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MESSAGE FROM THE U.S. GREEN BUILDING COUNCIL

Dear Greenbuild community,

In 2014 Informa Exhibitions and the U.S. Green Building Council (USGBC) welcomed nearly 18,000 visitors to New Orleans, La., for our 13th annual Greenbuild International Conference and Expo—the world’s largest conference and expo dedicated to green building. New Orleans was selected as our host city as part of a community commitment to help rebuild the city on a foundation of green building, and as one of America’s most culturally and historically-rich destinations it proved to be the perfect backdrop to continue the green revolution.

Greenbuild 2014 brought together green building experts from around the world for three days of education sessions, renowned speakers, green building tours, networking and an impressive expo. USGBC strives to make our annual meeting 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 2014, we were proud to continue to raise the bar, and it is with great excitement that we share with you the Greenbuild 2014 Sustainability Report, summarizing our sustainability initiatives and performance results.

As an event destination, New Orleans boasts a unique culture and energy of resilience. However, the hospitality industry, like other industries, is catching up with many national best practices when it comes to sustainability due to infrastructural damage and the need for re-education. During our time in the city we were pleased to see that the market is responding by offering important services, and we were happy to have played a role increasing awareness regarding their availability.

Each year we push to improve our performance, and 2014 was no exception. Traditionally, we offset 100% of our emissions through a partnership with Terrapass, and for the first time ever, Greenbuild purchased all Green-e certified offsets and RECs, making it the largest U.S. Green-e certified event ever. We also pushed the envelope, bringing green building concepts to life within the expo, through the creation of the “Net Zero Zone”—a 1,500 square feet of show floor space powered completely by onsite, solar energy.

As in years past, we worked closely and tirelessly with our key venue partners to minimize waste and maximize waste diversion. Both venues, the Ernest N. Morial Convention Center and Mercedes-Benz Superdome, stepped up to the plate, introducing glass recycling and composting, for example. The culmination of many efforts resulted in a very successful 71.5% diversion.

With every show and destination there are challenges, and in 2014 we faced information-collecting challenges while working with hotel properties, but we were committed to helping them adopt industry best practices. At the close of the event, we were impressed and grateful for those properties that raised the bar and are now aiming for long-term adoption of those practices.

We are proud of the hard work and results achieved at Greenbuild 2014 and extend thanks to our event partners who worked hard alongside us to make it all possible. As we set our sights on 2015 we are excited about our next challenge—as we bring Greenbuild to USGBC’s hometown and the nation’s capital, where we are eager to work with the green building advocates of Washington, D.C., to host an event that leaves a lasting legacy of improved green building practices.

We look forward to seeing you there!

Sincerely,

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

Lindsay Roberts  
Greenbuild Show Director  
Informa Exhibitions
ABOUT GREENBUILD

Greenbuild is the world’s largest conference and expo dedicated to green building. The green building community gathers to share ideals and mutual passion at Greenbuild, sparking a contagious buzz throughout the week.

When industry leaders, experts and frontline professionals dedicated to sustainable building in their everyday work come together, the result is a unique and palpable energy. Participants are invigorated and inspired. They find themselves equipped to return to their jobs with a renewed sense of purpose.

Greenbuild features three groundbreaking days of inspiring speakers, invaluable networking opportunities, industry showcases, LEED workshops and tours of the host city’s green buildings.

2014 DEMOGRAPHICS

76 COUNTRIES REPRESENTED

142,000 SQUARE FEET

17,507 ATTENDEES

552 EXHIBITORS

26% Architecture/Engineering & Design Firms
13% Contractors & Builders
7% Government & Utilities
10% Manufacturing

12% Other
16% Professional Services Consulting/Education
6% Real Estate
9% Trade Associations/Non Profits

GEOGRAPHICAL BREAKDOWN

CANADA: 4%
INTERNATIONAL: 6%
UNITED STATES: 90%

REGIONAL BREAKDOWN*

CENTRAL: 27%
FAR WEST: 12%
MOUNTAIN: 3%
NORTHEAST: 26%
SOUTHEAST: 26%
SOUTHWEST: 6%
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. The key performance indicators (KPIs) presented in the table below highlight both areas of achievement and opportunities for future growth.

<table>
<thead>
<tr>
<th>Greenbuild Key Performance Indicators</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendees (#)</td>
<td>17,507</td>
</tr>
<tr>
<td>GHG Emissions Per Attendee (lb CO2e)</td>
<td>1,426.23 lb</td>
</tr>
<tr>
<td>GHG Emissions Offset (%)</td>
<td>100%</td>
</tr>
<tr>
<td>Total Waste Per Attendee (lb)</td>
<td>16.9 lb</td>
</tr>
<tr>
<td>Total Waste Diversion (%)</td>
<td>71.5%</td>
</tr>
<tr>
<td>Waste Diversion at Convention Center (%)</td>
<td>78%</td>
</tr>
<tr>
<td>Waste Diversion Over Convention Center Baseline (%)</td>
<td>67%</td>
</tr>
<tr>
<td>Local Food Sourced at Center (&lt;100 miles, % by weight)</td>
<td>40%</td>
</tr>
<tr>
<td>Regional Food Sourced at Center (&lt;500 miles, % by weight)</td>
<td>73%</td>
</tr>
<tr>
<td>USDA Organic Food Sourced at Center (% by weight)</td>
<td>.6%</td>
</tr>
<tr>
<td>Waste Diversion at Celebration Venue (%)</td>
<td>68%</td>
</tr>
<tr>
<td>Local Food Sourced at Celebration Venue (&lt;100 miles, % by weight)</td>
<td>97%</td>
</tr>
<tr>
<td>Regional Food Sourced at Celebration Venue (&lt;500 miles, % by weight)</td>
<td>100%</td>
</tr>
<tr>
<td>USDA Organic Food Sourced at Celebration Venue(% by weight)</td>
<td>0%</td>
</tr>
<tr>
<td>Sustainable Signage Sourced (%)</td>
<td>77%</td>
</tr>
<tr>
<td>Materials Donated to Local Organizations (lb)</td>
<td>9,487 lb</td>
</tr>
<tr>
<td>Food Donated (lb)</td>
<td>4,027 lb</td>
</tr>
<tr>
<td>Hotels - Walking Distance (1 mi) (%)</td>
<td>86%</td>
</tr>
<tr>
<td>LEED Certified Venues (#)</td>
<td>0</td>
</tr>
<tr>
<td>Exhibitor GMEGG Participation (%)</td>
<td>70%</td>
</tr>
<tr>
<td>Green Exhibitor Award Participants (#)</td>
<td>91 (17.5%)</td>
</tr>
</tbody>
</table>

Greenbuild’s carbon footprint in 2014 was 11,326 MTC02e, equivalent to the annual electricity use of 1,588 homes.¹

¹ EPA Greenhouse Gas Equivalencies Calculator
OBJECTIVES & GOALS

The USGBC has established six long-term objectives for improving the sustainability performance of Greenbuild. We believe these objectives address the most relevant event impacts and challenges with which Greenbuild, and our industry, are faced. In 2013, we reflected on our objectives and added a 7th objective: to catalyze the advancement of green building initiatives and sustainable operations within the hospitality industry. Greenbuild has the unique opportunity to leverage the USGBC mission, along with the energy and talents of our members, to highlight the intersection of sustainable buildings and sustainable events, and raise the bar for both. The Greenbuild team has always felt passionate about supporting advancement within the meetings and events industry, and we are excited to begin more formally tracking and sharing our progress in this area.

1. Move Toward a Zero Waste Event
2. Increase Stakeholder Education and Engagement
3. Improve Sustainable Sourcing
4. Improve Performance Tracking
5. Reduce Greenhouse Gas Emissions
6. Positively Impact Communities
7. Catalyze the Advancement of Green Building Initiatives and Sustainable Operations within the Hospitality Industry

To ensure continuous improvement and focus, every year we set specific goals and targets related to our key objectives. Goals connected to venue or vendor performance (e.g., waste diversion, local food sourcing) remain relatively constant, as Greenbuild tackles new, regional challenges with new partners each year. Goals connected to the Greenbuild team’s performance (e.g., procuring sustainable merchandise, phasing out the use of vinyl in show design) are more likely to evolve over time. These goals are less dependent on location and more reliant on ongoing collaboration with our vendor partners and supply chain. The table on the following page highlights important goals set for Greenbuild 2014.
## 2014 GOAL HIGHLIGHTS

The following are key goals set for Greenbuild 2014. The many best practices we set as mandates to be met every year (offsetting 100% of event greenhouse gas emissions, for example) can be explored in the Greenbuild Sustainable Event Best Practices Guide.

<table>
<thead>
<tr>
<th>GOAL</th>
<th>2014 Results</th>
<th>Primary Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>65% waste diversion at Morial Convention Center (MCCNO)</td>
<td>78%</td>
<td>Zero Waste</td>
</tr>
<tr>
<td>90% waste diversion at Superdome</td>
<td>68%</td>
<td>Zero Waste</td>
</tr>
<tr>
<td>95% GMEGG participation</td>
<td>70%</td>
<td>Stakeholder Engagement</td>
</tr>
<tr>
<td>25% attendee opt-out from conference registration materials</td>
<td>11%</td>
<td>Stakeholder Engagement</td>
</tr>
<tr>
<td>50% local food and beverage items served at convention center</td>
<td>40%</td>
<td>Sustainable Sourcing</td>
</tr>
<tr>
<td>80% local food sourced for Celebration</td>
<td>97%</td>
<td>Sustainable Sourcing</td>
</tr>
<tr>
<td>Source tote bag made from 100% recycled content and made in USA</td>
<td></td>
<td>Sustainable Sourcing</td>
</tr>
<tr>
<td>Collect post-show sustainability impact reports from 100% of hotel partners</td>
<td>81%</td>
<td>Tracking</td>
</tr>
<tr>
<td>Create an “Energy Conservation Task Force” to follow a daily shut down plan to conserve energy.</td>
<td>✔️</td>
<td>Reducing GHG Emissions</td>
</tr>
<tr>
<td>Sponsor one or more legacy projects to leave a social and environmental impact in the local community</td>
<td>✔️</td>
<td>Impacting Communities</td>
</tr>
<tr>
<td>Ensure leftover food from the conference is donated to non-profit groups who help fight hunger in New Orleans</td>
<td>✔️</td>
<td>Impacting Communities</td>
</tr>
<tr>
<td>Ensure reusable expo materials exhibitors choose not to ship back are donated to local charity groups</td>
<td>✔️</td>
<td>Impacting Communities</td>
</tr>
<tr>
<td>Encourage vendor partners to develop solutions for Greenbuild that can also be used for other clients</td>
<td>✔️</td>
<td>Catalyzing Industry Advancement</td>
</tr>
</tbody>
</table>

Legend: ✔️ Achieved, 🔄 Progress, 🌟 Improvement Needed
SUSTAINABILITY LEADERSHIP JAZZ

The following sections of this report summarize efforts around each Greenbuild sustainability objective—related goals, progress made and challenges faced. In addition, select case studies are provided for an in-depth and practical view of event sustainability.

As you read this report, you will find that many of our efforts and programs span multiple objectives. This overlap illustrates the power of sustainability to drive win-win results across many aspects of an event. We have done our best to assign each goal, progress item and challenge to a single Greenbuild objective that best represents that goal.

MOVE TOWARD A ZERO WASTE EVENT

Waste from large events is generated in high volumes and is often highly visible to attendees and exhibitors. Participants eat meals on the go, hundreds of exhibits are assembled and broken down, and printed materials are disseminated throughout the convention center—all producing materials for disposal.

