Natural Products EXPOWEST

2017 SUSTAINABILITY REPORT

and your 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



Communicatio n



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:

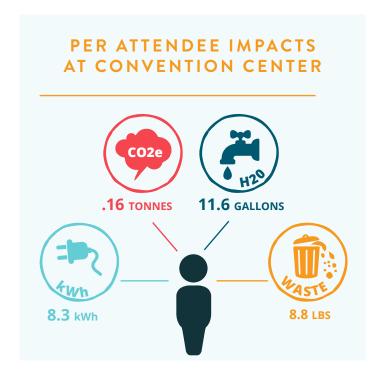
ECONOMIC: Operating in a way that is financially viable for the organization, suppliers, sponsors, and attendees.

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.



7% LODGING 2% VENUE 91% TRAVEL





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 | EVENT 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

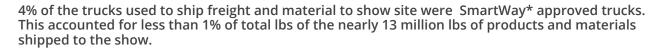
SAND (LEFTOVER FROM EXHIBITOR): 2.35 tons

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.

NPEW 2017: BEST PRACTICES AND OPPORTUNITIES

The following table identifies best practices at NPEW 17 and key opportunities for NPEW 2018 and beyond. These opportunities and strategies are based on the criteria as outlined by the industry sustainability standards: ISO 20121, ASTM/APEX, and industry best practices. These strategies are intended to assist NPEW in developing a strategic sustainability plan for NPEW 2018 that focuses on continual improvement and stakeholder engagement.

FOCUS AREA

BEST PRACTICE

GOALS & OPPORTUNITIES

ENGAGEMENT: A key aspect of both the ASTM/APEX and ISO standards includes stakeholder engagement. These stakeholders include (but are not limited to): suppliers, attendees, sponsors, and exhibitors. This engagement helps to communicate sustainability goals and expectations, prioritize issues, develop operational plans, educate all stakeholders, and encourage valuable feedback.

ATTENDEE ENGAGEMENT



NPEW engaged attendees at various points throughout the trade show regarding their sustainability goals and

Pre-event: A sustainability page was created on the website identifying sustainability efforts of the trade show and key suppliers, offering attendee tips on how to act more sustainable at the trade

Onsite Engagement: During the trade show attendees were reminded of the sustainability efforts at various points including a section on the mobile app identifying sustainable exhibitors and signage placed at the convention center entrance.

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

- Videos on the website: (sponsor opportunity)
 - How to be a "sustainable attendee" - NPEW Sustainability Highlights video
- Develop an attendee Sustainability Pledge Program (include on the mobile app and sustainability page)
- Increase engagement via social media outlets by incorporating tips into the calendar
- Onsite Interaction:
 - Create interactive Sustainability Pavilion with real time data
 - Increase visibility of signage placed

 - throughout the venue

 Produce a "Behind the Scene" video

 Include highlights in Daily Newsletter
 Include messaging as Push Notifications
- Increase visibility on app:
 - Button on home page Gamification for participation
 - Push notifications
- Post Event

 - Share successes in Thank You email Include opportunity for Post Event feedback (survey)
 - Post Sustainability Report on website

SUPPLIER ENGAGEMENT

Understanding the importance of this engagement, the NPEW trade show team worked with key suppliers including the Anaheim Convention Center, GES, and Aramark early on in the planning process to help identify sustainability goals and expectations. This included setting expectations for waste reduction and diversion, procurement, and metrics tracking.

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 NPEW sustainability. To help support sustainability tracking, it is important to establish the requirement for timely reporting of impacts.

EXHIBITOR ENGAGEMENT: REFER TO "EXHIBITS" SECTION OF REPORT.

FOCUS AREA

BEST PRACTICE

GOALS & OPPORTUNITIES

COMMUNICATION & MARKETING: Sustainable procurement of marketing materials and utilization of communication technologies can contribute significantly to the conservation of resources, save money, and improve the attendee experience through increased engagement.

Targets and objectives were integrated into the sustainability action plan. The targets focused on reducing the overall productions of materials produced and increasing the procurement of materials that are recyclable or contain recycled content. Examples include:

- NPEW smartphone mobile application created. The app provided all trade show information including: schedule, maps, speaker details, attendee contacts and more.
- · Onsite badge printing, with no plastic insert
- · Trade show bags given to buyers only
- · Lanyard collection/Badge recycling

- Insert sustainability language into all contracts with communication and marketing suppliers.
- Establish environmental procurement guidelines and track these purchases by dollar amount. A minimum goal of 45% of all C&M purchases should meet the criteria. Examples of these criteria include: products containing post-consumer content, biodegradable or organic, renewable materials, etc.
- A priority should also continue to be place on electronic communication.
- ${}^{\textstyle \bullet}$ Eliminate foamcore for show $\,$ produced signage and the option for exhibitors.

