ACS
Chemistry for Life®

2011 National Meetings and Expositions

Sustainability Report

American Chemical Society
Department of Meetings & Expositions Services

MARCH 2012

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Dear ACS members and stakeholders,

It is with pleasure that we share with you the American Chemical Society's first sustainability report. This report utilizes the newly released GRI Event Organizers Sector Supplement and tells the story of ACS's 2011 sustainability initiatives and performance for the 241st and 242nd National Meetings & Expositions held in Anaheim, California and Denver, Colorado. Both meetings were official events of the International Year of Chemistry 2011, a worldwide celebration emphasizing that chemistry is a creative science essential for sustainability and improvements to our way of life.

As an organization, the ACS plays a role in helping to tackle the many issues facing our society and planet today. To do so, we work to advance green chemistry through the ACS Green Chemistry Institute®, which strives to catalyze and enable the implementation of green chemistry and engineering throughout the global chemical enterprise. The annual meeting themes in 2011 were also highly related to sustainability—*Chemistry of Natural Resources* and *Chemistry of Air, Space and Water*. Both of these fascinating themes explore humanity's use of earth's resources, the effects on the planet, and chemical solutions for a healthier future.

Internally, we began building upon our own organization's initiatives to optimize impacts over the past few years. As the Department of Meetings & Expositions Services, along with the Committee on Meetings & Expositions, we are pleased to be approaching the planning and execution of our National Meetings in that way that reflects our organizational values. We bring that sustainability focus to our work, incorporating green meeting practices into the planning and implementation of our annual meetings. In 2011, we were recognized for these efforts as the recipient of the 2011 Green Leader Award from the Capital Chapter of the Professional Convention Management Association (PCMA). This GRI report, however, is an exciting step toward both a greater understanding of the quantitative impacts of our meetings and an increased commitment to transparency and stakeholder engagement.

Each year, our goal is to continuously improve performance through effective planning, innovative initiatives and vendor collaboration, supported by refined data collection and reporting. To do so we will build from our successful 2011 initiatives, including our "zero waste" Sci-Mix Poster Session, an event which raised awareness around waste generation and source-separation and allowed us to achieve 82.4% diversion from landfill for the event at a facility with a baseline diversion rate of approximately 49%. In 2011, we also worked with our shuttle partner, Transportation Management Services, to reduce the number of hotel shuttle buses and offset 76 tons of CO_2e from remaining shuttle emissions.

For 2012, we look forward to beginning the process of setting measurable targets for our national events. As a department, we also plan to further explore the areas of RFPs and contracts, vendor collaboration, food and beverage sourcing, and hotel partner adoption of amenities and food donation programs.

Sincerely,

Dee Casteel
Chair, Committee on Meetings & Expositions
Associate Dean of Faculty, College of Arts and Sciences, Bucknell University

About this Report

This report was constructed using the Global Reporting Initiative G3.1 Guidelines Event Organizers Sector Supplement with a self-declared Application Level C. Reported information falls within the organizational boundary of the Department of Meetings & Expositions Services, a department contained entirely within the American Chemical Society, for the two National Meetings and Expositions: the spring event held March 27-31, 2011 in Anaheim, CA, and the fall event held August 28-September 1, 2011 in Denver, Colorado.

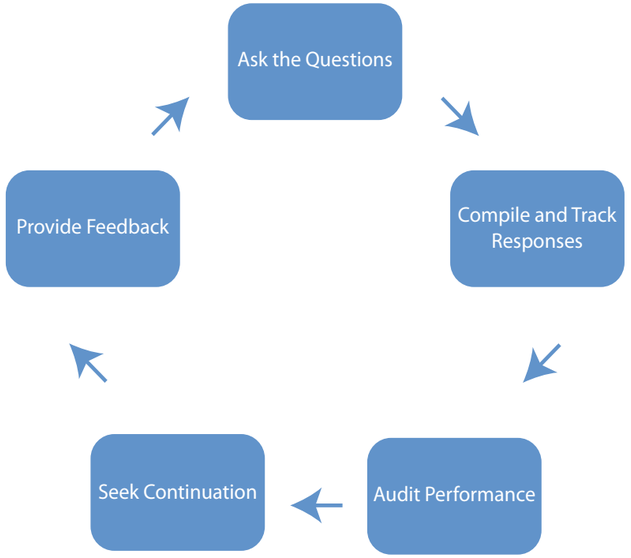
We plan to report once annually within this same boundary of the two national meetings and expositions, for which we have operational control and represent the largest economic, environmental, and social impacts of our department. As this is our first GRI report, we began our tracking mechanisms and formalized approach to event reporting in mid-2011, referring to the GRI Guidance on Drafting Report Content and Technical Protocols when possible. For more information on the GRI and the Event Organizers Sector Supplement, visit: www.globalreporting.org.

Report content was defined by requesting information from stakeholders and analyzing the most material impacts of large events, which are presented in the initiatives discussed and data table presented. Our meetings and exhibitions stakeholders are those who impact our events, those without which events would not be possible, and those who are impacted and influenced by our events. These include our event attendees, exhibitors, the event venue, event vendors, the host community, hotel partners, and the ACS staff and its members. We offer this report to our stakeholders with three goals in mind:

1. Increase awareness of the American Chemical Society and our programs to our stakeholders;
2. Increase awareness of sustainability issues in events to our stakeholders; and
3. Use reporting as a mechanism for institutionalizing and formalizing our approach to sustainability in our events.

