



# Natural Products EXPO EAST

2017 SUSTAINABILITY REPORT PREPARED BY:

HONEYCOMB  STRATEGIES



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## NPEE 2017 TRADE SHOW SUMMARY

# OF ATTENDEES: 29,000 +

### DATES OF TRADE SHOW:

Move in: **September 11th thru 13th**

Event: **September 13th thru 16th**

Move Out: **September 17th thru 19th**

**LOCATION:** Baltimore Convention Center, Baltimore MD

**SQUARE FT:** 1.1 million sq ft event space

**ROOM NIGHTS:** 15,345 at over 29 hotels



New Hope Network is proud to continue to build upon our Sustainability Program at Natural Products Expo East 2017. We recognize our trade show has an impact on the environment. Through our Sustainability Program, we are striving to identify, understand, and address these impacts to achieve continual improvement year after year. Thank you to all our partners who help make this happen.

## ABOUT

Through its mission to grow healthy markets, the New Hope Network helps businesses identify the people, products, partnerships and trends that create opportunities to grow businesses and bring more health to people. The 32nd Annual Natural Products Expo East hosted more than 1,500 brands including 451 first-time exhibitors and more than 29,000 community members.



## SCOPE

Working with Honeycomb Strategies, New Hope Media built upon the observations from 2016 and implemented a sustainability program aligned with the two event sustainability standards, ISO 20121 and ASTM/APEX. These standards encourage continual improvement of an organization's practice by employing a "plan – do – check – act" process, as well as improved environmental performance and stakeholder engagement through a checklist of best practices and benchmarks. By utilizing the baseline assessment of the trade show practices, the Natural Products Expo planning team was able to better assess and prioritize risks and opportunities for future trade shows, while building upon current best practices and successes. It is understood not all impacts are under the direct control of the New Hope Network and the Natural Products planning team, but rather under their influence. The activity scope of this report is limited to the main trade show venue, the Baltimore Convention Center, and does not include ancillary events.

### FOR 2017, NPPE FOCUSED EFFORTS IN THE AREAS OF:



#### WASTE MANAGEMENT



#### WATER & ENERGY CONSERVATION



#### SUSTAINABLE PROCUREMENT



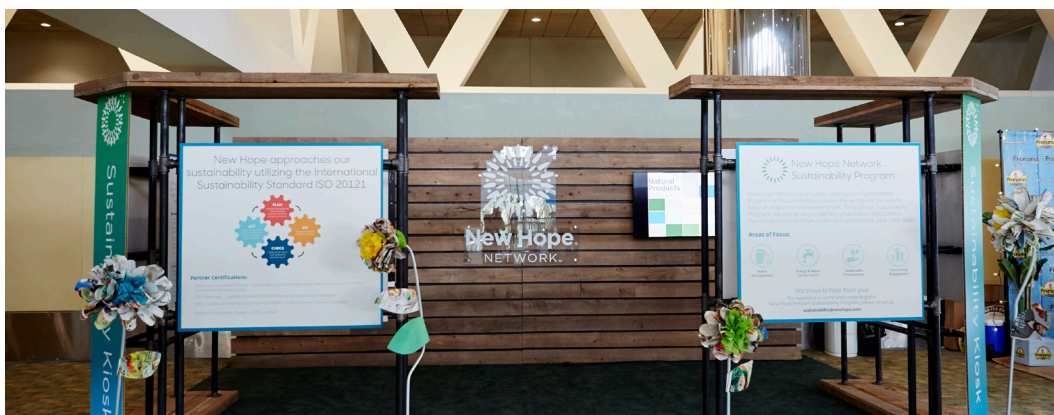
#### COMMUNITY ENGAGEMENT

### WHAT OUR EXHIBITORS & PARTNERS ARE SAYING...

**Annie's**  
HOMEGROWN

*"As a food company, we recognize that agriculture is one of the biggest drivers for climate change, but it can also be part of the solution. This year, we built our Expo East booth with little more than printed fabric, some depleted soil, repurposed wooden posts, 100% recycled sustainability reports, and a message: the food industry has a critical opportunity to tackle climate change while building resilient ecosystems. This journey starts with healthy soil."*

