

2020 UFI Sustainable Development Award

CES 2019 Green Initiatives

[CES](#) in Las Vegas, Nevada is the largest and most influential technology event in the world. CES 2019 welcomed more than 170,000 attendees and 4,500 exhibitors to 269K net square meters of exhibit space. We take our environmental impact seriously and are continuously looking for ways to reduce our waste and carbon footprint. We work closely with Freeman, show venues like the Las Vegas Convention Center (LVCC) and Sands/Venetian, and official show vendors to align our goals, give back to the local community and ensure CES is a sustainable event for years to come.

Background

Owned and produced by the [Consumer Technology Association](#) (CTA)[®], CES and its event partners have been leaders in event sustainability. CTA has a long history of supporting programs in Las Vegas that benefit the local community and environment. Since 2009, CTA has given \$2 million dollars to sustainability and recycling programs and industry initiatives. CES was recently honored with *Trade Show Executive's* Grand Award for the show with Most Commendable Green Initiatives in 2018.

Objectives and Initiatives

In 2019, CTA continued to make advancements towards the goal of making CES the most sustainable large event in the industry. Working with Freeman, CTA provides exhibitors with new options in sustainable building materials such as recyclable paper graphics, LED lighting and rental structures that are lightweight, reusable and recyclable at the end of their useful life. Freeman Exhibit Transportation also helps exhibitors reduce their footprint by partnering with EPA SmartWay certified carriers, and by offering caravan service between events to limit less-than-load (LTL) shipments.

Being that CES is a global event, some exhibitors will leave supplies and materials to be discarded in Las Vegas following the show. As part of CTA's goal to reduce waste, CTA implemented an Exhibitor Donation Program to donate usable supplies and materials to local community organizations. Many exhibitors have their own organizational sustainability values, and the donation program helps them to achieve their goals to reduce, reuse or recycle.

Implementation

CTA worked with Freeman and other stakeholders to develop a Sustainable Event plan for CES. This included waste diversion initiative, exhibitor donation program and community grants. Sustainability planning begins immediately after the end of one event and the start of the next. Regular planning calls are held with key sustainability partners to identify challenges, solutions and track results. These culminate on-site with face-to-face progress discussions including CTA,

Freeman, Century Cleaning, LVCC, Sands/Venetian and waste haulers Western Elite and Republic Services.

Reuse/Recycle Accomplishments

- More than 167K square meters of carpet recycled or reused
- More than 92K square meters of plastic materials recycled
- More than 2K square meters of vinyl banners saved for reuse
- 100% of paper-based graphic materials recycled or reused, totaling more than 23K square meters
- 63.8% waste diversion rate at the LVCC and 77.8% at Sand Expo
- More than 1,515 tons of materials recycled/reused at the LVCC and Sands/Venetian combined

Exhibitor Donations

With the help of Freeman, CES 2019 collected 312,0900 pounds of raw materials, supplies and furniture from 83 exhibitors after the show through our complimentary booth donation program. Our CES 2019 recipients included Habitat for Humanity, Opportunity Village, Goodwill and Las Vegas Rescue Mission.

Green Grants

Each year, the Consumer Technology Association, owner and producer of CES, grants money to Las Vegas nonprofits to give back to the community and bolster local sustainability initiatives.

CTA granted \$15,000 to Green Our Planet to support the Outdoor Garden Classroom program in Clark County, Las Vegas, one of the most underserved school districts in the country. These garden classrooms teach students about sustainable farming and healthy eating while also providing the community with fresh food. For five consecutive years, CTA contributed \$123,000 to help build 36 gardens, directly impacting over 30,000 Clark County students.

CTA also granted Touro University Nevada \$10,000 to install LED lighting in the Michael Tang Regional Center for Clinical Simulation.

University of Nevada, Las Vegas Foundation was awarded \$20,000 to support UNLV's Team Las Vegas 2020's participation in the U.S. Department of Energy Solar Decathlon 2020 competition. The grant will be used to obtain smart and green home equipment, appliances and devices.

Next Steps

CES is known for showcasing innovative technology. As the largest, most influential tech event, CTA understands the opportunity and responsibility to ensure event planning and production reflects its sustainability values. The Exhibitor Donation Program was first introduced in 2014 with a modest participation from 15 exhibitors. The program grew tripled in size in the second

year and has continued to grow to where it is today thanks to the dedication and focus of the CES and Freeman staff, both pre-event and on-site. These materials might otherwise end up in landfill. CTA looks forward to expanding this program with personalized outreach to each exhibitor.

The CES Sustainable Event Plan, including the donation program, is scalable for events of any size in any industry. CTA continues to talk with other event organizers on how to develop their own plans. Together, companies can work to make the events industry more sustainable.