

# 2011 NET IMPACT CONFERENCE

OCTOBER 27-29 • PORTLAND, OR



## Net Impact Conference 2011 SUSTAINABILITY REPORT

*October 26th—29th, 2011*

*At the Oregon Convention Center*



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## Sustainability Report Net Impact 2011 Conference

### Overview

Net Impact held its annual conference in Portland, Oregon, at the Oregon Convention Center on October 26-29, 2011. Estimated attendance was 2625 attendees and 88 exhibitors. The rented event space consisted of 93,000 SF of exhibit hall, 46,800 SF of ballroom, 54,106 SF of lobby spaces, and 42,288 SF of meeting rooms over six days (including move in/out) – for a total of 236,194 square feet.

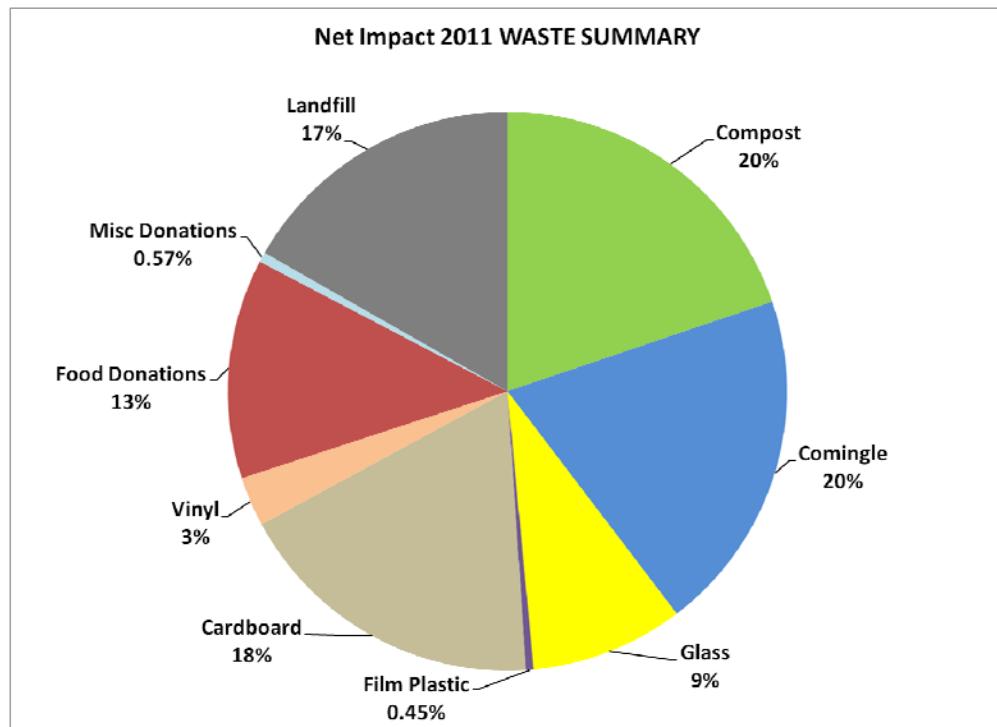
The Oregon Convention Center employed its standard sustainability services during the Net Impact 2011 conference, including:

- Well-marked waste and recycling bins are placed in all lobbies, meeting rooms, and exhibit halls during show days.
- During move in and out, labeled recycling cages are placed to capture large volumes of typical tradeshow recyclables such as cardboard and plastic wrap.
- Composting containers in the kitchens and in service halls capture prep and post-consumer food waste.
- Use of compostable disposables in catering and concession services where china is not a viable or preferred option.
- Energy conservation through reduced lighting and HVAC settings during ingress and egress, as well evening setback, is standard operating procedure at the Oregon Convention Center. Staff electricians and engineers pre-schedule varied use of these power systems according to event times.
- Sustainable purchasing practices including environmentally friendly cleaning products and the use of 100% recycled content restroom paper supplies.

### Waste & Recycling

Waste for the Net Impact event was collected and marked separate from other building waste on Wednesday, October 26<sup>th</sup> through Saturday, October 29<sup>th</sup>. Material included waste generated from the move in/out process by show management and exhibitors, food preparation waste from the kitchen, post consumer food waste from catered functions, general attendee waste collected from bins in rooms, lobbies and exhibit hall, and any waste left behind after decorator departure. Containers were weighed and recorded by OCC staff. A “recycling guide” poster was set out in the expo hall which provided exhibitors an explanation of what materials were recyclable and where to put them to encourage proper sorting during ingress and egress. A “recycling guide” handout was provided to show management to distribute as they saw fit.

