



# Sustainable Event Guide



**JAVITS**  
CENTER®



# Sustainable Event Guide



## For more than 35 years, the Javits Center has supported New Yorkers in countless ways – from spurring job creation to distributing life-saving vaccines.

Sustainability has become one of this venue's signature features that not only has improved the quality of life for our customers and neighbors, but has served as a source of pride for our employees charged with moving these efforts forward.

For us, sustainability means discovering new ways to support our community and exploring – and re-exploring – our methods in order to reduce the overall impact of our operations. It's a cherished philosophy that's not rooted in the past, but rather the opportunities of the future – in order to unlock our potential as environmental and community leaders.

The creation of this Sustainable Event Guide is a part of this evolving process, and we are proud to share it with you. In order for our convention center to improve its sustainability, the commitment of our customers, business partners and stakeholders is critical. And with our expansion now complete, there has never been a better time to explore new concepts and push the boundaries of sustainability – together.

Please join us on this exciting journey, and let's discover innovative solutions that benefit our organizations and the community around us. Thank you for reading.

Sincerely,

Jacqueline Tran

*Director of Energy & Sustainability*





# Sustainable Event Guide



## Our Sustainability Team

With sustainability a part of the Javits Center's core value system, our Sustainability team plays a central role in our day-to-day operations and works closely with employees, customers and business partners to incorporate sustainability in every aspect of our organization.

### Jacqueline Tran, Director of Energy & Sustainability



Jacqueline Tran is the Director of Energy and Sustainability at the Javits Center, which has emerged as one of the leading examples of sustainability in the events industry. Jacqueline oversees the convention center's robust sustainability program featuring a 6.75-acre green roof that serves as a habitat for 35 bird species, five bat species and thousands of honeybees on Manhattan's West Side. With more than 10 years of experience, Jacqueline plays a critical role in implementing cutting-edge projects, including program development for a one-acre rooftop farm, the design of innovative waste management strategies, and the installation of Manhattan's largest rooftop solar array. With her broad knowledge of sustainability and expert skills as an educator, Jacqueline works closely with event managers to advance sustainable operations, coordinates energy efficiency projects and manages the work of research institutions, environmental organizations and corporate vendors who study the impact of the facility's sustainable initiatives. She has a bachelor's degree in Environmental Systems from University of California, San Diego and a master's degree in Environmental Conservation Education from New York University.

Contact Jacqueline at [jtran@javitscenter.com](mailto:jtran@javitscenter.com).

### Julia Widmann, Sustainability Specialist



Julia Widmann is the Sustainability Specialist at the Javits Center, where she focuses on managing sustainable food and beverage operations and zero-waste initiatives across the six-block campus. She works closely with the Javits Center's environmental services teams, in-house caterers and rooftop farmers to increase waste diversion rates and reduce the venue's carbon footprint. With a solid background in sustainability policy and farming operations, Julia develops engagement and educational opportunities among employees and stakeholders while strengthening partnerships with community groups in order to facilitate donations citywide. She has a Bachelor of Arts degree in Environmental Policy from Washington University in St. Louis, MO.

Contact Julia at [jwidmann@javitscenter.com](mailto:jwidmann@javitscenter.com).



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## Facility Features

The Javits Center's six-block campus incorporates many sustainable features designed to improve energy efficiency, conserve water and create a healthy built environment for visitors, employees and the surrounding ecosystem. The facility aims to model what is possible for venues and green buildings across New York State.

### Energy Conservation Measures

The following energy conservation measures are implemented for each event:

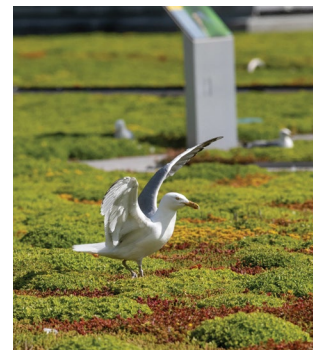
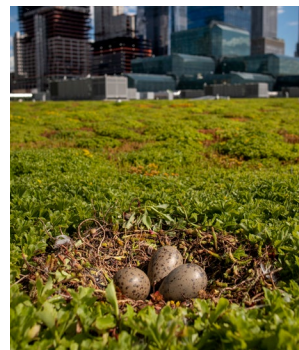
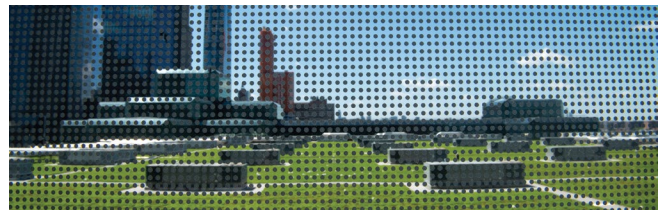
- 50% overhead lighting during move-in and set-up period
- Overhead lighting and floor power not turned on until one hour prior to the event opening
- Half lighting reinstated after the closing hour of the event
- Floor power turned off 30 minutes after the closing hour of each event day
- Heating and cooling conservation during move-in and move-out periods
- Energy efficient HVAC units with HEPA filtration systems
- High-speed automatic roll up doors between loading docks and expo halls to modulate temperature fluctuations in the building
- Escalators on only during event days and turned off 30 minutes after the event closes



