for the selection of the winner of the award, which will be designated after a two-step process:

1. All entries will be assessed. This assessment will lead to a shortlist of finalists (number to be decided by the jury) who will be asked to prepare a detailed, in-depth presentation providing a description of their entry. They may also be asked to provide additional documents (to be submitted to the jury in March/April 2017 – date to be confirmed).
2. The jury will, if necessary, organise a question and answer session, most likely via telephone conference, prior to the selection of the winner (in May/June 2017 – date to be confirmed).

The finalists will have their entry promoted on www.ufi.org and they will gain significant press coverage in major international tradeshow publications, including UFI Info. In addition, the winner will receive free access to the UFI Congress in Sandton, South Africa, in November 2017.

This competition is open to UFI members and non-members on the condition that their entries are exhibition-related. Participation in this competition is free of charge.



COMPETITION RESULTS

1 WINNER:

Edinburgh International Conference Centre (UK)

2 OTHER FINALISTS:

Sands Expo and Convention Centre, Marina Bay Sands (Singapore)
Sustainable Events Ltd (UK)

2 ADDITIONAL BEST PRACTICES SELECTED:

Cape Town International Convention Centre (South Africa)
Swedish Exhibition & Congress Centre (Sweden)

THEMES:

Measurement in sustainability had traditionally been a challenge with the range of areas and unavailability of data. The most common theme found across award recipients is the awareness and ability it gave them to start the process of collecting and monitoring data and identifying opportunities. Tools were shown to encompass various types, some specific to building management to save energy and carbon emissions, others to help with compliance, and some to enable reporting for venues and specific events. Tools were also demonstrated to be varied in their type, from online systems, to integrated building management, to basic spreadsheets. The important theme of the tool is not the sophistication or scope, but rather the use and results it can enable via the people involved.

OVERVIEW:

In order to promote the importance of measurement, UFI decided that this year's Sustainable Development Award would reward a tool successful in measuring the data required to report effective results on a sustainability issue.

Entries were welcomed from UFI member and non-member exhibition venues, organizers and service providers, and were required to cover two key criteria:

1. The entry must be related to a tool designed to collect data of relevance to a sustainability issue chosen by the applicant;
2. The data measured by the tool must highlight effective results.

Entry applications described each of these criteria, and award recipients were selected based on both the tool and its results, along with a description of the tool scope and background.

SCOPE AND BACKGROUND:

- Describe the sustainability issue related to the tool, and briefly explain how this issue was identified. Indicate the action plan which was defined to tackle this issue.

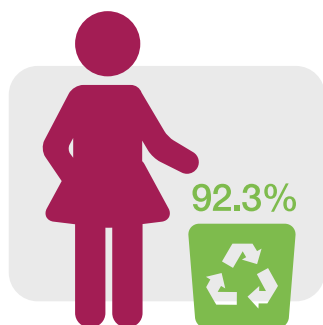
MEASUREMENT TOOL:

- Describe the tool which was created and/or applied. This description should include organizational or monitoring aspects when this represented a significant element in the action plan.

RESULTS:

- Provide the detailed objectives and results of the tool's application with, when available, trends over a defined period of time.
- Explain the quality assurance measures implemented to ensure that these results are reliable.
- Indicate whether these results have been made public.

The content for the 2014 UFI Sustainable Development Award as presented here is based on summarizing the award submission content as presented. UFI and Greenview are not responsible for information that was submitted incorrectly or that has since changed.



92.3% OF WASTE DIVERTED FROM LANDFILL

EICC p.32

CATERING WASTE DOWN FROM 1,666 KG TO 173 KG (89.6%)

EICC p.32



AVERAGE YEARLY SAVING OF ENERGY CONSUMPTION OF 12.84%

CTICC p. 33





SUMMARY OVERVIEW:

Opened in 1995, EICC has welcomed over one million delegates to Edinburgh and delivered an economic benefit in the city region in excess of £400m. EICC holds the industry specific Goldstar Award from the Green Tourism Business Scheme, first recognised in 2002 and re-awarded biennially to date. According to the GTBS this places EICC in the top 2% of green businesses in the UK tourism industry. EICC is a company with a single shareholder, The City of Edinburgh Council.

STRATEGY AND GOALS:

Strategically, EICC is committed to best practice in sustainability and to building its reputation as a green business. EICC is a declared supporter of the Scottish Government's Climate Change (Scotland) Act 2009 which targets a 42% cut across a basket of six major Greenhouse Gases by 2020. The company is also a lead signatory to the WRAP / Zero Waste Scotland Hospitality and Food Service Agreement (HaFS). Under this agreement EICC targets a reduction in food and packaging waste arising by 5% by the end of 2015, against a 2012 baseline measured by CO₂e emissions. The agreement also commits EICC to increase the overall rate of food and packaging waste recycled, sent to anaerobic digestion or composted, by at least 70% by the end of 2015.

MANAGEMENT APPROACH:

EICC uses a bespoke analytical tool developed in-house (from 2005), enhanced by Zero Waste Scotland (from 2011) and validated by the Carbon Trust (from 2013). The tool measures performance and sets benchmarks for the management of energy, waste, and CO₂e footprint.

The measurement tool is an Excel spreadsheet based making it both accessible and affordable. Familiarity with the tool also promotes enterprise-wide compliance in its application. Fifteen elements of EICC's carbon footprint are actively monitored: (1) Electricity, (2) Gas, (3) Business Travel, (4) Water, (5) Paper sheets, (6) Paper recycled, (7) Cardboard recycled, (8) Plastic recycled, (9) Cans recycled, (10) Glass recycled, (11) Kitchen oil, (12) Lamps recycled, (13) Dry mixed recycling, (14) landfill waste, and (15) food waste composted.

EICC's measurement capability also includes an Event Tool that can forecast an event-specific carbon credit acquisition requirement. Repeat event customers can use the forecasting tool to guide carbon footprint reduction over time.

Through engagement with EICC's Plan-it green™ Sustainable Events Programme customers are encouraged to optimise their environmental impact and sequester any residual position. This can be achieved by offsetting measured event specific emissions to a carbon sink of native Scottish woodland. The scheme is developed and brokered by Forest Carbon and implemented by the Borders Forest Trust.

PERFORMANCE AND OUTCOMES:

Through the tool, the EICC is able to understand the sources of its carbon emissions. Analysis on emissions reveals that electricity usage is the biggest area for improvement accounting for 77% of EICC's total carbon footprint. Gas accounts for 22%, and Others category just 1%.

The tool can track waste streams by source, able to track and demonstrate that EICC was diverting 92.3% of its waste from landfill.

The tool's historical results allow for analysis over time and empirical evidence of improvement. At the event level a longitudinal study of the annual 1,200-delegate Guardian Edinburgh International Television Festival (GEITF), hosted at EICC, in the period 2007 to 2012 reveals that energy usage is down 91.5% from 1.42kWh in 2007 to 0.12 kWh per delegate in 2012. While, total catering waste fell from 1,666 kg in 2007 to 173 kg in 2012, a reduction of 89.6% in the five-year monitor.

ADDITIONAL RESOURCES:

Edinburgh Plan-it green Sustainable Events Programme video:

<https://www.youtube.com/watch?v=ITZG7CimFvQ&feature=youtu.be>

SUMMARY OVERVIEW:

Marina Bay Sands is one of Asia's leading destination for business, leisure and entertainment that presents multi-dimensional offerings, including luxury accommodation under one roof. It is an integrated resort including convention center, over 2,500 guest rooms, retail and F&B outlets, which helps to minimize delegates' travel requirements and event footprint. The Sands Expo and Convention Centre offers more than 120,000 square meters/1.3 million square feet of meeting space, making it one of the largest and most flexible locations in Asia. It features the Sands Eco360 program, a global sustainability strategy that includes all of Las Vegas Sands businesses.

STRATEGY AND GOALS:

The Sands Eco 360 program integrates the company's best practices, technologies and methodologies in sustainability across all properties. The program's strategy is built into four pillars:

1. **Green Buildings**
 - Building renovation and new development
 - Sustainability certifications
 - New technologies and innovation
2. **Green Meetings**
 - High-performance facility
 - Standard sustainable meeting practices
 - Green meeting options
3. **Environmentally Responsible Operations**
 - Resource conservation
 - Waste management and recycling
 - Sustainable products and materials
4. **Stakeholder Engagement**
 - Team member education
 - External communication
 - Community outreach

MANAGEMENT APPROACH:

To meet the objectives, management has implemented specific sustainable practices offered through Sands Eco360. Below list the best practices with descriptions.

1. **GREEN MEETING CONCIERGE:** A dedicated service personnel who can help clients craft sustainable meetings using the Sands ECO360 Meetings Planning Tool.
2. **SANDS ECO360 EVENT IMPACT STATEMENT:** Provides a post-event sustainability report that captures an event's sustainability highlights and a comprehensive summary of energy and water consumption at a glance.
3. **GREEN MEETING OPTIONS:** Provides a menu of green meeting options and helps in the development of customized

sustainability implementation plan for clients who want to go above and beyond. Options include:

- Post-event impact statement with carbon footprint calculation
 - Community volunteering programs
 - Post-event donation programs to local charities
 - Sands ECO360 property tours
 - Carbon offsets
 - Sustainable food options (e.g. sustainable seafood, local and/or organic food, Fair Trade certified coffee, water stations)
4. **STANDARD SUSTAINABLE PRACTICES:** All meeting clients benefit from the standard sustainable practices, which are incorporated into the operations. Standard practices include:
 - Resource conservation procedures (e.g. equipment and lighting shutdown in unoccupied spaces)
 - Waste diversion (e.g. recycling, composting, donation program, partnership with Food from the Heart)
 - Indoor air quality management (e.g. green cleaning, CO2 monitoring).
 - Responsible purchasing (e.g. reduced packaging, office supplies with recycled content)
 - Sustainable banquet practices (e.g. reusable china and silverware, compostable service ware)
 5. **HIGH PERFORMANCE FACILITY:** Received third-party building environmental certifications, demonstrating the focus on conservation of natural resources and improvement of occupants' health and comfort.

