



Greenbuild

2024 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 welcome thousands of industry professionals to gather again at our trademark event at the Pennsylvania Convention Center in Philadelphia, PA.

Greenbuild remains the only event that brings the entire ecosystem of building professionals together under one roof for an exciting, immersive experience geared towards improving building projects, meeting new clients, and contributing to creating a healthier future for our communities.

Throughout the course of the week, Greenbuild offered:

- Over 200 live conference sessions with over 435 industry speakers
- An all-new collaboration with Phius, including an original education track, summit, and expert-led sessions focused on passive house principles.
- 5 brand-new in-person Summits covering Phius passive building, building materials, sustainable finance in the built environment, regenerative ecosystems, and resilient places.
- Daily keynotes featuring Don Cheadle, Ari Wallach, and a panel hosted by USGBC showcasing a dynamic, powerful mix of industry voices honoring our progress with LEED v5.
- Over 260 exhibitors and brands on the Expo Floor, including a co-location with the Industrialized Wood-Based Construction Conference, now known as MassTimber+.
- Countless special events, including the Greenbuild Gala presented by USGBC at the Franklin Institute, Philadelphia's top science museum.
- A new leadership award lunch hosted by USGBC honoring exceptional examples of sustainability leadership as well as the renowned Women In Green luncheon.
- 18 Tours of local, industry-leading sustainability projects in the Philadelphia area
- Wellness activities, including a LEED Plaque run with the Greenbuild Run/Walk club, and daily complimentary yoga classes.
- A robust Sustainability Hub with activities on the show floor allowing Greenbuild attendees to participate in local community development projects.
- Highly knowledgeable and trained volunteer workforce focused on achieving industry leading waste diversion outcomes through the deployment of standards and attendee education in pursuit of the show's sixth TRUE Event certification.

Greenbuild, in collaboration with the 2024 Host Committee, also provided funding for a 2024 Legacy Project. This project focused on the East Parkside neighborhood in West Philadelphia and was dedicated to positively impacting the Philadelphia community.

We invite you to read the entire 2024 Sustainability Report on the following pages, and we look forward to seeing you November 4-7, 2025, in Los Angeles, CA.

Best Regards,



Katie Gillham
Event Director
Greenbuild



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



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.



MORE DETAILS HERE



2024 Highlights By the Numbers



70%

of waste diverted from landfill
through composting, recycling,
donation, and reuse

100%

plastic-free
show catering

100%

of education session tracks
focused on a sustainable future

57%

of speakers self-identified
as women



50%

of fresh food was
sourced locally
(from within 250 mile radius)

100%

of unavoidable greenhouse
gas emissions were offset

300

hygiene kits built for individuals
affected by hurricanes



Our Long-Term Sustainability Goals and Legacy

In an era where environmental consciousness and responsible business practices are at the forefront of global priorities, long-term sustainability goals are the cornerstone for our organization to make progress. Long-term sustainability goals encapsulate a commitment to practices that balance economic growth with social and environmental responsibility. These goals go beyond immediate annual gains and aim to create enduring positive impacts well beyond the close of the show. As we navigate the challenges of the 21st century, Greenbuild continues to pursue long-term sustainability goals, recognizing their role in shaping a healthy future and positioning sustainability as a fundamental guiding principle for progress.

Greenbuild's Long-term Sustainability Goals

- 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 Greenhouse Gas Emissions
- 6** Positively Impact Communities
- 7** Lead the Events Industry Through the Advancement of Sustainable Event Management Initiatives



Waste Management

Each year, the Greenbuild Conference and Expo travels to a new venue and works to successfully implement a results-driven waste strategy at every host location. This success is achieved through long-term vendor relationships, sustainability criteria in RFPs and contract addendums, dedicated partners, and ongoing collaboration with our suppliers leading up to the event.

Effective waste management relies heavily on the efforts of our partners. At the Pennsylvania Convention Center (PACC), a robust waste management system was already in place, utilizing a color-coded sorting method for both front-of-house and back-of-house operations. Greenbuild augmented waste efforts, bringing in a local compost hauler and hired additional back-of-house sorting staff to improve waste diversion at the facility.

