



# Greenbuild

## 2021 Sustainability Report



Carbon Offset  
Sponsor





# Table of Contents

Message from the Greenbuild Team .....3

About Greenbuild ..... 4

Key Event Sustainability Performance Metrics .....5

Overall Show Objectives.....6

Greenbuild Sustainability

    GOAL 1: Move Toward a Zero-Waste Event.....7-8

    GOAL 2: Advance Stakeholder Education and Engagement.....9-10

    GOAL 3: Improve Sustainable Sourcing ..... 11

    GOAL 4: Improve Event Overall Social Resilience..... 12

    GOAL 5: Reduce Greenhouse Gas Emissions .....13

    GOAL 6: Positively Impact Communities.....14

    GOAL 7: Lead the Event Industry Through the Advancement of  
        Sustainable Event Management Initiatives.....15-16

Sustainability Partners ..... 17

Looking Ahead...San Francisco 2022..... 18

Appendices.....19-24



# A Message from the Greenbuild Team

## To our extended Greenbuild family,

Thank you for your continued support of The Greenbuild International Conference + Expo in these extraordinary times. After a fully virtual year in 2020, we were thrilled to gather together once again at the event which was held in San Diego, California. While, understandably, not everyone was able to join us in person, we welcomed thousands of industry professionals onsite, and many more virtually, all in an effort to continue our mission of improving resilience, sustainability, and quality of life in the spaces where we live, work, learn and play.

While this year's event may have looked a little different than the past, we were able to be able to offer the core value of Greenbuild:

- 125+ live conference sessions, which were also pre-recorded and available virtually
- 3 virtual Summits Covering Health & Wellness, Resilience, and Green Business
- Daily keynotes featuring Dan Levy, Mike Richter, Beverly Scott, Kevin Patel and more
- An all-new State of the Industry address
- 100 exhibitors and brands
- Reimagined special events including a new Welcome Reception overlooking beautiful San Diego Harbor, and a trip to Petco Park to see the San Diego Padres take on the San Francisco Giants

Greenbuild also continued work started in 2020 with the San Diego Green Building Council continuing to make progress on a Legacy Project that has made a lasting impact on the city.

The event also revitalized its microgrid with the help of Cisco, powering an all new Networking Lounge and added wellness activities like morning yoga and Run/Walk Clubs.

Even with all these new features and events, Greenbuild prioritized health & wellness of participants by implementing Informa AllSecure best practices and continued to drive sustainability innovation forward.

We invite you to read the entire 2021 Sustainability Report in the pages that follow, and we look forward to seeing you November 1-3, 2022 for Greenbuild in San Francisco.

## Best Regards,



A handwritten signature in black ink that reads "S.P. Sessa".

Sherida Sessa  
Show Director,  
Greenbuild



A handwritten signature in black ink that reads "K. Heavner".

Kim Heavner  
VP of Conferences  
& Events, USGBC

# About Greenbuild

**Greenbuild** is the largest annual event for green building professionals worldwide to learn and source cutting edge solutions to improve resilience, sustainability, and quality of life in our buildings, cities, and communities. It's where inspiration ignites, relationships cultivate, knowledge transfers and the leaders developing the next generation of standards, policies, and partnerships gather to turn the promise of a higher living standard into a reality for all.

## Greenbuild by the Numbers



**80%**

of Greenbuild attendees are involved in commercial or residential building, or both!



Over **65%**

of Greenbuild attendees play an active role in the purchase of sustainability products.



**60%**

of attendees hold a LEED, WELL, or AIA credential.