PERFORMANCE AND OUTCOMES:

- Achieved 13% decrease in carbon footprint from 2012 – 2014.
- Reduced 923 MTCO2 of chilled water carbon footprint for both MICE and hotel from 2012 – 2014.
- Reduced 810 MTCO2 of electricity carbon footprint for both MICE and hotel from 2012 – 2014.
- Saved 348,000 cubic meters of water by using low-flow sinks and dual-flush toilets across the property.
- Collected rainwater on the foot of the ArtScience Museum for flush water in the building.
- Recycled 2,000 tonnes of aluminum, plastic, paper, cardboard, and glass each year.
- Planted 250 trees on Marina Bay Sands' green roof at Sands SkyPark.
- Launched a Sustainable Office SOP which includes practices such as no personal trash cans, all recycling and general waste bins consolidated in one location, and energy management practices of PCs, lights, photocopy machines, and AC.
- Engaged employees in a fun way through monthly recycling drive, Soap for Hope, quarterly Ec-O-Pinion contest, and Earth Hour and World Hunger Week events.
- Conducted ESMS and ISO20121 training for all team members.

ADDITIONAL RESOURCES:

Sands ECO360 meeting program

SUMMARY OVERVIEW:

Event Sustainability is an online measurement and reporting tool. It helps event organizers implement best practice, gather data, and easily create sustainability reports to share with people that matter.

Event Sustainability was created to enable industry reporting on the Global Reporting Initiative Event Organiser Sector Supplement. The content was used to create UFI's free GRI reporting template.

STRATEGY AND GOALS:

The tool's scope is as follows:

- Provide evidence for ISO 20121 accreditation
- Identify goals for sustainability measurement
- Communicate strategies to clients and teams
- Gather data from using a variety of online tools
- Analyse data and make recommendations
- Benchmark between other standards in the sector
- Engage stakeholders with policies
- Distribute reports and findings to key stakeholders

MANAGEMENT APPROACH:

The Event Sustainability tool is implemented in several steps.

1. Create an actionable strategy
2. Gather data
3. Analyse results

PERFORMANCE AND OUTCOMES:

The Event Sustainability tool was utilized in the Aberdeen Exhibition & Convention Centre (AECC). The system was used to set objective, measure and report on sustainability goals.

- The tool enabled the Operations and Sustainability team at AECC to create an actionable strategy to help meet their guidelines.
- AECC was able to communicate the objectives to all stakeholders and publish an effective policy.
- The AECC identified where they needed to improve across all key areas in relation to sustainability, and the end report provided the necessary benchmark to achieve this going forward.
- AECC was helped to meet their own initiatives and provide measurements towards them.

SUMMARY OVERVIEW:

The CTICC was established with the aim of delivering a world-class international convention centre in Cape Town that would provide meeting, convention, and exhibition services and facilities for local and international organisations and their guests. The CTICC head office and its events and conferencing premises are based in Cape Town, South Africa. It services clients and guests from South Africa, Africa, and around the world. Through innovation and creating unique customer experiences, the CTICC aspires to change the world of conferences and events. To this end, innovation and experiences are the metaphorical bricks and mortar from which the business is built.

STRATEGY AND GOALS:

The CTICC believes that the Global Reporting Initiative's framework is the most effective tool to ensure sustainable results. The process and framework of GRI not only enables the CTICC to produce their first Integrated Annual Report, but it has similarly provided a framework for expressing their integrated thinking and commitment to triple-bottom-line sustainability.

MANAGEMENT APPROACH:

Once the decision to use the GRI 3.1 framework for reporting, the already existent Nurture Our World (NOW) team decided to draw up an action plan. In a meeting which was held in 2010, the GRI framework of indicators was looked at and specific targets were set, along with action plans for carrying them out. Summarised, this formed the NOW action plan, which came into effect at the beginning of 2011.

In order to effectively apply the framework of GRI 3.1, the CTICC implemented various organisational and monitoring aspects. For example, the Building Management System (BMS) assists in the measuring and monitoring of electricity consumption. These figures were recorded daily, with monthly, and quarterly reports being drawn off the system for reference. Water management was a significant need area for monitoring, and the implication of GRI reporting resulted in water sub-meters being installed which help to monitor water usage. In order to gain even more accurate statistics around waste management, a waste bar-coding system was introduced in order to record accurately the amounts of disposable, recyclable and organic waste on a daily basis. Carbon footprint management was also brought to the forefront, with the fuel consumption, flights, and electricity being monitored with the objective of reducing each year. In terms of Human Resource management, new training and policies were benchmarked as important for sustainability reporting.

PERFORMANCE AND OUTCOMES:

In addition to becoming the first convention centre to report on its sustainability measures in the GRI format, various operational spin-offs have occurred due to the stringency of the reporting framework. Many measures towards effective measuring of energy, waste, water-usage, and procurement have been introduced, which have resulted in continual improvements and better data around the centre's sustainability choices.

Energy reductions have been the first significant improvement. Over the past five years, energy consumption annual savings amounted to an average of 12.84%. Sub-metering has also been implemented as a valuable education and monitoring tool at the CTICC. Sub-metering can be used to monitor and manage energy supply to the building. Through retrofitting initiatives in the kitchen and bathrooms, as well as the installation of an on-site water bottling plant at the CTICC, the centre has achieved a 32% reduction in water usage over the past 3 years.

For the past three years the CTICC has been measuring and publicly reporting its sustainability activities using the GRI framework. In 2013, this culminated in the CTICC's first Integrated Report.

ADDITIONAL RESOURCES:

Annual Report is a public document and is available from the CTICC website in PDF or interactive format:
<http://www.cticc.co.za/iar/>

The Swedish Exhibition & Congress Center and Gothia Towers Sweden (Best Practice)

SUMMARY OVERVIEW:

The Swedish Exhibition & Congress Center (SECC) is Sweden's first exhibition center, opened in 1918 by His Majesty King Gustav V.A. It is environmentally certified meeting facility with 50 conference rooms and nine exhibition halls. An event and convention facility is located in the city center and the whole of Gothenburg is with walking distance. It contains five restaurants, function rooms, and banqueting facilities for up to 6,500 people. The Gothia Towers hotel, originally containing 704 rooms, now has a third tower, increasing the room count to 1,200.

STRATEGY AND GOALS:

The SECC's vision is to be a model of environmental sustainability and an inspiring venue for holding meetings, exhibiting, and doing business, as well as a good place to work or visit. Its goal is to make a positive impact on the community, both socially and environmentally. Since 2010, the SECC has been actively working toward reducing its consumption of energy and water. The SECC uses large amounts of energy, around 30,000 MWh annually, without causing any significant environmental impact. Since 2011, the SECC gets its entire electricity requirement, which constitutes about half of the total energy need from wind power. It also uses district heating and purchases cooling from a local plant. In addition, it uses ambient, free cooling, which enables SECC to reduce the number of their compressors. The SECC's gas needs, mainly for the restaurant kitchens, have been converted by natural gas.

MANAGEMENT APPROACH:

To meet the objectives, management has implemented specific actions items. Below list the action items with descriptions.

1. RAISED AWARENESS AMONG STAFF OF SUSTAINABLE PRACTICES:

- Close doors and gates.
- Turn off lights in rooms that are not being used.
- Switching off computers and closing water taps.

2. INSTALLED BUILDING CONTROL MANAGEMENT SYSTEM:

- Improved the automatic monitoring of lighting, temperatures, and air quality.
- Monitors the exhibition halls and meeting rooms for CO2 levels.

3. THREE-STAGE ROOM OCCUPANCY MONITORING:

- Both the lighting and indoor climate unit are completely switched off in an unlet room.
- When a guest checks in, the system for appropriate room is activated.

- Use of key cards to switch on and off the room temperature and ventilation.

4. IMPLEMENTATION OF NEW ROUTINES:

- BCM solution is adjusted on a daily basis to meet the specific requirements of the various activities listed in the Exhibition and Meetings Program.
- Created active dialogues between the technical staff and the exhibition managers to implement changes quickly during an ongoing event.
- Put in place resources for the daily monitoring of the technical systems.

5. COLLABORATION WITH GOTHENBURG RESCUE MISSION:

- Sponsored organizations and projects working for worthwhile causes.
- Engaged employees to take part and be proud of the workplace and the sustainable practices.
- Supported local activities beyond through financial support.

6. BIOGAS REPLACING NATURAL GAS:

- Replaced natural gas, which produces about 52 tonnes of CO2 per year with biogas generated from the food waste.
- Composted food waste for anaerobic digestion and turn into biogas to be purchased and used at the restaurants and as fuel for the vehicles.

7. INVESTMENT IN ENERGY-EFFICIENT TECHNOLOGIES:

- Installed pumps and fan motors.
- Replaced neon lights to LED lighting for outdoor signs.
- Installed low-flush toilets.

PERFORMANCE AND OUTCOMES:

- Saved approximately SEK 6 million in reduced cost for energy and water consumption during 2010 – 2013.
- Nominated for the Marine Gastronomy of the Year Award in the prestigious White Guide for not using fish that are red-listed.
- Donated 2 tonnes of food remaining after major conferences and meetings.
- No bottled still water is served during any event during the European Athletic Indoor Championships Gothenburg 2013.
- Composted 227 tonnes of food waste from the kitchens, restaurants and cafes, sufficient to produce approximately 35,000 cubic meters of biogas.

ADDITIONAL RESOURCES:

**White Guide
Sustainability - European Athletics Indoor Championships
Gothenburg 2013**

Sustainability 2.0

21- 22 February 2017
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www.ufi.org/singapore2017

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COMPETITION RESULTS:

2 WINNERS:

Sands Expo and Convention Centre, Marina Bay Sands (Singapore)
UBM EMEA

6 ADDITIONAL BEST PRACTICES SELECTED:

Cape Town International Convention Centre (South Africa)
Consumer Electronics Association (USA)
ExCel
Fira Barcelona (Spain)
Singapore International Water Week
Specialty Food Association (USA)

THEMES:

Working across the value chain inherently means involving several event stakeholders and partners to achieve tangible results. This year's award recipients demonstrated cost savings resulting from two very specific areas: reducing energy and reducing waste. However, a wide range of approaches were available from each. Energy reduction was achieved through venue improvements in lighting and energy management systems, while waste reduction included recipient efforts to reduce printing through increasing use of digital signage, introducing mobile apps, and reduce paper usage in general as much of the paper and signage would have double benefit of printing costs and waste removal costs. Recipients also show how waste cost reduction can also be achieved through increasing donations and recycling.

OVERVIEW:

Implementing sustainability usually involves taking into account the whole value chain. Innovative sustainable actions can lead to cost-savings. In order to promote both of these elements, UFI decided that they would be the basis of the theme of the 2015 Sustainable Development Award.

Entries were accepted to include several stakeholders in the value chain of the exhibition industry (participants, organiser, venue, service providers, local partners). To qualify, the entries were required to:

- Be innovative, in organisational and/or technological terms;
- deliver positive economic, social and environmental results; and
- have a proven cost-saving history.

