



# Natural Products

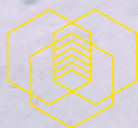
## EXPO WEST®

2018 SUSTAINABILITY REPORT



Prepared by

HONEYCOMB



STRATEGIES

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**NPEW 2018 TRADE SHOW SUMMARY**

**# of Attendees:** 80,000+  
**Dates of Conference:** March 4-12, 2018  
**Location:** Anaheim Convention Center, Anaheim, CA  
**Square Ft:** 1.8 million



**New Hope**<sup>®</sup>  
NETWORK<sup>™</sup>

New Hope Network is proud to continue to build upon our Sustainability Program at Natural Products Expo West 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 West focused efforts in the areas of: waste management, energy and water conservation, sustainable procurement, and community engagement.**



Working with Honeycomb Strategies, New Hope Media and Informa built upon the observations from 2017 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 Anaheim Convention Center, and does not include ancillary events.



**NPEW 2018 TRADE SHOW IMPACTS**

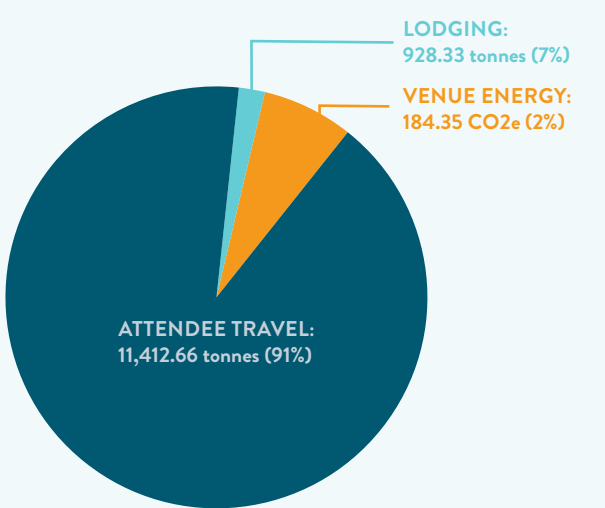
**UTILITY METRICS:**

-  **Energy Consumption:** 895,896 kWh
-  **Solar Energy Produced:** 310,392 kWh

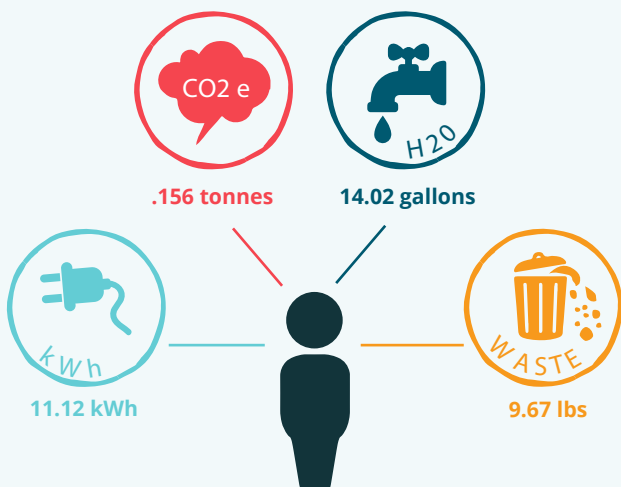
-  **Natural Gas:** 5,904 therms
-  **Water Consumption:** 1,130,000



**CARBON IMPACT**  
TOTAL CO<sub>2</sub>e: 12,525.34



**PER ATTENDEE IMPACTS AT CONVENTION CENTER**



**NPEW 2018 TRADE SHOW IMPACTS**

**WASTE DIVERSION:**

2018 WASTE STREAM (Tons)	MOVE IN (March 3-7)	EVENT (March 8-11)	MOVE OUT (March 12-14)	MOVE OUT (March 3-14)
Recycled Materials (34%)	16.48	31.13	42.71	90.32
Cardboard	8.88	15.46	10.92	35.26
Shrink Wrap	0.04			0.04
Bottles/Cans		2.78		2.78
Donations	--	--	85.18	85.18
Food Waste (Compost)	0.08	0.85	--	0.93
Landfill	32.01	60.42	82.91	175.34
Total Waste	57.49	110.64	221.72	389.85
<b>Diversion Rate</b>	<b>44.32%</b>	<b>45.39%</b>	<b>62.61%</b>	<b>55.02%</b>



