



GREENBUILD[®]

**UFI SUSTAINABLE DEVELOPMENT AWARD
FINALIST ENTRY**

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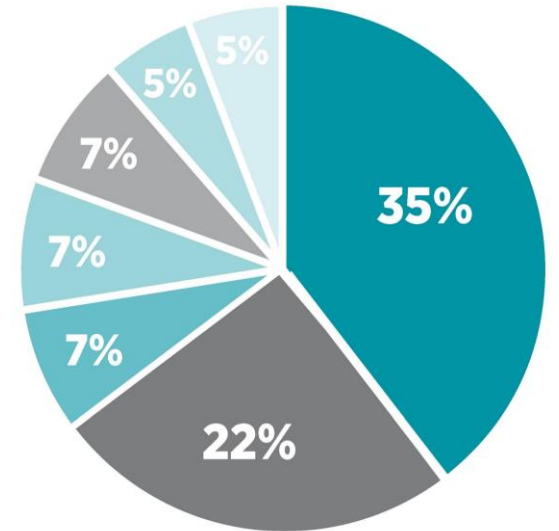
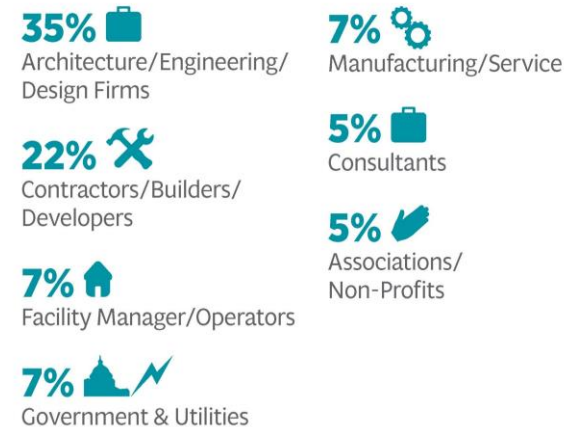


BACKGROUND

BACKGROUND

- Held last in November 2018, in Chicago, with an attendance of 15,000
- Owned and produced by Informa; presented by the U.S Green Building Council (USGBC)
- Three days of outstanding educational sessions, renowned speakers, a vast exhibition floor, green building tours, special seminars and networking events
- Comprehensive sustainability program in place, resulting in 86% diversion rate, key stakeholder engagement, over 250 waste sorting volunteers and 28,000 attendee pledges

Who Attends?





REVIEW

REVIEW

1. Sustainability Report

2. Reaching Industry Professionals

3. GMEGG

4. Attendee Pledges

5. Sustainability Hub

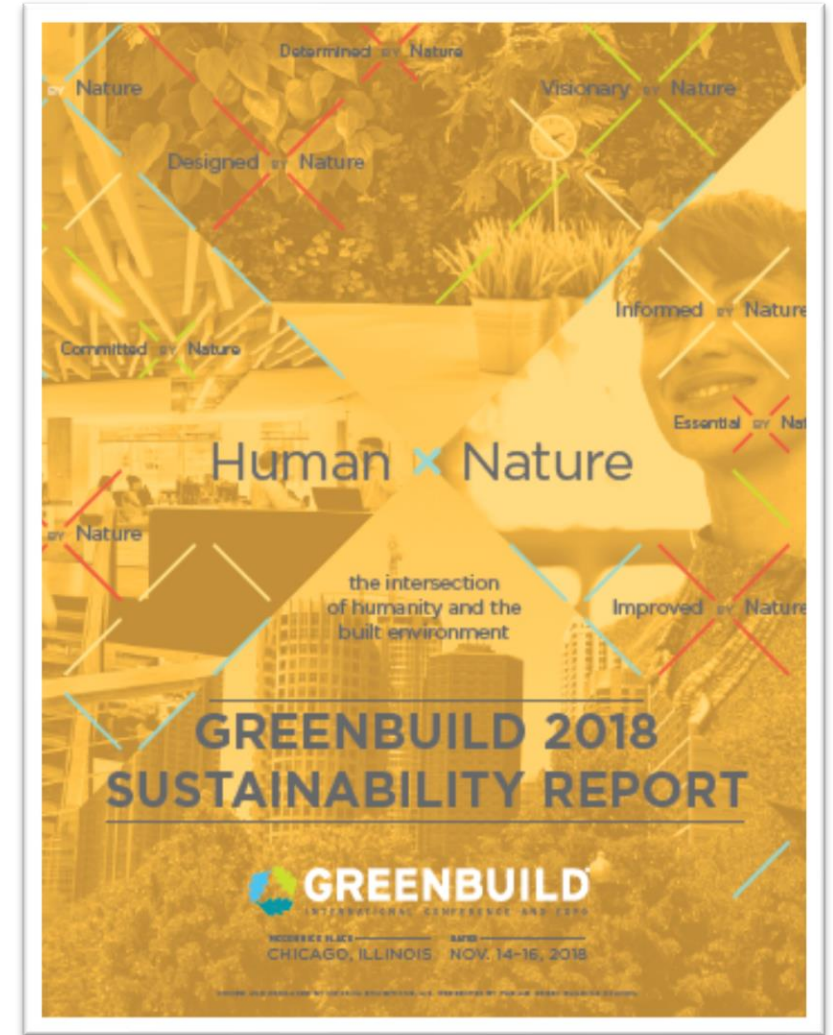
As part of Greenbuild's overarching commitment to sustainability, we seek not only to produce one of the most sustainable events in the world, but to also actively share our progress with our community, pioneer sustainable event management for the tradeshow industry and actively engage key stakeholders, to continue Greenbuild's legacy in every city where the event is held.

This is a huge undertaking and requires an innovative look at not just the sustainability metrics but also the communications and marketing surrounding each program.

Greenbuild has **five unique programs** the team utilizes to communicate with and engage the community, and ultimately affect behavior and initiate change.

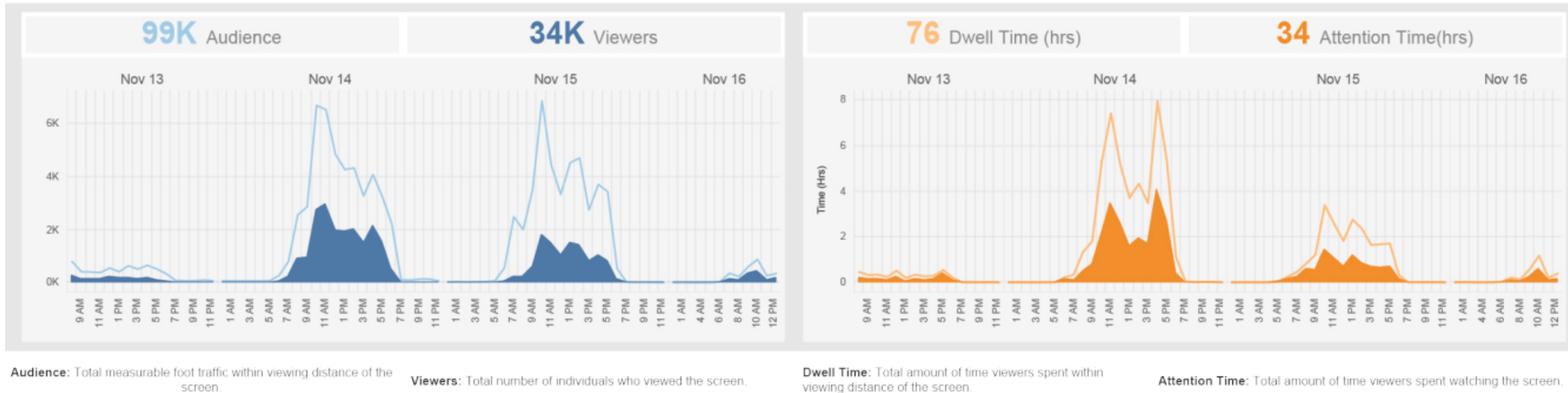
1. SUSTAINABILITY REPORT

- Annual report compiles KPIs, progress and case studies on the event's overall sustainability program
- Distributed to the industry via press release, email and social media
- 2017 report garnered 6,213 page views (3,119 unique) since its release in April 2018
- Sharing just the “Top-Five Success Stories” across our social media channels this year generated more than **80,000 digital impressions**



1. SUSTAINABILITY REPORT CONTINUED

- Each year Greenbuild features 15+ sustainability facts and data points from the report in on the on-site digital signage network
- The digital signage network utilizes biometric cameras to track the audience engagement and provide data on who is viewing the content versus just a standard impression or passerby
- In 2018 Greenbuild tracked a total of **99,000 impressions** (passersby) and **34,000 engagements** (attendees watching the screens)



2. REACHING INDUSTRY PROFESSIONALS



Above: Greenbuild show director, Honeycomb Strategies team, USGBC + others lead first session for event organizers at Greenbuild 2018.



2019 GUIDE TO GREEN MEETINGS

- Becoming One of the Greenest Tradeshows in the World - *A Behind the Scenes Look at Greenbuild's Sustainability Program:* New session at Greenbuild 2018 launched for event organizers, facility managers, venues and vendors (non-traditional Greenbuild attendees) on implementing sustainable event practices. Attracted 60 attendees and was accredited for 1 hour of CMP credit.
- Guide to Green Meetings for Event Organizers: Greenbuild released its first stand-alone Guide to Green Meetings for event organizers, creating something focused and accessible to incorporate sustainable event management tactics into their events. The guide is a collection of best practices the Greenbuild team has established over the years. Greenbuild's suppliers and vendors adhere to these standards each year, in each city. This Guide was distributed online and through Informa's vast network of events.

3. GMEGG

GREENBUILD MANDATORY EXHIBITOR GREENING GUIDELINES

- A set of sustainable guidelines, with which each exhibitor's booth is required to comply
- Developed to engage exhibitors and demonstrate their impact on the environment
- Mandatory for all exhibiting companies/Exhibitor Appointed Contractors
- Completed as a 22-question survey in registration
- Optional last question enters exhibitors into Green Exhibitor Award content

GMEGG BY THE NUMBERS



3. GMEGG

(GREENBUILD MANDATORY EXHIBITOR GREENING GUIDELINES)

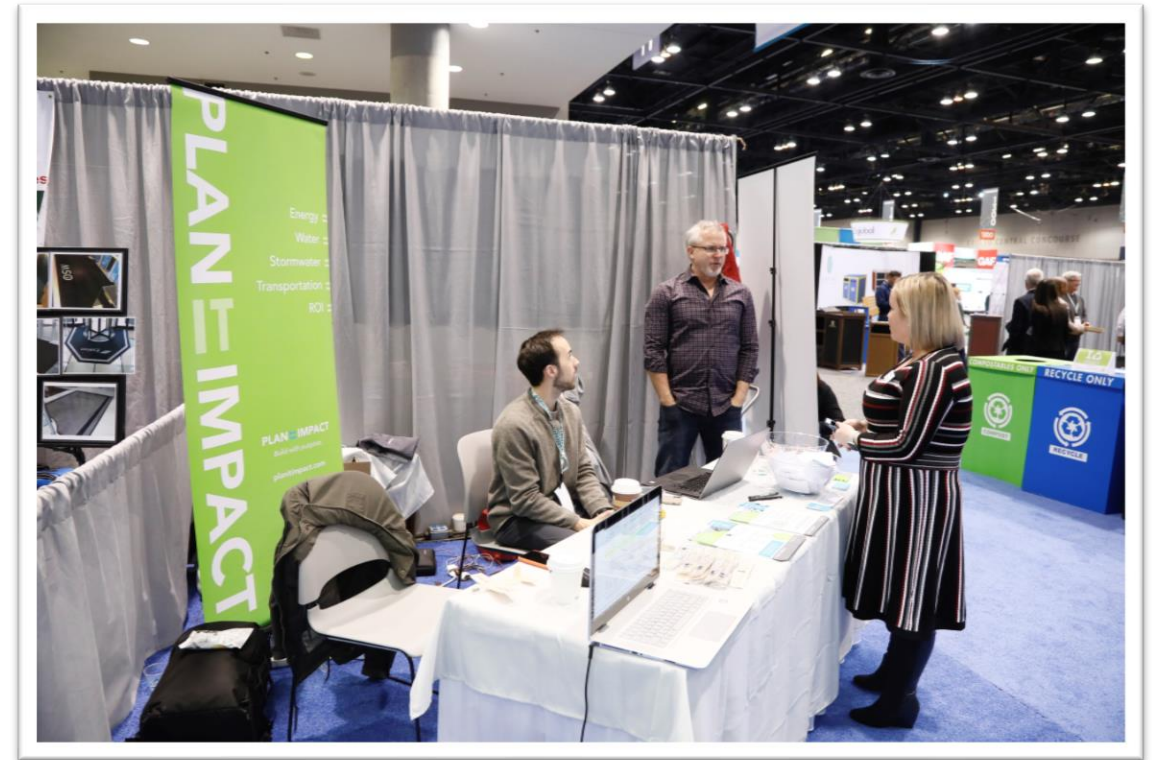
- Supported by multi-channel marketing program leading into the event
- Each exhibitor receives a Green Exhibitor Score upon completion
- Greenbuild team meets exhibitors on-site

 **ENERGY CONSERVATION**

 **SHIPPING PRACTICES**

 **ON-SITE OPERATIONS**

 **BOOTH MATERIALS**



Above: Greenbuild team meets one on one with exhibitors in GMEGG audit process. Left: Green Exhibitor Award 2018 winners, Monoxivent.

4. ATTENDEE PLEDGES

For the second consecutive year, Greenbuild educated attendees about Sustainability Pledges - actions they could take on-site to contribute to the event.