The content for the 2015 UFI Sustainable Development Award as presented here is based on summarizing the award submission content as presented. UFI and Greenview are not responsible for information that was submitted incorrectly or that has since changed.



29% REDUCTION IN CHILLED WATER ENERGY CONSUMPTION

Marina Bay Sands p.40

APPROX. £500,000 COST SAVINGS IN 2014

UBM EMEA p.41



COST OF NEW LIGHTS RECOUPED IN 3 YEARS

ExCel London p.44



Marina Bay Sands

Singapore (Winner, as a venue)



www.marinabaysands.com

SUMMARY OVERVIEW:

Marina Bay Sands (MBS) is a large multipurpose venue that covers 120,000 square meters of convention space and 250 meeting rooms located in Singapore. The venue hosted more than 2,500 events and concentrated on energy conservation as its primary Key Performance Indicator for its sustainability targets in 2014. MBS introduced a technology interface between their events booking system and building management system that contributed to a 29% reduction in chilled water energy consumption compared to their previous annual baseline data. Sustainable innovations implemented by the MBS team enabled the venue to integrate the backend systems which allowed for automated scheduling of air conditioning in meeting spaces across the property. The technological system was effective in integrating into existing systems and accurately tracked data which led to significant cost savings over the year.

GREATEST IMPACTS:

- 29% reduction in chilled water energy consumption compared to their previous annual baseline data.
- Projected savings for 2014 S\$100,000 – S\$200,000.

STRATEGY AND GOALS:

Prior to 2014, air conditioning was manually updated in the building which required a dedicated facilities team to make adjustments based on daily event schedules. In January 2014 MBS launched a system that would make adjustments to the air conditioning automatically based on the electronic booking management system and executed through the central control management system. The goals for this project were the following:

- Reduce overall property energy consumption by 12%.
- Improve guest experience with better temperature control.
- Drive savings through automation of process.
- Improve productivity by eliminating manual process.

MANAGEMENT APPROACH:

To achieve their objectives, the Marina Bay Sands team had to overcome significant challenges which included constantly changing meeting space footprint, on-the-spot client requests to change the temperature and the management of a team of over 70 event managers booking the space on an ongoing basis.

Success of this program relied heavily on the seamless integration of two very important and automated tracking systems at the venue. The first is the venue's Event Booking Management System. This system manages and tracks all of the events food and beverage, room sets, and technical orders. It also manages all the space utilization for events taking place at the convention and expo center. The second system is the Central Control Monitoring System. This system monitors and controls ACMV, mechanical, and lighting throughout the property from one location.

Using an interface server, the two separate systems were able to communicate automatically to each other. This enabled real time tracking of chilled water energy, which is how energy used to regulate temperature in the expo and convention center is tracked. In addition to the implementing technology, training for all event management and facilities team took place to ensure all teams understood the system and how to navigate changes. Within 6 months the system was used in all 250 MICE meeting rooms.

PERFORMANCE AND OUTCOMES:

STAKEHOLDER BENEFITS:

Four major stakeholder groups were engaged through the implementation process, each found different social benefits in the integration of technology management.

- Clients
 - o Better service for temperature control at meetings.
- Senior Management
 - o Increased engagement from team members on sustainability initiatives.
- Event Managers
 - o Greater operational control and increased energy accountability.
- Facilities Team
 - o Increased operational efficiency.

ENVIRONMENTAL BENEFITS:

Stakeholder groups also found significant environmental benefits. For clients, they reduced their event carbon footprint by more efficient use of heating and cooling their meeting. Facilities Teams found an overall decrease in the energy consumption of all the meetings and events held at the facility.

Marina Bay Sands hosted ITB Asia in 2012 and in 2014. MBS looked to reduce the carbon footprint of the event by 5% following the introduction of the new system. In 2012, the show generated 399 tonnes of carbon emissions. In 2014, the event only emitted 262 tonnes of carbon emissions, a 34.5% reduction. There were other factors that contributed to a reduction of carbon emissions, which included the introduction of new lighting sensors in meetings rooms and a less carbon intensive menu, however, the new technology integration system to reduce energy for temperature controls still had a significant effect on reducing total carbon emitted.

ECONOMIC BENEFITS:

Cost savings were achieved as a part of the implementation of this program and increased energy efficiency across the Marina Bay Sands property.



SUMMARY OVERVIEW:

UBM EMEA is a division of UBM and is responsible for organizing some of the world's largest most important congresses, exhibitions and conferences as well as websites, directories, and publications for a variety of industries. In 2014 senior management set forth detailed sustainability objectives for the year which worked to incorporate sustainability into all business decisions for the organization. This program led to many examples of initiatives which reduced environmental impacts and promoted positive community legacy building. The actions also led to significant cost savings that were far greater than original projections.

GREATEST IMPACTS:

- Approximately 500,000 GBP in total cost savings were attributed to sustainability activities in 2014 (more than double the initial target number).
- Achieved ISO 20121 Certification for eleven events in 2014.

STRATEGY AND GOALS:

UBM EMEA identified 7 Senior Management Sustainability objectives:

- Incorporation of sustainability into all business decisions.
- Streamlining of the approach to sustainability across senior management.
- Making a commitment to leadership in sustainable development for exhibition, setting the bar for best practice and striving to find innovation in the events.
- Making stakeholders aware of the UBM EMEA sustainability policy, values and principles and encourage them to adopt sustainable management practices and engage on UBM EMEA sustainability initiatives.
- Maintain safe and healthy working conditions for UBM EMEA staff and other affected by our activities.
- Reducing carbon emissions associated with the business.
- Being profitable and ensuring the long term success of the UBM EMEA events.

MANAGEMENT APPROACH:

To achieve their cost saving objectives while making their events and business operations more sustainable, UBM EMEA realized that they would need to take a three step approach to effectively engage stakeholders critical to the process.

STEP 1 - Communication and Engagement: Because this was a 'top-down' approach to implementing sustainability, strategy presentations were delivered to stakeholders from the CFO. Sustainability workshops were delivered to stakeholders with less background in sustainability. General communications about the programs and objectives were delivered through a variety of channels.

STEP 2 - Incorporation into UBM EMEA team objectives. To systematically incorporate sustainability into the events teams organize, UBM EMEA would one day like to achieve ISO 20121 Certification for all events. In 2014 they achieved certification for 11 of their events. Event teams are able to set their own sustainability objectives and targets for each event, however, they must be aligned with the Senior Management Sustainability. Objectives, therefore incorporating costs savings was an objective for all event sustainability plans.

STEP 3 - Implementation, Innovation and collaboration with stakeholders: each objective is carried out, measured, and documented.

PERFORMANCE AND OUTCOMES:

CASE EXAMPLE: ECOBUILD 2014

SOCIAL BENEFITS:

UBM worked with the local community to ensure any suitable materials left over from the show could be repurposed and donated to a nearby local school. Additionally, the event team had PVC banners from the show, typically destined for the landfill, repurposed and turned into aprons to use at the school.

ENVIRONMENTAL BENEFITS:

UBM worked closely with their general services contractor GES to design theatre rooms utilizing reusable stock structures and a new renewable and recyclable product. This enabled them to reduce landfill waste onsite. Ecobuild event staff worked with the venue and waste management company to better understand their waste streams and measure their impacts. The show was able to find significant cost savings by reducing the overall event waste by 115 tons. The show also achieved a 38% reduction in CO2 emissions.

ECONOMIC BENEFITS:

The total savings attributed to sustainability initiatives at ecobuild 2014 was 183,454 GBP.

CASE EXAMPLE: CPHL 2014

ENVIRONMENTAL BENEFIT:

For this event, organizers focused on efficient printing to reduce impacts and costs. Organizer's had to shift their ethos of "best to have lots to spare" to "we can accurately predict how much is needed to prevent excessive waste". In making this cultural shift, organizers moved away from printed materials and utilized innovative technology, such as UBM EMEA's digital rebooking platform which prevented the need for 79% of their typical paper contracts. Mobile apps were implemented providing attendees all the information. The mobile app enabled event organizers to reduce the number of catalogues produced by 20%. In the end the CPhl event saved 3.3 tones of CO2 emissions by procuring 100% recycled paper.

SOCIAL BENEFIT:

By utilizing mobile app technology, UBM facilitated better access and increased the positive social impacts of CPhl by enabling event attendees to directly donate to the event charity Global Angels.

ECONOMIC BENEFITS:

The total cost savings attributed to sustainability initiatives at this event 13,969 GBP.

SUMMARY OVERVIEW:

Cape Town International Convention Centre (CTICC) prides itself on creating extraordinary experiences at their venue. For the past 12 years the centre has committed to a robust sustainability strategy to minimize its environmental impact and maximize its social impacts. An area of particular importance that CTICC focused on is responsible waste management, which required the venue to engage with multiple stakeholder groups to be successful. In 2014 the Nurture Our World (NOW) team, a group that is responsible for the overall sustainability strategy at CTICC set goals to minimize waste to landfill and increase recycling, despite the fact that South Africa has few recycling programs nor do they have the infrastructure for large-scale recycling projects.

GREATEST IMPACTS:

- Improved waste diversion rate to from 25.5% in 2012 to 84.7% in 2014
- Realized a cost saving of 46.3% of their total recycling and waste removal costs in 2014.

STRATEGY AND GOALS:

CTICC has taken the triple bottom line approach to sustainability, focusing on improvements for economic, environmental and social sustainability in Cape Town. Waste management was deemed an integral part to the sustainability strategy in 2011. The main goals for waste management were to:

- Engage the entire value chain to improve the overall waste management process.
- Adopt measures that would address waste from procurement at CTICC.
- Educate facilities staff on best practices in waste management.
- Work with the local community to find waste service management solutions.
- Communicate to clients on how they can participate in waste minimization at CTICC.

MANAGEMENT APPROACH:

CTICC implemented innovative solutions along the entire value-chain in order to address the issue of exhibition waste. CTICC decided to start simple in their approach to improve waste diversion at the facility, by focusing on what they could directly control. Reviewing their procurement, the centre moved to eliminate excess waste by procuring more compostable and reusable packaging and encouraging clients to do the same.

After analyzing the formal recycling system in place since 2011, the centre created a Waste Champions Team. The objective of

this team was to bring together relevant parties across the waste processing stream on a regular basis to discuss challenges, achievements and address any difficulties as they came up. A significant outcome of the Waste Champions Team review of waste practices at CTICC was the implementation of a composting system to deal with the centre's unusable food.

