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</tbody>
</table>
A Message from the Greenbuild Team

Dear Greenbuild Community,

Thank you for your continued support of The Greenbuild International Conference & Expo. In 2019, Greenbuild and the U.S. Green Building Council welcomed more than 10,000 visitors to Atlanta to learn and source cutting edge solutions to improve resilience, sustainability, and quality of life in our buildings, cities, and communities.

The theme of this year’s event was A New Living Standard, focusing for the first time beyond the walls of the building and on the people that inhabit it. With 4 days of conference, including two brand new Summits on Human Health & Wellness and Resilience, new daily keynotes featuring former President Barack Obama, 250+ exhibitors and brands, an array of all-new special events including the signature Greenbuild Celebration headlined by Collective Soul, and experiential attractions like the Sustainability Hub, a new Tiny Home, and a fully functioning microgrid, Greenbuild in Atlanta was truly a once-in-a-lifetime experience.

Even with all these new features and events, Greenbuild was able to push the sustainability bar even higher, launching new initiatives and challenging the event-industry status quo. This year, the event moved even closer to zero waste. The team was able to remove all single-use plastics from the convention center, driving Greenbuild once again to TRUE Zero Waste Platinum status.

We invite you to read the entire 2019 Sustainability Report in the pages that follow, and we look forward to seeing you November 4-7, 2020 for Greenbuild in San Diego!

Best Regards,

Sherida Sessa
Show Director, Greenbuild

Kim Heavner
VP of Conferences & Events, USGBC
About Greenbuild

Greenbuild is the country’s largest event dedicated to Sustainability in the Built Environment. It’s where the industry gathers once a year to ignite new ideas and partnerships, cultivate relationships, share knowledge and turn the promise of a higher living standard into a reality for all.

The Event features:

• 4 Full Days of Education on today’s most critical topics
• A full Expo Floor with products, solutions and education to tackle your professional challenges
• Non-stop opportunities for meaningful networking

Greenbuild by the Numbers:

- 10,000+ Attendees
- 350+ Exhibitors
- 80 Unique Product Categories
- 91 Countries Represented

26% Architects/Engineers
20% Contractors/Developers
15% Facility Managers/Owners
14% LEED/WELL Consultants
9% Executive Mgmt/Manufacturing
7% Government (local, state, federal)
9% Other
A New Living Standard

During Greenbuild 2018, USGBC launched its New Living Standard campaign, an initiative designed to explore the power of storytelling in creating a more sustainable world.

Fittingly, the theme of Greenbuild 2019 was “A New Living Standard.” As the world’s premier green building organization, USGBC has always prided itself on performance metrics – and, of course, the LEED plaques that signify a dedication to a stronger, healthier way of life. But as we gathered in Atlanta, we were poised to discuss moving beyond those plaques – shifting from a narrative focused on statistics to a foundation in storytelling. After all, innovation without inclusivity is not the future we are striving for. What we hope to create is a world where better buildings equal better, longer lives for all.

Make wellness standard.
Make resilience standard.
Make sustainability standard.
Let’s make a new living standard.
### Event Sustainability Performance Metrics

<table>
<thead>
<tr>
<th>Event Sustainability Data</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>GHG Emissions Per Participant (lb)</td>
<td>548</td>
</tr>
<tr>
<td>Total Emissions Offset</td>
<td>100%</td>
</tr>
<tr>
<td>Energy Use at GWCC (kWh)</td>
<td>901,972</td>
</tr>
<tr>
<td>Renewable Energy Use (% of total)</td>
<td>0%</td>
</tr>
<tr>
<td>Total Waste per Participant (lb)</td>
<td>5.6</td>
</tr>
<tr>
<td>Event Waste Diversion</td>
<td>82%</td>
</tr>
<tr>
<td>TRUE™ Waste Diversion Rate</td>
<td>91%</td>
</tr>
<tr>
<td>Sustainable Signage Sourced (% of total)</td>
<td>94%</td>
</tr>
<tr>
<td>Total Donated Materials (lb)</td>
<td>8030</td>
</tr>
<tr>
<td>Total Donated Food (lb)</td>
<td>297</td>
</tr>
<tr>
<td>Total Water Footprint (Gal)</td>
<td>2,018,751</td>
</tr>
<tr>
<td>Hotels – Walking Distance (% within 1 mile)</td>
<td>86%</td>
</tr>
<tr>
<td>LEED-Certified Venue Partners (#)</td>
<td>4</td>
</tr>
<tr>
<td>Exhibitors – GMEGG Participation (% of total)</td>
<td>78%</td>
</tr>
<tr>
<td>Exhibitors – Green Award Participants (#)</td>
<td>95</td>
</tr>
<tr>
<td>Local Food Sourced (&lt;100 miles) (% by weight)</td>
<td>82%</td>
</tr>
</tbody>
</table>
Seven Sustainability Objectives