Our formalized approach began with our Spring 2011 show as we pilot tested the following process:

1. Ask our vendors what actions they could take to make their products and services more sustainable for our event.
2. Compile and track the progress of these responses.
3. Request and audit the programs and their data during and after the event.
4. Seek continuation of related programs.
5. Provide feedback to our vendors and our other stakeholders on the practices, identifying and seeking areas for improvement.



As this is one of the first GRI EOSS reports following the sector supplement's recent release, we look forward to improving upon the reporting of materiality and of our stakeholders as event sustainability reporting evolves within the meetings & events industry. We are also limited by the data availability and internal systematization that occurs when a reporting process begins, and look forward to incorporating your feedback to improve disclosure in subsequent reports.

In addition to improving our reporting in 2012, we look forward to having more initiatives, programs, and performance data to report on. Some of our 2012 plans include:

1. Working to incorporate sustainability expectations and requirements into the RFP and contracting process;
2. Reducing paper use and printing by increasing communication regarding the digital Onsite Program and improving it in a way that does not compromise quality and functionality;
3. Increasing the effectiveness of the zero waste event;
4. Exploring hotel amenity donation programs and partnerships in an effort to reduce waste and help local and international communities;
5. Looking more deeply into food and beverage sourcing and begin tracking local and organic food use; and
6. Increasing collaboration with vendor partners to collect better data and find solutions that reduce show impact.

About the American Chemical Society

With more than 164,000 members, the American Chemical Society (ACS) is the world's largest scientific society and one of the world's leading sources of authoritative scientific information. A nonprofit organization, chartered by Congress, ACS is at the forefront of the evolving worldwide chemical enterprise and the premier professional home for chemists, chemical engineers and related professions around the globe.

American Chemical Society is a publicly supported, federal income tax exempt organization pursuant to Sections 501 (c) (3) and 509 of the Internal Revenue Code of 1986, as amended. Its main offices are in Washington, D.C., and Columbus, Ohio.

Our Mission and Vision

We are dynamic and visionary, committed to "Improving people's lives through the transforming power of chemistry."
This vision - developed and adopted by the ACS Board of Directors after broad consultation with the membership - fully complements the ACS Mission statement, which is "to advance the broader chemistry enterprise and its practitioners for the benefit of Earth and its people." Together, these two statements represent our ultimate reason for being and provide a strategic framework for our efforts.

We Are Local, National, and Global

The ACS has several departments that host meetings (nationally and internationally). The ACS Meetings & Expositions Department may assist with these meetings but only fully manages the logistics of ACS national, regional, and selected specialty meetings.

Locally

ACS has 187 local sections (chapters) throughout the United States. Local sections allow members to:

- Connect with other chemists and chemical engineers in their geographic area
- Participate in programs near their homes that can enhance their professional development
- Contribute to the public's understanding of chemistry in their communities.
- ACS regional meetings are hosted by local sections in various geographic regions across the United States.

ACS At a Glance

Membership:
more than 164,000

Journals:
43

Chemical abstracts records:
more than 35 million

CAS REGISTRY organic & inorganic substances:
more than 65 million

ACS journal article downloads:
78 million

Petroleum research grants:
$16.4 million

Academic institutions using SciFinder:
more than 1,900

Employees:
2,071

ACS
Chemistry for Life®

Nationally

ACS offers members the opportunity to participate in 33 specialty divisions, ranging from food and agriculture to industrial and engineering chemistry. These divisions help members:

- Keep up with the latest developments in their areas of expertise
- Monitor advances in related fields
- Network with colleagues
- Contribute to the advancement and recognition of their scientific discipline.

Twice annually, ACS sponsors national meetings - five days of symposia, tutorials, and poster sessions that cover every area of chemistry, chemical engineering and related sciences. Short courses with renowned instructors, workshops, divisional and committee meetings and other related sessions also occur at national meetings.

Globally

The Society's international membership exceeds 24,000 and represents more than 100 countries.
More than 60 percent of the articles published in ACS journals and more than half of the material covered in the Society's Chemical Abstracts Service - the world's most comprehensive source of chemical and scientific information - originates outside the United States. ACS sponsors or promotes a number of international activities such as joint conferences with chemical societies in India and other countries, and the International Chemical Congress of Pacific Basin Societies (PacifiChem), a weeklong scientific meeting, held once every five years in conjunction with ACS counterparts in Australia, Canada, Japan, Korea, New Zealand, and China.

We Support Real-World Initiatives

ACS works to improve the world through other initiatives including:

- ACS Green Chemistry Institute® promotes the implementation of green chemistry and engineering principles into all aspects of the chemical enterprise.
- ACS Scholars Program provides underrepresented minority undergraduates with scholarship and mentoring support that they need to earn degrees in the chemical sciences.
- Project SEED offers bright, economically disadvantaged high school students an opportunity to spend a summer conducting chemical laboratory research with the guidance of a chemical scientist.
- Teacher Training supports the professional development of science teachers so that they can better present chemistry in the classroom and fosters the scientific curiosity of our nation's youth.

ACS Green Chemistry Institute®

For information on becoming a member of ACS, please visit www.acs.org/join.

ACS
Chemistry for Life®

Strategic Plan for 2012 and Beyond

VISION

Improving people's lives through the transforming power of chemistry

MISSION

Advance the broader chemistry enterprise and its practitioners for the benefit of Earth and its people

Goals

ACS is a Congressionally chartered not-for-profit 501(c)3 scientific professional society. The Society will remain a strong and sustainable organization, maintaining adequate financial resources and adhering to financial stewardship principles that will ensure its ability to accomplish ACS Goals today and into the future. ACS will marshal our unique resources to:

1. Be the most authoritative, comprehensive, and indispensable provider of chemistry-related information.
2. Empower an inclusive community of members with networks, opportunities, resources, and skills to thrive in the global economy.
3. Foster the development of the most innovative, relevant, and effective chemistry education in the world.
4. Communicate chemistry's vital role in addressing the world's challenges to the public and policymakers.

