

Report Prepared by




**Natural
Products**
EXPO EAST®

Sustainability Report

2021

SUSTAINABILITY CON

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Thank You



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 36th Annual Natural Products Expo East hosted more than 1,600 brands including 537 new companies and more than 15,000 community members.

ATTENDEES: 15,000+

EXHIBITORS: 2,700

DATES OF THE TRADE SHOW:
September 22-25, 2021

LOCATION:
Pennsylvania Convention Center,
Philadelphia, PA

SQUARE FT:
1.1 million sq ft event space

ROOM NIGHTS:



ABOUT NEW HOPE NETWORK

New Hope Network, by Informa Markets, is at the forefront of the healthy lifestyle products industry. With solutions for the complete supply chain from manufacturers, retailers/distributors, service providers and ingredient suppliers, the network offers a robust portfolio of content, events, data, research and consultative services. Through its mission of growing healthy markets to bring more health to more people, New Hope Network helps businesses identify the people, products, partnerships and trends that create better opportunities and connections. www.newhope.com.

ABOUT INFORMA MARKETS

Informa Markets is made up of the top events, education, data and content brands across the global health and wellness industry. This powerful alliance serves a world-wide network of CPG brands, manufacturers, suppliers, retailers, distributors, investors and service providers.





New Hope Network™ Sustainability Program

New Hope Network is proud to continue to build upon our sustainability program at Natural Products Expo East 2021. We recognize our trade show has an impact on the environment and our host community. 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.

For 2021, working with Honeycomb Strategies, New Hope Network built upon the observations from 2019 (our last in-person trade show) and implemented a sustainability program aligned with the ISO 20121 event sustainability standard and the Informa Sustainable Event Management System Fundamentals. These efforts include:

- Engaging stakeholders in trade show sustainability efforts and policies through various communication platforms, illustrating a commitment to waste reduction and diversion, energy and water conservation, responsible procurement, carbon management, and community.
- Increasing participation in programs amongst attendees, exhibitors and suppliers.
- Develop and implement sustainability initiatives to meet goals and objectives of Expo East trade show management.
- Develop event content to support the sustainable development of the industry.
- Incorporate event elements which enhance the wellbeing, equality, and accessibility.
- Continual tracking of trade show key performance metrics in Baltimore.
- Encourage event suppliers to implement more sustainable practices leaving a positive legacy from the event.
- Create meaningful partnerships with local non-profits through donations post event of food and materials.



By employing a “plan – do – check – act” process, as well as improved environmental performance and stakeholder engagement through best practices and benchmarks, 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.

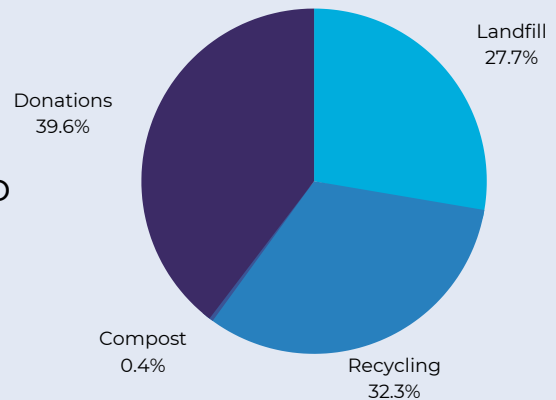
trade show impacts

WASTE DIVERSION



Over 51,000 pounds of food were donated to the Philabundance Food Bank.

Over 5,000 pounds of furniture and other items were donated to the local Habitat for Humanity
Achieved a waste diversion of over 70% from the landfill.



WASTE TYPE	2021 (tons)	2019 (tons)	2018 (tons)	2017 (tons)	2016 (tons)
Landfill	19.79	65.53	62.94	67.68	67.71
Recycling	23.12	40.05	37.15	22.21	28.9
Compost	.26	2.34	.72	1.08	.83
Donations	28.35	32.54	37.55	37.71	23.24
Total Waste	71.52	140.46*	138.35	126.75	122.58
Diverted	51.73 = 72%	74.93 = 53.35%	75.41 = 54.51%	59.07 = 47%	54.87 = 45%
Waste Per Attendee	9.53 lbs	9.69 lbs	9.88 lbs	8.7 lbs	8.75 lbs



trade show impacts

UTILITIES

Utility metrics at Pennsylvania Convention Center were measured for all contracted dates and space, move in through move out.

