# Natural Products EXPOWEST

**2017 SUSTAINABILITY REPORT** 

Emely our Spark

Prepared by STRATEGIES

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# NPEW 2017 TRADE SHOW SUMMARY

# **OF ATTENDEES**: 75,927

DATES OF CONFERENCE:

MOVE IN: March 3rd thru 9th EVENT: March 9th thru 12th MOVE OUT: March 12th thru 14th

**LOCATION:** Anaheim Convention Center, Anaheim, California

**SQUARE FT:** 1.6 Million sqft

ROOM NIGHTS: 35,543 at 55 hotels

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 37th annual Natural Products Expo West & Engredea, is the world's largest natural, organic and healthy products event. In 2017, the event experienced another attendee record-setting year and over 3,100 exhibiting companies.



# SCOPE

For 2017, Natural Products Expo 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 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 trade show practices, the Natural Products Expo planning team will be able to better assess and prioritize their risks and opportunities for future trade shows, 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 trade show venue, the Anaheim Convention Center, and does not include ancillary events.



# ABOUT THE STANDARDS

THE MEETING, INCENTIVES, CONVENTIONS, AND EXHIBITIONS (MICE) INDUSTRY HAS DEVELOPED TWO STANDARDS TO ADDRESS SUSTAINABILITY PRACTICES:



These standards can be used separately or together to develop and implement a sustainability management system, as well as help to establish specific goals and objectives for an event or organization.



### **ABOUT THE STANDARDS**



The ASTM/APEX standards were developed in collaboration with the Green Meeting Industry Council, APEX (the Convention Industry Council's Accepted Practices Exchange) and ASTM (An ANSI certified international standards development organization). The standards outline best practices criteria for the main supplier sectors to the MICE industry including:

Audio/Visual Production	Accommodations	Communications & Marketing
Destination Selection	Exhibits	Food & Beverage
Meeting Venue	Onsite Office	Transportation

Within each of these sectors, criteria has been established in the following eight categories intended to capture the environmental and social impacts of a meeting or event:



Staff Management & Environmental Policy



Energy



Procurement



Communication



Air quality



Community Partners



Waste Management



Water

# THE PURPOSE OF THE STANDARDS IS TO PROMOTE AND DEFINE SUSTAINABLE BEST PRACTICES FOR A MEETING OR EVENT. AS SUCH, THE STANDARDS ARE:

- · measurable,
- available in a tiered system to allow for different levels of engagement,
- address policies,
- hold both the supplier and planner accountable for implementation, and
- complimentary to other meeting industry recognized standards, including ISO 20121.

### **ABOUT THE STANDARDS**

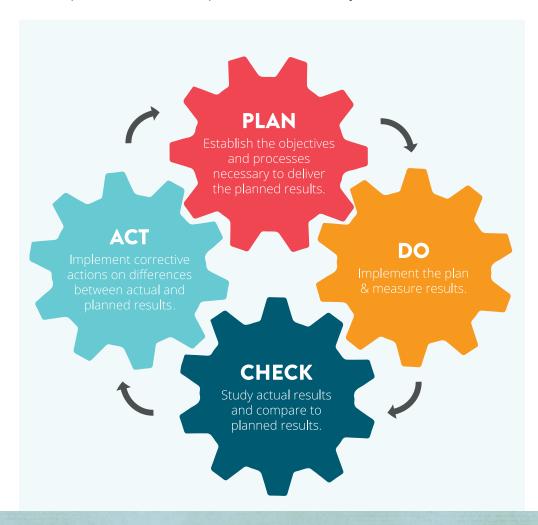


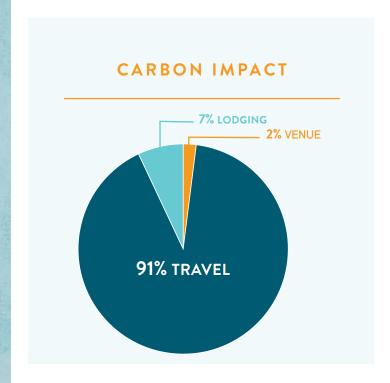
ISO 20121 is an international sustainability standard for the events industry first used at the 2012 London Olympic Games. It is an approach to managing economic, environmental and social impacts in a systematic manner throughout an organization. Focusing on continual improvement and stakeholder engagement, the system can be tailored to an organization's unique operational impacts, scope of influence and goals and objectives. The standard focuses on three areas:

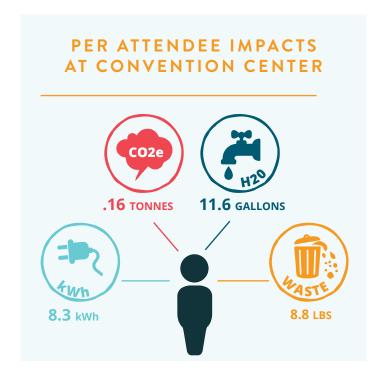
**ECONOMIC:** Operating in a way that is financially viable for the organization, suppliers, sponsors, and attendees.