In 2011, USGBC established its long-term objectives for improving the sustainability performance of the show. A seventh objective was added in 2012, and modified in 2018. These objectives 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
Move Toward a Zero Waste Event

One of the most significant challenges of tradeshows and events is waste; the very nature of the industry makes it hard to avoid. As Greenbuild seeks to be the most sustainable conference and tradeshow, we felt it was time to take our approach to the next level. A large part of our waste stream for years has been compostable cups. While better for the environment than plastic disposables, it is becoming harder and harder for commercial compost facilities to process items like cups and plates. Our compost stream looked more like cup disposal than a mix of organic material and service ware. We observed the convenience of the cup enabled our attendees (who we know are some of the best in the industry when it comes to thinking sustainably about their actions) to grab a quick drink and toss the cup after one use. **This year we ditched the cups.** We offered water stations throughout the conference and exhibit hall but only offered cups in two locations throughout the convention center for free. The proof was in the pudding (quite literally). Our compost stream had the right mix of organic matter and service ware, making it easier to decompose.

- **35%** Recycled
- **28%** Composted
- **18%** Landfill
- **18%** Donated Items
- **1%** Donated Food

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GREENBUILD INTERNATIONAL CONFERENCE & EXPO
For the third year in a row Greenbuild achieved TRUE Zero Waste Platinum certification, which is awarded to tradeshows with a TRUE waste diversion rate of 90% or higher. 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 supply chain such as transportation and production. Thus, a reduction has the most benefit to the environment over reuse, recycling, and compost.

The Greenbuild 2019 “traditional diversion rate” (the percentage of waste that was composted, recycled, or donated) was 82%, but when reduction and reuse were factored in, that rate jumped to 91% thanks in large part to Freeman’s expo hall carpet reuse program, reduction in quantity of printed expo guides, and reduction in leftover partner publications.

<table>
<thead>
<tr>
<th>Year</th>
<th>Greenbuild Waste Diversion Rate</th>
<th>Improvement Over Annual Venue Baseline</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>67% 57%</td>
<td>2013</td>
</tr>
<tr>
<td>2014</td>
<td>78% 67%</td>
<td>2014</td>
</tr>
<tr>
<td>2015</td>
<td>84% 52%</td>
<td>2015</td>
</tr>
<tr>
<td>2016</td>
<td>90% 18%</td>
<td>2016</td>
</tr>
<tr>
<td>2017</td>
<td>91% 44%</td>
<td>2017</td>
</tr>
<tr>
<td>2018</td>
<td>85% 28%</td>
<td>2018</td>
</tr>
<tr>
<td>2019</td>
<td>82% 52%</td>
<td>2019</td>
</tr>
</tbody>
</table>

Average waste diversion rate of Greenbuild (since 2010) 79%

Average landfill waste per attendee (since 2010) 1.1 lbs

Average improvement over average annual convention center waste diversion rate (since 2013) 45%
Advance Stakeholder Education and Engagement

At Greenbuild we pride ourselves on our efforts to engage everyone along the supply chain from production and execution to exhibitors and attendees. In addition to our sustainability pledge wall, which helps to serve as an interactive and visual reminder for attendees on sustainable behaviors to practice while at Greenbuild and beyond, we also offered attendees an opportunity to utilize their mobile devices to engage sustainably with the event. A section of the mobile app made it easy for anyone to pledge electronically, and we expanded our Greenbuild Exhibitor Award program to include an attendee choice award. Attendees were encouraged to visit exhibitors to ask about their sustainability story and then vote on the booths that embodied the triple bottom line approach of people, planet, profit to sustainability. Congrats to the inaugural Greenbuild Exhibitor Attendee Choice Award winner, Mohawk Carpet.
3 Improve Sustainable Sourcing

At Greenbuild, some of the most meaningful impacts we have on show site are directly related to the items we choose in the planning process months before the conference and exhibit hall opens. When looking to make the most sustainable choices for the event, there is a myriad of ways to approach decision making. In some cases, we aim for elimination completely. In other instances, it makes more sense to choose items that have better reuse options over recyclability. In some cases, we choose recycled content and others we want to support local economies, so we make decisions on location in manufacturing over recycled content. There is no “right way” to make sustainable decisions for the show. Being thoughtful of our impacts on the environment and on our communities, lead us to come up with the best solutions.

