



Natural Products EXPO WEST®

2019 SUSTAINABILITY REPORT

Prepared by HONEYCOMB  STRATEGIES

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NPEW 2018 TRADE SHOW SUMMARY

DATES OF THE TRADE SHOW: March 5-9, 2019

LOCATION: Anaheim Convention Center, Anaheim, CA

SQUARE FT: 1.8 million

ATTENDEES: 86,000+

EXHIBITORS: 3,500

ROOM NIGHTS: 55 hotels with over 40,000 room nights

MOBILE APP DOWNLOADS: 25,000

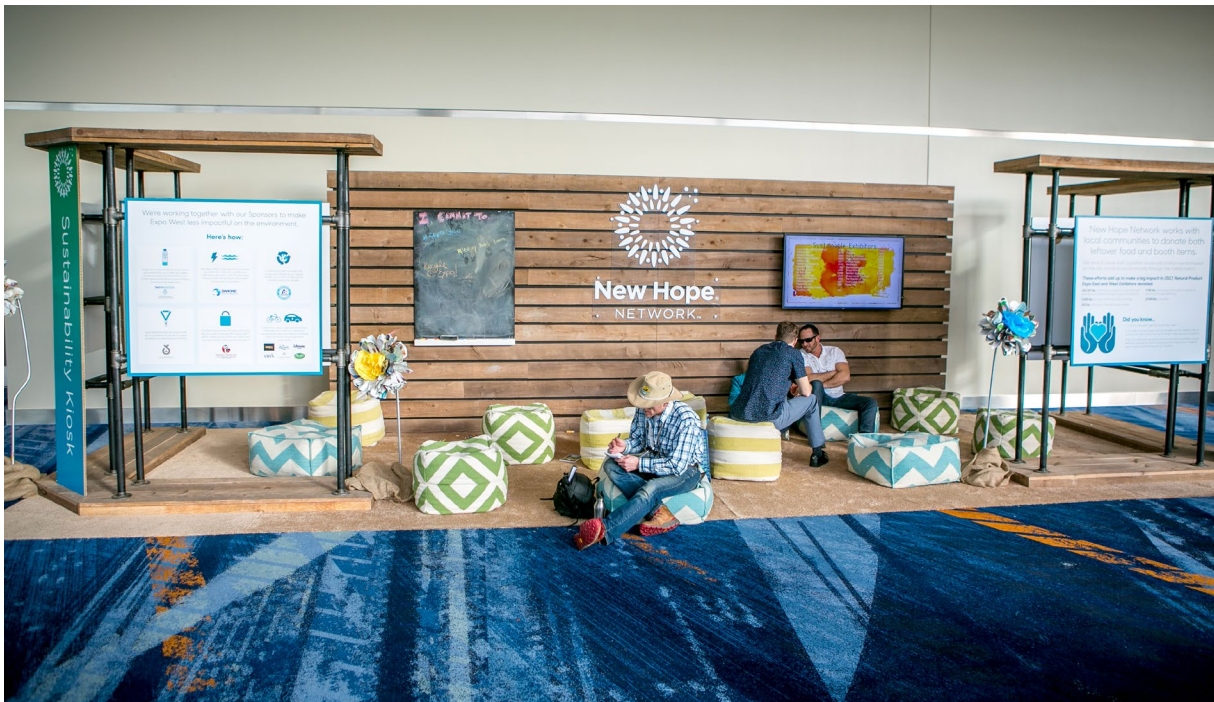


New Hope Network is proud to continue to build upon our Sustainability Program at Natural Products Expo West. We recognize our trade show has an impact on the environment. Through our Sustainability Program, we are striving to identify, understand, and address these impacts to achieve continual improvement year after year. Thank you to all our partners who help make this happen.

SCOPE

For 2019, 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 2018 and implemented a sustainability program aligned with the two event sustainability standards, ISO 20121 and 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 year to year 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 host hotels, and does not include ancillary events.