**DONATIONS:**

**FOOD DONATIONS:** 146,000 lbs → Second Harvest Food Bank Orange County

**FURNITURE AND BOOTH ITEMS:** 8,302 lbs → Habitat for Humanity



**NPEW 2018 TRADE SHOW IMPACTS**

**GSC IMPACTS:  
CARPET, PADDING, AND VISQUEEN**

TYPE	USE / DESCRIPTION	RETURNED TO INVENTORY	CARPET RECYCLED (SQFT)	CARPET TO LANDFILL (SQFT)	TOTAL AMOUNT USED (SQFT)
GES 130	aisle, mgmt areas, mgmt booth, exhibitor booth	641,240		6,300	647,540
MATRIX / ECHO	aisle, mgmt areas, mgmt booth, exhibitor booth				0
PLUSH	mgmt booth, exhibitor booth	40,450	5,200		45,650
ULTRA PLUS	mgmt booth, exhibitor booth				0
CARPET PADDING	mgmt booth, exhibitor booth	150,300	4,100		154,400
VISQUEEN	mgmt booth, exhibitor booth	19,600	252,400		272,000
<b>CARPET, PADDING, AND VISQUEEN TOTALS</b>		<b>851,590</b>	<b>261,700</b>	<b>6,300</b>	<b>1,119,590</b>
<b>% OF TOTAL</b>		<b>76%</b>	<b>23%</b>	<b>1%</b>	

**SIGNAGE**

SUBSTRATE	QUANTITY	SQ FT
HDPE BANNER, BIO FLEX	444	25,623
FALCON BOARD	1,1448	14,773
DECAL W/ ANTI SKID	928	1,568
WINDOW ADHESIVE	825	6,477
PVC REUSABLE	220	2,735
PSV (CLINGS)	97	1,242

**SUSTAINABLE BOOTH OPTIONS**

New Hope worked with GES to offer two new sustainability options for exhibitors.

1. Recycling and/or compost porter service collection. At Expo West, 17 exhibitors utilized this service.
2. Sustainable rental booth package was offered in the ESK. A total of 10 exhibitors opted in on this package vs. the traditional booth package.



OFFSETS

**RENEWABLE ENERGY CERTIFICATES:**

**ANAHEIM CONVENTION**

**Number of RECs:** 586

**Annual Kilowatt-Hour Equivalent:** 596,000

**HILTON & MARRIOTT**

**Number of RECs:** 117

**Annual Kilowatt-Hour Equivalent:** 117,000

BEF's RECs are Green-e® Energy certified by the Center for Resource Solutions (a national third-party certifier of renewable energy products).

**REC GENERATING PROJECT:**

**Project Name:** Buffalo Gap Wind Projects

**Location:** Abilene, TX

**Capacity:** 232.5-Megawatts (MW)

**Start Up Date:** April 2008

**Project Type:** Wind

**Description:** Commercial operation started in June 2007 at the 232.5-megawatt (MW) Buffalo Gap 2 wind farm expansion near Abilene, Texas. Consisting of 155 GE 1.5 MW Wind turbines, this addition is part of the 2nd expansion of the Buffalo Gap wind farm bringing it to a total wind generation capacity of 524 MW.



OFFSETS

**WATER RESTORATION CERTIFICATES (WRCS)**

Bonneville Environmental Foundation’s Water Restoration Certificates are produced from resources that have been reviewed and found to meet the BEF Flow Program Certification Criteria for Evaluating Proposals to Secure Environmental Flows by the National Fish and Wildlife Foundation. Each WRC represents the restoration of one thousand (1,000) gallons of water returned as instream flow to rivers, streams, lakes, or wetlands to

**ANAHEIM CONVENTION CENTER:**

**Number of WRCs:** 1,130

**Gallon Equivalent:** 1,130,000

**HILTON & MARRIOTT**

**Number of WRCs:** 579

**Gallon Equivalent:** 579,000

**WRC GENERATING PROJECT**

**Project Name:** Sacramento River Wetlands

**Location:** Near Sacramento

**Capacity:** The Nature Conservancy of California

**Start Up Date:** 2015

**Project Type:** Flow Restoration Transaction

**Description:** This project partners with The Nature Conservancy’s (TNC) Bird Returns Program and local rice farmers to keep fields flooded to sustain critical wetland habitat in California’s Central Valley. By providing funding that supports TNC’s Bird Returns Program, rice farmers in California’s Sacramento River basin are able to acquire water and create wetland habitat on their farmland during critical periods of the year to benefit birds migrating on the Pacific Flyway.