Some of the questions that we ask ourselves when making decisions:

1. Can this be reused more than once or twice? Can it easily be repurposed and have a second life?
2. Does it have recycled content? Can it be easily recycled? Can it be composted easily?
3. Where is it made? Can we choose something that made locally or regionally for a comparable price?
4. Could this be donated someplace locally instead of being recycled?
5. Is this product made in a way that avoids harsh chemicals? Does this manufacturer provide a safe work environment, livable wages, and benefits to employees? Does the company give back in a meaningful way?
100% reusable or recyclable décor and staging

100% compostable service ware

100% of lanyards were made in the U.S.A.

ZERO bottled water sold at GWCC

64% reduction in water footprint of the event

ZERO PVC, Vinyl or foam core

85% of carpet made of 25% recycled material
Greenbuild has collected sustainability-related data on this show for almost two decades. As the conference and tradeshow changes over the years, the data helps us strategically plan for the future. USGBC believes that what gets measured gets managed. What gets managed gets improved. What gets improved gets replicated. And what gets replicated transforms our communities. And the same thinking applies at Greenbuild. Armed with information, our hotel, venue, catering, waste management, and destination partners can be better prepared to help us achieve the show’s sustainability goals.

Every year our internal event planning team sets goals that we would like to accomplish for the Greenbuild. We push ourselves each year to go beyond what we’ve done in the past, test the limits and expand the traditional metrics for event sustainability performance. We don’t always achieve our goals but we follow the saying “you should set goals beyond your reach so you always have something to live for.”

On Average:

- 80% of hotels offer in room recycling (since 2013)
- 58% of all AV equipment used for the show has energy efficiency settings that are used. (since 2013)
- 85% of signage is produced on sustainable substrates (made of recycled content and easily recycled) since 2010

Greenbuild 2019 Internal Event Goals:

- Achieved: 59%
- Improvement Needed: 24%
- Not Achieved: 18%
Reduce Greenhouse Gas Emissions

Air travel will always be the most significant contributor of greenhouse gas emissions for an event like Greenbuild because of the need to travel to meet face-to-face. We continually look for ways to reduce the carbon emission impacts outside of air travel tied to our event by choosing sustainable solutions in several ways, including shipping, food procurement, and destination selection. We offset 100% of carbon emission related to this event, including emissions related to attendee and exhibitor air travel.

*Scope of our footprint includes venue energy, air travel by all attendees, onsite fuel use by GSC, hotel energy use per occupied room night per CHSB Index, local transportation emissions from a bus, public transportation, and car use.
Greenbuild 2019 is a tremendous opportunity for Atlanta to showcase local projects and expertise while also bringing attention to issues of particular importance to the region. This year’s Legacy Project provides funding and knowledge to support the Solar Introduction in English Avenue. The project involves installing solar panels on a multi-unit, low-income, senior citizen, affordable housing property located in Atlanta’s Historic Westside English Avenue Community. The solar panels on this property will enable tenants to benefit from long-term utility cost savings by accessing affordable renewable energy, as high utility costs are often the basis for financially disadvantaged seniors and families losing their homes or apartments.

