



JavitsCares

The Javits Center's submission to the 2023 UFI Sustainable Development Award

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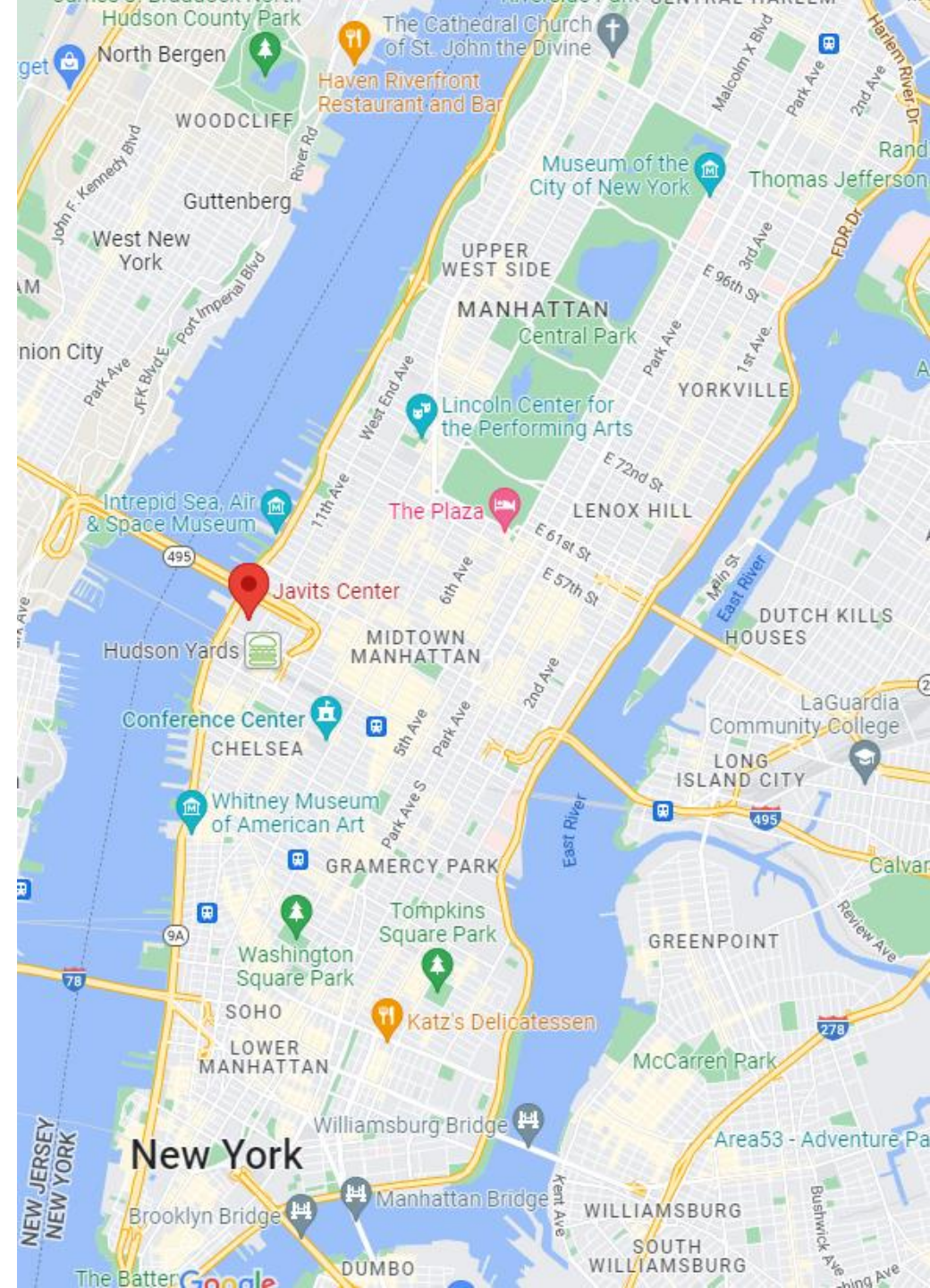
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What is the Javits Center?

- New York State's largest convention center on Manhattan's West Side, in the new Hudson Yards neighborhood
- Popular B2B Events: National Retail Federation's the BIG SHOW, International Vision Expo, Summer Fancy Food Show
- Popular Consumer Events: New York International Auto Show, New York Comic Con
- Economic engine and public benefit corporation





Sustainability is part of our mission

- At the Javits Center, we're focused on sustainability because:
 - We strive to be a better neighbor – by minimizing our environmental impact on the community
 - We care about future generations – by doing our part to create a healthier world for our children
 - We believe in a healthy economy – by creating a sustainable organization that prioritizes our people, our planet + the importance of an economy that benefits all
- We're a proud signatory of – and contributor to – the Net Zero Carbon Events Pledge and associated working groups to move the events industry forward.



