



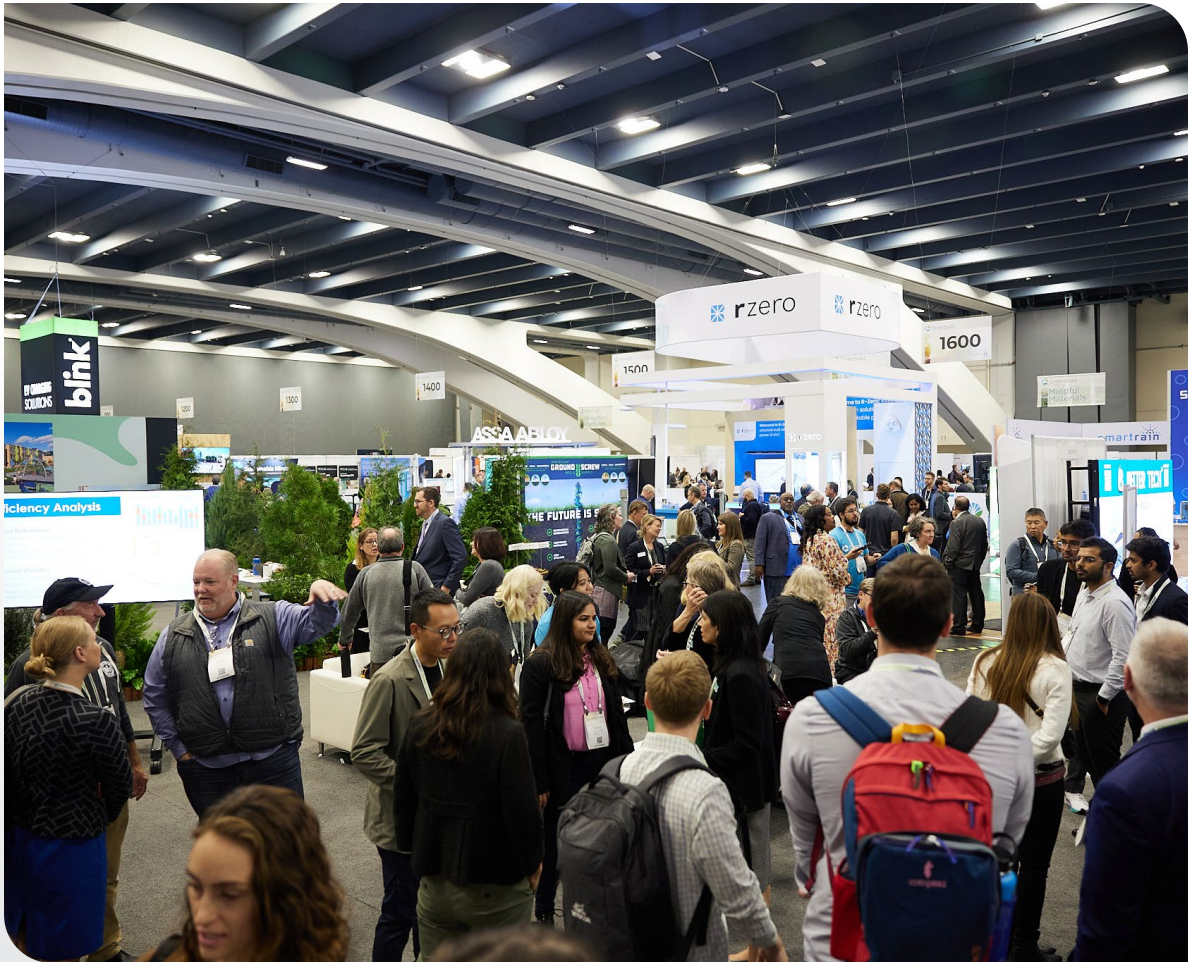
Greenbuild

2022 Sustainability Report



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# A Message from the Greenbuild Team

To our extended Greenbuild family,

Thank you for your continued support of the **Greenbuild International Conference + Expo**. We were thrilled to gather together in person once again at our trademark event which was held at the Moscone Center in San Francisco, for the first time since 2013. We welcomed thousands of industry professionals onsite, and more virtually, all in an effort to continue our mission of improving resilience, sustainability, and quality of life in our buildings, cities and communities.