To ensure a stable living standard for its tenants, Hagar Civilization Missionary, Inc., (Hagar CTM) the property owner and nonprofit affordable housing developer, absorbs the tenant’s costs for utilities. In addition to motivating other developers, providing long-term cost-savings for low-income minority families, the Solar Introduction in English Avenue project will serve as an instructional/training site for a select group of students from Booker T. Washington High School.
Every year we try to expand our reach and support sustainability initiatives beyond the walls of our host venue. In 2019 we led two tours focused on sustainable operations, one explicitly designed for hoteliers and event organizers from Marriott, The Javitz Center, Sands, Hilton World Wide, and the San Diego Convention Center, where we dug deeper Greenbuild’s sustainability programs and sustainability practices at the Georgia World Congress Center. We shared details on waste planning efforts, sustainable materials, F&B sourcing, and our exhibitor Greenbuild Mandatory Exhibiting Green Guidelines (GMEGG) program. We hope these efforts translate into more sustainable operations and events at our partner hotels and other events around the globe. The second tour focused on education and job opportunities and was conducted for dozens of local Atlanta high school students interested in the green economy.
Our latest crowning achievement is one of the first events and exhibitions to receive the **Events Industry Council Sustainable Event Standards** Platinum level certification in the category for Event Organizers. Released in October of 2019 the EIC Sustainable Event Standards replaced the APEX/ASTM Environmentally Sustainable Meeting Standards. Major changes were made to increase the ease of use, strengthen social responsibility considerations and recognize innovation and exemplary performance. Event organizers are assessed on internal practices, climate action, supply chain management, accommodations, venue, food and beverage, destination, audio visual and production, and exhibitions.
Atlanta has been called “a dark horse of sustainability and was the perfect location for Greenbuild 2019. Last year, Atlanta was the 100th city to be certified under LEED for Cities and Communities with the city committing to sustainability and continuous improvement in buildings, spaces and social equity. The state of Georgia as a whole currently has more than 166 million gross square feet of LEED-certified green building space.

In addition, in 2017, the city council updated an ordinance to include requiring LEED certification for new construction and in 2018, Hartsfield-Jackson International Airport, the nation’s busiest, became the first airport in the world to be awarded precertification under the LEED for Communities program. In 2019, the city exceeded its energy goals in the Better Buildings Challenge by more than 20%.

Atlanta also has a goal of powering the city with 100 percent clean energy by 2035 and local businesses and developers (which is expected to grow from 6M to 8M people by 2040) are up for the challenge. USGBC was proud to host more than 15K sustainability professionals in Atlanta to share ideas, inspiration and new solutions.
Looking Ahead…
San Diego, 2020

San Diego has long been a city at the forefront of Sustainability. In 2015, the City Council approved San Diego’s Climate Action Plan, which calls for the City to cut half of all greenhouse gas (GHG) emissions by 2035. The Climate Action Plan’s strategies include 100 percent renewable electricity; water and energy efficiency; zero waste; bicycling, walking, transit and land use; and resiliency measures, all topics that directly relate to Greenbuild!

Additionally, the San Diego Convention Center was awarded LEED Gold certification in 2017 driven by their unwavering commitment to sustainable operations and management through initiatives such as:

- Diverting a record 79 percent of materials or 3,162 tons.
- Replacing their old fluorescent lights with 11,650 energy-efficient LED’s in the exhibit hall, meetings rooms and offices.
- Renovating 98 percent of all restrooms to low-flow water usage, helping reduce indoor water usage by 32 percent
- Recycling 100 percent of all cardboard, thanks to two cardboard balers.
- Removing garbage disposals in the convention center kitchens and donating all food scraps to local gardeners who compost them.
- Donating all untouched food that hasn’t spoiled to the San Diego Rescue Mission

Greenbuild is thrilled to be heading to San Diego where we can even further supplement these initiatives to run the most sustainable Greenbuild yet!

*Information provided by SanDiego.gov and VisitSanDiego.com
Sustainability Partners

**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.

**BRODNAX**: 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.

**FREEMAN**: The entire Freeman team supported Greenbuild, and worked with all vendors for the overall sustainability goals of the event. Freeman continually finds new and better methods to produce Greenbuild and give back to the community.

**GEORGIA WORLD CONGRESS CENTER**: Our host venue is one of the largest LEED Gold certified convention centers in the world. GWCC was instrumental in making Greenbuild sustainability programs successful, collaboratively creating an excellent waste management plan, data collection and connecting us with local Georgia groups to support composting, food and materials donation as well as sustainable attendee engagement activities onsite.

**MERCEDES-BENZ STADIUM**: A leading sustainability facility, Mercedes-Benz Stadium will be the first NFL and MLS stadium to reach LEED Platinum certification. Innovative design in energy and water management helped to keep our footprint small and data collection simple. Their amazing waste management program and waste sorting team helped us achieve almost 100% waste diversion rate for our celebration event.
## Appendix A
### Historical Performance Data Tracking

