

SUSTAINABLE



The UFI Report on Best Practice in Sustainability

2nd Edition

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Foreword & Introduction

It is a pleasure to introduce this second UFI report on best practice in sustainability, showcasing the winning and shortlisted entries for the awards UFI has run in the last four years

2017: Best Destination Approach to Implementing Sustainability
2018: Best Sustainable Exhibiting
2019: Best Sustainable Development Communication
2020: Best Waste Management



As an association, UFI offers platforms for sharing best Practice and honouring outstanding activities in our industry – including a prestigious award program with a history of almost ten years: initiated in 2012, the UFI Sustainable Development Award was launched as an annual exercise to showcase the year's best practices in the exhibition industry. Each year's award carries a theme to focus on specific aspects of how exhibitions can demonstrate leadership in sustainable development.

Following the second edition produced for the 2012 – 2016 period, this compendium brings forth the collective knowledge, efforts, and results of award recipients over the past four years in preparation for the next decade of innovation and acceleration of sustainable development practices in the global exhibition industry.

I would like to thank Greenview, Member of the UFI Working Group on Sustainable Development, who edited the text using material provided by all selected entrants.

In line with UFI's objective to provide vital data to the whole exhibition industry, this report is available free of charge at www.ufi.org/susdev, where you can view the detailed entries, as well as our full range of activities in the field of sustainable development.

I wish you an enjoyable and fruitful read.

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'Philippe Echivard'.

Philippe Echivard
Chief of Environment and Security

Palexpo (Switzerland)
Chair of the UFI Sustainable Development Working Group (2017-2020)

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Best Destination Approach to Implementing Sustainability

OVERVIEW

Best destination approach to implementing sustainability was chosen to recognize initiatives that combine the efforts of a destination, in partnership with a professional exhibition operator, to implement sustainability around an individual exhibition or a series of events.

THEMES

Emphasis was placed on exhibitors engaging their destination and working with their respective communities in order to better realize their goals of further implementing sustainable initiatives. This year's award recipients demonstrated effective cooperation with local and regional entities to improve energy efficiency, waste management, corporate social responsibility, and paperless initiatives. In addition, contestants worked towards making their destinations the safe environments for exchanging ideas on sustainable development. By working with destination organizations, contestants were able to impact the environment and society positively. The winner and finalists were able to, through stakeholder engagement and consumer education, reduce waste and carbon footprint by promoting public transportation and paperless initiatives, among other things.

COMPETITION RESULTS

BEST INNOVATIVE ENVIRONMENTAL INITIATIVE

WINNER

- Fira de Barcelona

TWO FINALISTS

- Marina Bay Sands
- RAI Amsterdam

THREE BEST PRACTICE IN SUSTAINABILITY

- BVV Trade Fairs Brno
- CTICC
- Meetings Africa



2,200 TONS CO2 EMISSIONS AVOIDED

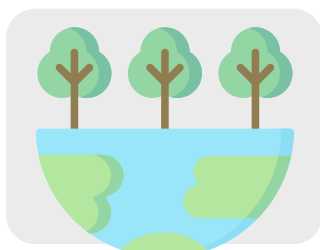
FIRA Barcelona - see page 6

34,000 KG OF FOOD DONATED TO THE DUTCH FOOD BANK

RAI Amsterdams - see page 8



78 TREES



78 TREES WILL BE PLANTED BY FOOD AND TREES FOR AFRICA TO OFFSET OF THE CARBON FOOTPRINT FOR THIS EVENT

Meetings Africa - see page 11





SUMMARY OVERVIEW

Fira de Barcelona leads the Spanish trade fair market, especially in terms of industrial and professional fairs, and its positioning as a global operator is closely linked to the brand of Barcelona, one of the most dynamic cities in Europe, with more than a century of trade fair tradition. Fira is an economic and social driver. Its annual contribution to the economy of the city and the surrounding area is estimated to be worth more than 2.6 billion euros and over 40,000 jobs and its activity also generates social and public value.

STRATEGY AND GOALS

The objectives of Fira Barcelona were undertaken through a holistic approach to promoting and implementing sustainability. This was done both directly by the trade fair organization's "Paperless Initiative", as well as other best practices, and indirectly by encouraging participants to practices such as eco-design and zero-waste, ecological stands. In addition, Fira Barcelona contributed to local entities through their Corporate Social Responsibility program, such as a public TV fundraising foundation ("LaMarató" deTV3), and several NGOs: the Food Bank Foundation, Nutrition without Borders and Càritas, among other organizations that work with at-risk groups.

Increasing energy efficiency and use of renewable energies:

- Installing 25,900 photovoltaic solar panels that generate 5.86GWh/yr of electricity.
- Installing low-consumption lighting systems to minimize the impact on the environment.
- Adjusting target temperatures for the air-conditioning system to save energy.

Waste management strategies:

- Established control patrols within the halls that follow up the waste generation during buildup and tear down, to ensure that contractors are following the waste policy.
- Recycle carpet after the event into Solid Recovered Fuel.
- Install different paper and light packaging collection points throughout the venue.
- Collect the organic fraction of catering, and food outlets offer recycled and compostable service items.

MANAGEMENT APPROACH

Fira Barcelona started to use the sustainability of its venue as a valuable asset when selling the venue to organizers and started to provide free consultancy to organizers on how they could increase the sustainability of their events.

The collaborative approach done with GSMA (organizers of Mobile

World Congress, being recognized as the largest carbon neutral trade show by the Guinness World Records in 2015, 2016, and 2017. Some of the actions taken with this collaborative approach are:

- The adoption of their policy of waste control patrols to incentivize recycling.
- The event bags and badge lanyards supplied by Fira are made from recycled plastic bottles.
- Event technology such as mobile app and digital signage reduced the number of printed exhibition catalogues and maps.
- The Green Stand Award encouraged exhibitors to build environmentally responsible stands.

Promoting the use of public transport: We worked together with the city council to promote the use of L9 for attendees visiting Fira Barcelona, using signage, development of apps, providing special tickets to exhibitors and attendees, etc.

Towards Zero Waste: Incorporating Sustainability as a key design element: The initiative developed with the help of a sustainability consultancy company (Lavola) is based on the three main ways to generate less waste according to the European Commission's Circular Economy strategy:

- The use of less materials
- Reusing and recycling products
- Avoiding alimentary waste

Sustainability as a Business Unit: Fira Barcelona launched new events such as: iwater (focused on the best use of the cycle of water), circular economy (focused on the best use of the resources). These two new events were held, together with Smart City World Expo and European Utility Week, during the week of the 15th to the 17th of November of 2016 in Fira Barcelona Gran Via Venue.

PERFORMANCE AND OUTCOMES

The focus on energy efficiency and renewable energy in these initiatives have resulted in avoiding emission of >2,200 tons of CO2 per year. Similarly, these initiatives helped achieve a 80% reductions in the amount of waste and 13% in the reduction of energy consumption.

Through the Donation Room initiative, a total of over 150 quality furniture items and over 6 tons of build material were recovered, that took 3 truckloads, including: 12 High quality sofas, 8 Armchairs, Conference tables, 15 Wooden shelves, 6 large conference tables, coffee tables, various tables and chairs, Cabinets, 4 Counters, 4 Lockers, etc.

The success of Smart City World Congress towards sustainability, was a key factor to re-organize their organization in several business units, creating the Business Unit of Sustainability and Infrastructure. This change enabled the launch of new events such as: iwater (focused on the best use of the cycle of water) and circular economy (focused on the best use of the resources).

ADDITIONAL RESOURCES/OUTCOMES

The Towards Zero Waste initiative has been implemented again at the SCEWCheld on 15-17 November 2016, expanding the measures implemented in 2015. The measures introduced are based on the circular economy and efficient use of resources: dematerialization, reuse and prolongation of the useful life of its products and reduction of food waste.

For more information on Fira Barcelona see link here:
<https://www.firabarcelona.com/en/who-we-are/>

SUMMARY OVERVIEW

Marina Bay Sands is Asia's leading destination for business, leisure, and entertainment that presents multi-dimensional offerings, including a luxury hotel, state-of-the-art convention and exhibition facilities, theatres, world-class entertainment and the best shopping and dining in the region, all under one roof. The integrated resort (IR) is the biggest MICE (Meetings, Incentives, Conferences and Exhibitions) facility in Singapore. Its global sustainability program, Sands ECO360, drives the stewardship of the IR's responsible operations.

STRATEGY AND GOALS

Sands ECO360 Global Sustainability strategy is to reduce the impact of their operations, and the four pillars are Green Buildings, Environmentally Responsible Operations, Sustainable Meetings, and Stakeholder Engagement.

Green Meetings: Leading in Sustainable Practice.

There are three levels of green meetings at Marina Bay Sands.

- **All Meetings:** Baseline
- **Green Meetings:** Basic Package
- **Signature Events:** Clients who want to push the boundaries of our program to reflect their sustainability goals

Green Meetings consist of a cycle of Goal Setting, Sub Metering, Sustainable Setup, Impact Statements, Waste Management, and Sustainable Food. Marina Bay Sands was able to do this through prominent signage, paperless initiatives, and food waste reduction, among other things.

MANAGEMENT APPROACH

Baseline Standards in Sustainability: Marina Bay Sands, being a prominent member of the SACEOS Sustainability sub-committee and known leader in event sustainability in the region, has proactively provided invaluable input and feedback to the Singapore Tourism Board (STB) in order to enhance the guidelines. Marina Bay Sands is the first venue to adhere to STB guidelines and ensures that all procedures meet intermediate level requirements.

Sharing Experiences and Expertise Across Stakeholders: In November 2016, SACEOS organized a series of workshops for industry stakeholders – including venues, organizers, suppliers and more – on the MICE Sustainability Certification. The workshop was focused on educating stakeholders on how they can implement sustainability in their operations, and the benefits they could enjoy as a result of these implementations. As one of the main stakeholders driving the MSC program in partnership with SACEOS, Marina Bay Sands was asked to conduct 3 of the 5 workshop sessions.

Responsible Business Forum 2017: Three months out from the Responsible Business Forum 2016 at a planning meeting Marina Bay Sands challenged Global Initiatives to produce a zero waste to landfill event. To achieve this, they created a common goal to align targets; align messaging, define the scope of the project; set the timeline; and report on deliverables.

SACEOS MICE Sustainability Certification: To support the efforts and elevate the project Marina Bay Sands encouraged and supported GI in their submission to be the first organizer in Singapore to achieve the SACEOS MICE Sustainability Certification.

PERFORMANCE AND OUTCOMES

The certification engaged the industry by developing a recognized certification in sustainability. It has been used as a tool to help both planners and suppliers integrate sustainable practices within an event's operations. Stakeholders were to gain a better understanding about environmental, social, and economic sustainability issues and their implication on events.

ADDITIONAL RESOURCES/OUTCOMES

For more information see the link here:

<https://www.marinabaysands.com/environmental-sustainability.html>

SUMMARY OVERVIEW

RAI Amsterdam is an international exhibition and conference organization. RAI stimulates the development and growth of the people and communities with whom our business interacts and aim to create an open and safe meeting place where all types of people come together to stimulate and support each other. People & Society consists of three principles: stimulating people, having an open and safe space to meet, and social return.

STRATEGY AND GOALS

Stimulating People: RAI Vitaal promotes actions that increase awareness of the importance of health, actively encouraging employees to take part in a program called 'RAI Vitaal'. Here the focus lies on topics such as health and fitness; stimulating work enjoyment; finding the right balance between work and private life; and preventing stress and absenteeism.

MANAGEMENT APPROACH

Sustainable Employability: RAI Amsterdam aims to ensure the ongoing employability of its staff with a specific policy for health, safety, career development and vitality. This helps personnel remain productive, motivated, fit, and healthy both within and outside of the company. The three focus points are:

- Fostering dialogue between managers and staff to discuss employability now and in the long term.
- Creating a culture of responsibility among workers so that they enhance their own employability.
- Future-proofing policy and means in order to provide support in terms of sustainable employability.

An open and safe place to meet: RAI Amsterdam is the meeting place in Amsterdam and the essence of the city is embedded in our convention Centre.

- An open and safe meeting place is an environment where: everyone feels welcome and at home.
- The RAI is open to everyone: young and old, national, and international.
- Stress the importance of maintaining good relationships with our neighbors.

A Safe Place to Meet: Aim to provide a safe place to work for internal and external stakeholders alike. The Safety & Security Board of the RAI safeguards its policy in this area, aimed at taking measures and precautions which support:

- Continuous operations in a hospitable way.
- Protecting the interests of the RAI, its employees, clients, suppliers, and visitors in the broadest sense.
- Relationships with the neighborhood: Maintain good relationships with neighbors, avoiding and reducing nuisance as much as possible.
- Proactively stimulating the use of public transport to and from the RAI.
- Employing neighborhood watches on busy days.
- Cooperating with the NS train company, Amsterdam public transport company GVB and taxi service Taxicentrale Amsterdam.
- Facilitating electric transport.
- Buffering truck arrivals during busy exhibitions.
- Employing the boat services of Mokum Maritiem.

Social return:

- Tackling youth unemployment.
- RAI Amsterdam as approved teaching company.
- RAI Amsterdam has been active as a recognized work training company for people with disabilities since October 2015.

PERFORMANCE AND OUTCOMES

Food donation: During the demolition of one of our events in 2016, not used food and non-food, was picked up by the Dutch Food bank. Below are the results of this action:

- 5 trailers and two trucks with goods.
- More than 40 000 kg total (approximately 160 pallets).
- 85% was food, 15% were non-food.

Recycling old clothes: In 2016 approximately 20 m3 of old clothes were left over, after RAI introduced their new clothing line Liselore Frowijn. The prisoners in the prison of Almere have made new bags with it. In addition, there are 50 nice suits stripped of RAI logo and offered in the 2nd hand market. In addition, they have developed a recycling logo RAI which we can apply to the 2.0 Recycling ideas. This logo as a label sewn into the bag with the back that says, "this used to be a uniform RAI".

ADDITIONAL RESOURCES/OUTCOMES

For more information please see link here:
<https://www.rai.nl/en/>

SUMMARY OVERVIEW

The strategy of BVV Trade Fairs Brno with respect to sustainability and corporate responsibility had to be readjusted with the change in ownership structure in 2016, when the City of Brno acquired a one hundred percent share of the company. The current situation opened new possibilities for the integration of the exhibition Centre not only with its immediate surroundings, but also with the entire City of Brno, its services, and institutions.

STRATEGY AND GOALS

Location of the exhibition Centre and transportation: The location of the exhibition Centre is close to the historic city Centre with excellent access to major transportation routes.

- Just a few minutes from a major highway exit.
- Brno main rail station is accessible within 20 minutes.
- The Exhibition Centre is easily accessible from any part of Brno.
- Municipal transit – weekdays every 2-3 minutes – entrance to the grounds within 1 minute.

Exhibition Centre as an important part of the city: Cooperation with the City of Brno, takes place on two levels:

- Projects focused primarily on company clients, i.e. exhibitors and visitors.
- Projects focused on inhabitants of the city and surrounding areas – the life of the city.

Cooperation with the City of Brno focused on exhibitors and visitors: Specific cooperation is based on the integration of city institutions with the trade fair and conference activities of the company. The aim is to integrate trade fair events with the daily life of the city and create opportunities for exhibitors and visitors to also spend time exploring the city itself – integrating them not just visually and in terms of media, but through services offered to visitors.

Integration with city life: The Brno Exhibition Centre is unique in the Czech and Slovak Republics as a multi-functional facility that can be used to host large events. It offers the city and its residents a fantastic venue for sporting and cultural activities.

- There is space for international trade fairs up to 90,000 m² visited by over 50,000 people.
- The Exhibition Centre is used to hold concerts and festivals accommodating from 30,000 – 50,000 visitors.

MANAGEMENT APPROACH

Comfort for visitors: Trade Fair Ticket – an important project coming soon will link municipal mass transit with events at the Exhibition Centre and offer major discounts to travel freely throughout Brno to trade fair visitors and exhibitors. This partnership will reduce traffic and encourage travel to the city Centre for other activities.

The City at Trade Fairs: The City of Brno has a booth at the Go and Region tour tourism trade fairs, and is also preparing to take part in upcoming professional events dealing with the topics of SMART CITY, education, etc.

Corporate social responsibility: Support for education, sports, cultural events, environmental protection, charitable activities, and maintenance of historically protected buildings etc. is valued at approx. 18 mil. CZK. The company gives back to the community in the following areas:

- Support of technical and vocational education.
- Support of sports, culture, Charity, community events.
- Environmental protection.

Support of technical and vocational education:

- Cooperation with universities.
- Support for non-profit organizations and schools valued at 1-2 mil. CZK annually.
- Technical kindergarten – project presentation with the Czech Management Association.
- Discounted fair tickets for students and seniors (education support).
- Providing exhibit opportunities for universities, secondary schools, and other institutions.
- Specialized trade fairs – and Technology Transfer.

Support of sports: Support of sporting activities through sport trade fairs, as well as providing space on the exhibition grounds for select sporting activities when trade fairs are not being held.

Support of culture: Cultural events on the exhibition grounds are one of the company's priorities.

- Care for historically protected buildings on the exhibition grounds.
- Contributions to certain cultural events at the Exhibition Centre in the form of discounts.
- Direct financial support of select events.

Environmental protection: The main aspects of environmental policy are:

- Energy conservation
- Historical preservation
- Waste management
- The company participates in the EKOKOM system for returning and reusing packaging waste.

PERFORMANCE AND OUTCOMES

Lasting benefits for the city and region:

Promoting education and the knowledge economy:

- Creating an important platform for promoting innovation, technical education and investment in Brno.

Economic multiplier (contribution to city's GDP):

- BVV is a significant economic multiplier. - the contribution to the city's GDP is over 1 billion. CZK.

Promoting enterprise and employment (MSP):

- Trade fairs represent a major factor for enterprise and employment in the region. Trade fair activity is directly related to 1,500 – 2,000 jobs.

ADDITIONAL RESOURCES/OUTCOME

For more information, please see link here:

<https://www.bvv.cz/en/>

SUMMARY OVERVIEW

The Cape Town International Convention Centre (CTICC) is a destination of choice for conferences, exhibitions, and business events on the African continent. Located in the foreshore business precinct in the city of Cape Town, South Africa, the Centre is currently undergoing an impressive expansion project. The expansion – CTICC 2 – is set to further the Centre's reputation for hosting the highest number of international conferences in Africa and will allow it to simultaneously host concurrent large-scale events across CTICC 1 (the original facility) and CTICC 2.