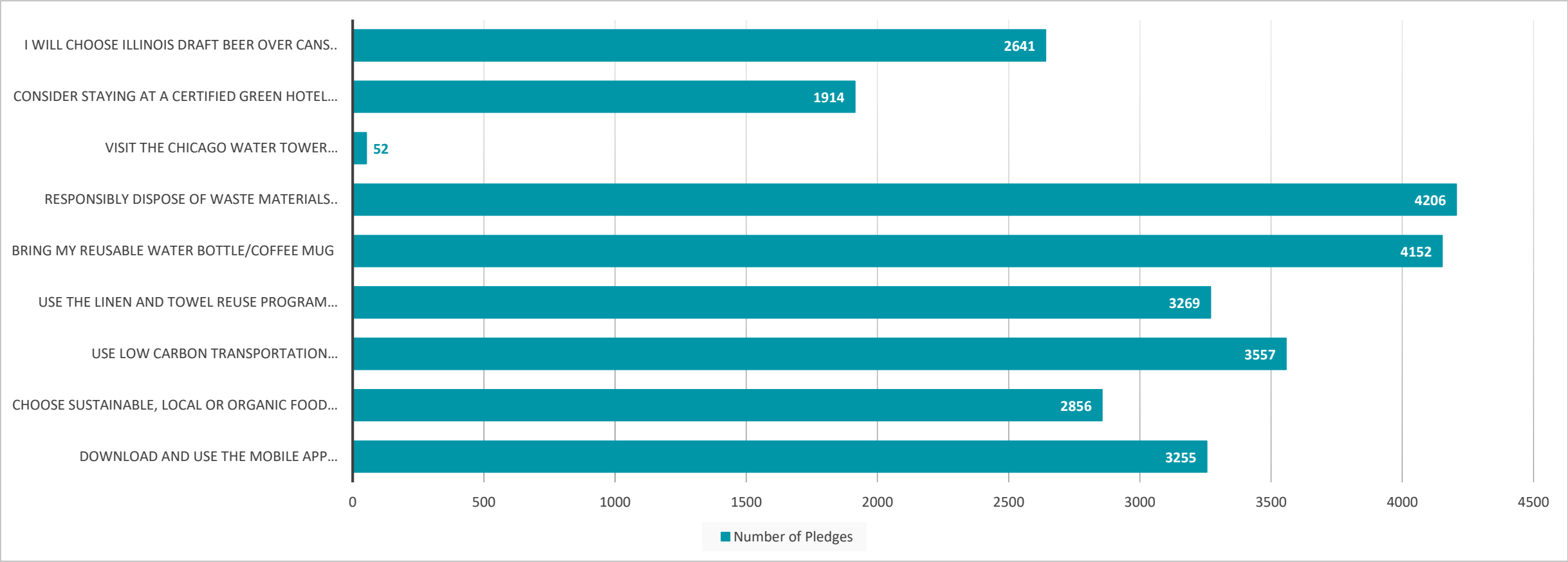
Attendees were encouraged to participate during the registration process and on-site at our Sustainability Hub. To add local meaning to this program, we coordinated with the host committee (Illinois Green Alliance) for Chicago-focused actions and ideas.

Before arriving on-site, 66% of attendees pledged to take at least one of the **nine actions**. Additionally, thousands of attendees, exhibitors, and Greenbuild participants made their pledges on-site at our Sustainability Hub.

1. **Download and use the mobile app instead of the printed Expo Guide for Greenbuild**
2. **Choose sustainable, local or organic food whenever possible when dining out during the event, and in true Chicago Style, I will not put ketchup on my hotdog and I will only eat pizza in square form**
3. **Use low carbon transportation like bicycles (Divvy) or trains and buses (CTA) and if I must use Uber/Lyft/Taxi, I will carpool**
4. **Use the linen and towel reuse program at my hotel and turn off lights when I leave my hotel room**
5. **Bring my reusable water bottle/coffee mug and reusable bag with me (and avoid the City of Chicago plastic bag tax!)**
6. **Responsibly dispose of waste materials by recycling or composting at the convention center, at my hotels, and the outdoor recycling stations around the city**
7. **Visit the Chicago Water Tower and learn about the importance of water in Chicago**
8. **Consider staying at a Certified Green Hotel in Chicago.**
9. **When I drink beer, I will choose Illinois draft beer over cans (preferable) or bottles (less preferable)**

4. ATTENDEE PLEDGES CONTINUED

To gauge accurate participation, we allowed for multiple pledges to be selected but the question itself was optional. With this one program, we collected **28,042 pledges** from 15,000 attendees.



4. ATTENDEE PLEDGES CONTINUED

While tracking data on how many attendees actually performed the actions of the pledges is difficult, the Greenbuild team also set up programs to make it easier for attendees to execute their committed actions.

1. Greenbuild partnered with LYFT on a specific discount code for attendees who used the ridesharing program. More than 20% of attendees used the rideshare program in Chicago for Greenbuild 2018.
2. The team worked with each of our hotel partners to adhere to sustainability practices, one of which being a towel and linen reuse program. Each hotel was audited onsite to ensure these practices were offered and visible to all attendees.
3. The team added water bottle refill stations for attendees and eliminated all single-use plastic water bottles for sale at the convention center to encourage them to bring their reusable water bottles.
4. 3,255 people committed to downloading the mobile app instead of using a printed expo guide onsite. The data backs up this commitment with 3,240 total downloads. Greenbuild was also able to reduce the expo guide order **saving 650.57 pounds of paper** and realizing savings to the bottom-line of the event.

5. SUSTAINABILITY HUB

- Interactive space where attendees are invited to review five key attendee pledges and recommit to sustainable practices while on-site by placing a magnet under each pledge.
- All participants are invited to sign the hub with their name and location, as a visual of how far Greenbuild's message reaches each year.
- To attract passers-by to the hub, we hire a photographer and invite participants for a quick photo op holding a “#Greenbuild18” sign in front of the hub that is provided back to the attendees.
- The marketing team tracked the social media impressions made at the sustainability hub, where attendees could make pledges interactively on a sustainability wall and gathered **over 18,000 impressions**.



As much as Greenbuild does digitally to weave sustainability into the show, one of the greatest opportunities to reach the Greenbuild audience is in person.

In 2018, over 750 pledges were re-committed on-site at the Sustainability Hub.



CONCLUSION

CONCLUSION

Continually communicating the tremendous effort, initiatives, progress and goals of Greenbuild's comprehensive sustainability program is never an easy task. The 2018 event successfully utilized a multi-channel marketing approach to educate and inform its attendees and exhibitors on the robust sustainability programs available at the show and inspired them to take an active role in the process.

Every year, the Greenbuild team improves the use of metrics and emerging trends/technology to allow the show to continue to push the envelope in engaging, motivating and inspiring the audience with the mission behind Greenbuild. We have made significant strides just in the last two years with implementing incredibly visible programs to continue telling a sustainability story and reaching stakeholders 365 days a year.

Each year, the team evaluates the initiatives, assessing them and tweaking them as they ultimately provide a framework for the next year's event. We look forward to continuing these programs and more to improve our metrics and impact at Greenbuild 2019.

We sincerely appreciate consideration for UFI's Sustainable Development Award.

Determined BY Nature

BY Nature **This report is embargoed until April 25, 2019**

Designed BY Nature

Committed BY Nature

Informed BY Nature

Essential BY Nature

Human x Nature

the intersection
of humanity and the
built environment

Improved BY Nature

GREENBUILD 2018 SUSTAINABILITY REPORT



GREENBUILD[®]

INTERNATIONAL CONFERENCE AND EXPO

MCCORMICK PLACE
CHICAGO, ILLINOIS

DATES
NOV. 14-16, 2018

KEY CONTACTS:

Amanda Simons

Event Sustainability Consultant,
Honeycomb Strategies
asimons@hcsustainability.com
503-481-6259

Lindsay Roberts

Greenbuild Show Director
lindsay.roberts@informa.com
972-536-6352

Ryanne Waters

Content Project Manager, U.S.
Green Building Council
rwaters@usgbc.org
202-587-7174

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Message from the Greenbuild Team

Dear Greenbuild Community,

In 2018, Informa, the U.S. Green Building Council (USGBC), and more than 15,000 participants descended into Chicago, Illinois for the Greenbuild International Conference and Expo—the world’s largest conference and expo dedicated to green building.

A communal spirit of attendees, exhibitors, sponsors, and partners brought energy, excitement, and momentum. Greenbuild 2018 convened green building experts from around the world for three days of education sessions, renowned speakers, green building tours, networking, and an impressive expo.

Greenbuild strives to make our annual event the most sustainable meeting of its kind and to positively impact each city we visit, and each year, the magic that occurs on-site is inspiring. In 2018, we were proud to continue to raise the bar, and it is with great excitement that we share with you the Greenbuild 2018 Sustainability Report, summarizing our sustainability initiatives and performance results.

The theme for Greenbuild 2018 was “Human x Nature” – recognizing the intersection of humanity and the built environment. It encompasses the depth of our commitment to our community, our mission, and our world. With Greenbuild’s platform globally we were growing our green building knowledge and sharing expertise across continents—while scaling the breadth and reach of global market transformation for the built environment.

As in years past, we worked with our key venue partners to minimize waste and maximize waste diversion. The convention center, McCormick Place West, along with our vendors and partners, stepped up to the plate to implement great initiatives around waste diversion, single-use plastic reduction, and more. The culmination of many efforts resulted in a very successful 86% waste diversion. For the second year, Greenbuild participated in the TRUE Zero Waste event certification, achieving platinum level certification. We are proud of the hard work and results achieved at Greenbuild 2018 and extend our heartfelt thanks to all our event partners who make this unprecedented accomplishment possible. In 2019, we are excited to bring Greenbuild to Atlanta, a city that exemplifies leadership in the green building movement. In 2018 alone, more than 11 million gross square feet of space achieved LEED certification in the state of Georgia.

We look forward to seeing you soon!

Sincerely,



Lindsay Roberts
Greenbuild Show Director
Informa Exhibitions



Kate Hurst
Senior Vice President,
Conference & Events
U.S. Green Building Council

*This issue of the Greenbuild Sustainability Report
is in loving memory of Kate Hurst | 1979-2019*

About Greenbuild International Conference & Expo

Greenbuild is the in-person experience for sustainability in the built environment. It's for professionals in architecture, construction, engineering, planning, and interior design who depend on thoughtful and ethical solutions which promote wellness and resiliency in construction and urban development.

Sustainability is the foundation of Greenbuild. Greenbuild is the only event genuinely dedicated to sustainability in the built environment, from the sessions we present to the products on the show floor to the way the event is produced. By participating with Greenbuild, participants can return to the field powered by the latest education and discoveries about with the education and discoveries that will empower your decisions, influence your actions, and inspire your dialogue—prompting you to share sustainability with others.



2018 ATTENDEE DEMOGRAPHICS








15,373
Attendees

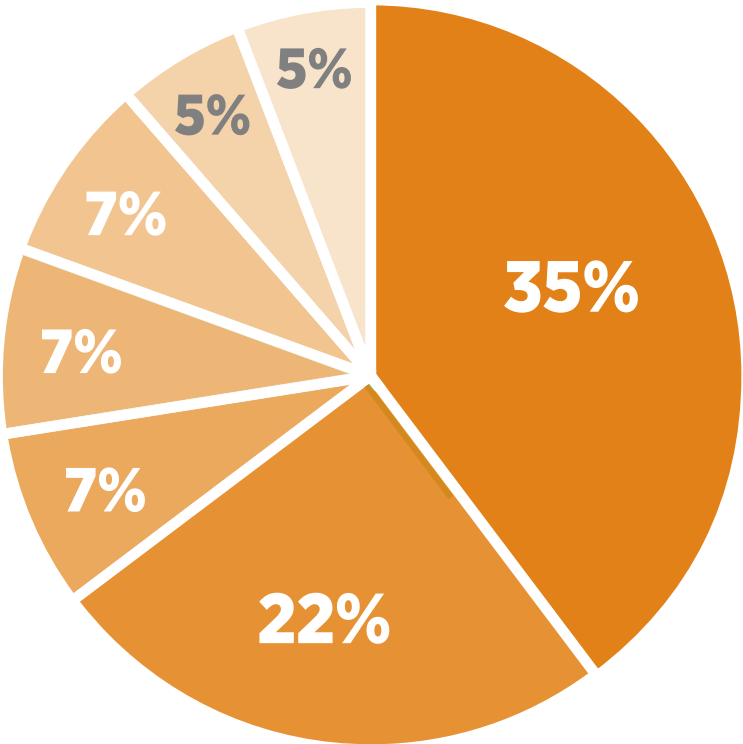
350
Exhibitors

91
Countries Represented

80
Unique Product Categories

100,000
Square Feet

- 35%** 
Architecture/Engineering/
Design Firms
- 22%** 
Contractors/Builders/
Developers
- 7%** 
Facility Manager/Operators
- 7%** 
Government & Utilities
- 7%** 
Manufacturing/Service
- 5%** 
Consultants
- 5%** 
Associations/
Non-Profits



Greenbuild Sustainability Performance At-A-Glance

The Greenbuild team strives to improve sustainable event performance each year through meaningful stakeholder education and collaboration. To understand the impacts of our efforts, our team and our event partners carefully track hundreds of sustainability-related indicators. Greenbuild key performance indicators (KPIs) are presented below to give you a snapshot of our efforts and performance.

Event Sustainability Data	2018
GHG Emissions Per Participant (lb)	634.80
Total Emissions Offset	100%
Total Waste Per Participant (lb)	5.1
Total Waste Diversion	86%
Sustainable Signage Sourced (% of total)	87%
Total Donated Materials (lb)	3,985
Total Donated Food (lb)	1,208
Total Water Footprint (gal)	5,537,275
Hotels - Walking Distance (% within 1 mi)	11%
LEED-Certified Venue Partners (#)	3
Exhibitors - GMEGG Participation (% of total)	66%
Exhibitors - Green Award Participants (#)	159
CONVENTION CENTER	
Renewable Energy Use (% of total)	80%
Waste Diversion	85.4%
TRUE Waste Diversion	93%
Local Food (<100 miles) (% by weight)	56%
Regional Food (<500 miles) (% by weight)	69%
Organic Food (% by weight)	10%
CELEBRATION VENUE	
Waste Diversion (%)	89%
Local Food (<100 miles) (% by weight)	23%
Regional Food (<500 miles) (% by weight)	57%
Organic Food (% by weight)	46%

Human × Nature

The green building movement embraces all of humanity by making sustainable buildings and environments accessible to everyone, and in doing so, benefits the natural environment all around us. We are helping people understand their role in protecting and preserving the natural environment and leveraging the built environment to:

- Enhance human health and wellbeing
- Ensure resiliency
- Mitigate climate change
- Enhance community and social equity
- Restore and protect our ecosystems
- Enhance building efficiency and performance
- Promote sustainable design

The future of the human race is interlaced with the future of the planet, and the sustainable practices we celebrate and advance at Greenbuild remind us that our success as sustainability advocates, practitioners and professionals is more than a movement, it is a responsibility.

Seven Sustainability Objectives of Greenbuild

In 2011, USGBC established its long-term objectives for improving the sustainability performance of the show. A seventh objective was added in 2012, which was modified in 2018. These objectives were created to address the most relevant impacts of both Greenbuild and the events industry.