We also celebrated the 20th Anniversary of the in-person event with new events and networking opportunities. Throughout the course of the week, Greenbuild offered:

- Over 200 live conference sessions, many of which were live streamed directly from show site, and the balance of which were recorded and available virtually after the show.
- 2 brand-new virtual Summits covering Sustainable Infrastructure & Healthy Materials.
- Daily keynotes led by the one and only Jane Fonda, who kicked off our Wednesday programming with a dynamic, powerful and highly entertaining session discussing her life-long climate advocacy.
- Over 225 exhibitors and brands on the Expo Floor including a new colocation with the **Industrialized Wood Based Construction Conference**.

- Countless special events including a the Greenbuild 20th Anniversary Party held at the Exploratorium.
- 20 Tours of local, industry-leading Sustainability project.
- Wellness activities including LEED Plaque run with the Greenbuild Run/Walk Club, daily complimentary Yoga classes, an all-new prayer & meditation room.
- Volunteer activities right from the show floor that allowed Greenbuild attendees to build food kits and wrap presents for the local community.

Greenbuild, in collaboration with the Host Committee, also provided funding for a 2022 Legacy Project, which installed a solar battery at the Oakland Neighborhood Resiliency Hub

We invite you to read the entire 2022 Sustainability Report in the pages that follow, and we look forward to seeing you September 26 – 29, 2023 in Washington, DC.

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 "Britt Jackman".

Britt Jackman  
Director, Education & Events,  
U.S. Green Building Council

# 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



**83%**

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

**220+**  
Exhibitors

**200**  
Sessions

**70**  
Countries  
Represented

*\*Metrics from Greenbuild 2022*

## Audience Breakdown





# About San Francisco

San Francisco has long been a pioneer in sustainability. 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 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.



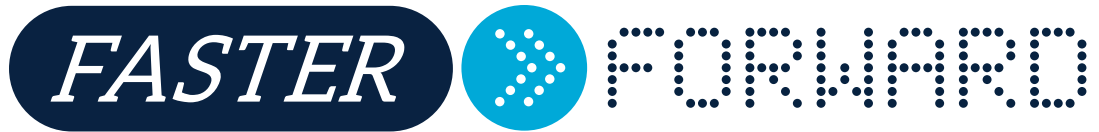
# Greenbuild Event Sustainability Performance Metrics

Event Sustainability Data	2022
Renewable Energy Use (% of total)	5%
GHG Emissions Per Participant (lb)	1,424
Unavoidable Carbon Emissions Offset	100%
Total Waste Diversion	76%
Total Waste Per Participant (lb)	7.01
Sustainable Signage Sourced (% of total sqft)	26%
Signage/Graphics returned to inventory (% of total)	68%
Total Donated Materials (lb)	200
Total Donated Food (lb)	955.1
Total Water Footprint (Gal)	716,628
Water Restoration Credits Purchased (%)	100%
Hotels - Walking Distance (% within 1 mile)	100%
LEED-Certified Venue Partners (#)	2
Exhibitors - GMEGG participation (% of total)	95%





# Faster Forward to a Sustainable Future



Informa, the parent company that produces Greenbuild Conference and 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.

As part of the Faster Forward framework Informa has an Accelerator program, which is a scorecard for event teams to track their progress and push the boundaries of sustainable event management. In 2021 Greenbuild was the first and only event in the Informa portfolio to achieve Pioneer level – representing the highest achievement level possible within the framework and we are on our way to achieving that designation again in 2022.

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 Produce a Zero Waste Event**
- 2 Empower Stakeholders to Drive Change in Their Industries**
- 3 Improve Sustainable Sourcing and Procurement**
- 4 Incorporate Equity, Inclusion and Wellbeing Through All Event Strategies**
- 5 Reduce Carbon Emissions**
- 6 Positively Impact Communities**
- 7 Lead the Event Industry Through the Advancement of Sustainable Event Management Initiatives**

# 20 Years of Sustainable Events

Greenbuild Conference and Expo started 20 years ago. Even back in 2002, Sustainability was a pillar in the design, production, and content of the event. Ten years ago, San Francisco was the host of Greenbuild, where we focused efforts of the event to be sustainable by building the main stage from a salvaged greenhouse, choosing service ware for all food and beverage functions that was certified compostable and launching the first Women in Green event.