STRATEGY AND GOALS

CTICC focused on the Cape Wine Expo as an example of how the Centre works with stakeholders and clients to further sustainable development. The Cape Wine exhibition took place in the Centre's most recently concluded 2015/16 financial year. Cape Wine is one of the most successful international wine trade shows in the southern hemisphere and attracts over 300 exhibitors and brings together the best of the wine industry with international as well as local buyers.

The role players in this sustainable initiative was the CTICC (the venue), WOSA (the client), WISP/Green Cape (service provider), and The Green House (service provider). The partners placed specific emphasis on diverting as much waste from landfill during the event. The aim was to reduce the impact on the environment and showcase how, through partnerships, it was possible in the exhibition space to reduce the impact on the environment by implementing specific initiatives at a world-class exhibition.

Measures taken by the CTICC to reduce waste:

- Briefed the dedicated Waste Champion Team (a multi-stakeholder body at the CTICC that champion event waste management) on the event's sustainability goals and actions to be taken.
- Briefing of relevant service providers:
 - o Staffing Direct/Workforce (waitrons and facilities staff who deal with waste)
 - o Servest (cleaning staff who deal with waste)
 - o Wasteman (waste service provider who controlled the waste room)
 - o Ywaste (organic waste service provider)
- Using a Waste Champions WhatsApp group to identify and solve potential waste issues immediately.
- At the waste room, waste was separated into various bins, and all organic waste was sealed in drums with bokashi powder, which breaks down food waste.

MANAGEMENT APPROACH

The role played by WOSA: The client requested two additional skips: one for PET/plastic bottles and one for glass. Acquiring the addition skips was essential for the diversion of waste. The Cape Wine trade show produces large amounts of glass and PET/plastic bottle waste.

The role of WISP/GreenCape: WISP/GreenCape helped to identify business opportunities arising from the exchange of unused or residual resources including waste materials, energy, water, assets, logistics and expertise, between companies. This therefore enhanced business profitability and sustainability. WISP identified MPact, a cardboard recycler, to assist with the recycling of Xanita board. Importantly, WOSA specified that the exhibition stands were to be made from recyclable Xanita board.

The CTICC employed the following techniques to accurately measure recorded waste:

- Wheelie bins, positioned at various waste-collection areas, were bar-coded, weighed, and scanned when returned to the waste room.
- Skip volumes were recorded through pro-forma invoices presented to the CTICC.
- WISP coordinated the records of waste removed by its various solution providers.

PERFORMANCE AND OUTCOMES

How the carbon footprint was reduced: Looking at the figures above, the diversion of waste not only reduced landfill volumes but also the carbon footprint. By using a calculator developed by The Green House, WISP was able to calculate the amount of life cycle greenhouse gas savings associated with industrial symbiosis material exchanges. Based on the calculation, the emissions savings was equivalent to 2 743kg CO₂.

Waste-to-landfill diversion achievements: Through the waste management actions at Cape Wine, the CTICC and its partners achieved a 74.6% diversion rate. Achieving a 74.6% diversion from landfill, which equated to over 10 metric tons of diverted waste, of which three quarters were glass and PET/plastic bottles collected in the skips during this exhibition, illustrated the importance of the client's buy-in and how it assisted in achieving environmental goals and a modest end-result.

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see link here:
<https://www.cticc.co.za/>

SUMMARY OVERVIEW

Meetings Africa is Africa's premier business events trade show. It is hosted annually at the Sandton Convention Centre in Johannesburg by the South African National Convention Bureau (SANCB), a division of South African Tourism. In 2016, Meetings Africa implemented the Minimum Standards for Sustainable Events (which were compiled by the Event Greening Forum in 2015) for the first time. The following greening initiatives (water consumption, waste minimization, energy consumption, social and economic initiatives, eco-procurement) were implemented as in previous years.

STRATEGY AND GOALS

The team built on feedback from previous years and the following green goals were confirmed for 2016:

- **Waste Reduction:** Waste separation provided at source to raise awareness and reduce waste to landfill. Subcontractors and exhibitors requested to reduce packaging and organic waste and aim to divert 80% of waste from landfill to recycling.
- **Energy Efficiency:** Encourages use of energy efficient technology (lights and AV). Renewable energy will be sourced through the procurement of Renewable Energy Certificates (RECs). Natural light and ventilation is encouraged where practical.
- **Water Conservation:** Participants and sub-contractors are encouraged to implement water conservation principles.
- **Eco Procurement:** The procurement of goods and services is done in a sustainable manner, promoting local products that have a minimal negative effect on the environment.
- **Transport Management:** Encourage public transport, and the avoidance of non-essential flights so that air pollution (greenhouse gases) can be reduced. Aim to offset transport emissions, implement a voluntary carbon offset program and encourage visitors to offset their own travel related emissions.
- **Accommodation Management:** Recommend accommodation that complies with minimum environmental standards and is within walking distance of the event venue.
- **Communication, marketing and training:** Ensure that the event greening efforts are well communicated and marketed to appropriate target groups. Staff and sub-contractors will receive event greening training.
- **Social and Economic Development:** Promote local economic and social development within the host region and encourage a triple bottom line approach where possible.
- **Monitoring:** Ensure that the greening interventions are monitored and evaluated for improvements to be made.

MANAGEMENT APPROACH

Role Players: The role-players for this event are outlined below:

- The Client / Event Owner: NCB and SAT
- The Event and Exhibition Organizer: Scan and Synergy
- Various contractors, service providers and suppliers (including caterers, cleaning, security, AV, transport, décor, design, etc.)
- The Venue Operator: Sandton Convention Centre (SCC)
- Various exhibitors from around South Africa
- Various participants, both local and international representation

Principles: Sustainable Events are planned and executed based on the following minimum set of principles:

- Energy efficiency and water conservation
- The avoidance or reduction of waste and overconsumption (reduce, re-use, recycle)
- The use of local resources in a sustainable manner and procurement of suitable products and services
- The selection of location and venue with minimum environmental impact
- Reduction in transport requirements to reduce emissions
- Encourage interaction with and benefits for the local community
- The recognition of environmental, social and economic impact
- The involvement and of people from the local community
- The monitoring of impacts and open disclosure of information relating to the event

PERFORMANCE AND OUTCOMES

Greening initiatives:

- An educational workshop was held with suppliers
- A full waste management system was implemented, including recycling and composting, with a total of 93% of the waste diverted from landfill, up from 89% last year.
- Twelve renewable energy certificates (RECs) were procured to offset the carbon emissions of the energy used during the event.
- 78 trees were planted by Food and Trees for Africa in various communities in Gauteng to offset the carbon emissions of the flights.
- Compostable food waste was donated to a community project
- All carpeting was donated to a disadvantaged crèche in Doornkop.

Carbon Footprint: The flight emissions consistently form the largest portion of carbon emissions for the event. The total number of participants decreased compared to previous years, while the overall emissions (1327 tons CO₂eq) and the carbon emissions per person increased from 0,49 to 0,52 tons CO₂eq per person.

Energy: The total electricity consumption for the event was calculated at 5180 kWh, which equates to 5128 kg Co₂eq and could be offset through the procurement of 6 RECs (6 MWh of electricity generated by renewable energy).

Waste: Reduction in waste to landfill (from 12% to 7%) while the recycling increased (48% to 54%).

Flights: A total of 233 were sponsored to travel and this led to a total of 1319 tons of CO₂eq. The total amount of carbon emissions equivalent for all the flights relating to Meetings Africa 2015 was calculated at 1319,4-ton CO₂eq.

Carbon Offsetting: A total of 78 trees will be planted by Food and Trees for Africa to contribute towards the offset of the carbon footprint for this event.

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see link here:
<https://www.meetingsafrica.co.za/>

Best Sustainable Exhibiting

OVERVIEW

Best sustainable exhibiting theme was chosen in 2018 in order to recognize exhibiting companies that are implementing strong sustainability components in their exhibition booths and related operations. The objective of this competition was to prompt exhibition companies to partner with design firms that practiced eco-design, so that the structure of the events was to be literally demonstrating sustainable ideas. The intent was to both tangibly and conceptually improve sustainable exhibiting.

THEMES

Some of the primary goals of this year's theme were to reduce waste by procuring sustainable materials; improve supply chain transportation and organization in order to reduce the events' carbon footprints, as much as possible; and educate and engage stakeholders and consumers to promote a culture of sustainability and climate positive or carbon neutral exhibitions.

COMPETITION RESULTS

BEST PRACTICE IN SUSTAINABLE EXHIBITING

- Design and Display
- Eko Events and Terrena
- Kingsmen CMTI
- Resource and Design
- Scan Display
- UBM plc

The jury decided against awarding just one company in 2018. Instead, it decided to recognise six entries for their exemplary work on sustainable exhibiting, as demonstrated through tangible, specific measures: five exhibition service providers, who all have established a successful approach through their design, construction and operations, with a positive impact on the environment, and a global exhibition organiser, for its general policy towards sustainable exhibiting.

BEST PRACTICE

- ADNEC
- BVV Trade Fair Brno
- IFEMA
- La Rural, Predio Ferial de Buenos Aires
- SANDS – The Venetian and The Palazzo Congress Center and Sands Expo and Convention Center

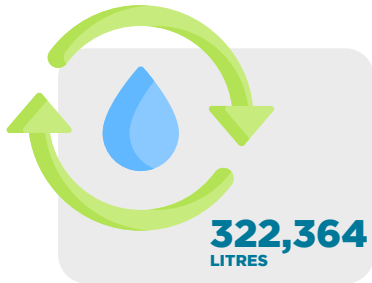
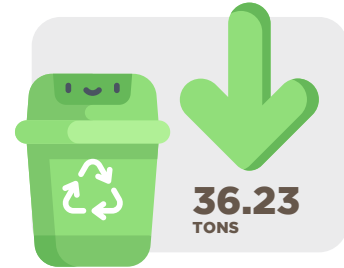


ADNEC RECYCLED 164.57 TONS OF PAPER AND CARDBOARD

ADNEC - see page 20

TOTAL AMOUNT OF WASTE REDUCED BY 36.23 TONS

BVV Trade Fairs Brno - see page 21



322,364 LITRES WATER SAVED & 105 TONS REUSABLE MATERIAL RECOVERED

La Rural, Predio Ferial de Buenos Aires - see page 23



SUMMARY OVERVIEW

Design and Display is a studio design firm that emphasizes a minimalist approach reducing the need for building materials and the associated energy and material costs for construction, as well as the carbon footprint involved in production and transportation.

STRATEGY AND GOALS

There were three projects that we worked on in this area: The World Summit for Sustainable Development; The Climate Change Response Exp at COP17, 2011 and Tourism INDABA, 2012.

The world summit stand showcased indigenous arts and crafts from various cultures in South Africa. A patchwork landscape of 1.8 m² colored blocks on was created on the floor, which were filled with earthy materials like different colored soils and stones, gravel, and coal to represent the country viewed from the sky.

The Climate Change Response stand displayed a selection of beautiful handcrafted items, and design was made from medium density fiber board which was sourced from a local Durban contractor. The rest of the display was made with items that would typically be referred to as waste – quirky collected junk like polystyrene fruit trays, cardboard egg trays, take-away boxes, straws, scraps and paper, and the like.

The Tourism INDABA, 2012 stand was to promote tourism in the province. The stand structure was essentially made from three materials: unfinished MDF (medium density fiber board), recyclable cardboard tubes and steel brackets. It is a very low-tech approach, and it created a soft, pleasing, and unexpected visual impact. The overall effect was “African Splendor”.

MANAGEMENT APPROACH

- Post event, all the stand items were returned, donated, or recycled and the hired lighting was returned to the supplier for re-use.
- The hire items were returned to the suppliers. The lampshades went to the Gauteng Tourism Authority to use in their offices.
- All the crafts on display were returned back to the crafters.
- Most of the earth materials (sand, stones, etc.) were sold back to the supplier. A small amount of sand and gravel was donated to a crèche in Soweto, to use for sandpits and a gravel for driveway.
- The thatching lathes, contract exhibitors carpeting, and chipboard were taken to an informal settlement, where people construct their own homes.
- The fabric graphics were given to South African crafters.
- Many of the almost-as-good-as-new MDF pieces and collected junk were donated to Umcebo Design, who work using waste materials, and, at the same time, generate valuable income for participants. Their crafters hand-make made-to-order décor items. They also run workshops with school children and local communities, where they emphasize the importance of re-purposing discarded materials and recycling.

- The graphics were given to the various individual SME exhibitors and to the client, to re-use in their office décor and marketing efforts.
- The MDF walling went to an informal settlement, where it most likely was used to build or repair homes or create furnishings.

PERFORMANCE AND OUTCOMES

World Summit for Sustainable Development:

The cost of this stand was low, given that most of it was made from items that were loaned for the exhibition, and then returned. Nearly all the materials used on the stand were sourced from around Gauteng and local crafters were commissioned to create podiums which meant the travel-related carbon footprint was minimal. Most materials could be reused, and repurposed, so very little waste was produced. What was, was recycled.

Climate Change Response Exp at COP17, 2011

Aside from the shell of the stand and minimal graphic printing, all other stand materials were salvaged waste items. Because stand materials were reused and repurposed afterwards, approximately 98% of the material was diverted from landfill. By requesting school children to collect waste for stand material, they were provided an educational experience about the world and climate change. They also received a financial reward as well. Additionally, post event materials were donated to informal settlements where the local population could make constructive use of the materials.

AD Tourism INDABA, 2012:

The materials used for this stand were fairly inexpensive, and items such as lampshades were reused in offices after the exhibition was over. The carbon footprint was kept low by locally sourcing supplies and most waste was diverted from the landfill through reuse and recycle initiatives.

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see link here:
<https://www.designanddisplay.co.za/>

SUMMARY OVERVIEW

Terrena in partnership with Eko Events cooperated in creating an eco-designed exhibit for the Paris International Agricultural Show. La Nouvelle Agriculture, a brand of the French cooperative Terrena, sets out to guarantee one specific objective: to have, from the field to the plate, irreproachable nutritional and gustatory qualities, contributing to the preservation of good health for each and everyone. Accordingly, they chose Eko to present their exhibit because of Eko's commitment to bridging the gap between Corporate Social Responsibility of companies and its concrete realization. Eko is also one of the few agencies to be ISO 20121 certified (Events Responsible Management Systems).

STRATEGY AND GOALS

The objectives of the Eko Approach were to demonstrate that it is possible to eco-design with a modern and dynamic scenography; explain that "Green" is not necessary the eco-designed color or the manifestation of ecological commitment; and keep an open mind to different kinds of materials, as ecological efficiency is what is important. This was achieved through a holistic approach of emphasizing CSR, changing protocol in the production part of the event industry, and make appealing the vision of sustainability.

MANAGEMENT APPROACH

The Eko System executed its plan by merging 7 Identified Challenges and 7 Action Fields, allowing them to concretely approach achieving their goals. In addition, Eko served to assist in the creation of the ISO International Organization for Standardization 20121 Certification, which enables event organizers to maximize the positive legacy of an event while minimizing its impacts: less waste, reduction of energy consumption, and water resource management. Given Eko's history with ISO, it's a given that they were already aligned with their principles.

Thanks to the Carbon Assessment method, Eko can assess the direct and indirect greenhouse gas emissions of an activity or of a territory, based on data that are available, then to propose recommendations for actions aimed at reducing these emissions. Furthermore, Eko's understanding of Eco-Design, ensures that negative externalities are minimized starting from selection of materials, to production and transportation, and end of stand life. Some of the several eco-materials used include OSB subfloor, eco-friendly medium density fiberboard, and LED-illumination technology.

PERFORMANCE AND OUTCOMES

THE END OF LIFE AND THE VALORISATION OF THE STAND:

For the 2018 edition Eko significantly enhanced this area.

- Donation of floor covering to a small ballet company
- Advertising textile recycling
- Cardboard 2 mm, MDF (medium density fiberboard), plywood sheets recycling

ADDITIONAL RESOURCES/OUTCOMES

Additional Information:

https://www.ufi.org/wp-content/uploads/2018/06/SD_Award2018_entry_TERRENA_EKO.pdf

SUMMARY OVERVIEW

Kingsmen CMTI's core business is to focus on designing and building for trade show booths. The company provides full service for trade shows and the events industry for Thailand and neighboring countries. As social responsibility and sustainable measures are integral to the company, Kingsmen has applied for various measures and practices to manage and control their process, including the ISO 9001 and the ISO 20121. This submission refers to one of the organizers' trade show requirements: the Money Expo series.

STRATEGY AND GOALS

KCMTI lists out issues that may impact economic, environmental, and social conditions. And based on those issues, KCMTI set objectives and KPI for the project management and operations team to achieve. Some of the issues are:

- Show debris reduction and separation
- Energy saving and air-pollution control
- Safety measures for company staff and workers to practice on their on-site operations
- Production cost reduction by using sustainable materials/structure and recycle materials

MANAGEMENT APPROACH

Safety and Risk Attendance: In order to implement and enforce the sustainable measures on-site, KCMTI set up 'sustainable stewardship team' to supervise all operations process and to ensure that all interested parties strictly followed the safety instructions/measures. The steward's duty was to control the traffic of carry-on trucks into the loading bay at the venue. Truck drivers were asked to turn their engines off while waiting to unload their exhibits inside the venue and to control any unexpected accidents from the vehicles.

Health and Safety Talk: Safety talks were provided by the company's safety officer and a healthcare discussion by the company's nurse to all workers on-site every morning before starting their daily works.

Waste management & Awareness: The company also provides proper signage for sustainability awareness and waste containers for separation (e.g. general, recycle, hazardous materials) on-site at prominent location for workers, exhibitors, general visitors to easily littering throughout the show period.

Production Cost Reduction/Sustainable Materials: The company also suggested the organizer of Money Expo show to change the design for show decorations from typical custom-build material (i.e. wood, glass, metal structure, etc.) to other sustainable materials/system (e.g. aluminum profile structure, textile, LED fitting) that can be reused for the next few times of the show series.

The show's impact surpassed the show alone by passing along knowledge to the venue, so that in the future the sustainable practices can continue to be used. The venue's management prepared the garbage bins separation for each waste category and the visitors' behavior has changed to pay more attention before they drop their leftover garbage. The company's partners also learned how to minimize their production cost by using recycle materials or reuse their products more time before tossing in order to reduce waste of their production as well. Production partners and service providers learn how to maximize their power supply energy and pay attention on work safety at their own workshop and exhibition venue.

The company recycled and reused leftover materials from trade shows/events and re-produced a school set for its library and study room as well as tables and chairs for kids to enjoy and further their learning. This CSR donation has been carried on for more than five years already.

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see link here:
<http://www.kingsmen-cmti.com/>

PERFORMANCE AND OUTCOMES

SUMMARY OVERVIEW

Resource Design partnered with Xanita as the sole provider of exhibition stands constructed in composite or engineered fiber board (EFB). EFB is made from recycled material, reusable, and a certified sustainable product (among other things). Accordingly, Resource and Design emphasizes the principal of circular economy as opposed to the linear economy.