-SHAUNA SADOWSKI,  
VP OF SUSTAINABILITY AND  
INDUSTRY RELATIONS  
ANNIE'S HOMEGROWN



# NPEE 2017 TRADE SHOW IMPACTS

## WASTE DIVERSION:

WASTE TYPE	2017 (TONS)	2016 (TONS)	2015 (TONS)
LANDFILL	67.68	67.71	54.19
RECYCLING	22.21	28.9	32.13
COMPOST	1.08	.83	.475
DONATIONS	37.71	23.24	15.5
TOTAL WASTE	126.75*	122.58	102.29
DIVERTED	59.07 = 47%	54.87 = 45%	48.10 = 47%

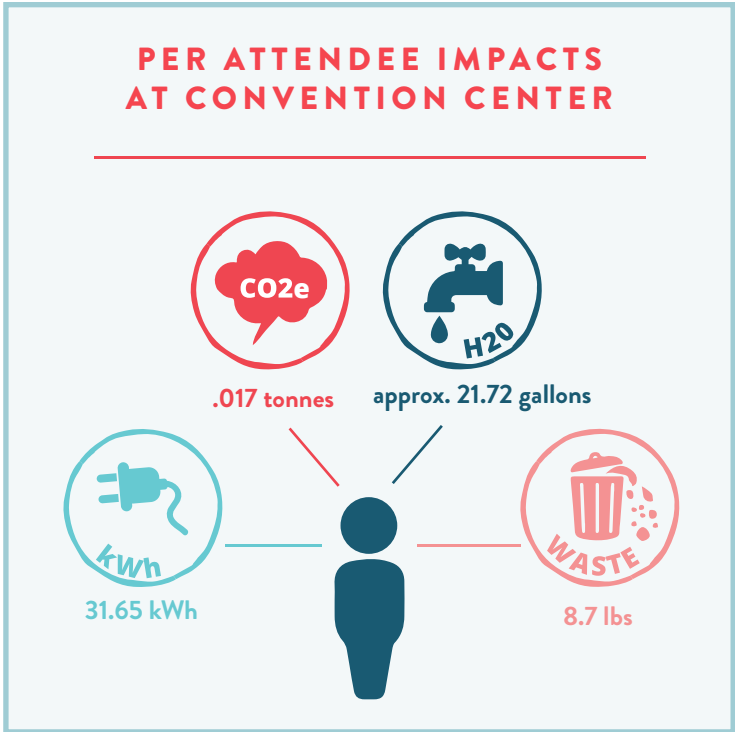
\*2017 saw an increase in the number of exhibitors

MATERIAL	WEIGHT	RECIPIENT ORG.
PLASTIC BALES	3,200 lbs	J&D Pallets
CARDBOARD BALES	32,660 lbs	J&D Pallets
PALLETS	4,440 lbs	J&D Pallets
FOOD DONATIONS	60,427 lbs	Maryland Food Bank
TOP SOIL	5,000 lbs	Baltimore Parks and Rec
REGISTRATION BAGS	210 lbs	Teacher Supply Swap
FURNITURE & BOOTH	9,785 lbs	Second Chance

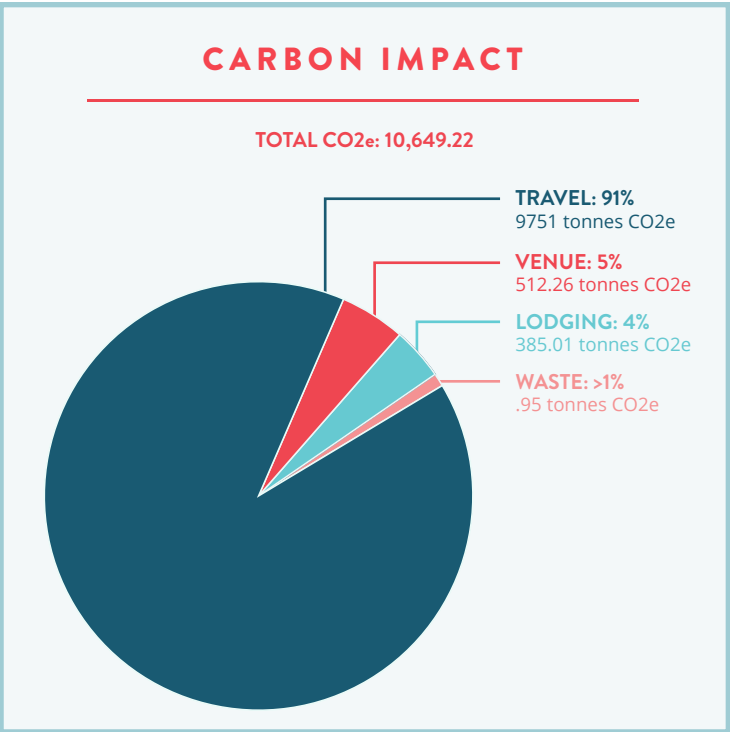
**ENERGY CONSUMPTION:** TOTAL 918,061.73 kWh