VENUE: The Anaheim Convention Center, the host venue for NPEW is a LEED Gold certified building.

WASTE MANAGEMENT



The Anaheim Convention Center has a unique waste collection and diversion system. As a municipal building, all of the wasted collected goes to a Republic Waste facility. It is claimed that all waste is then sorted at the facility, therefore eliminating the need for separate trash bins onsite at the venue. Because of this arrangement, the ACC is unable to provide accurate waste diversion metrics beyond the assumed waste diversion of 35% or more that is the diversion rate of the city. To help gain a better idea of the waste collected, NPEW requested a waste characterization of a haul during three distinct waste periods: movein, event day, and move out. The results of this characterization are highlighted in the Metrics section of this report.

Compost collection was not originally offered or available by the ACC. However, working with the waste hauler, Republic, they were able to get approval for a "trial" compost collection. This compost collection was placed at each of the dish washing stations used by the exhibitors.

To continually improve the waste diversion of the event and provide accurate data, the following is suggested:

- Rather than a single bin for all waste, place separate waste bins for recycling and landfill collection that are clearly labeled and paired.
- If separate bins are not available for Front of House, conduct a Back of House sort for recyclables, cardboard, compostables, and packaging.
- Expand opportunities for compost collections to front of house opportunities.

UTILITIES



The ACC has many energy efficiencies in place including a 300,000-square-foot solar array of 7,900 panels spans the roofs of Exhibit Halls A, B and C. This system generates an estimated 3.6 million kilowatt hours of electricity annually. The venue also has a sustainability point person to help implement initiatives and support the program. As part of this role, accurate water and energy data was provided in the post-event report.

EXHIBITS / EXHIBITORS: With nearly 2,800 exhibiting companies and organizations, increasing the sustainability of the exhibit hall show floor greatly increases the overall impact of the show. This can be achieved through a combined effort of the show management, the General Services Contractor, and the Exhibitors.

GENERAL SERVICES CONTRACTOR

GES Decorating is the General Services Contractor for the show. NPEW sustainability goals and criteria were communicated to GES during the planning process. These goals included a prioritization of sustainable materials, and reporting expectations. GES provided a post event sustainability report which included detailed show metrics regarding: graphics, carpet, GES staff travel, and freight and fuels.

Additional opportunities for GES to support the sustainability efforts of NPEW include:

- Offer only sustainable options to exhibitors in the exhibitor kit OR highlight sustainable attributes of various materials, etc.
- Include sustainability messaging to exhibitors through the Exhibitor Kit. Examples include:

| FOCUS AREA | BEST PRACTICE | GOALS & OPPORTUNITIES |
|--|--|---|
| GENERAL SERVICES CONTRACTOR CONTINUED | DESTRICTION | Information on recycling and composting at the show Donation information Options for recycling and Compost Porter service Offer fully "sustainable booth" option Link to the Sustainability Survey Partner with GES Account Manager to procure sustainable products whenever available and inform of new products on the market. Communicate with GES Foreman to ensure recyclable products are recycled, donated items are donated, etc. Work together to identify areas to reduce waste. Ensure all banners are either reused or repurposed as bags. Eliminate the use of compostable bags in the booth trash bins as this leads to confusion. Provide accurate reporting within 30 days of show close. United Services could increase training and awareness among their staff. Prior to the show, a waste management plan should be developed including: GES, United, the CC, and the sustainability consultant. Plan would also include proper training of United staff. |
| GENERAL SERVICES CONTRACTOR: UNITED SERVICES | A greater effort was made to include United Services (the janitorial team) into the sustainability plan. There were several pre-show meetings to discuss ways to incorporate compost collection to the show floor. Onsite training was given to United staff regarding the compost and recycling efforts of the event. This staff also picked up the show floor waste. | The United team staff was helpful in the diversion of materials at the dishwashing stations. It is suggested that the coordination continue between all the stakeholders moving forward. |
| EXHIBITORS: WASTE MANAGEMENT Donations only please no training please on training please of training please | A very robust exhibitor donation program is implemented in partnership with the Second Harvest Food Bank. New this year was the intention to collect leftover booth items such as chairs, tables, etc. 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. Honeycomb Strategies representatives then handed out the designated donation stickers to exhibitors who had filled out a form. GES partnered with NPEW to encourage exhibitors to breakdown their cardboard boxes by providing all exhibitors with a box cutter. The goal of this effort was to increase the amount of cardboard collected and recycled, while also making it easier for housekeeping to keep the show floor clean. In addition, pallets were placed at various locations throughout the halls for exhibitors to place broken down cardboard. This made the pick up of boxes easier by United and created a cleaner hall. Compostable and/or recyclable serving materials were used by the vast majority of exhibitors who were providing samples. However, there were not many options for attendees to properly dispose of the service ware at the booth. Some exhibitors brought their own compost bin and separated out their compostable products and used the dishwashing station compost bins. | While the food donation program was successful, there was a miscommunication regarding the collection of the booth material items resulting in none of the items getting picked up. For the future, the same process will be in place to identify donations, however a list of these booths will then be communicated to GES. There is a major opportunity to increase the waste diversion and improve the overall waste management of the show floor by addressing exhibitor waste. Many exhibitors seemed to be confused and dissatisfied with the process of disposing their waste. |