STRATEGY AND GOALS

The process is as follows (once the concept and design is agreed upon):

- Designer creates cut files for every board. Board size is typically 1.2m x 2.4m / 3m and comes in 10mm and 16mm
- Artwork is laid out on cut files
- Files are sent electronically to a converter for print and cut
- Usually a pre-build is done for new designs
- Boards are then flat packed and packaged in crates (made from EFB) ready for transport
- Once on-site panels are unpacked and put together
- Panels are joined with either bolts or locks made from EFB
- Once the structure is up, electrics can proceed and items such as screens can be mounted
- Post event panels are dismantled and packed back into the crates

The beauty of this system is that the design can be done locally in consultation with the client and then sent to the converter (anywhere in the world!) for production. All that is required for production is that the designer works with the converter in order to ensure the same language is used on the cut lines.

MANAGEMENT APPROACH

Resource and Design utilizes the principle of a circular economy as opposed to a traditional, linear economy. For instance, by using a shell scheme with an aluminum framework and PST panels, some of the waste can be alleviated of, as the items can be used multiple times. Likewise, working with engineered fiber board (EFB) permitted benefits such as clean site, the speed with which the structures can be off loaded and built, less labor, great reusability, and cost savings.

Impact on Resources:

- Raw material comes from a renewable resource
- Virgin fiber supply is Forest Stewardship Council (FSC) accredited
- 1 ton of our recycled board saves over 2 cubic meters of landfill and 17 trees
- We do not use fossil fuels in the origin of our raw materials

Impact on Sustainability:

- The 'cradle to cradle' approach benefits the environment
- Products are all 100% recyclable
- Reduces the use of energy and raw materials
- Reduces waste
- Avoids environmental contamination

Impact on Natural Ecosystems:

- Products are all Volatile Organic Compound (VOC) free
- Products are Elemental Chlorine Free (ECF) when bleaching – there is no CO2 by-product
- Our water-based value-added resins are all VOC free
- Our adhesives are organic and VOC free

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see link here:
<http://xanita.com/>

PERFORMANCE AND OUTCOMES

Scan Display

South Africa (Best Practice in Sustainable Exhibiting)



www.scandisplay.co.za

SUMMARY OVERVIEW

Meetings Africa is an exhibition focused on developing Africa as a prime destination for the global conferencing and events industry. Attendees include international buyers, local professional conference organizers, and events companies based throughout the continent and globally. The South African National Convention Bureau, the owner of Meetings Africa, chose Sustainability as the theme for 2017. They decided to do away with the 'pause' meeting areas that were previously incorporated into the show, and replaced them with the 'Sustainability Village', showcasing several local arts and crafts vendors.

STRATEGY AND GOALS

Scan Display worked closely with a local sustainability association, the Event Greening Forum (EGF), to develop a solution that ensured that the Sustainability Village was not only 'green' in its design and structure, but also in its concept. In order to achieve this, the EGF sourced local vendors from within a 50km radius of Johannesburg who produced a range of locally made, African-inspired items. The vendors displayed their goods and marketed them to hosted buyers. This allowed the Meetings Africa team to support local SMMEs (Small Medium and Micro-Sized Enterprises) while giving the hosted buyers the opportunity to choose a gift that meant something to them.

MANAGEMENT APPROACH

Stand Design: A modular design was used for the Sustainability Village. The stand was designed in such a way that it could be re-used in different configurations and different stand sizes at future exhibitions. The floors of the Sustainability Village were created from wooden pallets. These were originally sourced in 2014 from a warehouse in Johannesburg that no longer needed them. The wooden wall structures were created from pine and have since been rented out as part of Scan Display's custom stock. Raw pine was chosen as the stand material, avoiding the use of any paint or harmful chemicals. Local plant hire company, Treemendous, supplied Dietes Grandiflora (also known as the African Iris) which is indigenous to South Africa. These plants, in conjunction with the wooden elements, gave a natural, earthy feel to the Sustainability Village.

Marketing Collateral and Communication: The hosted buyers received a voucher for the Sustainability Village in their welcome packs, with a letter explaining how the voucher system worked. The Sustainability Village was promoted via social media and press releases, encouraging visitors and exhibitors at the show to purchase the vendors' goods. All the graphics in the Sustainability Village were printed on fabric, allowing them to be re-used at future events. Those graphics that could not be reused were donated to Sealand Gear, a Non-Profit Organization that upcycles fabric into clothes and bags.

PERFORMANCE AND OUTCOMES

The Sustainability Village generated economic benefits for the vendors who sold their goods and marketed themselves at this high-profile event, which attracted over 300 qualified hosted buyers from around the world. All vendors were carefully selected to ensure that they both operated from and manufactured their goods within a 50km radius of Gauteng. Therefore, they were creating employment for people from local communities. The vendors empower disadvantaged communities through skills-sharing and job creation.

The planet was also protected by reducing gifting waste and limiting transport requirements through local procurement. The South African National Convention Bureau procured Renewable Energy Certificates (RECs) to power the Sustainability Village. Scan Display and the South African National Convention Bureau purchased trees, which were planted by Food & Trees for Africa in a local community, to offset the carbon emissions generated from creating the Sustainability Village.

ADDITIONAL RESOURCES/OUTCOMES

The Sustainability Village concept has since been used in South Africa at several industry events such as the Global Association of the Exhibition Industry (UFI) Conference 2017, the Event Greening Forum Conference 2017, and Africa's Travel Indaba 2017.

For more information, please see link here:
<https://www.scandisplay.co.za/>

SUMMARY OVERVIEW

UBM has developed the Sustainable 10 KPIs to show all our events a clear path of what they should be achieving, to track their progress and to see how they compare globally. The Sustainable 10 cover the following areas: Stakeholder Engagement, Material Use, Waste Management, Carbon Mitigation, Sustainable Procurement, Charitable Giving, Health, Safety & Security, and for recording results and tracking progress - Event data.

STRATEGY AND GOALS

UBM EMEA has been identifying areas for improvement, setting objectives, implementing change and reporting on progress, through our ISO 12121 Sustainable Event Management System. A scoring process was developed to identify areas for improvement and track progress. Elements were scored from 1-5 on the credentials of the materials used and on what will happen to it after the event. From this, a sustainability score is determined for the proposed feature area design. The score is determined by four main issues:

- the reusability of the materials
- the reduction of waste
- the sustainability credentials of the items we procure
- the reduction of our energy use

PERFORMANCE AND OUTCOMES - UBM EMEA

These processes have led to a significant increase in the sustainability of events. Below are some of the key examples of that success:

- In 2016 6% of electricity use was renewable, in 2017 this was increased to 19%, for 2018 UBM EMEA aims for 100% of our electricity use to be from renewables.
- In 2017 62% of our events in EMEA successfully achieved the objective of no structural waste being created by UBM build.
- By avoiding the use of landfill, the impact of disposal was reduced by 2.51 tons of CO₂ which is a 38% reduction in carbon impact. In 2017, UBM trailed and introduced the use of carpet which is made from 67% recycled content.
- The Protection and Management Series worked with 3 industry relevant charities in 2017 and donated a total of £85,000 worth of resources.

STRATEGY AND GOALS - UBM ASIA

UBM Asia exhibited a case study: Cosmoprof Asia – Reducing Stand Height. Cosmoprof Asia is the leading beauty event in the Asia Pacific region, organized by Cosmoprof Asia Ltd (a joint venture between UBM Asia and BolognaFiere Group) and managed by UBM Asia. Since 2014 there has been a strict policy of capping all stands at maximum 3m height (no double-decks are permitted). Here are the reasons for taking this decision and how they relate to the Sustainable 10:

- **Waste Reduction:** Lower stands mean less material is used, quicker move-in/out and quicker stand building times, with less waste and packing materials being sent to landfill.

- **Carbon Mitigation:** Less material being transported also means less trucks required for the move-in and move-out, less traffic congestion and emissions produced around the venues.
- **Health & Safety:** In terms of worker safety, conditions are improved. The highest incidence of workplace accidents is from “working at height” so reducing the stand height to 3m helps in this regard.
- **Stakeholder Engagement:** All exhibitors are given a “level playing field” in terms of stand height.

PERFORMANCE AND OUTCOMES - UMB ASIA

At Cosmoprof Asia 2017 this would equate to a saving some 2,180 cubic meters of material, equivalent to 66 x 20-foot shipping containers in and out of the venues. It is estimated that this has saved 194 tons of CO₂e (carbon emissions). In addition, the stand height reduction directly leads to less material used, less trucks and fuel used which benefit the contractors and suppliers.

STRATEGY AND GOALS - UBM EMEA

This award submission sets out to highlight how UBM Americas is implementing strong sustainability components in their exhibition booths and related operations. Through a strategic partnership with MGM Resorts International Mandalay Bay Convention Centre, UBM Americas has successfully developed an innovative approach to create positive impact by implementing a sustainability initiative that will drastically minimize their carbon footprint for decades to come.

MANAGEMENT APPROACH - UBM AMERICAS

As a result, UBM Americas joined forces in a strategic partnership with MBCC to co-develop a new LED lighting system within its exhibit halls. Together they have made a multimillion-dollar investment to upgrade the lighting while reducing our carbon footprint at the Convention Centre, taking effect during the February 12-14, 2018 edition of MAGIC.

PERFORMANCE AND OUTCOMES - UMB AMERICAS

UBM and MBCC have replaced more than 1,000 light fixtures with top-of-the-line LED lights, increasing the luminescence range of the interior hall by nearly 300 percent and resulting in 85% less energy usage than previous lighting units.

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see link here:

https://www.ufi.org/wp-content/uploads/2018/06/SD_Award2018_entry_UBM_plc.pdf

SUMMARY OVERVIEW

Abu Dhabi National Exhibitions Company is committed to conserve resources, prevent waste and foster environmental, social, and financial sustainability for the benefit of stakeholders, employees, customers, and the wider society. ADNEC's KPIs ensure procurement practices are sustainable by sourcing supplies locally and ensuring an ethical supply chain.

STRATEGY AND GOALS

To sustain growth and to act in a more responsible way, ADNEC intensified its efforts to institutionalize sustainability at the heart of its strategy. The company is shifting its way of managing sustainability from "good to have" to "strategic imperative". To achieve this, it has:

- Developed a sustainability policy
- Enhanced its reporting framework
- Identified clearer team responsibilities
- Developed a strategic theme for sustainability as part of the company's strategy map
- Developed a detailed CSR Strategy which will be expanded to be a sustainability strategy in 2017
- Developed and documented a detailed CSR approach (methodology) which will be further expanded
- To develop a more comprehensive sustainability approach in 2017

MANAGEMENT APPROACH

ADNEC has several sustainability partnerships including the Abu Dhabi Sustainability Group (ADSG), Abu Dhabi Sustainability Week (ADSW), and UFI Sustainability Development Committee. In addition, they have been involved in community support programs, as well as CSR initiatives.

Society engagement and perception is one of ADNEC's areas of focus. ADNEC adopts several techniques to engage its society through society-oriented events and initiatives but the most credible and objective method for measuring their perceptions is the annual society perception surveys that we conduct through a specialized outsourced market research company. The survey method is face to face, 10 mins and the targeted sample size is around 500 people. The community was engaged through initiatives such as the Abu Dhabi School Programme, Ramadan Iftar Boxes, and Stop and Donate.

ADNEC is partnering with DULSCO, one of our key service providers specialized in international environmental solutions and waste management to launch eight recycling reverse vending machines (RVM) onsite at Abu Dhabi National Exhibition Centre.

PERFORMANCE AND OUTCOMES

As part of the adoption programme, ADNEC educated the youth and schools about better waste management and recycling and, in 2017, 2369.33 kg of paper and plastic were collected. In Ramadan, ADNEC in cooperation with ADNEC hospitality supported a Ramadan iftar boxes to be distributed for the labor in the labor camp with the limited resources. 2150 meal were distributed in the month of Ramadan. In 2017, 67.31 kg of item were collected, 97% was donated to Red Crescent.

In 2017, ADNEC total waste generated is 2280.4798 tons in which 1049.1578 tons was recycled. Recycling has a positive environmental impact, From the figures below, ADNEC recycled 164.57 tons of Paper and cardboard which saved 2797.690 trees, 1,151,990.00 gallons of water and saved 658,280 kwh of energy. Also, Recycling paper and cardboard helped in CO2 Savings by 236.154 tons. ADNEC is now able to drastically increase the volume of recycled material, as a result 46% of the waste that was recycled in 2017 comparing to 34% in 2016.

ADNEC was one of the first entities in Abu Dhabi to implement a system to turn recycled cooking oil into bio-diesel fuel. We implemented this initiative in 2012 and now power over 30% of our smaller on-site machinery using this fuel. In 2016, ADNEC improved the system of food composting and replaced it with the a new technology, the Liquid food Composting that turns wasted food into water that goes into the wastewater system and resulted in the reduction of food waste diverted to landfill.

ADDITIONAL RESOURCES/OUTCOMES

For information, please see link here:
<https://adnec.ae/>

SUMMARY OVERVIEW

As part of its company strategy BVV Trade Fairs Brno focuses on the following areas of sustainable development:

- Ecology, waste, energy consumption
 - o Environmental protection
 - o Energy consumption
 - o Historic preservation
- Giving back to the community
- Economic context of sustainability

STRATEGY AND GOALS

BVV Trade Fairs Brno is a participant in the EKO-KOM collective system for recycling and utilizing packaging waste. Great emphasis is placed on sorting waste and reducing total waste amount. Additional utilization of used materials from exhibitions and trade fairs significantly increased. Annually BVV Trade Fairs Brno purchases roughly 300,000 m² of carpet. Most of this carpet is used for exhibitions, conferences, and trade fairs. 85% of the carpet purchased each year can be re-used instead of discarded. Users are encouraged to recycle packaging waste at “green points” that are part of the EKOKOM system. These recycling stations are located throughout the complex to make proper waste management convenient.

The following tools are used to meet the goals of reduced consumption:

- Installation of energy-saving technologies
- Installation of automatic control and regulation equipment
- Use of advanced algorithms to manage the operation of energy systems
- Continuous monitoring, recording and assessment of energy demand

MANAGEMENT APPROACH

All these measures combined with improved management and regulation of energy technologies and appliances will over the long term achieve at least a 20% reduction in heating costs. Activities consist of the following studies and analyses:

- Energy cost analysis for the heating of select buildings
- Potential possible energy-saving measures
- Evaluation of possible energy savings
- Assessment of sustainable consumption and production

Considerable attention was also paid to historical preservation and giving back to the community. In 2017 the company invested 6.2 mil. CZK in the maintenance of historic buildings. And regarding giving back to the community, the themes included support for sports, culture, charity, and public benefit events.

PERFORMANCE AND OUTCOMES

In 2017 the company achieved significant results in the area of waste reduction:

- Total amount of waste reduced by 36.23 tons that year
- The total amount of waste sorted for further processing included:
 - o 995 tons of sawdust, shavings, and residual material from wood, particle boards
 - o 6.50 tons of plastics and plastic packaging
 - o 2.01 tons of glass and glass packaging
 - o 1.56 tons of paper and cardboard packaging
- Additional utilization of used materials from exhibitions and trade fairs significantly increased

In addition, BVV Brno's contribution to the community included a total amount of support for sports in 2017 valued at 4.3 mil. CZK; total amount of support for culture in 2017 valued at 2.2 mil. CZK; and a total amount of support for public benefit activities in 2017 was valued at 4 mil. CZK.

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see link here:
<https://www.bvv.cz/en/>

SUMMARY OVERVIEW

Ifema's 2018 Sustainability Award submission is centered around its Geothermal Project. This project was inspired by the company's longstanding and consistent commitment to increasing their positive impact on the environment. Ifema has always shown its commitment to sustainability, which it considers one of its strategic pillars.

STRATEGY AND GOALS

The primary objective was to use geothermal energy to ensure partial coverage of the needs at the headquarters. The geothermal installation is designed to meet the base demand for air conditioning, in tandem with the current centralized air conditioning installation. The selected geothermal heat pump has an energy recovery system, so its three inlets/outlets are connected to the soil circuit, the hot water circuit (which will have a buffer tank in the heat pump return) and the cold circuit. The options provided by this system are extensive and vary based on the existing demands.

MANAGEMENT APPROACH

Ifema chose this low temperature geothermal power system to meet the following energy, environmental and socio-economic challenges:

- Using geothermal energy as a renewable source of energy due to its permanent supply capacity and its great potential, becoming a strong option with strong guarantees.
- To offer the same comfort, but with much lower electrical power needs than with a conventional heat pump.
- Avoiding the annual emission of carbon dioxide to protect the climate and the environment as compared to other traditional heating systems based on combustion.
- Developing and promoting a promising renewable energy resource, thus leading to additional employment and manufacturing opportunities.

PERFORMANCE AND OUTCOMES

The installation of this system to make use of low-temperature geothermal power has allowed IFEMA to reach the following milestones:

- Electric power savings of 81 MWh/year.
- Natural gas savings of 707 MWh/year.
- 80 TEP reduction of primary energy.
- Cutting CO2 emissions by 200 tons.
- Annual economic savings of €40,000.

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see link here:

<https://www.ifema.es/en>

SUMMARY OVERVIEW

La Rural, Exhibition Center of Buenos Aires is the leader company in fairs, congresses and events of Argentina and one of the most important of Latin America –also manages the future Buenos Aires Convention Center and the Punta del Este, Convention & Exhibition Center. La Rural has efficiently incorporated into its core business different capacities to operate, relate, project and self-evaluate under the environmental, social, and cultural premise. The business models focus on integrated actions with the environment, the reduction of environmental impact, and generate social value.

STRATEGY AND GOALS

Sustainability programs are organized under the brand “Mejores Vecinos” (Better Neighbors) consolidating the actions conducted along the stakeholders the company works with daily: suppliers, clients, community, and associates. La Rural’s strategy is based on three dimensions: Environmental, Social, and Educational/Cultural. These dimensions and their respective initiatives are expanded on below:

Environmental:

- La Rural Recycle: dismantling of exhibitions, division of waste at source, recycling of paper and plastic caps
- Friendly Company of Sustainable Mobility Certification: an initiative that encourages the use of bicycles. The venue has three free bike parking for collaborators and visitors.

Social:

- Lending Spaces for fundraising and social purposes: thanks to this program, non-for-profit organizations and foundations can hold their fundraisers on the venue at very competitive prices.
- La Rural Accessible: this program was developed to optimize the fairground’s accessibility to make persons with any kind of disability feel welcomed.
- La Rural Cares About You: This prevention and health care initiative is addressed to associates and the community, customers, and the public at large.

