

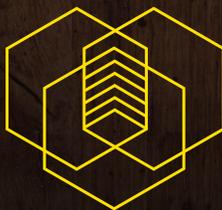
2016

Natural Products EXPO EAST®

SUSTAINABILITY REPORT
EXECUTIVE SUMMARY

Prepared by

HONEYCOMB



STRATEGIES



New Hope Network™ Sustainability Program

New Hope Network is proud to launch our Sustainability Program at Natural Products Expo East 2016. 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.

SCOPE

For 2016, Natural Products Expo East focused efforts in the areas of: waste management, energy and water conservation, sustainable procurement, and community engagement.

Working with Honeycomb Strategies, New Hope Network developed 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 conducting a base line assessment of the conference practices, the Natural Products Expo planning team will be able to better assess and prioritize their risks and opportunities for future conferences, while building upon their 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 conference venue, the Baltimore Convention Center, and does not include ancillary events.

NPEE 2016 TRADE SHOW SUMMARY

OF ATTENDEES: 28,000 +

DATES OF TRADE SHOW:

Move in: **9.16.16 thru 9.21.16**

Event: **9.22.16 thru 9.24.16**

Move Out: **9.24.16 thru 9.27.16**

LOCATION: Baltimore Convention Center, Baltimore MD

SQUARE FT: 1.1 million sq ft event space

ROOM NIGHTS: 17,005 at 30+ hotels



WASTE DIVERSION

WASTE TYPE	2016 (TONS)	2015 (TONS)	CHANGE
Landfill	67.71	54.19	25% ↑
Recycling	28.9	32.13	-10% ↓
Compost	.83	.475	75% ↑
Donations	23.24	15.5	50% ↑
Total Waste	122.58*	102.29	20% ↑
Diverted	54.87 = 45%	48.10 = 47%	-2% ↓

*2016 saw an increase of exhibitors of 10%

ENERGY CONSUMPTION:

TOTAL (kWh): 801,351.14

WATER CONSUMPTION:

630,000 gallons. 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.

FOOD AND MATERIAL DONATION:

46,280 lbs to Maryland Food Bank and Second Chance

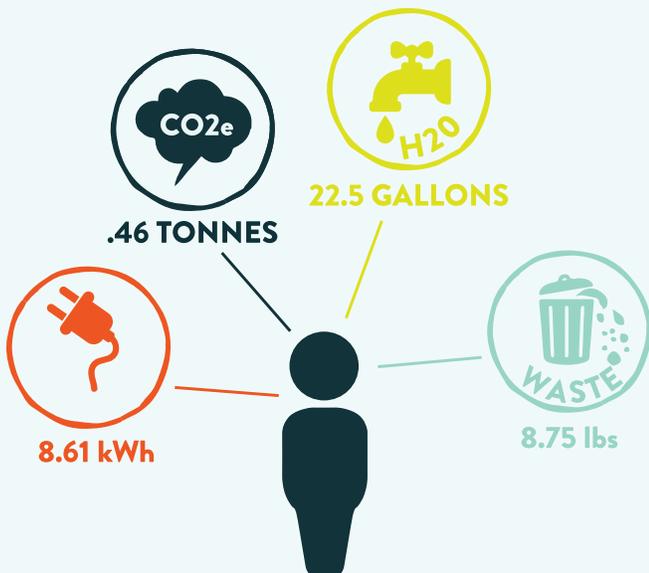
GENERAL SERVICES CONTRACTOR

MATERIAL	USED (SQ FEET)	RECYCLED/ REUSED	LANDFILLED	2015
Carpet and padding	157,068	145,116 (92%)	11,952 (8%)	Data not available
Signage*	24,611	12,000 (49%)	12,611 (51%)	Data not available
Vinyl	1,152	0	1152 (100%)	Data not available
In-booth trash bins	925	925 (100%)	0	Data not available

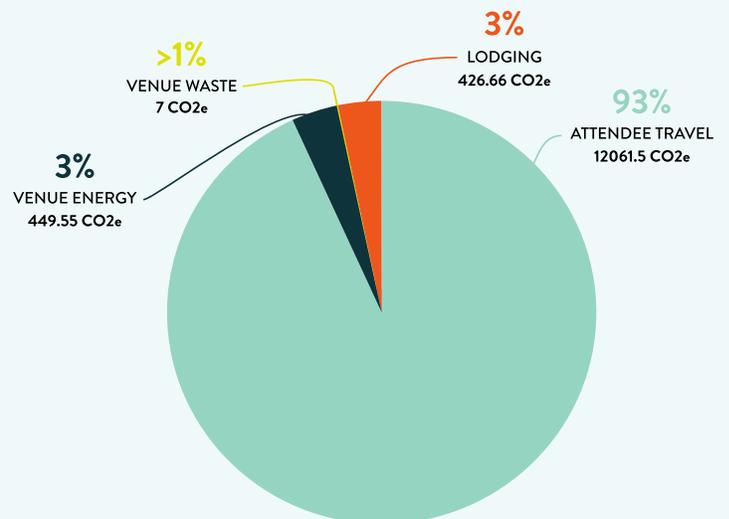
*SIGNAGE MATERIAL	2016	2015	RECYCLABLE? (Y/N)
Styrene	2,072 sqft	not available	Y (not recycled at municipal recycling facility)
Gatorboard	1,240 sqft	not available	N
Foamcore	2,072 sqft	not available	N
Plexi	527 sqft	not available	N
Falcon board	4,598 sqft	not available	Y
Vinyl	9,623 sqft	not available	N
Komatex	1,278 sqft	not available	N
Mesh	1,305 sqft	not available	N



PER ATTENDEE IMPACTS AT CONVENTION CENTER



CARBON IMPACT TOTAL CO₂e: 12,944.71 CO₂e Tonnes



A full analysis was conducted to identify best practices and key opportunities for Natural Products Expo East 2016 and beyond. The opportunities and strategies identified are based on the criteria as outlined by the industry sustainability standards: ISO 20121, ASTM/APEX, and industry best practices. For a detailed outline of these practices and suggestions, refer to the full report.