A model for sustainable building

- Bird friendly glass, 7-acre green roof, 3.5 MW solar array



Photo credit: Alison Starks, NYC Audubon





A model for sustainable building

- 1-acre farm, rooftop food forest, 9 beehives



Photo credit: Michael George





Coalition work

- New York State-owned and managed, so follows the same climate and sustainability directives as New York State agencies
- Proud signatory and platinum contributor to the global Net Zero Carbon Events pledge
 - The Javits Center attended COP26 in Glasgow to announce this effort alongside other industry leaders



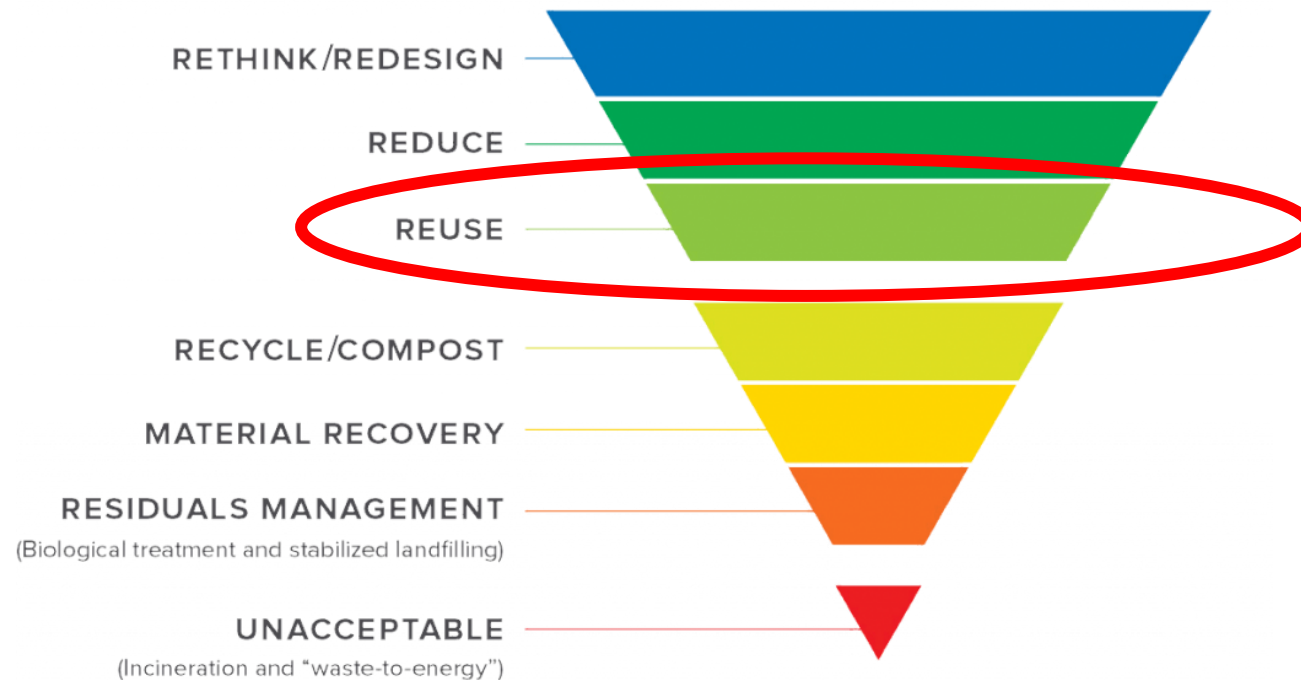


Waste diversion is a primary sustainability goal

- After rethinking, redesigning, and reducing waste, the Javits Center prioritizes reuse through the JavitsCares donation program.

THE ZERO WASTE HIERARCHY 8.0

For detailed version visit www.zwia.org/zwh





JavitsCares



- A collaborative program where waste diversion and community action meet
 - Donation of food and non-food (furniture, household items) to non-profit organizations throughout the New York City region
 - Quarterly employee engagement opportunities through the JavitsCares program during which employees volunteer their time at our donation partners' sites