<table>
<thead>
<tr>
<th>Event Sustainability Data</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
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<tbody>
<tr>
<td>Destination</td>
<td>Boston</td>
<td>Chicago</td>
<td>Atlanta</td>
</tr>
<tr>
<td>CONVENTION CENTER</td>
<td>Boston Convention and Exhibition Center</td>
<td>McCormick Place</td>
<td>Georgia World Congress Center</td>
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<tr>
<td>Energy Use (kWh)</td>
<td>912,878</td>
<td>825,636</td>
<td>901,972</td>
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<tr>
<td>Renewable Energy Use (%)</td>
<td>100%</td>
<td>80%</td>
<td>0%</td>
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<tr>
<td>Water Use (gal)</td>
<td>339,592</td>
<td>366,100</td>
<td>307,929</td>
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<td>Waste Per Participant (lb)</td>
<td>5.5</td>
<td>4.6</td>
<td>5.4</td>
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<tr>
<td>Waste Per Sqft Exhibit Space (lb)</td>
<td>0.84</td>
<td>0.76</td>
<td>0.98</td>
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<td>Waste Diversion (%)</td>
<td>90.5%</td>
<td>85.4%</td>
<td>82%</td>
</tr>
<tr>
<td>Waste Diversion Over Baseline (%)</td>
<td>44%</td>
<td>28%</td>
<td>52%</td>
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<tr>
<td>Local food (&lt;100 miles) (% by weight)</td>
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<td>56%</td>
<td>82%</td>
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<td>Regional food (&lt;500 miles) (% by weight)</td>
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<td>69%</td>
<td>99%*</td>
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<tr>
<td>Organic food (% weight)</td>
<td>1%</td>
<td>10%</td>
<td>21%</td>
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<tr>
<td>Fresh Goods (% by weight)</td>
<td>91%</td>
<td>63%</td>
<td>80%*</td>
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<tr>
<td>Food Donation (lbs)</td>
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<td>1058</td>
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<tr>
<td>Energy Use (kWh)</td>
<td>6,781</td>
<td>1,185</td>
<td>60,280</td>
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<td>Renewable Energy Use (%)</td>
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<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Water Use (gal)</td>
<td>4,381</td>
<td>5,467</td>
<td>161,176</td>
</tr>
<tr>
<td>Waste Diversion (%)</td>
<td>96%</td>
<td>89%</td>
<td>90%</td>
</tr>
<tr>
<td>Local food (&lt;100 miles) (%)</td>
<td>30%</td>
<td>23%</td>
<td>Unable to report</td>
</tr>
<tr>
<td>Regional food (&lt;500 miles) (%)</td>
<td>61%</td>
<td>57%</td>
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<tr>
<td>Food Miles Per Pound (#)</td>
<td>1165</td>
<td>781</td>
<td>Unable to report</td>
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<tr>
<td>Organic food (%)</td>
<td>9%</td>
<td>46%</td>
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<tr>
<td>Fresh Goods (%)</td>
<td>88%</td>
<td>87%</td>
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<tr>
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<td>150</td>
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<tr>
<th>VENUE TOTALS - (combined data)</th>
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<th>2018</th>
<th>2019</th>
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<tr>
<td>Total Energy Use (kWh)</td>
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<td>826,821</td>
<td>962,252</td>
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<tr>
<td>Total Water Use (gal)</td>
<td>343,974</td>
<td>371,567</td>
<td>469,105</td>
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<tr>
<td>Donated Food (lb)</td>
<td>1,527</td>
<td>1,208</td>
<td>297</td>
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<tr>
<td>Total Waste (lbs)</td>
<td>141,663</td>
<td>78,696</td>
<td>43,710</td>
</tr>
<tr>
<td>Total Waste Per Participant (lb)</td>
<td>5.7</td>
<td>5.1</td>
<td>5.87</td>
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<tr>
<td>Total Waste Diversion At Venues (%)</td>
<td>91%</td>
<td>86%</td>
<td>82%</td>
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<tr>
<td>Local food (&lt;100 miles) (% by weight)</td>
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<td>45%</td>
<td>82%</td>
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<td>Regional food (&lt;500 miles) (% by weight)</td>
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<td>66%</td>
<td>99%*</td>
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<tr>
<td>Organic food (% by weight)</td>
<td>2.7%</td>
<td>17%</td>
<td>21%</td>
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## Appendix A
### Historical Performance Data Tracking