SUMMARY	Pounds
Compost	1555
Comingle	1560
Glass	695
Film Plastic	35
Cardboard	1425
Vinyl	225
Food Donations	1000
Misc Donations	45
Diversion	6540
Landfill	1315
<b>Total Waste</b>	<b>7855</b>
<b>Diversion Rate</b>	<b>83%</b>



Notes: Comingle recycling includes paper, plastic and aluminum. Film Plastic includes stretch/bubble wrap and plastic bags/packaging. Excess food was donated to the Blanchett House (an organization that provides meals to the homeless and at-risk populations). Cardboard includes recyclable event signage.

Sponsored products brought into the facility contributed to the waste composition for the Net Impact conference. Glass collected at Net Impact 2011 was greater than a typical OCC event due to the glass beverage containers (Honest Tea) served during lunches. Coffee service provided by Starbucks specified use of the brand's non-compostable cup, instead of the OCC's in-house coffee provider which does employ compostable cups.

Removing the box from the box lunch meals on Friday and Saturday reduced paper waste by an estimated 1350 pounds.

#### **Sustainable Food & Beverage**

The Oregon Convention Center utilizes local and seasonal food supplies whenever possible, including meats, fish, vegetables, dairy, breads and pastries. In addition, use of Oregon beer and wine is standard in catering services. For Net Impact 2011, 55% of the products provided by the OCC for food and beverage services were locally grown or produced, and 9% of products were organic.

It is important to note these figures do not include donated items, including Starbucks coffee, Honest Tea and Coca Cola products, which were used throughout the event.

#### **Water Consumption**

The Oregon Convention Center is not equipped to sub-meter water use by event; therefore, specific Net Impact 2011 water consumption will not be included in this report. However, the OCC strives for efficient use of water resources within the operation of the facility, which reduces facility and visitor

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consumption. All restroom fixtures have been modernized, including motion sensor faucets and low-flow aerators, dual flush valve toilets, and motion sensor ultra low-flow flush urinals. A recent kitchen remodel upgraded the dishwasher which will reduce water consumption by half. The facility is landscaped with native and draught tolerant plants to help limit outdoor water consumption. Outdoor drip irrigation systems and sprinklers utilize landscape type-specific timers and weather sensor equipment that adjusts irrigation time according to daily conditions and plant type irrigation requirements to minimize water waste.

**Energy Consumption**

The facility is not equipped to sub-meter energy use by event; therefore specific Net Impact 2011 energy consumption will not be included in this report. In terms of energy, the Oregon Convention center operates about 25% more efficiently than similar public assembly buildings (based on annual EUI and CBECS comparison). Energy efficiency and conservation is achieved through lighting and equipment upgrades, preventative maintenance, conservative lighting and equipment protocol during move in/out, setback during non-use hours, and use of daylight where possible.

The OCC supports local renewable energy development by purchasing wind power equal to 40% of the annual electricity use through the Blue Sky program with Pacific Power. Through NW Natural's Smart Energy program, the OCC offsets 100% of the greenhouse gas emissions associated with its natural gas use by contributing to biogas projects in Oregon. By voluntarily participating in these programs, the OCC is recognized as an EPA Green Power Partner, at the Leadership Club level.

**Sustainable Purchasing**

At the Oregon Convention Center, all restroom paper towels and toilet paper is made from 100% recycled paper manufactured in the Northwest (American Paper Converting/Eco Green). In administrative offices, only 100% recycled paper is purchased for copy/printer paper, also manufactured in the Northwest (Grays Harbor/Harbor 100). As prescribed by the facility green cleaning policy, the OCC uses only environmentally friendly cleaning solutions and purchases Green Seal certified products (Coastwide Labs/Sustainable Earth).

**Local Financial Impact**

Through services administered by the Oregon Convention Center for the Net Impact 2011 event, about \$376,000 has been contributed to the community by using local vendors. Services include food and beverage, electrical, telecom, internet, exhibitor services, admissions, audio visual and housekeeping.

**Conclusion**

The Net Impact 2011 conference planners made efforts to host a sustainable meeting and partnered with OCC to accomplish those goals. While at the Oregon Convention Center, the event reached an 83% waste diversion rate and contributed \$376,000 to the local economy. The information in this report can be used as a baseline for comparison of efforts for future events.

The Oregon Convention Center commends conference planners, exhibitors and attendees for their commitment, and appreciates the opportunity to partner with Net Impact on this worthwhile cause.