Stakeholders

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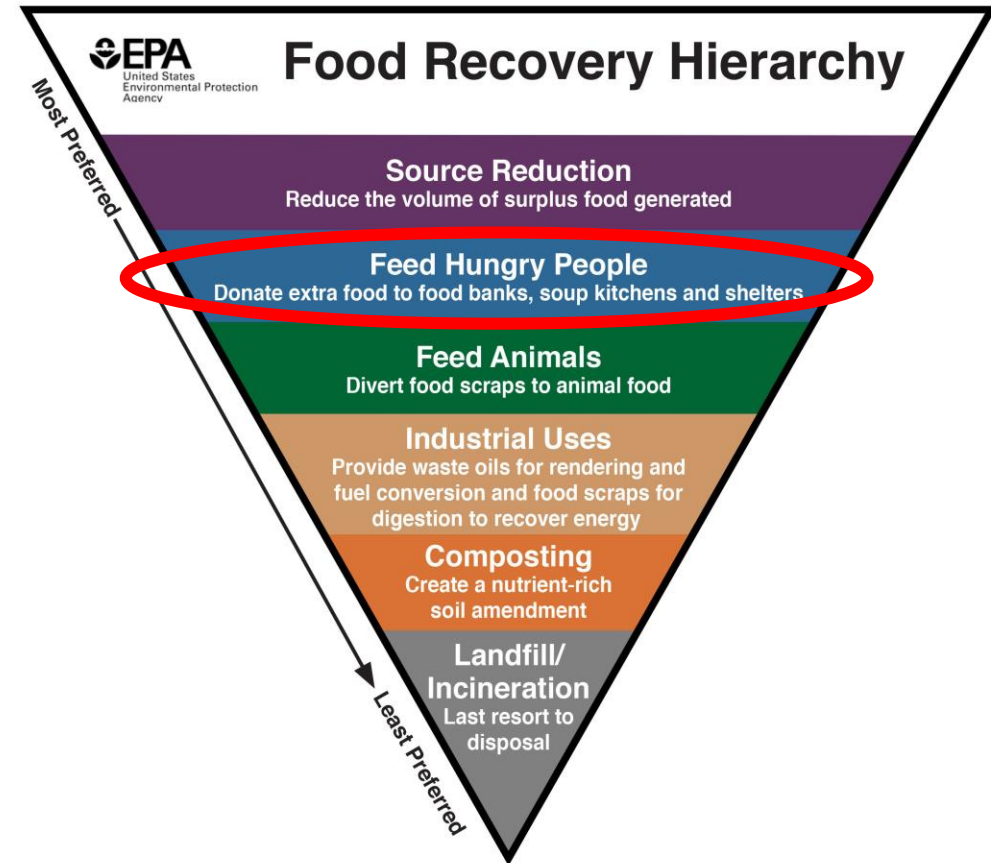


- Employees
 - Sales
 - Events Solutions Managers
 - Set-up team
 - Cleaning teams
- Customers
 - Show organizers
 - Event producers
 - Exhibitors
 - Attendees
- New York State
 - New York Convention Center Operating Corporation
 - Board of directors
- Vendors
 - Service contractors
 - Caterer
- External partners
 - Non-profits and community groups
 - Reuse/donation hauler



Actions taken: catering

- Cultivated, our in-house catering and hospitality partner, follows the U.S. EPA Food Waste Hierarchy, with education and training support from the Sustainability Team.
- Chefs and catering team members follow proper health and safety standards to identify, collect, and rescue food for donation to local organizations.





Actions taken: catering

- Events may choose to include a food rescue wall to engage attendees in the donation process for individually-wrapped items.
- Pre-packaged meals and produce left in good condition are put in boxes and stored in our refrigerators.
- Stewarding teams schedule prompt pickups with a network of community partners distribute the food to New Yorkers in need.





Actions taken: event communications

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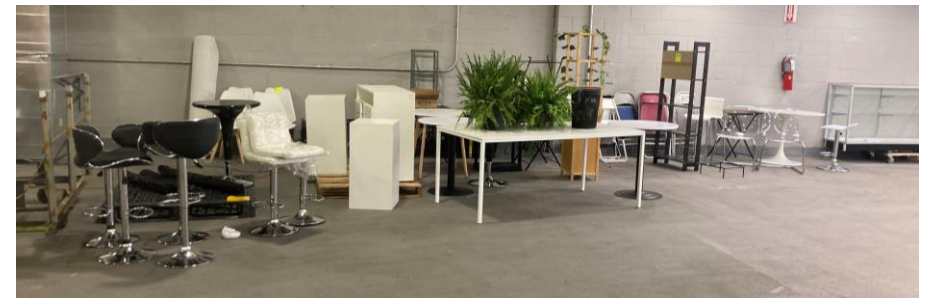
- Sustainability Team has created an [Event Resources](#) webpage with resources for show organizers and event producers, including a section with resources on the JavitsCares program.
- Events Solutions and Exhibitor Solutions teams incorporate the JavitsCares program into their customer facing communications.
- Sustainability Team members are available for communicating directly with events and exhibitors.