Each year, the Greenbuild team collaborates with key event stakeholders to reduce the amount of materials produced, reuse materials wherever possible and create a detailed waste management plan to maximize waste diversion from landfill. Throughout this process, we look to engage and educate Greenbuild partners and participants to create a heightened awareness around responsible waste generation and management.

### 2014 GOALS | 2014 ACHIEVEMENTS
---|---
65% waste diversion at Morial Convention Center (MCCNO) | ✓ 78% (exceeded goal by 13%)
Implement front-of-house and back-of-house composting at MCCNO | ✓
90% waste diversion at Superdome | ✓ 68%
Implement front-of-house and back-of-house composting at Superdome | ✓
Implement glass recycling (in addition to existing recycling program) at Superdome | ✓
Increase exhibitor donations by 10% | (exhibitor donations down by 20%)
Use china for all smaller-scale conference events at the center (500 people or less) | (used china for summits and special events, not for workshops due to cost)
100% of hotels implement in-room recycling programs | (95%)
100% of hotels implement amenity donation programs | (40%)
Reduce registration mailer quantities by 10% | (same quantity as 2013)
Reduce postcard quantities | ✓ (12% reduction)

Legend: ✓ Achieved, ✓ Progress, ✓ Improvement Needed
**MOVE TOWARD A ZERO WASTE EVENT (CONT.)**

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remove spiral binding from education program to improve recyclability.</td>
<td>![Checkmark] (combined education guide and expo guide into one “perfect bound” show guide)</td>
</tr>
<tr>
<td>Increase downloads of the mobile app by 5% to decrease dependence on printed materials</td>
<td>![Progress] (7% increase)</td>
</tr>
<tr>
<td>Incorporate attendee registration materials opt-out option into registration</td>
<td>![Checkmark]</td>
</tr>
<tr>
<td>Recycle 100% of carpet scrap</td>
<td>![Checkmark] (in partnership with Freeman)</td>
</tr>
<tr>
<td>Recruit enough volunteers to staff all bins and recycling centers</td>
<td>![Graph]</td>
</tr>
</tbody>
</table>

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2 Donations per square foot of rented exhibitor space

3 There were 21 total hotel partners for Greenbuild 2014. All hotels were audited onsite with the exception of The Crowne Plaza, which opted-out of a hotel audit in favor of paying a penalty fee. All audited hotels had in-room recycling bins in place. Hotel practice figures reported assume non-compliance for The Crowne Plaza in all instances.

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**GREENBUILD BEST PRACTICES**

- Form a waste management planning team comprised of event management, operations, catering, waste haulers, general services contractor and CVB to develop a comprehensive waste reduction and diversion plan.
- Develop an Exhibitor Donation Program in collaboration with the CVB, convention center and general services contractor.
- Provide consistent multi-stream recycling stations.

Please see the Greenbuild Sustainable Event Best Practices Guide for more ideas on moving toward a zero waste event.
2014 PROGRESS

The efforts around minimizing and responsibly diverting waste materials at Greenbuild are extensive. As a result of the Greenbuild team’s growing experience and the Morial Convention Center’s strong commitment to success, this year’s overall diversion rate was 71.5%, including waste diversion at the convention center (78%) and Superdome celebration venue (68%).

CONVENTION CENTER. The Morial Convention Center enthusiastically exceeded the Greenbuild 2014 waste diversion challenge of 65% waste diversion by:

- Adding new waste streams including carpet/padding, organics (front of house collection), visqueen/plastic film, and C&D (large debris) waste
- Purchasing new, color-coded bin sleeves and designing effective signage to create consistent 4-stream waste stations throughout the center
- Implementing manual waste sorting on the back docks to maximize diversion
- Training all Environmental Services Department employees on Greenbuild waste protocol

CATERING. Centerplate played an integral role in the waste diversion process by:

- Ensuring all food service ware used throughout the center was ASTM D6400 certified compostable (including very tricky coffee cup lids!)
- Implementing an extensive kitchen composting and recycling program
- Continuing food donation to Second Harvest

HOTELS. 95% of hotels implemented in-room recycling for Greenbuild, with many indicating hopes for continuing the program. Some hotel brands, such as Marriott, collaborated across properties to source in-room recycling receptacles.

EXHIBITORS. Each year, exhibitors help divert waste namely through complying with waste related practices outlined in the Greenbuild Mandatory Exhibition Green Guidelines (GMEGG) (material reuse, reusing packing supplies, limiting printed material quantities, reusing booth elements and carpeting). Exhibitors also help divert waste by actively signing up for the Exhibitor Donation Program.

VENDORS. Each vendor plays a unique role in helping responsibly manage waste. AV partner PRG collected all batteries onsite for reuse, ProShow incorporated sustainability into their temporary staff training. For the first time, Cadmium offered digital receipts only for all conference proceedings purchases. Freeman is a critical waste management partner for Greenbuild, ensuring materials used for event design are reusable or recyclable. Additionally, Freeman recycled all carpet from Greenbuild 2014 and managed the Exhibitor Donation Program in partnership with the center and CVB. United Cleaning ensured all staff were trained to ensure the high volume of waste generated on the expo floor was collected in separate tilt carts (cardboard, plastic films, mixed recycling, carpet). The United team did such an efficient job of collecting waste that exhibitors commented move in was safer and faster due to the cleanliness of the aisles.

GREENBUILD CELEBRATION. Celebration planning partner, Eventologie, worked with the Superdome to design a simple and effective waste system where attendees could dispose of compostables and recyclables, eliminating the need for front-of-house landfill bins all together. Glass was also generated, but only behind staff-maintained bars. The Superdome worked local waste hauler, Phoenix Recycling, to recycle 762 lbs of glass from the event.

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4 There were 21 total hotel partners for Greenbuild 2014. All hotels were audited onsite with the exception of The Crowne Plaza, which opted-out of a hotel audit in favor of paying a penalty fee. All audited hotels had in-room recycling bins in place. Hotel practice figures reported assume non-compliance for The Crowne Plaza in all instances.
At the Greenbuild 2014 Celebration event, the used Mardi Gras bead chandeliers and recycled glass bottle trees were not only unique decor items, but highlighted the issues of limited recycling in the city as well as the growing concern of wasted beads. New Orleans is a city chock-full of scrap finds (from metal, doors, windows and beyond) that we enjoyed working with the local vendors to turn from “trash” into treasures. Treasures that shared a message, highlighted NOLA’s culture and complemented this year’s Leadership Jazz theme.

- April Trigg, Eventologie

SPOTLIGHT

Adrian Faciane
Environmental Services, Department Manager, Morial Convention Center

Adriane provided leadership, positive energy and proactive problem-solving skills to the development and implementation of the Greenbuild 2014 waste management plan.

CHALLENGES & OPPORTUNITIES

2014 CHALLENGE: Many waste haulers in New Orleans do not offer recycling services (many outsource to 1 or 2 providers). Therefore, local venues and hotels are not aware of new composting and glass recycling opportunities in the city.

2015 OPPORTUNITY: Working to continue increasing awareness and education about available waste services to the New Orleans hospitality community through other Informa events hosted in the city.

2014 CHALLENGE: Implementing waste separation in the kitchen is more difficult than front-of-house due to the volume of variety of material generated.

2015 OPPORTUNITY: Creating a kitchen-specific waste plan to address the complexities and unique nature of the operation, with an emphasis on kitchen staff training.

2014 CHALLENGE: Some hotels reported premium waste hauling fees associated with recycling.

2015 OPPORTUNITY: Encouraging hotel partners to adopt waste diversion practices in advance of Greenbuild to avoid operational disruption, confusion and surprise waste fees related to last minute service requests.

2014 CHALLENGE: Difficult to recruit enough volunteers to cover the several hundred recycling stations throughout the center.

2015 OPPORTUNITY: Working to increase attendee awareness and education to a level where they understand what materials are recyclable and compostable, along with smartly designing bin station to be “self explanatory.”
**CASE STUDY**

**Thoughtful Design = More Impact, Less Waste**

Thoughtful event design helps reduce waste and can create continual value beyond the life of your event. Here are two examples of how this concept was brought to life at Greenbuild 2014:

**Composting To Grow Community**

The pre-consumer organics (think pepper tops and fruit peels) produced in the Centerplate kitchen and the post-consumer food scraps and compostables (think compostable PLA cups and leftover french fries) were all collected and sent to The Composting Network located just 15 mins from the convention center. These compostable materials made up 9,160 lb of waste diverted from landfill. Organics are particularly important to divert from landfill because when placed in anaerobic conditions (like a landfill) they decompose and release methane gas (a greenhouse gas more than 20 times more potent than carbon dioxide). However, the benefits of diverting organics and compostables does not stop there.

At The Composting Network community garden, these materials are artfully processed into nutrient rich compost and soil amendments that create healthy land and help grow nutritious food. A portion of the proceeds from the sales of those products ($9,000 in 2014) were used to fund the NOLA Green Roots community garden and education classes which impact nearly 900 local households. The food from the community garden feeds participating residents (operates like a CSA), and in 2014, 18,000 lb of fresh food was donated to residents in need.

The work of The Composting Network illustrates how Centerplate’s investment in compostable food service ware and the decision by the Morial Convention Center’s Environmental Services Department to manually sort through materials to ensure the compost stream is not contaminated are not only investments in improving their sustainability performance, but a direct investment in reducing environmental impact and supporting the local community. More information about The Composting Network and its innovative work can be found at [http://compostingnetwork.com/site](http://compostingnetwork.com/site).

**Exceptional Exhibits**

The 2014 Greenbuild LivingHome, designed and developed by LivingHomes and in partnership with Make It Right, is a net-zero electricity demonstration home that was built to LEED v4 Platinum* standards. Features of the home included the following:

- Designed to provide a comfortable, healthy, safe, resilient and adaptable environment for its occupants.
- Showcased market-ready and replicable design innovations, modular construction systems, and a wide range of certified products (including Cradle To Cradle) selected to meet advanced performance criteria for energy, water, indoor environmental quality, durability, and materials and resources.

The Greenbuild LivingHome, designed and developed by LivingHomes and in partnership with Make It Right, was permanently placed for occupancy in the Lower 9th Ward in New Orleans after Greenbuild. Make It Right is the nonprofit architecturally and ecologically advanced housing development established by actor Brad Pitt in the aftermath of Hurricane Katrina and the 2005 flood in New Orleans. As of May 2014, 100 houses have been built in a neighborhood, east of the Industrial Canal, that was devastated by a crushing wave of water.

In 2007, Pitt, a modern architecture enthusiast, used his celebrity status to raise money and called on some of Louisiana’s and the world’s leading designers to draw up Lower 9th Ward homes that would be cutting-edge in appearance, energy-efficient, ecologically sound structures. The houses now in place, were designed by some of the best-known architects in the world, including Frank Gehry, Thom Mayne and Shigeru Ban.
## INCREASE STAKEHOLDER EDUCATION & ENGAGEMENT

Each year, tens of 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 on-site at Greenbuild, we want attendees to learn and talk about green building concepts, but also to see, experience and actively partake in their application.

To create this unique event experience, the Greenbuild team engages with its staff and event supply chain, including the destination, convention center, hotel partners and vendor partners. These members of the supply chain, as well as hundreds of exhibitors, are integral in implementing sustainable event practices. This engagement leads to greater awareness, learning and improved performance, helping to make Greenbuild as successful (economically, environmentally and socially) as possible.