Water
Consumption:
665,931 gallons



CERTIFICATE NUMBER 16CH35NECOW

Certificate of Water Offset

DATE Quarter 4 - 2021

This certificate confirms to the holder named below, that as of the date noted above, 665,931 gallons of water has been conserved, quantified and verified.

NAME: Natural Products Expo East 2021

This Water Offset Certificate confirms that 665,931 gallons of water has been saved by an alfalfa farmer participating in The Alfalfa Project.

The water offset by this Certificate has been officially retired from the total quantity of water saved through **The Alfalfa Project**.

YEAR	FIELD NUMBER	LOCATION
2016	CH35NE	Kings County, CA

As examined by the independent accounting firm Frazer, LLP

Common Good Water, LLC San Francisco, CA

2021

VERIFIED CARBON OFFSET CERTIFICATE

Energy
Consumption:
936,738 kWh



PRESENTED TO

Natural Products Expo

FOR REDUCING

454 TONS CO₂

Natural Products Expo has offset the emissions related to the 2021 Natural Products Expo East.

<https://registry.terra.org/myModule/rpt/myrpt.asp?r=206&h=133809>

https://www.csaregistries.ca/cleanprojects/masterverrddetails_e.cfm?pid=222&rid=13530

VERIFIED STANDARDS



GreenPrint®

Pete Davis
Pete Davis
CEO, GreenPrint

01.01.2022
Date



SUSTAINABLE DEVELOPMENT GOALS



Expo East supports the UN Sustainable Development Goals (SDG's) with the following practices:

S D G
01-02

No Poverty & Zero Hunger

51,696 lbs of food and product donated to local food pantry, Philabundance, post event.



S D G
03

Good Health and Well-Being

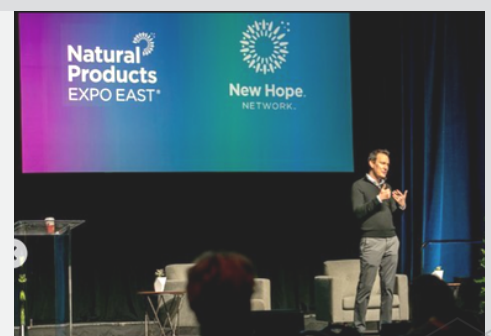
- Vegan and vegetarian options are made available at all food functions.
- Fitness opportunities offered daily to attendees.



S D G
04

Quality Education

Session topics from diverse speakers on issues in the natural food and products industry.



S D G
05

Gender Equality

Partnership with (included). The (included) program partnership is a collective for BIPOC top executives in CPG who are dedicated to one another's success, who advocate for diverse representation, and who commit to amplifying BIPOC voices and brands in our industry
<http://www.includedcpg.com/>



S D G
06

Clean Water and Sanitation and Life Below Water

- Art installation utilizing 10,000 used plastic water bottles to raise awareness on the issue of ocean plastics.
- New Hope Network donated to The Ocean Cleanup on behalf of Natural Products Expo East to support efforts to remove plastic waste from our oceans.



S D G
07

Affordable and Clean Energy

Partnership with GreenPrint to offset carbon footprint at Convention Center.



S D G
08

Decent Work and Economic Growth

Marketplace to showcase new products and create connections in the natural products industry.



S D G

11

Sustainable Cities and Communities

5,000+ LBS of booth materials donated to Habitat for Humanity.



S D G

12

Responsible Consumption and Production

- Recycling and compost bins placed throughout the convention center.
- Recycling and compost porter service available to all exhibitors.
- Elimination of foamcore signage and styrofoam from the show floor.
- Back of house waste sort conducted at the convention center to direct materials to the correct waste stream.
- Plastic water bottles were removed from all concession stands.
- A conference smartphone mobile application provides all conference information including schedule, maps, speaker details, attendee contacts and more.



S D G

13

Climate Action

Hosts Climate Day workshop in partnership with the Climate Collaborative to encourage climate commitments to their operation and other companies in the natural industry.



S D G

17

Partnership for the Goals

- Exhibitor Sustainability Pledge completed by exhibiting companies.
- Partnership with all vendors to implement sustainable practices through procurement guidelines, RFP's and contract language.
- 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.



THE GLOBAL GOALS



Thank you to the NPEE 2021 trade show suppliers for contribution to the content of this report including: Pennsylvania Convention Center, GES, and GreenPrint.

Feedback:

Natural Products Expo is committed to sustainability of our operations and continually improving upon our practices. We welcome comments and feedback from all stakeholders. Please contact New Hope Network Sustainability: sustainability@newhope.com to provide feedback in relation to the Natural Products Sustainability Program.

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