Waste management practices were written into Standard Operating Procedures, communicated with all the stakeholders in the value chain and were also and communicated through the client manual. Patrons were made aware of waste separation front-of-house; cleaning and facilities staff were able to fully understand and comply with the system back-of-house; waste room staff implemented a bar-coding system in order to accurately record waste; and clients were made aware of the waste system and given incentives in order to minimize their waste. CTICC awarded staff and clients on compliance with waste management practices and for responsible procurement.

As a result, they significantly reduced the overall waste sent to landfill and saw cost savings associated with waste management practices.

PERFORMANCE AND OUTCOMES:

SOCIAL BENEFITS:

Stakeholder groups engaged throughout the implementation process of the three bin waste system each found different social benefits:

- Clients (Event Organizers)
 - o Improved awareness of waste issues and recognition for reducing waste brought in by their events.
- Cleaning and Facilities Staff
 - o Increased engagement and improved lines of communication through the creation of an open forum to discuss waste practices and challenges .
 - o Greater operational control and increased accountability
- Waste Service Providers
 - o Better opportunities to discuss potential waste and disposal issues.

ENVIRONMENTAL BENEFITS:

The amount of waste sent to landfill was reduced by over 75% in a three-year period. 298.7 tons of waste was sent to the landfill in 2011; only 74.5 tons of waste were sent to landfill in 2014.

This was achieved by increasing waste items diversion to recycling and compost. Recycling numbers improved at CTICC from only 100 tons of waste recycled in 2011 to 346 tons in 2014. Compost waste increased from 0 tons of material diverted in 2011 to 68 tons in 2014.

ECONOMIC BENEFITS:

46.3% savings as percentage of cost were achieved as a part of the implementation of this program. Whilst the centre pays more for the relevant recycling and composting services rendered then simply not recycling, the centre is able to make various cost-savings such as reducing landfill charges (which are likely to increase even more in the coming years) as well as gaining rebates for the high-quality recyclables provided.

SUMMARY OVERVIEW:

Owned and produced by the Consumer Electronics Association (CEA), The International Consumer Electronics Show (CES) is the world's largest annual innovation event, taking place in Las Vegas, Nevada every January. In 2014 CES had a record number 160,498 attendees, traveling from 144 different countries. With the growth of the show, CEA recognizes the concerns for potential environmental impacts if sustainability isn't integrated into show operations. Reducing carbon emissions and giving back to the local community are key strategies for CES.

GREATEST IMPACTS:

- CEA donated \$100,000 USD to community organizations and schools in Las Vegas to support energy efficiency and healthy living projects.
- Exhibitor donation program collected 12 flatbed trailers of materials to be donated to local community organizations across Las Vegas.

STRATEGY AND GOALS:

CEA identified their ultimate goals for CES 2014 were to minimize attendees' carbon footprint and encourage attendees to have a more sustainable footprint as well. An additional component of their goal was to provide continued financial support to the Las Vegas community.

MANAGEMENT APPROACH:

To achieve their goals CES worked closely with their general service contractor Freeman. Through Freeman, CES was able to recycle and repurpose conference materials, and work with exhibitors to gather and donate left over materials that would've otherwise made it to the landfill. CEA management also worked with local organizations to provide grants to advance energy efficiency efforts.

PERFORMANCE AND OUTCOMES:

SOCIAL BENEFITS:

CEA donated \$100,000 to three organizations in Las Vegas to help advance energy efficiency projects and programs. Three specific grants were designed to benefit the community:

- \$65,000 USD grant to Green Our Planet which funded Outdoor Garden Classroom, their signature program. The program works with students to raise test scores, learn about healthy eating, combat obesity and foster a greater respect and appreciation for nature and the environment. Ten Clark County schools each received a \$6,500 grant to get them started on their Outdoor Garden Classroom.
- \$25,000 USD donation to Green Chips, a Las Vegas non-profit that promotes sustainability, leadership and development across southern Las Vegas. The funds were used to install a solar energy system at Opportunity Village's Magical Forest. Opportunity Village assists residents with intellectual and physical disabilities through vocational training, community employment, and day services.
- \$10,000 USD grant was given to Touro University Nevada to upgrade exterior lighting fixtures on campus to energy saving LED lights.

ENVIRONMENTAL BENEFITS:

- International CES has championed several green initiatives that reduced waste to landfill for the 2014 show. 74% of carpet used during the show was returned to the general contractor, Freeman for reuse at other shows. 48,000 square feet of magnetic banners were recycled and 89,000 square feet of show graphics were recycled or returned to Freeman inventory for reuse. Through the exhibitor donation program, Freeman collected 12 flatbed trailers of materials to be donated to local community organizations across Las Vegas. Press kits for exhibitors were distributed online or via USB or DVD.

ECONOMIC BENEFITS:

\$100,000 USD were donated to the local Las Vegas community.

SUMMARY OVERVIEW:

ExCel London is one of the UK's leading international exhibition and convention centres. The large multipurpose venue is located at the heart of London's Royal Docks and has 100,000 square meters of exhibition and conference space. The venue accommodates over 4.1 million visitors and exhibitors annually. The venue opened in 2000 and updated and extended in 2010. However, the original lighting system gave operations very limited control of the lighting, if small areas were to be switched off it had to be done by disconnecting individual light bulbs. Lights are mounted at height of 10 meters making this process very time consuming and expensive. Additionally, frequent lamp replacement put a strain on the maintenance resources. In 2014 ExCel worked with Philips to replace all their lighting with Philips GentelSpace high bay LED luminaries and Pacific LED Green Parking System to meet the varying lighting requirements across the venue from halls to car parks.

GREATEST IMPACTS:

- 60% reduction in the electric load of the facility.
- Cost was recouped with three years with the energy savings of the new lights in the building.
- 84% reduction in energy use in car parks at the facility cost were recouped within a year and a half in the parking areas.

STRATEGY AND GOALS:

Lighting was identified as a key area for improvement. Lighting in the building consisted of 2,045 high-bay luminaries using 400W high pressure sodium lamps in 2000. Lighting changes and adjustments had to be made manually and were time consuming for staff. Additionally, the lighting was not energy efficient. The car park featured a range of luminaries that were either on or off, regardless if there were events in the building.

MANAGEMENT APPROACH:

To improve the energy and lighting inefficiencies in the building and car park, ExCel partnered with Philips to implement new energy efficient lighting as well as a DALI (Digital Addressable Lighting Interface) control system. The new lighting system would enable operators to control individual luminaries to be dimmed or switched off from a central PC or using a hand held tablet device while in the halls.

PERFORMANCE AND OUTCOMES:

SOCIAL BENEFITS:

Three major stakeholder groups were engaged through the implementation process, each found different social benefits in the integration of technology management.

- Clients: improved colour rendering for exhibitors, improved safety and comfort for drivers and pedestrians.
- Event Managers: greater operational control and increased energy efficiency for events.
- Facilities Team: increased operational efficiency and improved safety.

ENVIRONMENTAL BENEFITS:

With more energy efficient lighting throughout the building, the centre has reduced its energy consumption by over 60%. By installing LED energy efficient lighting as well as 225 occupancy sensors in the car parks, which dims unoccupied zones to 10% and ramps up instantly when a person or vehicle is detected, reduced the energy loads used by the car park by 84%.

ECONOMIC BENEFITS:

Cost are expected to be fully recouped in 3 years for the building and 1.5 years for the car park from the savings gained through energy efficiency.

SUMMARY OVERVIEW:

The GSMA represents the interests of mobile operators worldwide and produces industry leading events such as Mobile World Congress at Fira Barcelona. The Mobile World Congress is the world's largest mobile industry exhibition with more than 85,000 attendees from over 200 countries and more than 1,800 companies exhibiting across nine halls and outdoor spaces at Fira Gran Via.

Fira Barcelona and GSMA identified a handful of sustainability objectives to help create a more sustainable event and venue space. The Mobile World congress focuses heavily on reducing waste of printed materials through reuse, recycling, and utilizing digital signage and electronic tools to minimize environmental impacts.

GREATEST IMPACTS:

- Largest conference and exhibition to be certified as carbon neutral through PAS 2060.
- Eliminated the use of 23,000 printed floor plans by using mapping services with geolocation in the event app.

STRATEGY AND GOALS:

Fira Barcelona and GSMA identified three strategies for reducing environmental impacts, engaging stakeholders and saving costs:

- Reduce event emissions and waste.
- Educate attendees, exhibitors, and partners about goals and encourage them to be green wherever possible.
- Continually identify new and additional opportunities for cost savings and reducing environmental impacts.

MANAGEMENT APPROACH:

Working together, GSMA and Fira Barcelona managed a sustainability program according to an innovative approach to actions where by address issues according to the following flow: Attendees – Events – Venue – City – World.

Through this they identified actions for each stakeholder group that would make the event and venue more sustainable:

- Attendees: GSMA created an app that allows attendees to take advantage of digital mapping, exhibitor listing, providing updated information and reducing the amount of paper printed.
- Event: GSMA Carbon Neutral programs and goals were distributed to the venue. Event organizers presented all

publications on recycled paper, and all event bags and lanyards were made from recycled plastic bottles.

- Venue: The venue offered recyclable and compostable service ware for the Mobile World Congress. Fira Barcelona has dedicated efforts to the promotion of energy efficiency and increased use of renewable energy sources.
- City: Because this event is held in Barcelona for a 5-year period, making it a sustainable event and communicating the practices to the community were important to the venue and event organizer. The collaborative work helped them win the Accio 21 Award from Barcelona City Hall's Council for the Environment and Sustainability.
- World: For areas where carbon emissions could not be avoided by the event, GSMA made donations to international renewable energy and energy efficiency projects that reduced carbon dioxide emissions in countries around the world.

PERFORMANCE AND OUTCOMES:

SOCIAL BENEFITS:

GSMA and Fira Barcelona worked with the local community to ensure any catering surpluses could be collected and donated to local NGOs.

ENVIRONMENTAL BENEFITS:

In July 2014, Mobile World Congress 2014 became the largest conference and exhibition to be certified as carbon neutral through PAS 2060, an internationally recognised certification system. To achieve this certification, the GSMA calculated Mobile World Congress' 2014 carbon footprint; developed a footprint reduction strategy; and offset emissions that could not be avoided. Carbon credits were purchased by GSMA to help finance several emissions reduction projects registered under the Clean Development Mechanism (CDM) of the United Nations Framework Convention on Climate Change (UNFCCC). These projects included the Dongliuxi Erji Hydropower project in the Hubei province of China; bundled wind power projects in the Indian state of Rajasthan; and the Olkaria II Geothermal Expansion Project in Kenya.