## Here are our collective environmental sustainability achievements from the last 20 years

- **We have hosted over 205,384 people in the last 20 years at Greenbuild!**
- Diverted **322** tons of material away from landfills
- **237** tons of material was sent to recycling facilities
- **85** tons of compostable materials
- Almost **5,000** pounds of food donated
- **70,607** pounds of materials donated or upcycled
- **100%** of all event emissions offset every year for 20 years
- **50%** average of all fresh food sourced locally (within 100 miles)
- **80%** average of all fresh food sourced regionally (within 500 miles)
- **28 million** gallons worth of water restoration credits supplied to improve water ways for nature and people



# Greenbuild 2022 Sustainability Achievements

## Community and Sustainability

This year we expanded the Sustainability Hub to make it an inviting space that was home to two awesome community outreach programs: Compass Family Services and AB Jones & Co.

**Compass Family Services** helps San Francisco families facing homelessness with shelter, housing, childcare, mental healthcare, educational assistance, and employment services.

**AB Jones & Co** is a social venture that centers around fork to farm sustainability to enhance Central and Southern California soils and provide economic and environmental benefits to the community. This was our second year in a row working with this awesome organization in California.

Attendees volunteered to assemble boxes of fresh food and vegetables collected by AB Jones & Co that were delivered to Bay Area families. Many attendees wrote recipes or words of encouragement, recipes, and artwork on the boxes as an extra touch. AB Jones & Co delivered **165** fresh food boxes as a direct result of Greenbuild.

With Compass Family Services, attendees donated new toys and helped gift wrap them for kids staying in Compass shelters and housing during the holidays. The value of the toys exceeded \$3,000 and hundreds of presents were wrapped to be delivered to families in the local area.

Greenbuild also partnered with **La Cocina**. A local group that focuses on small business incubation with a vision of increasing inclusivity in the food industry. They provide affordable commercial kitchen space, industry-specific technical assistance, and access to market opportunities. La Cocina prepared VIP gift bags of edible treats made by entrepreneurs they support.

## Greenbuild Legacy Project

With our mission to always leave our host destination better than we found it, the Greenbuild Legacy Project recipient of 2022, California Interfaith Power and Light (CIPL), helps educate congregations on the theological basis for eco-stewardship and assists them in implementing programs to reduce their greenhouse gas emissions and become more energy efficient. Through CIPL, Faith Baptist Church in Oakland was the recipient of the Greenbuild Legacy Project Award. They are also recipients of a total of \$85,000 in grant money to purchase more solar panels (the pastor had invested in solar about 7 years ago) and the battery equipment to store energy. David Johnson, who was on the committee that selected the church for the award, said he's happy the energy project achieved a social equity goal as well.

[“Imagine if all churches and congregations that are already gathering places in our neighborhood could become resiliency hubs,”](#) Johnson said.

[READ MORE](#)



# Certiably Sustainable



## EIC Event Sustainability Certification

Greenbuild achieved the first Platinum Certification for event sustainability from the Events Industry Council in 2019. Since that time the standards have updated to become one of most challenging certifications to achieve in our industry. For 2022, Greenbuild is once again pursuing Platinum Certification through a rigorous process that involves evaluating metrics like waste, energy, responsible procurement and sourcing, and standards of social sustainability like accessibility measures and community engagement.



## TRUE True Zero Waste

For the third year in a row Greenbuild pursued the TRUE Zero Waste certification for events. To achieve this certification, we create a detailed waste management plan and engage all stakeholder groups, as the certification requires a 90% diversion rate. By traditional measurement standards, our diversion rate in 2022 was below our goal. Unfortunately, things happen, and we found that some off hour dumping into our landfill compactor resulted in a lower diversion rate that we were expecting. To achieve TRUE the certification also considers waste avoided through planning and reuse. When those elements were added, we were able to hit the 90% diversion rate threshold and achieve certification status.