### An Unconventional Oasis

Since 2014, the 6.75-acre green roof, combined with energy efficient HVAC units and an improved thermal envelope, has helped the facility reduce its energy consumption by 26%. The green roof is a wildlife sanctuary that is habitat for 35 species of birds, five species of bats and thousands of insects, which are surveyed by New York City Audubon. The green roof helps to reduce the temperature of the building and the surrounding area, mitigating urban heat island effect. A Drexel University study showed that the roof retains an average of 81% of stormwater runoff, which equates to about 7 million gallons annually.

Bird-friendly glass is installed throughout the facility. The fritted glass allows birds to recognize the glass as an obstacle rather than seeing a reflection, reducing the number of bird collisions and deaths by at least 90%.







# Sustainable Event Guide

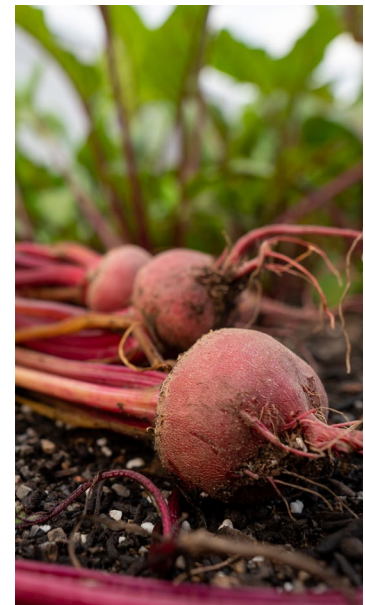
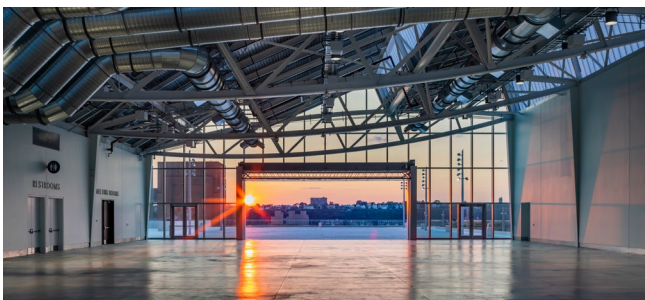


## North Javits

This 1.2 million square foot expansion includes several concepts designed to push the boundaries of sustainability and create a path for future initiatives. Led by the New York Convention Center Development Corporation, contractors Lendlease and Turner and architectural firm, tvsdesign, the historic expansion project completed in May 2021 with LEED Gold certification from the U.S. Green Building Council. As part of the project, 75% or more of all construction waste was diverted from landfills for reuse, and all construction materials were chosen with sustainable characteristics including high recycled content, locally sourced (within 500 miles) and sustainably harvested wood.

### Among the sustainable highlights of the expansion are:

- **The Farm.** A one-acre rooftop farm, including a 3,500 square foot all season greenhouse, that is expected to produce up to 40,000 pounds of produce a year; these crops will be directed to the convention center’s kitchens where the produce will be incorporated into customer meals served throughout the year;
- **The Terrace.** In addition to the farm, this rooftop event space also features a pollinator meadow, a shade garden, a food forest and several ornamental planters with a focus on pollinator friendly and native plants.
- **Water Conservation.** Two underground cisterns capture and treat rainwater to be used for irrigation on the roof, reducing the need for potable water for irrigation by at least 50%. Stormwater design reduces runoff by 25% and removes 80% of total suspended solids from water. Low-flow fixtures reduce potable water use by at least 35%;
- **Indoor Environmental Quality.** The HVAC system uses CO2 sensors in all common spaces to adjust ventilation rates based on occupancy. All multi-occupancy spaces that are regularly occupied have shared lighting controls that occupants can adjust, and at least 90% of individual regularly occupied spaces have lighting controls. Materials and finishes selected are low in volatile organic compounds for healthy indoor air;
- **Energy Efficiency.** The implementation of high-performance glazing systems, demand control ventilation, high efficiency DX units, air-side economizer, reduced lighting power densities and low flow fixtures has helped to reduce the energy use from a baseline of 111 kBtu/ft2/ yr to 95 kBtu/ft2/ yr, resulting in an energy cost savings of 12%. Interior lighting complies with the light trespass requirements to reduce nighttime light pollution and spill-over effects. Exterior lights meet backlight, uplight and glare requirements. Roof and site hardscapes have light-colored materials that comply with the Solar Reflectance Index to reduce urban heat-island effect; and
- **A Better Neighbor.** A four-level truck marshalling facility can house 200 trucks at any one time, effectively relocating event trucks off of neighborhood streets to improve congestion and air quality.