<table>
<thead>
<tr>
<th>2014 GOALS</th>
<th>2014 ACHIEVEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>95% GMEGG participation</td>
<td>![Progress] (70%)</td>
</tr>
<tr>
<td>20% exhibitor participation in Green Exhibitor Award</td>
<td>![Progress] (17.5%)</td>
</tr>
<tr>
<td>Label local food and beverage items with farm/distributor information</td>
<td>![Progress] (farms labeled at Celebration and Leadership Reception. Center labeled local items as “local”)</td>
</tr>
<tr>
<td>Introduce local hotel community to federal water savings programs and resources</td>
<td>![Progress] (onsite pre-event training on EPA Water Sense Program)</td>
</tr>
<tr>
<td>Communicate key event sustainability programs/initiatives to attendees through invites/collateral/slides/menus at offsite events</td>
<td>![Progress] (some communication &amp; labeling)</td>
</tr>
<tr>
<td>25% attendee opt-out from conference registration materials</td>
<td>![Progress] (11% opt out)</td>
</tr>
<tr>
<td>Improve the on-site sustainability display to be more interactive and effective in conveying information.</td>
<td>![Progress] (implemented wall for attendees to provide feedback)</td>
</tr>
</tbody>
</table>

Legend: ![Achieved] Achieved ![Progress] Progress ![Improvement Needed] Improvement Needed

### GREENBUILD BEST PRACTICES

- Utilize ISO 20121 Sustainable Event Management System as guidance for effective program management and stakeholder engagement
- Require minimum exhibitor sustainability practices through GMEGG (Greenbuild Mandatory Exhibitor Green Guidelines)
- Communicate event greening aspects to attendees via Greenbuild website, pre-show emails, social media and onsite sustainability wall

Please see the Greenbuild Sustainable Event Best Practices Guide for more ideas on increasing stakeholder education and engagement.
2014 PROGRESS

CONVENTION CENTER. DEEPER VENDOR COLLABORATION. Each year, the Greenbuild team further refines its sustainability goals and the process to achieve them. In 2014, our Vendor Sustainability Plan (VSP) document and process were enhanced, leading to more collaboration around goal setting, plan development and progress tracking. Internally, the USGBC and Informa teams also collaborated to capitalize on the knowledge and experience from past Greenbuild events and Informa's extensive event network and supply chain. Communication among the team was constant and the learning curve steep!

HOSPITALITY INDUSTRY RESOURCE. The Greenbuild team makes its sustainability support needs clear in RFPs and contracts, but is also fully committed to assisting our event partners in the growth and learning required for increased performance. As in years past, we worked closely with hotel partners to address issues that were relevant to their community. In 2014, this included a pre-event visit to New Orleans, providing presentations and training on the Trip Advisor Green Leaders and EPA Water Sense programs. Resources, links and contact information were provided to each hotel as a follow up to encourage participation. During the hotel sustainability practices surveying process, it was discovered that many properties did not know what haulers could help them recycle and compost. In response, a NOLA waste resource guide was created and distributed.

INCREASING AWARENESS. Providing attendees, exhibitors and volunteers the information they need to fully participate in Greenbuild’s sustainability programs is always a priority. In 2014, communications on greening included onsite signage, social media, eblasts and articles. The Greenbuild team used the mobile app as a sustainability communication tool, getting messages out to attendees and exhibitors. The 2014 app included a new sustainability icon, making related information and guidelines more prominent. First the first time, greening facts were shared on the main stage performance screens between sets of the celebration concert. Onsite, communications to exhibitors included PA announcements about the donation program as well as signs in expo hall entrance announcing Green Exhibitor Award winners.

ENCOURAGING FEEDBACK. In 2014, we introduced new ways to hear from our attendees and exhibitors. Our post-event surveys included more detailed questions regarding perception and awareness around Greenbuild’s sustainable event efforts. In the spirit of two-way communication, a new component of the sustainability wall was created to ask attendees “What is the biggest sustainable impact you see at Greenbuild?”

PROSHOW, Greenbuild’s event staffing management company, developed a Sustainability Prize Program in 2008 to encourage event staffers to be a model of sustainability while working onsite at Greenbuild (and at home!). The program starts with a preshow training and orientation and then continues onsite with the event staffers living and advocating sustainability. At the end of the event the most sustainable staffer is selected as the winner and awarded the prize of a gift card and a ProShow reusable water bottle.

Congratulations to this year’s winner Elizabeth Thomas for her incredible sustainability efforts at Greenbuild.
CHALLENGES & OPPORTUNITIES

2014 CHALLENGE: Navigating GMEGG can be challenging for exhibiting companies because often the people overseeing booth design are different than the staff onsite. It is also difficult to enforce the guidelines when exhibitors are a critical customer and component of the show.

2015 OPPORTUNITY: USGBC and Informa staff working together to ensure all Informa sales staff feel comfortable “selling” and explaining the value of this program to exhibitors to get their buy-in and get them excited about being showcased through the Green Exhibitor Award, for example.

2014 CHALLENGE: Hotel sales personnel are generally not comfortable discussing sustainability, making it difficult to discuss issues and make significant progress.

2015 OPPORTUNITY: Utilizing well-known, industry platform, Trip Advisor Green Leaders Program to evaluate potential hotel partners, encourage industry best practices and encourage attendees to use the online platform to provide feedback on performance.

2014 CHALLENGE: Conference materials opt-out is a relatively new concept for attendees and there can be challenges with the perception they aren’t “getting as much value” when not receiving hardcopies of materials.

2015 OPPORTUNITY: Begin communication regarding registration material opt-out earlier in the process to increase participation and reduce material use.

2014 CHALLENGE: Collecting multiple iterations of Vendor Sustainability Plans and post-event data from partners is time consuming and sometimes difficult when people have shifted their attention to other events/tasks.

2015 OPPORTUNITY: Continuously simplify and improve the Vendor Sustainability Plan documents and process, potentially placing files in an online platform.
Case Study

**The Attendee Sustainable Event Experience**

**Pre-Event**

- **Registration:** Option to opt out of conference materials and offset carbon footprint.
- **Communications:** Walking directions from hotel to center and sustainability tips.

**Greenbuild**

- **Hotel:** Greenbuild 100% birch wood key card; in-room recycling options.
- **Mobile App:** Sustainability messages.
- **Sustainability Wall:** Greenbuild highlights and “What We’re Made Of” wall options.
- **Getting Around:** Bike rickshaws.
- **Diversion:** 3-stream recycling stations.
- **Renewables:** Net zero energy grid/solar panel.
- **Dining:** Compostable service ware and labeling of local foods.

**Post-Event**

- **Feedback:** Post-event survey.
- **Report:** Email with event results.
IMPROVE SUSTAINABLE SOURCING

From printed materials to carpet, food and beverage to merchandise, each item that makes up Greenbuild is carefully sourced, taking health, the environment and the impact on those who made it into consideration.

<table>
<thead>
<tr>
<th>2014 GOALS</th>
<th>2014 ACHIEVEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>50% local food and beverage items served at convention center</td>
<td>![Progress icon] (40%)</td>
</tr>
<tr>
<td>50% organic food items served at convention center</td>
<td>![Progress icon] (0.6% organic)</td>
</tr>
<tr>
<td>80% local food sourced for Celebration</td>
<td>![Achieved icon] (97%)</td>
</tr>
<tr>
<td>Have at least one vegan and gluten free option available at every food buffet</td>
<td>![Progress icon] (Specified on BEOs, but not tracked in detail)</td>
</tr>
<tr>
<td>Use 100% ENERGY STAR computers, monitors, printers, laptops and breakout room projectors</td>
<td>![Achieved icon]</td>
</tr>
<tr>
<td>95% local( ^5 ) sub-rental for all AV equipment</td>
<td>![Progress icon] (90% of equipment sourced from within a 600 miles)</td>
</tr>
<tr>
<td>Source tote bag made from 100% recycled content and made in USA</td>
<td>![Achieved icon]</td>
</tr>
<tr>
<td>Source all t-shirts sold in Greenbuild merchandise store (as well as volunteer t-shirts) from the domestically grown, organic cotton</td>
<td>![Progress icon] (volunteer t-shirts domestic and organic. Merchandise shirts not organic due to short supply)</td>
</tr>
<tr>
<td>Use a paperstock for conference proceedings key card</td>
<td>![Achieved icon] (100% recycled paper using plant-based inks, replacing recycled plastic card)</td>
</tr>
<tr>
<td>Eliminate paper receipts for onsite conference proceedings sales</td>
<td>![Achieved icon] (used Square for better overall experience for all parties)</td>
</tr>
<tr>
<td>Eliminate new vinyl from being created for 2014 show, except in Education Labs</td>
<td>![Progress icon] (show offices were built using the same layout and materials as the Education Labs, which contain acrylic)</td>
</tr>
<tr>
<td>Implement three year phaseout plan for vinyl exhibitor tabletop material</td>
<td>![Progress icon] (tested new materials at show site)</td>
</tr>
</tbody>
</table>

Legend: ![Achieved icon] Achieved  ![Progress icon] Progress  ![Improvement Needed icon] Improvement Needed

\(^5\) 100 miles from convention center
NAME BADGES EVOLUTION

Name badges are a prevalent and necessary component of every meeting and event, yet are often made of plastic materials that are very difficult to traditionally recycle. Greenbuild worked for three years to phase away from plastic name badge holders, progressing from printing credentials directly onto a mixed plastic stock (less plastic, but still plastic!) then printing on a paper stock (too many ripped badges!). In 2014, we found our name badge sweet spot by using a recyclable paper material and doubling it over for added durability. The next step is sourcing paper that contains recycled content!

GREENBUILD BEST PRACTICES

- Print show materials on 100% post-consumer, recycled content; using vegetable-based inks
- Print all meterboards and small signage on recyclable, cardboard-based substrates (ideally, containing post-consumer recycled content)
- 100% domestic alcohol service with an emphasis on local/regional beverages

Please see the Greenbuild Sustainable Event Best Practices Guide for more ideas on improving sustainable sourcing.

2014 PROGRESS NARRATIVE

GREEN BUILT SHOW MATERIALS. For Greenbuild 2014, attendees checking into their hotels were welcomed with a specialty hotel key card made from birch wood, harvested from a sustainably managed forest (manufactured by sustainablecards.com). Attendees who did not opt-out of receiving registration materials received a domestically manufactured messenger bag made from recycled water bottles. The show program was printed on 100% post-consumer recycled content paper with vegetable-based inks by a printer that utilizes renewable wind generated power.

HOME GROWN T-SHIRTS. Special effort went into sourcing T-shirts made from domestic, organic cotton. All Greenbuild T-shirts were made from domestically grown cotton. Only the volunteer shirts were made from organic cotton due to shortages in supply. It was rewarding to learn that Texas, home of Informa, is a leader in growing organic cotton here in the US.

CRADLE-TO-CRADLE CARPET. In 2014, new Shaw Anso(R) nylon carpet was selected for use at Greenbuild for the next 3 years. Anso nylon is unique in that the fibers can be recycled endlessly and contain 25% post-consumer recycled carpet material. The fibers are also cradle-to-cradle certified.
2014 PROGRESS NARRATIVE (cont.)

MEANINGFUL MENUS. At the Morial Convention Center, Centerplate worked with the Greenbuild team to ensure 20% of the menus were vegetarian, and thus less carbon intensive. To ensure menus met the demands of evolving attendees, vegan and gluten free options were also made available at every buffet. At a corporate level, Centerplate has created a policy to serve only cage-free eggs. The Morial Convention Center Centerplate team used cage-free eggs for the first time for Greenbuild. Likewise, extensive efforts were made by Eventologie and the Superdome catering team to design a Celebration menu that highlighted the local flavor of the city. The Celebration menu featured over 11 local farms within 100 miles of the event and included: Leidenheimer Baking Company, Covey Rise Farms; Eubanks Farms, Liuzza Farm, Ben and Ben Becnel Farms, Red Hill Mushroom Farm, American Seafood, Chappapeela Farms, Creole Country, Chez Pierre Bakery, Sweet Potato Pie Company.