2011 ACS Meetings and Expositions

Meetings are governed by the Committee on Meetings & Expositions. The mission of the Committee is to study and make recommendations concerning policies and problems of meetings and expositions operated by the Society, its Divisions and Local Sections; study and recommend meeting dates and locations; and cooperate with the Committee on Divisional Activities in areas of mutual interest.

The Meetings & Expositions Committee operates through four subcommittees:

- Sites
- Expositions
- Technical Programming
- Regional Meetings

William R. Oliver was 2011 Chair of the M&E Committee.
Alan L. Hutchins is the ACS Staff Liaison to the M&E Committee.

Current Meetings & Expositions Committee Roster:

Dr. Dee Ann Casteel
Dr. V. Dean Adams
Dr. Anthony W. Addison
Dr. Alan B. Cooper
Dr. William H. Daly
Dr. Emilio X. Esposito
Ms. Kathleen Gibboney
Dr. Lynn G. Hartshorn
Dr. C. Marvin Lang
Dr. Melanie J. Lesko
Mr. John M. Long
Dr. Will E. Lynch
Dr. Christopher Masi
Mr. Guenter Niessen
Dr. Richard A. Palmer
Mr. Frank Romano
Dr. Frank J. Torre
Dr. Don B. Weser
Dr. Mark Wicholas
Dr. Cherlyn Bradley
Dr. Jetty L. Duffy-Matzner
Dr. Wendy C. Flory
Dr. Martha G. Hollomon
Dr. David J. Lohse
Dr. N. Bhushan Mandava
Dr. Michael D. Mosher
Dr. Robert A. Pribush
Dr. Steven W. Yates
Mr. Alan L. Hutchins
Dr. Les W. McQuire

Our Team

The Department of Meetings & Expositions team is led by Alan Hutchins, serving under the ACS Division of Membership and Scientific Advancement. The Meetings and Expositions Services Department has 16 full-time employees, all located at our headquarters in Washington, DC. 13 are women and 3 are men. For the execution of each national event, we contract 2-3 temporary contractors. During the 2011 calendar year, there was no turnover of full-time employees in the department.

The ACS events team organizes two national meetings & expositions, 6 to 8 regional meetings, and 6 to 10 specialty meetings each year to reflect the diverse professional interests of ACS membership and specific geographic regions.

ACS National Meetings & Expositions

The ACS National Meetings & Expositions are two of the most respected scientific meetings in the world, attracting an estimated 11,000 to 14,000 chemists, chemical engineers, academicians, graduate and undergraduate students, and other related professionals. During the meetings, scientists present new multidisciplinary research and hear the latest information in their areas of professional interest. Programming is planned by our 33 technical divisions (covering all scientific fields), secretariats that focus on multidisciplinary programming, and ACS committees. Each meeting features more than 7,000 presentations organized into technical symposia that highlight important research advances.

Furthermore, the ACS national meetings facilitate networking opportunities, career development and placement, and provide companies an opportunity to exhibit products and services to a targeted audience. At the 242nd National Meeting & Exposition in Denver, CO, 250 exhibitors showcased new technological developments, and a number of exhibitors offered free workshops to help attendees learn more state-of-the-art technologies.

Everyone who attends an ACS National Meeting & Exposition walks away with a greater understanding of the role chemistry plays in the global economy, health, safety, and the environment, and is given the unique opportunity to exchange ideas with leading experts in the field. For more information see our Technical Programming Archive of Past National Meetings since 2004.

We work closely with the event host community, venue and our vendors throughout each event's process. We perform attendee and exhibitor post-show surveys to gather feedback on experience, logistics, and the exposition. In 2011, 6,289 surveys were sent out to attendees and exhibitors and ACS received 1,422 responses.

PCMA Green Leader Award

The ACS Department of Meetings & Expositions Services was awarded the 2011 Green Leader Award from the Capital Chapter of the Professional Convention Management Association (PCMA). The award was presented on November 9, 2011 at the Washington Hilton Hotel to recognize Washington, D.C.-area meeting planners who have measurably reduced their environmental impact, saved staff time and resources, and contributed to improving the meetings industry and communities they serve.

Members of the ACS Meetings & Expositions Services Department and consultant partners from LEGACY Sustainability Management pose with the 2011 Green Leader Award.

241st National Meeting & Exposition: Anaheim, CA

Meeting Statistics

- Attendees: 12,450
- Exhibitors: 1,095
- Vendors: 146
- Staff: 332
- Total Participants: 14,023
- Economic Value Generated: $26.81 Million

The fall 2011 meeting theme was The Chemistry of Natural Resources, including topics such as:

- The recovery, utilization, and production of chemicals from by-products and waste within the forestry, mining and agricultural processing industries.
- The production of functional materials and fuels from renewable resources.
- The environmental interaction of renewable materials.
- New approaches to synthetic photosynthesis and the chemistry of natural products.