Greenbuild | International Conference + Expo

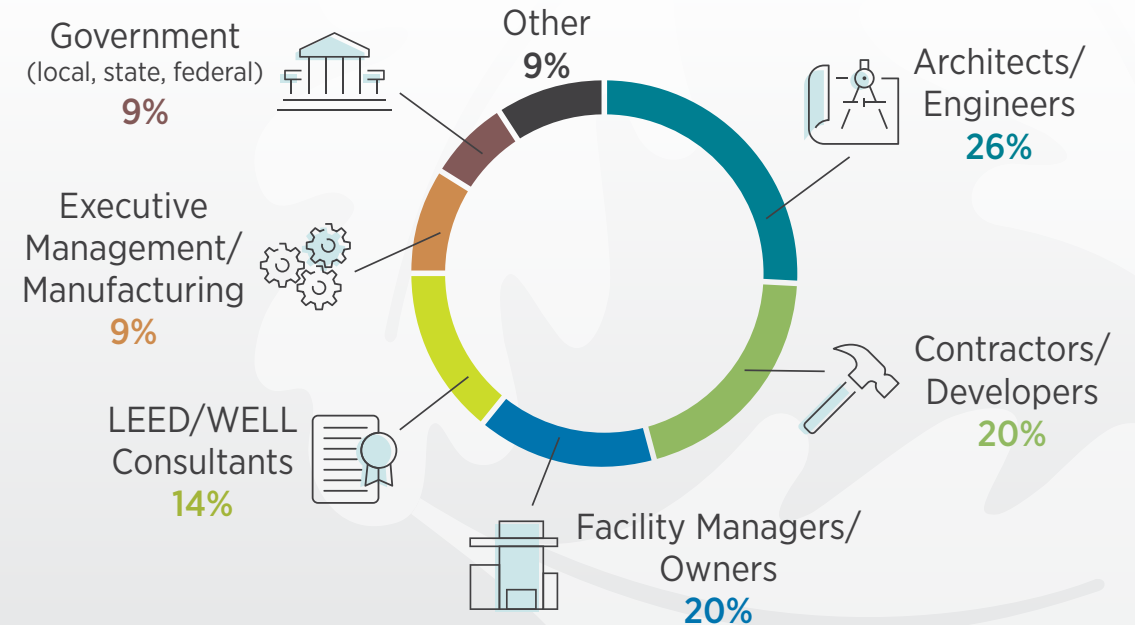
**110**  
Exhibitors

**125**  
Sessions

**70**  
Countries  
Represented

*\*Metrics from Greenbuild 2021*

## Audience Breakdown





# Key Event Sustainability Performance Metrics

Event Sustainability Data	Greenbuild 2021 San Diego Convention Center
Carbon Impact Per Participant (lb)	413.27
Event Carbon Footprint Offset	100%
Waste Diversion Rate of GB2021	80%
Waste Per Participant (lb)	15.6*
Food Donation (lb)	1150
Materials Donation (lb)	152
Hotels within walking distance of SDCC	100%
Exhibitor Participation in GMEGG	100%
Local Food Sourced (by weight) (<100 miles)	62%
Total Water Footprint	773,960

*\*There were additional hauls attributed to Greenbuild that were not our waste.*

*\*Water footprint includes water impacts attributed to the production of food used at Greenbuild, freight fuel, hotel water used by occupied hotel room nights, and venue water consumption.*



# Faster Forward to a Sustainable Future

Informa, the parent company that produces the Greenbuild International Conference + Expo, has a company goal to embed sustainability into everything they do. The Faster Forward framework seeks the following:

- **Faster to Zero:** Become a zero waste and net-zero carbon business. This means taking accelerated steps to reduce our carbon and waste footprint with the aim of becoming a zero-waste and net-zero carbon business by 2030.
- **Sustainability Inside:** Connect people with knowledge and embed sustainability inside every brand.
- **Impact Multiplier:** Create positive impact, help people connect more efficiently, and invest in communities.

**The Seven Sustainability Objectives of Greenbuild** directly support the Informa sustainability strategy and we are proud to be leaders in event sustainability in our operations and provide content to a community of changemakers working to make the world a more sustainable place.

- 1 **Move toward a Zero Waste Event**
- 2 **Empower Stakeholders to Drive Change in their Industries**
- 3 **Improve Sustainable Sourcing and Procurement**
- 4 **Improve Event Overall Social Resilience**
- 5 **Reduce Event's Carbon Footprint**
- 6 **Positively Impact Communities**
- 7 **Lead the Event Industry Through the Advancement of Sustainable Event Management Initiatives**



# 1 Move Toward a Zero Waste Event

Every year waste is Greenbuild's most challenging issue to manage. It's an unavoidable part of all events and while we do everything we can to procure the most sustainable products and order quantities carefully, ultimately, we are left with waste. This year we were fortunate enough to partner with one of the most unique waste management organizations we've come across in a long time, A.B. Jones and Co.

Even in the best-managed landfills in Southern California, organic waste rots, which leads to the creation of close to 7 million tons of greenhouse gas each year in addition to significant water and air pollution and long-term financial liabilities for the community.



Composting has always been an integral part of producing Greenbuild. This year we are fortunate to have innovative partners to help us minimize our waste sent to landfills, foster cooperation, and community development, create jobs, improve soil quality, reduce water use and even protect housing against wildfires.

In 2021, Greenbuild donated 1500 lbs of organics to AB Jones and Co., which is a social venture that centers around fork to farm sustainability to enhance Southern California soils and provide economic and environmental benefits to the community.



**68%**

Recycled



**4%**

Composted



**25%**

Landfill



**3%**

Donated Items  
(materials & food)



**15.6 lb**

Waste per  
participant



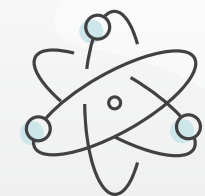
**78 kWh**

Energy use  
per participant



**125.8 gallons**

Water use  
per participant  
(hotel and venue)



**413.27 lb**

Carbon  
emissions per  
participant

# Move Toward a Zero Waste Event *(continued)*



The AB Jones team works with green waste producers such as restaurants, grocery stores, and donors to collect fresh food items that would otherwise end up in the landfill. Food items could be pre-or post-consumer compost, fresh fruits, and veggies that don't look right to be sold, or excess fruit and vegetables that needs to be eaten ASAP or it will go bad.

Edible ready fruit and vegetables are packaged into family food boxes by volunteers (shelf-stable goods are added) and provided, free for people in need at several pick-up locations throughout the San Diego area.