NPEW 2019 TRADE SHOW IMPACTS

UTILITY METRICS:



ENERGY CONSUMPTION: 887,180 KWH



NATURAL GAS: 7,847 THERMS



SOLAR ENERGY PRODUCED: 66,227 KWH



WATER CONSUMPTION: 825,000 GALLONS

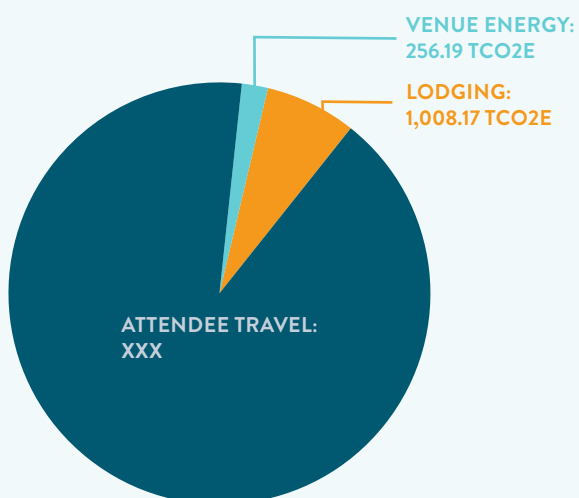


TOTAL NET ENERGY: 820,953 KWH

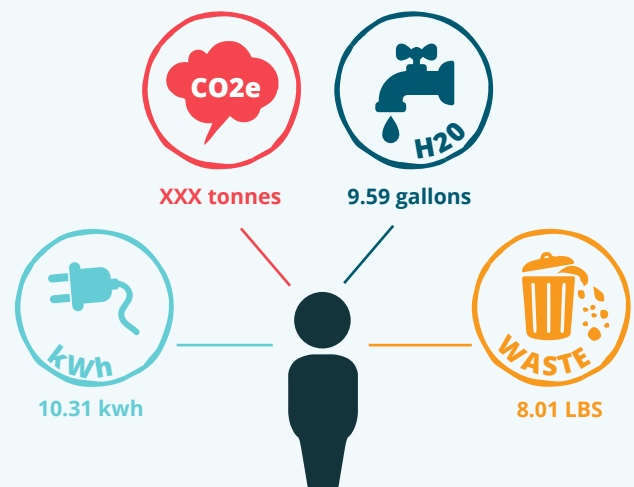


CARBON IMPACT

TOTAL CO₂e: XXX



PER ATTENDEE IMPACTS AT CONVENTION CENTER



NPEW 2019 TRADE SHOW IMPACTS

WASTE DIVERSION:

WASTE STREAM (Tons)	MOVE IN (Feb 28-Mar 6)	EVENT (March 7-9)	MOVE OUT (March 10-12)	EVENT TOTAL IMPACT
Recycled Materials (34%)	12.2	33.6 tons	48.8	94.6
Cardboard	10 tons	13.4 tons	33.4 tons	56.8 tons
Shrink Wrap			.5 tons	.5 tons
Bottles/Cans			6 tons	6 tons
Donations			1.9 tons	1.9 tons
Food Waste (Compost)			1.3 tons	1.3 tons
Landfill	23.7 tons	65 tons	94.8 tons	183.5 tons
Total Waste	45.9 tons	112 tons	186.7 tons	344.6 tons
Diversion Rate	48%	42%	49%	47%

DONATIONS:

Donation Type	Weight	Recipient Organization
Exhibitor Food Donations	135,530 lbs	Second Harvest
Exhibitor Food Donations	Not provided	Food Finders
Aramark Food Donation	15,400 lbs	Food Finders
Furniture and Booth Items	3,797 lbs	Habitat for Humanity

WASTE CHARACTERIZATION: During the move in, event, and move out, the ACC audited a load of waste to get an understanding of the type of material being produced at the event.

2019 Waste Stream (by type of material)	Move In Sample 3/6/2019	Event Sample 3/7/2019	Event Sample 3/7/2019
Clean Paper	3.6%	6.1%	--
Clean OCC	4.3%	12.3%	--
(FE) Tin Cans	.3%	--	1.3%
Mixed Metals	4.9%	7.7%	--
Aluminum Cans	.1%	.1%	1.2%
PET	.3%	.3%	2.7%
HDPE Natural	.2%	--	1.3%
HDPE Color	--	--	--
#3-7 Plastics	6.2%	1.4%	8.4%
LDPE	44.5%	32.7%	1.9%
Rigid Plastics	--	6.2%	--
Glass	--	--	2.2%
Wood	--	6.5%	.6%
Foam	3.9%	5%	--
Concrete/Rocks	--	--	--
Misc (others)	--	--	--
Dirty OCC/Paper	26.8%	21.2%	42.3%
Textiles	3.2%	.4%	--
Organics	1.7%	--	38.2%
Residual MSW	--	--	--



NPEW 2019 TRADE SHOW IMPACTS

GSC IMPACTS: Natural Products partners with GES to increase and track the procurement of sustainable materials used to produce our show. Year after year we strive to eliminate non-recyclable substrates and focus on material reuse. In addition, for the second year New Hope worked with GES to offer two sustainability options for exhibitors.