DECOR WITH A MESSAGE. Our décor featured vintage furniture, communal tables made from repurposed vintage doors, centerpieces in the VIP and Kohler reception areas made from repurposed glass bottles and LED lights which can be continually reused and answer New Orleans’ issue with glass recycling. Recycled bottle trees flanked the sides of the field entrance as well as the main entry corridor. Chandeliers made with repurposed mardi gras beads highlighted the various lounge seating areas. We also had jazz themed metal sculptures created from scrap metals that served as centerpieces in the main seating areas. All tables, chairs, lighting, furniture and linens were reusable items as well. Our photo op float was created from repurposed float sides, live ferns and stage decking.

“I think our biggest successes revolved around the menu and the décor, which stemmed from what are the biggest challenges both in New Orleans and at the Superdome, specifically. As we have seen at other stadium facilities, the practice of sourcing from local farms isn’t a common one as big-box resources tend to offer better pricing as well as access to bulk quantities, fast, which stadiums require for their concessions. We were able to get the Executive Chef and the catering team to embrace the task of seeking out local farms and producers to create the Louisiana focused menu that also offered items for vegetarians, vegans and those with dairy and gluten allergies as well. We also used only compostable products for the main field buffets and bars and china, glass, silver in the receptions. Where we connected our menu to the décor was telling the glass recycling story from both behind the bars with our recycling plan using Phoenix Recycling to manage this element of waste diversion and in the décor features specifically the recycled glass bottle trees and the centerpieces in the VIP and Kohler Receptions.”

– April Trigg, Eventologie
that some hotel sustainability practices are very capital intensive, while others are operational. We work with all our hotel partners to adopt a minimum level of best operational practices and in some cases we cannot partner with a property who has not invested in efficiency technologies. This was the case with a hotel in the room block that used 6 gallons per flush, whereas LEED requires 1.2 gallons per flush and the national standard is 1.6 gallons per flush.

**CHALLENGES & OPPORTUNITIES**

**2014 CHALLENGE:** Difficult to use kegs in some situations because once a keg is tapped the organizer must cover its entire expense, whereas unopened beer and wine bottles can often be returned. For this reason, using kegs at the Greenbuild Celebration was cost prohibitive.

**2015 OPPORTUNITY:** Continually evaluate each event individually, defaulting to sustainable best practices and smartly balancing them with financial limitations.

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**2014 CHALLENGE:** Biophilia (natural elements), while very beneficial to attendees, are difficult to incorporate into often sunless convention center rooms.

**2015 OPPORTUNITY:** Continuing to be innovative and look for ways to incorporate biophilia in special sets and around sustainability wall.

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**2014 CHALLENGE:** “Local” food procurement (within 100 miles) is a challenge for New Orleans, especially when it comes to lettuces and berries, due to its being on the water. Even produce procured in Louisiana can still be 250 miles away.

**2015 OPPORTUNITY:** Continue to work closely with caterers to ensure menus reflect the agricultural strengths of the region.

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**2014 CHALLENGE:** It can be challenging to get hotels to complete evaluation surveys during the contracting phase, due to time and knowledge limitations affecting the sales teams.

**2015 OPPORTUNITY:** Explore using Trip Advisor Green Leaders as a way to evaluate hotel partner capabilities and level of greening practices (saving time on engagement and surveying). This is positive because it is standard across the industry and benefits properties beyond Greenbuild.
WHAT WE’RE MADE OF

The Greenbuild team invests a lot of time working with our key event vendors to ensure we’re utilizing the lowest impact materials, whenever possible. We are also constantly looking for new vendors who are providing smart solutions for the meeting and event industry. We know it’s easy to talk about environmentally- and socially-friendly event items, but not always easy to find them. Below are some examples of the event materials that make up the Greenbuild experience, what makes them great and who we work with to go from concept to reality.

Volunteer T-Shirts
- Content: 100% organic cotton
- Green Features: North Carolina cotton, produced domestically and printed with water-soluble inks
Vendor: T S Designs

Name Badge
- Content: 100% recyclable paper
- Green Features: Only badge stock on the market (at the current time) that is 100% recyclable
Vendor: Compusystems

Conference Bag
- Content: 100% post-consumer recycled plastic bottles
- Green Features: Made in the USA (New Jersey), water-based inks
Vendor: CLI Graphics

Lanyard
- Content: 100% post-consumer recycled content PET fabric.
- Green Features: Made in the USA
Vendor: Ideas ‘N Motion
WHAT WE’RE MADE OF (cont.)

Greenbuild Program & Event Guide
- Content: 100% post-consumer waste recycled paper
- Green Features: Made of FSC-certified paper and printed at a carbon-neutral facility, utilizing 100% renewable electricity in the form of wind and solar RECs with non-petroleum, vegetable based inks
Vendor: Goetz Printing Company

Honeycomb Board (Show Signage, Props and Displays)
- Content: Manufactured from 100% renewable Kraft paper
- Green Features: 100% Recyclable
Vendor: Freeman

Booth Carpet (Tradeshow Booths)
- Content: Up to 45% post-industrial content
- Green Features: Recyclable

Aisle Carpet (Greenbuild Show Floor)
- Content: 25% recycled content
- Green Features: 3 year multi-use then recycled by C.A.R.E. program from Shaw
Vendor: Shaw

Carpet Padding (Expo Hall)
- Content: Made in part from soy-bean oil, zero landfill manufacturing waste
- Green Features: 100% Recyclable Product
Vendor: Freeman
IMPROVE PERFORMANCE TRACKING

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 sustainability indicators around waste, energy, emissions, and sourcing. Greenbuild sustainability KPIs are highlighted on page 8 and a summary of historical performance can be found in Appendix A.

Each year, we carefully evaluate our tracking efforts to ensure we are monitoring the most meaningful indicators and that our measurements are as complete and accurate as possible. This can be a challenge since the meetings and events industry lacks standards around calculating event waste diversion and carbon footprinting, for example. Details around our measurement boundaries and quantification methods can be found in Appendix B.

<table>
<thead>
<tr>
<th>2014 GOALS</th>
<th>2014 ACHIEVEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collect post-show sustainability impact reports from 100% of hotel partners</td>
<td>✅ (81%)</td>
</tr>
<tr>
<td>Document sustainability criteria for each merchandise store item</td>
<td>✅ (criteria tracked, but not displayed consistently on-site)</td>
</tr>
<tr>
<td>Improve collection of flight origin/destination data through registration process (for more accurate carbon footprinting)</td>
<td>🌟 (added fields to registration, but encountered challenges exporting data)</td>
</tr>
</tbody>
</table>

Legend: ✅ Achieved  🌟 Progress  🚚 Improvement Needed

GREENBUILD BEST PRACTICES

- Work with key venues to track waste generation and diversion, water consumption, and energy consumption that can be attributed to the event (for carbon footprinting)
- Track sourcing information (mileage, organic) of all food and beverage items procured
- Communicate tracking needs well in advance of event to allow for discussion and problem solving around limitations

Please see the Greenbuild Sustainable Event Best Practices Guide for more ideas on improving performance tracking.
ISO 20121. In 2014, the USGBC Conference and Events Team and its sustainable event management system were ISO 20121 certified. A significant part of having a successful sustainable event management system is ensuring quality engagement with key stakeholders and continuously evaluating and refining your management system. When it comes to tracking performance, we work to continuously simplify our metrics and our collection and reporting processes, while simultaneously always looking to be as accurate and transparent as possible.

Refining Metrics. In 2014 we continued to refine our event performance metrics by reducing redundancy, removing best practices that no longer require tracking and adding new metrics to align with our future challenges and focus. This year, we added an indicator that captures the number of hotel partner properties that participate in the Trip Advisor Green Leaders program, providing both a high-level view of a destination’s “hotel sustainability awareness” and our effectiveness in encouraging hotel participation. Another new indicator we’re beginning to track is the percentage of “fresh goods” in our menus. Fresh goods being defined as produce, dairy, bakery, and meat/fish/poultry items—to be distinguished from heavily processed items like chips and sodas. Not surprisingly we were able to achieve a much higher “fresh goods” percentage for our single meal, celebration menu (87%) compared to at the convention center (37%) where concessions can contain a high percentage of processed foods. In 2014, we also broke out performance metrics by the convention center and celebration venue to allow us to better compare performance year-to-year in a more apples-to-apples manner, and bring more attention to the strengths and performance highlights of different venue types.

Tracking Our Performance. One of the best ways to track our own performance is to get feedback from our attendees, exhibitors and vendors. In 2014, for the first time, we incorporated questions in our post-event surveys to gauge participant awareness and perception of our sustainable event efforts, specifically. We also requested feedback more formally in our Vendor Sustainability Plan post-event phase to learn how we can make the planning, tracking and reporting process more streamlined and approachable.

CHALLENGES & OPPORTUNITIES

2014 CHALLENGE: Often there are not standard industry terms and definitions that can be adopted.

2015 OPPORTUNITY: Utilize industry standards, such as the APEX/ASTM Green Meeting and Event Standards, as a first reference for definitions and modify or develop new ones as needed.

2014 CHALLENGE: Difficult to collect reliable data in a timely manner from venues and vendors when tracking sustainability performance is not a common exercise.

2015 OPPORTUNITY: Continue to streamline the tracking and reporting process with long-term vendors, and use the process as an education tool for first time venue and vendor partners, for the benefit of Greenbuild and other future shows.
LOCAL FOOD MILES & FOOD MILES: FROM CONCEPT TO CONCRETE

If you ask any planner or caterer if local food procurement is good practice they will likely say “absolutely!” If you ask them what percentage of their menu is local, in many cases they will not be able to tell you. Firstly, because you have to define local, and secondly because “you can’t manage what you don’t measure.” But how do you measure the percentage of local food or number of food miles associated with your menu?

Below we have broken down 2 very common event performance metrics—local food % and food miles. We acknowledge that these calculations can get very complex, but we’ve set out the basics here to get you on your way to tracking your progress in these important areas.

Local Food (%) and Food Miles

You can track local food percentage by weight and/or by value ($). Tracking by weight is recommended because it bypasses the need to collect, sometimes, sensitive cost data from your catering partner and can be more relevant to related greenhouse gas emissions (think trucking 500 lb of potatoes across the country versus really expensive basil).

• Select a meal/menu to start tracking
• Ask the caterer to fill out a spreadsheet like the one below (see yellow highlights). You’ll need to know the items, their weight and where they come from*
• Once you’ve collected this data, perform the following calculations for each item (see blue highlights):
  o % of Total Weight: Weight of Item / Total Weight
  o Total Food Miles: Weight of Item x Miles From Source
  o Local (100 miles): Place a “Y” in the column for items that meet this criteria
  o Local (by % of weight): For items marked “Y,” copy the % of Total Weight value into the column
  o Total each column

From this table you can now see the percentage of local food in this example menu is 29% local food and the total food miles are 41,200 or 97 miles per lb (41,200 miles / 452 lb).

Now that you have a baseline, you can see which items are driving up your food miles and discuss ways to develop delicious, but less carbon intensive menus going forward.

*For fresh goods (e.g., produce, bakery items), the source will be the farm or purveyor. For packaged and processed foods, this is the place of manufacture, NOT the place of distribution).

**Greenbuild uses “within 100 miles” as the definition of local food, aligning with LEED. The APEX/ASTM Green Meeting and Event Standards defines local food as “within 250 miles.”
REDUCE GREENHOUSE GAS EMISSIONS

City-wide conferences and exhibitions produce significant greenhouse gas emissions from carbon-intensive participant air travel, energy use at venues and hotels, and fuel use associated with freight and ground transportation. The Greenbuild team collaborates with event partners to reduce onsite energy use, maximize the use of renewable energy and offset 100% of Greenbuild-related emissions.