# Sustainable Event Guide



## Food and Beverage

CULTIVATED is our catering provider with a focus on sustainable practices, New York-based experiences and world-class hospitality. CULTIVATED already prioritizes sustainability through back-of-house practices such as total food utilization, composting in all kitchens and food rescue. Beyond standard recycling practices of all paper, plastic, glass and metal, CULTIVATED also participates in a cloth towel-reuse program to avoid paper towel waste and a grease recycling program that converts spent fryer oil into biodiesel.

Since Fall 2021, CULTIVATED has helped to provide customers with unique roof-to-table experiences using produce grown at The Farm. The Farm is complimented by two Farmshelf units located in the food court, which grow edible flowers, herbs and leafy greens using hydroponic farming technology.



CULTIVATED has delivered world-class hospitality that is welcoming and inclusive while focused on sustainability. Here are some of the recent highlights:

- TOTAL FOOD UTILIZATION
  - Total Food Utilization refers to using the whole ingredient and minimizing food waste from food preparation. Order history is carefully tracked to maximize purchasing decisions, which also reduces food waste in the long run. In the event where there is excess produce, or even with ugly produce, Cultivated chefs employ these foods in picklings, purees, soups and baked goods.

- SKIP THE STRAW
  - Strawless lids allow consumers to sip their drinks without a straw.
- DONATIONS AND FOOD RESCUE
  - Perishable produce, leftover food, bulk items, and excess prepped food are rescued and donated to local community partners. Organizations such as Rethink Food, City Harvest and New York Common Pantry help to facilitate the distribution of such foods to those in need. Food rescue is identified according to proper health and safety standards.



- WATER COOLERS
  - Offices and team meals employ water coolers to encourage the use of reusable water bottles.
- WASTE MANAGEMENT
  - All kitchens sort waste into various streams to optimize waste diversion. Streams include compost, plastic, metal, glass, cardboard/paper and landfill.
- GREASE RECYCLING
  - The grease recycling program filters fryer oil to maximize usage and streamlines the changeover of spent oil with new oil. The process includes two types of portable machines that help with filtration, collection, and transportation of grease between kitchens and the loading dock. The vendor hauls spent grease in the loading dock machine to be recycled into biodiesel. The smart system tracks volumes and automatically records data through a built-in cellular portal.





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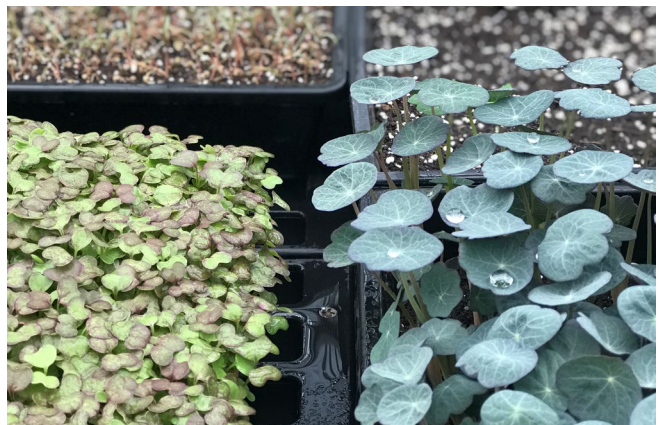
- FARMSHELF

- Two hydroponic Farmshelf units are located in the Level 1 Food Court. These units grow herbs, edible flowers and leafy greens that are incorporated into catered meals.



## Event organizers can consider the following while working with CULTIVATED:

1. Prioritize sustainability when selecting service ware.
  - Choose china and reusable service ware whenever possible. This is the most sustainable option.
  - When disposables are required, CULTIVATED's options have been selected with biodegradable materials and recyclability in mind. Consult with your sales representative to learn more.
  - Water coolers are available to reduce single-use plastics and to encourage use of personal reusable water bottles. Ask your sales representative about other unique hydration station options.
2. Customize your environmentally conscious menu with options for local and organic products and vegetarian and vegan menu options.
3. Front-of-house composting for guests is available upon request to reduce food waste in the landfill.
4. Sustainable decorations and signage options are available to amplify food and beverage messaging.







