

# SUSTAINABLE EVENT MANAGEMENT REPORT

## WASTE EXPO 2023



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# ABOUT

|                              |  |
|------------------------------|--|
| SHOW DATES:                  | May 1 - 4, 2023                                |
| LOCATION:                    | Ernest N Morial Convention Center, New Orleans |
| TOTAL PARTICIPANTS:          | 10,882   |
| NO. OF EXHIBITING COMPANIES: | 556  |
| EXHIBIT SPACE:               | 238,000 SQ FT                                  |
| NO. OF OCCUPIED ROOM NIGHTS: | 9,871  |



## ABOUT WASTE EXPO

WasteExpo is North America's largest solid waste, recycling, organics and sustainability tradeshow serving both the private and public sectors.

# COMMITMENT TO SUSTAINABILITY

## SHAPING THE WASTE INDUSTRY FOR A SUSTAINABLE FUTURE

WasteExpo not only talks about sustainability, the show has been taking the steps to create a more sustainable event by looking for opportunities to improve the impact environmentally, socially and economically in the regions of operation.

Informa is continuing efforts to make WasteExpo more responsible and play a role in helping the industry improve it's own sustainability. WasteExpo does this through connecting people with networks and knowledge to help solve the big challenges in the industry with a focus on the areas of waste management, energy and water conservation, sustainable procurement, and community engagement.

## WASTEEXPO PLEDGES

### Inspiring Sustainable Development



### Environmental Responsibility



### Social Responsibility



## SCOPE

In partnership with Informa, Honeycomb Strategies worked with the WasteExpo production team as well as key vendor partners to collect conference metrics of show activities at New Orleans Ernest N. Morial Convention Center (MCCNO). This data can be used to mark this year's show impacts and continues the comprehensive sustainable show management strategy for WasteExpo which includes strategic goals and objectives setting, implementation, and ongoing sustainability management to produce the show. It is understood not all impacts are under the direct control of the Honeycomb Strategies or WasteExpo, but rather under their influence. The detail and effectiveness of the reporting is reliant on vendors and partners supplying data.

# KEY ACHIEVEMENTS



## ATTENDEE ENGAGEMENT WITH PROGRAMMING

WasteExpo's conference program provided extensive professional development opportunities through the Sustainability Talks and Food Recovery Forum.

## WASTE MANAGEMENT

WasteExpo filled in gaps of the existing waste program by partnering with Glass Half Full to recycle 340 lbs of glass and with United Cleaning Services to execute back-of-house waste sorting.



## GRAPHIC DESIGN FOR REUSE

Every graphic produced went through two questions: Is this needed? Can it be printed on a sustainable substrate or kept for reuse? This not only reduced landfill waste, but also saved money.

## DONATION PROGRAM

11 exhibitors donated a total of three large truck loads to Habitat for Humanity.



# OPPORTUNITIES FOR IMPROVEMENT



## BETTER STANDS

Educate exhibitors on Informa booth building goals and ensure staff is onsite to manage a Better Stands program with Bronze requirements in mind. This would help reduce the amount of carpet brought in and going to the landfill rather than being rented from GES.

## ENVIRONMENTAL REDUCTION AND OFFSETS

Carbon emissions from travel will never go away but providing an offset program can help mitigate it. This is a program which can be sponsored and integrated into the registration process.



## EXHIBITOR ENGAGEMENT

Implement a WasteExpo Environmental Responsibility Pledge to engage exhibitors in show best practices. By including these stakeholder in WasteExpo's overall sustainability goals the effort becomes collective amongst the industry.

Content created from the pledge would enhance the WasteExpo environmental impact story.