The final waste diversion rate for Greenbuild 2024 was 70%, which, while 15% higher than the venue's typical diversion rate and in alignment with the event historical average, there is always room to improve. Some unforeseen challenges showed up in food and beverage disposables. Although extensive efforts were made to source compostable service ware at PACC, certain items could not be replaced due to pre-packaging by external vendors. Additionally, misunderstandings about the limitations of compostable service ware in commercial composting led to some compost contamination. To address this, our compost partner did re-sort materials at their facility to ensure the maximum amount of compostable waste was processed.

The human component will always be a key factor in achieving a high diversion at Greenbuild. Front-of-house sorting was supported by volunteers who guided attendees to the appropriate bins, reducing contamination and facilitating efficient waste separation.

In 2024, Greenbuild generated a total of 16.95 US tons of waste, distributed as follows:

	2023	2024	YOY Comparison
Landfill Waste (US Ton)	5.08	5.06	.4% decrease
Recycling Waste (US Ton)	3.56	9.64	171% increase
Compost Waste (US Ton)	1.9	2.00	5.3% increase
Donations (US Ton)	-	0.25	-
Total (US Ton)	10.54	16.95	61% increase

At Greenbuild 2024, the total waste generated increased by 61% compared to 2023, primarily due to increased recycling. Despite this increase, landfill waste decreased slightly by 0.4%. These results demonstrate effective waste management practices, with more waste diverted to recycling, composting, and donations, reducing the event's environmental impact.



Waste Management



Our waste program thrives thanks to the support of our volunteers!

USGBC trains volunteers on the venue's unique waste systems and educates them on the proper disposal methods for materials found on the show floor. This helps guide attendees to the correct bins, preventing contamination and ensuring efficient waste sorting, which in turn supports back-of-house teams in properly managing waste streams.

The Value of Strong Donation Partnerships!

PACC's well-established network of community partners played a vital role in Greenbuild's success. This diverse network made it possible to repurpose leftover event materials in meaningful ways. For example, PACC engaged their partner, Methodist Family Service, to find a new home for brand-new waste bins generously donated by an exhibitor after the show. These partnerships highlight the power of collaboration in driving sustainability and supporting the local community.





Stakeholder Engagement and Education

SUSTAINABLE DEVELOPMENT GOALS ACHIEVED



Engaging stakeholders is key to making sustainability more accessible. Greenbuild creates opportunities to educate and involve everyone in building a more sustainable future for the events industry.

Exhibitor Engagement & Education

In 2024, all exhibitors participated in the Greenbuild Mandatory Exhibitor Green Guidelines (GMEGG), with top performers recognized for outstanding achievements in sustainable procurement and design.



Exemplary Performance: USGBC

"Our booth highlights what it means to reuse. A good portion of our 4200 sq ft booth is being reused or rented from Freeman. Additionally, we bring rental plants in every year from a regional provider, that go back after the show and get reused for other events, in offices or planted in backyards. Everything is sourced and used with sustainability in mind." – Don Hatch, USGBC

Most Innovative: Sika

This award is presented to a booth who achieved exceptional performance above and beyond the requirements set by GMEGG and/or innovative performance in green exhibiting practices not specifically addressed by GMEGG.



Attendee Choice: Legrand

This award is presented to a booth who exhibited outstanding levels of engagement with attendees on their business' green exhibiting practices and how that relates to the exhibiting company's overall sustainability/product priorities.



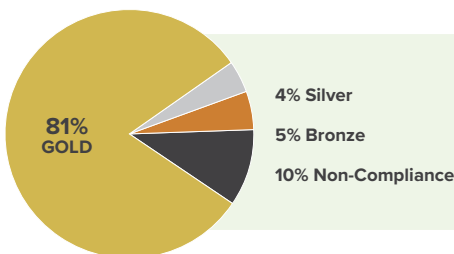


Stakeholder Engagement and Education

Better Stands

For the first time in 2023, Greenbuild introduced the Better Stands initiative, which was further integrated into the GMEGG requirements and online exhibitor training this year.