More than 185 sessions related to the meeting theme, with 29 divisions and 16 committees having contributed to the programming. Theme highlights include:

- Plenary Symposium – Nobel Laureate Harry Kroto provided a ray of hope for our future in his lecture "Carbon in Nano and Outer Space."
- Björn Åkermark showed how we are using solar energy in "Artificial photosynthesis, the final solution of humanity's energy problems."
- Steve Kelly elaborated on the pros and cons of using biomass as designed materials for energy resources in his lecture "How can Bioenergy be made sustainable?"
- Piet Lemstra gave examples of existing materials from biomass in his lecture "Petro-vs Bio-based Polymers" and addressed how rapidly these new materials may be improved from one year to the next.
- Virgil Percec offered insights into a future when we better understand how to employ systems of sophisticated complexity in his lecture "Bioinspired Syntheses of Complex Molecular Systems".

"Today with an increasing world population and increasing demand for energy and raw materials, we are more dependent than ever on a sound knowledge of chemistry as it occurs in our natural world."– Dr. Ann-Christine Albertsson

Hosting in Anaheim

While in Anaheim, our event was able to benefit from the goals and actions that were set forth by the Anaheim City Council in 2006, including:

- Renewable electricity resources including wind, geothermal, hydroelectric, and landfill gas. Currently, Anaheim is at 8% in meeting its renewable energy resource goal of 20%.
- Anaheim Public Utilities is a Climate Action Leader by the California Climate Action Registry and, through energy efficiency programs, reduced CO_2 emissions by 1.1 billion pounds.
- The City has 71 low emission vehicles in service, or 24% of the total number of non-emergency vehicles. 10 of these are all-electric shuttles that move millions of visitors around the Resort Area.
- 17 active projects that have or will receive green building certification, including 1,200 residential units.
- Through the TreePower program, 40,000 shade trees have been planted, saving 7.7 million kWh of electricity at maturity and eliminating over 13 million pounds of CO_2 over the past 10 years.

Economic Impact

The economic impact for the 241st National Meeting & Exposition in Anaheim is estimated at $26.81 million. The economic impact calculation was made using the Economic Impact Calculator provided by Destination Marketing Association International (DMAI). The DMAI calculator uses data at each destination to determine average per diems, hotel rates, taxes, and impact multipliers to provide an assessment of the economic impacts of an event. The size, duration, date, and type of event are used for the calculations, with additional options for data entry. The calculator is updated annually.

For more information about the DMAI Economic Impact Calculator, visit: http://tinyurl.com/DMAIEventCalculator

Destination Marketing Association International

Spring 2011 Initiatives

For the 241st National Meeting & Exposition in Anaheim, the Department of Meetings & Expositions Services focused on incorporating sustainability into our event management process. Further, we implemented the following initiatives to increase sustainability performance:

Vendor engagement

The ACS began communicating with vendor partners regarding the importance of sustainability and ACS's reporting initiative help identify opportunities for improved environmental performance.

The Anaheim Convention Center (ACC)

The ACC is one of the largest LEED Certified Convention Centers in the U.S. and is committed to continuous improvement in the area of environmental stewardship.

Environmental Initiatives

- *A comprehensive onsite recycling center ("The Green Zone")*
- *A water and energy conservation program that incorporates low-flow and energy efficient equipment and materials*
- *Certified "green" lobby carpet*
- *145,000 kwh of electricity generated each year onsite from solar energy*

Environmental Stewardship & Procurement

- *First Convention Center to become a full Seafood Watch partner*
- *First Convention Center to source whole herd beef (Hearst Ranch grass-fed, hormone and antibiotic-free, certified humane cattle)*
- *Farm-to-fork local sourcing program*
- *Fair Trade certified and USDA Organic certified coffee*
- *Community food and convention material donation programs*
- *Alignment with Forest Stewardship Council on paper, serveware and office supplies*
- *Zero-to-low-VOC levels on all cleaning chemicals, paints and varnishes used throughout the property*

Attendee engagement

We placed an "ad" in a very prominent part of our Onsite Program book to communicate to members and attendees our commitment to sustainable meetings and help them understand they also play any important role in "greening."

Reduced shuttle footprint

To mitigate GHG emissions associated with our shuttle bus service, the ACS partnered with Transportation Management Services (TMS) to offset total emissions through the Carbon Fund. Forty tons of CO_2e were offset for the 241st National Meeting & Exposition.

Onsite Program reduction

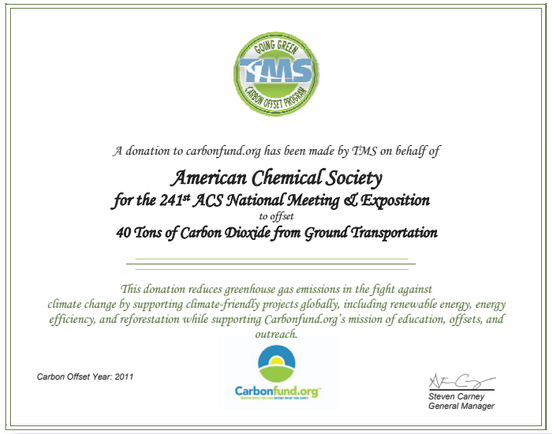
As the printing of paper brochures uses a substantial amount of resources and generates waste, we aimed to reduce the number of printed programs. Our initial goal was to reduce the amount printed from an average of 2 programs per attendee in previous years to less than one per attendee in Anaheim. To do so, we designed our Onsite Program stations to encourage sharing, reuse and recycling. In doing so, we were able to print .86 programs per attendee. We also began collecting name badges for reuse and recycling.