Waste Diversion (%)	76%
Waste Diversion Over Baseline (%)	26%
Total Waste Generated (US Ton)	15.26
Total Recycling (US Ton)	5.355
Total Compost (US Ton)	5.72
Waste Reduction	
Reuse	



## Water Restoration Credits

Since 2016 Greenbuild has been purchasing Water Restoration Credits (WRC) equal to the amount of our event water footprint which includes water consumption from the main event venue, hotels, fuel consumption and food and beverage production items. WRCs are third party verified credits, that directly enact change by putting money towards projects that help secure legal agreements that protect water to ensure environmental and social benefits, they provide cleaner, more abundant water and improves habitat in meadows, wetlands, and rivers. They also help to use water more efficiently in cities or on farms by modernizing outdated systems.

At the close of the 2022 Greenbuild has purchased restoration credits resulting in over **28 million gallons** of water improved or restored to benefit people and nature.



# Greenbuild Mandatory Exhibitor Green Guidelines (GMEGG) Award Winners

All Greenbuild Exhibitors are required to follow the Greenbuild Mandatory Exhibitor Green Guidelines, which ensure all booths at the show achieve a minimum level of sustainability in their design and execution. These guidelines provide best practices in energy use, booth design, material selection, shipping and onsite operations.



This year, the awards for **Most Innovative** and **Attendee's Choice** both went to [Building Transparency](#), a first-time exhibitor who showcased excellence and true innovation in developing a booth that tracked its own carbon footprint. The booth demonstrated the unique technology the Washington nonprofit has developed, the EC3 tool, which tracks embodied carbon in construction with a goal to reduce its use in the supply chain. The booth tagged every element of its construction, including furniture and mobile walls, and used simple printed graphics to demonstrate their embodied carbon footprint.

Executive Director Stacy Smedley used her booth not only to demonstrate their technology in action, but to elevate women in technology and green building. BT hosted two Wisconsin Girl Scout Troops as residents of the booth, who ran their own series of activations like a climate action map, spoke at the Women in Green luncheon, and fearlessly promoted their research into embodied carbon with [this video](#).

The Green Exhibitor for Exemplary Performance went to [RAICO](#), a building envelope company that used simple and effective strategy to reduce carbon output when traveling from Germany to San Francisco. They used their durable wooden shipping crates as their booth structure, thereby reducing cost and impact of purchasing or renting furniture, and simultaneously displaying the efficacy and durability of their products. This method of shipping also greatly reduced the need for wasteful, single-use cling wrap to package their materials on pallets.

# Expanding Onsite Wellness

Greenbuild organized daily meet-ups for morning runs and yoga to help attendees feel centered and refreshed as they started each conference day. Complimentary Yoga was offered in the beautiful Mezzanine space of Moscone South and was full each morning of attendees getting centered and ready to take on the day. Great fall weather made the morning run through iconic buildings and parks of San Francisco an activity not to be missed.

This year we also expanded our onsite wellness space – making it easily accessible to attendees and staff alike. The space featured cozy furniture, yoga mats, dimmed lighting, purifying smells, and sounds to help folks recharge during Greenbuild.





# Officially Certified CarbonNeutral® Event in 2022

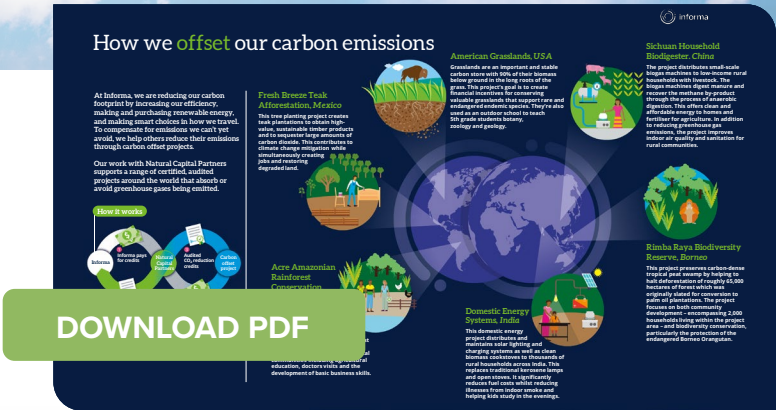
Since 2002, Greenbuild Conference and Expo have been tracking and reducing the lifecycle carbon emissions from the event. Over the years, as tracking methods have become more sophisticated, the boundaries have expanded and science has helped us better measure and mitigate our scope 1, 2, and 3 greenhouse gas emissions.

