



ABX19

Sustainability Fundamentals

Photo from a Cityscapes vignette located within a feature networking space on the trade show floor

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THE FUNDAMENTALS

The Fundamentals are a 12 point sustainability checklist of the key things Informa believes all events should be implementing:

PURPOSE

- Fundamental 01: For the content of the event to support the sustainable development of the industry
- Fundamental 02: For the event to have a purposeful partnership with a not for profit organisation

STAKEHOLDER ENGAGEMENT

- Fundamental 03: For there to be six significant sustainability communications
- Fundamental 04: For the event team to be engaged with sustainability, and it to be a part of event decisions

CARBON AND WASTE

- Fundamental 05: For all lighting specified by Informa to be energy efficient LEDs, and for the venue's lights and air conditioning to be used efficiently
- Fundamental 06: For the event to have minimal to no waste generated from areas of the show built by Informa, and for the carpet to be reused or recycled

PROCUREMENT

- Fundamental 07: For at least 3 of the printed and promotional items procured for the event to have increased efficiency and enhanced sustainability credentials
- Fundamental 08: For there to be at least three ways in which the sustainability of the food and beverages (F&B) of the event has been enhanced

LOCAL COMMUNITY AND WELLBEING

- Fundamental 09: For the event to have at least two initiatives which support the local community around the event venue
- Fundamental 10: For the event to have at least three initiatives which enhance wellbeing, equality, accessibility, and respect for all

GOVERNANCE

- Fundamental 11: For the event to successfully implement the Informa Event Safety Operating Model
- Fundamental 12: For event sustainability data to be submitted within six weeks of the event

ABOUT ABX

ABX | ArchitectureBoston Expo is the largest annual event in the Northeast for AECs and design professionals to discover the latest trends and innovations, connect face-to-face with colleagues, and earn credits from educational programs addressing the hottest topics across the industry.

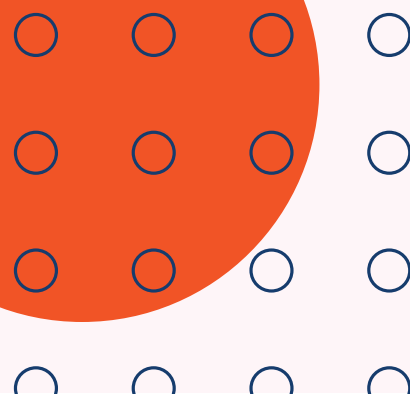
ABX is a community-driven event. We offer products from local companies who specialize in the Northeast and national brands from across the country. Networking is a top priority for our attendees.

Our well-respected educational program provides 100+ accredited workshops divided into 13 specialized tracks offering credits from AIA, HSW, GBCI, IDCEC and LACES. The conference program is selected by our association partner, the Boston Society of Architects (BSA/AIA).

In 2019, ABX hosted 37,300 net square feet of exhibit space for 217 exhibitors and 6,945 attendees. Although we are a regional show, our attendees booked 281 peak room nights within our hotel block.

The show takes place at the Boston Convention & Exhibition Center (BCEC) each fall. The following page outlines their “Sustainability and Green Practices.”

We are extremely excited to announce a **65.4%** diversion rate for ABX19! This is about 20% higher than the BCEC’s average rate.



BCEC STATS



Over a two year period, we sent

500,000 lbs.

of food waste to be used for anaerobic digestion with any residuals being pelletized into fertilizer and land applied.

Annually, we donate over

THIRTY TONS

of food to the Greater Boston Food Bank, New England Center for Homeless Veterans, and Boston Rescue Mission.

45-50%

waste diversion rate at the BCEC



100% of our energy consumption is offset by purchasing Green-e Energy Certified RECs from a wind farm and Verified Carbon Offsets from an operation that captures landfill gas for reuse.

The BCEC and Hynes annually recycle over 1,000 combined tons of material including cardboard, plastic, paper, glass and food waste.