# Sustainable Event Guide

## Waste Management

### Best Practices

#### What is zero waste?

The [Zero Waste International Alliance](#) (ZWIA) defines Zero Waste as both a goal and a strategy:

*Zero Waste is a goal that is ethical, economical, efficient and visionary, to guide people in changing their lifestyles and practices to emulate sustainable natural cycles, where all discarded materials are designed to become resources for others to use.*

*Zero Waste means designing and managing products and processes to systemically avoid and eliminate the volume and toxicity of waste and materials, conserve and recover all resources, and not burn or bury them.*

*Implementing Zero Waste will eliminate all discharges to land, water or air that are a threat to planetary, human, animal or plant health.*

ZWIA understands that this is an ambitious goal and recognizes communities and businesses as “zero waste” if they divert 90% of their waste from landfills, incinerators and the environment.

Achieving zero waste requires an understanding of the entire lifecycle of products and participating in “closed loop systems” or a “circular economy.”

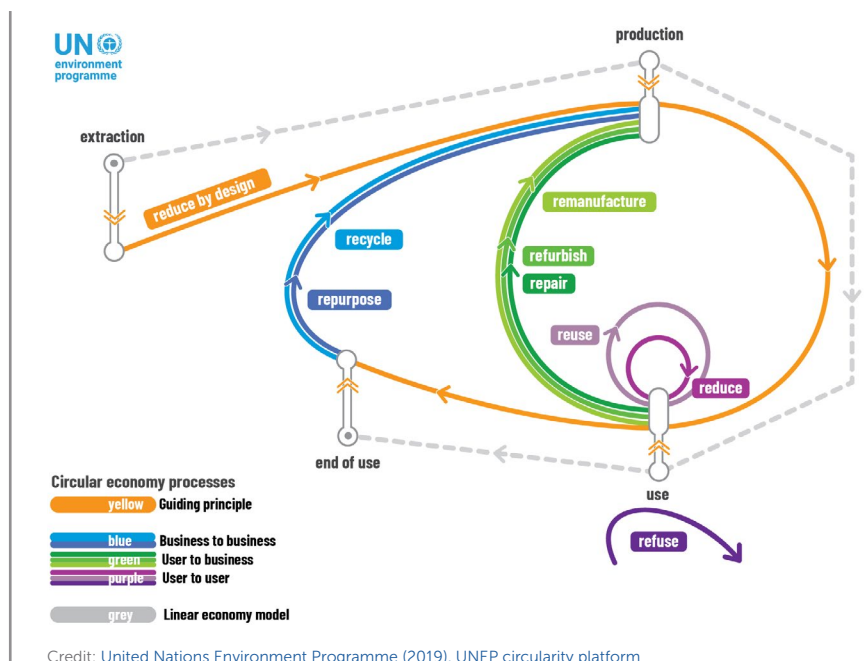
#### What is a circular economy?

A circular economy is achieved by maximizing the lifespan of products so that when their end of life is reached, the materials can be easily and safely recycled for future use. In a circular economy, consumers will ultimately purchase fewer, higher quality green products with extended lifespans and minimal waste.

The United Nations Environment Programme’s [circularity platform](#) further explains the circular economy using the following graphic, which provides a useful visualization on the importance of eliminating extraction through better design.



Credit: [United Nations Industrial Development Organization Circular Economy Resource, 2017](#)





# Sustainable Event Guide

## Reduce, Reuse, Recycle

The three R's are still a tried and true tool when thinking about waste management:

1. **REDUCE:** Think about ways for how to reduce the amount of waste that will be generated such as cutting down on single-use disposables or eliminating the swag bag. Purchasing what you need with minimal contingencies is good for the planet and your pocket.
2. **REUSE:** After trying to reduce waste production, opt for reusable materials. Furniture, exhibit materials, and carpet are all items that can have a plan for reuse, and you can work with your general contractor and exhibitors to plan ahead.
3. **RECYCLE:** Finally, when there is no other option to avoid waste, recyclables can provide a way to divert waste away from the landfill. Items like bottles and cans, cardboard, and scrap metal are valued commodities and can be easily recycled when sorted and collected properly.
4. **RECLAIM:** You may choose to add a fourth "R" to the three R's for "reclaim" – reclaiming resources from waste is key to a circular economy. For example, diverting organic waste in the form of compost or anaerobic digestion reclaims nutrients and energy for future use.

