



Natural Products

EXPO EAST

SUSTAINABILITY REPORT



Prepared by:

HONEYCOMB



STRATEGIES

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NPEE 2018 Trade Show Summary

attendees: 28,000

exhibitors: 1,500+, including 240 new

Dates of the Trade Show:

- **Move In:** September 8th thru 12th
- **Event:** September 12th thru 15th
- **Move Out:** September 15th thru 17th

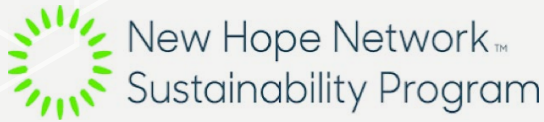
Location: Baltimore Convention Center, Baltimore, Maryland

Square Footage: 1.1 million sq ft event space

Room Nights: 14,584 room nights at over 29 hotels

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 33rd Annual Natural Products Expo East hosted more than 1,500 brands including 240 first-time exhibitors and more than 28,000 community members.



New Hope Network is proud to continue to build upon our Sustainability Program at Natural Products Expo East 2018. 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.

Scope

For 2018, Natural Products East focused efforts in the areas of: waste management, energy and water conservation, sustainable procurement, and community engagement.

Working with Honeycomb Strategies, New Hope Media built upon the observations from 2017 and implemented a sustainability program aligned with the ISO 20121 event sustainability standard. This standard encourages 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 best practices and benchmarks. By utilizing the ongoing 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.





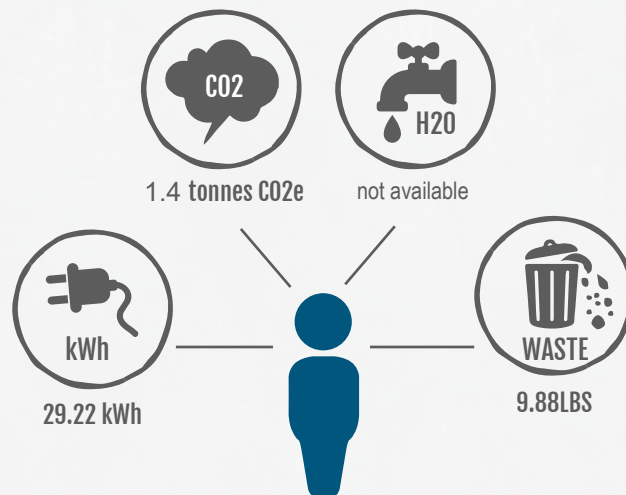
NPEE Trade Show Impacts

Utility Metrics

Energy Consumption: 818,391kWh

Water Consumption: Accurate consumption data was not able to be measured by the BCC at this time.

Per Attendee Impacts at Convention Center



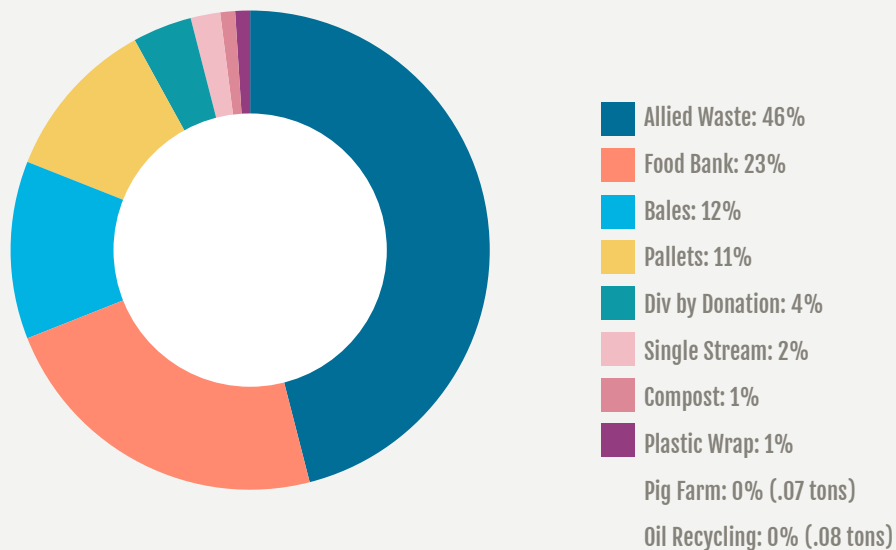
NPEE 2018 Trade Show Impacts

Waste Diversion

Waste Type	2018 (tons)	2017 (tons)	2016 (tons)	2015 (tons)
Landfill	62.94	67.68	67.71	54.19
Recycling	37.15	22.21	28.9	32.13
Compost	.72	1.08	.83	.275
Donations	37.55	37.71	23.24	15.5
Total Waste	138.35	126.75*	122.58	102.29
Diverted	75.41 = 54.51%	59.07 = 47%	54.87 = 45%	48.10 = 47%