Food is also made available at their community food stations, where folks can come to buy fresh fruit and vegetables (and even products that are using some of that perfectly fine but deemed “ugly” fruit) and a deeply discounted price.

If donated food is too ripe for human consumption, the first priority is animal feed for local farmers or to animals in livestock programs raised by kids in Future Farmers of America. Remaining organics from donations, grocers, or restaurants will be converted into vermicompost and reintroduced into local soils. The vermicompost or “worm

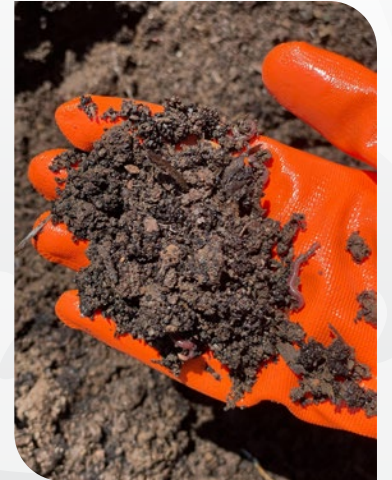


farms”. Little red worms eat up organic material over a few weeks and create castings. These castings create an amazing soil amendment. The best part of the worm farm, besides the worms, is the incredible social and environmental benefit they provide as a by-product.

The vermiculture farms use a farm co-op model, whereby large equipment that is needed to move organics and dirt are used at the farm and then are shared throughout the farming community. The machines are costly to own and keep up however they can be shared easily and defray the cost.

Some of the farms are in steep hills on the outskirts of San Marcos and Escondido. When they first started there was no housing development nearby but in the last five years, there are more and more housing developments, many of which are very susceptible to fires as they are surrounded by grasslands and wooded areas. The worm farms create and perfect firebreak around these communities as fuels such as brush and grasses are removed.

The amendment is a nutrient-rich soil amendment that helps crops grow and reduces crop consumption of water. One avocado farmer was spending over \$10,000 a month on water, after a few months of using the soil amendment they spend just \$2,700 a month on water.





## 2 Empower Stakeholders to Drive Change in their Industries

### Microgrid powers networking lounge sponsored by Cisco

This year's microgrid provided a place where attendees could relax, learn, and power their devices through a mobile solar power array. Designed by Cisco, the innovative area showcased many alternative energy resources and products in the lounge. Information on technologies showcased was provided to both in-person and virtual attendees through a free digital resource kit and training course on sustainable, smart buildings solutions.

With this state-of-the-art design and ability to support all Greenbuild attendees, Cisco won the Greenbuild Award for Most Innovative Exhibitor. Cisco demonstrated innovative performance in green exhibiting practices utilizing innovative technology/products/and or design that went above and beyond criteria specifically addressed by GMEGG.



# Empower Stakeholders to Drive Change in their Industries *(continued)*

## Zero Waste Tour

Greenbuild education and content cover a wide range of sustainability concepts from the built environment to community resilience. As we know all too well at Greenbuild, diverting waste from landfills is one of the most significant ways we as a community can decrease the carbon footprint of the event. However, it can be a complicated process with significant barriers to entry.

A workshop led by Sue Beets Atkinson, A TRUE Advisor, and Amanda Simons of Honeycomb Strategies, the longtime sustainability consultant for Greenbuild, dove head-first into waste management strategies and the TRUE Zero Waste Certification. The workshop aimed to break down the TRUE Waste certification and identify what organizations can do to improve diversion rates. The workshop offered a peek at how Greenbuild Conference and Expo addresses waste management and how we have achieved True Zero Waste Platinum Certification 3 years in a row.





# 3 Improve Sustainable Sourcing and Procurement

At Greenbuild, some of the most meaningful impacts we have on-site are directly related to the items we choose in the planning process months before the conference and exhibit hall opens. With Covid restrictions in place and the need to meet as safely as possible, we used event sustainability strategies when employing some of our safety measures. Bulk hand sanitation stations were placed throughout the convention center. Informa and USGBC both procured reusable and sustainably sourced masks for all staff.

We were fortunate enough to have a great partner for all our food and beverage needs with Centerplate at the San Diego Convention Center. For years the Centerplate team has been sourcing many food products within a 100-mile radius of the convention center. 100% of the fresh food used in food prep for concession meals, plated lunches, and social events came within a 500-mile radius, with the majority coming from less than 250 miles away.

The catering team was instrumental and ensuring that all service ware used for the event was 100% compostable or reusable, swapping out items to meet our sourcing goals and accommodating our waste management plans.



# 4 Improve Event Overall Social Resilience

Truly sustainable development can't be achieved without the inclusion of mental wellbeing, the pursuit of equity, and the inclusion of all persons. Greenbuild is determined to become a leader as an event that creates space during the program to support mental and physical wellness and offers a welcoming environment to learn, network, and grow for everyone.