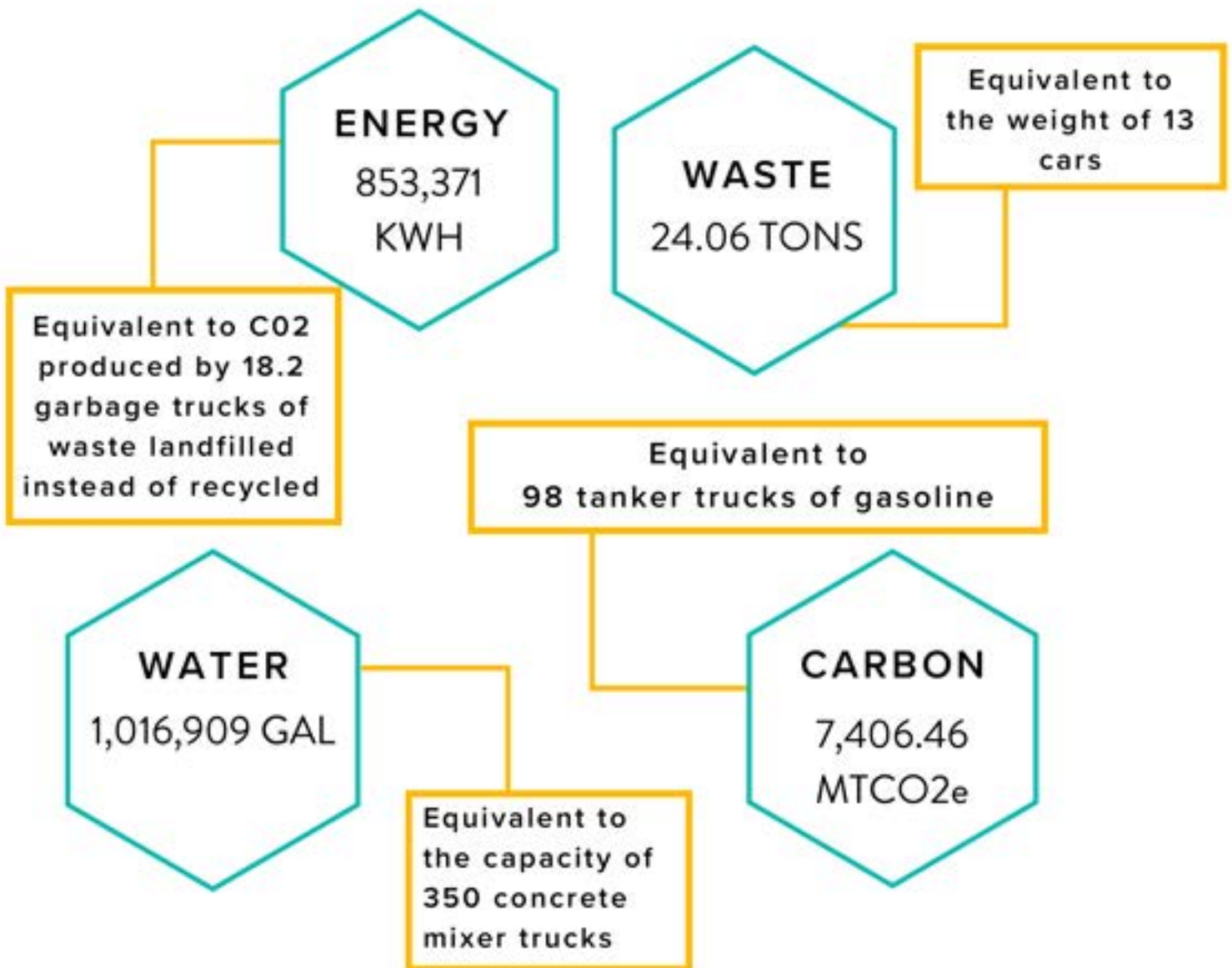


# ENVIRONMENTAL RESPONSIBILITY

WasteExpo has a commitment to run events in an environmentally responsible manner. The key is considering how to reduce the carbon footprint through energy efficiency, waste reduction and procurement choices. The following key performance indicators (KPIs) are the measurements by which WasteExpo understands the impact of the show and indicate whether sustainability efforts have been successful.