FOCUS AREA

EXHIBITOR ENGAGEMENT



BEST PRACTICE

The Exhibitor Sustainability Survey was simplified and distributed to all exhibitors via email and on the website. Over 60 exhibitors participated by making sustainability story. NPEW recognized these exhibitors on the trade show mobile app and signage at the entrance of the show as "Sustainable Exhibitors". Honeycomb Strategies representative also spoke with each exhibitor thanking them for their participation and gathering feedback on the survey.

GOALS & OPPORTUNITIES

Based on observations and feedback from exhibitors, the following suggestions may increase participation:

- · Develop better incentives for participation
- · Increase visibility of Sustainable Exhibitors
- 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.

Additional engagement 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

FOOD & BEVERAGE: As the industry leading show focused on increasing the healthy food, sustainable food and beverage was a strong focus of the events.

- The "Green Zone" is the ACC's on-site recycling center that turns kitchen food scraps into nutrient-rich compost. This compost is used for the landscape beautification of the Anaheim Resort district. Recyclable plastic bottles and aluminum cars are also processed here.
- A 2,000-square-foot green roof atop the Arena box office is a garden grows adaptive plants and herbs.
- · Use of biodegradable utensils, cups and serving plates.
- · On-site rooftop chef's garden
- Owners of sustainable, humanely raised, grass fed cattle at Hearst Ranch
- · Use of humanely raised poultry and other products
- Use of a Seafood WATCH list to determine safe fish choices
- · Use of cage-free eggs
- Member of the Rainforest Alliance using certified "shade grown coffee"
- 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.

Additional opportunities to partner with Aramark to increase the sustainability of NPEW F&B. These include:

- Track purchases per sustainable attributes as identified by NPEW. This will allow NPEW to establish a baseline metric of food and beverage at the trade show which meet an Environmental Procurement Policy.
- While collection of compostables is a practice observed in some areas of the kitchen, opportunities exist to further expand BOH (back of house) and FOH (front of house) compost program to all food functions.
- Ask attendees to make a Meat Free pledge for the trade show and track participation.



COMMUNITY BREAKFAST: A sponsored breakfast is offered to all attendees during the tradeshow. For NPEW 2017, the breakfast was sponsored by Boulder Brands. Due to the expansion of the exhibitor in the Marriot Hotel, the breakfast was moved to an event tent located in the hotel parking lot.

The Boulder Brands Community Breakfast had an initial goal of Zero Waste. However, the Marriott does not offer a compost program, therefore NPEE was unable to collect and process these materials. The goal was revised to focus on recycling the packaging materials from the food products using TerraCycle boxes.



TerraCycle bins provide a valuable service of recycling materials that are unable to go into a municipal recycling facility. These bins were placed throughout the breakfast to capture the packaging. Unfortunately the bins were too contaminated with food waste and other materials. If the TerraCycle bins were to be used again, it is suggested that they either be monitored or used in the back of house only.

ACCOMMODATIONS: NPEW reserves a large room block of over 55 hotels throughout Anaheim. These hotels were not fully assessed in 2017.

- To fully understand the sustainability practices of Anaheim Hotels, it is suggested to create and send a sustainability survey to all hotels in the NPEW room block.
- As tradeshow activity has expanded to the Hilton and Marriott, it is suggested these operations be incorporated into the overall sustainability plan and metrics tracking.

COMMUNITY: Through various efforts and partnerships, Natural Products strives to leave a positive legacy in the host city of Anaheim and be leaders in our industry.

All leftover product from events and booths were donated to Second Hope in Orange County for a total of 80.44 tons.

New Hope Sustainability Program – launched at NPEE 2016 and benefits and features several community partners.