<table>
<thead>
<tr>
<th>PERFORMANCE</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total GHG Emissions (lb)</td>
<td>12,586,193</td>
<td>9,758,707</td>
<td>4,250,027</td>
</tr>
<tr>
<td>GHG Emissions Per Participant (lb)</td>
<td>508.92</td>
<td>634.80</td>
<td>547.90</td>
</tr>
<tr>
<td>Total Emissions Offset (%)</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>General Contractor Fuel Use (gal)</td>
<td>769</td>
<td>475</td>
<td>654</td>
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<tr>
<td>Shuttle Fuel Use (gal)</td>
<td>585</td>
<td>680</td>
<td>511</td>
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<tr>
<td>Signage Produced (sqft)</td>
<td>33,100</td>
<td>20,637</td>
<td>19,110</td>
</tr>
<tr>
<td>Signage Returned to Inventory (%)</td>
<td>16%</td>
<td>17%</td>
<td>0%</td>
</tr>
<tr>
<td>Sustainable Signage Sourced (%)</td>
<td>93%</td>
<td>87%</td>
<td>94%</td>
</tr>
<tr>
<td>Exhibitors - GMEGG participation (%)</td>
<td>55%</td>
<td>66%</td>
<td>78%</td>
</tr>
<tr>
<td>Exhibitors - Green Award Participants (#)</td>
<td>149</td>
<td>159</td>
<td>95</td>
</tr>
<tr>
<td>AV - ENERGY STAR (Laptops, Projectors, Monitors)</td>
<td>22%</td>
<td>20%</td>
<td>14%</td>
</tr>
<tr>
<td>AV - Energy Efficient (All Equipment)</td>
<td>100%</td>
<td>35%</td>
<td>27%</td>
</tr>
<tr>
<td>LEED-Certified Venue Partners (#)</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Hotels - Walking Distance (1 mi) (%)</td>
<td>39%</td>
<td>11%</td>
<td>86%</td>
</tr>
<tr>
<td>Hotels - Amenity Donation (%)</td>
<td>83%</td>
<td>60%</td>
<td>100%</td>
</tr>
<tr>
<td>Hotels - In-room Recycling 2-streams (%)</td>
<td>72%</td>
<td>85%</td>
<td>100%</td>
</tr>
<tr>
<td>Hotels - Kitchen Composting (%)</td>
<td>61%</td>
<td>35%</td>
<td>57%</td>
</tr>
<tr>
<td>Hotels - No Auto Newspaper Delivery (%)</td>
<td>78%</td>
<td>95%</td>
<td>100%</td>
</tr>
<tr>
<td>Hotels - Green Cleaning Products (%)</td>
<td>94%</td>
<td>75%</td>
<td>86%</td>
</tr>
<tr>
<td>Hotels - Housekeeping incentive Program (%)</td>
<td>39%</td>
<td>65%</td>
<td>86%</td>
</tr>
<tr>
<td>Hotel - Survey Response Rate</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Donated Materials (lb)</td>
<td>26,265*</td>
<td>3,985</td>
<td>8,030</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WATER FOOTPRINT</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food-Total water use (Gal)</td>
<td>1,792,481</td>
<td>3,594,801</td>
<td>663,323</td>
</tr>
<tr>
<td>Paper- Total water use (Gal)</td>
<td>3,840,148</td>
<td>167,000</td>
<td>176,000</td>
</tr>
<tr>
<td>Fuel - Total water use (GS freight and shuttle fuel) (Gal)</td>
<td>17,467</td>
<td>14,900</td>
<td>8,436</td>
</tr>
<tr>
<td>Hotels- Total water use from occupied hotel room night (Gal)</td>
<td>1,278,089</td>
<td>1,389,007.72</td>
<td>863,063</td>
</tr>
<tr>
<td>Venue-Total water use from venue (Gal)</td>
<td>343,974</td>
<td>371,567</td>
<td>307,929</td>
</tr>
<tr>
<td>Total Water Footprint (Gal)</td>
<td>7,272,158</td>
<td>5,537,275</td>
<td>2,018,751</td>
</tr>
</tbody>
</table>
**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 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 Iphone or Ipad to gain visibility to your organization’s sustainable practices and drive traffic to your booth. Will 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!