The Better Stands program provides a framework to evaluate the sustainability of booths, assigning Bronze, Silver, or Gold status based on the reuse or recycling of booth elements. This initiative enhanced exhibitor education while reducing the environmental impact of the Greenbuild show floor.



Better Stands Breakdown

The Informa Better Stands program helps shift the events industry away from disposable stands. Greenbuild has long promoted sustainable materials and reuse, and this initiative adds another layer of education and impact. 81% of our exhibitors received Gold Status.

Hotel Engagement & Education

All Greenbuild's hotel partners participated in the 2024 Hotel Sustainability Survey, which evaluates practices across 35 key areas, including energy and water conservation, waste management, green cleaning, and staff engagement. Based on the survey results, Greenbuild collaborated with hotels to implement changes, such as eliminating single-use plastic items in rooms and discontinuing the practice of offering water bottles at check-in.

Attendee Engagement

The Greenbuild team enhanced the sustainability page on the Greenbuild website, providing attendees with a central resource to explore Greenbuild's sustainability initiatives and discover actionable steps they can take onsite to reduce their environmental impact. Onsite the Sustainability Hub serves as the go-to place to learn about Greenbuild's sustainability initiatives at the event and to participate in social programs that support local community needs.





Sustainable Sourcing and Procurement

SUSTAINABLE DEVELOPMENT GOALS ACHIEVED



Sustainable procurement decisions play a crucial role in reducing environmental impact. Throughout the event planning process, the production team prioritizes eco-friendly and ethically sourced materials, reducing waste, conserving resources, and minimizing the environmental footprint across the Greenbuild supply chain.

- 50% of all fresh food items were sourced locally within 250 miles.
- All coffee and tea served at catering was B Certified.
- The team opts for all aluminum beverage containers wherever possible.



Opportunity for Improvement

Fresh and Easy food was all in plastic packaging. This is made offsite and brought on site to PACC so there was less room to make changes. Corporate contracts make it difficult for swaps to be made or other vendors be able to be brought in.

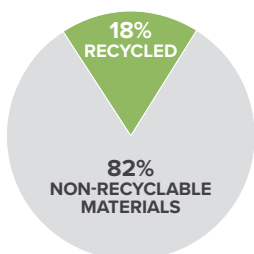
Over the years, materials used for booth construction and signage have undergone significant advancements to prioritize sustainability. These improvements extend beyond eco-friendly manufacturing processes to include lighter-weight designs, which help reduce carbon emissions associated with transportation.

At Greenbuild, exhibitors are equipped with training in sustainable practices through GMEGG. The event itself is committed to minimizing its environmental impact by using recyclable signage whenever feasible and extending the lifespan of its materials. Many of the vinyl signs displayed at Greenbuild 2024, for instance, had been in use for multiple years—a testament to this commitment to reuse.

However, 2024 marked the final year of circulation for several long-serving signs. As a result, a higher volume of signage was sent to landfills compared to previous years. While this highlights the challenges of sustainability in event planning, it also underscores the need for continued innovation and dedication to reducing waste at future Greenbuild.

Approximately 86% of the carpet used at Greenbuild had been previously used at other events. Greenbuild eliminated aisle carpeting from the event for over four years. Of the remaining carpet, 90% used in booths and small activation areas was saved for reuse at future shows.

SIGNAGE



Opportunity for Improvement: Fabric vs. Vinyl Signage

When considering fabric and vinyl signage, both materials have their challenges. Fabric is lighter and more compact for shipping, offering a lower carbon footprint in transit. However, branded fabric signage is often single use with limited recycling options. Vinyl, while heavier to ship and more carbon-intensive, tends to have more recycling pathways available.

This comparison highlights the evolving nature of procurement. Regularly reviewing materials and staying informed about industry advancements is crucial for making sustainable choices and minimizing environmental impact.