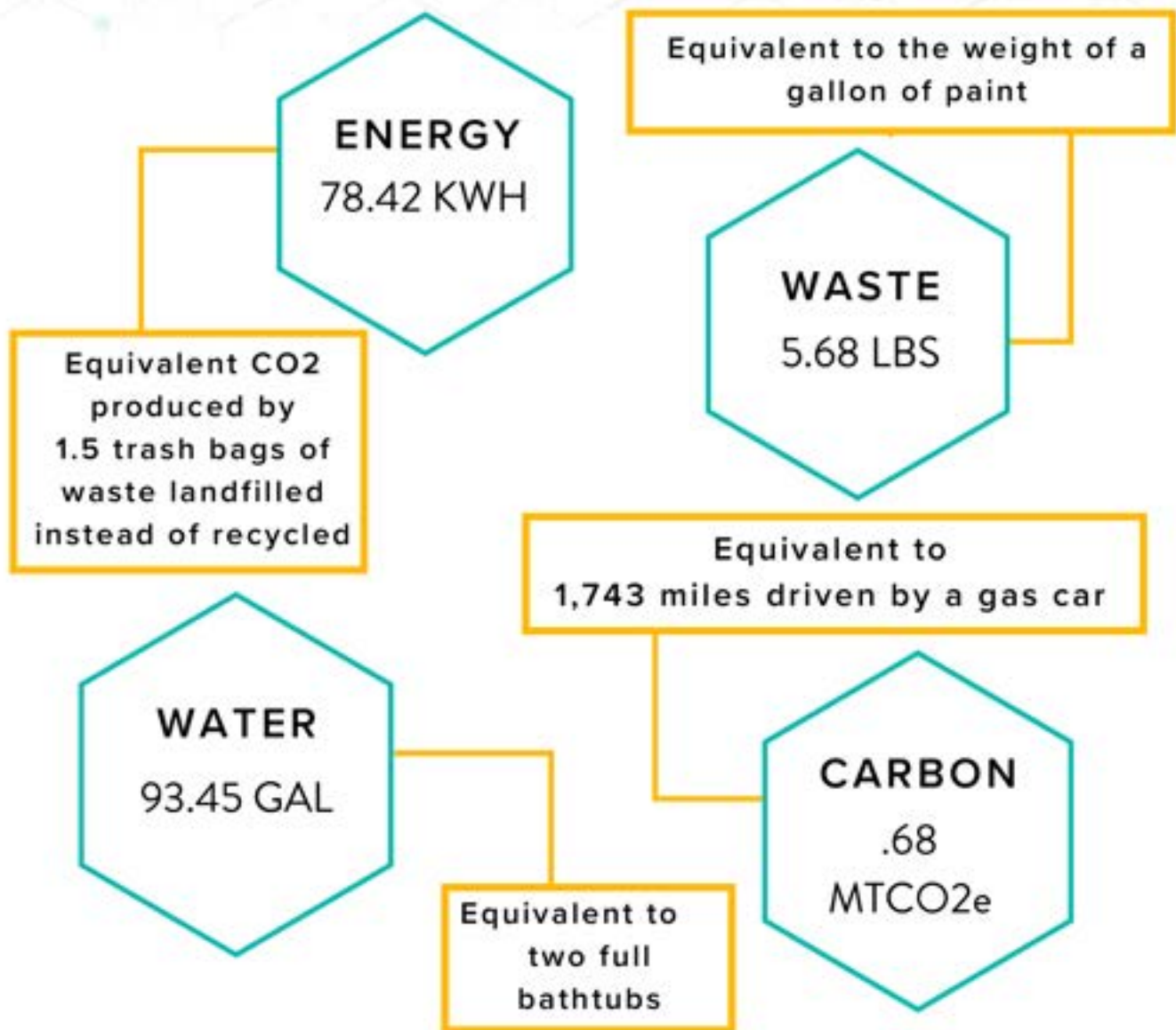
## TOTAL IMPACTS

This is data for total energy and water consumption, waste generated, and total carbon for WasteExpo 2023.



## PER ATTENDEE IMPACTS

This is data per attendee for energy and water consumption, waste generated, and total carbon for the days WasteExpo was in the building (4/27 - 5/7/2023).