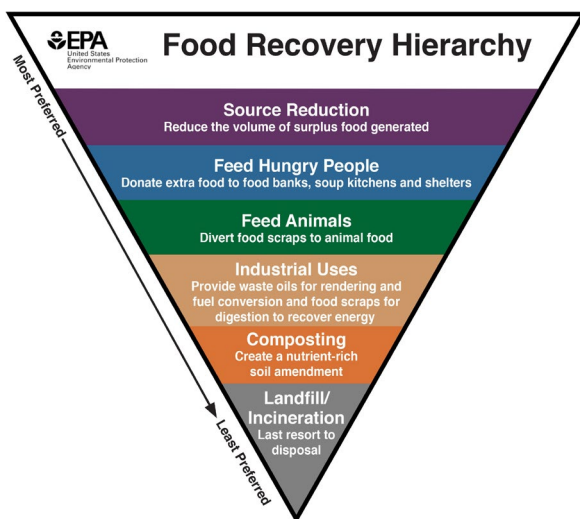
Sorted organic waste is diverted to the [COPe Newtown Creek Co-digestion facility](#) in Brooklyn. The co-digestion project allows food waste to be used to create energy for the local community.

Are there examples of waste materials that can be collected during the move-out period to be RECLAIMED into new resources?

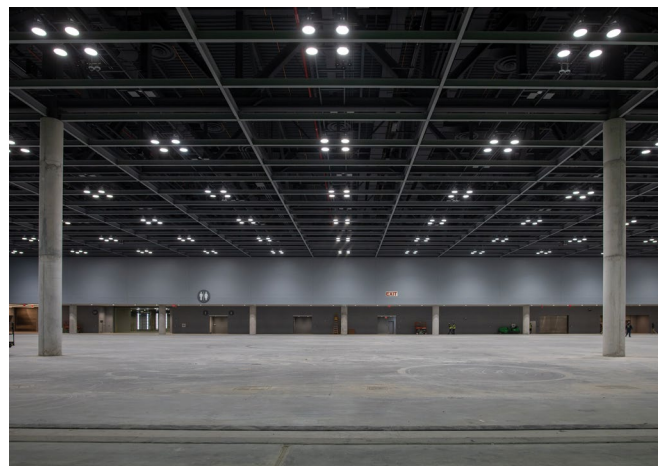
## Waste Diversion Goals

The Javits Center has created a new Waste Diversion Policy with aggressive targets. This includes a goal of maintaining a 50% diversion rate by 2022 at minimum and building towards an 80% diversion rate by 2024. A diversion rate is calculated by the tonnage of materials diverted away from the landfill divided by the total tonnage of materials. Achieving these goals for increased diversion is no easy feat. In order to improve diversion efforts, the Javits Center will:

- Prioritize the sorting and collection of largest recycling waste streams such as cardboard
- Redesign collection methods and routes
- Improve employee training
- Expand waste tracking
- Invest in more efficient equipment such as balers
- Enact policies aligned with waste diversion efforts
- Engage with event managers and exhibitors
- Require a waste management plan from event producers



Credit: [US Environmental Protection Agency Food Recovery Hierarchy, 2019](#)







# Sustainable Event Guide

## JavitsCares

The JavitsCares program is a collaborative operation that identifies, collects and donates a wide range of items that are left behind by exhibiting companies at the conclusion of the move-out period. These items such as furniture, household products and construction materials are often purchased for a one-time use. JavitsCares redirects these items to local non-profit organizations throughout the New York region.

JavitsCares has continued to achieve success — even during the pandemic — thanks to our dedicated employees and the non-profit volunteers willing to coordinate their pick-up and distribution. We have established strong partnerships with local organizations like Materials for the Arts, Big Reuse, Housing Works and Hour Children. By the end of 2019, more than 2,000 items were donated to our partners who helped distribute them to schools, hospitals and cultural institutions. Similarly, CULTIVATED has helped us create a food rescue program, which has donated several metric tons of food to local organizations who work to tackle food insecurity in New York City.

It is important to note that waste reduction measures and smart design should be prioritized before donation. If all zero-waste strategies have been exhausted and donations are still required, communicating donation opportunities with the Javits Center will ensure a successful operation.



### Thinking About Donating?

Always consider designing for reuse before settling on donation. If you must donate, please keep in mind that donations must be in good enough quality for moving, transporting, and repurposing by donation partners. Donations will include carting fees.

**Ask: Would you purchase this item second hand for your home?**



### Commonly Donated Items

- Food
  - Only unopened packaged foods may be donated. Please contact your Catering Sales Manager if you would like to arrange a boxed lunch food rescue. CULTIVATED donates excess food back-of-house by default at no extra cost.
- Furniture
  - Furniture can be donated. Our donation partners do not accept Ikea or similar quality furniture. Nothing broken, excessively scratched, or damaged will be accepted.
- Masonry
  - Masonry that is intact can be donated. Excessively broken or damaged items will be recycled with C&D.
- Office Supplies
  - Office supplies in good working condition can be donated.