<table>
<thead>
<tr>
<th>2014 GOALS</th>
<th>2014 ACHIEVEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Track usage of cyber café computers to determine future orders</td>
<td>✓</td>
</tr>
<tr>
<td>Create an “Energy Conservation Task Force” to follow a daily shut down plan to conserve energy</td>
<td>✓ (USGBC passed responsibility to PRG in 2014)</td>
</tr>
<tr>
<td>Source 50% ENERGY STAR rated equipment for Celebration</td>
<td>(cannot be done because specialized equipment required is not ENERGY STAR rated)</td>
</tr>
<tr>
<td>Provide sustainable transportation to the celebration venue and offset all emissions</td>
<td>(offset bus emissions)</td>
</tr>
<tr>
<td>Work with a VIP transportation service that can offset all emissions</td>
<td>(provider did not offset emissions, but a portion of the VIP fleet were Tesla vehicles)</td>
</tr>
</tbody>
</table>

Legend: ✓ Achieved  ● Progress  ▲ Improvement Needed

GREENBUILD BEST PRACTICES

- Offset 100% of show emissions, including attendee travel to and from destination
- Partner with a transportation management company that offsets shuttle-related carbon emissions
- Encourage exhibitors through GMEGG to consolidate shipments and use a transport provider who is EPA SmartWay registered

Please see the Greenbuild Sustainable Event Best Practices Guide for more ideas on reducing greenhouse gas emissions.
**Net Zero Zone.** This year, Greenbuild was proud to showcase the first ever “Net Zero Zone”—1,500 square feet of show floor space that was fully powered by on-site, alternative energy generation and distribution. The Net Zero Zone, made possible in partnership with EMerge Alliance, was powered by solar panels located on the second level balcony of the Morial Convention Center, creating a “micro grid” within the convention center.

**Green e-Certified Offsets.** Greenbuild 2014 became the largest US conference ever to become Green-e certified. Greenbuild has been offsetting its carbon footprint since 2002, and has cumulatively offset over 96,547 MTCO2e to-date. For the first time, in partnership with Terrapass, Greenbuild has purchased all Green-e certified carbon offsets and RECs, which will support the Hernando Landfill project in Florida and the Rio Grande Landfill project in Texas.

**What are Green-e Climate Certified Carbon Offsets?** Green-e Climate is the first and only independent, third-party certification program for retail carbon offsets sold in the voluntary market. It ensures that Certified Offsets contain only verified reductions from projects that meet high-quality, endorsed standards, and that participating offset sellers deliver correct volumes and types of emissions reductions on behalf of their customers. Green-e Climate also enforces customer disclosure requirements to ensure offsets are as advertised and that full and accurate information is provided to the consumer.
2014 PROGRESS NARRATIVE (cont.)

**Powering Down.** For several years, the USGBC IT team has lead an effort to power down non-critical equipment after show hours. This year, the Greenbuild team more officially partnered with AV partner, PRG, to create an “Energy Conservation Task Force” focused on five key “shut down” areas: public spaces, exhibits, special sets, meeting rooms, and the featured speaker series. In each area, a task force member was assigned to oversee and implement:

- Reduce overall power usage throughout the event - all equipment set to standby or off mode when not used for a period of 30 minutes or more
- Minimize trickle usage during off hours - all equipment (laptops, projectors, video screens, lighting, and audio equipment) which does not require power for memory retention shall be disconnected from power for any period in which it will not be used for 3 hours or more
- All projectors, computers, and other “smart” devices will be set to automatically enter standby mode after 5 minutes without signal and/or activity

Since 2002, Greenbuild has offset 96,547 MTCO2e to make the event carbon-neutral. This is equivalent to the carbon sequestration of 79,137 acres of US forest in one year.\(^6\)

\(^6\) EPA Greenhouse Gas Equivalencies Calculator

### CHALLENGES & OPPORTUNITIES

**2014 CHALLENGE:** Difficulties restricting shuttle bus idling outside celebration venue

**2015 OPPORTUNITY:** Work closely with shuttle partner to educate drivers on the importance of adhering to the no idling policy for Greenbuild and all events

**2014 CHALLENGE:** Sourcing alternative energy shuttle buses that can meet the demands of a large city-wide event

**2015 OPPORTUNITY:** Exploring options with shuttle partner as newer technologies become more readily available

**2014 CHALLENGE:** Lack of a designated area for local labor to lock and store bikes at the convention center

**2015 OPPORTUNITY:** Work with convention center partners, or third-party partners, well in advance of show to address this need

**2014 CHALLENGE:** Difficult to capture data around exhibitor freight—a potentially significant component of exposition carbon footprints

**2015 OPPORTUNITY:** Work with Freeman and exhibitors to to find a viable measurement solution for this under-explored area of event greenhouse gas emissions
NET ZERO GRID: DEMONSTRATING GREEN BUILDING

For Greenbuild 2014, Informa Exhibitions, USGBC, and EMerge Alliance partnered to create the world’s first Net Zero Zone at the Morial Convention Center. The Net Zero Zone, a specially designated exhibit area inside the expo hall, showcased 11 exhibitors in 1,500 square feet of exhibit space. The Net Zero Zone was powered by a micro grid, generating power from onsite solar panels on the second level balcony of the convention center.

Designed using EMerge Alliance standards for the hybrid use of alternating current (AC) and direct current (DC) power in buildings, the Net Zero Zone showcased the efficiency, reliability and resiliency of hybrid microgrids - systems of local electric power generation, storage and distribution that can operate either in combination with the local utility grid or in isolation from it. Booths in the Net Zero Zone demonstrated the seamless capability of autonomously operating both on, off and in combination with the local utility grid.

The unveiling of this on-site microgrid at a conference was significant in terms of demonstrating the technology at the world’s largest sustainable building conference, introducing attendees to this innovative concept. Likewise, it was also an important step for the trade show industry, proving hybrid power in buildings is both possible and practical.

Greenbuild participants were able to get a hands-on look at the technology, both at the Net Zero Zone exhibit booths and the solar panels on the break balcony, and were encouraged to learn more at the Net Zero Networking Lounge.
POSITIVELY IMPACTING COMMUNITIES

Greenbuild is carefully planned and designed each year to provide attendees with an educational and inspiring onsite experience. The event may only last days, but attendees continue to benefit from the connections and ideas generated at Greenbuild long after they’ve returned home. Likewise, we strive to create a lasting impression on our Greenbuild partners, including volunteers, exhibitors, vendors, venues, hotels and the host city.

Our goal to positively impacting communities is three-fold. First, through careful supply chain management, we support businesses and communities that help make Greenbuild possible (e.g., the people who manufacture our conference bags). Second, we strive to leave a living legacy in the local host community that will positively impact residents for years to come (e.g., our annual Greenbuild legacy project). Finally, we look to leave the local hospitality community as a stronger, more sustainable event destination (e.g., improved waste practices, newly established relationships within community).

<table>
<thead>
<tr>
<th>2014 GOALS</th>
<th>2014 ACHIEVEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor one or more legacy projects to leave a social and environmental impact in the local community</td>
<td>✓</td>
</tr>
<tr>
<td>Provide scholarships to students, emerging professionals, faith leaders, community developers and non-traditional professionals</td>
<td>✓</td>
</tr>
<tr>
<td>Ensure leftover food from the conference is donated to non-profit groups who help fight hunger in New Orleans</td>
<td>✓</td>
</tr>
<tr>
<td>Ensure reusable expo materials exhibitors choose not to ship back are donated to local charity groups</td>
<td>✓</td>
</tr>
<tr>
<td>Work with vendor partners to maximize use of local labor (ProShow, Freeman, PRG)</td>
<td>✓</td>
</tr>
</tbody>
</table>

Legend: ✓ Achieved  🎉 Progress  🚺 Improvement Needed

GREENBUILD BEST PRACTICES

- Provide reusable items to local, non-profit groups through an Exhibitor Donation Program and the donation of show management materials
- Select and complete a local legacy project in partnership with the Host Committee to leave a legacy of positive social and environmental change
- Require hotel partners to implement a soap and amenity donation program (locally or through global organization)

Please see the Greenbuild Sustainable Event Best Practices Guide for more ideas on positively impacting communities.
2014 PROGRESS

Serving the Underserved. The Greenbuild LivingHome, designed and developed by LivingHomes and in partnership with Make It Right, was permanently placed for occupancy in the Lower 9th Ward in New Orleans after Greenbuild. The home is a net-zero electricity home built to LEED v4 Platinum standards. Make It Right is the nonprofit founded by actor Brad Pitt to bring cutting-edge in appearance, energy-efficient, ecologically sound structure homes to the Lower 9th Ward. The Greenbuild LivingHome has now found its home in a neighborhood amongst some of the best-known architects in the world, including Frank Gehry, Thom Mayne and Shigeru Ban—bringing light and hope to an area that receives little resources and attention.

Eat Local. Sampling local cuisine is one of the highlights of the conference experience, and certainly in a city like New Orleans with a rich food history. The Greenbuild team goes to great lengths to ensure that restaurants that are used for Greenbuild events or recommended to event participants are non-chain, local restaurants and support local food producers and businesses.

YouthBuild. Greenbuild provided both YouthBuild and Make It Right complimentary expo space and an opportunity to get exposure within the green building community. On-site, these two organizations were able to connect for the first time, spurring a potentially long-lasting, mutually beneficial relationship where young professionals from YouthBuild can gain skills and experience working to support Make It Right’s development work in New Orleans’s Ninth Ward. We love these win-win Greenbuild outcomes!

CHALLENGES & OPPORTUNITIES

2014 CHALLENGE: Difficulties restricting shuttle bus idling outside celebration venue
2015 OPPORTUNITY: Work closely with shuttle partner to educate drivers on the importance of adhering to the no idling policy for Greenbuild and all events

2014 CHALLENGE: Exhibitor donations are decreasing
2015 OPPORTUNITY: After further analysis we believe less materials are being donated because exhibitors are becoming more savvy about designing their booths. We will continue to encourage waste reduction as well as maximizing the donation of any materials that are reusable and left behind...

2014 CHALLENGE: The Legacy Project has a low on-site presence at Greenbuild; attendee awareness of the project may be low
2015 OPPORTUNITY: Work in 2015 to check in on the progress of past legacy projects and share this story with attendees onsite and through other communications—further supporting the sentiment that Greenbuild leaves a lasting impression on each city and community.
Greenbuild Exhibitor Donation Program Recipients

Habitat for Humanity of New Orleans

RESTORE:

The ReStore contributes to New Orleans Area Habitat for Humanity’s mission of eliminating substandard housing by providing the greater New Orleans area with an affordable source of home repair and maintenance supplies, and by providing a self-sustaining source of funding for the affiliate.

Green Light New Orleans

The goal of this free program is to have a positive environmental impact by increasing the use of energy saving bulbs, helping residents reduce their utility bills and reducing the carbon footprint of the community. Green Light changes awareness as we change the bulbs, planting a seed that shows participants that small changes can make a big difference in combating the effects of climate change and rebuilding sustainably.

St. Bernard Project

St. Bernard Project (SBP) is a national long-term disaster recovery nonprofit whose mission is to ensure that disaster-impacted citizens and communities recover in a prompt, efficient, and predictable manner. Through its Disaster Resiliency and Recovery Lab (DRRL), SBP works to share lessons learned, prevent common barriers to recovery, and help communities utilize its standardized, repeatable, and proven-effective model.