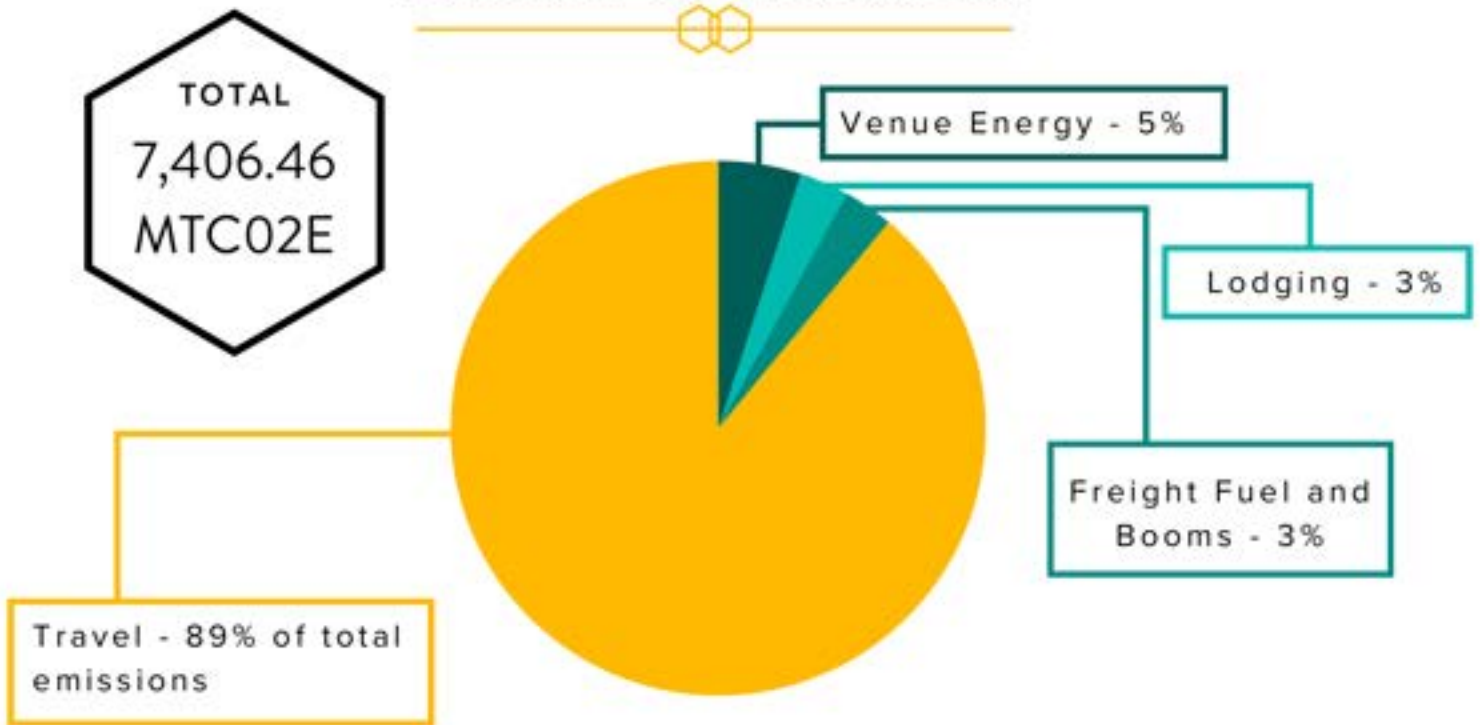


# CARBON FOOTPRINT

The majority of greenhouse gas (GHG) emissions for WasteExpo came from travel (89%), providing the opportunity to introduce a carbon offset program which can be a sponsored action and integrated into registration for both attendees and exhibitors to take advantage of.

Implementing the Better Stands program in 2024 will unite and encourage exhibitors to favor re-usable or recyclable structures and materials, thereby reducing emissions from waste.

## GHG BREAKDOWN BY SOURCE OF EMISSIONS



## TRAVEL BY ORIGIN





# WASTE

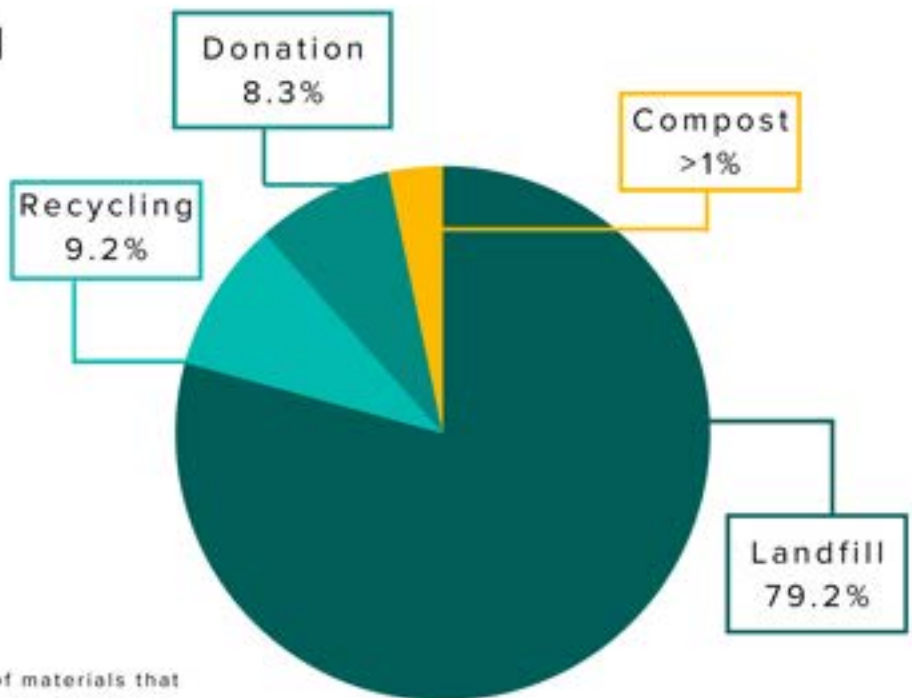
There is an opportunity to improve the waste diversion rate at WasteExpo with education of attendees and exhibitors. Understanding that waste has value, education around booth builds, gift procurement and packing brought into the venue can help reduce landfill while also providing sorted waste with minimal contamination. The venues waste management also plays a large role in waste diversion rates.