We are now tracking and seeking to improve the overall representation of speakers and attendees to Greenbuild each year. Here's how we did in 2021:

- Greenbuild 2021 provided scholarships to 70 attendees, eliminating the financial impact for these individuals to come to Greenbuild.
- 56% of speakers at Greenbuild were women
- 25% of attendees identified as non-white
- All attendees had the opportunity to specify their preferred pronouns in Registration for display on their name badge

We will work to improve these statistics each year to ensure we are providing access and representation to all communities.

Greenbuild 2021 continued to offer online streaming of both live and recorded sessions from the conference, providing access for people who perhaps weren't ready to meet in person or who found it more comfortable and convenient to participate remotely.

## Onsite Wellness

Being in San Diego made it easy to incorporate health and wellness activities in a fun and safe fashion. Greenbuild organized daily meet-ups for morning runs and yoga to help attendees feel centered and refreshed as they started each conference day.





# 5 Reduce Event's Carbon Footprint

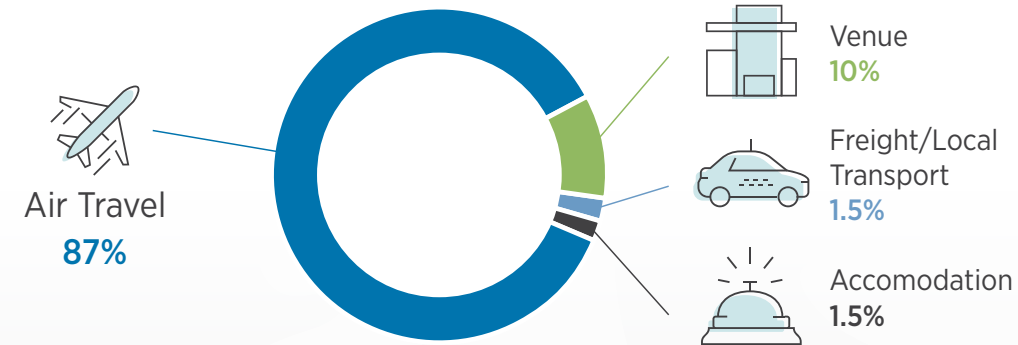
Carbon emissions will always be the most substantial environmental impact tied to meetings and events because we all must travel to meet in person. We continually look for ways to reduce the carbon emission impacts outside of air travel tied to our event by choosing sustainable solutions in several ways, including shipping, food procurement, and destination selection. We offset 100% of carbon emissions related to this event, including emissions related to attendee and exhibitor air travel.

Additionally, once onsite, all Greenbuild official hotels were located in walking distance to the event, and all offsite events were within walking distance of the Convention Center. This minimized carbon emissions related to ground transportation during the event.

This year Greenbuild Attendees chose to support a carbon sequestration project that provides efficient cookstoves to communities in Rwanda. Firewood and charcoal are often the predominant sources of energy for cooking and water boiling, especially in rural areas of Rwanda. Cooking is generally carried out on thermally inefficient traditional devices and produces large amounts of smoke and indoor air pollution.

This project seeks to replace traditional devices with fuel-efficient stoves, designed to balance efficiency, safety, cost, stability, and sourcing locally available materials. By reducing the consumption of non-renewable wood and providing cookstoves with fuel savings, this project reduces the amount of greenhouse gas emissions into the atmosphere.

## Emissions Breakdown\*



*\*The scope of our carbon footprint includes venue energy, virtual attendee energy consumption emissions, air and ground travel by all attendees, onsite fuel use by GSC, hotel energy use per occupied room night per CHSB Index, local transportation emissions from a bus, public transportation, and car use.*



# 6 Positively Impact Communities

The Legacy Project for 2021 addresses the need for healthy food, education, production, and access in San Diego. It also speaks to the social equity pillar of sustainability.

[Olivewood Gardens and Learning Center's](#) historic 7.85-acre property in National City, California serves as an inclusive and interactive, indoor-outdoor classroom for San Diegans of South Bay. They are driven to build healthy families in their local environment. They do this through science-based nutrition education, hands-on gardening lessons, cooking classes, and leadership development programs for both the youth and adults. With the community's ongoing food security issues, the 2021 legacy project is helping Olivewood Garden address these concerns through increased food production capability. This year's work included terracing land within the master plan created last year, installing new raised beds including soil on the new site, mulching, and painting a mural on the storage shed in Olivewood Garden's current production farm. The garden master plan includes a community mural, outdoor spaces for lounging and learning, a food forest and blueberry patch, a rainwater catchment system, and raised garden beds.

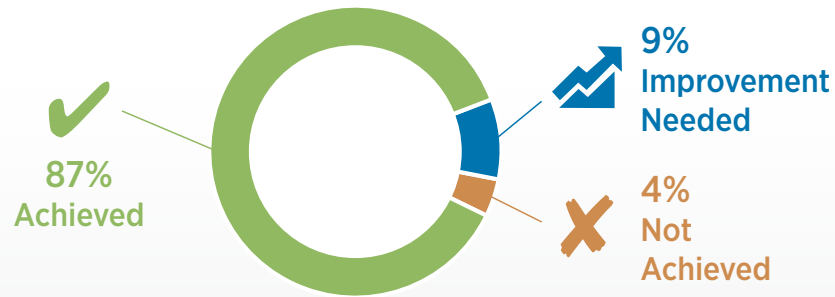




# 7 Lead the Event Industry Through the Advancement of Sustainable Event Management Initiatives

We don't always achieve our goals, but we follow the logic of Ted Turner:  
"you should set goals beyond your reach so you always have something to live for."