# Sustainable Event Guide



- Household Items
  - Household items in good condition can be donated. Breakables, such as glass or ceramics, must be packaged safely and responsibly. Household items that are excessively damaged, scratched, or in disrepair will not be accepted for donation.
- Electronics
  - Electronics in good working condition can be donated. Excessively damaged, scratched, or non-functioning electronics must be recycled as e-waste. Wires must also be recycled with e-waste. Electronics must come with their required accessories.
- Lighting
  - Lighting in good working condition can be donated. Excessively damaged, broken, or non-functioning lighting will not be accepted for donation. Bulbs containing mercury or other hazardous materials must be recycled with universal waste. Lighting must come with its necessary accessories.
- Toys
  - Toys can be donated. Toys that are excessively damaged or broken will not be accepted for donation.
- Plants
  - Only potted plants in healthy condition may be donated. Plant material that is rotted, infested or diseased is not permitted for display in the facility, and thus also not donatable.
- Pallets
  - Pallets in good condition can be donated. Broken pallets will not be accepted.



## Our Donation Partners Will Not Accept

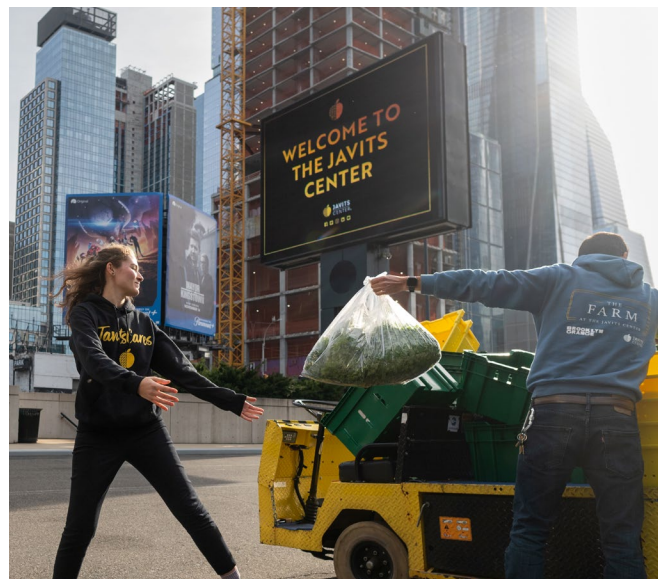
- Anything heavily soiled or broken
- Carpet (inquire with your General Contractor about recycling)
- Vinyl banners
- Ikea-style particle board furniture (or anything that cannot be moved without reduction of quality)
- Cut flowers (these must be composted)
- Foam board
- Signage, publications, and other collateral with names and dates – recycled or trashed depending on material

We take just about everything else!

## How to Make a Donation Request

If you're an event organizer or an exhibitor looking to donate items through the JavitsCares program at an upcoming event:

1. Complete the [JavitsCares Donation Request spreadsheet](#). There are different tabs for event producers and exhibitors.
2. Collect photos, product sheets, or website references of the donations. Without this information, the items are unlikely to be accepted by our donation partners.
3. Send #1 and #2 to [javitscares@javitscenter.com](mailto:javitscares@javitscenter.com).







# Sustainable Event Guide

## Source Separation of Waste Streams

To improve waste diversion at our facility, the following sort streams are collected separately where possible:

- Cardboard
- Mixed recycling (such as bottles, cans and paper)
- Paper and publications
- C&D (construction and demolition) debris
- Food waste and food rescue
- Donatable items
- Trash

Sort streams are identified differently during move-in and move-out periods and event days. When exhibitors set up their exhibits, large dumpsters are offered across the exhibition hall spaces so that exhibitors can help sort landfill from recyclables. Recycling streams include paper and cardboard, construction and demolition debris and bottles and cans. **It would be helpful to communicate the waste collection areas to your exhibitors.**

When an event is open, waste receptacles available on the show floor include mixed recycling (such as bottles and cans) and landfill. Front-of-house compost bins are available upon request. Providing information to engage and educate your exhibitors and attendees about proper waste sorting can greatly help to increase your waste diversion initiatives and communicate your goals for sustainable practices.

## Tracking and Reporting

If you can measure it, you can change it. Tracking waste by stream allows you to understand your waste trends and can lead to improvements over time. The Javits Center has partnered with our waste hauler to thoroughly track waste leaving our facility by stream. We can provide a snapshot of your event's waste profile with a diversion rate, energy usage, and donations data through the [Sustainability Report Card](#).

You may want to use this report card to generate a sustainability report or to inform goals for the next event. Speak to your Events Solutions Manager if you would like to request the Sustainability Report Card, which will be delivered electronically with at least 30 days notice.