1. Recycling and/or compost porter service collection. At Expo West, 34 exhibitors utilized this service. This was an increase from 17 in 2018.
2. Sustainable rental booth package was offered in the ESK. A total of 8 exhibitors opted in on this package vs. the traditional booth package.

CARPET, PADDING, AND VISQUEEN

TYPE	USE / DESCRIPTION	RETURNED TO INVENTORY	RECYCLED (SQFT)	LANDFILL (SQFT)	TOTAL AMOUNT USED (SQFT)
GES 130	aisle, mgmt areas, mgmt booth, exhibitor booth	298,785	7,000		305,785
MATRIX / ECHO	aisle, mgmt areas, mgmt booth, exhibitor booth				0
PLUSH	mgmt booth, exhibitor booth		3,020		3,020
ULTRA PLUS	mgmt booth, exhibitor booth				0
CARPET PADDING	mgmt booth, exhibitor booth	150,880		4,500	155,380
VISQUEEN		15,200		263,200	278,400
CARPET, PADDING, AND VISQUEEN TOTALS		464,865	10,020	267,700	742,585
% OF TOTAL		63%	1%	36%	

MISCELLANEOUS

MATERIAL	USE / DESCRIPTION	RETURNED TO INVENTORY	QTY RECYCLED	QTY TO LANDFILL	TOTAL QTY USED
TABLE TOP COVER (SQFT)		4,800		100,800	105,600
PLASTIC WASTEBASKET		2,131	10		2,141
CARDBOARD WASTEBASKET		10	190		200
TAPE-2"x36yd d/f (# OF ROLLS)		72		792	864
TAPE-2"x100yd d/f (# OF ROLLS)		36		324	360
TAPE-3"x100yd d/f (# OF ROLLS)		24		168	192
CARDBOARD RAILROAD BASE		336	30		366
MISCELLANEOUS TOTALS		7,409	230	102,084	109,723
% OF TOTAL		7%	>1%	92%	

NPEW 2019 TRADE SHOW IMPACTS

GRAPHICS

MATERIAL	USE / DESCRIPTION	GRAPHICS SAVED BY SHOW MGMT OR RECLAIMED BY DECORATOR OR DONATED (SQFT)	GRAPHICS RECYCLED (SQFT)	GRAPHICS TO LANDFILL (SQFT)	TOTAL AMOUNT PRODUCED (SQFT)
Total Graphics Produced in 2019 breakdown by material.	Approximately 12,479 sq ft banners went to New Hope office. 2020 is a new show look year. No graphics were saved by GES.	16,813	18,130	19,930	54,873
% OF TOTAL		31%	33%	36%	

SUBSTRATE	USE	RECYCLABLE	2018 (SQFT)	2019 (SQFT)
FALCON BOARD	Signs, structural units, hanging signs, directionals, lightweight	YES	14,773	14,016
ID SIGNS	Card stock	YES		156
SHOWCARD	Card stock	YES		0
EASEL BACK	Table top signs	YES		139
FLOOR DECALS ANTI-SKID	Indoor/outdoor floor graphics	NO	1,568	2,444
GATORBOARD	Signs, structural units, hanging signs, directional, overlay, custom cut graphics	NO		1,898
PLEXI 1/8" CLEAR/MILK/WHITE	Lightboxes, structural units, 2nd surface print option	REUSABLE		112
PSV	Pressure sensitive vinyl, printable graphic, decals, floor graphics, overlays, permanent and removable	NO	1,242	324
STYRENE	Structural units, overlay, insert to structure, substitutes for end caps or backlit applications	YES		1,121
VINYL BANNER	Vinyl	NO		7,510
WINDOW CLING, LIGHT ADHESIVE, LIGHT ADHESIVE OPAQUE	Static charged plastic that sticks to glass or mirrors	NO	6,477	17,162
HDPE BANNER, BIO FLEX	Green alternative for banner and front lit signs	YES	25,623	4,969
MESH BANNER	Banner has small holes to allow wind dissipation	REUSABLE		800
PVC REUSABLE	Structural units, overlay, indoor, outdoor, panels, curved GEM units	REUSABLE	2,735	4,222
TOTAL			52,418	54,873

OFFSETS

RENEWABLE ENERGY OFFSETS AT ANAHEIM CONVENTION CENTER, HILTON, AND MARRIOTT



CERTIFICATE #9593 - 03/25/2019

THE BONNEVILLE ENVIRONMENTAL FOUNDATION (BEF) HONORS

New Hope Network for Anaheim Convention Center Expo West 2019

Through your purchase of Renewable Energy Certificates (RECs) from BEF, you have supported the development of renewable energy projects where clean energy is delivered to the North American power grid, it avoids carbon emissions from fossil-fuel based electricity.