Educational and Cultural:

- Palermo Reads: The program aims at bringing children from Buenos Aires’ schools closer to the habit of reading during the International Book Fair Buenos Aires.
- IMPULSARTE: This program of cultural sponsorship aims to the stimulation of contemporary artists through the acquisition of their works. Impulsarte take place during ArteBA (The main important fair of art in Latin America).

La Rural has established alliances with public institutions in order to achieve different social objectives: the optimization and separation of waste at source. Similarly, La Rural has a permanent channel of communication with social actors to keep optimizing their programs. Different channels and style of communication are used to share the programs and its results with the public of interest, thinking about the modern individual and their cultural consumption. The internal forms of communication include newsletters, message boards, and sustainability report. The external forms include press releases, social media, and meetings with shareholders and journalists from different sections.

PERFORMANCE AND OUTCOMES

Within “Mejores Vecinos” (Better Neighbors) and in the environmental area, La Rural stands out for these actions: studies of noise levels on the venue; an Environmental Waste Management Manual (inspired by the ISO14001:2005 standard, constantly updated); energy and paper saving programs; also works to adapt infrastructure to climate change; schedules of lights on and off and air conditioning equipment; a Consumption Rationalization Plan; a migration program towards eco-friendly technologies; CO2 measurement and awareness campaigns to save energy. The results of these actions can be seen below:

- 322,364 liters of water were saved, compared to the previous year
- Natural gas consumption was reduced in a 25% (10,436 m3)
- The gas oil savings were 3002 liters
- 105,000 kg of reusable material were recovered
- 1,711 kilos of paper and 3 kilos of plastic caps were recovered for the Garrahan Foundation.

Beyond the environmental indicators and located in the educational-cultural area of CSR, the Palermo Lee Program brought more than 1,100 children from 28 schools, foundations, and care homes in the City of Buenos Aires to the habit of reading through play, didactic activities ,and workshops.

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see link here:
<http://www.larural.com.ar/>

MANAGEMENT APPROACH

SUMMARY OVERVIEW

Over the past 28 years the Sands Expo® and Convention Center in Las Vegas has evolved to become a global leader in sustainable strategies while providing unparalleled levels of customer service. Combined with The Venetian® and The Palazzo® Congress Center, Sands Expo and Convention Center features more than 2.3 million square feet of flexible meeting and exhibition space: making it one of the largest, greenest convention center and resort in the world. Sands Expo is consistently identified among industry peers and publications as one of the most successful trade show venues in America.

STRATEGY AND GOALS

In 2016, Las Vegas Sands Corporation refreshed their Global Environmental Responsibility Policy to all its properties including The Venetian and The Palazzo Congress Center and Sands Expo and Convention Center. While the four pillars remain at the core of the strategy, they have been aligned with three key United Nations Sustainable Development Goals:

- SDG7: Affordable and Clean Energy
 - o Double the global rate of improvement in energy efficiency
 - o Increase substantially the share of renewable energy in the global energy mix
- SDG6: Clean Water and Sanitation
 - o Substantially increase water-use efficiency across all sectors
- SDG12: Responsible Consumption and Production
 - o Substantially reduce waste generation through prevention, reduction, recycling, and reuse
 - o Halve per capita global food waste

MANAGEMENT APPROACH

SANDS emphasized Green Buildings, Environmentally Responsible Operations, Green Meetings and Events, and Stakeholder Engagement. Having a high-performance facility provided the foundation for sustainability to be built into an event. In addition to creating a high-performance facility, standard Sands ECO360 Meeting settings were implemented to ensure all our sustainable practices are seamlessly integrated into our daily operations. In their stakeholder engagements, SANDS's stakeholders have won several awards and two, GES and Freeman, are ISO 20121 certified.

PERFORMANCE AND OUTCOMES

Here below are results organized by the different categories:

Green Buildings:

- Using innovative cooling tower technology to save over 46 million gallons of water each year.
- Installing 680 solar photovoltaic panels which generate 116kW (DC) of electricity.
- Installing a nano-filtration system that filters ground water from below the property. Through this system more than 22 million gallons of potable water are saved.
- Changing all of the lights in our Expo Halls and meeting room lights to LEDs, saving nearly 4.1 million kilowatt hours (kWh) of electricity per year.

Environmentally Responsible Operations:

- Using only 50% lighting for trade shows during move-in and move-out.
- Recycling, reusing, or repurposing more than 60% of our waste campus wide.
- Donating leftover booth supplies to support more than 25 different non-profits.

Certifications, Recognitions, and Awards:

- 2013 & 2015 & 2017: APEX/ASTM Venue Level 2 Certification (first venue in the world to become certified at Level 2 and recertified two times).
- 2010: LEED Gold Certified for Existing Buildings Operations and Maintenance.
- 2015: LEED Gold Re-certified for Existing Building Operations and Maintenance.
- 2015: TripAdvisor Green Leader Gold Award.
- 2013: Best Recycling Program by Las Vegas Business Week.
- 2015: Green Leaders Awards by Las Vegas Business Press.
- 2017: Marketing partner of the year by Regional Transportation Commission of Southern Nevada.
- 2017: Recognized for energy and water efficiency upgrades by the U.S. Department of Energy.
- 2017: Recognized for its best sustainable practices by GMIC Northern California Green Meetings Supplier Award.

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see link here:
<https://www.venetian.com/meetings/>



Best Sustainable Development Communication

OVERVIEW

The UFI Sustainable Development Award 2019 was designed to recognize companies that have implemented an innovative communications approach that has successfully engaged the target audience and led to tangible, provable changes in behavior or outcomes. This year's competition enabled those in the exhibitions industry to use their platforms in order to impact the environment and social issues internally, at the events, and externally in the broader spectrum.

THEMES

The Best Sustainable Communication award allowed exhibitors to showcase the power of their platforms and influence to push businesses and consumers towards a sustainable and altruistic economy. The contestants respectively improved upon their CSR reporting, created campaigns to bring awareness to environmental issues, such as single-use plastic and green building, and engaging stakeholders and consumers through social media and community events, such as HML's Hong Kong Book Fair.

COMPETITION RESULTS

WINNER

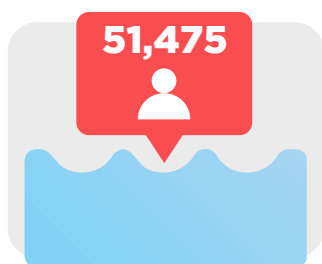
- HML

FINALISTS

- INFORMA
- UNIMEV

BEST PRACTICE

- CTICC
- FREEMAN
- Impact0
- IMTMA
- INFORMA/NEW HOPE
- Kingsmen CMTI
- RAI Amsterdam

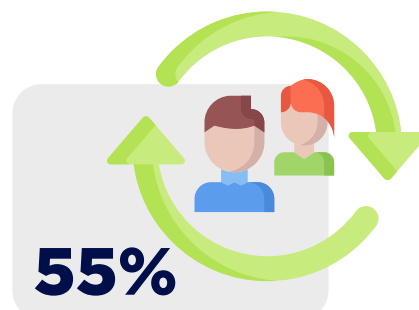


51,475 FOLLOWERS REACHED ORGANICALLY
WITH SAVING WATER MESSAGE

CTICC - see page 31

55% OF RESPONDENTS SAID THEY HAVE
CHANGED THEIR HABITS TO BE MORE
SUSTAINABLE

Freeman - see page 32



30,000 VISITORS RECEIVED TO THE
SUSTAINABLE INTERACTIVE BOOTH

Impact0 - see page 33





SUMMARY OVERVIEW

Hong Kong Convention and Exhibition Centre (Management) Limited (“HML”) is the private operation and management company of the award-winning Hong Kong Convention and Exhibition Centre (“HKCEC”). HKCEC has been consistently awarded the title, “Best Convention and Exhibition Centre in Asia” by leading industry professionals, and hosts about 1,100 events at the HKCEC every year. HML is the first organization in Hong Kong to attain the ISO 20121 Event Sustainability Management System certification.

STRATEGY AND GOALS

On July 1, 2018, HML launched their “Think Before Plastic” initiative, aiming to utilize their public platform and high traffic volume to raise awareness about plastic pollution and to reduce the use of over 1,600,000 pieces of disposable plastic items in 12 months.

HML’s strategy includes the following:

- Developing communication materials
- Staff education
- Strategic campaign launch at Hong Kong Book Fair
- Media release to international trade media and online and onsite promotion.
- New product and service offerings to industry partners and public

MANAGEMENT APPROACH

HML set up an internal task force to steer the direction of developing plastic reduction measures in the HKCEC. After 4 months of preparation, HML started to replace disposable plastic cutlery with wooden ones in all takeaway counters and stopped providing plastic straws since 1 July 2018. Plastic bottled water is no longer sold within the venue, and complimentary filtered water fountains are provided.

HML used an easily palatable logo and prominent signage to effectively get the message across. The combination of online and onsite promotion proved to be effective as well. 13 local media carried the news, spreading the plastic-less message across to millions of Hong Kong public; a teaser campaign video was published on HKCEC’s Facebook page a day before public announcement, followed by a post related to the media release which reached over 5,800 fans and received positive reactions.

HML appointed 54 green ambassadors to remind and assist exhibitors and visitors to separate waste and facilitate recycling. A briefing was conducted by a prominent local green NGO to equip ambassadors with proper knowledge of recycling. HML also engaged industry partners and the community through offering meal discounts for event contractors and sponsoring a student competition that raises awareness about the issue.

PERFORMANCE AND OUTCOMES

In the past 6 months, over 3 million event attendees and visitors have visited the HKCEC and restaurants, most of them are being exposed to the plastic-less message through various on-site channels. Positive recognition from clients and stakeholders was received. Contractors welcomed the meal discount, while our staff members were also supportive to the plastic-less campaign. HML’s achievements were recognized by the Hong Kong Government. HML was invited to share experience with organizations and media during a green pledging ceremony organized by the Government in September 2018, to push forward the city’s sustainability development. Less than US\$600 has been spent on media buy. All promotional signage, posters, videos, and logo were designed and produced in-house by HML.

ADDITIONAL RESOURCES/OUTCOMES

“Think Before Plastic” teaser campaign video:
<https://www.youtube.com/watch?v=fno5X259afA>

SUMMARY OVERVIEW

In 2018, Informa Exhibitions and the U.S. Green Building Council (USGBC) welcomed more than 15,000 visitors to Chicago for the Greenbuild International Conference and Expo—the world's largest conference and expo dedicated to green building. Greenbuild 2018 brought together green building experts from around the world for three days of education sessions, renowned speakers, green building tours, networking, and an impressive expo. USGBC strives to make its annual meeting the most sustainable meeting of its kind and to positively impact each city it visits, and each year, the magic that occurs on-site is inspiring.

STRATEGY AND GOALS

Greenbuild has five unique channels by which they are communicating and engaging with stakeholders and community to affect behavior and change:

1. **Sustainability Report:** Greenbuild annually produces a formal report that compiles KPIs, progress and case studies on the event's comprehensive sustainability program. The sustainability report is released to the industry (both trade and event industry) through a press release, email announcement, and supporting social media.
2. **Reaching Industry Professionals:** One of those key objectives is to lead the event industry through the advancement of sustainable event management operations. For the first time, a focused education session for event industry professionals - event organizers, venues, and vendors - was offered at Greenbuild 2018, featuring the Greenbuild sustainability team sharing info on how the sustainability side of the event is run.
3. **GMEGG (Greenbuild Mandatory Exhibitor Greening Guidelines):** The GMEGG program is a set of guidelines that is provided to every exhibiting company and a section of their booth space contract when they become an exhibitor. There is also a 22-question survey based on the guidelines and ask that each exhibitor complete the survey prior to arriving on-site.
4. **Attendee Pledges:** In 2017, Greenbuild launched a Sustainability Pledge program for attendees. Communication pieces were sent out to attendees on what they could do on-site to make their experience at Greenbuild more sustainable.
5. **Sustainability Hub:** The 'Sustainability Hub' is an interactive space where all participants are invited to review five key attendee pledges and recommit to sustainable practices while on-site by placing a magnet under each pledge.

MANAGEMENT APPROACH

Every year, the Greenbuild team improves the use of metrics and emerging trends/technology to allow the show to continue to push the envelope in engaging, motivating, and inspiring the audience with the mission behind Greenbuild. Likewise, each year, the team evaluates the initiatives, assessing them and tweaking them as they ultimately provide a framework for the next year's event.

PERFORMANCE AND OUTCOMES

Great strides were made which are highlighted in their relation to the five unique channels Informa uses to communicate to stakeholders and community.

- The sustainability report page has garnered 5,846-page views (2,772 unique) since April 1, 2018, suggesting this is a sought-after page and also one people care coming back to multiple times.
- In 2018, Greenbuild had over 350 exhibiting companies. That's 350 companies that were reached with a message of sustainable event practices. In 2018, we had 81% of companies complete the GMEGG survey.
- Informa collected 28,042 pledges in 2018. This is an astronomical number considering they only had 15,000 in attendance and suggests that people are engaged, excited, willing, and selecting multiple pledges.
- 750 pledges made on-site at the sustainability hub.

ADDITIONAL RESOURCES/OUTCOMES

<https://www.greenbuildexpo.com/en/show-info/sustainability-at-greenbuild/reports.html>

<https://www.greenbuildexpo.com/en/exhibitor/services/green-exhibitor-guidelines.html>

<https://informausa.box.com/s/j36kilnkm1b5atkvmk7i3fqpuw26lupl>

SUMMARY OVERVIEW

Developed by UNIMEV (French Meeting Industry Council) and Paris Region Tourism Board, the Event Performance Calculator Cleo is a digital platform aimed at anticipating and assessing event impacts. Based on a methodology co-designed with the French Ministry of the Economy, it generates reports comprising up to 72 indicators relating to: community development (business, knowledge, influence); economic, labor and tax spin-offs benefitting the event and tourism sectors, particularly at local scale; and environmental footprint and initiatives.

STRATEGY AND GOALS

Cleo encourages its users to communicate on their results with all event impact dimensions in mind.

- **Meeting Performance:** By engaging publics, events forge business, knowledge and influence relationships between attendees and among the managed stakeholder communities. Such values created are at the core of the meeting performance, generated during events, as well as before and after them, or even as part of long-term corporate, industry, community and place development strategies.
- **Event and tourism spin-offs:** To create meeting opportunities, organizers and exhibitors are to involve a whole value chain of companies specializing in event production. On the other hand, attendees must arrange for their travel and stay. Events therefore result in event and tourism spin-offs, benefitting local destinations. Economic spin-offs are first and foremost produced by companies involved, which employ the necessary staff (labor spin-offs) and generate taxes (tax spinoffs) accordingly.
- **Environmental Balance:** As for all activities, events have environmental consequences. Organizers have to tackle the challenge of optimizing event environmental balance, while considering value created. They also have to steer it by assessing impact metrics (carbon footprint, carbon tax equivalent, energy consumption, water consumption and waste production), and by implementing positive initiatives (responsible waste management, food waste mitigation, responsible catering and fostering low-footprint transportation)."
Cleo has been used so far by French event industry players with various external or in-house communication purposes in mind:

Business communications:

- Enhancing sales and marketing arguments
- Enhancing annual/CSR reports
- Supporting subsidy applications-
- Supporting infrastructure investment requests

Influence communications:

- Proving national and local impact
- Involving local reception & hosting players
- Facilitating stakeholder dialogue

Environmental communications:

- Raising in-house teams' awareness about events' environmental challenges and impacts
- Steering carbon/CSR strategy
- Contributing to and steering the ISO 20121 certification process

MANAGEMENT APPROACH

Cleo is co-owned by UNIMEV (the French Meeting industry Council) and the Paris Region Tourist Board, two non-profit associations (the French event industry employers' federation and a Paris Region authority). Cleo may not be funded or governed under any circumstances by any private companies. Indicators have been co-designed by a Scientific Committee made up of 35 stakeholders (event professionals, associations, Ministries, etc.). Calculation rules and scopes are based on 3 national studies conducted in partnership with public authorities (French Ministry for the Economy, Paris Region Chamber of Commerce and Industry, Atout France, Paris Convention and Visitors Bureau).

PERFORMANCE AND OUTCOMES

Lesson learned #1: a new wording for engaging the Event community: If UNIMEV were to embark the French event professional community, notably the most reluctant ones regarding environmental challenges, Cleo had to be gradually repositioned as a performance tool. This has been made possible by removing as far as possible the initially used vocabulary relating to the environment, sustainability, and responsibility. Lesson learned #2: fostering communications with all event impacts in mind: If UNIMEV were to encourage event professionals to steer and communicate on their events' environmental impact, Cleo had to equip them with other performance results, thereby enabling them to justify and counterbalance damaging impacts with positive ones (economic and labor spin-offs, business and scientific outcomes, positive environmental initiatives, etc.).

ADDITIONAL RESOURCES/OUTCOMES

Unimev entry available here:

https://www.ufi.org/wpcontent/uploads/2019/06/2019_SD_Award_UNIMEV.pdf

SUMMARY OVERVIEW

The CTICC is Africa's leading convention center located in the heart of Cape Town, South Africa. Located in one of the world's premier tourist destinations, the CTICC is a driver of the knowledge economy in Africa. Sustainability is central to every operation and decision at the Centre, which has a dedicated sustainability team, Nuture Our World (NOW), who is mandated to ensure that practical objectives for a sustainable outcome are properly planned and achieved. The CTICC is committed to improving its water efficiency by reducing and recycling water in order to decrease its water footprint.

STRATEGY AND GOALS

The Centre appointed an engineer to investigate various alternatives for water saving including grey water recycling and, after extensive research, concluded that a reverse osmosis plant was the most feasible option for the CTICC. In 2018, the process to install the reverse osmosis plant started. The potable water is used for drinking purposes, cooking, internal and external cleaning, irrigation, and in the HVAC cooling system.

Initiatives Implemented:

- Stopped the supply of water to all bathroom's wash basins and offered waterless sanitizer as a safe and hygienic alternative
- Installed 20 water-smart showerheads in all staff ablutions
- Installed rainwater storage tanks which can hold up to 265 000ℓ of water. The rainwater, which is captured is used for the irrigation of indoor plants, cleaning, and in winter, the cooling towers of the Centre's central air-conditioning system
- Captured the condensate from the CTICC's air-conditioning units. This amounts to an estimated 20 000ℓ of water per week, which is used for internal and external cleaning

MANAGEMENT APPROACH

The CTICC not only implemented practical water initiatives within the Centre, but also created internal and external awareness campaigns aimed at staff, clients and visitors. These initiatives provided information on the state of water scarcity in the City of Cape Town and the Western Cape Province, the dam levels, as well as how clients, staff and visitors can save water, and water measurements tools.