1. Move toward a Zero Waste Event

2. Advance Stakeholder Education and Engagement

3. Improve Sustainable Sourcing

4. Improve Performance and Tracking Methods

5. Reduce Greenhouse Gas Emissions

6. Positively Impact Communities

7. Lead the Event Industry Through the Advancement of Sustainable Event Management Initiatives

Sustainability Stories from Greenbuild 2018

Showcasing some of the most impactful success stories from the event.

5-time
WINNER

of the IMEX-GMIG Award

1st
TIME

Greenbuild holds a sustainability education session for event professionals

20% OF
ATTENDEES

used the rideshare promo code

20,162
POUNDS

of carbon saved via rideshare partnership

0
STRAWS

used on site

3
LEED Certified

buildings across Chicago used for Greenbuild 2018

3,500
MEALS

were 100% vegan

GREENBUILD EVENT SUSTAINABILITY

1. Move Towards A Zero Waste Event

ISSUE

Humans create a staggering amount of waste. Traditionally there have been three ways to dispose of waste: recycle, compost, or send to landfill. However, waste management markets are evolving. Cities across the U.S. often ship much of their used paper, plastics and other scrap materials to China for processing. However, as part of a broad anti-pollution campaign, China announced in the summer of 2017 that it no longer wanted to import “foreign garbage.” Since January 1, 2018, China has banned imports of various types of plastic and paper, and tightened standards for materials it does accept, drying up the markets for standard recyclable materials. Now more than ever, we must look at methods to reduce the resources and materials used to produce Greenbuild.

ACTIONS

- In 2018, a significant source of waste reduction resulted from a size and quantity reduction of the printed Greenbuild Expo Guide. The size of the guide was reduced from a standard 8.5” x 11” to a 6” x 9” booklet, and attendees had to indicate they wanted a printed guide in registration, significantly reducing overages in printing.
- In 2018, Greenbuild applied for a TRUE Zero Waste Certification, once again, after achieving a Platinum certification in 2017. To achieve this, the lifecycle of the products and materials used to produce the show and those used by show partners had to be reevaluated. For the second year in a row, Greenbuild achieved TRUE Platinum certification. In order to achieve the requirements of the certification, Greenbuild was able to identify our first TRUE Waste Diversion Rate, which factors in reduction and reuse weights.

In 2018, 47% of attendees opted out of receiving an expo guide, and instead pledged to use the event’s mobile app.

CASE STUDY: Featured TRUE Credit Category: Reduction (The Forgotten R)

The TRUE (Total Resource Use and Efficiency) Zero Waste certification system goes far beyond measuring and tracking ways in which waste is reused, recycled, or composted to calculating how waste is diverted from landfill, incineration (WTE) and the environment. TRUE encourages projects to track waste that was avoided in the first place. The rating system recognizes reductions based on waste diversion calculations, provided that the modifications are documented from an established baseline, representing previous operations.

The motto of “Reduce, Reuse and Recycle” is familiar to many, but the emphasis has historically been on the latter two, leaving reduction as the oft-forgotten of the three “Rs.” Including reduction as a part of the diversion, calculations encourage projects to identify tactics that eliminate unnecessary waste before it is created. Waste reduction is prioritized in TRUE because it reduces the need to extract virgin resources from the environment in the first place. It also reduces all the other impacts in the production chain such as transportation and production. Thus, a reduction has the most benefit to the environment over reuse, recycling, and compost.

This year Greenbuild looked to identify our first TRUE Waste Diversion Rate, in which we tracked and then factored in waste reduction and reuse weights.

Among other standard reduction tactics, Greenbuild reduced paper from the printed program guide by implementing a “reserve in advance” process and eliminated all plastic straws and single-use plastics from concessions. A significant portion of our reduction calculations came from the enforcement of Greenbuild’s 500 piece maximum limit on publications that media partners can bring to the show.

Reuse is also an essential factor in the rating system. A large percentage of the waste reuse at Greenbuild came from the innovative carpet reuse program established by Freeman, Greenbuild’s longtime decorating partner. In 2019, over 65,000 pounds of carpet from the expo floor was recovered by Freeman and will be reused multiple times for future expos, rather than being discarded at Greenbuild Chicago.



The Greenbuild 2018 “traditional diversion rate” (the percentage of waste that was composted, recycled, or donated) brought the diversion rate at McCormick place to 85.4%, but when reduction and reuse were factored in, that percentage jumped to 93%, enabling us to achieve our TRUE zero waste certification, which requires a diversion rate or a TRUE calculated diversion rate of 91% for certification.

Reduction and Reuse		
Stream	lb	Short Tons
Recycled	42,162	21
Composted	13,549.88	7
Landfilled	10,400	5
Donated Items	3,985	2
Donated Food	1,058	1
Total Waste (Before Reduction and Reuse)	71,155	36
Total Diverted (Before Reduction and Reuse)	60,755	30
Diversion Rate (Before Reduction and Reuse): 85.38%		
Stream	lb	Short Tons
Reduction	6,509	3
Reuse	73,482	37
Total Waste (With Reduction and Reuse)	151,147	76
Total Diverted (With Reduction and Reuse)	144,637	72
Diversion Rate (With Reduction and Reuse): 93%		

2. Advance Stakeholder Education And Engagement

ISSUE

Each year, thousands of green building professionals from across the globe unite to learn, share, and inspire - with the goal of advancing the green building movement. While we work diligently to engage our vendors behind the scenes to make the show more sustainable, there is always an opportunity to create more meaningful engagement with all of our stakeholders.

ACTIONS

- This year Greenbuild partnered with Waste Management to help us engage and train our amazing volunteers about the waste management process. Through back-of-house tours and daily training, our volunteers were well versed in “Trash Talk.”
- Before arriving on-site, 66% of attendees pledged to take at least one of the actions in our pledge options. Additionally, thousands of attendees, exhibitors, and Greenbuild participants made their pledges onsite at our Sustainability Hub.
- In an effort to make our pledges a bit more meaningful, we coordinated with the local host committee to give us some Chicago specific actions and ideas on being green while attending Greenbuild.



Greenbuild 2018 Chicago Sustainability Pledges

- Use low carbon transportation like bicycles (Divvy) or trains and buses (CTA), and if I must use Uber/Lyft/Taxi, I will carpool.
- Consider staying at a Certified Green Hotel in Chicago.
- Use the linen and towel reuse program at my hotel and turn off lights when I leave my hotel room.
- Bring my reusable water bottle/coffee mug and reusable bag with me (and avoid the City of Chicago plastic bag tax!)
- Responsibly dispose of waste materials by recycling or composting at the convention center, at my hotels, and the outdoor Bigbelly recycling stations around the city.
- Download and use the mobile app instead of the printed Expo Guide for Greenbuild.
- Choose sustainable, local or organic food whenever possible when dining out during the event, and in true Chicago style, I will not put ketchup on my hotdog, and I will only eat pizza in square form.
- When I drink beer, I will choose Illinois draft beer over cans (preferable) or bottles (less preferred).
- Learn about the importance of water in Chicago by visiting the Chicago Water Tower, Riverwalk or a lakefront beach.



66%
OF ONLINE
REGISTRANTS

made at least one sustainability pledge before arriving to Greenbuild

28,000
PLEDGES

cast by event participants

3. Improve Sustainable Sourcing

ISSUE

Every resource that comprises Greenbuild, including printed materials, carpet, food, and beverage, merchandise, and more is carefully sourced, taking human health, the environment, and the impact on those who made it into consideration.

ACTIONS

- When it comes to sustainable sourcing, the food and beverage offerings at Greenbuild Chicago had the most significant impact. For the first time in Greenbuild's history, the International Summit, WaterBuild, the Communities & Affordable Homes Summit, workshops, and the Women in Green Power Lunch featured plated lunches that were 100% vegan.
- Every year, Greenbuild incorporates the WELL Building standards into the event. This year we took actions inspired by the nourishment standards in the rating system, including limiting processed foods, reducing packaging for meals, and eliminating single use plastics. We removed single-use plastic straws and all plastic water bottles. We replaced plastic straws with compostable straws and plastic bottles with all aluminum bottles and cans of water which are easily recyclable and maintain their value in the recycling markets.



Celebration—Supporting Local Legends

This year the Greenbuild Celebration was held at the historic Field Museum. Located on the shore of Chicago's iconic Lake Michigan, the Field Museum opened its current building to the public in 1921—however, the museum itself has been open since 1894.

"We continue to research the objects in our collections, as well as document previously unknown species, conserve ecosystems in our backyard and across the globe, educate budding scientists, invite cross-cultural conversation, and more—all to ensure that our planet thrives for generations to come."

- The Field Museum's Mission Statement

It was this commitment to the environment, and the beautiful location that made the Field Museum the obvious choice for the 2018 Celebration. The Field Museum first began using LEED with the construction of their 3D theater in 2009. The Museum discovered that many existing operational procedures and policies already met various LEED criteria. When they achieved LEED Gold for Interior Design and Construction for Abbot Hall in 2012, they decided to try for the entire building. In 2015 the Field Museum received LEED Gold certification for Existing Buildings: Operations and Maintenance and continues to be a shining example of a "LEED leader" in Chicago.

Field to Table served as the caterer for the Celebration. They are committed to sourcing almost everything locally, finding ingredients from farmers in Illinois and bordering states. They were also a fantastic partner in managing waste. All waste leaving the kitchen was weighed, and they had front of house and back of house recycling and composting stations with volunteers to help us achieve waste diversion goals.

The star of the Celebration was blues musician, seven-time Grammy award winner and local legend Buddy Guy. He has called Chicago home since 1957 and is credited as being one of the strongest proponents and champions of Chicago Blues. Guy, who is 82, is an authentic American treasure and a key to our country's musical evolution. Guy has received the National Medal of Arts from former President George W. Bush in 2003. He was inducted into the Rock & Roll Hall of Fame in 2005 and received the Kennedy Center Honors in 2012.



4. Improve Performance and Tracking Methods

ISSUE

The Greenbuild team values the adage “you can’t manage what you don’t measure.” To ensure we are effectively managing our event impacts and improving performance over time, we track hundreds of indicators around waste, energy, emissions, and sourcing. Each year we analyze our performance results, as well as how we monitor and gather data to make sure our metrics have meaning.

ACTION

The Greenbuild team had been tracking waste metrics and has found that for the last few years, a significant portion of our waste stream was comprised of paper. Despite our efforts to reduce printed materials, including limit collateral from exhibitors and eliminate handouts for sessions, we still had a significant amount of paper waste in the recycling stream. We decided to review our publication bins. Early in the year, we communicated to all of our partners the importance of limiting the number of publications they brought to the show. We did an audit of all publications shipped to Greenbuild and found that almost all our partners kept to the 500-piece maximum. At the end of the show, we were excited to see our paper waste had dropped by 75%, due in large part to a reduction in leftover publications at the end of the show!



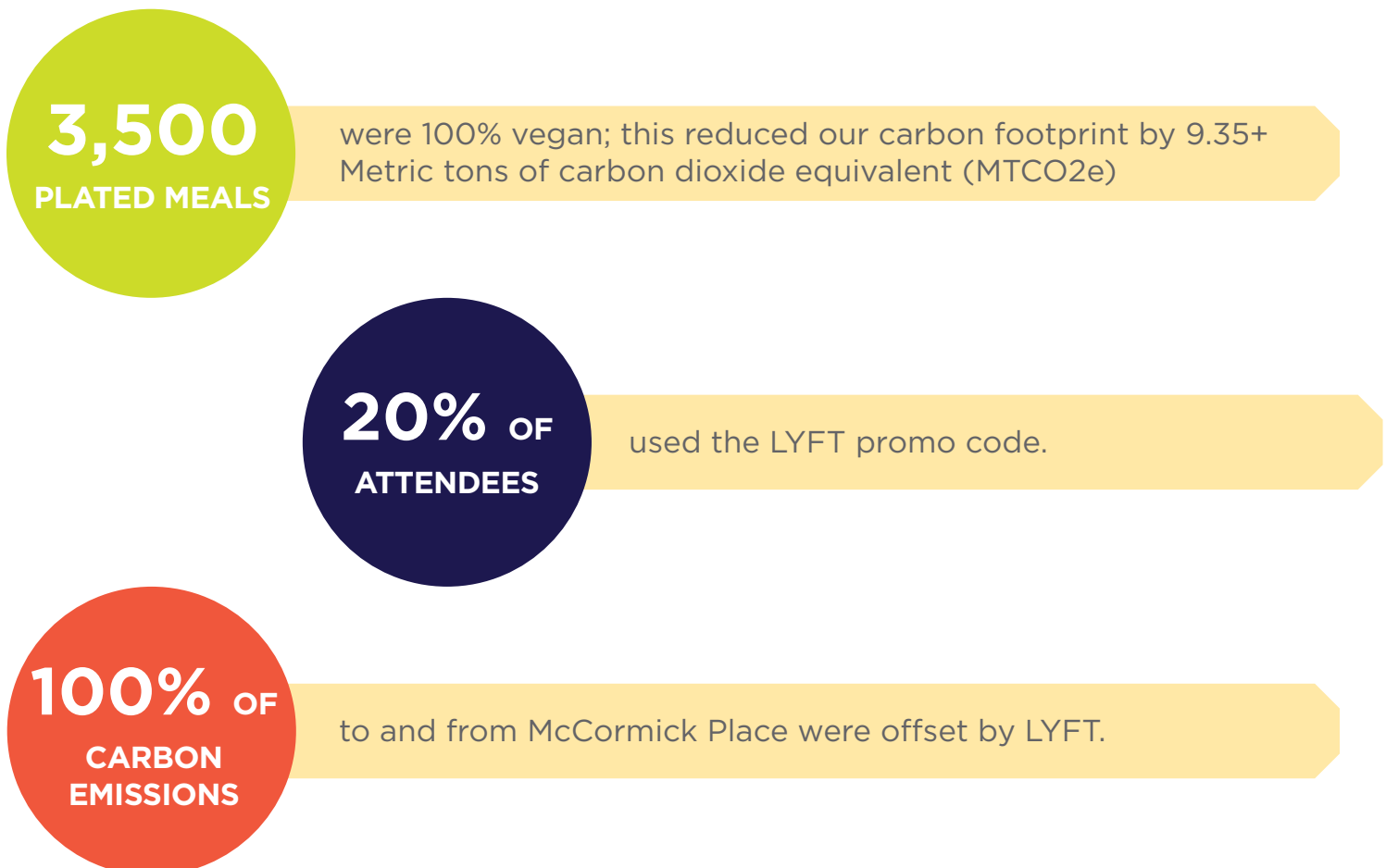
5. Reduce Greenhouse Gas Emissions

ISSUE

Each year we aim to reduce greenhouse gas (GHG) emissions because of show operations. Travel to and from the event is always one of the most significant contributors. We communicate to attendees about how they can offset their trip and do our best to offset our own event carbon footprint. A huge contributor to GHG emissions worldwide comes from the mass production of animal meat for consumption as well as by-products that come from animals.