**WATER CONSUMPTION:** Accurate consumption data was not able to be measure at this time. Bonneville calculations estimate based on square foot of venue and duration of the event: 630,000 gallons

### PER ATTENDEE IMPACTS AT CONVENTION CENTER



### CARBON IMPACT





# NPEE 2017 TRADE SHOW IMPACTS

## GSC MATERIALS

TYPE	USE/DESCRIPTION	RETURNED TO INVENTORY (sqft)	CARPET RECYCLED (sqft)	CARPET TO LANDFILL (sqft)	TOTAL AMOUNT USED (sqft)
GES 130	Aisle, mgmt areas, mgmt booth, exhibitor booth	161,420			161,420
MATRIX/ECHO	Aisle, mgmt areas, mgmt booth, exhibitor booth				0
PLUSH	mgmt booth, exhibitor booth			13,165	13,165
ULTRA PLUSH	mgmt booth, exhibitor booth			2,380	2,380
CARPET PADDING	mgmt booth, exhibitor booth	53,262			53,262
VISQUEEN	22 rolls sent to show site/ various lengths			13,570	13,570
CARPET, PADDING, AND VISQUEEN TOTALS		214,682	0	29,115	243,797
		88%	0%	12%	

## SIGNAGE

*SIGNAGE MATERIAL	2017 (sqft)	2016 (sqft)	RECYCLABLE (y/n)
STYRENE	729	2,072	Y
GATORBOARD	500	1,240	N
FOAMCORE	1,345	2,072	N
PLEXI	175	527	N
FALCON BOARD	4,524	4,598	Y
VINYL	5,150	9,623	N
KOMATEX	0	1,278	N
MESH	0	1,305	N
WINDOW CLINGS	1,717	Not reported	N
FLOOR DECALS	820	Not reported	N



**SHIPPING:** 0% of the trucks used to ship freight and material to show site were SmartWay\* approved trucks. This accounted for 0% of total lbs of the 1,711,857lbs of products and materials shipped to the show.

\*SmartWay Transport or similar governmental verified programs address reduction of fuel consumption for trucks and rail, and reduction of emissions of carbon dioxide (CO<sub>2</sub>), nitrogen oxide (NO<sub>x</sub>), sulfur oxide (SO<sub>x</sub>), particulate matter, and air toxins.



# CERTIFICATE OF CLIMATE PROTECTION

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This certificate verifies that  
**Natural Products Expo East**

organised by **New Hope Network**

is a climate conscious event.

For the period 11.09.2017 to 18.09.2017 the greenhouse gas emissions related to the event's energy consumption on site as well as the staff's travel emissions have been measured and offset. These emissions amounted to

576.00 tonnes of CO<sub>2</sub>e

and have been offset by investing in South Pole Group's climate protection project:  
Yangcun-Run-of-River-Hydropower, China (300062)

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CLIMATE  
ACTION



Thank you for committing to bold climate action. Your contribution is not only a meaningful step towards mitigating climate change globally, but also changes lives for the better by contributing to the Sustainable Development Goals set out by the UN.



**Renat Heuberger**  
CEO, South Pole Group

**Certificate no.** 101354\_5461

This certificate is issued by South Pole Group. For more information about our services and more than 500 climate protection projects, please visit: [thesouthpolegroup.com/projects](https://thesouthpolegroup.com/projects). The CO<sub>2</sub> emissions indicated on the certificate are compensated through investments in the above mentioned carbon offset projects based on international standards.