Actions taken: event operations



- The Javits Center provides event organizers and exhibitors with neon stickers for tagging items as donations.
- Show cleaners spot additional items that are in good condition and place them in a safe location inside the building after the exhibitors and event organizers have left.
- The Sustainability Team matches donations with our wide network of groups throughout the city.

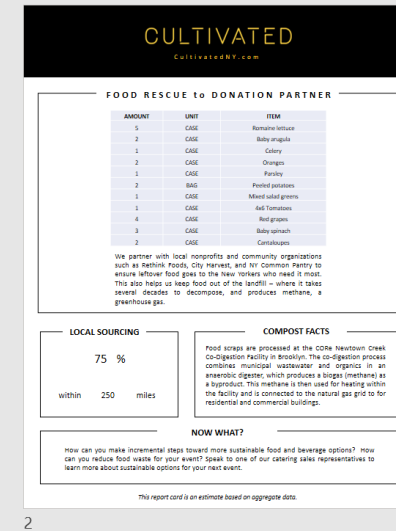
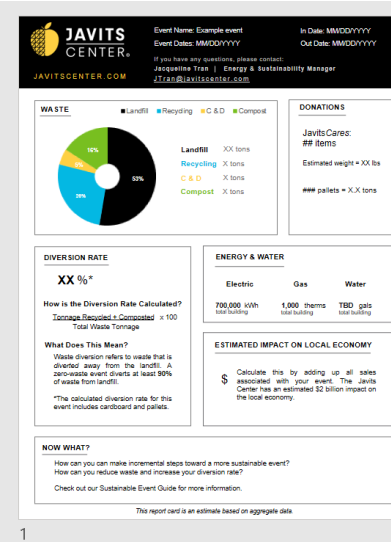




Actions taken: metrics



- The Sustainability Team provides sustainability metrics, including utility data and waste data, to event organizers upon request.
- Data is provided in a spreadsheet or in a formatted report card for an additional fee (see sample to the right).
- JavitsCares donations are included in these reports, contributing to the events' overall waste diversion efforts and positive environmental impact.



JavitsCares

Under this program, Javits Center teams work closely with event managers and exhibitors to identify, collect and stage a wide range of items donated or left behind by exhibiting companies at the conclusion of the move-out period. These items, such as furniture, household products and construction materials, are often purchased for a one-time use and the JavitsCares program reflects these items to nonprofit organizations throughout the New York region.

Donation Partner	Quantity	Unit	Item(s)
Example Church	4		Large tables
Example Church	1		Round table
Example Church	3		Block carpet
Example Church	1		Panicle
Example Church	1	Plastic bag	Children's books
Example Church	1		Shelving unit
Nonprofit	20	Boxes	Books and stationery
Nonprofit	3		Folding chairs
State Agency	1		Soft chair
State Agency	1		Stainless steel table
Nonprofit	1		Rolling cart
Nonprofit	4		Metal shelving units
Nonprofit	8		Bar stools
Nonprofit	1	U-Line Tri-Wall Container	Cooking and crafts books
Nonprofit	1	U-Line Tri-Wall Container	History and spiritual themed books
Nonprofit	4		Metal shelving units
Total Items	55		



Partners

JavitsCares



- The New York State Office of General Services facilitates donations of excess materials purchased by the Javits Center for internal use by distributing to other state agencies.
- We have established strong relationships with a growing list of local donation partners that accept our excess food (City Harvest, ReThink Food, House of Good Deeds, etc) and receive excess materials (Materials for the Arts, House of Good Deeds, Big Reuse, The Bowery Mission, NYCHA Community Centers, etc).
- At the end of 2022, we began working with New York based upcycling hauler Raeri to assist with donation matching, pickups, and expanding our reach.



Results achieved

JavitsCares



- In 2022, the JavitsCares program facilitated the donation of more than 78.9 metric tonnes total. This consisted of:
 - 48.8 metric tonnes of food, and
 - 38.1 metric tonnes of non-food items such as furniture, household items, and construction materials.
- The JavitsCares program also offered Javits Center employees quarterly volunteer engagement opportunities at non-profit organizations throughout New York City.



Success stories

JavitsCares



- In 2022, we donated over 13 full trailers of furniture, household items, and school/art supplies via [Materials for the Arts](#), NYC's largest creative reuse center, where it was distributed to NYC schools and arts non-profits.
- Below, Javits Center employees volunteer at Materials for the Arts, by assisting with organizing their warehouse for schools and nonprofits to “shop for free.”