### Booth Materials

**Booth Lighting**

The exhibitor will meet the following mandatory requirement:

- **Booth lighting must be low or non-glare type.**
- **LEDs must be used instead of incandescent bulbs.**
- **Exhibit booth lighting must not exceed 10% of the total lighting in the booth.**

### Electronic Display

The exhibitor will meet the following mandatory requirement:

- **Exhibitor will limit the quantity of electronic display equipment used to 10% of square footage of the booth.**
- **All exhibits, monitors and booth lighting must be completely powered down each night after show/sell-out hours. Any equipment that cannot be shut down must be put into sleep mode during non-expo hours.**

### Booth Graphics and Signage

#### Booth Structure, cont.

- **Booth materials meet one of the following criteria:**
  - **Non-combustible materials.**
  - **100% post-consumer recycled material.**
  - **FSC-certified wood.**

- **Overhead signage**
  - **Must be produced by a sustainability-focused company or 100% recycled paper.**
  - **100% post-consumer recycled content.**

- **Promotional giveaways**
  - **Made from rapidly renewable materials**
  - **Compostable.**

### 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.

- **New display elements will be 100% recyclable.**
- **New display elements will contain a minimum 30% recycled content.**
- **No paints, sealants, coatings or adhesives will be used to maintain the booth.**
- **Exhibitor will limit the quantity to less than 1,000 handouts and giveaways.**

### Booth Structure

- **No graphics or signage will be used within the booth.**
- **No printed collateral, if used, will be on 100% recyclable paper and will contain a minimum of at least 30% recycled content.**
- **100% post-consumer recycled content.**
- **FSC-certified wood.**

### 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.**
- **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 50% post-consumer recycled content.**
  - **Giveaway material contains 30% post-consumer recycled content.**
- **Exhibitor will limit the quantity to less than 1,000 handouts and giveaways combined.**
- **Exhibitor will limit the quantity to less than 1,000 handouts and giveaways combined.**
- **Exhibitor will meet the following mandatory requirement:**
  - **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.**
- **All printed collateral, if used, will be on 100% recyclable paper and will contain a minimum of at least 30% recycled content.**
- **100% post-consumer recycled content.**
- **FSC-certified wood.**

**Required for new flooring, graphics, materials; Optional for reused flooring, graphics, materials.**
The GMEGG Survey is subject to change annually, and may vary slightly from the requirements listed above. Any changes will be minor and arrive, you may be unable to set up your booth, receive your orders from Freeman and/or print your badges at registration. Because sustainability is the heart and soul of Greenbuild and your answers to the survey are disposing of waste and recyclables at these stations. For attendee and exhibitor use during show hours. Each exhibitor is responsible for throughout the show, including set-up and move-out. Additional waste streams will 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 • 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 wherever 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. Waste Management 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. Exhibitors using EACs 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 stall 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. 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 stall 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. Waste Management, cont. The exhibitor will meet one or more of the following requirements: • If the exhibitor plans on leaving any items after the show, the exhibitor will shipped back to the exhibiting company after the event. • Exhibitor will meet one or more of the following requirements: • 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 building. • Be comprised of FSC-certified wood. 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 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 attendees and exhibitor use during show hours. Each exhibitor is responsible for disposing of waste and recyclables at these stations. Shipping Materials Exhibitor will meet one or more of the following requirements: • 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 building. • Be comprised of FSC-certified wood. Exhibitor will meet the following mandatory requirement: • No polystyrene will be used in booth shipment (i.e. packing peanuts, Styrofoam, MS or foam placers). On-Site Operations 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. The GMEGG Survey is subject to change annually, and may vary slightly from the requirements listed above. Any changes will be minor and will be published in the first quarter of 2020.
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 (Georgia World Congress Center and the Mercedes Benz Stadium).

- 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.
- 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, contracted shuttles, 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: Georgia World Congress Center water consumption for the duration of Greenbuild 2019, Mercedes Benz Stadium water consumption for duration of Celebration Event 2019, Levy food and beverage procured for Greenbuild 2019 at GWCC, Celebration Event food and beverage data was not provided by the venue, Freeman Freight Fuel and TMS shuttle fuel, Paper procured for Greenbuild 2019 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.
Appendix C
Data Boundary and Quantification Methods

Water Footprint Calculations
The following details the measurements in the water footprint.

1. Georgia World Congress Center– total water consumption during Greenbuild move in, event and move-in/out days was reported through manual meter readings.
2. Mercedes Benz Stadium– water consumption was reported by manual meter readings at the start of the event and the end of the event.
3. Levy– 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.
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 2019 (Environmental Paper Network).

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.