To address the significant amount of waste created during the exhibition by the disposal of leaflets and other paper waste GSMA installed over 40 ecological stations throughout the exhibition areas with the largest flow of attendees to help better collect and recycle this type of waste. Fira also worked to isolate materials such as carpet that could be used in construction or other reuse projects to keep them from landfill or incineration.

ECONOMIC BENEFITS:

There were cost savings attributed to paper use reduction and other sustainability initiatives at Mobile World Congress 2014.

SUMMARY OVERVIEW:

Singapore International Water Week (SIWW) is organised by Singapore International Water Week Pte Ltd, a company set up by Singapore's Ministry of Environment and Water Resources and PUB, Singapore's national water agency. It acts as a platform to congregate the global water industry to discuss challenges and co-create innovative water solutions.

SIWW's organizers made a concerted effort to incorporate sustainability across the entire value chain of the event, from venue selection and delegate experience to transportation and marketing efforts. These efforts led to many examples of initiatives which reduced environmental impacts and promoted positive community legacy building. Some actions also led to cost savings.

GREATEST IMPACTS:

- 89,047 charity pledges for Water.org were garnered through the social media campaign to spread awareness of the global water crisis to the general public and to raise awareness of water use by delegates.
- SIWW earned the Platinum Standard for the Ministry of Environment and Water Resources.

STRATEGY AND GOALS:

It was the goal of the SIWW event team to incorporate sustainability fully into SIWW. To do so the team realized they would have to lean on their event partners, and worked closely with the event venue.

MANAGEMENT APPROACH:

SIWW organizers identified the importance of working with vendor partners to achieve the sustainability goals for the event. They worked with the venue Marina Bay Sands, utilizing the ECO360 Meeting Checklist to help them achieve their goal. Additionally, the event team committed to following the Ministry of the Environment and Water Resources (MEWR) Sustainability Guidelines for the event. The MEWR checklist contained 10 best practices to be implemented, as well as 13 "Strongly Encouraged" practices and 7 "Good to Have" practices. Event organizers completed all 30 best practices for SIWW. The following areas of the event specifically focused on sustainability.

- Venue Selection and Operations:
 - o Marina Bay Sands was selected as the venue for this event because it has achieved many sustainability standards including ISO 20121.

- o Recycling operations included the use of reusable and biodegradable cups.
- o Food that was not consumed was collected and donated to the local charity Food From The Heart.
- o The venue is a sustainable high performance facility using state of the art technology for efficient heating, cooling, and lighting as well as for water collection and water saving for reuse .
- Technology Partner:
 - o GlobalSignin (GSI) came up with innovative ideas to reduce the printed event collateral and paper waste.
 - o A Virtual Water Expo was created to give delegates and trade visitors around the clock access to the expo. This enabled the organisers to reduce the number of directories printed.
 - o Mobile App enabled a printing reduction for surveys and programmes which could be accessed via the app.
- Hotel Selection:
 - o The location of the event meant that there were many other hotel partners committed to sustainable practices within close proximity to the event venue reducing travel time and thus carbon emissions from transportation.
 - o Customized hotel keycards made from biodegradable material were given to all SIWW delegates.
- Innovative Delegate Engagement:
 - o Delegates were given sustainable reusable tumblers as their water companion throughout the event. The venue offered discounts to delegates using their tumblers.
 - o Furniture such as mobile charging stations and benches were made from recycled materials.

PERFORMANCE AND OUTCOMES:

SOCIAL BENEFITS:

SIWW and Marina Bay Sands worked with the local community to ensure any unconsumed food left over from the event could be donated to a local charity. The SIWW pledge on social media enabled delegates to spread the word about the global water crisis and raise money for the charity Water.Org, an organisation dedicated to providing sustainable water solutions to needy communities. 89,047 pledges were garnered.

ENVIRONMENTAL BENEFITS:

By using a mobile app, SIWW was able to significantly reduce the volume of printed material at the event. By using a reusable tumbler, the event was able to reduce the need for multiple disposable cups. Using Marina Bay Sands meant that the event was held in the state of the art facility with low flow sinks and dual toilets across the property which reduced the overall water footprint. Lighting uses the latest LED technology that consumes 25-30% less energy than conventional lighting. Marina Bay Sands also has an extensive recycling program which meant debris from the event was recycled.

ECONOMIC BENEFITS:

The cost savings attributed to sustainability at SIWW were correlated with printed material costs.

SUMMARY OVERVIEW:

The Specialty Food Association is a membership organization of food artisans and purveyors. Established in 1952, the not-for-profit trade association has 3,000 members' worldwide and owns and produces the Winter and Summer Fancy Food Shows.

Sustainability is part of the Fancy Food Show's sustainable event program and works to reduce the environmental impacts of the show and to improve the communities in which the show is held each year, New York City and San Francisco, California.

In 2014 the show organizers began to engage vendor partners about their sustainability efforts, calculated the show's carbon footprint and offset emissions through local tree planting projects for the first time. The efforts of the event sustainability program led to many examples of initiatives which reduced environmental impacts and promoted positive impacts in the community. The actions also led to significant cost savings.

GREATEST IMPACTS:

- Approximately 233,000 lb of food were donated to community groups in New York and San Francisco in 2014.
- Offset event carbon footprint through a tree planting project which resulted in 1,433 trees being planted.
- \$78,000 USD was saved in printing and design for show signage.
- Waste diversion of the show increased by 15% overall.

STRATEGY AND GOALS:

The Specialty Food Association is committed to being a "Citizen of the World" one of the six pillars of the association vision. To make good on this promise SFA committed to

- Working toward a zero waste event.
- Increasing the amount of food donated for each Fancy Food show.
- Reducing carbon emissions associated with the shows' production.
- Greater stakeholder engagement.

MANAGEMENT APPROACH:

SFA was able to reduce waste generated by the show by taking a more detailed look at show signage. Through more strategic design, one which eliminated specific dates and locations, approximately 90% of all show signage could be reused each year, and was kept in rotation for a period of three years. Any new signage that was created was printed on a recyclable substrate made from 20% post-consumer recycled materials.

Greater stakeholder engagement by show management with convention center operations staff meant that waste goals were clearly communicated to the center and center staff were better equipped to help manage the waste stream, and divert materials from the landfill. The show organizers also introduced the "caught green handed" social media campaign to highlight positive exhibitor practices on the show floor and raise awareness around event sustainability.

PERFORMANCE AND OUTCOMES:

SOCIAL BENEFITS:

SFA engaged all their hotel partners for the first time in San Francisco by inquiring about properties sustainability efforts. This action laid the foundation for further conversations about conservation efforts for future shows. 143,000 lb of food was donated to Feed the Hungry in San Francisco and 90,000 lb of food was donated to City Harvest in New York to support the respective local communities.

ENVIRONMENTAL BENEFITS:

SFA worked with their general services contractor Freeman to design better signage that could be reused for a period of three years. Signs were also designed and created on 100% recyclable substrate. This resulted in a reduction of total signage produced each year and that all signage produced could easily be recycled and avoid landfill. Total waste was reduced by 27% in 2014.

ECONOMIC BENEFITS:

By keeping the design consistent and no-show specific, SFA was able to reduce printing and design costs by 50-55%. This equated to a cost savings of \$78,000 USD per year. The signs will be in rotation for a three-year period, which will ultimately save SFA \$156,000 USD for each design period. By increasing food donation, landfilling and hauling costs were saved.

ADDITIONAL RESOURCES:

SFA Video of the Fancy Food Show Program:
<https://www.youtube.com/watch?v=1yLZhY-D7xl>

COMPETITION RESULTS:

2 WINNERS:

The American Chemical Society (ACS)
The Taiwan External Trade Development Council
(TAITRA)

3 OTHER FINALISTS:

Informa (UK)
RAI Amsterdam (The Netherlands)
UBM EMEA

6 ADDITIONAL BEST PRACTICES SELECTED:

CTICC (South Africa)
Marina Bay Sands (Singapore)
NEC / The Skills Show (UK)
Synergy Business Events / Meetings Africa 2015
(South Africa)
The International Centre / Climate Reality Project
(Canada)
UBM Asia / CBME China (China)

THEMES:

Award recipients demonstrated that engagement can come from several angles. Many of the recipients highlighted programs to attendees in various ways, however exhibitors were also engaged through green exhibitor programs and guidance. Venues also showed forms of helping organizers engage participants by offering them green meeting packages. Engagement of attendees was demonstrated through transportation efforts in several ways, from suggesting to choose more environmentally friendly means of transportation, contracting low-emission vehicles or encouraging walking, to engaging with offsetting opportunities that attendees could support. Attendee opportunities to support were also found across recipient programs, including volunteer activities. Other aspects also showed how engagement can strengthen attendee experiences through hosting of thematic sustainability-related cocktails, demonstrating the link of a mobile app to helping reduce printing and waste, and being communicated the efforts underway during the exhibition.

OVERVIEW:

Exhibitions have the power to relay ideas to a large audience. Engagement was central to the award theme this year with the objective to recognise initiatives designed to spread knowledge, enhance attendee experience, educate, and inspire them on sustainability, including beyond the event itself. The 2016 competition was open to exhibition organisers, exhibition venues, exhibiting companies, and service providers who have developed successful initiatives in order to engage their audience around sustainability at one or more events. Collaborative entries, involving the local authority or the venue for instance, were welcomed and innovative approaches and actions privileged.

The initiatives submitted must have targeted a large part of the event's audience and delivered a significant positive impact. Exhibitions whose main theme is around sustainability were considered as long as the initiatives described could be replicated in other exhibitions with other themes.

The content for the 2016 UFI Sustainable Development Award as presented here is based on summarizing the award submission content as presented. UFI and Greenview are not responsible for information that was submitted incorrectly or that has since changed.



7,719 ATTENDEES MADE THE GREENER MEETINGS PLEDGE

American Chemical Society p.50

433 WAYS TO APPLY GREEN PRACTICES TO MICE EVENTS

Meet Taiwan TAITRA p.51



ACHIEVED ZERO WASTE TO LANDFILL

The NEC p.57





SUMMARY OVERVIEW:

The American Chemical Society (ACS) is the world's largest scientific society, and one of the world's leading sources of authoritative scientific information. The ACS National Meetings & Expositions are some of the most respected scientific meetings in the world, attracting nearly 27,000 chemical professionals in 2015. Attendees include chemical engineers, academics, graduate and undergraduate students, and other related professionals. Each meeting features more than 7,000 presentations organized into technical symposia that highlight important research advances.

ACS's mission and vision is committed to improving lives and transforming chemistry for the benefit of the Earth and people. This statement represents the American Chemical Society's reason and strategic framework for sustainability efforts.