It's fitting that our 20th anniversary is also the year we take a big step forward and upgrade our approach. This year we've upgraded our calculation approach to be more inclusive of wider greenhouse gas emissions in line with leading global practices and science.

We continue to work to reduce the undesirable environmental impacts of our events through actions such as sourcing products locally to reduce transportation emissions, powering the venue with renewable electricity, offering incentives for attendees to use mass transit or ride share, favoring low carbon menu items, and diverting waste from landfills. We also know that many of our attendees are highly committed to reducing the impact of their travel to the event.

While we can't eliminate all the emissions from running the event (yet!), for the past 20 years we have purchased certified carbon offsets to compensate for those unavoidable emissions that we are always looking to reduce. We appreciate our vendor partners and the hundreds of Greenbuild attendee companies that purchased offsets for staff travel and accommodations as part of their company policy.

We are thrilled to announce that Greenbuild has successfully achieved the internationally recognized and independently developed CarbonNeutral® Event certification, marking a significant milestone in our sustainability journey. Through rigorous emissions reduction efforts, the active participation of our attendees and partners in offsetting their own emissions, and Greenbuild's investment in certified offsets, we have taken decisive steps to address the full greenhouse gas impact of our event. This independently developed and third-party audited certification attests to our unwavering commitment to minimizing our environmental footprint and sets a high standard for sustainable event practices, inspiring others to follow suit.



## Total GHG Emissions (MT CO2e)

Fossil fuel consumption onsite	1.2
Electricity use at the venue	40.8
Waste related emissions	2.9
Catering	35.3
Travel	3005.0
Freight and Fuel	61.5
Occupied Hotel Room Nights	172.0
Digital carbon footprint for virtual attendees	6.3
<b>TOTAL GHG footprint (MT CO2e)</b>	<b>3325.2</b>
DEDUCT Use of renewable electricity onsite	-40.8
DEDUCT Offsetting by contractors, staff, participants, and Greenbuild	-3,284.4
<b>Residual GHG impact (MT CO2e)</b>	<b>0</b>

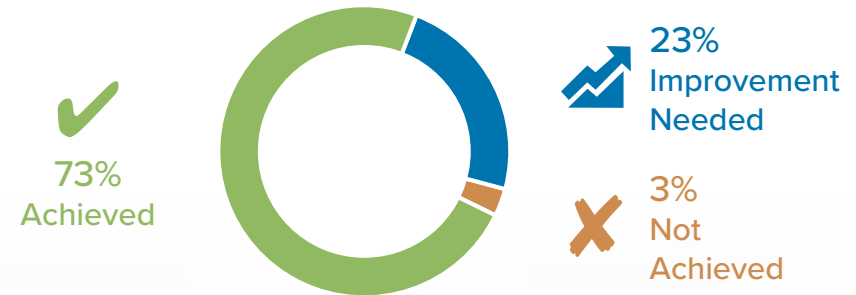
# Continued Leadership in the Industry to Advance Sustainable Event Production and Management

Greenbuild Conference and Expo has always been at the forefront of sustainability in the building industry and in the meetings and events industry. We will continue to push the envelope on what is possible and bring partners along in our journey. By co-locating with other industry events, the “Greenbuild Way” can reach more people and produce more sustainable events.

Every year our team identifies specific goals in helping us achieve our long-term objectives. While we don’t always achieve our goals, we do follow the wisdom of Ted Turner “you should set goals beyond your reach, so you always have something to live for.”

Greenbuild International Conference and Expo is produced by Informa, a global provider of more than 1000 conferences and trade shows. Informa ranks top of its sector in the Dow Jones Sustainability Index and is a member of FTSE4Good and the Responsible Media Forum, amongst others. As a leading provider of sustainable events, Informa has established an internal Sustainable Event Management System to support events in meeting the sustainability expectations of a modern audience. For leading sustainable events, Informa has created an Accelerator program to encourage events to continually push the envelope on what is possible in event sustainability. Thanks to support from USGBC, the Greenbuild event teams, and longtime sustainability consultant Honeycomb Strategies, Greenbuild continues to be ranked in the highest the ‘Pioneer’ category making it one of the most sustainable events in the Informa event portfolio and one of the most sustainable tradeshow and conference in the world.