**FOAMCOARE SIGNAGE HAS A RECYCLABLE ALTERNATIVE - FALCONBOARD. BRINGING IN CUSTOM CARPET HAS AN ALTERNATIVE - RENTING FROM GES.**

**BETTER STANDS IS AN INFORMA PROGRAM WHICH WILL NEED PRE-EVENT COMMUNICATION AND ADOPTION FROM THE EXHIBITORS.**

## WASTE BREAKDOWN BY END OF LIFE DESTINATION

WASTE  
DIVERSION  
RATE\*  
22%



\*Diversion rate is defined by the amount of materials that are diverted away from landfill or incineration by means of recycling, donation or composting.

**WASTEEXPO PARTNERED WITH SCHMELLYS TO COMPOST ALL FOOD AND COMPOSTABLE SERVICEWARE FROM THE EXPO FLOOR. UNITED SERVICES WAS ALSO CONTRACTED TO SORT COMPOST AND RECYCLE BAGS, ENSURING THERE WAS NO CONTAMINATION.**

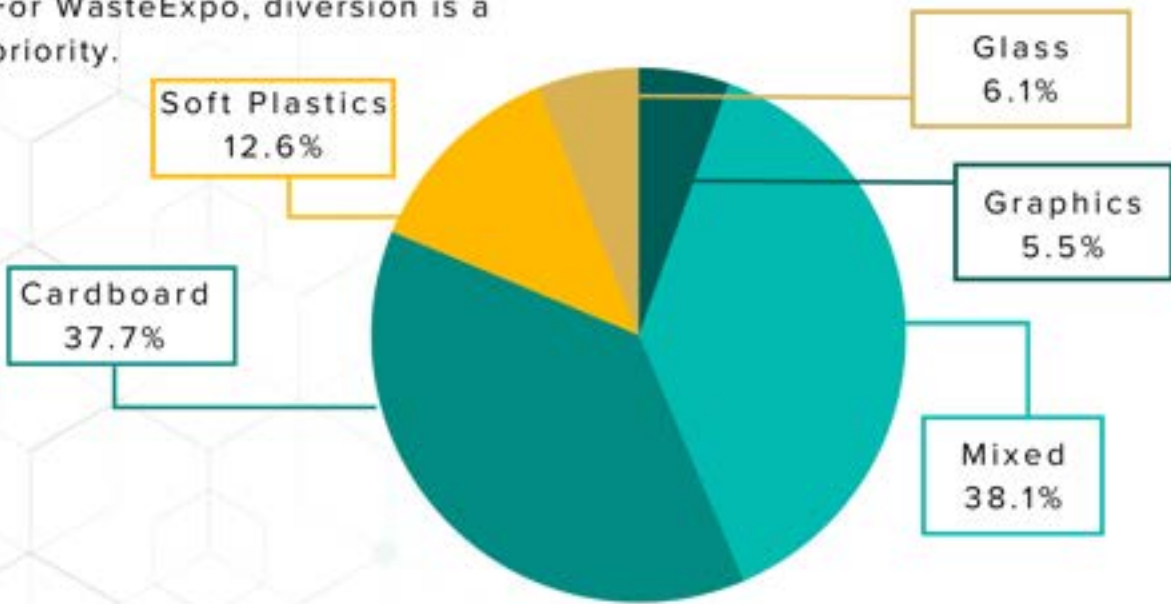
### RECYCLING

"Reduce" and "Reuse" come before "Recycle," as they yield higher sustainability returns, but knowing how we behave as humans, WasteExpo put in place a back-of-house sorting program to ensure as many compostable and recyclable items as possible were diverted from landfill.

There are few events which make the effort to sort. It is labor intensive, an additional cost and not an action noticed by stakeholders. For WasteExpo, diversion is a priority.