30/11/2017



**Climate  
Conscious  
Event**

Certified by south pole group



# NPEE 2017 BEST PRACTICES & OPPORTUNITIES

THE FOLLOWING IDENTIFIES TOP BEST PRACTICES AND KEY OPPORTUNITIES FOR NATURAL PRODUCTS EXPO EAST 2018 AND BEYOND.

## 1. ATTENDEE ENGAGEMENT:

### PRE-EVENT:

- The sustainability page was updated on the website to improve navigability, better identify sustainability efforts of the trade show and key suppliers, offer attendee tips on how to act more sustainable at the trade show, and provide information about the Travel Green, Save Green program.
- A separate email was sent to attendees with suggestions on how they can “Attend Green”.

### ONSITE ENGAGEMENT:

- A new Sustainability Kiosk was constructed at the lobby entrance. This kiosk highlighted the efforts of the show, the show impacts, and methodology. An iPad in the kiosk allowed attendees to calculate and offset their travel through our partner the Southpole Group.
- A section on the mobile app was added to include information on the sustainability program.
- New signage was created for the three-bin waste systems placed throughout the Exhibit Hall.



### OPPORTUNITIES FOR 2018:

- Videos on the website: (sponsor opportunity)
  - How to be a “sustainable attendee”
  - NPEE Sustainability Highlights video
- Develop an attendee Sustainability Pledge Program (included on the app)
- Increase engagement via social media outlets

### ONSITE INTERACTION:

- Highlight efforts during General Sessions
- Produce a “Behind the Scene” video
- Include highlights in Daily Newsletter
- Increase visibility on app:
  - Button on home page
  - Gamification for participation

### POST EVENT

- Share successes in Thank You email
- Include opportunity for Post Event feedback (survey)
- Post Sustainability Report on website

### WHAT OUR EXHIBITORS & PARTNERS ARE SAYING...



*“As the showcase of our industry, with sustainability at the core, we should be setting the bar for other trade show sustainability initiatives. I’m excited Natural Products is making this commitment. As exhibitors we can do our part, but it’s key that Natural Products is spreading the word in our industry.”*

-MIC LABEL,  
MARKETING DIRECTOR  
GRANDY OATS



# NPEE 2017 BEST PRACTICES & OPPORTUNITIES

THE FOLLOWING IDENTIFIES TOP BEST PRACTICES AND KEY OPPORTUNITIES FOR NATURAL PRODUCTS EXPO EAST 2018 AND BEYOND.

## 2. EXHIBITS/EXHIBITORS:

### GES:

- Sustainability messaging to exhibitors was inserted into the Exhibitor Services Kit (ESK).
  - Information on recycling and composting at the show
  - Donation information
  - Options to order Recycling and Compost Porter service
  - Offered a fully “sustainable booth” option
  - Link to the Sustainability Survey
- GES assigned an Account Manager to help manage and implement the sustainability aspects of the show as they relate to exhibitor services.
- GES assisted in the management of the material donation process.
- Ensured **all banners were** either reused or repurposed as bags.
- The use of compostable bags in the booth trash bins was eliminated and a bag coding system was implemented as follows: clear= recycling, green=compost, black=landfill
- Coordination of the cleaning plan with United Services, GES, Show Management, and the Venue occurred early on in the planning process.
- Box cutters were provided for Exhibitors to help them break down boxes easier, allowing for easier pick up by the cleaning crews. Box recycling locations were added throughout the Exhibit Hall for exhibitors to bring their boxes

### OPPORTUNITIES FOR 2018:

- Increase visibility of recycling/compost option for exhibitors in the ESK.
- Add “hard to recycle” collection such as chip bags, etc. as a third option for collection
- While foamcore was eliminated by show management, it is still an option for exhibitors to purchase. As foamcore is NOT recyclable, it is suggested to be removed from the ESK.
- Add the location of the cardboard collection “pallets” as an item on the mobile app map.

### EXHIBITOR ENGAGEMENT:

- For the second year at NPEE, an Exhibitor Sustainability Survey was distributed to all exhibitors via email and on the website. This year’s survey was simplified in response to feedback given by exhibitors in 2016. While we had approximate 20 exhibitors participate in the program by making sustainability commitments and sharing their sustainability story, this accounts for a very small percentage of exhibitors overall. .
- NPEE recognized these exhibitors on the trade show mobile app and on the screen in the new Sustainability Kiosk at the entrance of the show. Representative also spoke with each exhibitor thanking them for their participation with drink tickets and gathering feedback on the survey.