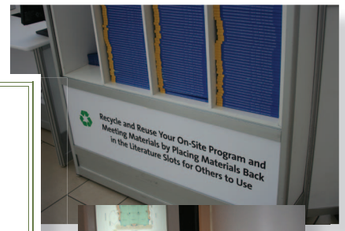
Signage reduction

The ACS reduced overall signage printing through use of digital signage, consolidating signage placement onsite, and using both the fronts and backs of signs. Simultaneously, we began to evaluate signage sourcing and requested more environmentally friendly materials from our decorator.

Pennies for PUR™ Water

As part of the IYC 2011 celebration, ACS launched the Pennies for PUR™ Water initiative to raise funds that will be donated to the Children's Safe Drinking Water (CSDW) program. The CSDW program, sponsored by Procter & Gamble, provides communities in need with PUR™ water-purification sachets (developed by P&G and the U.S. Centers for Disease Control and Prevention) that can purify even heavily contaminated water so that it meets World Health Organization standards for safe drinking water. Through the Pennies for PUR™ Water effort, ACS hopes to raise sufficient funds to be able to provide more than 1.5 million gallons of safe water – a powerful demonstration of ACS' Vision, "Improving people's lives through the transforming power of chemistry." Visit www.csdw.org for more information.





International Year of Chemistry 2011 (IYC 2011)

IYC 2011 was a fruitful year with many activities and events that brought attention to the nature, value and transformative power of chemistry. Membership and Scientific Advancement (MSA) organized activities and programs to spread the word domestically and internationally. During the IYC, we launched an IYC Partner Program, a partnership with 40 like-minded societies and institutions with the goal of creating synergies surrounding celebrations of IYC. Our IYC partners contributed activities in promoting the IYC, including posting the IYC logo on their websites; distributing literature and promotional items in bags during their annual meetings; posting IYC-related articles in their respective trade publications and blogs; featuring IYC-related symposia in their meetings' technical program; and hosted IYC-themed events.

International Year of
CHEMISTRY
2011

www.acs.org/iyc2011

We also produced the IYC Bulletin, a monthly electronic newsletter distributed to approximately 4,400 individuals in over 100 countries across the globe.

In addition, we ensured the visibility of IYC branding during PacifiChem 2010, the 2011 National and Regional Meetings through advertisements and specialty signage (poster boards, meterboards, exposition hang signs, an electronic outdoor billboard in Denver) that were placed in strategic areas of convention centers and official hotels; a popular booth in the consolidated ACS booth; and distribution of promotional items such as lanyards, biodegradable cups (during Sci-Mix), t-shirts, stickers, posters, and lapel pins.

We coordinated the presence of an IYC booth during the annual meetings of the American Crystallographic Association and ACS Green Chemistry Institute. We also had a booth presence at Labtech, the IYC cornerstone event for the Arabian Gulf.

242nd National Meeting & Exposition: Denver, CO

Meeting Statistics

- Attendees: 8,566
- Exhibitors: 998
- Vendors: 138
- Staff: 332
- Total Participants: 10,034
- Economic Value Generated: $20.75 Million

The fall 2011 meeting theme was Chemistry of Air, Space and Water, including topics such as:

- Chemistry affecting the exposure and response of humans to toxins in their air and water
- Chemistry affecting the climate and chemical strategies for removing greenhouse gas emissions from the atmosphere (or reducing their emissions to it)
- Chemistry for enhancing the availability of clean drinking water,
- Chemistry of atmospheres and clouds on other planets.

More than 50 symposia participated in the theme with an emphasis on characterizing the natural states of Earth and elsewhere, understanding perturbations to that state, and evaluating ideas for the deliberate engineering of air and water composition in the future. Program highlights on this theme include:

- Plenary Symposium – Neil Donahue showed how chemical insights are bringing order to the dizzying potential for complexity in descriptions of atmospheric aerosol (and consequently climate) in his talk "Of much and molecules: Relating bulk aerosol properties to molecular behavior".
- Russel Hemley described experiments on planetary materials from ambient pressures to several multimegabars and from cryogenic temperatures to several thousand degrees in his lecture "Chemistry of planetary gases, liquids, and ices in extreme environments."
- Alan Townsend examined the chemistry of nitrogen—the pillar of the green revolution—and discusses projects for a more sustainable relationship with N in his lecture "Nitrogen and the human endeavor."
- Susan Solomon, winner of the Nobel Peace Prize for her work leading the Intergovernmental Panel of Climate Change's report on the state of science and renowned for her work on the chemical basis of the Ozone Hole gave a lecture titled "The enduring challenges of ozone depletion and climate change: How planetary chemistry is changing science and society," offering insights into the chemical success story that is protecting the ozone layer and the chemical challenges that lay ahead as we come to grips with climate change.

Downtown Denver

Located at the foot of the snowcapped Rocky Mountains, Denver has always inspired a deep appreciation of nature and the outdoors. The city is dedicated to sustainable development and ecologically-friendly practices that will increase the sustainability of Denver and the meetings it hosts.