Success stories

JavitsCares



- At the end of 2022's Summer Fancy Food Show, City Harvest staff and volunteers rescued over 100,000 lbs of food for New Yorkers in need – a record for the City Harvest, the Specialty Food Association, and the Javits Center!



Photo courtesy of City Harvest's [Instagram](#).



Success stories

JavitsCares



- We donated approximately 1 tonne of plants from the 2022 Auto Show via [Raeri](#) to [Synergi Urban Garden 2.0](#), a community center in the Bronx that provides a safe space for families to collaboratively grow food and learn agriculture.

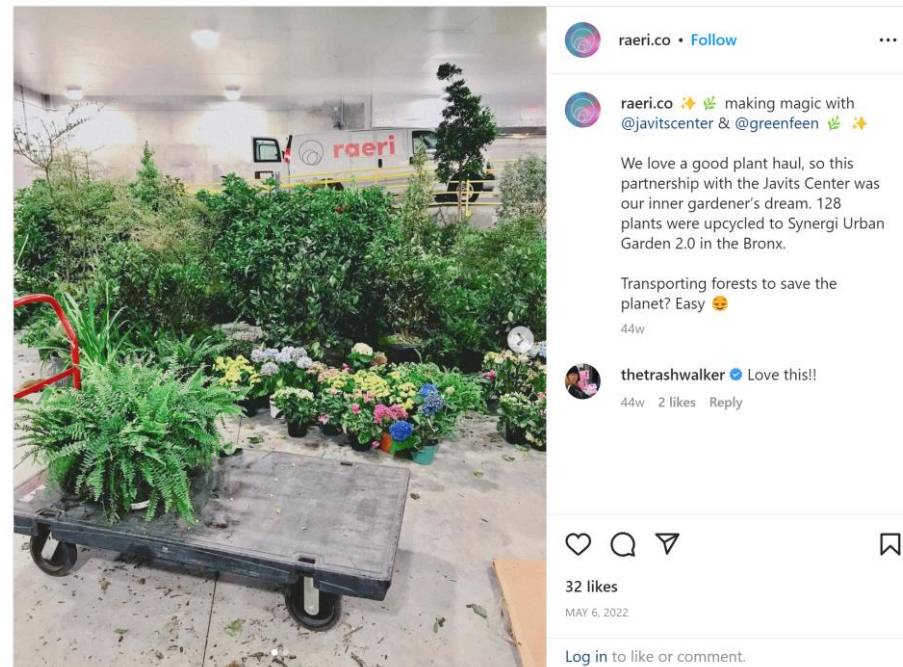


Photo courtesy of Raeri's [Instagram](#).



Success stories

JavitsCares



- The Javits Center and Cultivated donated several tonnes of food to [ReThink Food](#) in 2022. Rethink Food is a non-profit organization fighting food waste and hunger by upcycling produce and catering left behind into healthy whole meals for communities in need.





Success stories

JavitsCares



- Creative reuse art installation for the Nest Climate Summit in 2022:
 - Javits Center presented a work of art by Bronx-based artist Dario Mohr.
 - Inspired by the Javits Center's JavitsCares program and partnership with Materials For the Arts (MFTA).
 - Using materials donated after recent events, as well as solar panels from the venue's green roof, Dario created a piece that underscores the need to repurpose, reuse and reimagine the world around us.



<https://youtu.be/ReR3g7b6m24>



Volunteering and employee engagement

JavitsCares



- We thank our donation partners for supporting the JavitsCares program by bringing Javits Center employees to volunteer at partner sites and at the rooftop farm.
- Employees feel pride in the program and appreciate the chance to see the results of their contributions.
- The New York chapter of the International Association of Exhibitions and Events has joined volunteer events and spreads the word about JavitsCares
- In the photo to the right, see the team at ReThink Food in NYC, one of our food rescue partners.





Conclusion and next steps

JavitsCares



- The JavitsCares program is an enormous success that continues to grow.
- Donation programs appeal to a wide audience and serve dual purposes, engaging employees and customers on both sustainability and community action.
- Donation programs function as an accessible entry point for event organizers that are only beginning their sustainability journey.
- Goals for 2023:
 - Drive up our waste diversion rate through additional JavitsCares donations.
 - Influence customer behavior beyond donations towards waste reduction.



Additional Resources



- JavitsCares media
 - [Dario Mohr Installation at the Javits Center for Climate Week NYC – video](#)
 - [AMNY Exclusive: Jacob Javits Center makes first produce donation from rooftop farm](#)
 - [JavitsCares - video](#)
- The Javits Center sustainability program
 - [Javits Center Sustainability Webpage](#)
 - [“A Better Neighbor” - video](#)
 - [2021 Sustainability Report](#) (released every other year)