**ENVIRONMENTAL:** Minimizing the use of resources, reducing waste, tracking carbon and encouraging sustainable procurement.

**SOCIAL:** Engaging attendees and the local community in the efforts of the organization and how they can incorporate sustainable practices where they live and work.









### WASTE CHARACTERIZATION BY THE NUMBERS

ost waste is collected in a single bin at the convention center and transported offsite to the Republic Waste facility to be processed. Exceptions to this process include: 1. Cardboard: which is collected separately and sent for recycling offsite; 2. Materials produced by catering events and in the kitchen: which are processed by Aramark in their back of house "Green Zone". While simple in terms of collection, this process does not allow for the convention center to provide accurate metrics regarding the waste produced and recycled by the event. Therefore, to help better understand the waste stream produced at Natural Products Expo West, the Anaheim Convention Center and Republic conducted a waste audit from a load of waste during various phases of the event: Move In, Event Hours, and Move Out. The results of this waste audit as detailed below demonstrate that 59.5% of the waste produced during the show is recyclable in a municipal facility. The remainder 40.5% of waste was either food waste (therefore compostable), or unable to be processed by a municipal recycling facility (mylar packaging, etc). As a major focus of NPEW exhibitors are food products, it is believed that a significant portion of the remaining 40.5% would be compostable and therefore divertible.

2017 WASTE STREAM (By type of material)	MOVE IN SAMPLE March 9, 2017	EVENT SAMPLE March 11, 2017	EVENT SAMPLE March 14, 2017
OCC (Cardboard)	25%	15%	29.8%
Aluminum Cans			1%
PET #1 (plastic bottles)			3%
PET/AC	2%	8%	
Regit Plastics	3%	5%	2%
Mixed Plastics #3-7			4%
LDPE-D	35%	5%	9.9%
Glass (3-mix)			5%
Metal	3%		
Wood	7%	5%	
Foam	5%		
Carpet	10%	10%	
Styrofoam	0%	2%	5%
Residual (MSW)	10%	50%	40.3%



2017 WASTE STREAM (Tons)	MOVE IN March	<b>EVENT</b> March 10, 11, 12	MOVE OUT March	MOVE OUT March
Recycled Materials	10.73	31.5	28.48	70.36
Cardboard	13.19	21.06	2.58	36.83
Donations			90.32	90.32
Food Waste (Compost)	1.65	0.93		2.58
Landfill	20.82	60.48	54.70	136
Total Waste	44.74	115.27	175.77	336.09
Waste Diversion Rate	53.46%	47.53%	68.88%	59.5%



### **DONATIONS**

### **FOOD & PRODUCT DONATION:**

80.44 tons to Second Harvest Food Bank in Orange County

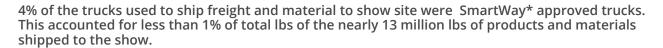
SAND (LEFTOVER FROM EXHIBITOR): 2.35 tons

PALLETS: 7.53 tons

### **GSC IMPACTS**

MATERIAL	USED (SQ FT)	RECYCLED/REUSED	LANDFILLED	2016
CARPET & PADDING	472,010	466,010	Not Reported	Data not available
SIGNAGE	29,082	Not Reported	Not Reported	Data not available
STYRENE	1,987	0	1,987	Data not available
GATORBOARD	814	0	814	Data not available
FOAMCORE	2,471	0	2,471	Data not available
PLEXI	298	0	298	Data not available
FALCONBOARD	13,691	13,691	0	Data not available
VINYL	5,998	0	5,998	Data not available
MESH	1,292	0	1,292	Data not available
PSV	156	0	156	Data not available
IN-BOOTH TRASH BINS	2,131	0	2,131	Data not available
VISQUEEN	142,000	0	142,000	Data not available
VINYL TABLE TOPS	93,600	0	93,600	Data not available





\*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.