## Greenbuild Event Goals



## The Sustainable Development Goals

The Sustainable Development Goals (SDGs), also known as Global Goals, are a set of 17 integrated and interrelated goals to end poverty, protect the planet, and ensure that humanity enjoys peace and prosperity by 2030.

Reporting on the SDGs is an important step for trade shows and events to communicate to their communities the commitment to contributing to the achievement of these Global Goals; claiming accountability and responsibility to take the necessary actions, and measuring progress over time. We are proud that Greenbuild is able to support almost all of the Sustainable Development Goals.

***See the next page for SDGs >>>***



# Sustainable Event Management Initiatives *(continued)*



## NO POVERTY

Through our carbon offset program Greenbuild supported the purchase of efficient cookstoves to communities in Rwanda. Households save money by having fewer fuel requirements for cooking and health is improved through the reduction of indoor air pollutants from cleaner cookstoves. The project also generates employment and income for people through the distribution and maintenance of the stoves, as well as training and employing community education staff.



## ZERO HUNGER

Over 400 pounds of food were donated to local charities in San Diego.



## GOOD HEALTH AND WELL BEING

Healthy food was a priority when crafting the menu at Greenbuild. We offered Super-Food Salads and many vegetarian options. Additionally, Greenbuild organized daily group runs and yoga classes to support the physical and mental well-being of all show delegates.



## QUALITY EDUCATION

Sponsorships were offered, and volunteer opportunities were made available to anyone wanting to visit the conference.



## GENDER EQUITY

One of the most celebrated events at Greenbuild is the Women in Green luncheon. This event draws together hundreds of women each year through a worldwide leadership platform to celebrate and connect female leaders in sustainability who are influencers at the top of their field, fueling ambitious young women and catalyzing change.



## AFFORDABLE AND CLEAN ENERGY

Greenbuild contracts exclusively with LEED-certified buildings to host the conference and expo. As part of LEED certification and Greenbuild contract guidelines, a portion of energy for the show must come from renewable sources. The MicroGrid on the show floor is a real-time example of renewable energy solutions and sustainable products for the built environment.



## DECENT WORK AND ECONOMIC GROWTH

With the return to live events, Greenbuild pushed millions of dollars into the local San Diego economy. Through policies and programs aimed at environmental stewardship and sustainable development, we partnered with vendors who provide living wages and respectful work environments.



## INDUSTRY INNOVATION AND INFRASTRUCTURE

Greenbuild Conference and Expo provided attendees and exhibitors a chance to share innovative technologies that help to build resilient communities using products designed to build sustainable infrastructure. Everything from renewable energy technologies to power homes and vehicles to innovative and responsible building products are on display.



## REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES

Greenbuild provided scholarships to 70 individuals to attend Greenbuild in person. Additionally, all content was available virtually across the globe to eliminate barriers to participation that may be based on the ability to travel freely or economic challenges.



## SUSTAINABLE CITIES AND COMMUNITIES

Greenbuild is the leading event for attendees to learn and source solutions to improve resilience, sustainability, and quality of life in our buildings, cities, and communities. All of the content and education provided seek to address the advancement of this cause. Additionally, the Legacy Project at Greenbuild supported the expansion of Olivewood Gardens. The garden master plan includes a community mural, outdoor spaces for lounging and learning, a food forest and blueberry patch, a rainwater catchment system, and raised garden beds.



## RESPONSIBLE CONSUMPTION AND PRODUCTION

Through GMEGG and vendor sustainability programs we ensure that we are doing our part to source the most sustainable items available to us to produce Greenbuild.



## CLIMATE ACTION

100% of carbon emissions are offset for the event. Our footprint includes venue energy consumption, occupied hotel room nights, all participant travel (ground and air) fuel used for freight and shipping, shuttle fuel used for local tours.



## LIFE BELOW WATER

Water consumption for the duration of the event at the San Diego Convention Center is offset through water offsets offered by BEF.



## LIFE ON LAND

Our carbon offset project to provide efficient cookstoves to communities in Rwanda also supports sustainable improvement to life on land by reducing carbon emissions released into the environment.



# Sustainability Partners



## **HONEYCOMB STRATEGIES**

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



## **CADMIUM**

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



## **AVIOLO**

As a sustainability focused vendor, Avolio uses thermal printers to create a waste-free badge printing procedure. The printers sourced are also able to print on a substantial badge stock to create a badge holder free registration system, and ship all materials in reusable cases.

## **F R E E M A N ®**

## **FREEMAN**

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



## **SAN DIEGO CONVENTION CENTER**

The San Diego Convention Center is a proud industry leader in sustainability. Our business practices are recognized for going above and beyond when it comes to environmental responsibility in operating and managing our venue, which is LEED Gold Certified by the U.S. Green Building Council. In 2018, the San Diego Convention Center achieved Level Three certification to the APEX/ASTM Environmentally Sustainable Event Standards.