Communication Initiatives and Campaigns:

- **Digital Communication:** social media across all CTICC social media platforms – Facebook, LinkedIn, Twitter and Instagram – reflected the Centre's commitment to raising awareness around the city's water challenge. The CTICC's social media platforms provided valued information on how its followers could save water as well as what the Centre was implementing to do the same.
- **Water-wise menus:** careful thought went into the Centre's water footprint in the production of top-class cuisine with CTICC chefs developed water-wise menus that opted for food that required less water to prepare or grow.
- **Internal and external water awareness posters:** These posters, encouraged staff and visitors to stay within the water level restriction parameters set by the City of Cape Town, as well as providing details on how they can reduce their water use.
- **Corporate Social Responsibility awareness drive with CTICC local community partners:** The Centre initiated several corporate social responsibility water activations with its LCPs.

PERFORMANCE AND OUTCOMES

Following the implementation of the reverse osmosis plant, the CTICC achieved a 30% water reduction which allows the city to provide more water to its citizens or distribute to other resources. In addition, the Centre's social media water content and images across all its platforms reached 51, 475 followers. It is important to note that the content was organic and not paid for and boosted. The social media awareness campaign was assisted and strengthened by the Centre's collaboration with Local Community Partners (LCPs).

Through its Ikhaya Le Themba LCP, 50ℓ of hand sanitizer were donated and ten hand sanitizer dispensers to Yomelala Primary School in Khayelitsha, Cape Town. The CTICC's maintenance staff was at hand to install the dispensers at the school. In another activation, the CTICC donated X40 5ℓ bottles of water, X10 20ℓ of water dispensers, X150 bottles of 5ℓ bottled water, and four water awareness posters to another of its LCPs, Mothers Unite. The Centre donated cow manure to LCP, Abalimi Bezekhaya. The cow manure assisted the urban farmers to keep their garden soil moist during the dry months.

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see link here:
<https://www.cticc.co.za/>

SUMMARY OVERVIEW

With more than 90 locations globally and 7,000+ employees, Freeman, long been committed to innovation in sustainability. Freeman is the first general service contractor to create a full-time department dedicated to internal and external sustainability initiatives. In 2018, Freeman launched a Zero Waste communications plan with key objectives to build awareness of company-wide sustainability goals, share emerging best practices and promote personal responsibility.

STRATEGY AND GOALS

The Zero Waste Goal is defined by four focus areas: Resources, Energy, People and Air. Each of these themes address Freeman's biggest areas of impact as well as ISO commitments. While the campaign included both internal and external elements, the primary goals focused on employee education, engagement and empowerment. Freeman promoted its Zero Waste Goal during their Earth Week Campaign (April 16-20).

Implementation Plan:

- **Daily Themes:** Each day of Earth Week featured specific focus area related to the Zero Waste Goal. These included Monday: Zero Waste; Tuesday: Resources; Wednesday: Energy; Thursday: People; and Friday: Air. Custom designed Infographics were created to provide stats, best practices, and a call-to-action that individuals could apply to their day-to-day activities.
- **Think Global, Act Local:** Green Team Leaders in 32 offices were provided a list of "plug-and-play" activities that emphasized the theme for that day.
- **Sustainability Summit:** The highpoint for Earth Week was the first annual Sustainability Summit. These hour-and-half meetings were hosted by the local Green Teams in every Freeman office.
- **Content Marketing:** Freeman promoted its customized content marketing elements including a blog post "Three Freeman Trend Lab Trends to Embrace for Earth Day," case study "Building Sustainable Best Practices," and guest article in Forbes magazine "The CMO's Role in Driving Sustainability."
- **Social Media:** Freeman joined representatives from Meet Green, Business Expo Center, Greenbuild, Hubilo, EIC, and Cobo Center for an #ExpoChat on Twitter, a weekly series hosted by Trade Show News Network (TSNN).

MANAGEMENT APPROACH

As part of its ongoing employee engagement, Freeman launched a new Sustainability Opportunity Form (SOF) globally in October 2018. The online form offers a platform for employees to anonymously share opportunities for Freeman to improve its sustainable performance. The SOF empowers employees to join the process towards improvement.

A new sustainability learning module was created in My Career Connection. The learning module was made mandatory for all Freeman current employees to complete within the first year of launch and required for all new employees to complete within the first six months of employment. During the 15-minute module,

employees learn about Freeman's sustainability commitment, accomplishments, and best practices.

To build off the momentum of Earth Week, the Freeman Sustainability Department worked with the Green Team Leaders to develop the Sustainable Office Checklist. Green Team Leaders conducted a self-audit of their office-based criteria in checklist. Audit results provided baselines and benchmarks for Freeman's standard performance in different locations.

PERFORMANCE AND OUTCOMES

Earth Week: In a post-campaign survey, 70.6% of employee respondents reported they "understood well" Freeman's Zero Waste Goals. Approximately 67% of respondents said they "learned a lot" about Freeman's Sustainability efforts. Nearly 55% said they have changed their habits to be more sustainable. During the week-long awareness campaign, the program generated nearly 12,400 impressions in content marketing, social media and traditional media.

Beyond Earth Week: Since the launch of the SOF, 30 forms have been completed by employees across the enterprise. Five new best practices have been developed and implemented. Highlights include:

- The Dallas Event Technology office reduced the number of times a truck transports equipment and supplies needed to support multiple meetings in the corporate office. The Event Technology office will be applying this process to all locations, including client events at hotels and convention centers.
- The Dallas Logistics office switched from single-use Keurig plastic pods to brewing a pot of coffee to be shared by the entire office.
- The Chicago Logistics office introduced a campus-wide recycling program that was previously only offered in the warehouse.
- San Francisco Branch Logistics office added language in their RFP's for their internal off-site meetings. This will eliminate plastic straws, plastic stir sticks, water bottles, and more.

ADDITIONAL RESOURCES/OUTCOMES

- In the months after Earth Week, the Freeman Sustainability Department has received APEX certification in three locations and expect to be fully certified in North America before the end of 2019.
- Freeman seeks to reduce electrical consumption by 5% globally.
- Freeman is working to set SMART goals--Specific, Measurable, Archivable, Relevant and Time-bound--toward the Zero Waste commitment.

For more information, please see link here:
<https://www.freeman.com/about/sustainability>

SUMMARY OVERVIEW

Impact0 designs, plans, and executes sustainable strategies through consulting services for events, companies, governments, and cultural entities. The framework for the management of sustainable events is guided by the International Organization for Standardization ISO 20121, which covers areas of economy, environment, and society. So far, Impact0 has counted 3,680,750 attendees, offset 1,490 tons CO2 with the acquisition of carbon credits, recycled 105,599 105,599 kg of waste, and trained 5,550 professionals for a sustainable event organization. A hallmark of Impact0 is the International Book Fair of Guadalajara where best practices are implemented in the planning, production, assembly and disassembly of the event and the results are analyzed to further reduce the environmental footprint of events.

STRATEGY AND GOALS

Impact0 annually measures the environmental impact of the exhibition, analyzes this data in order to find opportunities for improvement, develops an environmental policy and action plan to implement the improvements, implements the reforms in collaboration with the organizers and suppliers, and formulates recommendations for the future.

Implementation Plan:

- Develop and communicate environmental policy to organizers, suppliers, and stakeholders to raise awareness about waste generated during events.
- Reorganize the waste management at the FIL Guadalajara to include waste diversion and the correct final disposal and introduced biodegradable and recyclable packaging to reduce the amount of waste for landfill and to increase the volume of waste recycles.
- Reduce the CO2 emission at the FIL Children and invested in the plantation of trees to compensate the remaining emissions.
- Print 100% of the materials on certified or recycled paper; promote public transportation, "FIL routes", bikes and shared car usage; and implement a donation program for materials and books.

MANAGEMENT APPROACH

Communication plays an important role to involve all parties, from the supplier to the visitors, in the sustainability actions and to make these actions reach further with the participation of all stakeholders and an achievement in this field is that across the collaboration on events with 3,690,750 attendees generated an interaction value of \$4,241,000 MXN.

Impact0 has used several methods of communication to raise awareness on issues of sustainability, some of which include:

- A sustainable interactive booth which received more than 30,000 visitors
- Various official social media platforms (Twitter, Facebook, and Instagram) as well as that of the Expo Guadalajara, Guía Diseño Mexicano, and Consejo Estatal para las Culturas y las Artes de Chiapas.
- During the events, Impact0's initiative is transparently communicated on outdoor screens, garbage cans, and on the recycling modules.

Impact0 annually holds workshops for the core staff of the fair to improve the sustainability axis and to the cleaning personal to teach them about the correct management of waste during the event and in their homes. Workshops are also held for FIL Children International Book Fair to teach environmental responsibility at an early age.

PERFORMANCE AND OUTCOMES

- In 2018, the emissions increased slightly, due to an increase in the emissions caused by the transport of goods during the production and an increase in the number and emissions from flights of visitors.
- Water consumption increased from 2015 to 2016, due to the opening of a restaurant in the convention area. However, water consumption decreased from 2017 to 2018.
- Total waste generated and waste generated per visitor was reduced significantly from 2017 to 2018 and the percentage of recycled materials increased again in 2018.

ADDITIONAL RESOURCES/OUTCOMES

Besides the above-mentioned results, which show a trend towards a more sustainable FIL Guadalajara, there is see increase in the sustainable strategies implemented in the construction of the stands of the exhibitors. Of the five stands which won a price for their sustainable design in 2017, three competed in the category Impact0.

For more information, please see link here:
<http://impact0.org/>

SUMMARY OVERVIEW

IMTEX/Tooltech, a globally recognized exhibition and an UFI approved event, is organized annually by Indian Machine Tool Manufacturers' Association (IMTMA) and completed its Golden Jubilee in January 2019. IMTMA's vision drives a strategic objective to implement best practices in exhibitions and includes a strong emphasis on sustainability. The Ecodesign program is an inclusive long-term effort, aimed at encouraging the key players - exhibitors and their primary stand contractors, to adopt Ecodesign principles.

STRATEGY AND GOALS

The IMTEX/Tooltech Ecodesign Award 2019 was a first step. The award process, comprised of four evaluation stages – registration/intent, stand design documentation, observation of stand build at BIEC over the 10-day set-up period, and an eminent jury determining the final award winners on Day 1 of the show. Initial foray had a domino effect in terms of Ecodesign adoption and IMTMA plans to continue with the award and expand the program to include empanelment of the stand contractors, thus enabling their competitiveness.

Objectives:

- Enhance competitiveness of machine tool and metal working industry.
- Enhance business opportunities for members and industry through conduct of exhibitions and events.
- Provide a world-class exhibition infrastructure.
- Ensure a secure, safe, and healthy workplace.

Strategy:

- **Phase 1:** Create stand design brief (to be included as guidance for Exhibitors); establish RIQUEST (Registration and Intent towards Quality, Environment, Safety & Teamwork) process; and Establish process for Eco design Award (including the criteria & stages (viz. application initiation, jury guidelines, award etc.).
- **Phase 2:** Include Eco design award & RIQUEST forms in IMTEX 2019 manual; onboard required stakeholders (RIQUEST screening panel, award screening panel, jurors, members); and conduct face to face awareness sessions.
- **Phase 3:** Facilitate Eco-design application process; observe actual set-up over 10 days; and present Eco-design Award (Jury recommended).
- **Phase 4:** Revise process and firm up plans/next steps.

MANAGEMENT APPROACH

The Ecodesign award process and the RIQUEST (Registration of Intent for Quality, Environment, Safety & Teamwork) forms were distributed as part of the IMTEX/Tooltech Manuals. Face to face outreach sessions with Exhibitors and Stall Contractors (including design houses) were organized at the major regions of India (Pune, Gurgaon & Bangalore). It was emphasized that, IMTMA's marketing team would further publicize the award-winning exhibitors. This aligned well with the primary purpose of exhibitors' participation i.e. enhanced branding, publicity and ultimately more footfalls during the show at their respective stands.

PERFORMANCE AND OUTCOMES

The Ecodesign program largely yielded the planned outcomes, as defined in the plan. Re-usable assets created that can be shared as best practices in the Exhibition Industry. Tangible results include enhanced adherence to safety and environmental performance. Intangible results within the exhibition supply chain include enhanced eco design awareness and teamwork to implement the best practices. IMTMA shall continue with the award for subsequent shows.

Key Results:

- Outreach sessions involved face to face discussion with 100 industry stakeholders in 3 major regions of India & firms abroad.
- 25% of the exhibitors fully engaged (93 participants from 400+ eligible).
- 24 exhibitors awarded - in several instances, both exhibitor & stand primary contractor were on stage, indicating the teamwork & collaboration for Ecodesign.
- Domino effect: 93 exhibitor firms & equal number of primary contractor firms, and more than 300 sub-contractor firms (conservative about 1000 people directly).

ADDITIONAL RESOURCES/OUTCOMES

For more information please see here: https://www.ufi.org/wp-content/uploads/2019/06/2019_SD_Award_IMTMA.pdf

SUMMARY OVERVIEW

Informa is a leading international events, intelligence, and scholarly research group. Informa's purpose in the world is working in partnership with markets to find the best role they can play in solving big challenges. The sustainability framework is SDG centered and primarily focuses on quality education (SDG 4) and partnership for the goals (SDG17); however, Informa's work also supports SDGs 8, 9, 12 and 13. This year's entry for the UFI Sustainable Development Award hones in on SDG 13, which prompts the natural and organic products industry take urgent action to combat climate change and its impacts.

STRATEGY AND GOALS

After a meeting in 2015 among natural and organic products industry leaders, discussing the growing concern about climate change and the corresponding actions to combat it, Informa created the Climate Collaborative, nonprofit dedicated to leveraging the power of the growing natural & organic products industry to reverse global warming. The platform was centered around Informa's New Hope Network and its Natural Products Expo tradeshow. This was the platform that would drive engagement across the rapidly growing natural products industry and try to coordinate and inspire companies to take climate action (SDG13).

MANAGEMENT APPROACH

The Climate Collaborative was officially launched to the industry at Natural Products Expo West 2017 through a joint Informa-Climate Collaborative event called Climate Day. This was accompanied by a series of communications to engage with our 100,000+ audiences in person and online including social media, stories, and communications at the event. The launch drew more than 300 industry attendees in person its first year and was designed to provide hope and a road map to climate action for natural & organic brands, retailers and suppliers.

These initiatives provide specific plans companies can commit to in the areas of transportation, renewable energy, agriculture, food waste, forests, packaging, policy, and short-lived climate pollutants to become more climate positive. More than 800 natural & organic industry members attended Climate Day 2018 and thousands more watched via the Climate Day livestream, provided by Informa/New Hope.

PERFORMANCE AND OUTCOMES

From a handful of people meeting in person in 2015, to 70 in 2016, to 300 in 2017 and now 800 in 2018, our initiative has more than doubled its engagement with influential industry leaders every year. The energy generated at Climate Day has directly helped drive the more than 350 companies that have made over 1,600 climate commitments. Informa/New Hope have used Climate Day as a powerful example of how a business trade show can be a communications platform to positively impact a market and help an industry address something as daunting as climate action within SDG13. This comes through collective and individual action inspired, maintained, and supported through in person and online communication.

In September 2018, the Climate Collaborative reported that more than 66 percent of companies that had made climate commitments were already making progress toward implementing those commitments.

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see link here:
<https://www.informa.com/>

SUMMARY OVERVIEW

Kingsmen C.M.T.I. Public Company Limited (the Company) has established itself, since 1989, in Thailand as a service provider in stand design and build for trade shows and events industry. Services include organizer's requirement and exhibitors stand design and build. The company offers full service for trade shows and events industry in Thailand and neighboring countries. The company has been certified by the International Organization for Standardization ISO. The company has also been implementing other measures to manage energy and waste consumption in all business operation as well as in-house production and operation units.

STRATEGY AND GOALS

There are several ways that the company is implementing and carrying-out sustainable development communication during the past years. Such implementations are written communications, announcement to public, group meetings, conferences, events, social media/online communication, give-away items etc.

- **Written communications:** This includes a letter to interested parties to announce intentions and commitments to implementing sustainable development measures according to the event sustainable management system (ISO 20121).
- **Announcement to Public:** At exhibitor briefings and service provider meetings, announce the standards and practices that the company will implement at events, as well ask participants for confirmation of sustainable practices.
- **Group Meetings:** Meeting with internal staff to share policy and strategic direction towards sustainable goals and with contractors to share commitments.
- **Conference:** Share approach and direction toward sustainable management services, best practices, and lessons learned to other industry professionals in global markets.

MANAGEMENT APPROACH

The company has organized their marketing event "K-Forum" annually to create awareness and attention for businesses on sustainable development measures as well as applying sustainable material in decorating and booth designing. Sustainable practices have been involved in all trade shows, including as give-away items, QR code to link to company's collaterals instead of hard-copy printing. Social media and online communications have been used as another means to announce and share our sustainable development approaches, sustainable management, and its activities.

PERFORMANCE AND OUTCOMES

The company did achieve its objective to create awareness and established right mind-set of interested parties in whatever company is doing for exhibitions and events business, on sustainable development.

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see link here:
<http://www.kingsmen-cmti.com/>

SUMMARY OVERVIEW

RAI Amsterdam is an international exhibition and conference organization. The kitchens at RAI Amsterdam process about 500 tons of food a year, applying two sustainable approaches in the process. This year's sustainable initiative, Heartwarming Amsterdam: love food, no waste, aims to reduce food waste. First, by using many local products, where possible from companies who generate direct added social value to the region, such as care farms and organic farmers. Second, by repurposing unused food as much as possible, with a recent example being a weekly lunch organized at the facilities of the Salvation Army.

STRATEGY AND GOALS

The Basement Chefs at RAI Amsterdam aim to work with the best products while maintaining a focus on the welfare of people, animals, and the environment and without creating unnecessary waste. In addition, RAI Amsterdam establishes connections with its surroundings and uses its influence to support social and sustainable initiatives in the region. These two ingredients were at the heart of the Heartwarming Amsterdam concept, which has the following two goals:

1. **Local procurement with a focus on people and the environment:** Where possible, RAI works with products and manufacturers from the Amsterdam region. In addition to quality, they also focus on the added social value these products and organizations can offer the region. To illustrate, they buy veal from the Landzijde foundation, which provides meaningful employment for the disabled, people suffering from addiction and young unemployed.
2. **Preventing food waste:** Avoid working with vulnerable and fast deteriorating ingredients; adjust the catering range to prevent waste (street food menu was created so that meals were made on site and unused foods could be repurposed); give unused food items to food bank; and create a sustainable food box that allows people to take away unused items.