STRATEGY AND GOALS:

The American Chemical Society strives to reduce the environmental impacts of its National Meetings & Expositions while enhancing the positive impacts on communities locally and globally. Over the last five years, ACS has invested significant resources to developing and branding the Greener Meetings Program. Additionally, ACS has developed five solutions through the use of social media, tree planting offsets, mobile applications, the Greener Meetings pledge, and Sci-Mix events to address four challenge areas in engaging participants around sustainability.

MANAGEMENT APPROACH:

ACS dedicates nine staff members of the meetings and events team, who along with their fulltime meeting planning roles also actively participate in the Greener Meetings team that meets weekly for program planning and collaboration around the ACS Greener Meetings program. In addition, two sustainability consultants and one vendor participant are also active members of the team.

The American Chemical Society developed initiatives surrounding actions to engage attendees around sustainability. These include the creation of several programs and initiatives:

- ACS strived to make Greener Meetings messaging more fun and accessible by launching a program hashtag (#ACSGreenerMeetings) and engaging attendees at photo booth stations set-up throughout the conference.
- ACS created the Greener Meetings Pledge for attendees to support efforts through 5 easy sustainability actions. Attendees sign up for the pledge, as part of event registration, or onsite at the Greener Meetings Booth.
- ACS offsets GHG Emissions through tree-planting partnership with American Forests to offer attendees an opportunity to donate \$1 toward their registration to plant a tree to indirectly offset their GHG emissions during each show.
- ACS uses the Sci-Mix poster session to educate students about sustainability through a zero waste awareness event, in which little to no waste goes to landfill and food and disposable items are either recycled or composted.

- ACS uses the Mobile Application to enhance attendee experience by using it as a key communication channel to promote the Greener Meeting Program and serve as a channel to communicate information. The mobile application is aimed at reducing the Meeting's environmental impacts of printing and shipping materials.
- ACS's Hotel Green Grid provides attendees with access to sustainability practices among hotels in the meeting destination.

PERFORMANCE AND OUTCOMES:

ACS's social media program spreads knowledge and inspires attendees through increasing attendee engagement, while gaining knowledge of attendee values and perception of the Greener Meetings Program. For the 251st ACS meeting in San Diego, more than 275 pictures were tagged using #ACSGreenerMeetings. The Greener Meeting Pledge program enhances attendee experience and inspires attendees by bringing awareness before, during, and after the meeting. In 2015, over 3,935 attendees made the Greener Meetings Pledge either through event registration, or onsite at the ACS Greener Meetings Booth. For the 251st National Meeting and Exposition in San Diego (2016), 7,719 attendees made the pledge.

The ACS/American Forests Tree Planting Offsets Partnership educates and inspires attendees to engage in sustainability practices. Data provided by American Forests shows that the average tree will sequester 910 lb of CO₂ over its lifetime. To date, over 7 million lb of CO₂ will be sequestered through ACS's tree planting program. ACS attendees planted over 4,000 trees American Forests in 2015 and over 9,000 trees have been planted since 2014.

The Sci-Mix Zero Waste Awareness Event educates and inspires attendees by attracting thousands of ACS members, and highlights sustainability through event branding and signage. Sci-Mix, attracts 2,500-3,000 ACS members each year as a flagship initiative of the Greener Meetings Program.

The ACS mobile meeting application enhances attendee experience and spreads knowledge by significantly reduced attendee program printing and created an instantaneous way to communicate and promote the Greener Meetings Program during the meeting. This resulted in over 12,700 mobile application downloads and reduced programs printed per attendee by 52% since 2011.

The ACS Hotel Green Grid spreads knowledge and educated attendees by building awareness of sustainability among hotels and gives attendees the option to choose green. Since 2013, a total of 130 hotels (100%) have been surveyed. 89 out of 130 hotels (68%) have been audited through hotel sustainability walkthroughs.

ACS continues to discover positive initiatives to raise awareness of programs, while still being mindful of the environmental footprint of efforts. The ways in which the program have been most successful in growing attendee engagement numbers, has been through utilizing and leveraging existing technologies within the event management processes. As ACS continues to engage attendees to make their experience a more sustainable event, the focus of the Greener Meetings Program will include:

- Investing in new systems and technologies for 2016 and beyond;
- Integrating the ACS Greener Meetings Pledge with attendee registration; and
- Investing in a more efficient photo distribution system to further promote social media.

Green MICE Project of MEET TAIWAN TAITRA

Taiwan (Co-winner)



www.taitra.org.tw



SUMMARY OVERVIEW:

TAITRA has been developing MEET TAIWAN to inspire every link of the Taiwan MICE value chain. It is a Green MICE project and a leading Taiwan MICE promotion program under the sponsorship of Bureau of Foreign Trade (Ministry of Economic Affairs). The project targets stakeholders across the industry such as exhibition and convention organizers, exhibitors, participants, visitors, suppliers, contractors, designers, venue providers, employees, and design students.

STRATEGY AND GOALS:

The main objective of the Green MICE project of MEET Taiwan is to promote and motivate the MICE industry and its stakeholders to be more sustainable to achieve economic, environmental and social benefits.

Green MICE project's strategy includes the following:

1. **RAISE AWARENESS AND COMMUNICATION** – build awareness among MICE industry stakeholders on the importance of green and sustainable principles.
2. **INSPIRE ACTION** – inspire Taiwan MICE industry stakeholders to take real action for sustainability.
3. **ADOPT INTERNATIONAL STANDARDS** – encourage Taiwan's MICE industry to meet global standards by adopting ISO standards.

MANAGEMENT APPROACH:

To meet the objectives, management has implemented specific actions items under each strategy. Below list the action items with descriptions.

RAISE AWARENESS AND COMMUNICATION

- A. **ESTABLISHED GREEN MICE GUIDELINES** – the guidelines include five categories: transportation, accommodation, decorations and materials, dining, and other. They offer stakeholders 433 simple ways to apply green practices throughout the MICE event cycle.
- B. **CONDUCTED GREEN MICE ORIENTATIONS** – orientations are conducted to publicize the Green Mice Guidelines and ideas, including green decoration, e-services and the 3R-principles of reduce, reuse, and recycle. Orientations are for both organizers and exhibitors.

- C. **ORGANIZED A GREEN MICE SEMINAR** – seminars are intended to engage and educate the entire MICE industry value chain. Topics include the latest green trends in exhibitions and meetings, green marketing and promotion, green design and ISO 20121 compliance.
- D. **ORGANIZED SAFETY MANAGEMENT ORIENTATIONS AND SEMINARS** – these sessions offer lessons on safer choices for the work site.

INSPIRE ACTION

- E. **ENCOURAGED THE PRACTICE OF GREEN MICE GUIDELINES** – assistance and incentive included consultations, on-site inspection, bonuses and publicity, and public awards.
- F. **PROMOTED GREEN BOOTH COMPETITION** – incentives included media exposure, free publicity in the official directory, and free outdoor advertisements.
- G. **PROMOTION OF GREEN MICE IN TAIWAN** – promotion of organizers who applied GREEN MICE guidelines and Green Booth competition winners.
- H. **BEYOND TAIWAN: PROMOTION OF GREEN MICE ABROAD** – promotion of GREEN MICE to other Asian countries including Malaysia, China, Thailand.

ADOPT INTERNATIONAL STANDARDS

- I. **ISO 20121, EVENT SUSTAINABILITY MANAGEMENT SYSTEMS** – ensures that event related organizations achieve economic, environmental, and social benefits.
- J. **ISO 50001, ENERGY MANAGEMENT SYSTEMS** – aims to support organizations in all sectors to use energy more efficiently.

PERFORMANCE AND OUTCOMES:

Some of the positive outcomes and notable best practices include:

- More than 90% of trade shows held at NANGANG Exhibition Center adapted the use of carpet-free public walkways.
- More than 85% of Taiwan exhibitions arranged inter-hall shuttle buses.
- Creation of RFID badges embedded with Taipei Metro card functions.
- User of green power for displays, lighting and air conditioning cut carbon emissions by approximately 57,000 kg.
- Green building materials booth spread knowledge to more than 2,000 show visitors.
- Triple electrical safety inspections were adopted by 57 exhibitions organizers and 15,000 exhibitors.
- Purchase of Fairtrade coffee by more than 9,700 consumers.

ADDITIONAL RESOURCES:

http://www.meettaiwan.com/en_US/green-exhibition/case/OPT00056/index.html?function=09B15759BF4A2916D0636733C6861689

SUMMARY OVERVIEW:

Greenbuild has built a strong brand recognition within the B2B tradeshow industry. As a platform, it promotes sustainable building, and therefore focuses on the show's mission through sustainable tradeshow practices. It is transforming the US tradeshow business to follow the path of sustainable show production.

STRATEGY AND GOALS:

Greenbuild's strategy is built around the belief that sustainability means much more to a business or a brand than just an environmental impact. It believes sustainability is about corporate and social responsibility and that it can be a true business model and positively impact a company's bottom line.

Greenbuild's objectives include the following:

- 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.

MANAGEMENT APPROACH:

To effectively progress toward the above objectives, management focuses on the following areas.

1. **CATERING** – works with each convention center/venue's caterer to ensure that the procedures and practices are implemented during the event.
2. **CONVENTION CENTER** – provides an internal team dedicated to coordinating all sustainability related aspects of the show and works alongside Show Management throughout the show cycle.
3. **COMMUNITY OUTREACH** – selects a community project that will positively impact its local community each year.
4. **EXHIBITOR ENGAGEMENT** – implements the Greenbuild Mandatory Exhibition Green Guidelines (GMEGG), a mandatory sustainability initiative that exhibitors must comply with for the construction and operation of a Greenbuild exhibit.
5. **HOUSING** – embeds a Hotel Environmental Responsibility Contract Clause, which states that each hotel must adhere to green practices such as efficient energy use, efficient water use, sustainable purchasing, and environmentally sensitive waste management.

6. **MARKETING** – uses mainly digital advertising to reduce use of paper with a few exceptions of print material on post-consumer recycled content paper with vegetable-based inks.
7. **SHUTTLES** – encourages attendees to walk or utilize public transportation by not providing shuttles but takes into account the location to be close to the Convention Center.
8. **WASTE MANAGEMENT** – strives to achieve a zero waste event.