Denver Mayor John Hickenlooper has led an effort in urban sustainability, culminating in the development of Greenprint Denver - a long-term, citywide initiative to promote the importance of sustainable development and ecologically friendly practices. Some highlights include:

- 500 rental bikes available for riding on 850 miles of paved, off-street bike trails
- Free hybrid shuttle buses running up and down Denver's mile-long pedestrian mall
- 8,400 downtown hotel rooms within walking distance of the Colorado Convention Center, and are committed to linen reuse programs, recycling programs, HVAC and lights shut off when guests are not in the rooms, low flow showerheads and toilets
- The largest new light rail program in the nation's history with 122 miles of new track planned, connecting downtown to Denver International Airport, Boulder, Golden and beyond
- Denver International Airport, the fifth busiest air center in the nation, with its own solar power program that will reduce carbon emissions by 6.3 million pounds a year

The Colorado Convention Center (CCC)

In 2010, the CCC achieved LEED Certification for Existing Building Operations and Maintenance. The facility boosts many sustainable attributes and practices, including:

- *A full-time sustainable programs manager*
- *A 300-kilowatt solar power system covering 30,000 square feet on the convention center roof, eliminating 435 tons of carbon emissions per year*
- *Water conservation through Water Fill Stations located at every water fountain throughout the facility, low flush toilets and water efficient, native landscaping*
- *Single-stream recycling throughout the facility and back-of-house compost collection program to minimize materials sent to landfill, achieving a 49% diversion rate for the facility in 2011*
- *Use of Green Seal-certified cleaning products*
- *Food donation program and options for locally grown produce and organic meals*
- *A program that limits bus and taxi idling to 5 minutes*
- *Donation programs with local organizations including Food Bank of the Rockies, RAFT Colorado, Mission Wear, and Resource Boulder. Total donation of 30,000 lbs of materials (15 tons) in first year of program.*
- *EMS ISO 14001 Certification*
- *Gold Level Recognition with the EPA's Colorado Leadership Program*
- *Adoption of eight acres of land along the Platte River allow for a turnkey community service project*

More information about the sustainability initiatives at the Colorado Convention Center (CCC) can be found at http://denverconvention.com/about-us/sustainability/.

Fall 2011 Initiatives

Based on the engagement and lessons learned in Spring 2011, we began rolling out more sustainable meeting practices in Denver. Some of our fall 2011 initiatives to help us achieve those objectives included:

Reduced shuttle footprint

To decrease GHG emissions associated with our shuttle bus service we consolidated hotel pick up routes, used alternative fuel shuttle buses, and partnered with Transportation Management Services (TMS) to offset total emissions through the Carbon Fund. Thirty-six tons of CO_2e were offset for the 242nd National Meeting & Exposition (76 tons total for both 2011 meetings).

Carpet reduction

Carpet and carpet padding use and disposal have a large impact on shipping, labor, and waste at every large convention. To reduce these impacts, the ACS eliminated carpet use in the Sci-Mix Post Session hall and other areas, as possible.

Sustainable signage

Our approach to show signage follows the "Three Rs" principle: reduce, reuse, recycle. We worked to reduce printing by utilizing existing digital and directional signage throughout the meeting space, as well as reusable ACS easel boards wherever possible. At present, we are working with our decorator to move away from any PVC-based material and working toward using signage that contains recycled content and is 100% recyclable.

Reduced Printing

Prior to 2011, previously we printed 2 programs for each anticipated attendee, knowing people would lose or leave programs throughout the course of the meeting. In the fall of 2011, we launched the first electronic version of the Onsite Program as a mobile phone application and PDF download. This saved approximately 1,600lbs of paper and associated freight.

Zero waste awareness

The ACS has designated the Sci-Mix Poster Session at each Annual Meeting as a "zero waste" event to increase attendee awareness and education around waste generation and proper disposal. The event was designed to only produce compostable and recyclable waste, which Recycling Volunteers helped attendees place in the correct bins for increased landfill diversion.

For our first "Zero Waste" Sci-Mix Event, we achieved a 82.4% diversion rate at a facility with a baseline diversion rate of 49% in 2011.

Sci-Mix Event Waste Diversion Breakdown

Compost (napkins, bags, popcorn)	*52.5 lbs*
Recycling (cans, beer cups)	*172 lbs*
Landfill (mis-placed waste)	*48.02 lbs*
Total Waste Generated	*272.52 lbs*
Total Waste Diverted	*224.5 lbs*
Diversion Rate	*82.4%*

Our first event was a great learning experience, which we hope to build on in 2012. The following are some of our lessons learned and tactical plans for improvement in 2012:

2011 Zero Waste Event Challenges	2012 Tactics
25% (12.01 lbs) of landfill waste was from the cups (and a few bags) that people left all over the floor and on table tops. Most of the materials would have been recyclable and helped us get to 87% diversion.	• *Increase communications onsite to encourage people to take waste to bins* • *Use 2 volunteers to roam the floor with rolling bins throughout the night to avoid waste left on the floor*
The ACS sponsored cup was recyclable (HDPE #2 plastic) instead of compostable, as planned	• *Ensure that the cup provider/sponsor is sent the material specifications pre-event*
One whole bag of compost had to be landfilled because it was contaminated with buttery plastic bags from the popcorn vendor.	• *Pre-event vendor training* • *Supply separate bags for non-divertible waste*
Lack of student volunteers, requiring extra landfill bins to be needed	• *Improve pre-show communication and recruitment efforts*

Waste reduction

The ACS worked with the Colorado Convention Center and Freeman to reduce waste by:

- Donating all usable food to local community groups
- Donating leftover conference materials and exhibit hall items to local community groups
- Donating foam-core signage (which is typically non-recyclable) to RAFT (Resource Area for Teachers) where the teachers use the materials to create learning tools.
- Recycling name badges (collection bins were placed at the Center and each hotel property)
- Providing attendees with reusable, plastic water bottles to reduce disposable water bottle waste. Water bottles were generously provided by the ACS Colorado Local Section.

