



CLEANPOWER 2021

SUSTAINABILITY REPORT

Report prepared by
HONEYCOMB  STRATEGIES

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SUMMARY

- **Show Dates:** December 7-8, 2021
- **# Participants:** 4,227
- **# of Exhibiting Companies:** 285
- **Location:** Salt Palace Convention Center, Salt Lake City, UT

CLEANPOWER 2021

We are driven to make a positive change in our environment and our world through powering a clean energy future. We are committed to sustainability, renewable energy, and reducing the impacts of climate change. Stewardship of the earth's resources is considered in our event planning processes and practices wherever possible.

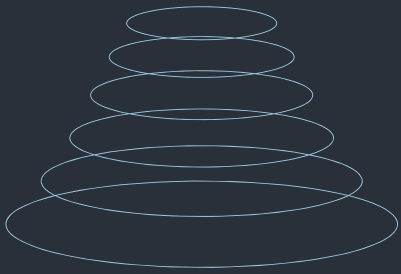


SCOPE

In partnership with the American Clean Power Association, Honeycomb Strategies worked with the CLEANPOWER event team along with key vendors such as GES, Visit Salt Lake, Centerplate and the Salt Palace Convention Center, to create an event that supported the local community, tracked event metrics and measured the sustainable impacts of CLEANPOWER 2021.

While this year was different than previous events due to continued pandemic uncertainty, the team did their best to push forward with sustainability measures and activations as part of CLEANPOWER's overall event sustainability strategy. It is understood not all impacts are under the direct control of the show planning teams, but rather under their influence. The activity scope of this report is limited to the main trade show venue and does not include ancillary events.





TRADE SHOW IMPACTS

TOTAL IMPACTS



WASTE = 23.17 TONS



ENERGY = 186,867 KWH



WATER = 480,141 GALLONS



CARBON = 2,309 METRIC TONS

PER ATTENDEE IMPACTS



WASTE = 11 LBS



ENERGY = 44.2 KWH



WATER = 113.6 GALLONS



CARBON = 1,092 LBS





KEY PERFORMANCE INDICATORS

MAIN VENUE IMPACTS

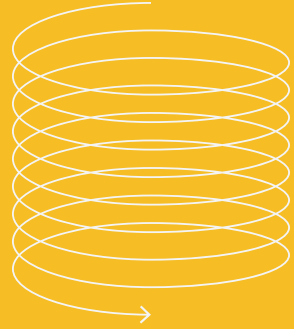
Energy Use (kWh)	186,867.06
Renewable Energy Use (%)	10.34%
Water Use (gal)	480,141
Landfill Waste (US Tons)	11.27
Recycling Waste (US Tons)	10.62
Organics and Compost (US Tons)	.65
Total Waste (US Tons)	23.17
Donated Materials (lb)	14,274
Donated food (lb)	90
Event Waste Diversion Rate (%)	48.6%

PERFORMANCE IMPACTS

Total signage production (SQ FT)	N/A
Sustainable signage produced (%)	N/A
Signage returned to Inventory (%)	56%
Hotels - walking distance (1 mile) (%)	100%
Hotels - amenity donation (%)	28%
Hotels - Purchase Wind RECs (%)	15%
Attendees Aware of sustainability program (%)	avg 30%
Total Page Visits to Sustainability Page	139



SUSTAINABILITY GOALS



ACP's event planning team has committed to five long term goals that will ensure CLEANPOWER is mitigating any harmful environmental impacts and supporting positive social change whenever and wherever we hold CLEANPOWER today and into the future.

1 BE A CARBON NEUTRAL EVENT BY 2030

CLEANPOWER is on journey to reduce its carbon emissions and minimize its impact on climate change. In addition to sourcing renewable energy and increasing energy efficiency, we are seeking all avenues to reduce carbon emission related to the production of CLEANPOWER and are currently sourcing a set of offsetting projects which combine carbon saving with local community development to cover the emissions related to the event.