Camp Restore

Camp Restore’s mission is to work on restoring faith, home, and community. We do this by helping various organizations carry out their individual missions. Whether it is rebuilding a church for a community of faith; restoring a home where a person can come back to where they have spent a lifetime; replanting wetlands to protect the whole community; or helping the least among us with a hand, together we help bring hope and healing to people.

“I would like to personally thank all of you involved for the generous donation of time, machinery and materials from the Greenbuild Show. Everyone will be happy to know that the majority of the flooring donated will be used on current houses being remodeled.”

- Sean Dugas,
Director of Design and Construction,
St. Bernard Project

SPOTLIGHT

JEFF CHASE
VP Sustainability
Freeman

Jeff goes above and beyond to leverage the breadth and strength of the Freeman organization for the benefit of its clients. As an industry leader, he artfully pulls together the parties required to make things happen. Jeff is the first person on the green team to arrive and the last to leave.
CENTER FOR SUSTAINABLE ENGAGEMENT & DEVELOPMENT (CSED) ENERGY EFFICIENCY EDUCATIONAL CENTER.

Each year, Greenbuild selects a community project in the city where Greenbuild is taking place and uses it as an opportunity to improve a local community and leave a lasting legacy of sustainability and the mission behind Greenbuild. Visit greenbuildexpo.com for more information on the project selected as the Legacy Project for Greenbuild 2015.

The Greenbuild 2014 Legacy Project was submitted by the Lower 9th Ward’s Center for Sustainable Engagement and Development. CSED’s Energy Efficiency Educational Center was remodeled into a community hub for green building and energy efficiency education.

With the donation of 5227 Chartres, the Center for Sustainable Engagement and Development (CSED) had the unique opportunity to remodel a 130 yr. old historic barge board house into an energy efficiency educational center (Center). The space now showcases energy efficiency upgrades and serves as an educational and training center for the community. The house was remodeled keeping with its original barge board design. The Center is equipped with truth windows giving visitors the ability to ‘peek through’ the construction and see types of energy efficient upgrades made to the house. Placards accompany the truth windows explaining the energy efficient upgrades, their benefits, and amount of savings possible. Finally, the Center will have a room dedicated to teaching classes and DIY workshops for the community.

The Center showcases the technologies and techniques used in reconstruction that either borrow from the best of design from centuries past and/or demonstrate how the building is designed to last well into the future. The Center will pursue LEED Silver Certification. Each phase of improvement was paired with a blower-door test in order to develop a database of replicable renovation estimates for each scope of work.

The Center continued to move ahead with the renovation and the framing was completed in fall of 2014 through Historic Green’s Greening of the Ninth program. Greenbuild provided Legacy funding to ensure the Center was completed in time for Greenbuild and was available during Greenbuild 2014 for conference attendees to tour.
CATALYZE THE ADVANCEMENT OF GREEN BUILDING INITIATIVES AND SUSTAINABLE OPERATIONS WITHIN THE HOSPITALITY INDUSTRY

Greenbuild provides a unique opportunity for our events team to combine two passions—green building and “green meetings.” Ensuring that Greenbuild is a sustainable event is part of USGBC’s organization mission, but as event organizers, we don’t want our work to stop there. Instead our goal is to promote positive change throughout the hospitality industry by catalyzing the adoption and advancement of green building practices.

While hosting Greenbuild in a new destination each year requires significant work around implementing sustainable practices, the benefit is that Greenbuild touches and affects a new destination and hospitality community every year.

<table>
<thead>
<tr>
<th>2014 GOALS</th>
<th>2014 ACHIEVEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engage meaningfully with all event partners and stakeholders to increase education and use of green building practices for Greenbuild</td>
<td>Achieved (vendor Sustainability Plan feedback indicated engagement process was helpful for vendors)</td>
</tr>
<tr>
<td>Publishing annual Greenbuild sustainable event report</td>
<td>✓ (you’re reading it!)</td>
</tr>
<tr>
<td>Encourage vendor partners to develop solutions for Greenbuild that can also be used for other clients</td>
<td>✓</td>
</tr>
<tr>
<td>Partner with Freeman to phase out vinyl table top covers at Greenbuild</td>
<td>✓ (tested materials onsite for viability for second year)</td>
</tr>
</tbody>
</table>

Legend: ✓ Achieved  🍉 Progress  🏁 Improvement Needed
2014 PROGRESS

The Greenbuild team seeks to catalyze the advancement of green building practices for Greenbuild and beyond. Some examples of the positive ways Greenbuild is affecting change through our partners and their spheres of influence include:

**Informa.** Through the USGBC/Informa partnership in 2013 and 2014, the Informa team has been exposed to the many challenges and opportunities around sustainable event practices. Informa Exhibitions Dallas produces a portfolio of 14 trade shows in various sectors of the construction and real estate industry. Informa has a unique opportunity to leverage its communities, buying power, supply chain and Greenbuild best practices to make its shows higher performing when it comes to sustainability and affect serious change within the industry. Already, Informa has moved to using a printer that uses 100% recycled content paper and created an in-house Green Team to help transition Greenbuild best practices to other shows. Lastly, through the collaboration around building the LEED Platinum home, Informa established a partnership with non-profit Make it Right, which they will continue to work with and support.

> Our team has gained significant knowledge and appreciation of sustainable production methods just by going through the Greenbuild sustainability planning process. We are already sharing information within Informa and spreading sustainable practices to other shows.

- Lindsay Roberts, Greenbuild Show Director, Informa Exhibitions

**PRG.** The PRG Greenbuild team are now acting as a resource within PRG to help colleagues understand and manage challenges and opportunities around sustainability. PRG has developed some best practices as a result of work on Greenbuild and is now offering other shows services including power down planning and more ENERGY STAR rated equipment options.

**ProShow.** ProShow has taken the sustainability practices developed for Greenbuild and applied them across every show they work, including their Sustainability Prize Program, recognizing and rewarding the local, temporary staff member who embodies the spirit of sustainability the most during the meeting.

**Greenview.** As the sustainability consulting and reporting partner for Greenbuild, Greenview works with the Greenbuild team to raise the bar in sustainability practices, measurement and reporting and then apply those practices across other industry-leading shows hosted across the country.

**Freeman.** Freeman and the Greenbuild team have been collaborating for several years to phase out the use of vinyl in signage, build outs and—our favorite—exhibitor table tops! We set a goal in 2013 to phase out vinyl use for table tops in 3 years. In 2014, we tested several promising materials. Unfortunately, none of the materials were ready to go live for Greenbuild 2015, but will continue working with Freeman to explore an option that can be piloted at Greenbuild and ideally one day be offered as an alternative to vinyl to all Freeman customers (much like the rise in popularity of Freeman’s recyclable “honeycomb” signage substrate). A more local and short-term win for Greenbuild 2014 was initiating a new recycling program at the Freeman New Orleans branch to assist the Greenbuild show in meeting its goals.

**Cadmium.** Working with the Greenbuild team, Cadmium switched to a paperless system for conference proceedings receipts onsite. Using Square was a big success and the company has plans for using it at all its future events where proceedings are sold. Likewise, over the past 3 years, Cadmium has moved from selling proceedings codes on DVD disc to a small paper key card—an other practice offered to all Cadmium customers, which will reduce waste, cost and space in attendees bags!

**Morial Convention Center and New Orleans CVB.** The convention center has expanded its waste operations since Greenbuild. Likewise, the CVB now has the experience to work with other event organizers to help facilitate exhibitor donation programs.
2014 PROGRESS (cont.)

**Centerplate.** In 2014, Centerplate announced a company wide policy to serve only cage-free eggs. Greenbuild spurred the early adoption of this policy at Centerplate (MCCNO) for Greenbuild and going forward.

**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.

### CHALLENGES & OPPORTUNITIES

**2014 CHALLENGE:** The Greenbuild sustainability story can be overwhelming to many planners exploring “greening”

**2015 OPPORTUNITY:** Creating a stand alone best practices document and posting it to the Greenbuild sustainability page, as an approachable alternative to the report

---

**2014 CHALLENGE:** Greenbuild has little influence on whether vendors or venues will continue to offer sustainable solutions and services to other event organizer clients

**2015 OPPORTUNITY:** Continue to make the “green meeting” community aware of these solutions to create critical mass and demand for responsible, default practices within our industry (sharing report on GMIC website, speaking events)
Sustainable meetings are directly influenced by sustainable destinations. The most significant impacts of meetings and events can be greatly reduced if the host city has the infrastructure and programs in place to support sustainability initiatives set out by event organizers. New Orleans offers a solid sustainable event foundation, with the following programs and practices:

The Morial Convention Center is located in the heart of the historic French Quarter and consistently ranks as a top destination for meeting and events.

The walkability of New Orleans provides residents and visitors accessibility to the French Quarter, hotels and world-famous food and entertainment. It has a Walkscore of 95 (“Walker’s Paradise”) and a Bikescore of 71 (“Very Bikeable”).

Destination New Orleans has been established as the nation’s center for sustainable and environmentally friendly businesses lead by Greater New Orleans, Inc.

Public transportation options include an extensive network of busses and streetcars throughout every neighborhood of the city run entirely on biodiesel fuel, and electricity.

New Orleans’s historic neighborhoods have more than 35,000 buildings on the National Register of Historic Places.

The Morial Convention Center is committed to improving practices, which include waste reduction, energy and water conservation, and clean air practices.

The MCNNO is New Orleans’ largest contributor to Second Harvest food bank for unprepared foods and Second Helping, the area food bank for prepared foods. Its supply chain includes local bakeries and farms.

New Orleans’ Make It Right builds safe, sustainable, LEED Platinum, and affordable homes for working families and aims to be a catalyst for change in the building industry and improving the atmosphere in New Orleans and beyond.

Before Hurricane Katrina, there was exactly 1 LEED certified building in the entire state of Lousiana. Today, there are almost 1,000 LEED certified homes and/or commercial buildings.
We thank our partners for their commitment to helping us make Greenbuild the most sustainable event in the world.
LOOKING AHEAD

Our goal remains constant—to make Greenbuild as sustainable of an event as possible. To achieve continuous improvement at Greenbuild 2015 and beyond, we will tackle the following challenges in the coming year:

2015

- WELL standard alignment and best practices - health and wellness, creating healthy spaces in existing convention centers.
- Reinforce the connections between Greenbuild sustainability programs and best practices in green building.
- Continue to search for more sustainable materials for show decorations, tabletops and attendee giveaways.
- Increase engagement of sponsors in sustainability practices.
- Improve the resources provided to exhibitors to encourage more sustainable practices on the expo hall. Promote examples of tradeshow sustainability and provide green booth resources for exhibitors. Focus on on-site implementation and simple, but impactful actions.
- Use Vendor Sustainability Plans (VSPs) to drive deeper conversations with vendors by creating a more formal review and discussion process after the completion of each part of the VSP.
- Increase understanding of vendor shipping practices and on-site freight handling operations, to identify potential areas of improvement.
- Educate vendors on prioritizing sub-vendors based on sustainable practices.
- Improve the communication of hotel priorities and catalyze more changes in hotel room operations prior to the show.
- Focus on the legacy of sustainability programs left in each venue that we visit, emphasizing the importance of the continuation of sustainability practices that are implemented for Greenbuild.
- Seek out more creative ways to involve attendees in Greenbuild sustainability programs, and emphasize the connections among sustainable operations and behaviors at the conference and at home.
- Increase the ways that we tell our sustainability story on-site, including labeling sustainable features of merchandise items, labeling food items with information about their local and organic attributes, and calling attention to venue green building practices being utilized.
- Increase the promotion of the sustainability report and track metrics on frequency of use.
# APPENDIX A - HISTORICAL PERFORMANCE DATA TRACKING