Water and Energy Impacts

SUSTAINABLE DEVELOPMENT GOALS ACHIEVED



Greenbuild continuously evolves its approach to reducing the event's water footprint by adopting innovative strategies. This year's initiatives included replacing single-use items with sustainable alternatives, emphasizing local and plant-forward menus, and utilizing the advanced water-efficient systems of LEED-certified venues. These efforts highlight Greenbuild's commitment to water conservation and sustainability.

Since water consumption is unavoidable, a cornerstone of Greenbuild's water stewardship is the purchase of third party-verified Water Restoration Credits (WRCs), which have enabled the restoration of over 30 million gallons of water since 2016. These credits fund impactful projects that protect critical water resources, enhancing ecosystems such as rivers, wetlands, and meadows. They also support urban and agricultural improvements, ensuring outdated infrastructure is upgraded for greater efficiency. Through these actions, Greenbuild continues to drive positive environmental and community impacts.

WATER FOOTPRINT

Meals	8,045
Lodging	727,069
Fuel	10,117
Venue	138,621
Total	883,853

Greenbuild purchased 884 WRC's covering water usage from event operations and lodging. This amount is equivalent to 884,853 gallons of water.

The Pennsylvania Convention Center (PACC) is committed to sustainability and environmental responsibility, implementing innovative practices that reduce its environmental footprint. The PACC sources 50% of its electricity from Green-e certified renewable energy, ensuring cleaner energy use. Energy-efficient LED lighting and a reflective roof further enhance energy conservation. Advanced cooling systems and streamlined management of HVAC, lighting, power, elevators, and escalators optimize efficiency throughout the facility. Water conservation is also a priority, with significant reductions in water usage.



The Pennsylvania Convention Center earned LEED Silver in preparation for hosting Greenbuild. This re-certification highlights the venue's ongoing commitment to sustainable design, construction, and operations, setting a strong example for green leadership in the events industry.



Reduce Carbon Emissions

SUSTAINABLE DEVELOPMENT GOALS ACHIEVED



As climate change accelerates and its impacts become more evident, the need to track and reduce carbon emissions is more urgent than ever. The Greenbuild Conference and Expo has long recognized this challenge, consistently monitoring and addressing carbon emissions associated with event activities since its inception. Over the past two decades, our methodologies have advanced, and our commitment to minimizing our environmental footprint has only grown stronger.

For over 20 years, Greenbuild has not only implemented reduction strategies but has also offset 100% of event-related emissions. In today's context, this commitment is critical, as the conference serves as a platform for actionable change and climate leadership.

While emissions from travel remain an inherent challenge, Greenbuild continues to innovate by collaborating with event partners and vendors to mitigate carbon emissions at every stage of event production. As a founding signatory of the ****Net Zero Carbon Events Initiative****, Informa—and by extension, the Greenbuild team—is committed to advancing solutions that address the climate crisis.

Key strategies include:

- Reducing Event-Related Emissions: Partnering with vendors to source renewable energy, reduce waste, and prioritize sustainable products.
- Transportation Initiatives: Encouraging attendees to utilize mass transit and providing eco-friendly options at host destinations.
- Ongoing Innovation: Exploring new opportunities to implement sustainable practices, ensuring Greenbuild remains at the forefront of climate action.

In an era where collective action is vital, Greenbuild's dedication to tracking, reducing, and offsetting carbon emissions serves as a model for how events can play a role in combating climate change and inspiring global change.

To reduce greenhouse gas emissions and to encourage attendees to take public transit, all hotels were within walking distance of the convention center.



Carbon Neutral Certification

This is the third year Greenbuild has achieved CarbonNeutral® Certification status under the CarbonNeutral Protocol. Greenbuild goes through a rigorous assessment and a third-party audit of all sources of carbon emissions.