Results of successful waste sorting back of house / Image credit: Honeycomb Strategies



**WASTEEXPO PARTNERED WITH GLASS HALF FULL TO ENSURE THE SMALL AMOUNT OF GLASS THE SHOW PRODUCED WAS RECYCLED, AS NEW ORLEANS DOES NOT RECYCLE GLASS AS A STANDARD PRACTICE.**



Visible waste management bins and signage / Image credit: Emma Hutton (Informa)

## DONATION PROGRAM

Donation programs are meant to be the last opportunity to keep items from the landfill. WasteExpo has done an excellent job educating exhibitors to bring only what they need to the show and to build for reuse. Eleven exhibitors took advantage of the program in partnership with GES and Honeycomb Strategies. The sponsored toters made up a majority of the donations (2.52 US tons) which went to Keep Louisiana Beautiful and Habitat for Humanity along with a few office items. WasteExpo also donated trees to NoLa Tree Project which were successfully planted before the hurricane season increasing the survival rate.



From L to R: toters for donation, signage on the show floor and final destination for donated trees / Image credit: Honeycomb Strategies, NOLA Tree Project



OVER 175  
DONATED  
TOTERS



# FOOD & BEVERAGE

CenterPlate has strong conservation practices in place and WasteExpo requested even more from this partner as well as from MCCNO to meet food sustainability goals. WasteExpo requested compostable serviceware across all food and beverage services and catering outlets. WasteExpo also brought in Schmelly's to confirm the compostability of the serviceware and assist the show in ensuring food scraps and compostable items were kept out of the landfill.



Zero Waste Lunch at Waste Expo 2023 / Image credit: Emma Hutton (Informa)

To highlight the easy and ethics of organics recycling, WasteExpo hosted a Zero Waste Lunch inviting waste industry attendees inside a roll off dumpster to display how you transform food scraps and undesirable product, so-called waste, into a great meal. WasteExpo also donated \$1,500 to Second Harvest in support of food recovery.



Schmelly's



# SIGNAGE & DECOR

Signage and floor decoration are important ways for shows to communicate information, branding, fulfill sponsorships and engage attendees. GES has programs in place to reduce graphic and booth build materials going to the landfill. By utilizing recyclable and compostable graphic substrates, WasteExpo and exhibitors were able to refrain from negatively impacting the waste diversion rate of the show. WasteExpo also worked with GES closely when designing and printing graphics so that many could be reused year after year.

73% OF THE GRAPHICS PRINTED  
WERE EITHER SAVED FOR  
REUSE OR RECYCLED



Digital signage and the show app decreased printed signage / Image Credit: Emma Hutton (Informa)

13,028  
SQ FT OF SIGNAGE  
PRINTED FOR  
WASTEEXPO



26%  
WAS LANDFILLED

| Substrate    | Total SQ FT | Recycled | Landfilled | Reused |
|--------------|-------------|----------|------------|--------|
| Fabric       | 1,632       | -        | 86.5%      | 13.5%  |
| Falconboard  | 3,678       | 87.8%    | -          | 12.2%  |
| Foam Core    | 105         | 78%      | -          | 22%    |
| Gatorboard   | 54          | -        | -          | 100%   |
| Glass Appeal | 160         | -        | 100%       | -      |
| Phototex     | 390         | 100%     | -          | -      |
| Plexi        | 225         | -        | -          | -      |
| PSV          | 160         | -        | -          | 100%   |
| PVC          | 28          | -        | -          | 100%   |
| Styrne       | 156         | 30.8%    | -          | 69.2%  |
| Vinyl Banner | 6,484       | -        | 22.4%      | 74.7%  |
| Walk n Wall  | 373         | -        | 100%       | -      |

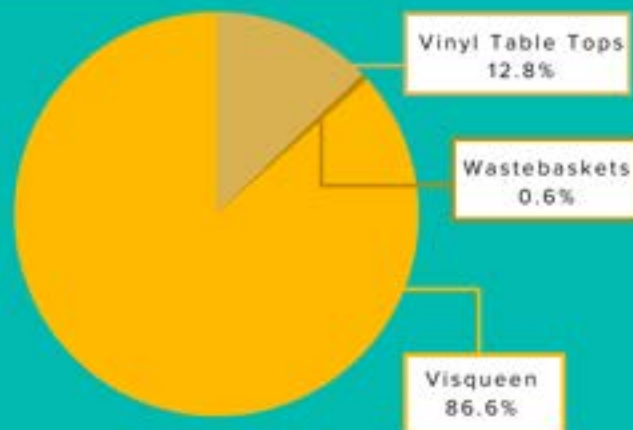
Data provided by GES



The iconic and reusable show sign / Image credit: Emma Hutton (Informa)