Breakdown of Recyclables and Donations

Material		Recipients
Plastic Bales	2	J&D Pallets
Cardboard Bales	16.97	J&D Pallets
Pallets	15.12	J&D Pallets
Food Donations	34	Maryland Food Bank
Furniture and Booth Items	5.5	Second Chance & Habitat
Oil Recycling	.08	FiltaFry



NPEE 2018 Trade Show Impacts

GSC Materials

Material	Use / Description	Qty Returned to Inventory	Qty Recycled	Qty to Landfill	Total Qty Used
Vinyl Table Tops	4ft, 6ft, 8ft	480	0	120	600
Vinyl Rolls 54" (# of rolls)		0	0	30	30
Cardboard Wastebasket		863	217	0	1080
Tape- 2"x36yd d/f (# of rolls)		0	0	139	139
Tape- 3"x36yd d/f (# of rolls)		0	0	97	97
Cardboard Railroad Base	1M and 1/2M	153	23	0	176
Miscellaneous Totals		1,496	240	386	2,122
% of Total		70%	11%	18%	

Signage

Signage Material	2018 (sqft)	2017 (sqft)	2016 (sqft)	Recyclable? (Y/N)
Styrene	553	729	2,072	Y
Gatorboard	492.1	500	1,240	N
Foamcore	0	1,345	2,072	N
Plexi	23	175	527	N
Falcon board	7,138	4,524	4,598	Y
Vinyl	0	5,150	9,623	N
Komatex	0	0	1,278	N
Mesh	49	0	1,305	N
Window Clings	2,924	1,717	Not reported	N
Floor Decals	1,132	820	Not reported	n
HDPE Banner	4,803	Not reported	Not reported	Y
PVC Reusable	1,584	Not reported	Not reported	N
PSV Clings	283	Not reported	Not reported	N

Shipping: 42 of the 158 trucks used to ship freight and material to show site were SmartWay approved trucks. This accounted for 20% of the total amount 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 (CO2), nitrogen oxide (NOx), sulfur oxide (SOx), particulate matter, and air toxins.

CERTIFICATE OF CLIMATE PROTECTION

This certificate verifies that **Natural Products Expo East 2018**, organised by **New Hope Network** has taken climate action.

For the period **12.09.2018 to 15.09.2018** the greenhouse gas emissions related to the event's energy consumption on site as well as the staff's travel have been measured.

These emissions amounted to: 594.29 tonnes of CO₂e.


This amount has been offset by investing in South Pole's climate protection project:

Yangcun-Run-of-River-Hydropower, China (300062)

13 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

Certificate no. 102566_7861

This certificate is issued by South Pole Group. For more information about our services and more than 500 climate protection projects, please visit: southpole.com/projects. The CO₂ emissions indicated on the certificate are compensated through investments in the above mentioned carbon offset projects based on international standards.

15/11/2018



**Offsetting
Label**

Certified by south pole



NPEE 2018 Best Practices and Opportunities

The following identifies top best practices and key opportunities for Natural Products Expo East 2019 and beyond. These strategies are intended to assist New Hope in developing a strategic sustainability plan that focuses on continual improvement.

1. Attendee Engagement: Pre, Onsite, and Post Event

- A sustainability page exists on the website identifying sustainability efforts of the conference, sustainability partners, and key suppliers. This section also offers attendee tips on how to behave more sustainable while at the conference.
- An email blast “Know Before You Go” was sent prior to the event reminding attendees how to be sustainable while onsite and important information about Baltimore.
- A conference smartphone mobile application provides all conference information including: schedule, maps, speaker details, attendee contacts and more.
- New Hope has a sustainability booth in the main lobby to highlight the efforts and impacts of the conference. This included a video displaying the participating sustainable exhibitors.
- Waste Ambassadors were placed at 21 stations throughout the venue to assist attendees with placing their waste into the proper bin.
- Opportunity for Post Event feedback was incorporated into the Post Event Survey with respondents rating Sustainability of the trade show of great importance.
- The Post Sustainability Report highlights to be posted on the website.

Opportunities:

- Incorporate sustainability reminders into the Push Notifications from the mobile app.
- During the registration process, ask attendees to commit to using the mobile app rather than a printed program while onsite. Doing so may allow less maps to be printed.
- Post a Sustainability Pledge on the home page of the mobile app upon the initial download. This voluntary pledge can ask attendees to commit to sustainability actions.
- Provide an overview of the sustainability program during the Climate Collaborative general session.
- Share successes in Thank You email/event overview press release.