### OPPORTUNITIES FOR 2018:

- Based on observations and feedback from exhibitors, the following suggestions may increase participation:
  - Develop better incentives for participation
  - Increase recognition of exhibitors who participate in the green exhibitor program:
    - Add a green leaf next to their booth number on the floor
    - Incorporate participation with Climate Collaborative recognition
    - Additional highlight of their activity through social media
  - Integrate priority points: for filling out the survey, for watching the videos, etc.
  - Communicate other than an email
  - Include as a Nexty Award criteria or category
  - Provide resources and training materials to support the criteria on the survey
- Partner with the Climate Collaboration to promote the program to their members





# NPEE 2017 BEST PRACTICES & OPPORTUNITIES

THE FOLLOWING IDENTIFIES TOP BEST PRACTICES AND KEY OPPORTUNITIES FOR NATURAL PRODUCTS EXPO EAST 2018 AND BEYOND.

## 3. WASTE MANAGEMENT:

### BACK OF HOUSE WASTE SORT:

Instead of a Front of House (FOH) education effort, for 2017 waste was sorted in the Back of the House (BOH) loading dock area. The sorters were staffed for exhibit hall open hours only. During pre-planning meetings, potential volume was a concern. Therefore it was determined that only recycling and compost bags from the show floor would be brought to the dock area to be sorted by United Services staff until actual volume could be assessed. Early on in the process, it was determined that not enough of the waste was being brought to the sorting station, and that landfill bags should be brought to be sorted as well.

### OPPORTUNITIES FOR 2018:

- If a BOH waste sort is attempted, volume levels at the staffing level of 2017 would allow for ALL waste to be sorted by the team.
- Air quality and working conditions were very poor on the dock location due to being next to the staff "smoking area" and numerous diesel generators. A new location would need to be identified for 2018.

### SIGNAGE:

- New signage was produced to clearly identify the three waste streams (compost, landfill, recycling). These were placed in high traffic areas throughout the venue.



### COMMUNITY BREAKFAST:

- A waste audit was conducted by the third party, Waste Neutral which analyzed the set up and attendee participation during the breakfast. Main findings and suggestions are as follows\*.
  - Signage at Waste Stations:

Clear, consistent, color-coded signage was not in place throughout the entire event. Composting bins were often labeled with detailed instructions. However, they were not eye-level, and thus lacked in effectiveness to communicate with participants. Most trash or recycling lacked coherent signage.
  - Consistent disposable serveware:

The Community Breakfast offered several non-compostable and/or difficult to recycle serveware which increased participant confusion and, consequently, contamination of the waste streams. To help prevent this for future events, all disposable serveware should be consistent as either recyclable or compostable.

\*The full report is available upon request.

# NPEE 2017 BEST PRACTICES & OPPORTUNITIES

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## 4. HARVEST FESTIVAL:

### OPPORTUNITIES FOR 2018:

- The Harvest Fest takes place at the Baltimore Convention Center. However, recycling bins are not part of the setup, therefore all items went into landfill. It is suggested to expand the waste management program to the Harvest Festival event.

## 5. HOTELS:

### OPPORTUNITIES FOR 2018:

- As the trade show expands, more of the events and receptions are taking place at the Hilton. For 2018, sustainability efforts should be expanded to the Hilton events and metrics collected from this property.
- A Hotel Sustainability Survey was sent to all hotels in the NPEE room block. While several reminders were sent, participation of hotels in survey was low.
- Moving forward an opportunity exists to further engage suppliers on show sustainability expectations. By inserting sustainability language into all RFP's and contracts for hotels, the expectation is set from the beginning on how the supplier can support the efforts of NPEE sustainability.

## 6. COMMUNITY:

- A very robust exhibitor donation program was implemented in partnership with the Maryland Food Bank and Second Chance. To facilitate the process, donation forms were made available to exhibitors at the GES Service Desk and the Floor Manager Desks allowing them to indicate items they would like to be considered for the donation program. As a result of this program 60,427lbs of food were donated to the Maryland Food Bank, and 14,995lbs of products were donated to the local Baltimore community.