Weekly lunch for the Salvation Army in Amsterdam North: RAI organizes a free three-course lunch for some 50 people here every Thursday. Normally, the lunch served would cost € 4.50. By offering a free lunch, the facility attracts new people, often those who need it most. And in addition to providing free food, it also allows people to make new social contacts.

Lots of creativity was required from the chefs to make a tasty and well-balanced lunch with the unused food products. Coordinating a way to transport the food to 'De Bosshardt'. A van from the technical services department of RAI Amsterdam driven by a volunteer from a local volunteer organization. A pilot was started first, several months after which was evaluated, and RAI decided to continue the project

PERFORMANCE AND OUTCOMES

Heartwarming Amsterdam results:

Of the 500 tonnes of food processed a year, 115 tonnes of food is procured from local producers. This means: 23% of food is procured from local producers. RAI Amsterdam won 'the Gold level of the EPCAS Food Waste Initiative' in July 2018 for its various activities aimed at preventing food waste.

Results of the weekly lunch at 'De Bosshardt':

- Some 1,500 kilos of food prepared at the RAI is repurposed rather than being thrown out.
- Both visitors and volunteers encounter new products and dishes.
- 50 people save €4.50 on lunch a week, equaling a total annual savings of €11,700 for these visitors.
- Now the most impoverished people can also enjoy lunch at 'De Bosshardt' on Thursdays and enjoy a break from their social isolation.
- The Salvation Army encounters and helps a new group of vulnerable people.
- The project generates energy and enthusiasm among all involved. RAI Amsterdam welcomes the chance to actively contribute to the welfare of people in the city in this way.

ADDITIONAL RESOURCES/OUTCOMES

View sustainable meals and sourcing video:
https://www.youtube.com/watch?v=WaKgs4YB_Ro

MANAGEMENT APPROACH

Best Waste Management

OVERVIEW

The 2020 UFI Sustainable Development Award was designed to recognize companies that have implemented a successful Waste Management approach for exhibitions.

THEMES

The primary objective of this theme is to reduce waste, which means by recycling, reusing, and reducing in general as much waste from landfill as possible. Through a combination of material and food donations, sustainable equipment procuring, and efficient recycling systems, contestants were able to greatly reduce their waste footprints. Furthermore, this was achieved by engaging and incentivizing stakeholders and consumers to voluntarily participate in taking responsibility for their individual waste footprints to make the overall impact even greater. For example, incentivizing using reusable water bottles and food containers by eliminating plastic as well as other disposable items.

COMPETITION RESULTS

WINNER

- ICC Sydney

FINALISTS

- Greenbuild
- Olympia
- RAI Amsterdam
- ADNEC
- Stockholmsmässan



26 TONS OF LEFTOVER ITEMS DONATED TO COMMUNITY GROUPS AND 23,610 MEALS DONATED TO HOSTELS

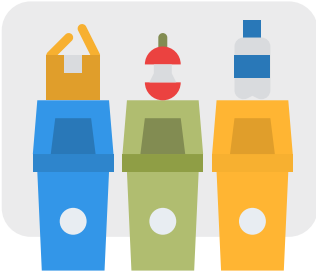
International Convention Center - see page 40

500 TONS WASTE REDUCTION ACHIEVED YEAR ON YEAR

Stockholmsmässan - see page 45



1,515 TONS



1,515 TONS OF MATERIAL REUSED OR RECYCLED

Consumer Technology Association - see page 46





SUMMARY OVERVIEW

ICC Sydney comprises a Convention Centre, Exhibition Centre and ICC Sydney Theatre – all state-of-the-art structures designed to house everything from rock concerts to global summits where world leaders can connect and shape the future.

STRATEGY AND GOALS

ICC developed an overarching CSR Plan which outlines the venue's commitment to deliver and manage its CSR Framework, within its overarching Business Management Framework (BMF). This includes an approach to meeting contractual obligations, business objectives, as well as other commitments and initiatives. To deliver a triple bottom line strategy, the plan provides opportunities for stakeholder participation in ICC Sydney's operations where possible. The plan's outcomes focus on supporting:

- **Ethical Governance:** Internal practices and processes that promote responsible business, ethical management, and employment, and establish benchmarks and certifications.
- **Social Contribution:** Engagement with local communities, charities, NFPs, educational institutions and community groups to foster community development and expand ICC Sydney's connection to community.
- **Learning and Innovation:** Driving engagement with CSR across the business and facilitating innovation and ideas generation for solving CSR issues.
- **Sustainable Operations:** Ensuring ICC Sydney reduces its environmental footprint, maximizes efficiency, and operates within prescribed requirements.

CSR Plan Objectives:

- Positively influencing stakeholder relationships through CSR practices and initiatives.
- Establishing CSR benchmarks for events by working closely with clients to influence outcomes.
- Positively contributing to the community including local entities and charity partners.
- Impacting the supply chain to encourage sustainable practices and provide economic impact.
- Enhancing ICC Sydney's competitive advantage and reputation to attract and retain clients and patrons.
- Maximizing team members' morale, commitment, and productivity.

Waste Management Objectives:

- 75% waste diversion from landfill.
- Zero captured organic waste to landfill.
- Reduce waste tonnage year over year.
- Increase team member knowledge and engagement in sustainability.

- Deliver impact and positive outcomes for clients.
- Increase Legacy Program enquiries and activations by 40%.

MANAGEMENT APPROACH

ICC's CSR Plan aligns with the United Nations' Sustainable Development Goals (SDGs), including Decent Work and Economic Growth; Reduced Inequalities; Sustainable Cities/Communities; Responsible Consumption and Production; Climate Action and Partnership for the Goals. Responsible consumption and production, SDG #12, is critical to the achievement of ICC's Sustainable Operations targets. ICC formulated a waste reduction project that was to be guided by the refuse, reduce, reuse, recycle, rot methodology.

PERFORMANCE AND OUTCOMES

ICC's waste reduction program has seen major success. In a year first since opening, the venue not only hit but surpassed its waste diversion target in January 2020 with an 86% waste diversion rate from landfill, bringing the year to date average to 60%, well above last financial year. December 2019 also saw the lowest quantity of waste generated in a month, despite hosting more events than in the same period in the previous year. Below are performance and outcomes specifics:

- **Donations Program:** As a result of ICC's formalized Donation Program, 26 tons of leftover items have been donated to community groups to date.
- **Food Donations:** In 2019, across the venue 7,870kg of food, equivalent to 23,610 meals were donated to Matthew Talbot Hostel and OzHarvest.
- **Food and Beverage Packaging:** Since the removal of coffee cup lids from teas and coffee stations mid last year, zero purchases have been placed for this item, and with the removal of mints, 520,000 individual plastic wrappers will be avoided from landfill annually.
- **Sydney Water Partnership:** Co-branded reusable glass bottles in all meeting rooms, has significantly decreased bottled water consumption onsite, with over 1.5 million plastic bottles saved to date.
- **Promoting Waste Management Practices:** ICC's Legacy Program continues to grow with rising enquiries and activations a result of consumer demand. The venue consulted on CSR solutions for 37 enquiries and delivered 30 activations through the Legacy Program in 2019, up from 14 activations in 2018. The majority of these had an environmental focus, many of which directly addressed waste. The Australian Waste and Recycling Expo (AWRE), for example, is working towards zero waste, with a goal of 5% to landfill.

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see here:
<https://www.iccsydney.com.au/>

SUMMARY OVERVIEW

Each year Greenbuild moves to a new city, and thus faces unique challenges from the prior year. While the goals are updated for each annual event, Moving Toward a Zero Waste Event continues to be the primary goal. Greenbuild has migrated away from plastic disposables over the years, a large part of the current waste stream has become compostable service ware (cups, utensils, etc). While compostable service ware is better for the environment than plastic disposables, it, too, is becoming problematic as it is becoming harder and harder for commercial compost facilities to process these items. Thus, Greenbuild had to get creative in eliminating single use plastic entirely, while simultaneously reducing the use of compostable cups.

STRATEGY AND GOALS

Each year Greenbuild moves to a new city, and thus faces unique challenges from the prior year. While the goals are updated for each annual event, Moving Toward a Zero Waste Event continues to be the primary goal. Greenbuild has migrated away from plastic disposables over the years, a large part of the current waste stream has become compostable service ware (cups, utensils, etc). While compostable service ware is better for the environment than plastic disposables, it, too, is becoming problematic as it is becoming harder and harder for commercial compost facilities to process these items. Thus, Greenbuild had to get creative in eliminating single use plastic entirely, while simultaneously reducing the use of compostable cups.

The 2019 waste plan's actions intend to meet the following objectives and goals:

- Reduce the overall amount of materials used at Greenbuild.
- Increase material reuse.
- Achieve Platinum TRUE certification for the 3rd year in a row.
- Minimize the amount of material sent to landfill.
- Engage and educate Greenbuild stakeholders about responsible procurement and waste management.
- Current Average Waste Diversion Rate at Georgia World Congress Center: 30%
- 2019 Greenbuild Waste Diversion Rate Goal: 85%, Stretch Goal: 91% TRUE Zero Waste Certification which requires a 91% diversion rate.
- Landfill Waste per Participant: <1lb.
- Total Waste per Participant: <6lb.

To maintain health & wellness of attendees and reduce the purchase of water in single use plastic bottles, Greenbuild offers water refill stations throughout the event. This has helped reduce the amount of single-use plastic at previous events, but also drives up the usage of compostable cups. In 2019, Greenbuild launched the Bring Your Own Bottle (BYOB) initiative 6 months prior to the show. In addition, in every pre-show communication to registered attendees, Greenbuild reminded constituents that they had to bring their own water bottle to the show. This message was reinforced via website, email, social media, throughout the show cycle.

Greenbuild also sought to achieve their stakeholder achievement goals by implementing an email and social media campaign to all attendees and exhibitors, dedicating a sustainability section on the Greenbuild website and mobile application showcasing overall show goals and information about efforts taken to achieve waste diversion; and Pre-Show Pledges collected digitally from attendees to commit to Green actions onsite, and the reusable, magnetized Sustainability Pledge Wall on the Show Floor. Greenbuild also has an ongoing sustainability program.

PERFORMANCE AND OUTCOMES

After calculating reuse and reduction, based on TRUE Zero Waste standards, the event achieved a 91% diversion rate. This includes an 82% diversion of landfill waste, which is a 52% improvement over the annual venue baseline. Just 18% of Greenbuild's total waste went to landfill, with 82% being recycled, composted or donated locally.

ADDITIONAL RESOURCES/OUTCOMES

Greenbuild also became one of the first events and exhibitions to receive the Events Industry Council Sustainable Event Standards Platinum Level Certification in the category for Event Organizers.

For more information, please see here:
<https://www.greenbuildexpo.com/en/home.html>

MANAGEMENT APPROACH

SUMMARY OVERVIEW

Olympia London has incorporated sustainability at the core of all its operations. One of Olympia London's biggest achievements to date is being a venue which has sent zero waste to landfill since 2011 by recycling more than 98% and converting the remainder into Refuse Derived Fuel (RDF).

STRATEGY AND GOALS

In 2019, the Olympia London Grand Plan focused its attention on increasing its recycling rate, reducing food waste, and tackling single-use plastic. Having these objectives in place, Olympia London, via its Grand Plan has worked with staff, organizers, exhibitors, contractors, and industry associations in an all-round effort to educate, motivate and promote action on the three R's: reduce, reuse, and recycle. The objectives are expanded on below:

Reduce:

- Educational stand – visitors educated with waste-management displays at various events, providing information on waste separation and recycling across the venue's waste streams.
- Plastics audit – the venue commissioned an independent audit to help map out what areas to tackle in the goal to become a single-use plastic free venue.
- Committed to MIA pledge #20percentless.
- Implemented a food waste reduction campaign, in conjunction with WRAP (Guardians of Grub), engaging organizers, staff, and catering partners.
- Raised sustainability matters awareness – in-house, in the press and industry.
- The first venue in the UK to provide exhibition organizers with comprehensive, free sustainability reports after each event.
- Taking part in industry panels to share expertise and encourage others such as The Meetings Show, London & Partners and Greater London Authority.
- Sharing expertise with the industry by organizing visits to waste management partner Powerday, helping to educate and replicate the positive results in the industry.
- Promoting collaboration within the UK events industry, by sponsoring workshops that resulted in a set of sustainability commitments for venues, organizers, and contractors.
- Launched a show-floor pop up restaurant available to exhibitions. The plant-based menu uses locally sourced produce and mindful portioning to reduce food waste.

Reuse:

- Installed hydration stations across the venue.
- Surplus furniture donated in the community and to charity partner – Barons Court Project.
- Running for the second year, an internal "Reverse Advent Calendar" campaign donated clothing to local homeless and auctioned items to raise funds for a homeless charity.
- Food surplus distributed in the community via partnerships with City Harvest and catering partners.
- Beyond its walls, Olympia London actively contributes towards a cleaner community, periodically sending cleaners to maintain neighboring Sinclair Road's Victorian conservation area.

Recycle:

- Increased waste segregation at source by enhancing separation on site.
- Continuous recycling program with waste-management partners, including increased separated food waste going for anaerobic digestion, thereby reducing contamination, and increasing recycling rate.
- Recycling stands on the show floor to educate guests and exhibitors.
- Enhancing volume of compacted waste to reduce the number of journeys to the local waste management site, contributing to reduced carbon emissions and financial savings to the business.

MANAGEMENT APPROACH

Working in collaboration with, and motivating staff, organizers and catering partners has been instrumental in achieving food waste reduction. Measuring food waste and accurately accounting food surplus to reflect a higher recycling rate and a substantial amount of food distribution in the community to those who need it the most.

PERFORMANCE AND OUTCOMES

In 2019, the venue expanded its programs to empower and strengthen Olympia London's sustainability efforts, with results reaching beyond its walls and benefitting families, clients, the local community, and the UK events industry. The results are explained below.

- Recycling rate improved by 0.03% in 2019 from 98.23% to 98.26%.
- Reduced food waste by 17% from Sept – Dec 2019
- Maintained sending zero waste to landfill in 2019, now at over 9 years.
- The first venue in the UK offering a comprehensive post-event sustainability report to each exhibition, free of charge.
- Partnered with organizers to develop their bespoke initiatives. For example:
 - o Tailoring a sustainable pop-up restaurant at Decorex, bringing plate waste down to virtually zero.
 - o Worked with IBM to ensure its corporate event produced zero food waste and was single-use plastic free.
 - o Partnering with Speciality & Fine Food Fair, the venue distributed over 6,000 meals in the local community.
 - o Launched a successful new 'pop-up' restaurant with a plant-based menu at House & Garden, delivering less than 2% waste, compared to a 37% industry average.
- Abolished plastic straws and cutlery and introduced a closed-loop coffee cup recycling scheme.
- Hydration station across the venue now offer every guest free water refill, contributing towards our goal to eliminate single-use plastic.

ADDITIONAL RESOURCES/OUTCOMES

Next Steps:

- Analyze the results of the plastics audit and implementing further single use plastic reduction strategies.
- Increase external engagement and communications, including a Grand Plan video to visibly showcase Olympia's sustainability program and share this expertise with the industry.

For more information, please see here:

<https://olympia.london/>

SUMMARY OVERVIEW

For more than ten years, RAI Amsterdam has devoted considerable attention to waste management from a sustainability perspective. Close cooperation with their waste processing company has enabled them to recycle the waste streams from the RAI and have a zero rate of landfill rubbish. Realizing the significant social demand for a variety of items and materials that are currently being processed and recycled within their waste streams, RAI developed their Donation Programme which makes up the scope of this entry.

STRATEGY AND GOALS

RAI aimed to limit the production of waste (through prevention, reduction and reuse) to contribute to a circular economy; further embed CSR in the RAI's activities; and increase the social added value of the RAI by providing valuable contributions to social initiatives. A network was built with social initiatives in the local area of the venue which can make use of the products and materials that are regularly left over as a result of business activities. This network has grown within a year from just two partners to a structure of 20 social initiatives in the region. There are four flows within our Donation Programme:

- **Continuous:** this is activated when there are continuous residual streams, or streams can be collected that meet the needs of one or more social initiatives. For instance, a three-course lunch consisting of a residual stream of food is sent to a community center run by the Salvation Army where 50 people eat every week. In this way, we offer people in need a tasty meal while fighting food waste.
- **Spontaneous:** When products are spontaneously left over or replaced, there is now a local network in place to immediately link them to local social initiatives that can benefit from them, preventing the products from being wasted.
- **Project Based:** Sometimes RAI is contacted by community initiatives for support that demands a more project-based approach. An example from 2019 involved Vivium Torendael, a care facility for people with dementia, which asked RAI to help realize a theatre on location. The initial request was for a financial contribution and, when asked what they would use the funds for, they provided a list of items that we often see enter our business and eventually end up in the bin. By learning what they needed, they were able to identify the items in our business whenever they were left over and repurpose them.
- **Event Specific:** RAI started experimenting with a Donation Room programme to repurpose usable items left after events – targeting specific things that social organizations have previously indicated would be useful.

MANAGEMENT APPROACH

The Donation Programme as a whole works due to the cooperation with the various social initiatives, which RAI describes as 'heartwarming RAIallations'. They are getting to know each other better and becoming more aligned. Where previously it took a week to link leftover items to a new destination, now they only need one day. This speed allows RAI to repurpose more items and further increase their impact organically.

PERFORMANCE AND OUTCOMES

Below are the results as they align to the four flows of the Donation Programme:

- **Continuous:** Having now partnered with the Salvation Army for two years, the RAI kitchen team has provided 8,000 guests in the community center with a quality hot meal (750 grams of reclaimed food per person, 50 people per week). In addition, the cooperation with the soup bus, which started a little later, has so far resulted in hot meals for 1,000 homeless people in Amsterdam (400 grams of reclaimed food per person, 100 homeless people per week). All of this was compiled from the return streams from their catering, allowing them to combat food waste.
- **Spontaneous:** RAI maintains lists of everything that has been donated instead of going to waste, which are available upon request. They include 600 leftover packets of orange juice with a shelf life that was too limited for the business which found a valuable new destination within organizations like the Regenboog Group (homeless shelters). Hundreds of leftover lunch packages have been donated to the Salvation Army, and 200 bananas that were uneaten due to a lower than expected visitor turnout at an event were gifted to the Food Bank to pass on to clients living below the poverty line in Amsterdam.
- **Project Based:** The theatre was created in 2019. As well as providing technological support, RAI donated a red carpet, table decorations, separation walls and a programme sign, all collected from the RAI's waste streams and with the aid of our suppliers.
- **Event Specific:** Six Donation Room programmes have been organized during events to date and more are on the agenda. They have helped dozens of social initiatives from the region with usable items and materials. The results vary per exhibition and are available upon request. The results of the most recent Donation Room program during the Huishoudbeurs consumer exhibition included the following:
 - o The Salvation Army received four vans full of food and beverage items, a refrigerator, three tables, clothing, games, books, personal care items, cleaning products and much more. These all went to the organization's neighborhood centers for distribution among clients.
 - o Two locations of social services provider Puur Zuid were provided with two cars full of food and beverage products for its neighborhood cooking project.
 - o Food Bank Amsterdam was supplied with many liters (think meters-high pallets) of soup and drink yoghurt, shopping trolleys of humus and chicken kebab salads, and boxes of apples, tomatoes, and stevia, which were distributed to clients at various city-wide locations.
 - o We supplied the Regenboog Group with liters of drinking yoghurt and scores of protein peanut butter bars for the homeless served by the organization's various day-care facilities.