SUMMARY	CARBON IMPACT (MT CO ₂ e)
Total Event Carbon Footprint	4,287.59
Attendee Travel & Hotel	
Attendee Travel	3,836.93
Hotel Stays	291.23
Staff Travel + Venue Electricity	
Event Team Travel to event	34.87
Venue electricity use	4.57
Staff Travel & Hotel + Venue Electricity	
Disposable Stands	19.55
Gas use by venue	2.61
Fork lift trucks	1.28
Composted Waste	0.02
Landfill Waste	2.39
Carpet Waste	0
Logistics - General Service Contractors	30.23
Logistics - Exhibitors	51.85
Signage waste	0.84
Organiser catering	11.22



Positively Impact Communities

SUSTAINABLE DEVELOPMENT GOALS ACHIEVED



For over a decade, the Greenbuild Sustainability Hub has served as a central space for attendees to demonstrate their commitment to supporting local communities. This year, several impactful service projects allowed participants to address critical needs in Philadelphia and beyond.



Fresh Food Boxes with Lancaster Farm Fresh Co-Op & Share Food Program

Attendees packaged 305 boxes of organic vegetables from Lancaster Farm Fresh Co-Op (LFFC) to support local families. LFFC, representing over 100 member farms in the Northeast, empowers farmers to collaborate as both growers and decision-makers. The food was distributed by the Share Food Program, the largest hunger relief organization in the Greater Philadelphia area and one of the nation's largest independent food banks.

Hygiene Kit Creation with Clean the World

Participants assembled 300 hygiene kits for individuals impacted by recent hurricanes in partnership with Clean the World and The Wash Foundation. Founded in 2009, Clean the World repurposes discarded hygiene products from the hospitality industry to combat hygiene-related health issues. Today, the foundation works to ensure universal access to water, sanitation, and hygiene (WASH) through outcome-based programs that improve the lives of vulnerable populations worldwide.

Back-to-School Encouragement Cards with Cradles to Crayons

Attendees crafted back-to-school encouragement cards to be included in school supply kits distributed by Cradles to Crayons. Cradles to Crayons supports children from birth to age 12 living in low-income or homeless conditions by providing essential items they need to thrive at home, school, and play.

These initiatives reflect Greenbuild's enduring dedication to creating meaningful, positive impacts on the communities it touches.



Positively Impact Communities

The Legacy continues...

The Greenbuild Legacy Project is integral to each Greenbuild International Conference and Expo. The 2024 Greenbuild Legacy Project, “East Parkside, Past and Future: Building a Sustainable Community”, focused on revitalizing the East Parkside neighborhood in West Philadelphia. Led by the Centennial Parkside Community Development Corporation (CPCDC), the project aimed to promote equitable development, improve residents’ well-being, strengthen community identity, and enhance the physical environment.



East Parkside, bordered by Belmont Avenue, the Schuylkill River, West Fairmount Park, and the Amtrak Harrisburg corridor, face challenges with outdated infrastructure. The project activated public spaces to celebrate the neighborhood’s legacy of cultural leadership and historic significance while envisioning a more connected and accessible future.



Connecting the Disconnected

Fostering access and bridging gaps is a core initiative at Informa, aimed at supporting individuals who face challenges accessing the networks, markets, products, or education available at events. To enhance inclusivity, Greenbuild provided 63 scholarships for onsite and virtual attendance, ensuring broader participation for underrepresented groups.



The **Women in Green** luncheon celebrates the remarkable contributions of women in the green building industry, honoring their leadership and impact as professionals.



Advancing Sustainable Event Production and Management

SUSTAINABLE DEVELOPMENT GOALS ACHIEVED



The Greenbuild Conference and Expo is committed to innovation and inclusivity, leveraging co-located events and sustainable strategies to minimize environmental impact while expanding reach and creating lasting positive impacts in host communities.

While maintaining long-term sustainability goals, the team sets targeted annual objectives to address the unique challenges of each year, ensuring we leave every host destination better than we found it.

GREENBUILD GOALS ACHIEVED



The Informa Accelerator

We are thrilled to announce that we've graduated! This milestone reflects our commitment to pushing boundaries, mastering the fundamentals, and driving sustainability forward.

Through Informa's Accelerator Program, the sustainability team collaborates annually with key events prioritized for accelerated sustainability progress. At its core is the Accelerator framework, which provides a roadmap for hosting sustainable events. This framework helps events track progress, focus on their unique sustainability priorities, and contribute to Informa's Faster Forward commitments by 2025, all while inspiring innovative ideas and initiatives.