2 WORK TO BECOME A "NO WASTE EVENT"

We recognize that there will be discards from producing an event, however, ACP is committed to sourcing materials that can easily be reused, recycled, repurposed, or composted and enhancing waste management practices at our host destinations and venues to meet our waste diversion goals.





SUSTAINABILITY GOALS

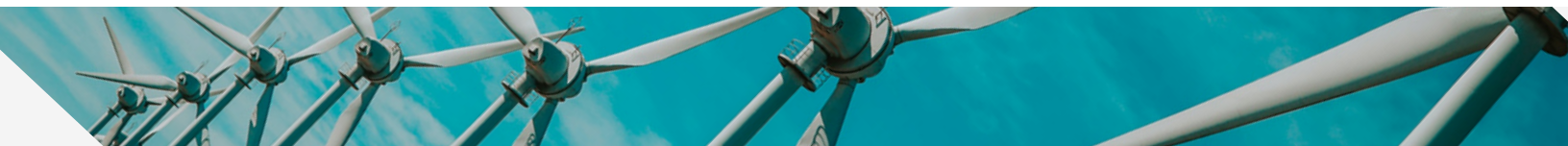
ENGAGE ALL STAKEHOLDERS IN OUR SUPPLY CHAIN AROUND THE SUSTAINABILITY GOALS AND INITIATIVES OF OUR EVENT 3

CLEANPOWER seeks to be a place where solutions to industry challenges are developed, and communities learn about the power of renewable energy solutions. It is our goal to engage all stakeholder groups associated with the production of the event to raise awareness and actively make changes to global sustainability challenges we are all facing.



4 CREATE A POSITIVE SOCIAL IMPACT IN THE COMMUNITIES THAT HOST CLEANPOWER

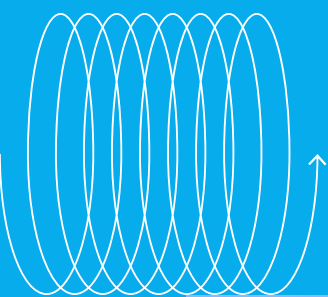
Sustainability reaches beyond our environmental impact, the resiliency of our communities is key to ensuring a sustainable future. By using the passion of the clean energy industry, CLEANPOWER team seeks to engage and support projects in our local host community that bring awareness and lift up those who need it most.



SHOW LEADERSHIP AND INNOVATION IN SUSTAINABLE EVENT MANAGEMENT 5

CLEANPOWER is committed to pushing the envelope on what can be accomplished by a sustainable trade show and to sharing our story by creating a space for others to learn and grow.





ACHIEVEMENTS AND OPPORTUNITIES



BE A CARBON NEUTRAL EVENT BY 2030

The biggest carbon impact from producing a live event comes from air travel. While this will always be a part of producing the event, we are doing our part to reduce emissions wherever possible and offset those we can't. All emissions related to travel and accommodations by ACP staff was offset. Contracted hotels for CLEANPOWER are required to purchase RECs to offset electricity consumption related to attendee's accommodations. Additionally, carbon offset options are embedded in registration to encourage all participants to purchase offsets to reduce their impact.

Our goal to source as many goods and services within a 250-mile radius of our host destination means we can significantly reduce carbon emitted into the atmosphere.

40% of all food and beverage products used at CLEANPOWER were sourced locally.

Additionally, as we seek to limit our waste sent to landfill, we can avoid carbon emissions related to landfill waste.

in 2021 we saved **26.64 MTCO₂e** of carbon from being emitted by diverting waste from the land fill to recycling and composting.



OPPORTUNITIES FOR IMPROVEMENT

CLEANPOWER should seek to offset a larger portion of its carbon footprint. Efforts to creating better communication strategy to attendees and exhibitors about offsetting carbon in registration or creating a give a way program to encourage more participants to do so would help significantly.

376 attendees opted to offset travel carbon emissions

In addition, seeking sponsorship partners that would like to contribute to the positive impact of the event would be another important avenue to explore.