ACTIONS

- Meat, cheese, and egg production are the largest carbon footprint culprits in Greenbuild's menu planning. This year, we challenged ourselves to reduce our footprint significantly. As mentioned previously, for the first time, many of our summits, workshops, and the Women in Green Power Lunch featured plated lunches that were 100% vegan – equating to 3,500 meals. This initiative reduced our carbon footprint by more than 9.35 Metric tons of carbon dioxide equivalent (MTCO₂e).[1]
- McCormick Place is located a few miles from most of the hotels in our room block. Knowing this would impact our carbon footprint, Greenbuild partnered with ride-sharing operator LYFT to encourage event participants to share rides to and from the convention center and hotels. LYFT offset all the carbon emissions for rides taken to and from McCormick Place during the dates of the conference. Attendees received a 5% discount off their fare to encourage the use of LYFT. Almost 20% of Greenbuild attendees used our code.



¹ Carbon saving estimate calculated using this data set: http://css.umich.edu/sites/default/files/Carbon_Footprint_Factsheet_CSS09-05_e2018_0.pdf

6. Positively Impact Communities

ISSUE

Greenbuild is designed to provide attendees with an educational and inspiring onsite experience. Each year, Greenbuild organizers work with the Greenbuild Host Committee on incorporating local elements into the show, supporting local businesses and community organizations in the process.

ACTION

The Greenbuild team and host committee collaborated to enhance attendee sustainability pledges by incorporating local activities into the suggested actions. Actions included using local Divvy bikes for transportation and eating locally sourced food options - the Chicago way (think square Chicago style pizza and no ketchup on hotdogs), which ended up as one of the top five most pledged items on our list.

CASE STUDY: A Lasting Legacy in Chicago

Greenbuild is not new to Chicago – the Windy City hosted the show for the first time in 2007, and again in 2010 before Greenbuild returned for the third time in 2018. Each year, Greenbuild attempts not only to minimize the environmental impacts on the host city but to leave a lasting positive legacy.

For the years in which Chicago hosted Greenbuild, the show provided thousands of dollars in scholarships, engaged close to a thousand volunteers, and provided over \$40,000 to eight Legacy Projects in Chicago. We are happy to see that so many of these programs are still serving their community 8-12 years later.

Greenbuild's Contribution: A \$10,000 Greenbuild grant was awarded to the Chicago Center for Green Technology and used toward a comprehensive green building library and resource center to serve as a “living museum” on the expansion and renovation of one of the first LEED Platinum buildings in the United States. Leftover exhibit materials were donated to Creative Pitch, a local organization that provides art supplies to schools.

Where They Are Now: The Center has been open to the public since 2002 and was the first municipal and brownfield site to achieve LEED Platinum. The Center served as a showcase for green design, and the Greenbuild grant helped to fund the development of an educational resource library, offering training courses and public tours. The resource library ceased operations in 2014 citing funding challenges. The library successfully operated for seven years and the Center is still home to sustainable-design related companies and organizations. The building features solar and geothermal power, a rooftop garden, a habitat area that filters stormwater, and recycled finishing products. The grounds include test plots for community gardens and a greenhouse.

2010 Legacy Project: Six Local Community Investments

Greenbuild's Contribution: Thanks to matching funds from ComEd, \$20,000 was made available to deserving environmental and social equity programs in the Chicago area through Greenbuild 2010. The Chicago Host Committee selected six legacy projects:

- **YouthBuild Lake County:** Awarded \$5,500 to help purchase equipment for job training in residential weatherization and energy retrofits.
- **Goodcity's Food Desert Action:** Awarded \$3,000 to help reconstruct an out of use bus into a mobile food market to serve areas of the city with little or no access to fresh produce.
- **Sunlight of the Spirit Rooftop Recovery Garden:** Awarded \$3,000 to help build a green food-producing roof on a residential building that houses and provides services for individuals at risk of becoming homeless.
- **Fuller Park Community Development Corporation:** Awarded \$2,500 to help construct a walk and accessible observation point for the native prairie preserve in the only nature center on the south side of Chicago.
- **Family Shelter Service:** Awarded \$3,000 to help perform energy audits of family shelter facilities in order to enable energy efficient retrofits.
- **Academy for Global Citizenship Elementary School:** Awarded \$3,000 to help construct a solar energy learning lab onsite.

Where They Are Now:

- YouthBuild USA is a USGBC member organization and has been a valued partner since 2010.
- Goodcity's Food Desert Action unveiled their renovated CTA bus in 2011; it was the first of its kind in Chicago.
- Urban Habitat Chicago created a project plan to design, engineer and construct a food-producing garden on the roof of the Sunlight of the Spirit Fulton Recovery Residence – a shelter for those recovering from substance and alcohol abuse.
- Fuller Park Community Development Corporation manages the Eden Place Nature Center, an award-winning program continues to improve the lives of area residents and visitors alike.
- The Academy for Global Citizenship Elementary School's Solar Learning Lab is a tangible representation of AGC's commitment to net-positive strategies and design. By creating a net-positive school that produces more energy than it consumes, AGC has created a space that doubles as an outdoor classroom, inspiring and educating learners of all ages.

2018 Legacy Project: Exploration's Science Giants

Project Exploration is a science education organization dedicated to making science accessible to youth from communities who are historically underrepresented in the sciences, especially girls and students of color. The 2018 Greenbuild Legacy Project awarded \$12,500 to its Science Giants program, which immerses high school students in environmental sciences and science outreach. Participants built a garden bed and harvest for Inspiration Kitchens, a neighborhood restaurant that employs and serves homeless and previously incarcerated community members.



7. Lead the Event Industry Through the Advancement of Sustainable Event Management Initiatives

ISSUE

In a quest for continuous improvement, an adjustment was made to one of Greenbuild's seven event sustainability objectives. Greenbuild added its 7th sustainability objective in 2012 - "Catalyze the advancement of green building initiatives and sustainable operations within the hospitality industry" - in response to the way USGBC and Greenbuild were shaking things up in the hospitality and venues industry. By tweaking this objective to "Lead the Event Industry Through the Advancement of Sustainable Event Management Initiatives," we focused on how Greenbuild could do better for the event industry as a whole.

ACTIONS

For the first time, a focused event sustainability education session was offered to event organizers, venues, and vendors. The session featured the Greenbuild sustainability team along with our partners, sharing how Greenbuild incorporates sustainability throughout the event as well as offering actions and information on how to include greener practices into any event management strategy. Attendees with backgrounds in building operations, building management, event planning, waste management, and education joined the session, which offered one hour of Certified Meeting Professional continuing education. Greenbuild has a strong reputation for pushing the meeting and events industry to embrace sustainable planning and operations, and has won the IMEX Sustainability Award five times over. Educating planners, managers, venues and vendors is just one way Greenbuild continues to move the needle for sustainability.



Triple Bottom Line for Sustainable Economy

While the economic effects and environmental impacts of the conference can be readily identified, it is a far more significant challenge to determine if we are leaving a host city better or worse off, based on many non-tangible elements that may certainly impact the host community.



In 2017, Greenbuild started a pilot research project of impact mapping. The event is taken through a high-level impact mapping process to identify the stakeholders impacted most, relevant outputs and outcomes, and their importance. Quantitative data was collected, and values (monetary, qualitative or quantitative) were placed on impacts to demonstrate the value to different stakeholder groups.

Developing these methods and conducting this research will lay the groundwork for the event industry to obtain a more realistic view of how events really impact all stakeholders.

CASE STUDY: Setting Best Practices With Our Event Partners

While hosting Greenbuild in a new destination each year requires significant work around implementing sustainable practices, the benefit is that the excitement and energy of Greenbuild can have a positive effect in pushing sustainable development in the host community.

Our host committee partner, Illinois Green is doing so much to push the City of Chicago to be one of the most sustainable cities in North America and possibly the world. Not only did the host committee support and manage many of the off-site activities and building tours they are also spearheading effort to make Chicago Carbon Free by 2050. They have set out three strategic goals: - engage 3,500 buildings in adopting carbon drawdown strategies, partner with allies in all of Chicago communities and train over 30,000 to implement these solutions. To learn more please visit <https://illinoisgreenalliance.org/map/>

In September, Chicago became the seventh LEED Platinum city in the world. LEED for Cities enables local governments to measure and track citywide performance. Cities are evaluated across 14 key metrics, including energy, water, waste, transportation, education, health, safety, and equitability. In the summer of 2018 Chicago was ranked as the country's greenest city by the Green Building Adoption Index for the second year in a row. Approximately 70% of the city space is green certified. According to the 2017 Energy Benchmarking report, Chicago's largest buildings cut emissions by almost 20% over the past two years.

The Greenbuild 2018 team worked with Mayor Rahm Emanuel's office to develop a green meetings program that aligned with citywide initiatives. This work was shared with the staff at McCormick Place, one of the largest buildings in Chicago, as a way to support and enhance the sustainability offerings at the venue. This work laid the groundwork for the center to develop a more comprehensive green meeting program that could be offered to future event clients.

Over the years, Greenbuild has encouraged McCormick Place Convention Center to increase its sustainable operations practices. Greenbuild 2007 was the first time that McCormick Place had undertaken composting or a comprehensive recycling program, which is still in place today. Each year McCormick Place has hosted Greenbuild, the convention center has managed to maintain or improve on critical environmental impact areas.

Key Impact Area	2007	2010	2018
Landfill waste per Participant (lbs)	0.75	0.82	0.73
GHG emissions per person (lbs)	781	883	635
Local food sourced (100 miles)	21%	32%	45%



SUSTAINABLE DESTINATION

The city of Chicago:

- Ranks first in the nation for the highest gross square footage of LEED-certified space per person in 2018 according to the Top 10 States for LEED list
- Ranks first in residential energy efficiency compared to other major cities across the U.S.
- City Hall is home to a rooftop garden with 20,000 plants representing more than 150 species.
- Mandates that all its city facilities achieve LEED Silver in instances of new construction or major renovation.
- Became the seventh city globally to achieve LEED for Cities Platinum status.

And the state of Illinois:

- Certified more than 68 million square feet of LEED space in 2018.
- Certified 172 LEED projects in 2018.



LOOKING AHEAD - 2019 ATLANTA

Atlanta leads the southeastern U.S. in sustainability. In 2003, the city built the first municipal green roof in the Southeast as part of a pilot program intended to raise awareness of green roofs and demonstrate the possibilities of incorporating them into Atlanta's urban landscape.

In 2010, Mayor Kasim Reed entered office with a vision of making Atlanta a “top-tier sustainable city.” The area that already has seen some of the country's most pronounced water wars was then doubling down on energy, mobility, and development that fuses sustainability with clean tech jobs. This resulted in a citywide sustainability initiative called Power to Change (P2C).

It established a basis for measurable sustainability action around 10 impact areas — including materials management and recycling, air quality, energy efficiency, renewables and water management. The Mayor's Office of Sustainability was established in 2010, Reed's first year in office.

Fast forward to now, the state of Georgia has nearly 900 LEED certified projects, totaling more than 158 million square feet and nearly 1,200 LEED registered projects totaling more than 171 million square feet. At the beginning of 2019, Georgia has 40 projects that are LEED Platinum.

In 2015, the City of Atlanta adopted a Commercial Energy Efficiency Ordinance, requiring owners of commercial buildings over 25,000 square feet to benchmark energy and water consumption on an annual basis. In 2017, the city continued to raise the bar by updating its High Performance Building Ordinance. This policy not only requires new city buildings to certify to LEED Silver standards, but it also requires existing buildings to certify under LEED v4 O+M on a rotating basis. Notable accomplishments include Atlanta leading the nation in participation in the U.S. Department of Energy's Better Buildings Challenge program with 114 million square feet of building space committed to reducing their energy and water consumption by at least 20 percent by 2020 and the committing to transitioning to 100 percent clean energy sources for municipal operations by 2025 and for the entire city by 2035.

- Information via the Mayor of Atlanta's office

SUSTAINABILITY PARTNERS

We thank our partners for their commitment to helping us make Greenbuild 2018 one of the most sustainable events in the world.



**HONEYCOMB
STRATEGIES**

HONEYCOMB STRATEGIES: As the sustainable event consulting partner for Greenbuild, Honeycomb Strategies refines and enhances our sustainability program year over year, to create a dynamic sustainable event management program with rigorous data collection, stakeholder engagement and heartfelt purpose, because purpose drives our performance.



HD Lithography
Data Driven Imaging
Large Format
Promo Products

BROADNAX: As the printer for all of our collateral, Broadnax was essential in keeping Greenbuild sustainable. They helped us source and order paper which was 100% PCW, but also made sure all printed pieces were packed and shipped in the most energy-efficient way.



CADMIUM: CadmiumCD offers digital copies of the recordings for conference attendees and other people who were not able to attend the event. All transactions were done digitally and distribution of content was completed in a sustainable manner.



COMPUSYSTEMS: Through months of testing badge material options, Greenbuild and CompuSystems found a paper-based badge solution that works for Greenbuild and can be used for any other show looking to eliminate the cost and waste associated with plastic name badge holders.

F R E E M A N

FREEMAN AV: The entire Freeman team feels very lucky to be supporting this organization and working with all the vendors on the overall sustainability goal for the show. We are very proud of all the efforts that each department at Freeman does to find new and better alternatives to produce this show and give back to the community.



THE FIELD MUSEUM: The venue has taken a proactive role in establishing and creating programs and initiatives to operate the museum in the most environmentally conscious way. The venue also went the extra mile in helping Greenbuild with catering for the Celebration event, and selecting locally sourced food and beverage, as well as making sure all dinnerware was compostable.



MCCORMICK PLACE CONVENTION: As the primary host of Greenbuild 2018, the venue went the extra mile to collaboratively develop and implement a rigorous waste management plan and provide complete and accurate impact data for the event.



SAVOR: Savor strengthened their kitchen waste management practices around organics and recycling, procured 100% compostable serviceware, and expanded recycling to include all metals and plastics. They also expanded composting stations throughout the facility concession areas for Greenbuild 2018.