## Event Sustainability Data

<table>
<thead>
<tr>
<th>Destination</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Attendees (#)</strong></td>
<td>San Francisco</td>
<td>Philadelphia</td>
<td>New Orleans</td>
</tr>
<tr>
<td></td>
<td>24,660</td>
<td>23,600</td>
<td>17,507</td>
</tr>
<tr>
<td><strong>Exhibit (sqft)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>164,160</td>
<td>142,000</td>
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## CONVENTION CENTER

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Energy Use (kWh)</strong></td>
<td></td>
<td></td>
<td>253,088</td>
</tr>
<tr>
<td><strong>Renewable Energy Use (%)</strong></td>
<td>74%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Water Use (gal)</strong></td>
<td></td>
<td></td>
<td>4,154</td>
</tr>
<tr>
<td><strong>Waste Per Attendee (lb)</strong></td>
<td>5.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Waste Per Sqft Exhibit Space (lb)</strong></td>
<td>2.09</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Waste Diversion (%)</strong></td>
<td>67%</td>
<td></td>
<td>78%</td>
</tr>
<tr>
<td><strong>Waste Diversion Over Baseline (%)</strong></td>
<td>57%</td>
<td></td>
<td>67%</td>
</tr>
<tr>
<td><strong>Local Food (&lt;100 miles) (% by weight)</strong></td>
<td>40%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Regional Food (&lt;500 miles) (% by weight)</strong></td>
<td>73%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Food Miles Per Pound (#)</strong></td>
<td>465</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Organic Food (% weight)</strong></td>
<td>0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Fresh Goods (% by weight)</strong></td>
<td>37.0%</td>
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</tr>
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## CELEBRATION VENUE

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
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</thead>
<tbody>
<tr>
<td><strong>Energy Use (kWh)</strong></td>
<td></td>
<td></td>
<td>359,981</td>
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<tr>
<td><strong>Renewable Energy Use (%)</strong></td>
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<td></td>
<td></td>
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<tr>
<td><strong>Water Use (gal)</strong></td>
<td></td>
<td></td>
<td>776,000</td>
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<tr>
<td><strong>Waste Per Attendee (lb)</strong></td>
<td>57.8</td>
<td></td>
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<tr>
<td><strong>Waste Diversion (%)</strong></td>
<td>68%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Waste Diversion Over Baseline (%)</strong></td>
<td>N/A</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Local Food (&lt;100 miles) (%)</strong></td>
<td>97%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Regional Food (&lt;500 miles) (%)</strong></td>
<td>100%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Food Miles Per Pound (#)</strong></td>
<td>34</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Organic Food (%)</strong></td>
<td>0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Fresh Goods (%)</strong></td>
<td>87%</td>
<td></td>
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</table>

## VENUE TOTALS

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Energy Use (kWh)</strong></td>
<td>863,554</td>
<td>1,167,425</td>
<td>613,070</td>
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<tr>
<td><strong>Total Water Use (gal)</strong></td>
<td>396,163</td>
<td>525,000</td>
<td>780,154</td>
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<tr>
<td><strong>Total GHG Emissions (lb)</strong></td>
<td>30,014,656</td>
<td>15,008,515</td>
<td>24,968,955</td>
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<tr>
<td><strong>GHG Emissions Per Attendee (lb)</strong></td>
<td>1,217</td>
<td>635.95</td>
<td>1,426.23</td>
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<tr>
<td><strong>Total Emissions Offset (%)</strong></td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Donated Materials (lb)</strong></td>
<td>13,288</td>
<td>13,630</td>
<td>9,487</td>
</tr>
<tr>
<td><strong>Donated Food (lb)</strong></td>
<td>4,592</td>
<td>4,027</td>
<td>4,027</td>
</tr>
<tr>
<td><strong>Total Waste (lbs)</strong></td>
<td>174,956</td>
<td>115,875</td>
<td>296,274</td>
</tr>
<tr>
<td><strong>Total Waste Per Attendee (lb)</strong></td>
<td>7.09</td>
<td>4.91</td>
<td>16.9</td>
</tr>
<tr>
<td><strong>Total Waste Diversion At Venues (%)</strong></td>
<td>85.87%</td>
<td>67%</td>
<td>71.5%</td>
</tr>
<tr>
<td><strong>Local Food (&lt;100 miles) (% by weight)</strong></td>
<td>55%</td>
<td>67%</td>
<td>47%</td>
</tr>
<tr>
<td><strong>Regional Food (&lt;500 miles) (% weight)</strong></td>
<td>74%</td>
<td>77%</td>
<td>77%</td>
</tr>
<tr>
<td><strong>Food Miles Per Pound (#)</strong></td>
<td>314</td>
<td>461</td>
<td>409</td>
</tr>
<tr>
<td><strong>Organic food (% by weight)</strong></td>
<td>62%</td>
<td>17%</td>
<td>0.5%</td>
</tr>
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</table>
## APPENDIX A - HISTORICAL PERFORMANCE DATA TRACKING (CONT.)

<table>
<thead>
<tr>
<th>PERFORMANCE</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freight Fuel Use (gal)</td>
<td>116,155</td>
<td>26,698</td>
<td>2,280</td>
</tr>
<tr>
<td>General Contractor Fuel Use (gal)</td>
<td>2,180</td>
<td>3,559</td>
<td>2,812</td>
</tr>
<tr>
<td>Shuttle Fuel Use (gal)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signage Produced (sqft)</td>
<td>38,744</td>
<td>26,655</td>
<td>28,514</td>
</tr>
<tr>
<td>Signage Returned to Inventory (%)</td>
<td>7%</td>
<td>14%</td>
<td>70%</td>
</tr>
<tr>
<td>Sustainable Signage Sourced (%)</td>
<td>76%</td>
<td>86%</td>
<td>77%</td>
</tr>
<tr>
<td>Paper Used (sheets)</td>
<td>2,740,610</td>
<td>1,116,992</td>
<td></td>
</tr>
<tr>
<td>Exhibitors - GMEGG participation (%)</td>
<td>93%</td>
<td>88%</td>
<td>70%</td>
</tr>
<tr>
<td>Exhibitors - GMEGG compliance (%)</td>
<td>67%</td>
<td>68%</td>
<td>55%</td>
</tr>
<tr>
<td>Exhibitors - Green Award Participants (#)</td>
<td>26</td>
<td>37</td>
<td></td>
</tr>
<tr>
<td>AV - ENERGY STAR (Laptops, Projectors, Monitors)</td>
<td>60%</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>AV - Energy Efficient (All Equipment)</td>
<td>29%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>LEED-certified Venues (#)</td>
<td>6</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Hotels - Walking Distance (1 mi) (%)</td>
<td>100%</td>
<td>80%</td>
<td>86%</td>
</tr>
<tr>
<td>Hotels - Digital Thermostat (%)*</td>
<td>100%</td>
<td>96%</td>
<td>86%</td>
</tr>
<tr>
<td>Hotels - Amenity Donation (%)</td>
<td>88%</td>
<td>72%</td>
<td>43%</td>
</tr>
<tr>
<td>Hotels - In-room Recycling (%)</td>
<td>48%</td>
<td>95%</td>
<td></td>
</tr>
<tr>
<td>Hotels - Kitchen Composting (%)</td>
<td>100%</td>
<td>0%</td>
<td>5%</td>
</tr>
<tr>
<td>Hotels - No Auto Newspaper Delivery (%)</td>
<td>100%</td>
<td>92%</td>
<td>95%</td>
</tr>
<tr>
<td>Hotels - Green Cleaning Programs (%)</td>
<td>67%</td>
<td>40%</td>
<td>19%</td>
</tr>
<tr>
<td>Hotels - Recycled Bathroom Papers (%)</td>
<td>100%</td>
<td>76%</td>
<td>N/A</td>
</tr>
<tr>
<td>Hotels - Trip Advisor Green Leaders (#)</td>
<td></td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX B - BOUNDARY AND QUANTIFICATION METHODS

This section provides additional details pertaining to boundaries and calculation methods used to arrive at our reported performance results. We have made our carbon calculations as transparent as possible and welcome feedback for improvement.

ENERGY USE

The energy boundary consists of energy consumed during Greenbuild events and corresponding move-in/move-out periods from main venues and contracted transportation only.

• For each venue, the total energy consumption (purchased electricity, fuel burning for heating and cooling, forklift operation) during Greenbuild move-in, event and move-in/out days was estimated by that period's billing cycle.

• District Chilled Water data was collected in 24-hour increments.

• 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 Morial Convention Center New Orleans during the event and corresponding move-in/move-out periods. Total water consumption was estimated from the corresponding average daily consumption of that period’s billing cycle.

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.

WASTE CALCULATIONS

The waste boundary consists of waste generated at the Morial Convention Center during the event and corresponding move-in/move-out periods, as well as waste generated at Superdome during the Greenbuild Celebration Event corresponding move-in/move-out periods.

Back-of-house waste streams measured and tracked at the Morial Convention Center are listed below, accompanied by their method of measurement.

1. Composted material – scale weight of compactor as reported by hauler
2. Comingle Recycling (Plastic/Metal/Aluminum) – scale weight of compactor as reported by hauler
3. Glass – weight of compactor as reported by hauler
4. Cardboard – scale weight of compactor as reported by hauler
5. Visqueen/Plastic Film – scale weight of compactor as reported by hauler
APPENDIX B – BOUNDARY AND QUANTIFICATION METHODS (CONT.)

6. Large Debris (C&D) – 78% of scale weight of compactor as reported by hauler (remaining 22% attributed to landfill)

7. Wood – waste records not provided by MCCNO. Estimated weight based on event photos and hauler historical weights all attributed to landfill

8. Carpet/Padding – scale weight of compactor as reported by hauler

9. Donated Food – weight tickets provided by Centerplate

10. Donated Items – weight captured on forklift during loading process for individual donation recipient groups

11. Landfill - scale weight of compactor as reported by hauler

Back-of-house waste streams measured and tracked at the Superdome are listed below, accompanied by their method of measurement.

1. Composted Material – data provided by Eventologie

2. Comingle Recycling (Plastic/Metal/Aluminum) – data provided by Eventologie Glass – data provided by Eventologie

3. Donated Food – data provided by Eventologie

4. Landfill - data provided by Eventologie

BOUNDARY CONSIDERATIONS

• Upstream waste not disposed of on-site 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

• Travel to the destination by participants

• Ground transportation by participants from airport to city 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 2014.
APPENDIX B – BOUNDARY AND QUANTIFICATION METHODS (CONT.)

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)
• Emission factors for air travel obtained from the US EPA Climate Leaders Program, 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
• GWP of CH₄: 25
• GWP of N₂O: 310
• Other attendee carbon offsets were not subtracted from the total GHG emissions value.
APPENDIX C - GREENBUILD SUSTAINABLE EVENT BEST PRACTICES GUIDE

For more than 10 years, the Greenbuild Team has been working internally and collaboratively with our vendor partners to raise the bar on sustainable event performance. The following are best practices, organized by our seven key sustainability objectives, that we aim to implement at each and every event.