- 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 a "centerpiece" of a "sustainability pavilion".
- · Encourage major hotels participate in Clean the World

OFFSETS: While NPEW is making efforts to reduce the environmental impacts of the trade show, it is also understood that these impacts will never be eliminated completely. Therefore, efforts are in place to measure and offset these impacts.

Through a sponsorship with Whitewave, the water and energy consumed at the venue and major trade show hotels was offset through the **Bonneville Environmental Foundation**, click **here** to learn more about the 2017 project.



- As attendee and staff travel accounts for 91% of the total CO2 emissions of the trade show, it is suggested that NPEW 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.

AV/PRODUCTION: Audio visual (AV) and production encompass the range of services required to provide staging, décor, scenic elements, audio, video, lighting, and technical production for an event. Implementing sustainable practices into these elements often can reduce waste produced and energy consumption.

Targets and objectives were integrated into the sustainability action plan. The targets focused on: energy conservation of equipment, conscious decisions about resource use (Set/equipment/green room), and donation of leftover set décor.

During this analysis Audio Visual (A/V) practices were not fully assessed to the ASTM/APEX standards. For future trade shows to demonstrate adherence to the ASTM/APEX criteria, sustainability language should be inserted into all contracts with A/V suppliers. The ASTM/APEX supplier standard provides an outline of AV best practices and can be used as a tool when working with A/V suppliers.

DESTINATION:

During this analysis the CVB practices were not fully assessed to the ASTM/APEX standards. For future trade shows to demonstrate adherence to the ASTM/APEX criteria, NPEW could partner with Visit Anaheim to identify community engagement opportunities.

TRANSPORTATION: Transportation plays a major role in the sustainability of an event and encompasses: transporting participants to/from trade show related events, transporting participants between trade show facilities and hotels, and transportation of materials. Transportation companies include: bus, charter, limousine, airlines, freight forwarders, taxi, ferry boat, van pool, rail and ground operators, and rental car agencies.

- During this analysis the Transportation practices were not fully assessed to the ASTM/APEX standards. For future trade shows to demonstrate adherence to the ASTM/APEX criteria, sustainability language should be inserted into all contracts with Transportation suppliers. The ASTM/APEX supplier standard provides an outline of best practices and can be used as a tool when working with Transportation suppliers.
- Promotion of Ride Sharing may help reduce the impact of attendee travel. Options to education attendees include: website, event mobile app, signage at the airport and hotel suggesting a meeting spot for carpools, etc.
- · NPEW could also work with GES to use ONLY SmartWay transport companies for the movement of freight.

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



ISO 20121 ENVIRONMENTAL MANAGEMENT SYSTEM IMPLEMENTATION



| FOCUS AREA | OPPORTUNITY planned results. |
|--|---|
| ISO PROCESS | While stakeholder engagement was present throughout the entire trade show, an opportunity exists to expand and formalize the engagement process per the ISO 20121 framework. This process should include the entire Natural Products Planning team and occur on an annual or semi-annual basis. During this process, all elements as outlined by the ISO 20121 criteria should be addressed as follows: |
| ISO PROCESS: STAKEHOLDERS | Conduct and document process for identification and prioritization of stakeholders. For TIA these may include (although not limited to) the following: 1. Attendees 2. Exhibitors 3. Suppliers (venue, hotels, GSC, Transportation, etc.) 4. Sponsors and Partner events 5. NPEW Planning Team 6. Local Organizing Committee and Volunteers |
| ISO PROCESS: SUSTAINABILITY ISSUES & GOALS | Once stakeholders are identified and prioritized, issues and objectives should be identified and prioritized. Document the process for identifying and prioritizing these goals and issues per the following: Issue-> Opportunity-> Objective -> Target -> Performance |
| ISO PROCESS: COMMUNICATION & FEEDBACK | Identify and utilize communication and feedback mechanisms, including but not limited to the following: 1. Natural Products Expo website 2. Email blasts 3. Online registration 4. Case studies 5. Online surveys (pre and post) 6. Onsite publications |
| ISO PROCESS: OPERATIONAL PLAN | Document operational procedures to plan, implement and control the processes needed to meet the operational requirements, and to implement the actions as defined for the event. |
| ISO PROCESS: MAINTENANCE | Document how information required by the event sustainability management system and the ISO 20121 Standard is created and maintained, and the responsible individuals/departments. |
| ISO PROCESS: NONCONFORMITY | Document procedure for identifying, preventing, and correcting nonconformity. |
| ISO PROCESS: MONITORING & MEASUREMENT | Document methodology for monitoring, measurement, analysis and evaluation. Identify when the monitoring and measurement take place and when/how results are analyzed and evaluated. |

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: sustainability@newhope.com to provide feedback in relation to the Natural Products Sustainability Program.

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