WASTE MANAGEMENT: Waste Management

APPENDIX A - HISTORICAL PERFORMANCE DATA TRACKING

Event Sustainability Data	2014	2015	2016	2017	2018
Destination	New Orleans	DC	Los Angeles	Boston	Chicago
Participants (#)	17,507	19,058	18,079	24,731	15,373
Exhibit (sqft)	142,000	144,300	138,960	169,000	103,525
CONVENTION CENTER					
Energy Use (kWh)	253,088	647,887	743,264	912,878	825,636
Renewable Energy Use (% of total)	0%	95%	0%	100%	80%
Water Use (gal)	4,154	205,639	852,491	339,592	366,100
Waste Per Participant (lb)	5.5	6.1	7.6	5.5	4.6
Waste Per Sqft Exhibit Space (lb)	2.09	0.80	1.06	0.84	0.76
Waste Diversion (%)	78%	84%	90%	90.5%	85.4%
Waste Diversion Over Baseline (%)	67%	52%	18%	44%	28%
Local food (<100 miles) (% by weight)	40%	33%	59%	Unable to collect data	56%
Regional food (<500 miles) (% by total)	73%	70%	87%	Unable to collect data	69%
Average Food Miles Per Pound (#)	465	590	413	Unable to collect data	279
Organic food (% weight)	0.6%	0.7%	7%	1%	10%
Fresh Goods (% by weight)	37%	81%	77%	91%	63%
Food Donation (lbs)			0	1527.2	1058
CELEBRATION VENUE					
Energy Use (kWh)	359,981	42,650	2,484	6,781	1,185
Renewable Energy Use (%)	0%	N/A	N/A	53%	0%
Water Use (gal)	776,000	50,039	6,025	4,381	5,467
Waste Diversion (%)	68%	N/A	83%	96%	89%
Local food (<100 miles) (% by weight)	97%	50%	38%	30%	23%
Regional food (<500 miles) (% by weight)	100%	100%	60%	61%	57%
Food Miles Per Pound (#)	34	98	186	1165	781
Organic food (% by weight)	0%	0%	15%	9%	46%
Fresh Goods (% by weight)	87%	100%	68%	88%	87%
Food Donation (lbs)	N/A	N/A	N/A	N/A	150
VENUE TOTALS (combined data)					
Total Energy Use (kWh)	613,070	690,537	745,747	919,659	826,821
Total Water Use (gal)	780,154	255,678	858,516	343,974	371,567
Donated Food (lb)	4,027	-	1,998	1,527	1,208
Total Waste (lbs)	296,274	115,829	146,830	141,663	78,696
Total Waste Per Participant (lb)	16.9	6.1	8.1	5.7	5.1
Total Waste Diversion At Venues (%)	72%	84%	90%	91%	86%
Local food (<100 miles) (% by weight)	47%	38%	44%	Unable to report	45%
Regional food (<500 miles) (% by weight)	77%	79%	69%	Unable to report	66%
Organic food (% by weight)	0.5%	0.5%	12.3%	2.7%	17%

APPENDIX A - HISTORICAL PERFORMANCE DATA TRACKING

PERFORMANCE	2014	2015	2016	2017	2018
Freight Fuel Use (gal)					
Total GHG Emissions (lb)	24,968,955	15,836,895	15,330,946	12,586,193	9,758,707
GHG Emissions Per Participant (lb)	1,426.23	831	848	508.92	634.80
Total Emissions Offset (%)	100%	100%	100%	100%	100%
General Contractor Fuel Use (gal)	2,280	2,064	878	769	475
Shuttle Fuel Use (gal)	2,812	522	446	585	680
Signage Produced (sqft)	28,514	24,994	21,631	33,100	20,637
Signage Returned to Inventory (%)	70%	0%	20%	16%	17%
Sustainable Signage Sourced (%)	77%	91%	88%	93%	87%
Exhibitors - GMEGG participation (%)	70%	79%	50%	55%	66%
Exhibitors - GMEGG compliance (%)	55%	72%	67%	52%	65%
Exhibitors - Green Award Participants (#)	37	17	238	149	159
Sustainability Pledges (% of attendees)				Not Tracked	66%
AV - ENERGY STAR (Laptops, Projectors, Monitors)	51%	59%	50%	22%	20%
AV - Energy Efficient (All Equipment)	18%	100%	100%	100%	35%
LEED-Certified Venue Partners (#)	0	1	2	2	3
Hotels - Walking Distance (1 mi) (%)	86%	96%	29%	39%	11%
Hotels - Amenity Donation (%)	43%	68%	29%	83%	60%
Hotels - In-room Recycling 2-streams (% of attendees)	95%	84%	79%	72%	85%
Hotels - Kitchen Composting (%)	5%	32%	21%	61%	35%
Hotels - No Auto Newspaper Delivery (%)	95%	92%	64%	78%	95%
Hotels - Green Cleaning Products (%)	19%	88%	50%	94%	75%
Hotels - Trip Advisor Green Leaders (%)	19%	68%	36%	50%	45%
Hotels - Housekeeping incentive Program (%)		12%	0%	39%	65%
Hotel - Survey Response Rate	76%	92%	64%	100%	100%
Donated Materials (lb)	9,487	7,330	14,515	26,265*	3,985
WATER FOOTPRINT					
Food-Total water use (gal)			5,620,944	1,792,481	3,594,801
Paper- Total water use (gal)			3,426,444	3,840,148	167,000
Fuel - Total water use (GS freight and shuttle fuel) (gal)			17,073	17,467	14,900
Hotels- Total water use from occupied hotel room night (gal)			2,024,826	1,278,089	1,389,007.72
Venue-Total water use from venue (gal)			858,561	343,974	371,567
Total Water Footprint (gal)			11,947,848	7,272,158	5,537,275
Regional food (<500 miles) (% by weight)	77%	79%	69%	Unable to report	66%
Organic food (by weight)	0.5%	0.5%	12.3%	2.7%	17%

APPENDIX B - GREENBUILD MANDATORY EXHIBITION GREENING GUIDELINES (GMEGG)

GREEN EXHIBITOR GUIDELINES PROGRAM (GMEGG)

Greenbuild's Green Exhibitor Guidelines Program (GMEGG) is a required sustainability initiative we ask each and every exhibitor at Greenbuild to complete prior to arriving on-site at Greenbuild.

The idea is to evaluate how you - as an exhibitor - are impacting the environment through your exhibiting practices through a short 22-question survey. We'll ask you about things like lighting, collateral material in your booth, how you're shipping your booth and transportation while your staff is on-site in Boston with the goal of helping you ascertain small changes you can make to reduce your impact on the environment both at Greenbuild and ideally - at all other shows you're exhibiting in.

Exhibitors play a HUGE role in the sustainability initiatives behind Greenbuild and you guys not only help Greenbuild stay green, but you help us walk the walk and not just talk the talk. Exhibitors also have a huge impact on the success of our sustainability efforts on-site. With each exhibiting company committing to sustainable exhibiting practices and making small changes to the way they exhibit, it adds up to a massive effort (see the results in the [2017 Sustainability Report](#)).

COMPLETE GMEGG: We do ask that each and every exhibitor complete the Green Exhibitor Guidelines program before you arrive on-site. Access your company's survey using your ecode by signing into your dashboard. We'll help you remember throughout the summer and leading up to the show and we'll even have someone call you and you can complete it over the phone.

We'll make every effort to reach you and assist you in completing the survey prior to the show to ensure you have a great exhibiting experience at Greenbuild.

ENERGY CONSERVATION

Booth Lighting

The exhibitor will meet the following mandatory requirement:

- Incandescent bulbs are prohibited for use in any medium screw-based lighting applications. LEDs or compact fluorescent light bulbs (CFLs) must be used instead.

Booth lighting will meet one or more of the following additional requirements:

- Exhibitor will not purchase new bulbs; bulbs will be reused from prior exhibitions. The organization will create a policy that would only replace bulbs upon burnout.
- LED, CFL, T-5 or T-8 tubular fluorescent lighting will be used exclusively in at least one of the following:
 - Accent lighting
 - Backlighting

- Overhead signage
- General lighting
- Booth Lighting is not used.

Electronic Display

The exhibitor will meet the following mandatory requirement:

- All displays, monitors and booth lighting must be completely powered down each night after show/set-up hours. Any equipment that cannot be shut down must be put into sleep mode during non-expo hours.

Electronic display equipment (i.e. flat screen displays) will meet one of the following requirements:

- Display is reused from previous shows.
- Display meets criteria for ENERGY STAR qualification or equivalent energy efficiency program.

BOOTH MATERIALS

Flooring

Flooring will meet one or more of the following requirements. Flooring that is utilized to demonstrate products that the booth is marketing are exempt from these requirements.

- Flooring will not be used.
- All flooring is reused and has been in use for at least one year.
- New flooring must be comprised of one or more of the following:
 - Carpet and Rug Institute (CRI) Green Label Plus Certified Carpet
 - 25% post-consumer recycled material
 - 100% recyclable material
 - 100% rapidly renewable material(s). Rapidly renewable building materials and products are made from agricultural products that are typically harvested within a 10-year or shorter cycle.
 - Forest Stewardship Council certified wood flooring.

Booth Graphics and Signage

Graphics and signage will meet one or more of the following requirements:

- No graphics or signage will be used within the booth.
- Exhibitor will use graphics and signage that have been used or will be used multiple times.
- New graphics and signage will be produced on 100% recyclable substrate and will not be foam core or PVC materials.
- New graphics and signage will contain a minimum of 25% recycled material
- Graphics are printed on fabric material and will be used at other shows (fabric must contain a minimum of at least 25% recycled content).

Booth Structure

Pop-up displays and booth structural support materials will meet one or more of the following requirements.

- Display elements are reused from past exhibitions or the company has created a plan for reuse through future exhibitions for at least one year.
- New display elements will be 100% recyclable.
- New display elements will contain a minimum 25% recycled content.
- Booth structure is rented from the Greenbuild general service contractor, using standard inventory materials used throughout the year.

Communications & Collateral

The exhibitor will meet the following mandatory requirement:

- All printed collateral, if used, will be on 100% recyclable paper and will contain 100% post-consumer recycled content or FSC-Certified content. Paper must be recyclable in a standard municipal recycling stream. Many laminated and coated papers are not recyclable and are prohibited.

In addition, exhibitor will meet one of the following requirements:

- Exhibitor will eliminate print and promotional giveaways used for attendee distribution.
- Exhibitor will limit the quantity to less than 1,000 handouts and giveaways combined.
- Exhibitor will distribute handouts and giveaways that match the sustainability criteria below and quantity is limited to 2,000 pieces combined.
 - Paper Handouts: all paper handouts will contain 100% post-consumer recycled content or FSC-Certified content.
- Promotional giveaways must match one of the following options:
 - Giveaway material contains 30% post-consumer recycled content.
 - Giveaways are made from rapidly renewable materials (*Rapidly renewable building materials and products are made from agricultural products that are typically harvested within a 10-year or shorter cycle. -ie. Forest Stewardship Council certified wood flooring.*)
 - Promotional giveaways are 100% compostable.

Indoor Air Quality

The booth construction and maintenance will meet one or more of the following requirements:

- No paints, sealants, coatings or adhesives will be used to maintain the booth.
- All booth flooring, counters, and paneling will be reused from previous shows
- Booth materials are new and meet one of the following criteria:
 - Materials contain third-party certified low- or zero VOC paints, sealants, coatings or adhesives.
 - New flooring, counters and paneling is third-party certified low or zero VOC.

APPENDIX B - GREENBUILD MANDATORY EXHIBITION GREENING GUIDELINES (GMEGG)

GREEN EXHIBITOR GUIDELINES PROGRAM (GMEGG), CONT.



SHIPPING PRACTICES

Energy Conservation Shipping Methods

Exhibitor will meet one or more of the following requirements:

- No exhibit materials will be shipped
- If the exhibitor ships booth materials, the exhibitor will choose a logistics partner that participates in the U.S. EPA's SmartWay Partnership Program or an equivalent program.
- Shipments will be consolidated into only one shipment
- The exhibitor will purchase carbon offsets to cover all emissions resulting from shipping booth materials to and from Greenbuild.

Shipping Materials

Exhibitor will meet the following requirements:

- No polystyrene will be used in booth shipment (i.e. packing peanuts, #6 or foam plastic).
- Exhibitor will meet one or more of the following requirements:
- All padding materials and exhibit crate(s) will be reused for all exhibition shipping.
 - Exhibit crate(s) will meet one of the following options:
 - Made from rapidly renewable materials (*Rapidly renewable building materials and products are made from agricultural products that are typically harvested within a 10-year or shorter cycle. - Forest Stewardship Council certified wood flooring.*)
 - Contain 50% recycled content and can be easily recycled in the conference city.
 - Be comprised of FSC-certified wood



WATER RECLAMATION

If using water for display purposes, the exhibitor must use water reclamation/recycling (i.e. holding tanks). After show, water must be recycled and not dumped down drain.



ON-SITE OPERATIONS

Exhibitor Responsibility

Each booth is responsible for all materials brought into their booth at Greenbuild. It is the responsibility of the exhibitor to convey all GMEGG requirements and the exhibitor's sustainable practices to all third-party vendors hired by the exhibitor for show set-up, tear-down and staffing. Greenbuild staff will randomly select 10% of exhibitors for an on-site booth sustainability audit. Those selected will be notified in advance and must participate in the audit.

Staff Training

The exhibitor will discuss and make all on-site booth staff aware of the following, prior to the show opening:

- How the booth complied with each GMEGG category (including a printed or electronic copy of the booth's unique responses).
- Baseline knowledge of any other sustainable practices to be conducted within the exhibit booth, including plans for responsible waste management, food & beverage service, nightly shutdown and transportation.

On-Site Transportation

The exhibitor will ask booth staff to do at least one of the following:

- Take the provided conference shuttles or public transit to/from the convention center
- Walk or bicycle to/from the convention center
- If cabs are absolutely necessary, use of shared cabs: no individual cab trips should be taken
- If public transit and/or walking are not an option, the exhibitor should offset travel to and from the convention center by purchasing carbon offsets.

Waste Management

The Exhibitor will participate in Greenbuild's Waste Management program, by properly disposing of all waste and utilizing all available recycling opportunities throughout the show, including set-up and move-out. Additional waste streams will be provided for special exhibition-related materials.

The exhibitor will not use individual waste containers in exhibit booths. The venue and show management will provide recycling stations throughout the exhibit area for attendee and exhibitor use during show hours. Each exhibitor is responsible for disposing of waste and recyclables at these stations.