## Greenbuild Event Goals



## Sustainable Development Goals

Since 2021 Greenbuild has been tracking our actions against the United Nations Sustainable Development Goals (SDGs), also known as Global Goals. These 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 their commitment 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 can support almost all the Sustainable Development Goals.

*See the next page for SDGs >>>*



# Sustainable Development Goals *(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 Francisco.



## GOOD HEALTH AND WELL BEING

Healthy food was a priority when crafting the menus at Greenbuild. Group wellness activities were organized daily, and wellness lounge was offered as a place to ensure mental well-being of all delegates was addressed.



## QUALITY EDUCATION

187 education sessions were offered at Greenbuild. 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.



## CLEAN WATER AND SANITATION

Greenbuild purchases water restoration credits equal to the water consumed at the main venue. This effort seeks to improve vital waterways across the US to maintain clean water for communities and wildlife.



## AFFORDABLE AND CLEAN ENERGY

Greenbuild contracts exclusively with LEED certified buildings to host the conference and expo. Part of LEED certification and Greenbuild contract guidelines a portion of energy for the show must come from renewable sources. Moscone Center sourced 7.5% of total energy consumption from solar panels. Our Celebration venue sourced 100% of energy from renewable sources.



## DECENT WORK AND ECONOMIC GROWTH

Greenbuild contributed millions of dollars to the local San Francisco Community. 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 provides attendees and exhibitors a chance to share innovative technologies that help to build resilient communities using products designed to build sustainable infrastructure. This year the event co-located with IWBC to share more innovative products and technologies to attendees.



## REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES

Greenbuild provided scholarships to 26 individuals to attend Greenbuild in person. Additionally, 27 scholarships were provided for virtual passes. 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 the content and education provided seeks to address the advancement of this cause. The annual Legacy Project at Greenbuild supported the installation of solar batteries at the California Interfaith Power and Light (CIPL) facility. The group helps educate congregations on the theological basis for eco-stewardship and assists them in implementing programs to reduce their greenhouse gas emissions and become more energy efficient –therefore helping to mitigate the harmful effects of global warming.



## RESPONSIBLE CONSUMPTION AND PRODUCTION

Through GMEGG and vendor sustainability programs we ensure that we are doing our part 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, and waste diversion impacts.



## LIFE BELOW WATER

Water consumption for the duration of the event at the Moscone 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 my reducing carbon emissions released into the environment.



## PEACE, JUSTICE and STRONG INSTITUTIONS

Greenbuild is the place where leaders and community members find solutions for social and environmental justice. Through content and inspiring speakers like Jane Fonda , who has dedicated her life to a more just future for women and the environment, everyone at Greenbuild in 2022 was part of the dialogue to create a more just and peaceful future.



## PARTNERSHIP FOR THE GOALS

Greenbuild wouldn't be possible without the incredible partners who flex their sustainability muscle when helping to produce our event. Each of our main vendors go through a rigorous series of interviews, product reviews and sustainable contracting requirements to ensure we are delivering the most sustainable event possible.

# Sustainability Partners





# Looking Ahead Greenbuild 2023

In 2023, Greenbuild is expected to include more education, more exhibitors and more events. 2023 is also the 30th Anniversary of USGBC, which means we'll be celebrating in style in USGBC's home city with the event taking place September 26-29, 2023 at the Walter E. Washington Convention Center in Washington, DC.

Greenbuild will bring its world class sustainability program to DC, which already lead the nation in Sustainability initiatives. In fact, DC was the 1st LEED Platinum City in the World according to USGBC.



## Here are a few additional Sustainability Facts about Washington, DC:

- The city has more LEED-certified buildings than any other city in the U.S. (USGBC).
- The Walter E. Washington Convention Center, in 2022, became the first Convention Center to achieve the WELL health-Safety Rating.
- The Clean Energy DC Act, passed in December 2018, is the nation's first 100 percent renewable energy bill and the most aggressive, fastest-acting climate change legislation in the country.
- DC's Department of Energy and Environment (DOEE) is the leading authority on energy and environmental issues and employees approximately 300 engineers, biologists, toxicologists, geologists and environmental specialists.
- With 7,800 acres of parkland, the District has the most park space among the most populous cities in the U.S. (DOEE).
- Washington, DC is the first city in the nation to pass a law, the Green Building Act of 2006, requiring green building certification for both the public and private sectors (DOEE).
- In 2018, Washington, DC was ranked #3 Greenest City in America by WalletHub.
- The Washington Nationals ballpark is the country's first LEED Silver certified ballpark (USGBC).