Tracking and sourcing as much local labor as possible for the event not only supports the local community, it also reduces unnecessary emissions. Working more closely with exhibitors to ensure shipping of items to the event is through vendor partners who participate in the EPA smart way shipping program.



BECOME A "NO WASTE" EVENT



American Clean Power store at CLEANPOWER offers items for sale that help to reduce waste going to landfill such as reusable water bottles, seeks to remove waste from places where it shouldn't be (like the ocean) and to source products that are made in the USA to support jobs and our economy here in the United States.

Moving to a more **digital format** allows information to be updated year over year without producing waste.



Designing the new ACP booth for 2021 the team took into consideration the reuse factor of everything that was sourced. While supply chain issues continued to cause us some problems, we were able to source carpet that will be reused for many future shows and created a design and graphics that will be with us through 2022 and possibly beyond.

OPPORTUNITIES FOR IMPROVEMENT

Unfortunately, even with the support of the convention center and waste planning efforts, the bins in the exhibit hall proved confusing for attendees to properly dispose of their waste.

While **over 60% of attendees were aware of recycling and composting programs**, mixed messaging of what could be disposed, varying sizes, shapes and colors of bins made it almost impossible for attendees to easily identify what could go where.

ACP greatly improved procurement practices by sourcing more sustainable products for sale in the ACP store and for producing the event. There were some oversights when translating this to sponsor opportunities such as offering individual hand sanitizers. This choice results in resource consumption for production and ultimately waste that can be greatly reduced by using bulk hand sanitizing units.

Below: Donation items from exhibitors





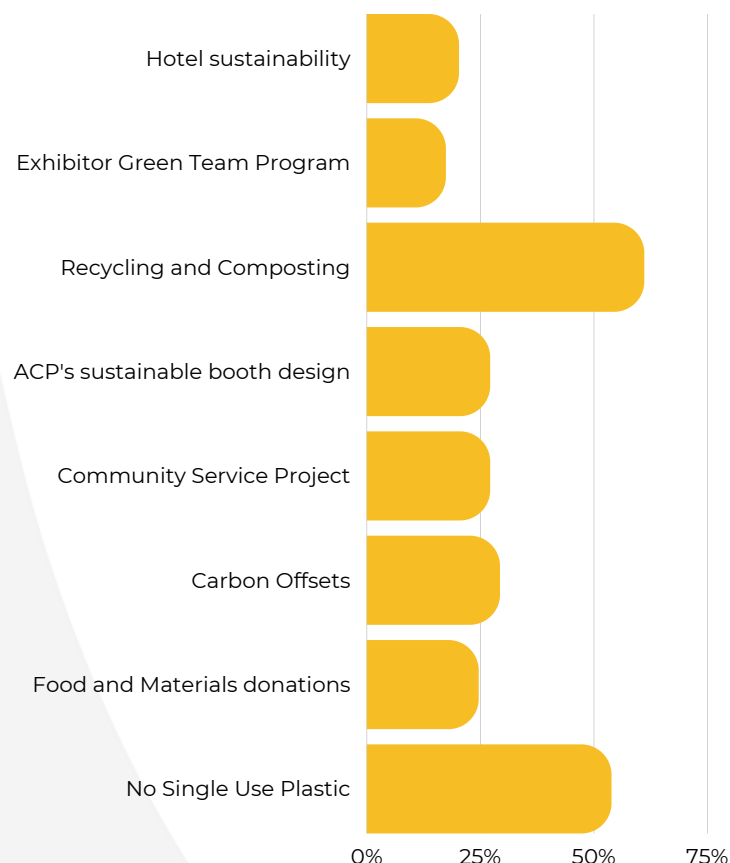
STAKEHOLDER ENGAGEMENT FOR SUSTAINABILITY

Over 90 attendees participated in our Behind-the-Scenes Sustainability Tour. Stops on the tour included viewing upcycled tradeshow waste turned into art with the Utah Art Alliance and seeing the welding shop where engineers use upcycled materials to reinforce carts for trade show equipment. The reinforcement makes the carts safer and reduces the amount of damaged equipment, part of the Salt Palace Convention Center's significant efforts to divert waste from the landfill. The tour highlight was viewing the 600,000 sq.ft solar panel array on the Salt Palace Roof.