Waste Management, cont.

The exhibitor will meet one of the following requirements:

- If the exhibitor plans on leaving any items after the show, the exhibitor will donate material through the Exhibitor Donation Program using the appropriate forms and labels.
- The exhibitor will have in place a "pack in/pack out" policy to minimize any waste left behind at the end of the show. All materials brought to Greenbuild, including booth components, giveaways and reusable packing materials will be shipped back to the exhibiting company after the event.
- The exhibitor will return materials back to local offices or partners after the show.

Food and Beverage Service

Any food and beverage service conducted within the booth will be ordered to minimize disposable material use and properly handle waste in accordance of the requirements of the Greenbuild Waste Management Program.

The exhibitor will meet the following mandatory requirement:

- The only food service ware used in the booth will be China service, compostable service ware, or recyclable service ware. The exhibitor will inform attendees of the compostability/recyclability of the products (if applicable), directing them to the proper disposal stream onsite.

What happens if I don't complete GMEGG? Because sustainability is the heart and soul of Greenbuild and your answers to the survey are critical, we do respectfully ask each exhibitor to complete the survey before you arrive on-site. If your survey is not complete by the time you arrive, you may be unable to set up your booth, receive your orders from Freeman and/or print your badges at registration.

APPENDIX C - DATA BOUNDARY AND QUANTIFICATION METHODS

This section provides additional details pertaining to boundaries and calculation methods used to arrive at our reported performance results.

ENERGY USE

The energy boundary consists of energy consumed during Greenbuild events and corresponding move-in/move-out periods from main venues (McCormick Place and the The Field Museum) and contracted transportation only.

- For the convention center, total energy consumption (purchased electricity, fuel burning for heating and cooling) during Greenbuild move in, event and move-in/out days was reported through manual meter readings.
- For the celebration venue, energy usage was reported through manual meter readings at the start of the event and the end of the event.
- Fuel data from the contracted shuttles were provided by TMS.
- The total energy consumption for the entire period was assumed to be all attributed to the Greenbuild event.
- Energy use from hotel accommodations, fuel burning from participant travel to/from the destination, and mobile fuels from other vehicles operated by the venues or third parties were not included in the energy footprint (but were included in the GHG emissions calculations).

WATER USE

The water boundary consists of water consumed at the main venues (convention center and celebration venue) during the event and corresponding move-in/move-out periods.

- For the convention center, total water consumption during Greenbuild move in, event and move-in/out days was reported through manual meter readings.
- For the celebration venue, water consumption was reported by manual meter readings at the start of the event and the end of the event.

Boundary Considerations

- Water data include district potable water consumption only.
- Water data only includes the operational water footprint and does not include virtual water content of processes involved in the materials and supplies used or consumed during the event.

Water Footprint Considerations

The water footprint boundary consists of water consumed, both direct and indirect from the following source and/or products: McCormick Place water consumption for the duration of Greenbuild 2018, The Field Museum Celebration Event Venue water consumption for duration of Celebration Event 2018, Savor food and beverage procured for Greenbuild 2018, Field To Table Celebration Event food and beverage procured for Celebration Event 2018, Freeman Freight Fuel and TMS shuttle fuel, Paper procured for Greenbuild 2018, and average water consumption for occupied hotel room nights. All figures are reported in gallons.

- Direct water consumption is defined by the actual water consumed by individuals through various avenues including water infrastructure systems. Indirect water consumption is defined as the summation of all water footprints consumed to produce a final product.

Water Footprint Calculations

The following details the measurements in the water footprint.

1. McCormick Place- total water consumption during Greenbuild move in, event and move-in/out days was reported through manual meter readings.
2. The Field Museum- water consumption was reported by manual meter readings at the start of the event and the end of the event.
3. SAVOR / Field To Table Food and Beverage - based on the global average water footprint liter/kg for provided whole food items (Water Footprint Network). If water footprint of item was not provided, an item in the same plant family.

APPENDIX C - DATA BOUNDARY AND QUANTIFICATION METHODS

4. Freeman Freight and TMS Shuttle Fuel – based on total gallons of water consumed to produce total gallons of gasoline consumed (Water Intensity of Transportation).
5. Paper – based on total gallons of water used to produce total pounds of coated groundwood paper consumed for Greenbuild 2018 (Environmental Paper Network).
6. Hotels – based on average hotel water usage per occupied room (L) in Chicago, Illinois (Cornell Hotel Sustainability Benchmarking Index 2016: Energy, Water, Carbon).

WASTE CALCULATIONS

The waste boundary consists of waste generated at the main venues (convention center and celebration venue) during the event and corresponding move-in/move-out periods.

1. Convention center back-of-house waste streams measured and tracked included:
2. Composted material – scale weight of compactor as reported by hauler
3. Comingle Recycling (Plastic/Aluminum/Glass) – scale weight of compactor as reported by hauler
4. Cardboard – scale weight of compactor as reported by hauler
5. Visqueen/Plastic Film – scale weight of trailer as reported by hauler
6. Large Debris (C&D) – scale weight of recyclable items from trailer as reported by hauler. Items that could not be recovered or recycled were weighed separately and attributed to waste to energy total
7. Wood – Weight estimated based on # of pallets donated
8. Carpet/Padding – scale weight of compactor as reported by hauler
9. Donated Food – individual food items were weighed, then multiplied by the amount of that item left over to determine total weight
10. Donated Items – weight captured on forklift during loading process for individual donation recipient groups
11. Waste-to-Energy – items that are typically landfilled went to a waste-to-energy facility. Scale weight of compactor as reported by hauler

Celebration back-of-house waste streams measured and tracked included:

1. Composted material – data provided by Farm To Table as reported by hauler
2. Comingle Recycling – scale weight of collection containers as reported by hauler
3. Landfilled materials – data provided by manual weights of containers as reported by the hauler

Boundary Considerations

- Upstream waste not disposed of onsite is not included.
- Waste generated from hotels, or other vendors offsite, is not included.

GHG EMISSIONS

Included in the total GHG emissions value:

- Electricity use at the venues
- Stationary combustion of fuels at venues
- Mobile fuel combustion of fuels at venues
- Estimated mobile fuel combustion of freight:
 - o General contractor/show management deliveries
 - o Exhibitor freight sent from advanced warehouse to the center
 - o Marshaling yard trailers used to support this show
- Air travel to the destination by participants (attendees, staff, vendors, exhibitors)
- Local and regional travel to the destination by participants. Participants were assigned a round trip distance based on the characteristics and layout of departure city. Mode of travel includes car, regional train and local bus/metro.
- Ground transportation by participants from airport to convention center
- Ground shuttle use for offsite events and event staff
- GHG emissions per occupied room for hotels within the contracted room block (per the Hotel Carbon Measurement Initiative), using either data provided by the hotels directly, or default metrics per the Cornell Hotel Sustainability Benchmarking research report published May 2016.

APPENDIX C - DATA BOUNDARY AND QUANTIFICATION METHODS

Not included in the value:

- Emissions from waste disposal and wastewater treatment
- Fugitive emissions from refrigerant leakages
- Emissions from ground transportation other than USGBC contracted shuttles
- Emissions from hotel accommodation used outside the contracted room block

Quantification

- Emission factors for mobile fuel burning obtained from the US EPA Climate Leaders Program
- Emission factors for electricity consumption at venues were obtained from EPA eGRID V1.0 (2010 Data)
- Carbon dioxide emission factors for air travel obtained from the International Civil Aviation Organization (ICAO), assuming a direct flight from major US hubs, with 1 connection for other cities, and a connection through 1-2 major hubs internationally.
- Emission factors for stationary fuel burning obtained from the World Resources Institute stationary combustion tool 4.0
- Other attendee carbon offsets were calculated separately from the total GHG emissions value
- Actual count of air travel offsets used to figure out total MTCO₂e of attendee offsets
- Actual count of attendee offsets for hotel accommodations, with an assumption of 3-day length of stay to calculate total room nights

APPENDIX D - SUSTAINABLE EVENT GOALS AND BEST PRACTICES


GENERAL SUSTAINABILITY - GOALS

- ✓ Baseline social media campaign for sustainability pledges
- ✓ Continue sustainability hub in lobby
- ✓ Increase attendee engagement through sustainability pledges by 10%
- ✓ Increase carbon offset program to \$15 and provide backstory in registration of what project we are supporting for a stronger message to attendees
- ✓ Achieve TRUE Platinum certification

GENERAL SUSTAINABILITY - BEST PRACTICE

- ✓ Eliminate shuttles from hotels to convention center

AUDIO VISUAL - GOALS

- ✓ Develop a timeline to ensure that Freeman AV will utilize the most environmentally-friendly shipping methods and to insure we minimize waste in shipping items that are not required for the event
- ✓ Hold daily information session with our union crews to explain the show goals and to encourage our team to look for ways to be more eco-friendly
- ✓ Reduce the amount of tape and batteries used wherever possible
- ✓ Seek to have 85% of materials and decorative elements in special set rooms that are sourced locally (within 200 miles) and made of sustainable materials
- ✓ Source sub-rental items 95% locally (100 miles)
-  Utilize 100% eco-friendly projectors.

AUDIO VISUAL - BEST PRACTICES

- ✓ Collect and dispose of 99% of gaffing tape to avoid recycling stream contamination

Legend: ✓ Achieved  Improvement Needed X Not Achieved

APPENDIX D - SUSTAINABLE EVENT GOALS AND BEST PRACTICES

AUDIO VISUAL - BEST PRACTICES CONT.

- ✓ Create an “Energy Conservation Task Force” to follow a daily shut down plan to conserve energy
- ✓ Eliminate vinyl in scenic design elements
- ✓ Incorporate biophilia (natural elements) into all stage set design whenever possible
- ✓ Minimize electricity consumption using LED lighting fixtures and other energy efficient technologies
- ✓ Properly dispose onsite electronic waste (e.g., bulbs and batteries)
- ✓ Select energy-efficient AV equipment when ENERGY STAR rated equipment is not available. (computers, some projectors, flat screens)
- ✓ Track energy usage of LED screens and other special A/V equipment
- ✓ Use 100% ENERGY STAR computers, monitors, printers, laptops
- ✓ Utilize 90% local A/V equipment from local/regional (100/500 miles) facilities and vendors

CONFERENCE PROCEEDINGS - GOALS

- ✓ Use only Energy Star rated computers and content capture devices for all Cadmium onsite transactions

CONFERENCE PROCEEDINGS - BEST PRACTICES

- ✓ Cadmium to choose energy efficient options for all equipment
- ✓ Cadmium to choose sustainable options when traveling and planning for on-site staff
- ✓ Choose most sustainable materials where appropriate
- ✓ Eliminate paper receipts; only distribute digital receipts onsite




Legend: ✓ Achieved  Improvement Needed X Not Achieved

APPENDIX D - SUSTAINABLE EVENT GOALS AND BEST PRACTICES

CONFERENCE PROCEEDINGS - BEST PRACTICES CONT.

- ✓ Use 100% recycled paper and vegetable-based inks for all printed material

EXHIBITOR ENGAGEMENT - GOALS

-  70% GMEGG audit participation for show management
- ✓ Communicate GMEGG program and details to exhibitors through at least five mechanisms and directly to exhibitors through sales calls
- ✓ Continue/maintain awareness of exhibitor donation program pre-show via exhibitor newsletters and through onsite signage
-  Have 25% of EACs complete GMEGG survey on behalf of exhibitors they are representing, to help educate them on the sustainable event practices of Greenbuild
-  Improve exhibitor onsite communication relating to sustainability through onsite signage and PA announcements
- ✓ Increase GMEGG participation to 85%
- X Increase net zero area or booth space powered by the microgrid by 30 booths
- ✓ Provide quality on-site GMEGG auditor training, including Sales Team. This to be accomplished 100% by show management staff
- ✓ Update materials list or brainstorm ideas to reduce materials we're using


EXHIBITOR ENGAGEMENT - BEST PRACTICES

- ✓ Communicate sustainability goals to exhibitors prior to arriving onsite.
- ✓ Implement exhibitor sustainability requirements
- ✓ Provide a marketing-based incentive program for exhibitor sustainability practices to include blog posts, signage and social media. Best in Show receives 10x10 next year.
- ✓ Provide simple GMEGG forms

Legend: ✓ Achieved  Improvement Needed X Not Achieved

APPENDIX D - SUSTAINABLE EVENT GOALS AND BEST PRACTICES

FOOD AND BEVERAGE - GOALS

- ✓ Eliminate straws
- ✓ All food that can be donated will be donated
- ✓ Healthy options' (fruits, nuts, vegetables, low fat, whole grains, low calorie) should make up 25% of all offerings at concessions
- ✓ Include food allergens on the food buffet labels (peanuts, fish, shellfish, soy, milk & dairy, egg, wheat, tree nuts, gluten)
- ✓ Incorporate WELL standards into food practices as much as possible
- ✓ No red meat at any catered event, concession and not available on menu
- ✓ No soda at any catered event, concession and not available on menu
-  Source 20% organic/free range/antibiotic free/etc. food items served at convention center
- ✓ Source 30% local food (100 miles) items served at convention center

FOOD AND BEVERAGE - BEST PRACTICES

- ✓ 100% domestic alcohol service with an emphasis on local and regionally sourced beverages
- ✓ All disposable food service ware, including concessions, can go in the compost stream
- ✓ At least one option available at all food buffets, plated events and each concession area for vegan and gluten free
- ✓ Do not serve individually wrapped food items at coffee breaks, happy hour; all convention center food events need to be in bulk. This does not include concessions which can be individually wrapped.
- ✓ Labeling all farms and distributors that are local and organic on buffets


Legend: ✓ Achieved  Improvement Needed X Not Achieved

APPENDIX D - SUSTAINABLE EVENT GOALS AND BEST PRACTICES

FOOD AND BEVERAGE - BEST PRACTICES CONT.