TOP BEST PRACTICES

1. EXHIBITOR DONATION AND COMMUNITY PROGRAMS:

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 allowing them to indicate items they would like to be considered for the donation program. As a result of this program, 23.14 tons (46,280lbs) of products were donated to the local Baltimore community. In addition, NPEE partners with several local non-profits including:

- [Native American Lifelines](#) –an Indian Health Service contract site serving urban American Indians in Baltimore and Boston. NPEE worked with select exhibitors to donate healthy, shelf stable products to be distributed to their youth in new back packs.
- [Real Food Farms](#) – Created a petition to raise awareness and “unlock” funds from New Hope to Real Food Farm.
- [New Hope Sustainability Program](#) – launched at NPEE and benefits and features several community partners.

2. EXHIBITOR SURVEY:

An Exhibitor Sustainability Survey was developed and distributed to all exhibitors via email and on the website. Nearly 30 exhibitors participated by making sustainability commitments and sharing their sustainability story. NPEE recognized these exhibitors on the conference mobile app and signage at the entrance of the show. Honeycomb Strategies representative also spoke with each exhibitor thanking them for their participation and gathering feedback on the survey. A detailed analysis of the survey is included in the full report.

3. FOOD AND BEVERAGE:

Many food and beverage best practices were observed during the trade show, including:

- Dietary preferences and sensitivities were made available at every meal and clearly identified including: Allergens, vegetarian, vegan, and gluten-free items.
- Beverage Service: Water stations, pitchers, and glasses were provided in place of disposable water bottles, juices, or ice tea.
- Condiments were purchased and served in bulk containers, not individual servings. This included: cream, butter, cream cheese, jam, catsup, mustard, etc. (exception: sugar and sugar substitutes in individual servings).
- Left over packaged foods from retail outlets were donated to the Maryland Food Bank.
- The BCC has a back of house composting program that captures all prep food, table scraps and compostable disposable materials.

TOP OPPORTUNITIES

1. WASTE MANAGEMENT PLAN

Waste was a major contributor to the overall environmental impact of the trade show, as well as the attendee and exhibitor experience. The following is suggested to continually improve the waste management of the event:

- Develop a trashcan placement plan. This plan should include adding cans to the show floor, not just the perimeter.
- Develop signage for each bin rather than a “blue can” for recycling, etc.
- Place compost collection bins at all areas throughout the show floor and food functions.
- Add a waste stream collection for packaging that is not included in the single stream recycling, such as chip bag and granola bar wrappers. Terracycle has provided NPEE with a quote for this service.
- Hire Compost Monitors from local sustainability organizations or colleges to increase the monitor’s engagement and knowledge.
- Place stations throughout the entire floor, not just food stations. Indicate their location on the show floor map.
- Add monitors to other functions, such as: the community breakfast, Harvest Fest, the nightly concerts, and VIP receptions.
- Work with GES to better manage and minimize exhibitor waste.
- Engage United Services to increase training and awareness among their staff.

2. STAKEHOLDER ENGAGEMENT

Attendees: Opportunities exist to further increase engagement of attendees utilizing various platforms pre-event, onsite, and post event. Potential opportunities include:

Pre-Event:

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

Onsite Interaction:

- Highlight during General Sessions
- Increase visibility of signage placed throughout the venue
- 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

STAKEHOLDER ENGAGEMENT CONTINUED:

Exhibitors:

As a major contributor to the environmental impacts of the show, engaging exhibitors in sustainability is a key component to the success of a sustainable event. Opportunities include:

- Videos on the website and sent via email:
 - How to be a “sustainable exhibitor”
 - Webinar education series based on survey criteria (5 videos of 5 minute in length)
- Sustainability Toolkit for Exhibitors
- Simplify the Sustainability Survey
- Increase recognition of exhibitors who participate in the green exhibitor program:
 - add a green leaf next to their booth number on the floor
 - additional highlight of their activity through social media
 - incentives for participants

Suppliers:

Moving forward an opportunity exists to further engage suppliers on show sustainability expectations. By inserting sustainability language into all RFP's and contracts, the expectation is set from the beginning on how the supplier can support the efforts of NPEE sustainability. To help support sustainability tracking, it is important to establish the requirement for timely reporting of impacts.

A major opportunity exists to further engage GES to support the goals of the sustainability program, including more sustainable procurement by show management and exhibitors, improved waste management practices, and communication with exhibitors.

3. CARBON MITIGATION

As attendee and staff travel accounts for 93% of the total CO2 emissions of the tradeshow, 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. Offsetters 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.



THANK YOU & ACKNOWLEDGEMENTS

THANK YOU TO THE NPEE 2016 TRADE SHOW SUPPLIERS FOR CONTRIBUTION TO THE CONTENT OF THIS REPORT INCLUDING: BALTIMORE CONVENTION CENTER, GES, HOTELS & 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 Lacey Gautier at: lgautier@newhope.com to provide feedback in relation to the Natural Products Sustainability Program, and/or to request a full report.

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