Best Practices and Opportunities

2. Waste Management

- An extensive waste diversion plan was put into place at the Baltimore Convention Center to support the show. Elements of this include:
 - Clearly labeled three bin systems located throughout the venue
 - On-going back of house sort
 - Baling of soft plastics and cardboard separately from the single stream system
 - Compost and recycling porter service offered to exhibitors through the exhibitor kit
 - Styrofoam was banned as a sampling offer in the Exhibitor Rules and Guidelines.
 - Extensive food bank and booth materials collection post show
- A waste audit was conducted at the Community Breakfast by the third party, Waste Neutral which analyzed the set up and attendee participation in the waste diversion program during the breakfast. The full report is available upon request.

Opportunities:

- New signage was produced to clearly identify the three waste streams (compost, landfill, recycling). The signs included pictures of various food service items. While the signs were produced in coordination with show management and Centerplate, several of the items were incorrectly classified. Also, as the majority of product is produced by the exhibitors rather than Centerplate, it is important to have more general items identified that reflect what is being produced by exhibitors.
- The Harvest Fest takes place at the Baltimore Convention Center. However, recycling bins are not part of the setup, therefore all items go into landfill. It is suggested to expand the waste management program to the Harvest Festival event.
- A BOH waste sort was attempted for a second year with ALL of the materials being brought to the sorting stations from the venue. Unfortunately, the United supervisor was not engaged and did not have a firm grasp of the program. For 2019, it is required that United provide a supervisor that is able to manage the team effectively.

3. 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
- Foam core was removed as an option from the ESK.
- 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.
- 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 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.
- Cardboard recycling locations were added throughout the Exhibit Hall for exhibitors to bring their cardboard boxes.

Best Practices and Opportunities

Opportunities for 2019:

- 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
- Add the location of the cardboard collection “pallets” as an item on the mobile app map.
- Ensure all banners are collected and either reused or repurposed as bags.

Exhibitor Engagement

- For the third year at NPEE, an Exhibitor Sustainability Survey distributed to all exhibitors via email and on the website. We had 26 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

Opportunities for 2019:

- Based on observations and feedback from exhibitors, the following suggestions may increase participation:
 - Develop better incentives for participation
 - Increased 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
 - Incentives for participants
 - 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.
- Education could be provided on the website for exhibitors on sustainable exhibits to support the exhibitor guidelines.

4. Community:

A very robust exhibitor donation program takes place in partnership with the Maryland Food Bank and Second Chance. To facilitate the process, donation forms were made available to exhibitors online and 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 the program, over 64,000 pounds of food were donated to the Maryland Food Bank. The USDA measures the average meal as 1.2 pounds, so this is equal to nearly 53,334 meals that were donated. In addition, over 11,000 lbs of booth materials were donated to the local Baltimore community.

Community Concert:

This was the first year for the Community Benefit Concert. New Hope Network partnered with Conscious Alliance to create a sponsorship opportunity for participating brands to donate 500 units of healthy kid friendly food to be stuffed into backpacks and donated to local charity organizations. During the evening concert an interactive station was constructed to allow concert goers the opportunity to assemble the backpacks that were to be donated to underprivileged Baltimore youth. In 2018, the non-profit recipients of the backpacks were Living Classrooms and Govans' Farmers Market.

Best Practices and Opportunities

5. Hotels:

- As the trade show expands, more of the events and receptions are taking place at the Hilton. In 2018, basic sustainability guidelines were provided to the Hilton in support of NPEE overall sustainability efforts. Examples included eliminating straws, recycling bins next to every landfill bin, etc.
- 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. Carbon Offset Partnership:

- Natural Products Expo East partners with South Pole 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.
- Over 50 attendees offset their hotel and/or travel during the registration process.

Opportunities for 2019:

- As attendee and staff travel accounts for the majority 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,
 - Make the offsets an “opt out” rather than an “opt in” to greatly increase participation of the program.
 - Include CO2 offsets as a Sponsorship category. Attendees who “offset” their travel could receive a coupon or other incentive from Sponsor.



Thank You and Acknowledgments

Thank you to the NPEE 2018 trade show suppliers for contribution to the content of this report including: Baltimore Convention Center, GES, and SouthPole.

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 to provide feedback in relation to the Natural Products Sustainability Program.

Report prepared by Honeycomb Strategies:

Lindsay Arell
Sustainability Services
Honeycomb Strategies
larell@hcsustainability.com
www.hcsustainability.com