1,000 TONS

Up to

75%

of ingredients used by Levy Restaurants, our food and beverage provider, come from local vendors. We continue to host Local Vendor Fairs at the BCEC and Hynes to grow this percentage.

All meeting rooms are equipped with sensor controlled lights, which automatically shut off when there is no activity in the room. Fluorescent lights throughout our facilities have been replaced with LED's, and the lighting in our exhibit halls have been upgraded to Lutron lighting systems. To improve building efficiency, lighting and HVAC are reduced during show move-in and move-out.



We are also committed to using green products whenever possible - more than 80 percent of our cleaning products are environmentally responsible.

CONVENTIONS
C.A.R.E.
COMMUNITY ASSISTANCE
BY RESPONSIBLE EVENTS

In a single year, our Conventions C.A.R.E Program collected and distributed roughly

40 TONS

of donated goods.

8 Electric Vehicle charging stations are available at the BCEC



I. PURPOSE

Fundamental 01: For the content of the event to support the sustainable development of the industry

Our conference program was submitted to GBCI for LEED-specific accreditation. 21 courses were approved for GBCI credit. 1,509 attendees registered for these courses and earned 2,263.5 total GBCI credit hours at ABX19.



Photos taken during TH12: The WELL Mind Concept: Psychological Health in Buildings

Fundamental 02: For the event to have a purposeful partnership with a not for profit organisation

The BSA's Women in Design committee presents a full day of content at ABX. The committee secures sponsorships to cover programming costs, then we commit to provide a \$1,000 donation annually to Rosie's Place on behalf of the event.



Rosie's Place was founded in 1974 as the first women's shelter in the United States. Located in Boston, their mission is to provide a safe and nurturing environment for poor and homeless women to maintain their dignity, seek opportunity and find security in their lives. Today, Rosie's Place not only provides meals and shelter, but also creates answers for 12,000 women a year through wide-ranging support, housing and education services. They also offer a safe haven for LGBT women and overnight shelter and other services to those in need who self-identify as female.



II. STAKEHOLDERS

Fundamental 03: For there to be six significant sustainability communications

1. Dedicated page on our website - <https://www.abexpo.com/en/show-info/sustainability.html>
2. Attendee pledges within registration:
 - I will bring my own water bottle to ABX
 - I will walk whenever possible while in Boston for ABX and/or will use public transportation
 - I will utilize the ABX19 mobile app instead of the printed On-Site Event Guide
3. Exhibitor “Sustainability Tips” included with each booth contract
4. ABX19 mobile app that hosts all available on-site information
5. Sustainability checklist distributed to and requested from all hotels within our block. A Hotel Case Study is located on the following page.
6. Sustainability expectations outlined with Freeman, our General Service Contractor. For example, we ensure only eco-friendly materials are used in production, and we work to reuse produced pieces for multiple years.

Fundamental 04: For the event team to be engaged with sustainability, and it to be a part of event decisions

4/5 of our ABX team worked previously on the Greenbuild International Conference & Expo for many years. We were also part of the transition from a Greenbuild | ABX co-location event in 2017. Because of this partnership, our team is very familiar with sustainable event planning practices.



ABX is a small regional show in comparison to Greenbuild, so we face some different challenges. For example, our event uses about 1/3 of the BCEC which makes collecting accurate data a bit more difficult than when we contracted the entire space in 2017.

It is our hope that we can inspire other smaller events to shift their thinking. Sustainability as a whole can be very intimidating, but taking a handful of small steps each year can quickly change your team and audience's perspective. We are focusing on making a noticeable impact for our attendees and championing the work our partners are doing while we are in the city.

HOTEL CASE STUDY

In an effort to celebrate the hotels within our ABX19 block, we developed a Sustainability Questionnaire. We are proud to share the accomplishments of these two Boston hotels:

Westin Boston Waterfront



Renaissance Boston Waterfront



Both hotels feature great practices in Energy Use, Water Efficiency and Waste Management.