Hotel partners

For each of our hotel partner properties, we survey and audit practices related to energy efficiency, waste reduction, green cleaning, and are currently exploring ways to ensure all hotel partners participate in an amenities donation program, which reduces waste and provides benefit to impoverished communities.

Stakeholder Feedback

To gather additional information from attendees for our event impact calculations, and to better understand how our sustainability initiatives (reduction efforts) affected attendees, we added questions to the post-show surveys sent to attendees and exhibitors on the topics of experience, logistics and the exposition. After the 242nd National Meeting & Exposition, 6,289 surveys were sent out to attendees and exhibitors. The ACS received 1,422 responses. Related findings included:

- Over two-thirds of attendees walked from place to place while attending the meeting, another quarter used local transportation (13%) or a personal car (12%).
- 95% of attendees were either satisfied or very satisfied with the use of digital signage (compared to print signage at 94%).
- 82% of attendees were either satisfied or very satisfied with the digital version of the onsite program (compared to the print version at 93%).

We were very pleased to hear support for more "green" initiatives at ACS National Meetings & Expositions, receiving comments such as "keep working on greening the hotels, transportation options, and food" and "support cities with a "green" agenda."

In 2011, we heavily communicated the availability of an Exhibitor Donation Program to all exhibitors. It was to our pleasure and surprise that we realized ACS exhibitors leave behind very little waste on the expo floor associated with packaging and leftover materials. Many exhibitors are promoting expensive products and machines, which they have pre-made shipping cases for and send back for use at future shows.

Economic Impact

The economic impact for the 242nd National Meeting & Exposition in Denver is estimated at $20.75 million. The economic impact calculation was made using the Economic Impact Calculator provided by Destination Marketing Association International (DMAI). The DMAI calculator uses data at each destination to determine average per diems, hotel rates, taxes, and impact multipliers to provide an assessment of the economic impacts of an event. The size, duration, date, and type of event are used for the calculations, with additional options for data entry. The calculator is updated annually.

Destination Marketing Association International

For more information about the DMAI Economic Impact Calculator, visit:
http://tinyurl.com/DMAIEventCalculator.

2011 Performance Data

Performance Indicator	Fall 2010	Spring 2011	Fall 2011	2011 Total
Total Attendance	*14,151*	*14,023*	*10,034*	*24,057*
Economic Impact	*Not Tracked*	*$26.81 Million*	*$20.75 Million*	*$47.56 Million*
Hotel Room Nights Generated	*Not Tracked*	*32,985*	*23,262*	*56,247*
Local Taxes Paid	*Not Tracked*	*$2.54 Million*	*$1.22 Million*	*$3.76 Million*
Jobs Supported (Total)	*Not Tracked*	*5,433*	*4,782*	*10,215*
Total Programs Printed	*9,000*	*12,000*	*9,700*	*21,700*
Printed Programs Per Attendee	*.64*	*0.86*	*0.97*	*0.9*
Electricity Usage (kWh)	*Not Tracked*	*326,268*	*545,869*	*872,137*
Shuttle Service Fuel Burned (gal)	*9,527*	*3,897*	*3,488*	*7,385*
Shuttle Service GHG Emissions Offset (MTCO2e)	*96.7*	*40*	*36*	*76*
GHG emissions from Event Electricity and Shuttles (Metric Tons)	*Not Tracked*	*140.8*	*509.8*	*650.5*
Venue Water Usage (Gal)	*Not Tracked*	*648,587*	*878,710*	*1,527,297*
Recycled Waste (Metric Tons)	*8.4*	*Not Available*	*7.7*	*Not Available*
Recycled Waste Per Attendee (lbs.)	*1.2*	*Not Available*	*1.5*	*Not Available*
Composted Waste (Metric Tons)	*2.7*	*0*	*6.4*	*Not Available*
Composted Waste Per Attendee (lbs.)	*0.38*	*0*	*1.3*	*Not Available*
Landfilled Waste (Metric Tons)	*16.4*	*Not Available*	*14.1*	*Not Available*
Landfilled Waste Per Attendee (lbs.)	*2.3*	*Not Available*	*2.8*	*Not Available*
Total Waste Generated (Tons)	*19.0*	*Not Available*	*28.2*	*Not Available*
Event Diversion Rate	*58.0%*	*Not Available*	*49.96%*	*Not Available*

Hotel Green Practice Survey	Spring 2011	Fall 2011
# Hotels Surveyed	*6[4]*	*14*
LEED Certification	*0%*	*0%*
Linen/Towel Re-use	*100%*	*100%*
Energy-Efficient Housekeeping Practices	*50%*	*36%*
Amenity Reuse or Donation	*67%*	*71%*
Recycling	*100%*	*100%*
Composting Food Scraps	*17%*	*21%*
Green Cleaning	*50%*	*64%*
Recycled Content of Bathroom Tissue	*33%*	*43%*

1 - Usage includes all consumption of the venue buildings used within the convention center, from move-in to move-out
2 - Calculated using the average energy use per day in August x 8 days of the show
3 - Calculated using the average water use per day in August x 8 days of the show
4 - 3 additional hotels did not respond to our questionnaire or request for an onsite walkthrough