- ✓ No bottled water on buffets or session head tables (concessions exception)
- ✓ Provide 20% vegan options available at every food buffet
- ✓ Track food miles and organic status for 100% of convention center food and beverage

HOTELS - GOALS

- ✓ Capture data digitally during August site visits and pass along for follow-up
- X Establish a baseline percentage of 50% GreenLeader certified hotels in the Greenbuild block.
-  Have 100% of hotels compliant with contracted sustainability practices
- ✓ Have 100% of hotels implement recycling programs.
- ✓ Have 50% of hotels implement amenity donation programs
- ✓ Make phone calls to ensure that the right people are attending the pre-Greenbuild meeting and audits (engineers, facilities managers).
- ✓ Provide sustainable hospitality resources to hotel properties

HOTELS - BEST PRACTICES

- ✓ Ensure as many official Greenbuild 2018 hotels as possible are within walking distance of the convention center
- ✓ Execute on-site audits for all hotels to confirm that sustainability practices are in place
- ✓ Use sustainability clauses in all hotel contracts

APPENDIX D - SUSTAINABLE EVENT GOALS AND BEST PRACTICES

LEGACY PROJECT - GOALS

- ✓ Increase attendee awareness of Legacy Project through on-site display at host committee booth, social media, blog, USGBC+ mention, promotion at other events and through sponsors
- 📈 Increase attendee awareness of the success of previous Legacy Projects

LEGACY PROJECT - BEST PRACTICES

- ✗ Secure a sponsor for one or more Legacy Projects to leave a social and environmental impact in the local community

MARKETING - GOALS

- ✓ Baseline the digital impressions and engagements on Greenbuild's social media accounts
- ✓ Ensure workbooks are printed using sustainable printing practices
- ✓ Explore ways to decrease the size of the show program and drive attendees to use the show app
- ✓ Maintain or reduce paper content for "Passport to Prizes" piece
- ✓ Reduce amount of leftover show programs post-show by 20%
- 📈 Reduce quantity and size of all marketing pieces
- ✓ Require opt-in question for the expo guide in registration

MARKETING - BEST PRACTICES

- ✓ Dedupe list and do not to send more than two or three recipients per address
- ✓ Print all marketing materials on 100% post-consumer recycled content
- ✓ Print show program locally

Legend: ✓ Achieved 📈 Improvement Needed ✗ Not Achieved

APPENDIX D - SUSTAINABLE EVENT GOALS AND BEST PRACTICES

MARKETING - BEST PRACTICES CONT.

- ✓ Print using vegetable-based inks
- ✓ Source local sustainable printer in Q2 of 2018 to possibly print last minute show materials near show site


MERCHANDISE - GOALS

- ✓ T-shirts sold as part of Greenbuild merchandise, as well as volunteer T-shirts to be made from 100% recycled material, sourced domestically OR 100% organic cotton, grown domestically

MERCHANDISE - BEST PRACTICES

- ✓ Document sustainability criteria (domestic, organic, fair-trade, water or soy-based ink, biodegradable, compostable, or recyclable)
- ✓ No products shall be packed in Styrofoam / polystyrene

PRINTING - GOALS

- ✓ Do not mail to questionable addresses
- ✓ Reduce “make ready” on inkjet from 2% to 1%
-  Reduce overages on actual printed pieces from 10% to 7-8%.

PRINTING - BEST PRACTICES

- ✓ Continue to order all paper needed for the year in one shipment, to reduce emissions/carbon footprint and also provide opportunity to use extra paper the next year
- ✓ Place all printed materials on show shipment
- ✓ Eliminate any packaging materials, peanuts, polystyrene products from all shipments



Legend: ✓ Achieved  Improvement Needed ✗ Not Achieved

APPENDIX D - SUSTAINABLE EVENT GOALS AND BEST PRACTICES

PRINTING - BEST PRACTICES CONT.

- ✓ Use only 100% recycled, 100% post-consumer waste recycled paper products for Greenbuild projects
- ✓ Use only 100% soy/vegetable-based inks for Greenbuild projects
- ✓ Utilize perfect bind when possible, no binding combs, no spiral binding

REGISTRATION - GOALS

- ✓ Eliminate Happy Hour drink tickets (approx. 10,000 pieces of badge stock)
-  Use 100% ENERGY STAR rated (or equivalent) for all printers at registration
-  Source non-vinyl badge stock with at least 5% post-consumer recycled content within two years

REGISTRATION - BEST PRACTICES

- ✓ Eliminate use of plastic name badge holders.
- ✓ Minimize amount of ink waste
- ✓ Paperless pre-show registration process, and no on-site paper registration forms
- ✓ Source ink made from bio-renewable materials in smaller packaging
- ✓ Source recyclable, non-vinyl badge stock material
- ✓ Use 100% ENERGY STAR rated (or equivalent) for all computers at registration


SHOW DECOR AND MATERIALS - GOALS

- ✓ Conduct audit of media publications shipped for publication bins; publications must bring 500 copies maximum

Legend: ✓ Achieved  Improvement Needed X Not Achieved

APPENDIX D - SUSTAINABLE EVENT GOALS AND BEST PRACTICES

SHOW DECOR AND MATERIALS - GOALS CONT.

- ✓ Determine baseline of % of recycled content of Honeycomb substrate
- ✓ Prove baseline of 80% reuse for registration signage and materials
-  Use recycled/recyclable material for booth ID signs

SHOW DECOR AND MATERIALS - BEST PRACTICES

- ✓ 99% of carpet scrap is recycled; small scraps to be recycled by local vendors
- ✓ Catalog all signs and build-outs to create a Materials Summary
- ✓ Collect sustainability and sourcing information for all show materials
- ✓ Complete signage evaluation walk-through during 2018 event to make recommendations for 2019
- ✓ Educate local Freeman staff on show sustainability goals, to in turn, educate labor
- ✓ Highlight material and disposal considerations during design phase of show décor
- ✓ If needed, use LED lighting at registration counters.
- ✓ Keep a three-year rotation consistent look for registration kiosks; maintain 80% of signage for next year
- ✓ Keep carpet loss under 20% of total use
- ✓ No new PVC used for show management build-outs
- ✓ Removing individual trash cans from booths
- ✓ Reuse four existing Special Set Stages

Legend: ✓ Achieved  Improvement Needed X Not Achieved

APPENDIX D - SUSTAINABLE EVENT GOALS AND BEST PRACTICES

SHOW DECOR AND MATERIALS - BEST PRACTICES CONT.

- ✓ Review kits to ensure sustainable information and options are easy for local teams to update each year
- ✓ Source furniture and stage rentals locally or reuse existing Freeman inventory
- ✓ Track disposal/reuse plan and quantities for all small signage
- ✓ Use standard Freeman inventory carpet which has a life of approximately four to six uses
- ✓ Use standard products available at convention centers to decrease the carbon footprint of the Special Sets
- ✓ Use vinyl-alternative tabletops
- ✓ Utilize human directionals in lieu of printed directional signage when possible
- ✓ Whenever possible, we will maximize digital signage and minimize printed signage

SPONSORSHIP - GOALS

- ✓ Lanyards made from 100% recycled content; made and sourced in the U.S. and packaged in bulk

SPONSORSHIP - BEST PRACTICES

- ✓ Do not create signage for the sake of a logo
- ✓ Include greening requirements in the sponsorship contract

TEMP STAFF - GOALS

- ✓ Have staffing partner include sustainability initiative on project confirmation, with links to contest and ideas; confirm with staffing partner that this is done in advance of event

APPENDIX D - SUSTAINABLE EVENT GOALS AND BEST PRACTICES

TEMP STAFF - GOALS CONT.

- ✓ Launch a sustainability contest during training in which at least 75% of temp staff participate
- ✓ Reduce printing 50% on site by approving reports online
- ✓ Reduce printing 60% pre-show emailing documents instead of printing
- ✓ Set a daily sustainable goal onsite for all staff

TEMP STAFF - BEST PRACTICES

- ✓ All temp staff to be trained on-site about basic sustainability practices
- ✓ Motivate temps to go above and beyond with sustainability in an effort to increase participation and engagement
- ✓ Recycle all training materials pre-show

VOLUNTEERS - GOALS

- ✓ Ensure all volunteers are well educated in recycling and composting initiatives
- ✓ Ensure cheat sheet is clear and accurate and highlights USGBC's mission
- ✓ Increase volunteer knowledge on Greenbuild's sustainability and its importance
- ✓ Recruit enough volunteers to staff all waste stations throughout facility during heavy traffic times; goal of 250 volunteers for waste bins throughout the event

VOLUNTEERS - BEST PRACTICES

- ✓ Provide incentives and reminders to volunteers to take sustainable transportation, etc.; provide this information in orientation packet
- ✓ Reduce amount of paper for volunteer check-in registration

Legend: ✓ Achieved  Improvement Needed X Not Achieved



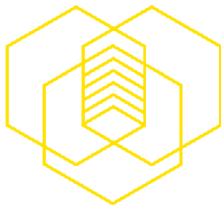
2019 GUIDE TO GREEN MEETINGS

INTRODUCTION

Greenbuild is the world's largest conference and expo dedicated to green building. For the past 16 years, Greenbuild has been bringing the international green building community together to share ideas and mutual passions. Sustainability has always been a core component of Greenbuild. As we've grown over the years so has our understanding of event sustainability, our ability to manage and influence event operations, and our commitment to advancing sustainable event management operations for the event industry.

Being a five-time winner of the IMEX Green Meetings Award confirms our commitment to raising the bar for sustainable events. However, we couldn't do it alone. To win these accolades and to consistently achieve some of the highest waste diversion rates in the industry we rely on our vendors and partners to get us there.

From the show's inception, the U.S. Green Building Council established a set of sustainability goals and general best practices for producing Greenbuild that Informa Exhibitions, Greenbuild's owner and producer, have also continued to embrace and drive forward. Working with many of our vendor partners, we have been able to expand these practices throughout the entire event supply and production chain. We've helped vendor partners, new and old, establish and build their operational sustainability performance.



**HONEYCOMB
STRATEGIES**

Greenbuild hires event sustainability consultants to help guide us through an ever-changing event industry. For the past five years, we've worked with Honeycomb Strategies to lead our sustainable event management operations. Honeycomb shares our sustainability values and believes sustainability is both a great opportunity and responsibility.

Whether you're just starting your sustainability journey or rebooting your existing program, their approach is simple: Work with clients to go beyond sustainability programs that merely reduce energy and implement recycling. Create programs with purpose, because purpose drives performance.

To help event organizers and event partners from venues and caterers to exhibitors and everyone in between, we've compiled and are pleased to release the first edition of Greenbuild's Guide to Green Meetings. Our best practices started out as goals, and after we achieved them consistently for three years, we moved to our best practice list, which we follow each year. We hope that anyone can use these best practices to improve their sustainable event operations.

Our hope is the information included in this guide will reach other event organizers, inspire change and continue to drive the green meeting industry forward.

Sincerely,

Sherida Sessa

Brand Director, I Greenbuild

BEST PRACTICES

AUDIO VISUAL

Below are a list of activities to consider when planning the AV component of your event, to ensure your team is utilizing sustainable practices:

- Eliminate vinyl in scenic design elements.
- Incorporate biophilia (natural elements) into stage set design whenever possible.
- Minimize electricity consumption through the use of LED lighting fixtures and other energy efficient technologies.
- Properly dispose of on-site electronic waste (e.g., bulbs and batteries).
- Use 100% ENERGY STAR computers, monitors, printers, and laptops.
- Select energy-efficient AV equipment when ENERGY STAR rated equipment is not available. (Computers, some projectors, flat screens).
- Track energy usage of LED screens and other special AV equipment.
- Utilize 90% local AV equipment from local/regional (100/500 miles) facilities and vendors.
- Collect and dispose of 99% of gaffing tape to avoid recycling stream contamination.

CATERING

Carefully selected food and beverage orders can significantly reduce waste, cut down on single-use plastic, and more. Here are a few ideas to get started:

- Order organic and locally-sourced food and beverages when possible. This cuts down on fuel for transporting these items. If these options are not available, challenge the caterer to get them.
- Eliminate individually-packaged items at all catered events and serve these same items in bulk or choose an alternative (i.e. yogurt, cereal, granola bars).
- Serve all condiments in bulk – no individual servings or packets.
- Reduce food waste by simplifying the menu and working with the caterer on quantity ordered. (For example, most sandwich buffets that come with salad, soup, sandwiches, pasta salad, chips, an additional side, and dessert. Simplify to just a soup or salad, the sandwich, one side, and a dessert.) This is also a cost saver as the caterer will likely reduce the cost per person when ordering.

CONFERENCE PROCEEDINGS

Conference handouts are a huge contributor to on-site paper waste. At Greenbuild, we produce 'conference proceedings' which are the powerpoint slides synced to audio/video from the session in lieu of providing handouts in the classroom. When considering this component of your event keep these best practices in mind:

- Choose most sustainable materials where appropriate.
- Eliminate paper receipts; only distribute digital receipts on-site.

EVENT DÉCOR AND MATERIALS

Materials represent a key facet to sustainable event management. At Greenbuild, we review the list of materials we use in the Expo Hall annually to evaluate new materials and ensure transparency with key vendors. Below are a list of helpful best practices to consider as you think through this important element of your next event:

- Catalog all signs and build-outs used to create a Materials Summary.
- Collect sustainability and sourcing information for all show materials.
- Reduce or eliminate printed show programs by driving audience to use the mobile app.
- Use 100% recycled paper and vegetable-based inks and limit quantities for all printed material.
- Highlight material and disposal considerations during design phase of show décor.
- Track disposal/reuse plan and quantities for all small signage.
- Use vinyl-alternative tabletops.
- Use local potted plants and do not use cut floral or arrangements. Living potted plants naturally remove carbon dioxide and produce oxygen during the day, and have a longer lifespan post-show.
- If available, use LED lighting at registration counters.
- No new PVC used for show management build-outs.
- Remove PVC from any structure/build-out at your event.
- Recycle as much carpet and carpet scrap as possible.
- Use digital signage in lieu of printed signage when possible.
- Source furniture and stage rentals locally or reuse existing general contractor inventory.
- Utilize human directionals in lieu of directional signage when possible.

EXHIBITOR ENGAGEMENT

Exhibitors represent a key stakeholder community for a sustainable event program and it's vital to engage them pre-event with your overall mission. At Greenbuild, we utilize a multi-channel marketing mix to communicate our sustainability program. Below are a few best practices based on our experience with the GMEGG (Greenbuild Mandatory Exhibitor Greening Guidelines) program.

- Start early!!!
- Communicate sustainability goals to exhibitors prior to arriving on-site.
- Implement and enforce exhibitor sustainability requirements.
- Provide a marketing-based incentive program for exhibitor sustainability practices to engage exhibitors and motivate them to participate, including blog posts, signage and social media. Consider an overall incentive like a free 10x10 for the most sustainable booth and create an award program to recognize exhibitors who are going above and beyond in their efforts.
- Remove individual trash cans from booths. This will eliminate a single waste stream, and all event participants will be using the show waste streams.
- Educate local general contractor staff on show sustainability goals, to in turn, educate labor.