Energy Use

Hotel housekeeping staff is instructed to shut blinds or curtains, turn down the heat/air conditioning and turn off lights during the day in guest rooms while guests are not present. Their ENERGY STAR scores are registered and available to the public - www.energystar.gov/istar/pmpam/

Water Efficiency

Water sources inclusive of showerheads, lavatories and janitor sinks meet their respectable minimum standards of water use. A towel and sheet reuse program is also in place.

Waste Management

Both have a solid waste management policy in place that is available upon request. They facilitate ongoing waste reduction, encourage high levels of staff and guest participation in waste diversion efforts, provide staff training on recycling, composting, donating and reusing waste. Each hotel participates in an amenity donation program, such as Clean the World. They exclude polystyrene (#6 plastic) in all circumstances. They use cloth napkins whenever possible and reusable coasters instead of cocktail napkins. They donate all table scraps to a local farm or compost.

The Renaissance specifically strives for a 100% diversion rate. This means their total building waste stream is diverted from landfill disposal to be recycled, reused, donated or composted.

The Westin excels with Environmentally Responsible Purchasing. They use cleaning products that meet Green Seal, EPA or Environmental Choice standards, bathroom papers that contain post-consumer recycled content fiber, shade-grown coffee at any conference functions, and predominately local, organic produce/products whenever possible.

III. CARBON & WASTE

Fundamental 05: For all lighting specified by Informa to be energy efficient LEDs, and for the venue's lights and air conditioning to be used efficiently

Per the BCEC: All meeting rooms are equipped with sensor controlled lights, which automatically shut off when there is no activity in the room. Fluorescent lights throughout the facility have been replaced with LEDs, and the lighting in the exhibit halls have been upgraded to Lutron lighting systems. To improve building efficiency, lighting and HVAC are reduced during show move-in and move-out.

Fundamental 06: For the event to have minimal to no waste generated from areas of the show built by Informa, and for the carpet to be reused or recycled

Per our Freeman agreement, we used eco-friendly fabric backwalls for our registration and info areas that will be reused multiple years. We do reprint the kick panels, but the registration counters are a standard structure for Freeman they use for many different shows. All printed signage was produced on recyclable eco-board. We selected rental furnishings that are not produced with any vinyl materials.

ABX historically has featured "wall-to-wall" carpeting. We have started to slowly remove carpet from the perimeters. This year, we reduced our carbon impact by 267 pounds by removing aisle carpet near the Concession area in Hall C. Uncut carpet will be reused and cut carpet will be recycled.



IV. PROCUREMENT

Fundamental 07: For at least 3 of the printed and promotional items procured for the event to have increased efficiency and enhanced sustainability credentials

All printed materials were produced on Roland Enviro 100% recycled paper and soy-based inks, including our pre-show Attendee Postcard, pre-show Attendee Brochure and our On-Site Event Guide. On-Site Badge Pick-Up in registration was made more efficient by allowing pre-registered attendees to scan a barcode found in their confirmation email.



Fundamental 08: For there to be at least three ways in which the sustainability of the food and beverages (F&B) of the event has been enhanced

1. BCEC + Levy utilize back-of-house composting.
2. Up to 75% of ingredients used by Levy come from local vendors, and they host Local Vendor Fairs at the BCEC.
3. Pitchers of water for speakers to replace individual water bottles.
4. While this statistic is outside of our event specifically, it is worth highlighting. Annually, the Levy donates over 30 tons of food to the Greater Boston Food Bank, New England Center for Homeless Veterans and Boston Rescue Mission.



V. COMMUNITY

Fundamental 09: For the event to have at least two initiatives which support the local community around the event venue

1. “Boston Common” show floor feature presented by the Boston Society of Landscape Architects

On display was a swingset by Boston-based playground designer Mitch Ryerson inspired by his local volunteer work with The Global Design Initiative for Refugee Children (GDIRC). This group has worked to facilitate the design and construction of spaces for play. Play, as recognized by psychologists and educators, is a critical part of healing and learning, helping to educate and prepare a future generation to one day return and rebuild their communities.