PERFORMANCE AND OUTCOMES:

Below is a list of positive outcomes and notable best practices:

- Achieved an 84% waste diversion rate.
- Offsets 100% of the event's carbon footprint by partnering with TerraPass.
- Collaboration between Greenbuild and the Capital Area Food Bank (CAFB) to design a designated space for key education programs such as an all-season space for gardening, cooking education classes, volunteer respite, workshops, and other events.
- Sample booths fully powered by on-site alternative energy and distribution.
- Donation of the Greenbuild Show Home, which is a modular home built to LEED v4 Platinum standards.

ADDITIONAL RESOURCES:

1. **Greenbuild Annual Sustainability Report**
2. **Thoughts on Sustainability by the Greenbuild Team**

SUMMARY OVERVIEW:

RAI Amsterdam's Heart-warming Amsterdam started several years ago with a mission to make a difference. The kitchen staff started by visiting local producers to learn about how the products are produced. This resulted in a passion for traditional and high-quality products from the metropolitan region. Today, the kitchen uses a selection of high-quality and pure ingredients that are locally and sustainably produced. Heart-warming Amsterdam also aligns with companies that demand a sustainable menu. It is the first catering company in the Netherlands to implement the 'Zuiderzeesilver' (South Sea Silver) certificate.

STRATEGY AND GOALS:

The concept of RAI Amsterdam's Heart-warming Amsterdam focuses on working with locally and responsibly produced ingredients with the goal to support vulnerable local producers. RAI Amsterdam views the local producers as both suppliers and an important source of inspiration. Through this concept, the visitors can meet and learn more about the locally and responsibly produced ingredients and inspired by rare and seasonal products grown in the region.

MANAGEMENT APPROACH:

To meet the objectives, management has implemented specific criteria for the kitchen listed below.

1. Selection of regional products from the Greater Amsterdam region.
2. Animal-friendly selection such as free-range veal instead of products from boxed calves.
3. Organic or sustainable alternatives for all regular products.
4. Use of sustainably caught freshwater fish.

The concept is promoted throughout all catering communication channels of the RAI including:

1. Sales team.
2. Website.
3. Sustainability Report.
4. Onsite communication for the visitors.

PERFORMANCE AND OUTCOMES:

Positive outcomes and notable best practices include:

- Improved the wellbeing of local producers by sourcing from them.
- Improved visitor experience by offering unique and sustainable culinary experience.
- Reduced of environmental impact by reducing the need for transportation of goods from far distances.
- Positive community impact by facilitating events to help connect the local communities with visitors.
- Development of infographics on the concept to engage guests and employees.
- Integration of the concept in the menu for further guest engagement.
- Use of QR codes in lieu of paper menus.

ADDITIONAL RESOURCES:

Heart-warming Amsterdam – the movie

SUMMARY OVERVIEW:

UBM EMEA, a division of UBM, operates in over 23 countries. It connects people and creates opportunities for companies to develop new business, meet customers, launch new products, promote brands, and expand markets. It also organizes many of the world's largest exhibitions, conferences, awards, directories, websites, and publications in a wide variety of industries.

STRATEGY AND GOALS:

UBM's strategy is to become the world's leading B2B events company by incorporating sustainability at the heart of all business decisions. UBM defines sustainability in five key areas including the people, the communities, the environment, the customers, and governance.

UBM EMEA's objectives include the following:

- Spreading knowledge.
- Enhancing attendee experience.
- Educating and inspiring.
- Both at and beyond the event.

MANAGEMENT APPROACH:

To meet the objectives, management has implemented specific action items:

1. Incorporating sustainability into all business decisions.
2. Streamlining of the approach to sustainability across senior management level.
3. Being profitable and ensuring the long term success of the UBM EMEA events.
4. Making a commitment to leadership in sustainable development for exhibitions, setting the bar for best practice and striving to find innovation in the events.
5. Making stakeholders aware of the UBM EMEA sustainability policy, values and principles and encouraging them to adopt sustainable management practices and engage on UBM EMEA sustainability initiatives.
6. Maintaining safe and healthy working conditions for UBM EMEA staff and others affected by UBM initiatives.
7. Reducing carbon emissions associated with the business.

PERFORMANCE AND OUTCOMES:

- Total of 623,401 Euros used in community and giving.
- 13 events attained ISO 20121 (Standard for Sustainable Event Management).
- 36% of the event waste was recycled.
- Total of 233,499 Euros was saved with the implementation of sustainable practices.
- 50 charities were supported across UBM EMEA.
- 56% of printing was on recycled paper, a reduction of carbon impact by 15%.

LIST OF NOTABLE BEST PRACTICES:

- Internal communications include hub pages, newsletters, post-show reports, sustainable event rating, sustainability committees, sustainability working group, event meetings, and community and charity video.
- External communications include exhibitor and visitor engagement, contractor engagement, awards, association membership, and external sustainability newsletters.
- Engage external stakeholders to influence visitors, exhibitors and contractors to make sustainability part of their decision making process.
- Sustainable awards can be used to demonstrate commitment to sustainability, reward exhibitors who are implementing sustainable practices, highlight best practices to influence other exhibitors, and encourage positive competition to push boundaries of sustainable exhibiting.
- Event charity partnerships should be relevant to the topic and industry represented at the event.

ADDITIONAL RESOURCES:

UBM EMEA's charity engagement video

SUMMARY OVERVIEW:

The Cape Town International Convention Centre has prided itself on creating extraordinary experiences for the past 13 years. Guided by core values of passion, integrity, innovation and excellence the centre aims to be a leading conference and exhibition destination worldwide. As a key player in raising the profile of Cape Town, South Africa as a desirable business and tourist destination, the centre also commits to robust social and environmental sustainability actions in order to promote responsible business and grow economic impact in the region and country. As such, the centre encourages the incorporation of sustainability principles at every touch point – from the management of the venue, to relationships with key community partners, to engagement with the centre's clients, employees, and key suppliers.

STRATEGY AND GOALS:

In order to commit fully to sustainability, the CTICC has prioritised the triple bottom line: economic, environmental, as well as social sustainability. In doing so, the centre has achieved much progress over the past 5 years and continues to prioritise and develop new strategies. However, as a venue, the CTICC realised the need to engage with its clients in order to take sustainability to the next level.

Because the CTICC is a venue, clients play an enormous role in the continuation and delivery of sustainability objectives: they are the end users of electricity; the producers of waste; and creators of jobs. Due to this the CTICC developed and distributed information and resources to clients in order to increase awareness around sustainability. Secondly, sustainability team identified key clients – usually repeat events – to collaborate with on sustainability pilot projects.

MANAGEMENT APPROACH:

The first actions that the CTICC took in order to engage exhibition clients around sustainability were to develop and distribute relevant resources.

- Recycling was included in the Standard Operating Procedures (SOPs) which are given to exhibition clients, and waste removal is charged separately per load to incentivize waste reduction and increased recycling.
- Clients are also rewarded for their own efforts by receiving a recycling certificate from the CTICC which specifies the amount of waste which has been recycled after their event.
- Clients are given an Event Greening Checklist, various brochures and other marketing collateral, and the CTICC Client Manual contains a section on sustainability and describes in detail the processes and commitments.

CTICC realised the need to engage with various parts of the value-chain in order to fully maximise its own waste system to divert waste from landfill. A Waste Champions Team was created at the end of 2013, pairing up with its in-house service providers (cleaning service and waste disposal companies) to have the relevant people from across the entire waste process together on a frequent basis to discuss waste challenges and achievements and also to iron out any difficulties and information in the system.

PERFORMANCE AND OUTCOMES:

During 2015, the CTICC ran 4 notable exhibition pilot projects, with the following results:

- World Travel Market Africa – provided data reporting to the client.
- World Economic Forum on Africa and Grow Africa Summit – 83 diversion from landfill and R200,000 economic spinoff based on the recycled materials
- World Veterinary Poultry Association congress – the CTICC engaged with the congress to locate a small furniture business to “upcycle” the valuable wood from exhibit stands.
- Cape Wine Event – 75% waste diversion from landfill achieved.

ADDITIONAL RESOURCES:

Full PDF Available from CTICC's Website:
<http://www.cticc.co.za/green-your-event>

SUMMARY OVERVIEW:

Marina Bay Sands is a leading destination for business, leisure and entertainment in Asia that presents multi-dimensional offerings, including luxury accommodation under one roof. It is an integrated resort including convention center, over 2,500 guest rooms, retail and F&B outlets, which helps to minimize delegates' travel requirements and event footprint. The Sands Expo and Convention Centre offers more than 120,000 square meters/1.3 million square feet of meeting space, making it one of the largest and most flexible locations in Asia. It is also the largest MICE (Meetings, Incentives, Conferences and Exhibitions) facility in Singapore, which the ability to host up to 11,000 delegates. Marina Bay Sands is the first MICE facility in Singapore to adopt the Singapore Tourism Board's sustainability guidelines for the MICE industry and was the first to be ISO 20121 certified in Southeast Asia.

STRATEGY AND GOALS:

Sustainability defines the way Marina Bay Sands conducts business. Marina Bay Sands' strategy to achieving the minimal environmental impact of an event is to take a partnership approach with the venue, organizers and delegates. The Sands Expo and Convention Centre has developed a green meetings package that aims to integrate all components of an event taking place at the property, including the organizer and the delegates attending the event to ensure that each event has minimal impact on the environment.

MANAGEMENT APPROACH:

To meet the objectives, management has implemented specific actions items under each strategy. Below list the action items with descriptions.

WASTE DIVERSION:

- Offer ECO360 Meeting room with complimentary note pads and pens in a central location in the meeting room rather than individual place settings.
- Implement recycling bag system to increase accessibility and encourage recycling at trade shows.

- Communicate locations of the recycling stations to the visiting exhibitors through the organizers.

COMMUNITY ENGAGEMENT:

- Offer a dedicated green meeting concierge, who can also help coordinate with local beneficiaries for community engagement projects.
- Donate items such as delegate bags and event giveaways to charity instead of leaving them as waste.

RESOURCE CONSERVATION:

- Equip hotel rooms with an eco-button in the room to place the air-conditioning at the optimum temperature.
- Engage guests to partake in the water conservation initiatives by reducing the frequency of linen and towel changes.

IMPACT STATEMENT:

Provide events with an impact statement to ensure that the organizers can share with their attendees in post event reports the exact venue environmental impact of the event and the minimizing effects of the sustainable options and choices that the organizers/attendees made.

SUSTAINABLE FOOD OPTIONS:

Offer the harvest menu, which uses only the freshest ingredients and items sourced locally and from around the region.