**BEF Link:** <http://www.b-e-f.org/project-portfolio/sacramento-river-wetland-enhancement/>

**CtC Link:** <http://changethecourse.us/projects/sacramento-river-wetland-enhancement-project/>

**BWS Link:** <http://businessforwater.org/projects/sacramento-river-wetlands>



# CERTIFICATE OF CLIMATE PROTECTION

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

organised by **New Hope Network**  
is a climate conscious event.

placeholder

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)



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

**NPEW OPPORTUNITIES:**

New Hope, trade show producer of Natural Products Expo, is part of the larger exhibition company Informa. Ben Wielgus, Head of Sustainability for Informa visited the show from move in through move out. The following table outlines his observations and suggestions for the sustainability of Natural Products Expo moving forward:

TOPIC	OBSERVATION	SUGGESTION & RATIONAL
<b>Sharing stories of success</b>	Hundreds of people cheered at New Hope’s presentation about its sustainability commitments when these were announced at NPEW Climate Day 2018. Many of these aren’t new, but this was the first time that even that small audience had seen them	We managed to film a short video about sustainability at the show. This is an introduction, and was done quickly, but it can be used to introduce many of the audience more widely to the work of the show and the venue. A clear distribution plan online and at the event would help increase the number of people who can hear the story
<b>Sustainability booth</b>	The sustainability booth developed at NPEE and present at NPEW was a great tool for communicating what the show does on sustainability. It was developed quickly and efficiently and always seemed to have a lot of people using it as a resting area	This area could be enhanced by making it more of a meeting / recharge / relaxation / wellness area so people also look at the signage or it could be developed into a series of information boards that are spread around site. It may be clearer if the main sign highlighted that it’s for the show, not for New Hope, as some people were confused
<b>Boothmanship</b>	NPEW is one of the few shows seen that provides resources and training on boothmanship. This can be a huge asset given the number of new exhibitors and of benefit to many other Informa shows	John Anderson has negotiated with GES to codevelop a series of boothmanship videos which can be trialled at NPEE and shared with other shows if successful. This can be an ongoing library that is extended and promoted around the group. Other shows are already interested in sharing the videos
<b>More sustainability options for GES</b>	GES provide some sustainable options for booths for exhibitors but take-up is low. The document that they provide appears out of date (Penton branded) and there is likely to be an option to enhance this	Suggested to GES that they might want to consider updating this, including listing things like composting bins etc. Running a sustainable booth could be a topic of the boothmanship videos. This would be a good area for the ops team to follow up on
<b>Styrofoam still onsite</b>	Styrofoam is still an emotive subject being one of the slowest products to break down in landfill. At least 2 stands were observed to be using it mainly for hot drinks/bone broth. None was seen on the food trucks	Suggest that this is banned from the show floor and floor teams briefed to monitor for it

**NPEW OPPORTUNITIES:**

TOPIC	OBSERVATION	SUGGESTION & RATIONAL
<p><b>Sustainability report</b></p>	<p>NPEW is one of the few shows within Informa that does a sustainability report. This is a good place to consolidate information but it's unclear what the download figures for this are and it can be a considerable investment of time</p>	<p>Data is still needed on the show's performance but this may be better used as a management KPI and shared on infographics. Time from the sustainability consultant can then be reallocated to working with the content team to find and tell sustainability stories as well as enacting change on the show which can all be shared in the report</p>
<p><b>Communication on "Purpose"</b></p>	<p>One of the most inspiring goals of the show was the concept of "More Health, More People" supported by the idea of "Find my Spark". There was some signage about this around the site but not as much as might be expected</p>	<p>I'd encourage the show team to be more forthright in telling stories about how more health, for more people has been created when people have found their spark. A story showcase, a video or 5 minute sessions between the main plenaries could work well to inspire others</p>
<p><b>Impact Assessment</b></p>	<p>Visit Anaheim measured the economic impact of the show in previous years but this hasn't been updated and extended to cover more sources of value. As NPEE is moving, there's also an opportunity to do this there.</p>	<p>NPEE is joining the Informa-wide impact assessment pilot to develop a tool that can measure economic, social and environmental impact rigorously and then use this as a tool for negotiating with venues and host cities for greater partnerships. This can then be expanded to NPEW.</p>
<p><b>Video following food donations</b></p>	<p>Although we have filmed a short segment about sustainability at the show this year, one of the most engaging stories was not captured – that of the enthusiastic volunteers from the local food bank collecting and distributing all of the food left behind at the show</p>	<p>Suggest that NPEW plans in a film next year where the end to end process is captured from the collection of donations at the show to shipping, sorting and distribution. Such a video would hopefully resonate with the core values of the show's audience</p>
<p><b>Expansion of carbon offset options</b></p>	<p>Currently there are several types of carbon emissions that are offset via sponsorship and attendee opt in. This normally is used to fund low carbon energy projects in the developing world</p>	<p>Expanding the offset programme to cover more topics might create more attention for the programme but it would also resonate more strongly if the offset projects chosen were more aligned with the industry, such as agroforestry or regenerative farming. This may make the offsets more expensive or less certifiable but it may be a worthwhile trade if it can attract wider sponsors</p>