As sculptor, teacher, and playground builder Mitch Ryerson reflects, “Many of us in GDI are professionally involved in work around play and design for children in the United States. In the work we do here, we are constantly reminded that playing with other kids in a safe space is not only fundamental to growing up, it is a human right. This project gives us a way to offer our expertise to help address a basic need for children who are trapped in desperate situations for much of their childhood.”

BSLA and BSA/AIA announced post-show that this initiative has received recognition by the American Institute of Architects (AIA) Collaborative and Professional Achievement Jury as a 2020 Institute Honors “Collaborative Achievement” recipient.



This page includes contributions from the official GDI press release, 1-21-2020

V. COMMUNITY (cont.)

2. Boston Cityscapes, Inc presents “Transplanted,” supporting Breaktime



Since 1992, Boston Cityscapes has provided fresh and distinctive interiorscape solutions to Boston’s leading hotels and corporate facilities. Their focus is on enriching an environment through biophilic design and the power of plants to make a lasting impact on everyone who enters a space. ABX and Cityscapes partnered in 2019 to surround ABX attendees with biophilic design. At the core was their “Transplanted” truck, located along the center of the main aisle. The transplanted roaming greenhouse travels the streets of Boston, using plants to raise money for local charities. Cityscapes selected Breaktime as the charity they supported while on-site during ABX19.



Breaktime is Boston’s first supported transitional employment program specifically tailored to young adults experiencing homelessness. Breaktime Cafe serves fair-trade coffees and locally produced baked goods in addition to serving as a community talent hub. It provides motivated youth with direct employment, offers professional and personal development opportunities, and facilitates one-on-one career mentorship. Breaktime Cafe belongs to their community and vows to uphold the values of inclusion, sustainability, quality and impeccable customer service.

V. COMMUNITY (cont.)

3. ABX Mentor Program and ACE of Greater Boston

ABX19 was proud to announce the launch of the Mentor Program, designed to allow high school aged through PhD-level students to interact with leading Mentors from the Northeast. The day was organized into group discussions, a collective “Inspire” session and an afternoon workshop. The program was curated to match Mentors with Mentees of like-minded interests. Both Mentors and Mentees had an opportunity to apply for a half or full day of programming.

We'd like to extend a special thanks to the community Leaders who volunteered their time as Mentors, plus additional appreciation for their employers for allowing their time away from work:

- Elyse Ayoung, Designer, Gensler
- Mitesh Dixit, Professor, Syracuse University; Founder, DOMAIN Office
- Sashya Thind Fernandes, Principal + Founder, ID8 Design Studio
- Rich Griswold, AVP and Dean of Students, Boston Architectural College
- Reinhard Goethert, Director, SIGUS program, MIT
- Blake Jackson, AIA, LEED/WELL Faculty, CPHC, US Northeast Sustainability Design Leader, Stantec
- Yoonjee Koh, Director of Intermediate Architecture Studios, Boston Architectural College
- Adam LeBlanc, AIA, LEED AP BD+C, Architect, BWA Architecture
- Jake Levine, Architectural Designer, Payette Associates
- Sarah Lindenfeld, Managing Principal, Payette Architects
- James Loft, Co-President, PROCON
- Olga Mesa, Assistant Architecture Professor, Roger Williams University; Research Associate, Harvard MaP + S Group
- Jacqueline Mossman, AIA, LEED AP BD+C, Project Manager, Ann Beha Architects
- Jill Neubauer, AIA, USGBC Member, Registered Architect, Owner, Jill Neubauer Architects
- Paul Pettigrew, AIA, NCARB, Director, Undergraduate & Alumni Outreach, Career Development, MIT
- Rebecca Rahmlow, Architect, Touloukian Touloukian Inc.
- Mark Rukamathu, Director of Special Projects, Boston Architectural College
- Rupinder Singh, AIA, LEED AP, CPHC, Senior Associate, Perkins and Will
- Nathaniel St Jean, Program Coordinator, Southern New Hampshire University; Owner, TECTONICA