Our attendee survey asked about awareness of sustainability programs at CLEANPOWER 2021

OPPORTUNITIES FOR IMPROVEMENT

While many exhibitors participated in our exhibitor donation program, exhibitors are still bringing in products that are made of unsustainable materials and ultimately end up in landfill. Improving communications and creating mandatory sustainability guidelines for exhibitors is key to avoiding the misstep. Only 17% of survey respondents were even aware that we have a Green Exhibitor program, making it evident that more effort needs to be done on educating attendees and exhibitors on how to best participate in sustainability activations onsite.



POSITIVE SOCIAL IMPACT



Through attendee and direct ACP donation, CLEANPOWER 2021 raised

\$15,000 IN DONATIONS

to support The Boys and Girls Club of Greater Salt Lake for their growing STEM education program. Additionally, a group of industry executives attended the local Boys and Girls club to present about careers in clean energy.

OPPORTUNITIES FOR IMPROVEMENT

Creating more awareness of the program to improve participation is key. There is a lot of thoughtful work that goes in to selecting a community partner each year, ensuring alignment with the industry efforts. Greater engagement is key to make lasting and meaningful.

**JUST 27% OF SURVEY RESPONDENTS WERE
AWARE OF THE PROGRAM THIS YEAR**

Industry data shows that event attendees today find greater satisfaction with their event when opportunities to participate in social programs exist and are well communicated.



LEADERSHIP AND INNOVATION

We were no strangers to the hardship that global pandemic has caused within the tradeshow industry. However, we really focused on what we could control in making our event as sustainable as possible considering supply chain issues, staffing shortages and general uncertainty. For the foreseeable future CLEANPOWER will find ways to elevate the conversation and engage attendees on sustainability while attending the show.

2 ZERO HUNGER



2. No Hunger:

Donated food to local charities.

7 AFFORDABLE AND CLEAN ENERGY



7. Affordable and Clean Energy:

The entire purpose of the event is to support the renewable energy infrastructure in America.

8 DECENT WORK AND ECONOMIC GROWTH



8: Decent work and economic growth:

Networking and job opportunities are a pillar of CLEANPOWER, sessions are provided to educate and support the advancement of skilled labor jobs across the US.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



9. Industry, Innovation, and Infrastructure:

CLEANPOWER brings together the most knowledgeable minds in the clean energy industry and creates a collaborative platform for discussing issues that are important to building resilient infrastructure and sustainable industrialization.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



12. Responsible Consumption and Production:

CLEANPOWER sourced all compostable service ware, improved procurement of items sold at the ACP store and planning for reuse of many of the materials used throughout the trade show floor

13 CLIMATE ACTION



13. Climate Action:

The trade show exists to promote more renewable energy sources that directly influence emissions and thus the climate change crisis. The ACP team offsets carbon related to staff impacts and offers a carbon offset option to all participants at the show.

U.N. SUSTAINABLE DEVELOPMENT GOALS



THE GLOBAL GOALS



Thank you to the CLEANPOWER 2021 trade show partners and suppliers for contribution to the content of this report including Salt Palace Convention Center, Centerplate, GES, and our accommodation partners.



Feedback:

American Clean Power Association is committed to demonstrating leadership and constantly improving their operations, communicating their event sustainability program and strategy to all stakeholders and supply chains, and listening to and recording any feedback from stakeholders.

Please contact Senior Director, Conference Planning and Events,
Elesha Peterson Carr : epetersoncarr@cleanpower.org
for any questions related to the sustainability programs of CLEANPOWER



Report prepared by Honeycomb Strategies:
www.hcsustainability.com