**NPEW OPPORTUNITIES:**

TOPIC	OBSERVATION	SUGGESTION & RATIONAL
<p><b>Vitamin Angels project</b></p>	<p>The sponsorship team is currently approaching sponsors to fund a project with Vitamin Angels, the show's charity partner. This would allow a field visit to be made to the vitamin projects with members of the sponsors and New Hope</p>	<p>A powerful idea and it can introduce new sources of sponsorship and stories. It is however very important that the show community is brought into the story too rather than it being something that just one sponsor does. Could two people who support VA at the show win a chance to join the project visit or are there other ways of engaging others in the project?</p>
<p><b>Banner replacement</b></p>	<p>Vinyl and PVC banners are one of the most challenging waste streams on any show. Many of those at NPEW are due to be replaced soon</p>	<p>Some of these banners have been turned into bags/gifts for VIPs or local schools and this would be a great use of the old banners. For the replacement signs, alternative materials may also exist instead of PVC and vinyl too so it would be worth challenging the suppliers to see if they can innovate on this</p>

**ADDITIONAL OPPORTUNITIES IDENTIFIED:**

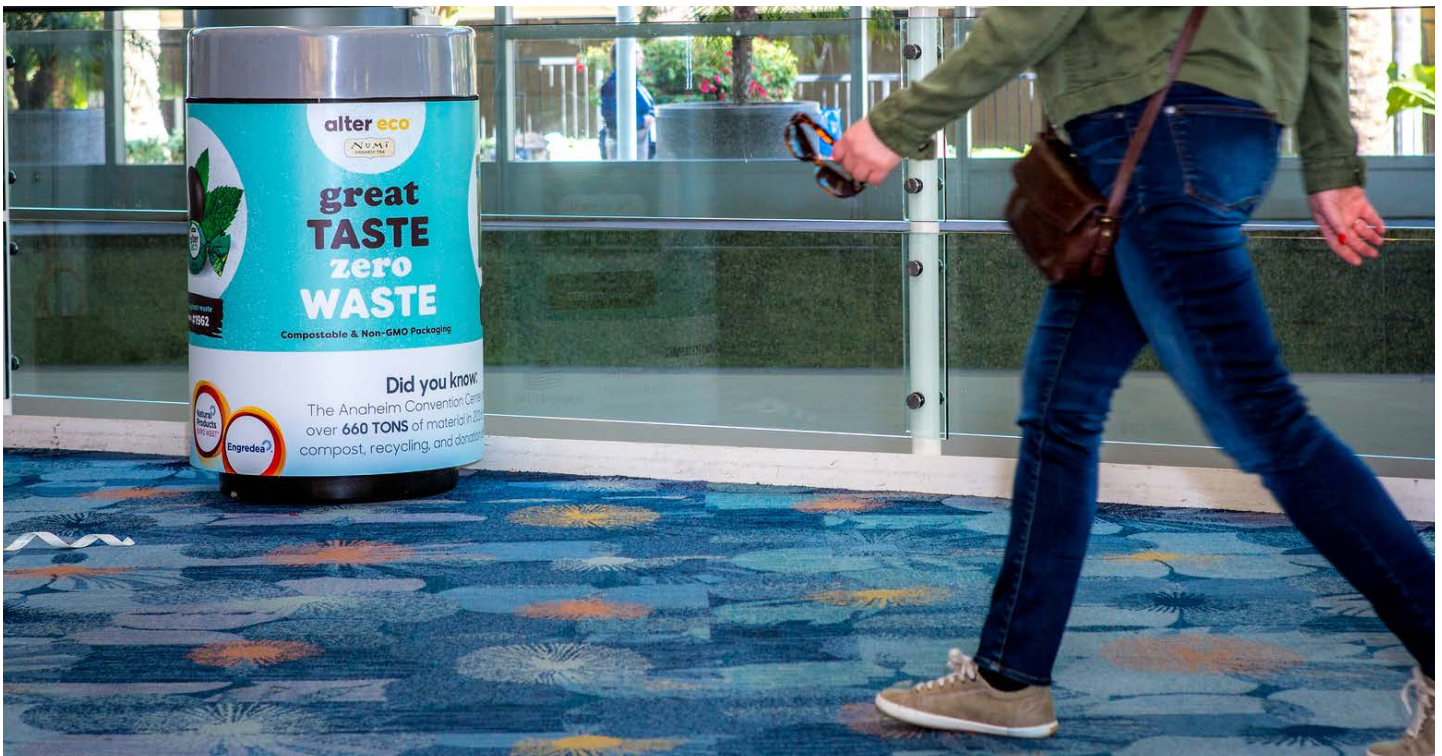
<p><b>Attendee Engagement</b></p>	<p><b>Videos on the website: (sponsor opportunity)</b></p> <ul style="list-style-type: none"> <li>• How to be a “sustainable attendee”</li> <li>• Develop an attendee Sustainability Pledge Program (included on the app)</li> <li>• Increase engagement via social media outlets</li> </ul> <p><b>Onsite Interaction:</b></p> <ul style="list-style-type: none"> <li>• Highlight efforts during General Sessions</li> <li>• Produce a “Behind the Scenes” video</li> <li>• Include highlights in Daily Newsletter</li> </ul> <p><b>Increase visibility on app:</b></p> <ul style="list-style-type: none"> <li>• Button on home page</li> <li>• Gamification for participation</li> </ul> <p><b>Post Event</b></p> <ul style="list-style-type: none"> <li>• Share successes in Thank You email</li> <li>• Include opportunity for Post Event feedback (survey)</li> <li>• Post Sustainability Report on website</li> </ul>
<p><b>Exhibit Hall</b></p>	<ul style="list-style-type: none"> <li>• Include more 3 bin systems throughout the entire building. No single bins.</li> <li>• Increase visibility of recycling/compost option for exhibitors in the ESK.</li> <li>• Add “hard to recycle” collection such as chip bags, etc. as a third option for collection</li> <li>• Add the location of the cardboard collection “pallets” as an item on the mobile app map.</li> </ul>