CHANGE THE COURSE: SACRAMENTO RIVER WETLAND ENHANCEMENT

LOCATION: California's Central Valley PROJECT PARTNER: The Nature Conservancy START UP DATE: 2015

**PROJECT TYPE:** Water Management Agreements

**BENEFITS:** Groundwater Replenishment, Habitat Improvement and Preservation

**WRCS GENERATED:** Yes





Photos courtesy of Drew Kelly / The Nature Conservancy

# **ABOUT THE PROJECT:**

Rice production accounts for one-fifth of the water consumed to produce the world's crops — a whopping 47.7 trillion cubic feet of water per year. That's equivalent to 540 million Olympic swimming pools positioned end-to-end and then circling the Earth 674 times!

In California's Central Valley, Change the Course is partnering to turn some of that rice water into bird habitat — helping rice farmers and migratory birds flock together to get more value out of California's scarce water.

California is a linchpin of the Pacific Flyway, a grand route of avian migration that spans from Alaska to South America. Birds traveling this pathway come to California to feed, rest and winter in the state's wetlands and forests. They carry nutrients that enrich our soils—including agricultural lands—and play a vital role in the ecosystem as both predators and prey. Shorebirds, waterfowl, songbirds and raptors also generate billions of dollars in revenue from birdwatchers and hunters.

California's wetlands once supported 40 to 80 million waterfowl each winter. Today, almost 95% of wetland habitat has been lost in California's Central Valley. The Sacramento River Wetland Enhancement project partners with The Nature Conservancy's (TNC) Bird Returns Program and local rice farmers to provide water to keep fields flooded during key times of the year, helping sustain critical wetland habitat in California's Central Valley. By providing a relatively small amount of water—and using that water during critical times and in strategic locations—TNC and the Bird Returns Program is able to generate significant wildlife and groundwater replenishment benefits.

Working collaboratively with farmers, this project provides an important new revenue stream for rice growers, while simultaneously creating a water and wetland lifeline for hundreds of thousands of migratory birds. Collectively, a whole series of Bird Returns projects provide 10,000 acres of habitat each year for hundreds of thousands of migrating shorebirds that rely on California's Central Valley.

### **EXHIBITOR SUSTAINABILITY SURVEY:**

The Sustainable Exhibitor Survey was conducted for a second tradeshow, focusing on the areas: Staff Management, Communications, Waste, Energy, Water, Air Quality, and Procurement. These areas of focus encouraged best practices for booth management and exhibitor practices.



# THANK YOU TO THE OVER 60 EXHIBITORS WHO PARTICIPATED IN THE GREEN EXHIBITOR SURVEY AND COMMITTED TO EXHIBIT SUSTAINABLY:

4505 Meats, All Good, ALOHA, Alter Eco, Amafruits, Bare Bones Broth Co., Barilla America, Better Bean Co, Bigelow Tea, Bitty Foods, Boulder Organic!, BSCG, Chobani, Ciranda, Inc., Counter Culture Coffee, Dollop Gourmet, Dr. Brite, DrTung's, Dundee Fruit Company, Evoke Healthy Foods, Green Sheep Water, GURU Beverage Co., Gustus Vitae, Herbaland Naturals Inc, HimalaSalt, Hubei Mingda Plastics Products Co., Ltd., Humboldt Chocolate, Innocent Chocolate, Kuju Coffee, Lively Up Your Breath, LLC, Luna & Larry's Coconut Bliss, Luvo, Inc., Manini's, Mellisa B Naturally, Mercer Foods, Miss Jones Baking Co., NATURAL COTTON COLOR, NATUREWISE, New Nordic US Inc., New Wave Enviro, Ocean's Halo of New Frontier Foods Inc., Pacific Foods, Pet Flavors Inc., Prana Chai North America, Pura Stainless LLC, Quinn Snacks, RAPID OVERSEAS, Rau Chocolate, Reallygoods / Gorilly Goods, ReGrained, Riley's Premium Pet Products, SEPPIC Inc., Sparkling ICE / Talking Rain Beverage Co., Spicely Organics, Tenayo, Travertine Spa Collection, U.Konserve / Kids Konserve, Viking Masek, Wize Monkey, World Centric, YOOT

### THANK YOUS AND ACKNOWLEDGEMENTS:

Thank you to the NPEW 2017 trade show suppliers for contribution to the content of this report including: Anaheim Convention Center, Aramark, GES, 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 at: <u>sustainability@newhope.com</u> to provide feedback in relation to the Natural Products Sustainability Program.

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