## **PETCO PARK**

Being home of one of the largest solar projects in the MLB, Petco Park achieved the SDGE Energy Champion award, Sustainable Business Practices Award and the Energy Upgrade California Stay Golden Leadership Award.

# Looking Ahead... San Francisco 2022

Greenbuild is thrilled to be heading to the Moscone Center in San Francisco in 2022! The event is taking place November 1 – 3rd and we have a new collaborator joining us. The Industrialized Wood Based Construction Conference will be taking place alongside Greenbuild, providing even more exhibit content and education opportunities for Greenbuild attendees.

San Francisco has been a pioneer in sustainability long before it became a critical topic. The San Francisco Bay Area ranked first in the 2019 US Cities Sustainable Development Report, which presents an overview of how cities are performing on the UN's Sustainable Development Goals (SDGs).

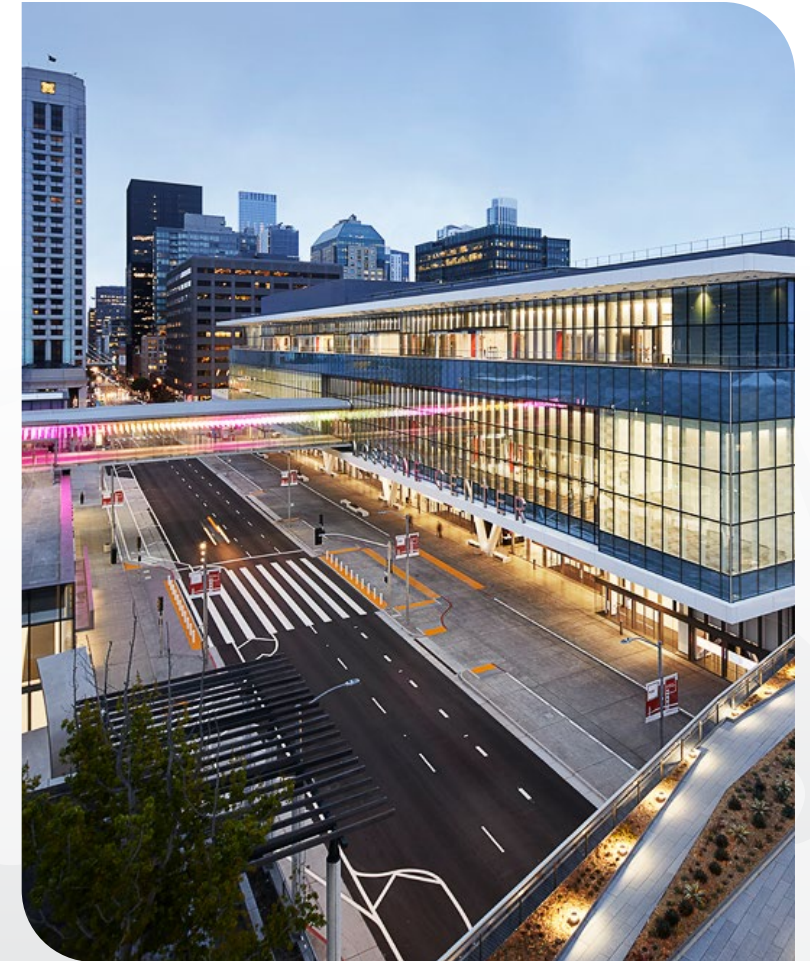
According to the 2019 City Clean Energy Scorecard released by the nonprofit American Council for an Energy-Efficient Economy, San Francisco ranked second among 75 major USG Cities on their efforts to achieve a clean energy future by improving energy efficiency, scaling up renewable energy, and increasing equity in the planning and delivery of programs. In addition, the Climate Reality Project named San Francisco one of the top five sustainable cities in the world in 2017.

On top of the amazing achievements of the city, the Moscone Center, where Greenbuild will be held, is a LEED Platinum facility with highest score of any new-build convention center in the world. The building boasts:

- Electricity generated by hydropower, making it 100 percent greenhouse gas-free
- A solar rooftop array, the largest system on a municipal building in San Francisco, offsetting approximately 10% of the energy needs for the convention center
- Fewer carbon emissions per visitor than any other major convention center in North America

With the help of the Northern Pacific region of USGBC, Greenbuild will be able to showcase this amazing facility and the entire city of San Francisco through interactive education sessions, tours and more.

*\*Data courtesy of San Francisco Travel Association*





# Appendix A: Greenbuild Sustainability Goal Progress

## GOAL 1: Move toward a Zero-Waste Event

What does this goal seek to address: Waste from large events is generated in high volumes and can be complicated and challenging to dispose of properly. It is also often highly visible to attendees and exhibitors. Because the materials used for a show vary immensely, the industry is faced with challenges in the sourcing of materials that can easily be reused, recycled, or composted and still meet a standard in look, feel, and function of the event. Additionally, finding waste processing partners to responsibly dispose of common event materials can be a challenge. Greenbuild will address waste management with a strategic focus on sustainable procurement, waste reduction, maximizing waste diversion, and donations. Informa and the Greenbuild team will build upon our practices event to event and year to year to reduce the overall waste produced to meet our goal of producing a zero-waste event.