PERFORMANCE AND OUTCOMES:

- Achieved a total of 66,150,000 kWh of energy saved since 2012.
- Implemented over 2,600 recycling bins including mobile recycling stations placed at the most convenient location of the event space as well as one recycling bin in every hotel room for delegates to utilize.
- Collected 2.6 tonnes of paper waste from one event alone.
- Three trucks full of leftover items were donated to local charity Beyond Social Services from the SIBOS event.
- Installed sensors on the air-conditioning system for all bay view rooms to ensure that the system will switch off if the balcony door remains open.
- All the restaurants are certified by the Singapore Environmental Council with the ECO F&B certification.

ADDITIONAL RESOURCES:

Sands ECO360 meeting program

SUMMARY OVERVIEW:

The NEC is a leading UK venue for exhibitions and live events, attracting over 3 million visitors a year to 500+ exhibitions and events. It embraces the responsibility for reducing the negative impact its sector has on the environment and finds new ways to work both in long term and in its everyday activities and processes.

STRATEGY AND GOALS:

The NEC is committed to sustainability and extends to the 1,650 members of the Team NEC as well as the value chain including the organizers, exhibitors, contractors, suppliers, visitors, and local businesses and communities.

The NEC's goals include the following:

1. Achieve zero waste to landfill
2. Convert food waste to energy
3. Implement innovative energy saving and carbon reducing initiatives
4. Educate and empower the industry, businesses, and community

MANAGEMENT APPROACH:

To meet the objectives, management has implemented specific actions items under each goal.

ZERO WASTE TO LANDFILL

- Implemented Waste Pre-Treatment Centre.
- Waste generated during events and in office areas is separated into different streams and processed ready for transport to local suppliers.
- No material travels more than 30 miles for further processing.
- Any waste not dealt with through the Centre is sent to a local Materials Recycling.

FOOD WASTE TO ENERGY

- Sends over food waste to an Anaerobic Digestion Plant to help power local sewage treatment works.

INNOVATIVE ENERGY SAVING AND CARBON REDUCTION INITIATIVES

- Implemented computerized Building Management System that monitors and controls the exhibition environment.
- Installed smart meters and energy efficient chillers to increase energy-efficiency.
- Installed intelligent urinals to save water.
- Introduced low-emission shuttle buses.
- Installed motion sensitive escalators and travelators.

ECO-EDUCATING AND EMPOWERING THE INDUSTRY, BUSINESSES AND COMMUNITY

- a. Shares knowledge and experience of sustainability 'best practices' with local businesses and throughout the industry.

PERFORMANCE AND OUTCOMES:

- Achieved zero waste to landfill by diverting 12,000 tonnes of waste to landfill
- Saved 742 tonnes of carbon emissions (equivalent of brewing 1 million cups of tea)
- Engages in hundreds of hours of volunteer work
- ISO 14001 accreditation was maintained and extended
- Saves customers money

ADDITIONAL RESOURCES:

Article: NEC Food Waste to Power Local Sewage Treatment Works

SUMMARY OVERVIEW:

Recently, the global meetings industry has recognized that Africa is a sought after destination for business events, in particular South Africa. Meetings Africa showcases Africa's diverse services and products offering including accommodation, venue, transport, and other supporting services. Though Meetings Africa, African associations and African meetings industry professionals can partner to help transform the continent. Meetings Africa was first eco audited in 2011, which serves as a baseline. Since then, the event was monitored and huge steps were taken towards greening the exhibition and surrounding events with the help of the National Convention Bureau and other key stakeholders.

STRATEGY AND GOALS:

Meetings Africa's strategy was built based on feedback from the exhibitors, visitors and other stakeholders involved in the planning and implementation of the show. The Meetings Africa team's goal is to showcase Africa as a premier business events destination that cares about its people and the natural environment.

MANAGEMENT APPROACH:

To meet the objectives, management has implemented specific actions items under each strategy. Below list the action items with descriptions.

WASTE REDUCTION:

- Actively reduce the amount of waste generated prior to and during the event.
- Waste separation to be provided at source to raise awareness and reduce waste to landfill.
- Sub-contractors and exhibitors requested to reduce packaging and organic waste where possible.
- Divert 80% of waste from landfill to recycling.

ENERGY EFFICIENCY:

- Encourage energy efficiency through promotion of the use of energy efficient technologies and responsible use of electricity.
- Renewable energy will be sourced for the event through the procurement of Renewable Energy Certificates (RECs).
- Encourage the use of natural light and ventilation where practical.
- Reduce overall energy consumption in comparison to the previous year.

WATER CONSERVATION:

Encourage participants and sub-contractors to implement water conservation principles.

ECO PROCUREMENT:

Promote the use of local products that have a minimal negative effect on the environment.

TRANSPORT MANAGEMENT:

- Encourage the avoidance of non-essential flights to reduce air pollution and carbon footprint.
- Offset transport emissions by implementing a voluntary carbon offset program.
- Encourage visitors to offset their own travel related emissions.

ACCOMMODATION MANAGEMENT:

Recommend accommodation that complies with minimum environmental standards and is within walking distance of the event venue.

COMMUNICATION, MARKETING AND TRAINING:

- Communicate and market the event's greening efforts to appropriate target groups.
- Provide training to staff and sub-contractors.

SOCIAL AND ECONOMIC DEVELOPMENT:

- Promote local economic and social development within the host region.
- Encourage a triple bottom line approach where possible.

MONITORING:

- Monitor greening interventions and evaluate the lessons learned.
- Develop open and transparent report post event.

PERFORMANCE AND OUTCOMES:

Below list positive outcomes and notable best practices.

- Increased composting three times and doubled recycling.
- Diverted 77% of waste to landfill.
- 12 RECs were purchased, value of 12 MWh from hydropower generated at the Friedenheim Micro Hydro Plant in Mpumalanga.
- No delegates packs were handed out to eliminate additional paper content traditionally placed in the bags.
- Provided water dispensers and placed a premium on the sale of bottled water to reduce plastic.
- The revenue from the sale of bottled water was contributed to buying additional trees for offsetting the impact of the event.
- A three-bin system for recycling, organic waste and waste to landfill was implemented throughout the venue during the event.
- Inclusion of tips in the exhibition manual for the exhibitors to encourage energy efficient technology.
- Request to switch off appliances overnight where not required.
- Exhibitors were given the option to buy renewable energy certificates (RECs) and/or trees to contribute toward offsetting the overall carbon footprint of the event.
- Promoted local traditional food with an emphasis on vegetarian dishes.
- Use of LCD screens to advertise each day's program.
- Surveyed hotels accommodating hosted delegates to determine what the hotels are doing around sustainability.

SUMMARY OVERVIEW:

The International Centre is one of the only privately owned trade and consumer show and conference facilities in Canada. It has over 40 years of history of hosting events and building relationships with their clients. They have expanded to approximately 548,000 sq. ft. of exhibit space, offering a mix of exhibit, meeting, and special event services. With the expansion, the International Centre hosts more than 500 shows and events each year. The International Centre received a 4 Green Key rating in the Green Meetings 2.0. program as well as the Level 1 certification for the ASTM/APEX Sustainable Meetings and Events Standards.

STRATEGY AND GOALS:

The International Centre has been committed to sustainability for more than a decade, ensuring that they are continuously improving their efficiency performance and expanding their community outreach and employee engagement programs. One of the events that demonstrates the International Centre's commitment to sustainability is the Climate Reality Project that took place in July 2015. The event was a two-day conference of 650 attendees and the Climate Reality Project had specific requirements when selecting a venue. The requirements broke down into three categories; transportation, food and waste.

MANAGEMENT APPROACH:

The International Centre focuses on the following guidelines for transportation, food and waste:

TRANSPORTATION

Choose options that are as environmentally responsible as possible.

FOOD

Produce all of its event meals from scratch, prepping all of the menu items leading up to the days of the events.

WASTE

Organize how the waste would be collected, sorted, and tracked and have the proper materials required in each area. Additionally, reduce waste as well as purchase and serve items in bulk.

PERFORMANCE AND OUTCOMES:

Below is a list of positive outcomes and notable best practices:

- Use of bio-diesel hybrid public transit buses as a transportation option for the attendees traveling to and from the conference.
- User of ingredients that are locally grown and produced and Fair Trade Coffee and Tea.
- Tracking and weighing of waste by stream; organics, waste to landfill and recycling.
- Monitoring of the source separation of waste to ensure property practices were being followed.
- Achievement of 95.4% waste diversion rate.
- Tours of the waste management practices and collection areas.

ADDITIONAL RESOURCES:

**The Climate Reality Project -
Why Sustainable Event Venues Matter**

SUMMARY OVERVIEW:

In China, children with autism are called the “children of the stars”. According to the “Report of Development of Children with Autism in China” released in 2014, China may have a total of over 10 million patients with autism including over 2 million of newborns to 14 years of age. CBME China wants to encourage and partner with more companies to embrace their social responsibility to help improve the lives of children and their families, making an impact to the society.

STRATEGY AND GOALS:

The “Help the Handicapped Day” in China is the leading event for baby, child and maternity products. CBME China has partnered with China Association of Persons with Psychiatric Disability and their Relatives (CAPPDR) and WU CAI LU, one of the foremost schools in China specializing in the care of autistic children. Though this event, CBME China hopes to create more awareness to other companies.

MANAGEMENT APPROACH:

To meet the objectives, management has implemented specific actions items under each strategy. Below list the action items with descriptions.

1. Sponsors donate 100 pieces of the products.
2. CBME China team packs the donated products into gift bags, which will be available for sale during the fair.
3. All proceeds are donated to the charity partners.
4. Any unsold products at CBME China will be donated to charity partners as well.
5. Provide certificate of participation to donor companies.

PERFORMANCE AND OUTCOMES:

Below list positive outcomes and notable best practices.

- 42 baby products were donated by suppliers as part of the fundraising effort of the program.
- Raised RMB 220,000 with the donation from 42 enterprises and contribution from CBME China onsite attendees.
- Donated all the money raised to CAPPDR and WU CAI LU.
- CAPPDR planned to publish a book “Applied Behavior Analysis: Theory and Practice” to aid and train teachers on how to deal with autistic children.
- CAPPDR planned to provide free educational sessions for parents dealing with autistic children.
- WU CAI LU planned to host free therapy sessions for underprivileged autistic kids.

ADDITIONAL RESOURCES:

About CBME China

<http://www.cbmexpo.com/en/activity/index.php?cid=132&id=9>

UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry.

UFI directly represents around 50,000 exhibition industry employees globally, and also works closely with its 55 national and regional association members. 700 member organisations in 83 countries around the world are presently signed up as members. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike.

UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

For more information go to www.ufi.org or contact the UFI offices indicated at the back of the report.



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