Since the program's inception, Greenbuild has consistently led the charge, earning the highest scores across Informa's entire portfolio and achieving the prestigious designation of Pioneer. We are deeply honored to hold this title and remain dedicated—alongside our partners and stakeholders—to continued innovation and measurable improvements in our sustainability efforts.

We're excited about the future and are eager to explore how expertise from the Informa team, can help us build on this success. Together, we'll keep striving for a more sustainable tomorrow.

Appendix

Performance Metrics

EVENT SUSTAINABILITY DATA	2024
DESTINATION	Philadelphia
Main Venue	Pennsylvania Convention Center
Participants (#)	5,692
In-Person Participants (#)	5,692
Virtual Participants (#)	-
Total number of exhibiting companies	254
Exhibit (sqft)	36,900
Occupied hotel room nights	5,748
MAIN VENUE IMPACTS	
Energy Use (kWh)	260,401
Renewable Energy Use (%)	50%
Water Use (gal)	138,621
Natural Gas Use (therms)	440
Waste Per Participant (lb)	3.75
Waste Per Sqft Exhibit Space (lb)	0.14
Waste Diversion (%)	70%
Waste Diversion Over Baseline (%)	15%
Total Waste Generated (US Ton)	16.70
Total Waste Generated (lbs)	33,400
Total Recycling (lbs)	19,280
Total Compost (lbs)	4,000
Total Landfill (lbs)	10,120
Local fresh food (<100 miles) (% by weight)	50%
Regional fresh food (<500 miles) (% by weight)	8%

PERFORMANCE	
Signage Produced (sqft)	14,122
Signage Returned to Inventory (%)	
Sustainable Signage Sourced (%)	18%
Digital Signs Used (#)	16
Paper Used (sheets 8.5 x 11 equivalent)	No printed material
Exhibitors - GMEGG participation (%)	97%
Exhibitors - GMEGG compliance (%)	100%
Exhibitors - Green Award Participants (#)	246
AV - Energy Efficient (All Equipment)	-
LEED-Certified Venue Partners (#)	1
Hotels - Walking Distance (1 mi) (%)	100%
Hotels - Amenity Donation (%)	-
Hotels - In-room Recycling 2-streams (%)	80%
Hotels - Kitchen Composting (%)	-
Hotels - No Auto Newspaper Delivery (%)	100%
Hotels - Green Cleaning Products (%)	-
Hotels - Housekeeping incentive Program (%)	-
Hotel - Survey Response Rate	100%
WATER FOOTPRINT	
Fresh Food-Total water use (Gal)	8,045
Printed Materials- Total water use (Gal)	-
Fuel - Total water use (GS freight and shuttle fuel) (Gal)	10,117
Hotels- Total water use from occupied hotel room night (Gal)	727,069
Venue-Total water use from primary venue (Gal)	138,621
Total Water Footprint (Gal)	883,852
Water Restoration Credits Purchased (%)	100%
WELLNESS/DIVERSITY/INCLUSION/ENGAGEMENT	
# of scholarship recipients	63
Women speakers (% of total)	57%
People of color (responded being non-white) (% of total)	-

Appendix

Sustainability Partners



Clean the World®

**Cradles
toCrayons**

Freeman



HONEYCOMB
STRATEGIES



AN MANAGED FACILITY



Appendix

Boundaries and Quantifications

Energy Use

The energy boundary consists of energy consumed during Greenbuild 2024 and corresponding move-in/move-out periods.

INCLUDED IN THE TOTAL ENERGY USE NUMBER REPORTED:

- Venue: Total energy consumption includes purchased electricity, fuel burning for heating and cooling, district steam and was reported through manual meter readings.
- Hotel(s): Total energy consumption includes purchased electricity, fuel burning for heating and cooling, district steam and was reported through manual meter readings.

NOT INCLUDED IN THE TOTAL ENERGY USE NUMBER REPORTED:

- 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 are included in the GHG emissions calculations).