### OBJECTIVES

- |  |   |
|--|---|
| 1. Reduce overall volume of waste produced at Greenbuild (Maintain per/person waste goals) | ✓ |
| 2. Achieve a waste diversion rate at SDCC of 85%, with a stretch goal of 90%               | ✓ |
| 3. Eliminate single use plastics at Greenbuild   | ✓ |

## GOAL 2: Empower Stakeholders to Drive Change in their Industries

What does this goal seek to address: Greenbuild Conference and Expo is the place where thousands of green building and sustainability professionals from across the globe unite to learn, share, and inspire with the goal of advancing the green building movement. People come to buy and sell but it is also a place where solutions to industry challenges are developed, where communities learn, talk and actively partake in the application of these solutions. We work hand in hand with our attendees and vendors to raise awareness, actively make changes to the trade show industry and to address the global sustainability challenges we all face.

### OBJECTIVES

- |   |   |
|---|---|
| 1. Create a digital sustainability “hub” on the website and/or in the mobile app to give an overview of the highlights of the GB sustainability program | ✓ |
| 2. Re-engage communications with vendors specific to sustainability   | ✓ |
| 3. Get 70% of attendees to submit their sustainability pledges online, and 40% of attendees visit the sustainability hub onsite                         | 📈 |
| 4. Make 50% of the audience aware of the Green Exhibitor Award Winners onsite, and communicate winners to 100% of (opted-in) registrants post-show      | ✓ |

## GOAL 3: Improve Sustainable Sourcing and Procurement

What does this goal seek to address: We recognize that every decision made to produce Greenbuild has an impact. From printed materials to carpet, food and beverages to merchandise, each item that contributes to the Greenbuild experience should be thoughtfully sourced. Taking in to account the health and safety of workers who produced an item, where in the world it might have been made, the carbon impacts of shipping and the environment impact of production are all considerations that guide our decision making for procurement.

### OBJECTIVES

- |   |   |
|---|---|
| 1. Source 75% of food locally and 95% regionally (by weight)  | ✓ |
| 2. Reduce our total carpet use by 30%   | ✓ |
| 3. Ensure any sponsor provided merchandise aligns with the criteria in GMEGG  | ✓ |
| 4. Re-evaluate our Greenbuild Materials List for a Post COVID-19 world and show leadership in safety and sustainability | 📈 |
| 5. Identify tracking mechanisms/parameters for supply chain Scope 3 emissions   | 📈 |

## GOAL 4: Improve Event Overall Social Resiliency

What does this goal seek to address: Sustainable development cannot be achieved without the inclusion of mental wellness, equity and inclusion. Greenbuild is determined to become an event that focuses on the importance of mental wellness, and being an event focused on inclusion.

### OBJECTIVES

- |   |   |
|---|---|
| 1. Improve focus on the importance of mental wellness                                 | ✓ |
| 2. Identify ways in which event can be more inclusive virtually and at physical event | ✓ |

✓ = ACHIEVED

📈 = IN PROGRESS

# Appendix A: Greenbuild Sustainability Goal Progress *(continued)*

## GOAL 5: Reduce Event's Carbon Footprint

What does this goal seek to address: Tradeshows and events produce significant greenhouse gas emissions. Carbon intensive activities such as air travel, local transportation, freight shipping and venue and hotel energy consumption are all considerable factors in the show's carbon footprint. The Greenbuild team collaborates with all stakeholders to reduce onsite energy use, maximize the use of renewable energy and offset 100% of Greenbuild Related Emissions. As we seek to be carbon positive we will seek to neutralize carbon emissions associated with waste and the production of various materials related to the event.

OBJECTIVES	
1. Expand Carbon Footprint Calculations	✓
2. Offset Carbon Footprint	✓

## GOAL 6: Positively Impact Communities

What does this goal seek to address: Greenbuild is carefully planned and designed each year to provide attendees with an educational and inspiring onsite experience. Likewise, we strive to support local business and communities that help make Greenbuild possible. Our goal to positively impact communities is three-fold. First, through careful supply chain management, we support businesses and communities that help make Greenbuild possible. Second, we strive to leave a lasting 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 the community).

OBJECTIVES	
1. Incorporate criteria into the selection process for Legacy Project 2021	✓
2. Create interactive opportunity with Legacy Project 2021	✓
3. Baseline the value of Volunteer Program to participants	📈
4. Work to partner with other organizations within the Sustainability Community	✓

## GOAL 7: Lead the Event Industry Through the Advancement of Sustainable Event Management Initiatives

What does this goal seek to address: Greenbuild provides a unique opportunity for our events team to combine two passions—green building and “green meetings.” Greenbuild seeks to be a pioneer, finding innovative solutions to different challenges in each new host destination for Greenbuild, as well as leading the charge on making the tradeshow and event industry a resilient and sustainable one.