**MOVE TOWARD A ZERO WASTE EVENT**

- Engage waste partners at least 4 months in advance of event, to provide ample time for infrastructure upgrades and/or operations training
- Form waste management planning team comprised of event management, operations, catering, waste hauler partners, general services contractor (Freeman) and CVB to develop comprehensive waste reduction and diversion plan
  - Bi-weekly waste team planning calls to continuously drive progress
- Plan and implement Exhibitor Donation Program in collaboration with CVB, center and general services contractor (Freeman)
- Document the waste management plan so it can be used as a reference and training resource
  - Include special considerations for the exhibit hall and concession areas in the waste plan, expanding the standard streams used by the Convention Center to accommodate for more types of waste
- Execute comprehensive waste training for all key stakeholder groups (printed references, in-person training, onsite troubleshooting and support)
- Place consistent 3-bin recycling stations (recycling, composting, landfill) in all public and expo hall spaces
- Use color-coded bin liners to distinguish waste streams once they’ve been collected front-of-house
- Clearly label compactors on the docks to direct operations personnel
- Staff recycling stations with volunteers to engage/educate attendees and improve diversion
- Eliminate ordering any water bottles and serve water to speakers in pitchers and compostable cups (avoiding water bottles)
- Eliminate plastic name badge holders by printing directly onto paper (recyclable) badges
- Provide attendees option to opt-out of receiving conference materials during registration process
- Distribute session recording access codes on paper cards, avoiding expensive and wasteful CD-ROMs
- Design special set stages from recovered materials and reuse whenever possible
- Rent all reusable furniture and decor items from local vendor
- Ensure AV vendors responsibly recycle e-waste at their offices and onsite
- Develop mobile app and electronic tools to transition away from printed program and materials
- Implement paperless registration
- Reduce the size of all printed registration and marketing materials
- Reduce the quantity printed of all registration and marketing materials (keep marketing lists clean!)
- Prohibit speaker handouts
- Reuse show carpet for a minimum of 3 years
- Eliminate styrofoam / polystyrene packing material wherever possible
INCREASE STAKEHOLDER EDUCATION AND ENGAGEMENT

- Utilize sustainable event management system, ISO 20121, as guidance for effective stakeholder engagement
- Provide sustainability information on event website about the sustainability program and how attendees can participate and contribute
- Publish an annual sustainability report to memorialize your efforts and share results internally and externally
- Provide attendees the option to offset travel and/or accommodation-related emissions during registration process
- Incorporate sustainability messages into social media and other communication channels, including emails, blogs, Twitter, Facebook
- Share “greening story” onsite via graphical display
- Require minimum exhibitor sustainability practices through GMEGG (Greenbuild Mandatory Exhibitor Green Guidelines)
  - Perform exhibitor booth interviews or audits to verify, understand and discuss implementation of sustainability practices
- Incentivize higher exhibitor sustainability performance through Green Exhibitor Award program
- Include greening requirements in sponsorship packages
- Include greening requirements (focused on key priority practices) in venue and hotel contract clauses
  - Perform onsite walk-throughs or audits to verify, understand and discuss implementation of sustainability practices at hotel properties
- Communicate sustainability efforts and practices to speakers in speaker guide documentation
- Complete sustainability training with staff, vendors, temps, venue staff, volunteers and anyone responsible for executing elements of the greening plan
- Work with vendors to create Vendor Sustainability Plans (VSPs), including greening goals, plans and metrics that will be tracked
- Work with all Greenbuild staff members to develop the Greenbuild sustainability plan; each Greenbuild staff member sets goals and is responsible for the sustainable execution of their program.
- Label all merchandise items with sourcing details in Merchandise Store

IMPROVE SUSTAINABLE SOURCING

General Sourcing & Partnerships

- Incorporate LEED certified hotels into hotel room block
- Maximize partnerships with “walkable” hotels (within 1 mile of convention center)
- Prioritize local and domestic vendors in merchandise sourcing
- Ensure the non-clothing specialty item(s) in Merchandise store have at least one sustainability story
- Rent all furniture and décor items (and locally as possible)
- Track material specifications and sustainable attributes for all show materials
  - Consider and plan for disposal of show decor items during show design phase
- Eliminate or reduce use of vinyl in banners and other items
- Eliminate use of vinyl in design elements, whenever possible
• Request venue use 3rd-party certified sustainable cleaning products
• Request AV vendors use only ENERGY STAR certified (or equivalent) equipment, whenever possible
• Source show materials and merchandise made from recycled content or domestic materials whenever possible
• Request compostable (ASTM D6400 certified) food and beverage packaging/containers wherever disposable products are necessary

Marketing & Communications
• Print show materials on 100% post-consumer, recycled content paper that is FSC certified
• Print show materials using vegetable-based inks
• Avoid branding or year specific language on reusable build-outs and signage, to ensure more decorations can be used at future shows.
• Print all signage on Freeman’s honeycomb substrate (100% recyclable, cardboard-based substrate)

F&B
• Serve 100% domestic alcohol beverages (with emphasis on local and regionally sourced beverages)
• Collaborate with catering partners to maximize the percentage of local and organic produce and products served
• Request compostable (ASTM D6400 certified) food and beverage packaging/containers wherever disposable products are necessary

IMPROVE PERFORMANCE TRACKING
• Communicate tracking needs well in advance of event to allow for discussion and problem solving around limitations
• Work with venue to track waste generation and diversion, water consumption, and energy consumption that can be attributed to the event (for reporting and carbon footprinting)
• Track attendee, staff and vendor travel to the destination (for carbon offsetting)
• Track freight and fuel use by general contractor and shuttle provider (for carbon offsetting)
• Track food miles for all sourced food and beverage at the convention center and special venues
• Track % of ENERGY STAR certified equipment used by AV providers
• Tracked use, reuse and recycling of all graphics and decorations
• Track paper use for marketing and onsite guides
• Track exhibitor sustainability performance and compliance
• Track vendor greening goals and efforts through use of 3-part Vendor Sustainability Plan (VSP) documents
• Track key sustainability metrics for merchandise item (shipping practices, material content, source location, manufacturing practices, etc.)
• Use registration and post-event surveys as mechanism to collect information (for carbon footprinting or practices tracking)
• Map out carbon footprint to understand calculation boundary, gaps in data, and greatest impacts
APPENDIX C – GREENBUILD SUSTAINABLE EVENT BEST PRACTICES GUIDE (CONT.)

REDUCE GREENHOUSE GAS EMISSIONS
- Track greenhouse gas emissions for all key show elements and functions
- Offset 100% of show emissions through purchase of carbon offsets and/or Renewable Energy Certificates (RECs)
- Utilize LEED-certified venues engaging in energy-conservation strategies and utilizing energy-efficient technologies
- Provide the ability for attendees to purchase carbon offsets for show-related emissions
- Maximize number of hotels within walking distance of convention center
- Communicate walking directions to the Convention Center to attendees in lobbies of all hotels within walking distance
- Communicate public transportation options to attendees through the Greenbuild website and attendee emails
- Use standard products available at convention centers for rental whenever possible
- Partner with transportation management company that offsets shuttle-related carbon emissions
- Host meetings in venues powered by renewable energy
- Program all rented laptops (registration and internet cafe) equipment to power down after official event hours
- Create Energy Conservation Team in collaboration with AV partner to ensure all non-essential equipment is powered off or in energy saving mode
- Request AC/Heat not be run during move in and move out in the expo hall
- Request reduced use of escalators during move in, move out and after hours
- Work with AV vendor partners to ensure the most energy efficient equipment and lighting is used and that as many screens and equipment from local warehouses are used as possible
- Partner with general services contractor and other freight vendors that are EPA SmartWay registered
- Encourage exhibitors through GMEGG to consolidate shipments and use a transport provider who is EPA SmartWay registered
- Utilize the GMEGG standards for shipping to encourage the utilization of sustainable shipping practices by other stakeholders. This includes all major vendors, merchandise and fulfillment item suppliers, and USGBC staff.
- Reduce the impact of shipments to Greenbuild by show organizers, vendors, and exhibitors by encouraging consolidated shipments and sustainable shipping practices
- Eliminating lighting use in 100% of registration counter

POSITIVELY IMPACT COMMUNITIES
- Provide reusable items to local, non-profit groups through Exhibitor Donation Program
- Donate any excess show management materials
- Donate food from event
- Donate non-reusable signage to local groups
- Select and complete a local legacy project in partnership with the Host Committee to leave a legacy of positive social and environmental change
- Offer discounted rates to non-profit attendees for access to the Expo Hall and the Affordable Housing Summit
CATALYZE THE ADVANCEMENT OF GREEN BUILDING INITIATIVES AND SUSTAINABLE OPERATIONS WITHIN THE HOSPITALITY INDUSTRY

• Publishing annual report on sustainability efforts
• Create Greenbuild tours that help expose best practices to other event organizers
• Encourage vendor partners to develop new services and offerings for Greenbuild and beyond
APPENDIX D – GREENBUILD MANDATORY EXHIBITION GREEN GUIDELINES (GMEGG)

Greenbuild’s Mandatory Exhibition Green Guidelines (GMEGG) is a mandatory sustainability initiative that exhibitors must comply with for the construction and operation of a Greenbuild exhibit. All exhibitors are required to sign this agreement with their exhibitor application, design their booth(s) to the requirements outlined in GMEGG, and document their compliance.

**DOCUMENTATION:** All documentation must be submitted by September 15, 2016. USGBC staff will randomly select 10% of exhibitors to meet with onsite at Greenbuild to ensure requirements have been met. Companies failing to submit or comply with the mandatory documentation outlined below will be subject to penalties, up to and including forfeiture of exhibit space at Greenbuild 2016 in Los Angeles, CA.

To confirm compliance with GMEGG, the exhibitor will complete an online survey collecting information about booth design, construction and operations. Exhibitors will be notified when the survey is available on the Exhibitor Dashboard.

### 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.
  - Reclaimed or repurposed from a source other than trade show use.
  - Sustainable flooring option provided by the Greenbuild general service contractor will be used. (GSC-provided carpet marked with a “green footprint” icon contains a minimum of 25% post-consumer recycled material.)

**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 reuse graphics and signage that have been in use for at least one year.
- New graphics and signage will be 100% recyclable and will not be foam core.
- New graphics and signage will contain a minimum of 25% recycled material.

**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 material.
- Booth structure is rented from the Greenbuild general service contractor, using standard inventory materials used throughout the year.

**Communications & Collateral**
Prerequisite: All printed collateral, if used, will be on 100% recyclable paper. 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. Quantity is not limited if criteria for both handouts and giveaways are met.
  - 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 (defined above).
    - 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.
- Only low- or zero VOC paints, sealants, coatings or adhesives will be used within the show.
- Any new flooring, counters and paneling will be certified low- or zero VOC by their manufacturer.
- All booth flooring, counters, and paneling will be reused from previous shows.
- All signage will be printed using non-toxic vegetable- or water-based inks.

**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 using a third-party logistics partner, 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 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 (defined above)
  - 50% recycled content
  - Be comprised of FSC-certified wood
- Polystyrene (i.e. packing peanuts, #6 or foam plastic) will be eliminated from booth shipping and operations.
**WATER RECLAMATION**

If using water for display purposes, the exhibitor must use water reclamation/recycling (i.e. holding tanks).

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**ON-SITE OPERATIONS**

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### 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. The Exhibitor is also expected to participate in a documentation review on-site with Greenbuild staff if randomly selected. All GSC-hired labor will be made aware of GMEGG requirements.

### Staff Training

The exhibitor will discuss GMEGG with on-site booth staff prior to the show opening. This should include the following:

- Information about how the booth complied with each GMEGG option.
- Any other sustainable practices to be conducted within the exhibit booth.
- Sustainable booth operations such as waste management, shut-down plans, 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.

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### 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 food serviceware used will meet one of the following requirements:

- China service will be used (reusable serving platters, cutlery, plates, cups, etc.) Beverages may be served from individual recyclable containers.
- Compostable service ware will be used and the exhibitor will inform attendees of the compostability of the products, directing them to the proper disposal stream onsite. Beverages may be served from individual recyclable containers.