Water Footprint

The water footprint boundary consists of water consumed, both direct and indirect from the following source and/or products: Pennsylvania Convention Center water consumption for the duration of Greenbuild 2024, whole food items procured for Greenbuild 2024, Freeman freight fuel consumption, and average water consumption for occupied hotel room nights. All figures are reported in gallons. The water boundary consists of water consumed during Greenbuild 2024 and corresponding move-in/move-out periods. Included in the total water use number reported:

- Venue: total water consumption during Greenbuild move in, event and move-in/out days was reported through manual meter readings.
- GSC: Freeman freight fuel – based on total gallons of water consumed to produce total gallons of gasoline consumed (Water Intensity of Transportation).
- Total energy consumption includes purchased electricity, fuel burning for heating and cooling, district steam and was reported through manual meter readings.
- Food and Beverage: Total water consumption based on Greenbuild catering orders and Mekonnen-Hoekstra-2011-WaterFootprintCrops.
- Hotel(s): Total water consumption based on average hotel water usage per occupied room (L) in Pennsylvania (Cornell Hotel Sustainability Benchmarking Index 2023: Energy, Water, Carbon).

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

- 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

Waste Calculations

The waste boundary consists of waste generated at the main venue, Pennsylvania 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:

- Composted material – weight as reported by hauler.
- Comingle Recycling (Plastic/Aluminum/Glass) – scale weight of compactor as reported by hauler
- Cardboard – scale weight of compactor as reported by hauler
- Donated items – estimated weight based on items.
- 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.

Carbon Emissions

CarbonNeutral® Event Certification is a designation that demonstrates our event has achieved carbon neutrality in line with the CarbonNeutral Protocol. This certification is administered by Climate Impact Partners, and is a global standard managed for over 20 years to deliver clean, conclusive, and transparent carbon neutral programs. The carbon footprint is verified by a third-party company, Bureau Veritas.

THE EVENT HAS WORKED CLOSELY WITH KEY SUPPLIERS TO SOURCE DATA AND DRIVE REDUCTIONS IN THE FOLLOWING AREAS:

- All direct emissions from on-site sources used to deliver the activity.
 - Fuel used by onsite generators to deliver electricity for the event.
 - Gas usage by venues to heat the event.
 - Fuel usage of Fork Lifts
- Emissions from the consumption of purchased electricity (including transmission and distribution)
 - KWHs of electricity used by the event
- Travel of employees/ contractors - by air, public transport, rented/leased vehicle and taxi - involved in the delivery of the activity
 - Team travel to the event
 - Contractor Travel
 - Logistics main contractors
 - Logistics Exhibitors
- Travel of individuals to and from the activity - by air, public transport, rented/leased vehicle and taxi
 - Attendee Travel (See [Thrust Carbon Methodology](#))
- Waste disposal
 - Venue Waste
 - Carpet Waste
 - Signage Waste
 - Disposable Stands Waste (Construction)
- Emissions from hotel accommodation should be included.
 - Team Hotel Nights
 - Contractor Hotel Nights
 - Attendee hotel Nights
- Embodied emissions of consumables used in the delivery of the activity
 - Catering during the event

Quantifications

- Energy emissions at venues from US EPA "Emission Factors for GHG Inventories" (March 2023 update)
- Emission factors for electricity consumption at venues obtained from EPA eGRID Year 2021 summary tables
- Emission factors for stationary fuel burning obtained from the World Resources Institute stationary combustion tool 4.0
- HCS partner, Aclymate, calculates travel based on DEFRA standardized data in accordance with ICAO and the GHG Protocol. The nearest commercial airport is automatically calculated for the attendee and the event, and then a great circle route is calculated with a 10% variance factor for terminal flight operations. Altitude-based radiative forcing is not included.
- Attendee carbon offsets were calculated separately from the total GHG emissions value
- Hotel Carbon Measurement Initiative, using occupied hotel room night data provided, metrics per the Cornell Hotel Sustainability Benchmarking research report published 2019
- Emission factors obtained from the US EPA Waste Reduction Model (WARM) Version 15