RECs purchased from BEF are sourced from 100% new, renewable resources and are Green-e® Energy Certified. For more information regarding our REC supply sources, visit b-e-f.org/energy-portfolio.



Todd Reeve | BEF CEO

PURCHASE DETAILS AND EQUIVALENCIES:

586

NUMBER OF RENEWABLE ENERGY CERTIFICATES (RECS) PURCHASED. EACH REC IS EQUIVALENT TO THE NON-POWER ENVIRONMENT ATTRIBUTES OF 1,000 KILOWATT-HOURS OF RENEWABLE ENERGY.

YOUR PURCHASE IS THE EQUIVALENT OF THE ELECTRICITY USED TO POWER

54.2

AVERAGE U.S. HOMES FOR ONE YEAR



CERTIFICATE #9595 - 03/25/2019

THE BONNEVILLE ENVIRONMENTAL FOUNDATION (BEF) HONORS

New Hope Network 100% electricity for Expo West Hilton/Marriot lodging

Through your purchase of Renewable Energy Certificates (RECs) from BEF, you have supported the development of renewable energy projects where clean energy is delivered to the North American power grid, it avoids carbon emissions from fossil-fuel based electricity.

RECs purchased from BEF are sourced from 100% new, renewable resources and are Green-e® Energy Certified. For more information regarding our REC supply sources, visit b-e-f.org/energy-portfolio.



Todd Reeve | BEF CEO

PURCHASE DETAILS AND EQUIVALENCIES:

117

NUMBER OF RENEWABLE ENERGY CERTIFICATES (RECS) PURCHASED. EACH REC IS EQUIVALENT TO THE NON-POWER ENVIRONMENT ATTRIBUTES OF 1,000 KILOWATT-HOURS OF RENEWABLE ENERGY.

YOUR PURCHASE IS THE EQUIVALENT OF THE ELECTRICITY USED TO POWER

10.82

AVERAGE U.S. HOMES FOR ONE YEAR



OFFSETS

WATER RESTORATION CERTIFICATES (WRCs)



CERTIFICATE #9589 - 03/25/2019

THE BONNEVILLE ENVIRONMENTAL FOUNDATION (BEF) HONORS

New Hope Network for Anaheim Convention Center Expo West 2019

For restoring water to critically dewatered rivers and streams by purchasing Water Restoration Certificates® (WRCs) from BEF. Your purchase, combined with that of other BEF partners, helps restore the ecological, recreational and economic health of critical freshwater ecosystems.

All WRC projects are certified by the National Fish and Wildlife Foundation's strict set of criteria to ensure flow is restored to the environment in locations and at a time that will have optimum environmental benefit. For more information regarding our WRC supply sources, visit: b-e-f.org/water-portfolio.


Todd Reeve | BEF CEO**PURCHASE DETAILS AND EQUIVALENCIES:****1,130**
NUMBER OF WATER RESTORATION
CERTIFICATES* PURCHASED

THIS IS EQUIVALENT TO
1,130,000
GALLONS OF WATER RESTORED TO
CRITICALLY DEWATERED RIVERS AND
STREAMS

OR, THE EQUIVALENT WATER IN
226,000
STANDARD FIVE-GALLON WATER COOLER
CONTAINERS



CERTIFICATE #9592 - 03/25/2019

THE BONNEVILLE ENVIRONMENTAL FOUNDATION (BEF) HONORS

New Hope Network for Marriott and Hilton Expo West 2019

For restoring water to critically dewatered rivers and streams by purchasing Water Restoration Certificates® (WRCs) from BEF. Your purchase, combined with that of other BEF partners, helps restore the ecological, recreational and economic health of critical freshwater ecosystems.

All WRC projects are certified by the National Fish and Wildlife Foundation's strict set of criteria to ensure flow is restored to the environment in locations and at a time that will have optimum environmental benefit. For more information regarding our WRC supply sources, visit: b-e-f.org/water-portfolio.