## Zero Waste Partnerships

Achieving circular and zero waste events will require partnerships at every level. Many general service providers have already made significant efforts in sustainable design and materials selection that are comparable in price to legacy products. The Javits Center is committed to expanding partnerships with service providers, event organizers and our supply chain to improve waste diversion as we continue to embark on our sustainable journey.

**WASTE**

Landfill: XX tons  
Recycling: X tons  
C&D: X tons  
Compost: X tons

**DONATIONS**

JavitsCares: ## items  
Estimated weight: XX lbs  
## pallets = XX tons

**DIVERSION RATE**

XX %\*

**ENERGY & WATER**

Electric: 700,000 kWh  
Gas: 1,000 therms  
Water: TBD gals

**LOCAL SOURCING**

75 % within 250 miles

**COMPOST FACTS**

Food scraps are processed at the CDR, Newtown Creek Co-Digestion Facility in Brooklyn. The co-digestion process combines municipal wastewater and organics in an anaerobic digester which produces a biogas (methane) as a byproduct. This methane is then used for heating within the facility and is connected to the natural gas grid to for residential and commercial buildings.

**CULTIVATED**

**FOOD RESCUE TO DONATION PARTNER**

AMOUNT	UNIT	ITEM
5	CASE	Nonwoven lettuce
2	CASE	Baby avocados
1	CASE	Colony
2	CASE	Oranges
1	CASE	Parsley
2	BALE	Freshed potatoes
1	CASE	Mixed salad greens
1	CASE	4lb Tomatoes
4	CASE	Red grapes
1	CASE	Subs spinach
2	CASE	Carrots/pumpkins

We partner with local nonprofits and community organizations such as Rethink Foods, City Harvest, and NY Common Pantry to ensure leftover food goes to the New Yorkers who need it most. This also helps us keep food out of the landfill - where it takes several decades to decompose, and produces methane, a greenhouse gas.

**JavitsCares**

Under this program, Javits Center teams work closely with event managers and exhibitors to identify, collect and stage a wide range of items donated or left behind by exhibiting companies at the conclusion of the move-out period. These items, such as furniture, household products and construction materials, are often purchased for a one-time use and the JavitsCares program redirects these items to nonprofit organizations throughout the New York region.

Donation Partner	Quantity	Unit	Item(s)
Example Church	4		Large tables
Example Church	1		Round table
Example Church	3	Balls	Black carpet
Example Church	1	Plastic bag	Proxies
Example Church	1	Plastic bag	Children's books
Example Church	1		Shelving unit
Nonprofit	20	Boxes	Books and stationery
Nonprofit	3		Folding chairs
State Agency	1		Soft chair
State Agency	1	Stainless steel table	
Nonprofit	1		Rolling cart
Nonprofit	4		Metal shelving units
Nonprofit	8		Bar stools
Nonprofit	1	U-Line Tri-Wall Container	Cooking and craft books
Nonprofit	1	U-Line Tri-Wall Container	History and spiritual themed books
Nonprofit	4		Metal shelving units
<b>Total Items</b>	<b>55</b>		

Sample Sustainability Report Card



# Sustainable Event Guide

## Industry Standards for Sustainable Events

These industry standards are useful planning tools, whether you are just getting started or looking for more ways to improve.

### ISO21021.



A planning tool that provides an international standard for sustainable event management. Created by the International Organization for Standardization, ISO 20121 is relevant to all members of the event industry supply chain, including organizers, event managers, stand builders, caterers and logistics suppliers.

### TRUE Zero Waste.



TRUE (Total Resource Use and Efficiency) is an approach to zero waste that targets resource use and facility operations to reduce overall waste and redesign systems to make them more efficient. A zero-waste event would have a minimum of 90% diversion from landfill. TRUE Zero Waste guidelines can be used to help define and achieve zero waste goals and decrease an event's carbon footprint.

### Events Industry Council Sustainability Initiative.



The mission of the Events Industry Council Sustainability Initiative is to transform the global meetings industry through sustainability. Sustainability standards can be found online for seven sectors including event organizer, accommodation, venue, destination, food and beverage, audio visual and production, and exhibition.

### Net Zero Carbon Events Initiative

NET ZERO CARBON EVENTS

At [COP26](#), the 2021 United Nations Conference on Climate Change, leaders across the events industry announced the [Net Zero Carbon Events Pledge](#), which includes a 50% reduction of event-related greenhouse gas emissions by 2030 for the goal of net-zero by 2050. The events industry has identified that a collaborative effort to reduce waste and emissions is critical to building a sustainable future. A roadmap for all event industry stakeholders is currently being developed and will be ready by 2023. Visit the [Resources page](#) for a [Quick Guide to Getting Started](#).