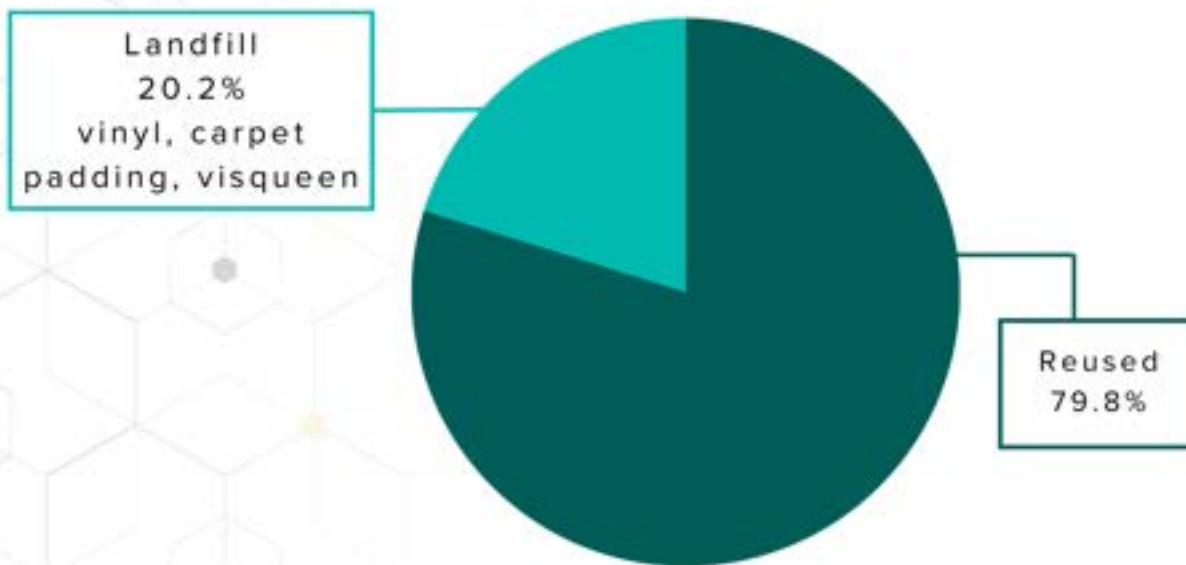
## REDUCTION OPPORTUNITIES

There is an opportunity to reduce exhibit related waste by eliminating vinyl on tabletops, not providing individual wastebaskets in the booths and requesting of GES that a sustainable form of floor covering be used rather than Visqueen. All of these items contributed to the landfill.



## CARPETING

WasteExpo has made it standard policy to not carpet the very large exhibit hall(s) occupied each year. This single action saves thousands of sq ft of carpet from being used. By partnering with GES on minimizing floor covering which goes to the landfill, WasteExpo was able to return 79.8% of the flooring back to the GES inventory for reuse.



**4 BOOTHS BROUGHT IN CARPET AND PADDING RATHER THAN RENTING FROM GES, RESULTING IN**  
*16,100 sq ft*  
**OF CARPETING BEING SENT TO THE LANDFILL INSTEAD OF REUSED.**



Large-scale exhibitor carpet / Image credit: Honeycomb Strategies





# INSPIRING SUSTAINABLE DEVELOPMENT

A sustainable show starts with WasteExpo partners focused on sustainability within their organization. The efforts of suppliers include:



MCCNO is a LEED Gold Certified building.



GES meets EIC Silver Sustainable Events Standards and helps support a low environmental impact for the show.



CenterPlate sources local food and helped WasteExpo with zero waste lunch menus and collected glass to be recycled.



Honeycomb Strategies partnered with WasteExpo to orchestrate and execute a comprehensive sustainability strategy for the show.



The New Orleans Ernest N Morial Convention Center / Image credit: The Lens NOLA

## CONTENT AND PROGRAMMING

WasteExpo focuses on sustainability in their education sessions, which leads to providing insider knowledge and inspiration for attendees.



Waste 360 Sustainability Talks bring professionals together to talk about environmental challenges within the industry and how to build a sustainable future. This special 2-day conference-within-a-conference hosts topics such as: "Scope 3 Emissions: How the Waste Industry can help Companies Achieve Emissions Goals," and "Recoverable Materials: The Benefits and Potential Pitfalls on the Path to Circularity."



The Waste360 Food Recovery Forum teaches ways to solve the social and environmental issues of wasted food as well as means to profit from the recovery and reuse of food waste. As a growing industry, composting and organics recycling techniques are available to all sectors of the waste, recycling, and organics industry. Sample sessions include: "Recovering Edible Food for the Health of the Planet, People, and Profits" and "13 Innovative Programs to Rescue Food and Combat Hunger."