GRI CONTENT INDEX

Ref	Description	Reported	Cross-Reference or Answer
STANDARD DISCLOSURES: PROFILE			
1.1	Statement from the most senior decision maker of the organization.	Fully	4
2.1	Name of the organization.	Fully	Cover
2.2	Primary events, brands, products, and/or services.	Fully	7-11
2.3	Operational structure of the organization, including main divisions, operating companies, subsidiaries, and joint ventures.	Fully	10
2.4	Location of organization's headquarters.	Fully	Front Inside Cover
2.5	Number of countries where the organization operates, and names of countries with either major operations or that are specifically relevant to the sustainability issues covered in the report.	Fully	7-8
2.6	Nature of ownership and legal form.	Fully	7
2.7	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries).	Fully	7-11
2.8	Scale of the reporting organization.	Fully	7-11
2.9	Significant changes during the reporting period regarding size, structure, or ownership.	Fully	No Changes Occurred
2.10	Awards received in the reporting period, including certifications and external endorsements.	Fully	11
3.1	Reporting period for information provided.	Fully	5
3.2	Date of most recent previous report.	Fully	This is our first report
3.3	Reporting cycle.	Fully	5
3.4	Contact point for questions regarding the report or its contents.	Fully	Front Inside Cover
3.5	Process for defining report content.	Fully	5
3.6	Boundary of the report, and whether it covers planning and delivery, and the activities of partners, participants who are content providers, attendees and sponsors.	Fully	5
3.7	State any specific limitations on the scope or boundary of the report.	Fully	5
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations.	Fully	5
3.10	Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement.	Fully	First Report
3.11	Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.	Fully	First Report
3.12	Table identifying the location of the Standard Disclosures in the report.	Fully	22-24
3.13	Policy and current practice with regard to seeking external assurance for the report.	Fully	External assurance was not sought for the report
4.1	Governance structure of the organization including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.	Fully	10-11
4.2	Indicate whether the Chair of the highest governance body is also an executive officer.	Fully	The Director of the Meetings & Exhibitions Department is also on the Meetings & Exhibitions Committee.
4.3	For organizations that have a unitary board structure, state the number of members of the highest governance body that are independent and/or non-executive members.	Fully	Not Applicable
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	Fully	5-11
4.8	Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation.	Fully	7-9
4.14	List of stakeholder groups engaged by the organization.	Fully	5

4.15	Basis for identification and selection of stakeholders with whom to engage.	Fully	5

STANDARD DISCLOSURES: PERFORMANCE INDICATORS

EC1	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments.	Partially	12, 16, 21
EC9	Understanding and describing significant indirect economic impacts, including the extent of impacts.	Fully	12, 16, 21
EN1	Materials used by weight or volume.	Partially	19, 21
EN2	Percentage of materials that are recycled input materials.	Partially	18, 19, 21
EN3	Direct energy consumption by primary energy source.	Partially	21
EN4	Indirect energy consumption by primary source.	Fully	21
EN6	Initiatives to provide energy-efficient or renewable energy based events, and reductions in energy requirements as a result of these initiatives.	Partially	13-14, 18-19, 21
EN7	Initiatives to reduce indirect energy consumption and reductions achieved.	Fully	13-14, 18-19, 21
EN8	Total water withdrawal by source, conservation and improvement initiatives and results.	Fully	21
EN11	Location and size of land owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas.	Fully	Our Washington, DC headquarters it he only instance of land use. No land use occurs within or adjacent to protected areas. No land was used outside the convention centers for the two national events.
EN13	Habitats protected or restored.	Fully	No habitats were protected or restored in relation to national conferences.
EN16	Total direct and indirect greenhouse gas emissions by weight.	Partially	21
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved	Partially	13-14, 18-19, 21
EN21	Total water discharge by quality and destination, and improvement initiatives and results.	Fully	All water discharged within the convention centers was via district treatment infrastructure.
EN22	Total weight of waste by type and disposal method, and initiatives to manage waste and their results.	Partially	13-14, 18-19, 21
EN23	Total number and volume of significant spills.	Fully	No significant spills occurred
EN26	Initiatives to mitigate environmental impacts of events, and extent of impact mitigation.	Partially	13-14, 18-19, 21
EN28	Monetary value of significant fines and total number of non-monetary sanctions for noncompliance with environmental laws and regulations.	Fully	No significant fines or sanctions occurred
LA1	Total workforce by employment type, employment contract, and region, broken down by gender.	Fully	10
LA2	Total number and rate of new employee hires and volunteers recruited and employee and volunteer turnover by age group, gender, and region.	Fully	10
HR9	Total number of incidents of violations involving rights of indigenous people and actions taken.	Fully	No incidents occurred
EO1	Direct economic impacts and value creation as a result of sustainability initiatives.	Partially	13-14, 18-19, 21
EO2	Modes of transport taken by attendees and participants as a percentage of total transportation, and initiatives to encourage the use of sustainable transport options.	Fully	13, 17-18, 20
EO3	Significant environmental and socio-economic impacts of transporting attendees and participants to and from the event and initiatives taken to address the impacts.	Partially	13, 18, 20-12
EO4	Expressions of dissent by type, issue, scale and response.	Fully	No issues were received in 2011. We did receive issues in the past due to opposing views of presenters.
EO7	Number and type of injuries, fatalities and notifiable incidents for attendee sand other relevant stakeholders.	Fully	Less than 8 injuries were reported during the 2011 national conferences.
EO8	Percentage of and access to food and beverage that meets the organizer's policies or local, national or international standards.	Partially	We are working on developing our food and beverage sourcing policy for 2012. We began working with data for the fall show, with an estimated 20% and 40% of food by weight being sourced within 100 miles and 500 miles, respectively.
EO9	Type and sustainability performance of sourcing initiatives.	Fully	12-19, 21
EO11	Number, type and impact of sustainability initiatives designed to raise awareness, share knowledge and impact behavior change and results achieved.	Fully	12-19, 21