*\*All Washington, DC data on this page provided by Washington.org  
<https://washington.org/meetings/dc-green-facts>*

# Appendix A: Greenbuild Sustainability Goal Progress

## GOAL 1: Execute 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 Moscone of 85%, with a stretch goal of 90%            | 📈 |
| 3. Eliminate single use plastics at Greenbuild   | ✓ |

## GOAL 2: Advance Stakeholder Education & Engagement

**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. Continue meaningful communications with vendors specific to sustainability.   | ✓ |
| 3. Create a social media campaign around Sustainability at Greenbuild  | ✗ |
| 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.  | ✓ |
| 5. ACCELERATOR: Sustainability Inside: Identify all the ways Greenbuild supports the advancement of sustainability in the industry   | ✓ |
| 6. ACCELERATOR: Internal Stakeholder Engagement Continue and seek opportunities to create meaningful engagement opportunities for show staff to better understand and engage in Sustainable Event Management | ✓ |
| 7. Deliver innovative ways to engage attendees and exhibitors around sustainability at the sustainability Hub  | ✓ |

## 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. ACCELERATOR: Waste Management: Encourage more sustainable flooring options with exhibitors                           | ✓ |
| 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. Review procurement policy and update to reflect the changes of today   | 📈 |

## GOAL 4: Improve Event Overall Social Resilience

**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. Provide information and access to spaces onsite that support mental and physical well being for all participants and staff.                              | ✓ |
| 2. Create an inclusive event space, in person and online, that feels safe and free for all people regardless of religion, sexual orientation or skin color. | ✓ |

✓ = ACHIEVED    📈 = IN PROGRESS    ✗ = NOT ACHIEVED



# 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 Entire Carbon Footprint	✓
3. Align with Informa Carbon Neutral Program	✓

## 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 2022	📈
2. Create interactive opportunity with Legacy Project 2022	✗
3. Baseline the value of Volunteer Program to participants	📈
4. Work to partner with other organizations within the Sustainability Community	✓
5. Connecting the disconnected	✓

## 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. ACCELERATOR: Purposeful Partnership: Identify and track metrics related to industry partnerships	✓
3. Apply for industry award program in 2022	✓
4. Pursue industry certifications and accolades	✓
5. ACCELERATOR: Climate Risk - identify issues and plan accordingly	✓

 = ACHIEVED

 = IN PROGRESS

 = NOT 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
  - 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 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 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.

### 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.

### 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 Moscone Convention Center and the Exploratorium.

- For the convention center, total energy consumption (purchased electricity, fuel burning for heating and cooling, district steam) during Greenbuild move in, event and move-in/out days was reported through manual meter readings.
- For the celebration venue total energy consumption from all sources were reported through meter reads from move in to move out.
- 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: Moscone Convention Center water consumption for the duration of Greenbuild 2022, Savor food and beverage procured for Greenbuild 2022, Freeman freight fuel consumption, Paper procured for Greenbuild 2022, 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. Moscone Convention Center— total water consumption during Greenbuild move in, event and move-in/out days was reported through manual meter readings.
2. Food data was not provided this year.
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 2022 (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. Donated Food – individual food items were weighed, then multiplied by the amount of that item left over to determine total weight
5. Donated Items – weight captured on forklift during loading process for individual donation recipient groups
6. Landfill – 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 are calculated/estimated MTCO<sub>2</sub>e equivalent from:

- Electricity use at the venues (including RECs purchased)
- Catering (Including all Food & Beverage)
- Travel by all staff and registered participants to and from the event, including transport within the city and flights etc. to/from the city
- Event logistics for main contractors and exhibitor freight
- Hotels and accommodations for all out-of-town event participants
- Digital emissions from streaming to virtual attendees

Not included in the value:

- A number of insignificant sources of emissions such as the fugitive emissions from refrigerant leakages at the venue

### 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.