Convention center back-of-house waste streams measured and tracked included:

1. Composted material – scale weight of compactor as reported by hauler
2. Comingle Recycling (Plastic/Aluminum/Glass/Cardboard) – scale weight of compactor as reported by hauler
3. Visqueen/Plastic Film – Materials were collected but were not weighed and unfortunately went into landfill.
4. Large Debris (C&D) – scale weight of items from open top as reported by hauler. Items that could not be recovered or recycled were weighed separately and attributed to waste to energy total
5. Wood – Weight estimated based on # of pallets donated
6. Carpet/Padding – scale weight of use. Scrap was sent to landfill
7. Donated Food – food items were weighed and reported by donation partner Goodr
8. Donated Items – weight captured on forklift during loading process for individual donation recipient groups

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

1. Composted material, Comingle Recycling, and Landfilled materials – scale weight of collection containers at facility, data provided by Mercedes Benz Stadium Waste Management Team

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 primary venue
- Stationary combustion of fuels at venues
- Mobile fuel combustion of fuels at primary venue
- Estimated mobile fuel combustion of freight:
  - General contractor/show management deliveries
  - Exhibitor freight sent from advanced warehouse to the center
  - 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 2019.

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
- 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

<table>
<thead>
<tr>
<th>STATUS</th>
<th>GOAL</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>![x]</td>
<td>Maintain baseline attendee engagement of sustainability pledge participation.</td>
<td>Taking the pledge out of registration resulted in a drop in online participation.</td>
</tr>
<tr>
<td>![x]</td>
<td>Create baseline social media campaign for sustainability pledges.</td>
<td>We did use social media however, we did not create a specific social media strategy around this.</td>
</tr>
<tr>
<td>![✓]</td>
<td>Keep carbon offset program to $15 and provide backstory and information on the project we are supporting with offset purchase.</td>
<td></td>
</tr>
<tr>
<td>![✓]</td>
<td>Create additional programming and information at the Sustainability Hub.</td>
<td>Great engagement with demo by local organizations and onsite sustainability pledges.</td>
</tr>
<tr>
<td>![✓]</td>
<td>Waste Diversion Rate 25% above convention center baseline.</td>
<td>52% improvement over baseline.</td>
</tr>
<tr>
<td>![✓]</td>
<td>Lanyards made from 100% Recycled content, made and sourced in US and packaged in bulk, not polybagged.</td>
<td></td>
</tr>
<tr>
<td>![✓]</td>
<td>Audit of media publications shipped for pub bins. Media barterers must only bring 300-500 copies of each publication.</td>
<td>We had almost 5,000 lbs of left over materials.</td>
</tr>
<tr>
<td>![✓]</td>
<td>Create a digital sustainability &quot;hub&quot; on the website and in the app to give an overview of the highlights of the GB sustainability program.</td>
<td>Created a link to show sustainability information on the website and a button to make a pledge on the app, but could’ve been more engaging.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STATUS</th>
<th>GOAL</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>![✓]</td>
<td>Sustainability-specific event hashtag where attendees can show their sustainability efforts on twitter, IG, etc.</td>
<td>Did not create a sustainability hashtag for this show.</td>
</tr>
<tr>
<td>![✓]</td>
<td>Increase awareness of net zero area/booth space powered by the microgrid.</td>
<td></td>
</tr>
<tr>
<td>![✓]</td>
<td>Provide sustainable hospitality resources to hotel properties.</td>
<td></td>
</tr>
<tr>
<td>![✓]</td>
<td>Straws available on request only. Compostable or metal only. No single use plastic.</td>
<td></td>
</tr>
<tr>
<td>![✓]</td>
<td>Eliminate all bottled water from the convention center.</td>
<td></td>
</tr>
<tr>
<td>![✓]</td>
<td>10% audit/check-in rate with exhibitors.</td>
<td></td>
</tr>
<tr>
<td>![✓]</td>
<td>Increase GMEGG participation to 85%.</td>
<td>Achieved a 78% participation rate which is great!</td>
</tr>
<tr>
<td>![✓]</td>
<td>Communicate GMEGG program and details to exhibitors through at least five mechanisms and directly to exhibitors through sales calls.</td>
<td></td>
</tr>
<tr>
<td>![✓]</td>
<td>Provide quality on-site GMEGG auditor training, including sales team.</td>
<td>Did a training prior to the show, however, didn’t include sales team.</td>
</tr>
</tbody>
</table>

= ACHIEVED  = NEEDS IMPROVEMENT  = NOT ACHIEVED