### OPPORTUNITIES FOR 2018:

- While Centerplate partners with the Maryland Food Bank to donate packaged items, there is still has opportunities to partner with local food banks and donate leftover non-packaged food from the trade show (such as buffet items, fruits and vegetables, etc.) These donation metrics should be tracked as part of the trade show impacts.
- Provide "offsets" for more localized groups for carbon and water renewable credits. (Chesapeake Bay, etc.)
- Develop a lanyard "Return for Donation" program. Could also be incorporated into the Lanyard sponsorship.
- Develop an onsite philanthropic activity, ie: hygiene building kits, food building kits, etc. This could be included at the Sustainability Kiosk.

## 7. CARBON OFFSET PARTNERSHIP:

- Natural Products Expo East partnered with the South Pole Group to offset the carbon emission produced by the Baltimore Convention Center, and the travel of staff to/from show site. This partnership supported the Yangcun Run-of-River Hydropower Plant. This project is located in the remote mountainous Ebian area of the Sichuan province and harnesses the flow of the Guanliao river to deliver approximately 286,973 megawatt hours of electricity to the Central China Power Grid. By replacing electricity which would otherwise have been generated by fossil-fuels, the project saves 248,725 tonnes in emissions annually.

### OPPORTUNITIES FOR 2018:

- As attendee and staff travel accounts for 91% of the total CO2 emissions of the trade show, it is suggested that NPEE considers options to offset this impact. This could be achieved by one of the following:
  - Expanding its purchase of offsets to include attendee travel, or,
  - Add an option to registration for attendees to purchase travel offsets. Making this an "opt out" rather than an "opt in" would greatly increase participation of the program. This option could be offered as a set amount of \$5 for travel only, or \$10 for travel and hotel.
  - Include CO2 offsets as a Sponsorship category. Attendees who "offset" their travel could receive a coupon or other incentive from Sponsor.
- In place of purchasing Water Restoration Credits (WRC) through Bonneville, a donation could be made towards a local water restoration or conservation organization to tie the action back to the local community.



# EXHIBITOR SURVEY RESULTS

THANK YOU TO THE FOLLOWING EXHIBITORS WHO PARTICIPATED IN THE GREEN EXHIBITOR SURVEY AND COMMITTED TO EXHIBIT SUSTAINABLY:



## THE GREEN EXHIBITOR SURVEY FOCUSED ON THE AREAS OF:



STAFF MANAGEMENT & ENVIRONMENTAL POLICY



ENERGY



COMMUNICATION



AIR QUALITY



WASTE MANAGEMENT



WATER



PROCUREMENT



COMMUNITY PARTNERS

## WHAT OUR EXHIBITORS & PARTNERS ARE SAYING...



(OUR CARBON OFFSET PARTNER)

*"Offsetting the energy consumption of the Natural Products Expo East in partnership with the New Hope Network is a very exciting opportunity for South Pole Group. Through offsetting CO<sub>2</sub> emissions, investments are made into alternative energy such as renewable wind, solar and hydro power as well as land use projects including reforestation and better agricultural practices. We are especially proud to offer our Kariba REDD+ Forest Protection project for attendees to offset their footprint of attending the event which, in addition to reducing emissions from deforestation and degradation, creates better health care, infrastructural development and school subsidies for the local community in Zimbabwe. We look forward to continuing to work with the New Hope Network and Natural Products as well as the many exhibitors to enhance the sustainability efforts of this innovative industry."*

- MICHAEL MALARA  
KEY ACCOUNT MANAGER  
SOUTH POLE GROUP



# THANK YOUS AND ACKNOWLEDGMENTS

THANK YOU TO THE NPEE 2017 TRADE SHOW SUPPLIERS FOR CONTRIBUTING TO THE CONTENT OF THIS REPORT INCLUDING: **BALTIMORE CONVENTION CENTER, GES, HOTELS AND SUSTAINABLE EXHIBITORS.**



## FEEDBACK:

New Hope Network is committed to demonstrating leadership and constantly improving their operation, communicating their environmental policy to all stakeholders and supply chains, and listening to and recording any feedback from stakeholders.

Please contact New Hope Network Sustainability: [sustainability@newhope.com](mailto:sustainability@newhope.com) to provide feedback in relation to the Natural Products Sustainability Program.

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