OBJECTIVES	
1. Align actions with UNSDGs	✓
2. Pursue two event industry award programs for Event Sustainability	✓
3. Pursue sustainable event certifications	✓

📈 = IN PROGRESS

✓ = ACHIEVED



# Appendix B: Greenbuild Mandatory Exhibition Greening Guidelines (GMEGG)


## GREENBUILD MANDATORY EXHIBITOR GREEN GUIDELINES (GMEGG)

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

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

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

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



### ENERGY CONSERVATION

#### Booth Lighting

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

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

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

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


#### Electronic Display

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

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

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

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



### BOOTH MATERIALS

#### Flooring

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

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

#### Booth Structure, cont.

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

#### Communications & Collateral

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

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

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

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

#### Booth Graphics and Signage

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

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

#### Booth Structure

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

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

#### Indoor Air Quality

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

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

# Appendix B: GMEGG (continued)

## GREENBUILD MANDATORY EXHIBITOR GREEN GUIDELINES (GMEGG) continued

### SHIPPING PRACTICES

#### Energy Conservation Shipping Methods

Exhibitor will meet one or more of the following requirements:

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

#### Shipping Materials

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

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

Exhibitor will meet one or more of the following requirements:

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



### ON-SITE OPERATIONS

#### Exhibitor Responsibility

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

#### Staff Training

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

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

#### On-Site Transportation

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

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

#### Waste Management

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

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

#### Waste Management, cont.

The exhibitor will meet one of the following requirements:

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

#### Food and Beverage Service

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

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

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

#### Water Reclamation

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

#### Exhibitors using EACs

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

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

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



# Appendix C: Data Boundary and Quantification Methods

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

## ENERGY USE

The energy boundary consists of energy consumed during Greenbuild events and corresponding move-in/move-out periods San Diego Convention Center.

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

## WATER USE

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

- For the convention center, total water consumption during Greenbuild move in, event and move-in/out days was reported through manual meter readings.

### Boundary Considerations

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

### Water Footprint Considerations

The water footprint boundary consists of water consumed, both direct and indirect from the following source and/or products: San Diego Convention Center water consumption for the duration of Greenbuild 2021, Centerplate food and beverage procured for Greenbuild 2021, Freeman freight fuel consumption, Paper procured for Greenbuild 2021, and average water consumption for occupied hotel room nights. All figures are reported in gallons.

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

## Water Footprint Calculations

The following details the measurements in the water footprint.

1. San Diego Convention Center– total water consumption during Greenbuild move in, event and move-in/out days was reported through manual meter readings.
2. Centerplate /– based on the global average water footprint liter/kg for provided whole food items (Water Footprint Network). If water footprint of item was not provided, an item in the same plant family.
3. Freeman freight fuel – based on total gallons of water consumed to produce total gallons of gasoline consumed (Water Intensity of Transportation).
4. Paper – based on total gallons of water used to produce total pounds of coated groundwood paper consumed for Greenbuild 2021 (Environmental Paper Network).
5. Hotels – based on average hotel water usage per occupied room (L) in San Diego, CA (Cornell Hotel Sustainability Benchmarking Index 2019: Energy, Water, Carbon).

# Appendix C: Data Boundary and Quantification Methods *(continued)*

## WASTE CALCULATIONS

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

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

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

### Boundary Considerations

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

## GHG EMISSIONS

### Included in the total GHG emissions value:

- Electricity use at the venues
- Stationary combustion of fuels at venues
- Mobile fuel combustion of fuels at venues
- Estimated mobile fuel combustion of freight:
  - General contractor/show management deliveries
  - Exhibitor freight sent from advanced warehouse to the center
  - Marshaling yard trailers used to support this show
- Air travel to the destination by participants (attendees, staff, vendors, exhibitors)
- Local and regional travel to the destination by participants. Participants were assigned a round trip distance based on the characteristics and layout of departure city. Mode of travel includes car, regional train and local bus/metro.
- Ground transportation by participants from airport to convention center
- Ground shuttle use for offsite events and event staff
- GHG emissions per occupied room for hotels within the contracted room block (per the Hotel Carbon Measurement Initiative), using either data provided by the hotels directly, or default metrics per the Cornell Hotel Sustainability Benchmarking research report published 2019.
- Energy Use and Carbon Emissions from Streaming Video: CarbonBrief.org, updated 2020 - metric used for streaming live and on-demand content, as well as for videoconferencing

### 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

- Energy emissions at venues from US EPA “Emission Factors for GHG Inventories” (March 2020 update)
- Emission factors for electricity consumption at venues obtained from EPA eGRID Year 2019 summary tables
- Emission factors for stationary fuel burning obtained from the World Resources Institute stationary combustion tool 4.0
- Flights US EPA “Emission Factors for GHG Inventories” (March 2020 update)
- Other attendee carbon offsets were calculated separately from the total GHG emissions value
- Actual count of attendee offsets for hotel accommodations, with an assumption of 3-day length of stay to calculate total room nights