HOTEL

Sustainability can extend beyond your event and through to the hotels you choose for your official housing block. Consider engaging your hotel community with an in-person meeting to evaluate their sustainable practices and in turn, market sustainable hotels to your audience.

- Incorporate LEED Certified hotels or Trip Advisor Green Leaders into official housing block.
- Ensure as many official hotels as possible are within walking distance of the convention center.
- Execute on-site audits for all hotels to confirm that sustainability practices are in place.
- Recognize the hotels on your event's website by listing each property's sustainable practices.

MARKETING

There are numerous ways to incorporate your event's sustainable practices through your marketing efforts. Sustainability should be included in every message that is distributed about your event and this is one of the easiest, most cost effective areas to begin weaving a message of sustainability through to your audience.

- Print all marketing materials on 100% post-consumer recycled content.
- Print using vegetable-based inks.
- Ensure that over-mailing doesn't take place to potential attendees.
- Partner with printers who utilize alternative energy (wind, solar) as part of their printing processes.
- Critically examine your overall print quantities for each marketing piece and reduce mailings to one name per address.
- Reduce mailing quantities to only reach those without an email address.
- Avoid producing items that are difficult to recycle, including those with spiral binding and staples. Instead, consider perfect binding or one sheets that can easily be recycled in your paper waste stream.
- Include a sustainability fact about your event in every email/message sent.

MERCHANDISE

As a popular, front-facing feature of many events, official show merchandise can tell a sustainability story and demonstrate your commitment to sustainable event management. Consider these when selecting products for your events:

- No products shall be packed in Styrofoam/polystyrene
- Ask your vendors to remove all styrofoam/polystyrene/packing peanuts from shipments coming to show site and to ship in large boxes and as few as possible.
- Document Sustainability criteria (domestic, organic, fair-trade, water or soy-based ink, biodegradable, compostable, or recyclable).
- Only produce generic show branded merchandise (no year specific merchandise). Leftover merchandise is then still viable for future years and does not go to waste.
- Ask for material transparency from your promotional products vendor when selecting products. Avoid products with vinyl, PVC and those produced/shipped from overseas. Instead, select products made from recycled materials and produced locally in the US (bonus points for products produced regionally from your event!).

REGISTRATION

A participant's badge is one of the most prominent items at your event that can tell a sustainability story. There are several low-cost ideas that can be implemented to improve the sustainability of this area of your next event.

- Eliminate use of plastic name badge holders.
- Source recyclable, non-vinyl badge stock material.
- Minimize amount of ink waste by working with your registration vendor/partner and evaluating the type of printers used on site.
- Implement a paperless pre-show registration process by emailing registration confirmation letters and eliminating all on-site paper registration forms in lieu of digital registration.

- Source ink made out of bio-renewable materials in smaller packaging.
- Use 100% ENERGY STAR rated (or equivalent) for all computers at registration.

SPONSORSHIP

Sponsors represent an exciting opportunity to engage key stakeholders in your event's sustainability program. Consider sustainability practices and goals for your sponsorship program.

- Include greening requirements in the sponsorship contract.
- Challenge your operations team to reduce your printed signage year over year, only producing what's necessary.
- Printed material should have a sustainability story (i.e. hotel cards made out of bamboo, tshirts made from organic cotton, expo guide ads printed on 100% PCW recycled paper, etc.)
- Utilize digital signage opportunities whenever possible, in lieu of printed material.

TEMP STAFFING

The temporary staff/volunteers are often one of the first faces/impressions of your events and can communicate your sustainability program first hand to your event participants. Educating and motivating this group is essential to your program's success.

- All temporary staff are trained on-site about basic sustainability practices.
- Motivate temps to go above and beyond with sustainability in an effort to increase participation and engagement in the program through a contest on-site.
- Recycle all training materials pre-show.
- Utilize temporary staff/volunteers in lieu of directional signage wherever possible.

VENDORS

We thank our partners for their commitment to helping us make Greenbuild one of the most sustainable events in the world. Greenbuild would not be successful without the collaborative efforts of the many key partners/vendors we work with each year. We sincerely thank the companies listed below for helping us to make Greenbuild one of the most sustainable events in the world.



GREENBUILD MANDATORY EXHIBITOR GREEN GUIDELINES (GMEGG)

Greenbuild's Mandatory Green Exhibitor Guidelines (GMEGG) is a required sustainability initiative to be completed prior to arriving on-site at Greenbuild.

The idea is to evaluate how your exhibiting practices are impacting the environment via a short 22-question survey. We'll ask you about things like lighting, collateral material in your booth, how you're shipping your booth and transportation while your staff is on-site with the goal of helping you ascertain small changes you can make to reduce your impact on the environment both at Greenbuild and ideally - at all other shows you're exhibiting in.

Exhibitors impact the success of our sustainability efforts on-site and exhibitors who meet all GMEGG requirements are considered for the Greenbuild Green Exhibitor Awards - an excellent way to gain visibility to your organization's sustainable practices and drive traffic to your booth. With each exhibiting company committing to sustainable exhibiting practices and making small changes to the way they exhibit, it adds up to a massive impact (see the results in our previous year [Sustainability Reports](#)).

COMPLETE GMEGG: We require each and every exhibitor complete the Green Exhibitor Guidelines program before you arrive on-site. Access your company's survey using your ecode by signing into your dashboard. We'll help you remember leading up to the show and we'll even have someone call you to assist if you'd like to complete it over the phone.

We'll make every effort to reach you and assist you in completing the survey prior to the show to ensure you have a great exhibiting experience!



ENERGY CONSERVATION

Booth Lighting

The exhibitor will meet the following **mandatory** requirement:

- Incandescent bulbs are prohibited for use in any medium screw-based lighting applications. LEDs or compact fluorescent light bulbs (CFLs) must be used instead.

Booth lighting will meet one or more of the following additional requirements:

- Exhibitor will not purchase new bulbs; bulbs will be reused from prior exhibitions. The organization will create a policy that would only replace bulbs upon burnout.
- LED, CFL, T-5 or T-8 tubular fluorescent lighting will be used exclusively in at least one of the following:
 - Accent lighting
 - Backlighting
 - Overhead signage
 - General lighting
 - Booth lighting is not used

Electronic Display

The exhibitor will meet the following **mandatory** requirement:

- All displays, monitors and booth lighting must be completely powered down each night after show/set-up hours. Any equipment that cannot be shut down must be put into sleep mode during non-expo hours.

Electronic display equipment (i.e. flat screen displays) will meet one or more of the following requirements:

- Display is reused from previous shows.
- Display meets criteria for ENERGY STAR qualification or equivalent energy efficiency program.



BOOTH MATERIALS

Flooring

Flooring will meet one or more of the following requirements. Flooring that is utilized to demonstrate products that the booth is marketing are exempt from these requirements.

- Flooring will not be used.
- All flooring is reused and has been in use for at least one year.
- Flooring must be comprised of one or more of the following:**
 - Carpet and Rug Institute (CRI) Green Label Plus Certified Carpet
 - 25% post-consumer recycled material
 - 100% recyclable material
 - 100% rapidly renewable material(s). Rapidly renewable building materials and products are made from agricultural products that are typically harvested within a 10-year or shorter cycle.
 - Forest Stewardship Council certified wood flooring.
 - Meet General Emissions Evaluation (Flooring products must be tested and determined compliant in accordance with California Department of Public Health (CDPH) Standard Method v1.1-2010.

Booth Graphics and Signage

Graphics and signage will meet one or more of the following requirements:

- No graphics or signage will be used within the booth.
- Exhibitor will use graphics and signage that have been used or will be used multiple times.
- Graphics and signage will be produced on 100% recyclable substrate and will not be foam core or PVC materials**
- Graphics and signage will contain a minimum of 30% recycled material**
- Graphics are printed on fabric material and will be used at other shows (fabric must contain a minimum of at least 30% recycled content)

Booth Structure

Pop-up displays and booth structural support materials will meet one or more of the following requirements:

- Display elements are reused from past exhibitions or the company has created a plan for reuse through future exhibitions for at least one year.
- New display elements will be 100% recyclable.

Booth Structure, cont.

- New display elements will contain a minimum 30% recycled content.
- Booth structure is rented from the Greenbuild general service contractor, using standard inventory materials used throughout the year.

Communications & Collateral

The exhibitor will meet the following **mandatory** requirement:

- All printed collateral, if used, will be on 100% recyclable paper and will contain 100% post-consumer recycled content or FSC-Certified content. Paper must be recyclable in a standard municipal recycling stream. Many laminated and coated papers are not recyclable and are prohibited.

In addition, exhibitor will meet one of the following requirements:

- Exhibitor will eliminate print and promotional giveaways used for attendee distribution.
- Exhibitor will limit the quantity to less than 1,000 handouts and giveaways combined.
- Promotional giveaways must match one of the following options:
 - Giveaway material contains 30% post-consumer recycled content.
 - Giveaways are made from rapidly renewable materials (*Rapidly renewable building materials and products are made from agricultural products that are typically harvested within a 10-year or shorter cycle. -i.e. Forest Stewardship Council certified wood flooring.*)
 - Promotional giveaways are 100% compostable.

Indoor Air Quality

The booth construction and maintenance will meet one or more of the following requirements:

- No paints, sealants, coatings or adhesives will be used to maintain the booth.
- All booth flooring, counters, and paneling will be reused from previous shows
- Meet General Emissions Evaluation (paints, sealants, coatings, or adhesives products must be tested and determined compliant in accordance with California Department of Public Health (CDPH) Standard Method v1.1-2010
- Booth materials meet one of the following criteria:**
 - Materials contain third-party certified low- or zero VOC paints, sealants, coatings or adhesives.
 - New flooring, counters and paneling is third-party certified low or zero VOC.

** Required for new flooring, graphics, materials; Optional for reused flooring, graphics, materials

GREENBUILD MANDATORY EXHIBITOR GREEN GUIDELINES (GMEGG)

continued



SHIPPING PRACTICES

Energy Conservation Shipping Methods

Exhibitor will meet one or more of the following requirements:

- No exhibit materials will be shipped
- If the exhibitor ships booth materials, the exhibitor will choose a logistics partner that participates in the U.S. EPA's SmartWay Partnership Program or an equivalent program.
- Shipments will be consolidated into only one shipment
- The exhibitor will purchase carbon offsets to cover all emissions resulting from shipping booth materials to and from Greenbuild.

Shipping Materials

Exhibitor will meet the following **mandatory** requirement:

- No polystyrene will be used in booth shipment (i.e. packing peanuts, Styrofoam, #6 or foam plastic).

Exhibitor will meet one or more of the following requirements:

- All padding materials and exhibit crate(s) will be reused for all exhibition shipping.
- Exhibit crate(s) will meet one of the following options:
 - Made from rapidly renewable materials (*Rapidly renewable building materials and products are made from agricultural products that are typically harvested within a 10-year or shorter cycle.* - Forest Stewardship Council certified wood flooring.)
 - Contain 50% recycled content and can be easily recycled in the conference city.
 - Be comprised of FSC-certified wood.



ON-SITE OPERATIONS

Exhibitor Responsibility

Each booth is responsible for all materials brought into their booth at Greenbuild. It is the responsibility of the exhibitor to convey all GMEGG requirements and the exhibitor's sustainable practices to all third-party vendors hired by the exhibitor for show set-up, tear-down and staffing. Greenbuild staff will randomly select 10% of exhibitors for an on-site booth sustainability audit. Those selected will be notified in advance and must participate in the audit.

Staff Training

The exhibitor will discuss and make all on-site booth staff aware of the following, prior to the show opening:

- Exhibitors are encouraged to download and utilize the Greenbuild mobile app on-site instead of the printed Expo Guide whenever possible.
- How the booth complied with each GMEGG category (including a printed or electronic copy of the booth's unique responses).
- Baseline knowledge of any other sustainable practices to be conducted within the exhibit booth, including plans for responsible waste management, food & beverage service, nightly shutdown and transportation.

On-Site Transportation

The exhibitor will ask booth staff to do at least one of the following:

- Take the public transit to/from the convention center
- Walk or bicycle to/from the convention center
- If Cabs or ridesharing services (Uber/Lyft) are absolutely necessary, every effort will be made to rideshare in lieu of individual trips
- If public transit and/or walking are not an option, the exhibitor should offset travel to and from the convention center by purchasing carbon offsets.

Waste Management

The Exhibitor will participate in Greenbuild's Waste Management program, by properly disposing of all waste and utilizing all available recycling opportunities throughout the show, including set-up and move-out. Additional waste streams will be provided for special exhibition-related materials.

The exhibitor will not use individual waste containers in exhibit booths. The venue and show management will provide recycling stations throughout the exhibit area for attendee and exhibitor use during show hours. Each exhibitor is responsible for disposing of waste and recyclables at these stations.

Waste Management, cont.

The exhibitor will meet one of the following requirements:

- If the exhibitor plans on leaving any items after the show, the exhibitor will donate material through the Exhibitor Donation Program using the appropriate forms and labels.
- The exhibitor will have in place a "pack in/pack out" policy to minimize any waste left behind at the end of the show. All materials brought to Greenbuild, including booth components, giveaways and reusable packing materials will be shipped back to the exhibiting company after the event.
- The exhibitor will return materials back to local offices or partners after the show.

Food and Beverage Service

Any food and beverage service conducted within the booth will be ordered to minimize disposable material use and properly handle waste in accordance of the requirements of the Greenbuild Waste Management Program.

The exhibitor will meet the following **mandatory** requirement:

- The only food service ware used in the booth will be China service or compostable ware. The exhibitor will inform attendees of the compostability/recyclability of the products (if applicable), directing them to the proper disposal stream onsite.

Water Reclamation

If using water for display purposes, the exhibitor must use water reclamation/recycling (i.e. holding tanks). After show, water must be recycled and not dumped down drain.

Exhibitors using EACs

It is the responsibility of the exhibitor to onboard and educate any EAC on Greenbuild's GMEGG and general sustainable exhibiting practices. All EAC companies should be familiar with GMEGG and prepared to speak to it on-site.

Please note, sign-off is required from Exhibitor Appointed Contractors (EACs).

What happens if I don't complete GMEGG? Because sustainability is the heart and soul of Greenbuild and your answers to the survey are critical, we do respectfully ask each exhibitor to complete the survey before you arrive on-site. If your survey is not complete by the time you arrive, you may be unable to set up your booth, receive your orders from Freeman and/or print your badges at registration.