## Waste (360) Investor Summit

To support new talent and business development, the Waste360 Investor Summit aims to address all the facts before making critical business decisions. For over a decade, savvy investors and leaders from top public and private waste companies have made the Investor Summit a full day of learning, analysis and networking, bringing the industry together to build a sustainable and profitable future for the industry.

### PITCH SLAM COMPETITION

New ideas within an industry sometimes need a lift. The WasteExpo Pitch Slam does just that by giving the stage to some of the smartest and energized professionals in the industry. The pitches leave the audience inspired for the future of waste management.



Models in upcycled fashion creations at the Trashion Show 2023 / Image credit: Emma Hutton (Informa)

### TRASHION SHOW

Waste360's Trashion highlighted solutions for one of the fastest growing waste types – textiles. Although on the industry's radar for years, recent pushes and mainstream discussions on sustainability, EPR, manufacturing, fast fashion and pandemic behaviors have truly shone a light on the growing issue. The runway show featured 20 local upcycled designers and thrifted stylists who breathed new life into discarded items. This event is produced in partnership with New Orleans Fashion Week, Dress for Success and EREF.



# SOCIAL RESPONSIBILITY

WasteExpo pledges to execute the show in a socially responsible manner. Impacts on the local community and the welfare of everyone at the show is top of mind. WasteExpo aims to do business in an ethical and safe manner and promote equality and accessibility.

Waste **(360)**  
**40**  
UNDER 40

The Waste360 40 Under 40 Awards recognize and reward the rising stars and young professionals within the industry.



Waste **(360)** **Women Who Insp!re**  
Brought to you by WASTEQUIP

Women Who Inspire celebrates women in waste and recycling on a public platform. These extraordinary women inspire others in their community and beyond.

The Environmental Research & Education Foundation and its charitable auction supports the funding of scholarships and grants for solid waste research, as well as EREF's educational initiatives. This year, the auction raised \$4.4M.



**Environmental Research & Education Foundation**

*Lighting the way towards a more circular economy*

# BOUNDARIES & QUANTIFICATIONS

## ENERGY USE

The energy boundary consists of energy consumed during WasteExpo and corresponding move-in/move-out periods.

- Venue: Total energy consumption includes purchased electricity reported by a proportioned bill and natural gas used for heating and cooling reported by direct meter readings.
- Energy use from hotel accommodations, fuel burning from participant travel to/from the destination, and mobile fuels from other vehicles operated by the venues or third parties were not included in the energy footprint (but are included in the GHG emissions calculations).

## CARBON EMISSIONS

The following are included in the total carbon footprint number reported.

- Air travel to the destination by participants (attendees, staff, vendors, exhibitors)
  - Local and regional travel to the destination by participants were assigned a round trip distance based on the characteristics and layout of departure city. Mode of travel includes car, regional train, and local bus/metro.
- GHG emissions per occupied room for hotels within the contracted room block.
- Paper consumption data for the floor maps.
- GHG emissions for waste streams from data provided by MCCNO and GES separately.
- Estimated mobile fuel combustion of freight:
  - Decoration equipment trucks
  - Advanced freight & local trucks
- The number of vegetarian and non-vegetarian meals served by CenterPlate at the show.

The following are not included in the total carbon footprint number reported.

- Venue non-renewable electricity and stationary combustion of fuels.
- Ground transportation by participants from airport to main venue.
- Ground shuttle use for offsite events and show staff.
- Fuel used for forklifts and booms.

## QUANTIFICATION

- Energy emissions at venues from US EPA "Emission Factors for GHG Inventories" (March 2020 update)
- Emission factors for electricity consumption at venues obtained from EPA eGRID Year 2019 summary tables
- Emission factors for stationary fuel burning obtained from the World Resources Institute stationary combustion tool 4.0
- Flights US EPA "Emission Factors for GHG Inventories" (March 2020 update)
- Other attendee carbon offsets were calculated separately from the total GHG emissions value
- Hotel Carbon Measurement Initiative, using occupied hotel room night data provided, metrics per the Cornell Hotel Sustainability Benchmarking research report published 2019
- Emission factors obtained from the US EPA Waste Reduction Model (WARM) Version 15

# THANK YOU

Waste360, New Orleans Ernest N Morial Convention Center,  
GES, Centerplate for their contributions to this report.

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