ADDITIONAL RESOURCES/OUTCOMES

An additional result is that the program has also given exhibitors and organizers the opportunity to change how they deal with valuable items. This also applies to the RAI's suppliers and employees. Where these parties previously had no option but to throw items out, they are now offered the choice of creating social value. This has led to all those involved starting to see what was previously considered waste as value.

For more information, please see here:
<https://www.rai.nl/en/>

SUMMARY OVERVIEW

Green ADNEC is a holistic environmental initiative that spans across all business units and operations and is mapped directly to our Corporate Strategy to ensure alignment to support in achieving the company's overall long-term goals. The first major phase of the detailed Green ADNEC initiative focuses on waste management and recycling elements. Accordingly, an emphasis was placed on a circular approach to waste management, which identifies sources of waste within business operations, maximizing reduction, and re-use and recycling efforts to minimize net waste disposal.

STRATEGY AND GOALS

A series of complementary initiatives were identified and implemented to recycle not only maximize standard waste recycling (paper, plastic, glass), but also to focus on different types of waste generated, particularly food waste. The initiatives identified and implemented were Liquid Food Compost, Bio-Diesel Production, Reverse Vending Machine, and On-Site Segregation and Sorting. The objectives of these initiatives were to:

- To position ADNEC as a group of sustainable venue and operations and enhance the positive environmental reputation of the group.
- Reduce the venue environmental impact by implementing technologies for waste reduction and recycling.
- Embed an environmental awareness culture in both employees and visitors.
- Establish high level metrics to monitor results and track impact.
- Increase overall waste recycling (volume and as % of operations) - vs. recycling targets
- Reduce trips to landfill.
- Increased re-use of materials to aid circular economy and reduce primary consumption.
- More effective segregation to increase recycling efficiency.

These objectives are met and mirrored by the initiatives respectively:

Liquid Food Composting:

- Strategic and innovative approach to waste reduction.
 - o Clean and environmentally friendly waste food disposal solution.
 - o Liquid Food Composters convert food waste into liquid compost.
 - o On-Site LFC machine and composting at catering business unit, Capital Hospitality.
- Waste management spans all types of operations.
 - o Capital Hospitality was established as a strategic additional business unit to the core business, to which Green ADNEC extended its waste management considerations, in order to effectively manage waste across all operating business lines.
- Strategic collaborations to innovate further.
 - o Collaboration with a local university has been established to identify methods of utilizing the liquid compost for application in hydroponic cultures and indoor farming for use by Capital Hospitality to fully close the circle.

Biodiesel Production:

- Innovative and circular approach to waste reduction.
 - o Convert cooking oil (from catering operations) into diesel.
 - o The produced diesel is used to operate ADNEC machinery and reduce primary fuel consumption.
 - o Waste reduction benefits, reuse of products, and financial benefit of lower fuel purchase volumes.

Reverse Vending Machine (RVM):

- Recycling and embedding a "Green Culture".
 - o 8 RVM's are distributed throughout the venue, operating in different locations, to maximize usage and visibility.
 - o The machines are used as a key promoter of recycling across the venue by increasing awareness in both employees and visitors and to help embed a green culture.
 - o The machines accept plastic bottles and cans and support not only in recycling but in segregation.
- Provides additional opportunity to contribute to further enhanced CSR
 - o A cash rebates from ADNEC's key waste management partner, DULSCO, is provided which are donated to Red Crescent.

On-Site Segregation and Sorting:

- Holistic provision for separation across all areas of the venue.
 - o Segregation bins are distributed throughout the venue in various ranges of size and scale (e.g. from paper bins by office printers to portable compactors in operations areas).

MANAGEMENT APPROACH

ADNEC conducted in-depth Future Foresight analysis into industry trends regionally and globally, as well as changing consumer behaviors and future technologies, to identify how these factors could affect our business going forward. Considering this, ADNEC identified key concepts and formed teams tasked with proposing and prioritizing solutions to these. The 'Green Team,' formed of individuals across business units are responsible for running the project and act as ambassadors across ADNEC. They report to the Executive Steering Committee (composed of the company C-level) on a periodic basis. Monthly tracking was established to ensure that they performed against their own KPIs and could 'red flag' any areas of concern, as well as better identify further areas of opportunity.

PERFORMANCE AND OUTCOMES

The total amount of recycled materials rose from 126.2 tons in 2016 to 1442.8 tons in 2019, a phenomenal increase of 1043%. 2,500 liters of biodiesel were produced in 2019 up from 430l in 2018 when the bio-diesel machine was introduced. During the 'Stop and Donate' campaign, which encourages the local communities to drop off their unwanted items for donation to the Red Crescent or for recycling, 2504kg of items were collected in 2019 as compared to 776kg the previous year.

ADDITIONAL RESOURCES/OUTCOMES

Next Steps:

- Food Waste Reduction Software – Winnow
- Indoor Farming: Hydroponics – Increase utilization of event space in down-time (low season) by growing crops on non-booked space, which are healthy and can be used for own catering business operations
- ISO 14001 – Certification
- Utilization of new Liquid Food Composting machine for Wedding Kitchen Food Waste
- ADNEC yearly Environmental initiative from the Environmental initiatives Calendar for 2020

For more information, see here: <https://adnec.ae/>

SUMMARY OVERVIEW

For Stockholmsmässan Congress & Exhibition Center, sustainability means taking into consideration the needs of both current and future generations and taking long-term responsibility in our daily operations. Stockholmsmässan Congress & Exhibition Center's sustainability work is conducted based on three focus areas: Sustainable Community, Sustainable Environment, and Sustainable Innovation. Stockholmsmässan Congress & Exhibition Center is the first ISO 20121-certified venue in Stockholm.

STRATEGY AND GOALS

The "Clean Waste Vision" project kick-started 2019, but the goal is long-term to have the most efficient waste management in the industry. To meet customers' demands, recycling bins have been placed in all public areas. Now, all customers' sort waste in four different fractions. The bins have simple symbols and clear text. Staff in the venue will wear vests during entry and relocation with the text "Ask me about recycling" to further facilitate and help anyone who wants to sort for a better environment. Custom built mobile recycling bins were available that are flexible and can be placed in the halls or exhibition where they are best suited for all different events.

In addition, considerable investments have been made in new and better equipment and communication materials, such as, vessels, signs, maps, and information at the venue. A great effort was done to improve communications e.g. the websites of exhibitors and visitors have been updated with accurate information. New signs with a map to closest recycling station are visible before, during and after all events.

MANAGEMENT APPROACH

The project "Clean Waste Vision" is run by a team of employees. The team decided clear actions and timetables. Various stakeholder groups, such as employees, parties, and customers, were asked to elaborate on which areas Stockholmsmässan should focus on in order to improve and achieve our goals.

PERFORMANCE AND OUTCOMES

In 2019, 99% of all our waste was recycled, reused or energy recovered. In 2019, Stockholmsmässan processed 1620 ton of waste, a reduction by 500 tons compared to 2018. Stockholm Food & Wine, donated over 600 kg of food to charities, in 2019. In addition, hundreds of forgotten clothes, glasses, and other items were donated to charity in 2019 this came to more than 300 items. This reduces the amount of waste and brings a positive impact on society.

ADDITIONAL RESOURCES/OUTCOMES

The long-term goal of the Stockholmsmässan Congress & Exhibition Center is to become climate positive, which is a large and extensive endeavor that has now begun. Stockholmsmässan Congress & Exhibition Center is the first exhibition center in Sweden to change our entire vehicle fleet to run on 100% renewable fuel. This is one important step closer to our goal to become climate positive.

For more information, please see here:
<https://www.stockholmsmassan.se/>

SUMMARY OVERVIEW

The Consumer Electronics Show (CES) Las Vegas, Nevada is the largest and most influential technology event in the world. CES 2019 welcomed more than 170,000 attendees and 4,500 exhibitors to 269K net square meters of exhibit space. Since 2009, CTA has given \$2 million dollars to sustainability and recycling programs and industry initiatives. CES was recently honored with Trade Show Executive's Grand Award for the show with Most Commendable Green Initiatives in 2018.

STRATEGY AND GOALS

Working with Freeman, CTA provides exhibitors with new options in sustainable building materials such as recyclable paper graphics, LED lighting and rental structures that are lightweight, reusable, and recyclable at the end of their useful life. Freeman Exhibit Transportation also helps exhibitors reduce their footprint by partnering with EPA SmartWay certified carriers, and by offering caravan service between events to limit less-than-load (LTL) shipments. As part of CTA's goal to reduce waste, CTA implemented an Exhibitor Donation Program to donate usable supplies and materials to local community organizations.

MANAGEMENT APPROACH

CTA worked with Freeman and other stakeholders to develop a Sustainable Event plan for CES. This included waste diversion initiative, exhibitor donation program and community grants. Regular planning calls were held with key sustainability partners to identify challenges, solutions, and track results. This culminated in on-site with face-to-face progress discussions including CTA, Freeman, Century Cleaning, LVCC, Sands/Venetian and waste haulers Western Elite and Republic Service.

PERFORMANCE AND OUTCOMES

Reuse/Recycle Accomplishments:

- More than 167K square meters of carpet recycled or reused
- More than 92K square meters of plastic materials recycled
- More than 2K square meters of vinyl banners saved for reuse
- 100% of paper-based graphic materials recycled or reused, totaling more than 23K square meters
- 63.8% waste diversion rate at the LVCC and 77.8% at Sand Expo
- More than 1,515 tons of materials recycled/reused at the LVCC and Sands/Venetian combined

With the help of Freeman, CES 2019 collected 312,900 pounds of raw materials, supplies and furniture from 83 exhibitors after the show through the complimentary booth donation program and repurposed them towards Habitat for Humanity, Goodwill, Opportunity Village, and the Las Vegas Rescue Mission.

CTA granted \$15,000 to Green Our Planet to support the Outdoor Garden Classroom program in Clark County, Las Vegas, one of the most underserved school districts in the country. These garden classrooms teach students about sustainable farming and healthy eating while also providing the community with fresh food. For five consecutive years, CTA contributed \$123,000 to help build 36 gardens, directly impacting over 30,000 Clark County students. CTA also granted Touro University Nevada \$10,000 to install LED lighting in the Michael Tang Regional Center for Clinical Simulation. University of Nevada, Las Vegas Foundation was awarded \$20,000 to support UNLV's Team Las Vegas 2020's participation in the U.S. Department of Energy Solar Decathlon 2020 competition. The grant will be used to obtain smart and green home equipment, appliances, and devices.

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see here:
<https://www.cta.tech/>

SUMMARY OVERVIEW

Fiera Roma is an Italian Organizer and Exhibition Center based in Rome. FIERA ROMA is the first Italian Exhibition Center that has implemented a **Smart Composting Machine**: an innovative solution for organic waste that is directly transformed into compost on site, reducing CO2 emissions and eliminating collection and processing costs. Fiera Roma has become the first “Organic Waste Free” Company.

STRATEGY AND GOALS

The project developed the use of an electromechanical composter, with a maximum management capacity of 60 tons per year of waste and the structure necessary for the process quantified in the measure of 20% compared to the organic fraction inserted. The single chamber rotating cylinder machine transforms the organic waste delivered into compost, reducing the volume of the organic fraction treated up to 80%. The composting process is outlined in three steps:

- **Input** - domestic and non-domestic organic fraction with the addition of about 20% of cellulosic wood structure;
- **Process** - automatically managed to reach temperatures above 55°C and sized to treat the compost internally for at least 35 days;
- **Output** - quality compost collected in bags or big bags, to be replaced when full and transferred to the ripening area.

A perfect example of circular economy, which allows the reuse of organic food waste which is transformed into compost. The self-produced quality compost is used to enrich the 70,000 m2 of lawn managed by Fiera Roma. The fertilizer produced in the process was donated to visitors through uniquely designed bags. In addition to sequestering stable carbon in the soil, Fiera Roma, with the smart comp initiative, sought to reduce CO2 emissions by eliminating the transport of organic waste. 365 vehicles, every year, collect the staff from Fiera Roma and take the waste to the Roman transfer stations and then be transferred to composting plants even 600 km away from the collection site.

MANAGEMENT APPROACH

The smart comp system was accompanied by a communication and information campaign with the aim of promoting and sensitizing users to the logic of circular economy and Organic Waste Free typical of the Waste Transition. All communication activities were carried out in a bilingual fashion (Italian and English) to allow a communication plan that can reach as many visitors as possible. Characteristic elements of the communication campaign will be:

- The organic showcases
- The path of the staff
- The infographics in the display area of the machine

PERFORMANCE AND OUTCOMES

Fiera Roma has become the first “Organic Waste Free” Company.

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see here:
<https://www.fieraroma.it/en/>

SUMMARY OVERVIEW

IMTEX/ToolTech is a globally recognized brand that has been organized by for the past 51 years by Indian Machine Tool Manufacturers' Association IMTMA. The brand organizes Cutting and Forming Editions alternately once in 2 years. The events are UFI approved and held at the IMTMA's Bangalore International Exhibition Center (BIEC), which is a USGBC LEED certified green venue. Derived from IMTMA's vision, is the strategy to implement best practice in exhibitions. The strategy execution is enabled by the Balanced Score Card & an Integrated Management System (IMS), established 11 years ago and are the key drivers for the Ecodesign & Zero Waste Program. The program, which aligns to UN SDG #12, was initiated in IMTEX Cutting 2019 and continued in IMTEX Forming 2020.

STRATEGY AND GOALS

The Ecodesign & Zero Waste program aimed to enhance the circular economy at exhibitions. To incentivize exhibitors to proactively embrace Ecodesign in stands, an award was instituted. Ecodesign also encourages exhibitors and stand contractors to adopt Ecodesign principles as seen below.

- Minimize resource consumption
- Reduce pollution during set up
- Minimal waste post use
- Promote reuse.

Ecodesign brings in a "design-in" perspective outlined in a guideline. It includes recommendations on minimalization, modular designs, avoiding hazardous substances & volatile organic compounds. This coincides with ZeroWaste, a metrics-based implementation of the circular economy philosophy. Below are the do's and don'ts of the stand design build and end of life guideline.

Dos:

- Adopt modular designs that foster reuse
- Deploy LED lights & standard size back-lit boxes
- Ensure PPE usage and noise levels < 75dB
- Use low / zero VOC paints & adhesives
- Consider using screws instead of nails
- Use standard furniture & tile carpets
- Segregate waste at source

Don'ts:

- Avoid welding onsite
- Limit paper collaterals & giveaways
- Avoid flex completely & minimize plastic
- Abstain from plugging in bare electric wires
- Minimize wood. e.g.: Leverage concrete Hall flooring

MANAGEMENT APPROACH

The Ecodesign award process and the ZeroWaste collateral were distributed in tandem with the IMTEX/ToolTech Manual. Webinars with exhibitors and stand contractors (including design houses) were organized. It was emphasized that IMTMA's marketing team would further publicize the award-winning exhibitors for their benefit. The Ecodesign program was thus executed based on an inclusive approach, involving key stakeholders.

PERFORMANCE AND OUTCOMES

The program largely yielded the planned outcomes, as defined in the plan. Re-usable process assets were created, that can be shared as best practices in the Exhibition Industry. Results are listed below:

- **Carton waste** (kg/SqM): 62% decrease from 2019
- **Wood waste** (kg/SqM): 40% decrease from 2019
- **Plastic waste** (kg/SqM): 26 % decrease from 2019
- **Paper waste** (kg/SqM): 65% decrease from 2019
- **Reject** (Non-recyclables) (% of total waste): 24% decrease from 2019
- **Total waste** (kg/SqM): 38% decrease from 2019
- **Food waste** (kg per person): 57% decrease from 2019
- **PET bottles** (kg per person): 83% decrease from 2019
- **STP Treated water** (liters per person): 40% decrease from 2019

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see here:
<https://www.imtma.in/>

SUMMARY OVERVIEW

Processes Chénel International is a young, creative, and dynamic team at the service of designers focused on development, production and worldwide distribution of techniques and decoration materials since 1896.

STRATEGY AND GOALS

PCI's 2019 initiative was called Drop Cake, in which the recycling of paper and stand materials were used to repurpose as furniture and other items. Drop Paper comes in various forms and uses (partition wall, lighting, furniture, ceiling), always fire-resistant. PCI recycles all of their wastes into a rigid panel, a board of 1,20 m x 2,00 m that they call Drop Cake. The process is very simple and does not require any chemicals. They shred their material in small flakes and add 15 % of polyethylene wastes shredded that melt to merge the different materials together.

MANAGEMENT APPROACH

The boards made in this process can be recycled again and again in the same way. Using no chemicals allows PCI to have this circular process. They have in house approximately 60 kg per week, 3000 kg a year for a production of approximately 100 boards 8/9 mm thick. From this material they can produce some different objects and furniture, some structures for stand construction, some accessories

PERFORMANCE AND OUTCOMES

Today we are proud to offer a second life to our paper composite materials from our wastes evaluated at 3 tons. received in Düsseldorf, February 16th the Innovation award from the AIT magazine.

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see here:
<https://chenel.com/>

SUMMARY OVERVIEW

PSBC is a global logistics service provider, rendering services for Customs Clearance, International Freight Forwarding, Warehousing and Distribution. The company is a leading Customs House Agent in India with an all India presence. It has a large infrastructure, a staff strength of over 300 persons and offices at New Delhi, Mumbai, Chennai, Bangalore, Hyderabad, Cochin, Kandla, Chandigarh & Ludhiana and associate offices in other important cities in India.

STRATEGY AND GOALS

PS Bedi aimed to repurpose 100% of paper waste from Indian exhibitions, create a sustainable business model (closed economy) whereby sale of repurposed waste sufficient to fund initiative and aide charitable organization, and transform lives. The company also sought to work with the selected local charitable organization to tackle UN sustainable development goals (SDGs) including:

- Good health & well-being
- Decent work & economic growth
- Responsible consumption & production
- Sustainable cities & communities

MANAGEMENT APPROACH

What: Empower local charitable organization to collect exhibition waste, process it, and repurpose into saleable goods. Use proceeds to directly benefit individuals in need.