In addition to the new ABX Mentor Program, we host the ACE Mentoring Program annually as well. About 100 high school students are bussed to the BCEC to spend a full day exploring the show floor. ACE of Greater Boston offers an after-school program that runs from October to March, providing students in grades 9-12 with an introduction to the design, engineering and construction disciplines.

V. COMMUNITY (cont.)

Fundamental 10: For the event to have at least three initiatives which enhance wellbeing, equality, accessibility, and respect for all

1. The BCEC introduced the Mamava Nursing Pod in 2019. These enclosed, private spaces are lactation stations for new mothers that can be used by employees, visitors and event attendees. The free-standing private suites are a product of Mamava, a New England-based business dedicated to transforming the culture of breastfeeding.



In addition, we hosted a “Quiet Room” for the first time. The room included (2) private areas separated with drape, plus additional seating facing the wall. It served as a Mother’s Room, a silent meditation room and a prayer room.

2. The BCEC provided a golf cart to transport people from the Hall A entrance to our show in Hall C, so those with limited mobility could easily reach our space. It is a quarter-mile walk through an otherwise empty convention center.

3. ABX Scholarships have been established for industry professionals who cannot otherwise afford to attend the conference programming:

- Tony Platt Scholarship

Established by the BSA in memory of Tony Platt, FAIA, a Boston architect and visionary who passed in 1998, this scholarship covers up to two workshops at ABX19.

- Women in Design Scholarship

Women in Design celebrates and encourages success and leadership for women in the design community by offering scholarships to attend the full-day ABX WiD Symposium.



VI. GOVERNANCE

Fundamental 11: For the event to successfully implement the Informa Event Safety Operating Model

This is a required process for Central Operations in our office. The ABX team was shown our internal Health + Safety Video during our pre-show All Staff meeting. Everyone was required to add their signature to the sign-in sheet once the video ended. We were also asked to provide emergency contact information that was shared with all Informa team members helping on-site at ABX. The Emergency Response Team was created with core team members and available both digitally and in our Staff Office on-site.

Our first day on-site, we were all given a tour of the BCEC by their Security Manager to learn their event safety plan and see appropriate exits to use during an emergency. The MCCA (who manage the BCEC) staff a Command Center 24/7. They provide facility monitoring, digital CCTV services, access control systems and direct access to first responders. In addition, ABX hired security to monitor all contracted entrances, exhibitor docks, registration and the show floor. We had a dedicated First Aid room staffed during extended hours with Boston-based EMTs.



Fundamental 12: For event sustainability data to be submitted within six weeks of the event

The BCEC, Levy and Freeman all committed pre-show to provide available data after ABX. We knew upfront that even though ABX only utilizes 1/3 of the facility, all BCEC/Levy data would be facility-wide. Unfortunately, we experienced a delay in receiving data and will work with all both the BCEC and Levy to draft a schedule for the 2020 event to ensure we receive the results in a timely manner.

We are completing the Events Industry Council (EIC)'s new Sustainable Event Standards. They are a collection of six specific standards that assess events and industry suppliers on a wide range of sustainability criteria in support of environmental and social responsibility. The seven different standards representing different sectors of the industry include: event organiser, accommodations, audio visual and production, destination, exhibitions, food and beverage and venue.

We are thrilled to announce that ABX achieved the Silver Level for our first year focusing on sustainability, and are now focused on ways to achieve our goal of Gold Level within the next five years.

THANK YOU

We are so thankful for everyone who played a part in our success at ABX19. Special thanks to these partners. We are excited to work with you all again in 2020!