Todd Reeve | BEF CEO**PURCHASE DETAILS AND EQUIVALENCIES:****579**
NUMBER OF WATER RESTORATION
CERTIFICATES* PURCHASED

THIS IS EQUIVALENT TO
579,000
GALLONS OF WATER RESTORED TO
CRITICALLY DEWATERED RIVERS AND
STREAMS

OR, THE EQUIVALENT WATER IN
115,800
STANDARD FIVE-GALLON WATER COOLER
CONTAINERS





EXPO WEST SUPPORTS THE [UN SUSTAINABLE DEVELOPMENT GOALS \(SDG'S\)](#) WITH THE FOLLOWING PRACTICES:

SDG 2: ZERO HUNGER

- 150,930+ lbs of food and product donated to local food pantries post event.

SDG 3: GOOD HEALTH AND WELL-BEING

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

SDG 5: GENDER EQUALITY

- Diversity in Naturals networking opportunities.

SDG 6 AND 14: CLEAN WATER AND SANITATION AND LIFE BELOW WATER

- Partnership with Bonneville Environmental Foundation to offset water consumption at the convention center and host hotels for a total of 1,709 WRC's (1,709,000 gallons). 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 create a Verified Instream Flow Benefit.

SDG 7: AFFORDABLE AND CLEAN ENERGY

- Partnership with Southpole to offset carbon footprint at Convention Center and New Hope staff travel for a total of 8888888 tCO₂.
- Option for attendees to offset their travel carbon impact during registration for a total of 270 tCO₂.
- Partnership with BEF to offset energy with renewable energy credits (RECs) at convention center and the host hotels for a total of 703,000kWh.

SDG 8: DECENT WORK AND ECONOMIC GROWTH

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

SDG 11: SUSTAINABLE CITIES AND COMMUNITIES

- 3,797lbs of booth materials donated to Habitat for Humanity.

SDG 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.
- Partnered with water bottle company PathWater, to encourage bottle refill at the water stations throughout the convention center, resulting in 6,538 plastic water bottles avoided.

SDG 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.

SDG 17: PARTNERSHIP FOR THE GOALS

- Attendee Pledge completed by 320 attendees.
- Exhibitor Sustainability Pledge completed by 54 exhibiting companies.
- Partnership with all vendors to implement sustainable practices through procurement guidelines, RFP's and contract language.

TOP 5 OPPORTUNITIES:

1. INCREASE PARTICIPATION IN PROGRAM BY HOST HOTELS:

- It is suggested to replace all meeting room water service used at the hotels with reusable serveware (aka china). Compost cups were placed at Climate Day, but compost bins were not provided.
- Clearly labeled recycling bins to be added to all meeting rooms and lobbies.
- For the Expo West show, the Marriott switches all restaurant service to single use plastic items. For 2020, request that Marriott NOT switch to using single use plastics in restaurants for this show.
- Offer linen reuse programs with incentives to all guests.
- Hilton to provide accurate metrics regarding Energy and Water consumption.
- Request accurate waste metrics from both hotels.

2. INCREASE EXHIBITOR PARTICIPATION IN SUSTAINABILITY SURVEY:

- Offer better incentives for participation in the program. The best way is to increase recognition to participating companies:
 - 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.
 - Integrate priority points: for filling out the survey, for watching the videos, etc.
- Communicate program to exhibitors other than an email.
- Include as a Nexty Award criteria or category.
- Provide year round resources and training materials to support the criteria on the survey.

3. WASTE MANAGEMENT

- The new colored 3 bin systems were very effective in capturing the waste stream. It is suggested to continue to build this inventory and add more of the color coded 3 bin systems throughout the exhibit halls.
- Add 3 bin systems throughout hotels.
- Add compost/recycling bins in the food truck food court area.
- Add recycling/compost bins at all receptions and Fresh Ideas tent.
- Place compost bins at all water stations placed in the ACC (instead of landfill bin).
- Add ACC recycling bin to all meeting rooms and paired next to all single stream bins in the lobbies
- Develop more effective process for collecting cardboard recycling.
- Clearly sign in-booth bins to indicate which are recycling and compost vs. landfill.
- 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.

4. REDUCE SINGLE USE PLASTIC

- Offer incentives/portal for compostable serveware.
- Create specific guidelines on what is/is not acceptable for sampling serveware.

5. INCREASE ATTENDEE AWARENESS OF PROGRAM

- Increase visibility on app:
 - Button on home page
 - Gamification for participation
- Post Event
 - Share successes in Thank You email

SUSTAINABLE EXHIBITOR SURVEY RESULTS

The Green Exhibitor Survey is a voluntary program focused on the areas:



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



THANK YOUS AND ACKNOWLEDGMENTS:

Thank you to the NPEW 2019 trade show suppliers for contribution to the content of this report including: Anaheim Convention Center, Aramark, GES, hotels, BEF, 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