How: Purchase and donate rickshaw and paper press equipment so paper waste can be transported from exhibition site and then be processed into handmade paper goods.

Why: The above model creates a sustainable, closed economy where waste is used as raw material to create goods; proceeds generated from sale of goods reinvested to fund needs of charitable organization.

- Over 2,160 tons of paper waste processed to date.
 - Waste used as raw material and provides a sustainable source of free inputs to produce paper goods. Over \$100,000 in revenue generated annually from sale of paper goods; Revenue enough to fund needs of Sahara and continue operations of paper plant with no additional investment required.
 - By partnering with drug rehabilitation center, initiative is funding the treatment of former drug addicts, greatly improving their health and well-being.
 - Initiative is providing rehabilitation patients with gainful employment giving sense of purpose.
 - Utilizing paper waste to create recycled paper products ensures responsible production of goods.
 - Overall initiative is lowering the amount of paper waste burned therefore improving air quality in communities surrounding exhibition sites.
- Over 5,000 patients' treatments have been funded so far from proceeds of card sales; drug rehabilitation has transformed lives of the recovering addicts and their families and friends.

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see here:
<https://www.psbedi.com/psbedico.htm>

PERFORMANCE AND OUTCOMES

SUMMARY OVERVIEW

Since 2012, Europe + Asia Event Forum (EFEA) is organized annually in St. Petersburg and has been setting trends in the development of the meeting industry. Over the nine years EFEA has confirmed the status of a reputable event for industry experts. The forum was held under the patronage of the Chamber of Commerce and Industry of the Russian Federation, with the support of the St. Petersburg Committee for Tourism Development, the St. Petersburg Convention Bureau, the Russian Union of Exhibitions and Fairs (RUEF) and the Russian Convention Bureau.

STRATEGY AND GOALS

R&C took a holistic approach and reduced the production of waste in every aspect of the event planning. Their motto is Reuse, Recycle, and Offset. To achieve this, they analyzed and audited their previous energy and material usage so that they could plan accordingly.

STRATEGY AND GOALS

R&C chose to emphasize venue choice as that allows them to ensure that proper energy use, waste management, and water conservation practices are present and efficient. They used or recommend hotels with proactive waste, water, and energy management practices. Sokos Hotels were an official hotel of IX Europe + Asia Event Forum. All Sokos Hotels are included in the Green Key environmental program. They also aim to reduce food wastage, focus on energy efficiency when modernizing hotels. R&C ensured that all of their practices met the bottom line criteria of being sustainable which includes but is not limited to utilizing reusable equipment as much as possible, eliminating unnecessary disposables like paper and plastic, and making sure that excessive energy use was not to happen.

Some of the results include:

- 90% less signage to landfill since 2012
- Residual waste was reduced 13%
- Every delegate saved 2,316 liters per the forum
- Reduced carbon footprint by 5%
- Every delegate saved 33 kWh of energy

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see here:
<http://en.rnc-consult.ru/>

PERFORMANCE AND OUTCOMES

SUMMARY OVERVIEW

The Royal Paragon Hall is one of Asia's most modern halls, which is strategically located on the 5 of the Siam Paragon Shopping Center, in the heart of Bangkok, the most visited city in the world. This ultimate Royal Paragon Hall is conveniently accessible via the BTS elevated train and a comprehensive network of brings delegates and visitors across the world directly to our doorsteps. As a leading entity in Southeast Asia's MICE sector, the Royal Paragon Hall is genuinely committed to CSR rationales in the true sense of the word.

STRATEGY AND GOALS

The goals of their 2020 entry were to minimize the effects of waste on the environment; encourage their team to be environmentally aware and adapt working practice to include waste reduction; spread the feeling of pride to customers, who contribute to sustainable event organizing together with the venue; and cost saving. Their implementation plan is as follows:

- Build awareness in the team and encourage behavioral change in order to reduce waste within the team, before communicating with our clients.
 - Before each client's event, Royal has an internal meeting to prepare for it, and waste management is on the agenda to create a shared commitment and embed this topic into their DNA.
- Create a tool to measure success from waste management projects in order to help clients feel proud of their contribution to sustainability.
- Reduce greenhouse gas emissions through waste reduction, Minimizing Waste Production and Maximizing Recycling.
 - This is done through three key initiatives: Reduce, Recycle and Reuse, with an aim to reduce greenhouse gas emissions from event organizing waste from by 30,000 Kg. Co2.

MANAGEMENT APPROACH

Their management system is designed to be in line with the UN's 17 Sustainable Development Goals.

- **Goal 3:** Good Health and Well-being, by reducing waste and contributing to a cleaner environment.
- **Goal 6:** Clean Water and Sanitation, by reducing water waste from laundry and managing wastewater to ensure it meets the standard.
- **Goal 7:** Affordable and Clean Energy, by reducing energy consumption, such as by changing our lighting to LED bulbs and setting a suitable temperature for our air conditioners.
- **Goal 12:** Responsible Consumption and Production, by managing and minimizing waste in our events.
- **Goal 13:** Climate Action, by showing responsibility by purchasing carbon credits to make up for our greenhouse gas emissions.
- **Goal 17:** Partnerships to Achieve the Goal, by partnering with all parties to ensure effective waste management.

PERFORMANCE AND OUTCOMES

- From August to December 2019, in more than 30 events, we reduced our greenhouse gas emissions by 64,021 Kg. Co2. This is comparable to growing 7,114 trees to absorb the gas.
- Through collective efforts, in 2019 Royal reduced the amount of waste in our events by 14,262.32 kg.
- In 2019, they collected and gave away around 4,658.32 Kgs. of recyclable waste.
- Was cost effective and saved 5%.
- In 2019, their team's efforts on the Plastic Free Day reduced waste by 175.91 Kgs.

ADDITIONAL RESOURCES/OUTCOMES

For more information, see here:

<https://www.royalparagonhall.com/index.php>

SUMMARY OVERVIEW

The Singapore FinTech Festival (SFF) is the world's largest FinTech festival and global platform for the FinTech community, comprising FinTech players, technopreneurs, policy makers, financial industry leaders, investors including private equity players and venture capitalists, and academics. The multi-format conference and exhibition showcases the latest technologies and trends around the world. Collectively, the inaugural SFF x SWITCH 2019 saw a record of 60,000 attendees across 140 countries, over 560 speakers, close to 1,000 exhibitors and 41 international pavilions, utilizing full six contiguous halls of over 123,000 square meters in Singapore EXPO and MAX Atria, a double increase from 2018.

STRATEGY AND GOALS

Bring Your Own Bottle Initiative: The BYOB initiative began even before the show started where multiple eDMs were sent out to attendees, encouraging, and reminding them to bring their own water bottles in order to reduce plastic waste. Water dispensers were available onsite for them to refill their bottles.

Food Management: The theme of the all-day dining menu this year is also focused on Sustainability, with the chefs using locally sourced ingredients to reduce carbon footprint and weaving in plant-based meat substitutes into their dishes. All dishes were served in biodegradable wares and cutlery.

Reusable Carpentry for Thematic Areas: Props used at open and networking areas for past editions of SFF was used for SFF x SWITCH and will continue to be recycled for other future events.

Recycled Lanyard: Recycling boxes were placed at the entrance and exits. With our efforts and learnings from every year, lanyards were not printed to full capacity as visitors/attendees were encouraged to drop their lanyards at exit points, which were recycled.

Electronic Marketing Focus: Campaigns revolved around electronic banner ads, e-newsletters, e-promo codes as well as by leveraging on SEO/SEM.

Onsite Materials Gone Digital: Instead of printing festival guides, the official SFF x SWITCH mobile app contained information for way finding through an interactive floor plan, an exhibitor's search function, as well as provide latest updates on the conference agenda and speakers. Push notifications were also sent to highlight key activities that was going on onsite, while delegates could also participate in business matching.

Digital Mapping for Stage Design: Stage designs with 3D backdrops were reusable for sustainability and cost efficiency, while allowing for flexibility of deployment across events of various size. We adopted the use of digital backdrops to create a multitude of effects, which sets the mood according to the conference theme/agenda, which subsequently enhances the experience of all attendees.

Recyclable Drop Curtains: Recyclable drop curtains which serves as a noise reduction barrier were used in replacement of conventional building materials for all stages.

Energy Saving LED Lights: The festival incorporated LED lights for most of the stage and backdrop lighting to improve energy consumption.

MANAGEMENT APPROACH

Exhibitors were encouraged to use recyclable materials in the construction of their booth and talk about their story at the event. They were also highly encouraged to Go Digital with their showcase through QR codes and screens, rather than traditional print media.

PERFORMANCE AND OUTCOMES

Approximately 60% of the exhibition setup used was from recycled materials and furniture that can be recycled for future events. Food waste was collected and sent to bio24. bio24 uses a proprietary bio-mechanic system that can break down hard-to-digest matter, food-related waste, as well as disposable food ware into 100% organic fertilizer.

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see here:
<https://www.fintechfestival.sg/>

SUMMARY OVERVIEW

SingEx Venues specializes in the management of Meetings, Incentives, Conventions and Exhibitions (MICE) facilities and has been managing Singapore EXPO and MAX Atria since 1999 and 2012, respectively. Collectively, The SingEx Group of Companies is a MICE industry leader with over 40 years of expertise.

STRATEGY AND GOALS

To mitigate the negative impacts of environment pollution, the SingEx Group of Companies embarked on a multi-pronged, zero-waste approach to propagate sustainable business practices and initiatives where negative social, economic and environmental impact are better managed and reduced to minimal levels, at our events and our managed venues, Singapore EXPO and MAX Atria.

- **Propagating sustainable business practices** at SingEx's events. Work cohesively with the venue to adopt the zero-waste approach by implementing the following initiatives at ITAP and Singapore FinTech Festival.
- **Encouraging sustainable behaviors:** No Plastic Straw initiative, advocate the use of personal water bottles (Bring-Your-Own-Bottle, BYOB) and provided easy access to water points on-site for attendees. Event vendors offering F&B services are encouraged to use eco-friendly food packaging. Exhibitors are also encouraged to pledge their support for this initiative through the use of digital brochures or tools, in place of printed collaterals, and also consider using more recyclable materials in their booth design and construction.
- **Reduction of material waste:** To reduce material wastage from event construction and also achieve cost efficiency, SingEx works with suppliers to utilize digital backdrops that allow projection mapping across various stage activities, modular structures/carpentry that can be uniquely built and thematically re-built across other SingEx events, as well as recyclable drop curtains that served as noise reduction barriers for the various stages, instead of conventional building materials.
- **Minimizing food waste:** At the recent Singapore FinTech Festival, any food waste was also collected and sent to bio24, which used a proprietary bio-mechanic system that is capable of breaking down hard-to-digest matter, food-related waste, as well as disposable food ware into 100% organic fertilizer. Excess food was also sent to Food Bank and SG Food Rescue.
- **Reducing carbon footprint by using technology** to create awareness, enhance visitor navigation and content accessibility: Instead of the traditional printed event guides, exhibitors and attendees are encouraged to download comprehensive mobile applications via the events 'WIFI to search content, receive notifications, access the business matching platforms to schedule meetings and navigate their way around the exhibition halls with the interactive floor plan features.

MANAGEMENT APPROACH

- **Improving facilities management** processes and implementing appropriate recycling infrastructure: implement wood mulching during periodic tree pruning maintenance to convert tree branches and leaves into sawdust for repurposing at base of the trees. This removes the need to transport and incinerating of the wood waste.
- **Implementing energy-efficient and carbon emission-reducing furnishings and projects:** replaced outdated electrical infrastructure with energy-efficient ones, allowing us to reduce energy consumption by 25 to 60 percent annually.
- **Advocating sustainable work and procurement practices:** Apart from working with event organizers to implement sustainable business practices, employees in relevant roles are encouraged to attend the Green Mark Facility Manager (GMFM) program and obtain the Green Mark Accredited Professional (Green Mark AP(FM)) accreditation.

PERFORMANCE AND OUTCOMES

- Achieved over SGD\$70K savings from recycling and upcycling of event construction material for Singapore FinTech Festival.
- Achieved savings of about 6,000,000 kWh in energy consumption in 2019.
- Attained the ISO 14001:2015 Environmental Management System Certification, an internationally recognized Environmental Health Safety Management System certification for the management and operations of Singapore EXPO & MAX Atria.
- Achieved the MICE Sustainability Certification (MSC), an initiative by the Singapore Association of Convention & Exhibition Organizers & Supplier.

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see here:
<https://singex.com/>

SUMMARY OVERVIEW

The Specialty Coffee Association (SCA) encompasses every element of the coffee value chain and is dedicated to building an industry that is fair, sustainable, and nurturing for all. This sustainability-centered mindset has propelled the association to build a sustainable event management program at Specialty Coffee Expo that aligns with ISO 20121 sustainability standards and encourages continual improvement of the event's environmental performance.

STRATEGY AND GOALS

For its 2019 Specialty Coffee Expo in Boston, SCA collaborated with Honeycomb Strategies, Freeman, and the Boston Convention and Exhibition Center (BCEC) to develop a comprehensive waste management plan. This approach would improve sustainable event processes and performance through targeted goals:

- Address items being procured that could ultimately end up in the waste stream.
- Minimize the amount of material sent to landfill by finding avenues to donate, compost, or repurpose.
- Engage and educate all Expo stakeholders about waste generation and responsible waste management.

Ultimately, the SCA team set a goal to achieve a waste diversion rate 15% higher than the venue's average annual baseline of 47%.

MANAGEMENT APPROACH

For the 2019 event, the team developed a strategy to reduce the use of single-use disposables, tackle the collection of waste front of house, and organize the sort/separate process back of house to make waste more useful down the supply chain.

Stakeholder Engagement: to ensure sustainability and waste goals were met for Coffee Expo 2019, SCA worked with myriad partners to create an inclusive and comprehensive sustainability plan.

- **Boston Convention and Exhibition Center (BCEC)** managed front of house bin placement and waste collection as well as back of house waste streams, spot checks for contaminants, and disposal. Through its Convention C.A.R.E. (Community Assistance by Responsible Events) program, the BCEC provided donation bins around the show floor to collect clean, non-perishable goods to be donated to local charities.
- **Freeman** focused on maximizing the amount of recyclable and reusable materials used for items such as signage and reusable exhibit materials for walls and counters, which were used to build the SCA store. Freeman also offset waste by providing black carpet, which is up to 50% recycled content and can be reused up to six times. SCA also reduced their waste footprint by opting to leave several areas uncarpeted. The team provided 40 hours of labor to collect food and material donations at the close of the show.
- **Levy Catering (at the BCEC)** worked to procure all

compostable disposable serve ware throughout concession areas. They helped coordinate food donation through local organization Rescuing Leftover Cuisine and provided no-fee refrigeration to hold the food overnight before it could be picked up by The Greater Boston Food Bank.

- **Save that Stuff** is the waste hauling partner at the BCEC and provided options for most all items to be donated, composted, or recycled.

PERFORMANCE AND OUTCOMES

With careful planning and a dedicated community approach, SCA exceeded its goal of a 62% diversion rate, achieving a 70% waste diversion rate at the convention center, which was 23% higher than the annual diversion rate at the BCEC. The group effort also helped the SCA report strong results:

- 14,629 pounds (6.63 metric tons) of food, beverages, and materials [3810 lbs. (1.72 metric tons) of food/beverage; 10,819 lbs. (4.90 metric tons) of materials] were collected for local nonprofits through the Exhibitor Donation Program and Food Donation Program.
- Almost five tons of coffee grounds were donated to local farms and gardens.
- 18.53 tons (16.81 metric tons) of materials were recycled.
- 100% of the coffee beans brewed in SCA-controlled areas was composted.
- 100% of service ware used at BCEC concessions was composted.
- 30% of exhibitors that ordered booth bins chose compost and recycling bins to manage their waste responsibly.

ADDITIONAL RESOURCES/OUTCOMES

For more information, please see here:
<https://sca.coffee/>

This report was edited by Greenview.

Greenview is a sustainability consulting and research firm that helps organizations design, implement, and monitor their corporate responsibility and sustainability platforms to drive profitability, streamline data, keep ahead of trends, and provide effective communication for stakeholders. Headquartered in Singapore, with a global team of experts located in eight countries, we manage the hospitality sector's largest collaborative sustainability initiatives and leverage the power of this network to synergize value to our clients.

In addition, Greenview provides technology solutions to make calculation and monitoring of data and best practices easy through its Greenview Portal. Greenview's clients include many of the hotel industry's leading chains, as well as cruise lines, event organizers, venues,

destinations, trade associations, and research institutions to catalyze sustainability as the industry's thought leader.

Greenview has launched several innovative industry initiatives including the Green Venue Report, the Convene Green Sustainability Commitment, the Green Lodging Survey, the Cornell Hotel Sustainability Benchmarking Index, the Hotel Footprinting Tool, Hotel Owners for Tomorrow, and the UNWTO's sustainable cruise development benchmarking framework for South-East Asia.

For more information, visit **www.greenview.sg** or email **info@greenview.sg**

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UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry.

UFI directly represents around 50,000 exhibition industry employees globally, and also works closely with its 55 national and regional association members. 776 member organisations in 82 countries and regions around the world are presently signed up as members. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike.

UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

For more information go to www.ufi.org or contact the UFI offices indicated at the back of the report.

UFI Research: An Overview

Global

Reports



Analysing the global exhibition industry with global comparisons.

Global Barometer – Bi-annual report on industry developments.

World Map of Venues – Report on trends in venue space and project developments globally.

Economic Impact Study – Report on the value of exhibitions globally and regionally.

United Nations Sustainable Development Goals – Report on the economic, social & environmental impacts of a number of exhibition industry projects.

Regional

Reports



Regular market overviews on UFI's chapter regions.

Euro Fair Statistics – Annual list of certified data for Europe by country.

The Trade Fair Industry in Asia – Annual analysis of market developments for Asia/Pacific by country.

The Exhibition Industry in MEA – Overview of the exhibition market in the MEA region.

The Exhibition Industry in Latin America – The first comprehensive overview by UFI of the exhibition industry Latin America.

Topical

Reports



Focused reports on challenges and developments within the exhibition industry.

Global Visitor Insights & Global Exhibitor Insights – Data driven research reports on visitor feedback and exhibitor expectations.

Best Practices Compendiums – Case studies of successful industry developments.

Special Industry Topics – A wide ranging selection of bespoke reports into specific industry topics.

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UFI Research is available at
www.ufi.org/research



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