**Exhibitor Engagement:  
Sustainability Survey**

- 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.

**Community**

- While Natural Products partners with the Food Bank to donated packaged items, there is still opportunities for Aramark 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.
- 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.



EXHIBITOR SURVEY RESULTS

*Thank you to the following exhibitors who participated in the Green Exhibitor Survey and committed to exhibit sustainably:*

- |                                 |                          |                                |
|---------------------------------|--------------------------|--------------------------------|
| MADE OF                         | Tradin Organic           | Midwest Elderberry Cooperative |
| New Wave Enviro                 | ACME Naturals, LLC       | RADIUS                         |
| Spinster Sisters Co.            | The GFB: Gluten Free Bar | Wild Planet Foods              |
| Straus Family Creamery          | Gaia Herbs               | SlantShack Jerky               |
| Gustus Vitae Condiments, LLC    | Salba Corp               | Proud Source Water             |
| Graphic Packaging International | Amafruits                | Bigelow Tea                    |
| Evoke Healthy Foods             | Interpress Technologies  | GloryBee                       |
| Gustus Vitae                    | Pure Ground Ingredients  | Desert Shadow                  |
| Private Label Select            | WILD PLANET FOODS        | cHarissda, LLC                 |
| Grower Direct Nut Co.           | HimalaSalt               | Pre Brands LLC                 |
| Florida Crystals                | Foods Alive Inc          | Trojan Lithograph              |
| FloWater                        | ORGANIC INDIA            | SunRidge Farms                 |
| Wunder Workshop                 | Boulder Organic Foods    |                                |

*The Green Exhibitor Survey focused on the areas: Staff Management, Communications, Waste, Energy, Water, Air Quality, and Procurement.*



## THANK YOU AND ACKNOWLEDGEMENTS:

*Thank you to the NPEW 2018 trade show suppliers for contribution to the content of this report including: Anaheim 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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