## Tips for Green Events and Exhibits

As the busiest convention center in the United States, we are focused on working with all our customers to improve the sustainability of event operations. To better assist event managers and exhibitors, we have developed a sensible list of tips on how to incorporate sustainability into events hosted here.

### Venue

Ask your venue about the following:

- How do you approach sustainability in operations?
- What energy conservation measures do you employ during move-in and move-out periods?
- How do you incorporate energy efficiency into facilities management?
- Do you produce any renewable energy on site?
- Do you purchase any renewable energy?
- What percentage of our event can be powered by renewable energy?
- Do you offer RECs (Renewable Energy Credits)?
- Do you offer sustainability data reports for:
  - Electric (kWh)
  - Gas (therms)
  - Water (gallons)
  - Waste (tons)
- Are you able to assist with coordinating material donations?

### General Service Contractors and Vendors

Ask your general service contractors and vendors about the following:

- How do you approach sustainability in your services?
- How do you green your supply chain?
- How do you reduce waste through better design?
- Do use shippers, carriers or logistics companies that participate in the EPA SmartWay program?
  - Are you a leader in or an affiliate of the [EPA SmartWay program](#)?
- How do you manage your fleet?
- Do you use any electrical vehicles in your fleet?
- Do you reuse carpet? How many times?
- How do you build sustainability into exhibitor booth design and construction?

- Do you have strategies in place to discourage exhibitors from building booths for single use?
- Do you have a green cleaning programming that follows industry standards?

### Exhibitors

Create open lines of communication between show organizers and exhibitors on respective sustainability goals. The following tips can be shared with show organizers and exhibitors:

- Bring only necessary materials to avoid excess shipping and waste
- Use environmentally friendly paints, sealants, coatings, or adhesives that are low in volatile organic compounds (VOC) or zero-VOC
- Replace polystyrene in shipments (i.e. packing peanuts or #6 foam plastic) with environmentally friendly alternatives
- Instead of buying for single-use, rent furniture and display materials locally
- Adopt a "pack in, pack out" policy where materials brought here are repurposed
- Bring reusable vessels for water, coffee and tea
- Avoid plastic bags for purchase of event items
- Consider nontoxic, vegetable-based inks when printing graphic panels
- Choose dark-colored carpet so it can be reused more often
- Opt for natural flooring, like those that meet the Forest Stewardship Council (FSC) standards
- Opt for reusable or 100% recyclable signage instead of foam core
- Use 100% LED lighting when possible
- Use electronic displays with Energy Star ratings
- Arrange for donations in advance (through the [JavitsCares](#) program)



# Sustainable Event Guide



- Look for shipping companies who participate in EPA's SmartWay program
- Choose biodegradable, reusable, or recyclable booth materials
- Break down cardboard boxes
- Avoid filling cardboard boxes with trash or wet items
- Sort waste by stream into appropriate receptacles provided in the exhibit hall

## Attendees

Your attendees can make an impact, too. The following will help them to assist your sustainability goals.

- Consider gifts and promotional items that are made from environmentally conscious materials. Or forgo the swag bag entirely
- Share your sustainability goals with attendees
- Encourage public transportation, biking and walking
  - The Javits Center is conveniently located next to the 7 Subway Line, along with nearby bus routes, ferry lines and on-site CitiBike stations.
- Provide education about the importance of proper sorting and disposal of waste into designated receptacles for trash, recycling and compost
- Share lifestyle tips for how to make a hotel stay more sustainable
- Provide recycling receptacles for special items such as badges, lanyards, or RFID electronic wristbands
- Consider an opt-in carbon offset program during registration
- Donate to offset emissions associated with the event

## Food and Beverage

Ask your caterer about incorporating sustainability into the following:

### Menu

- How do you approach sustainability in food and beverage?
- Do you offer plant-based/vegetarian/vegan menu options?
- Do you offer low carbon footprint menu options?
- How do you highlight seasonal produce in the menu?

- What is your definition of local sourcing? (e.g. how many miles? Should be <250 miles and <500 miles for regional)
- What ethical and sustainable sourcing labels do you offer for:
  - Dairy (e.g. free of the artificial growth hormones rBGH/rBST)
  - Eggs (e.g. cage-free)
  - Meat (e.g. animal welfare certified, grass-fed, pasture raised, free of antibiotics and hormones)
  - Seafood (e.g. Monterey Bay Aquarium's Seafood Watch)
  - Coffee (e.g. eco-certifications like Fair Trade, Rainforest Alliance)
  - Chocolate (e.g. Fair Trade)
  - Produce (e.g. organic, non-GMO)
- Do you grow any food on site or partner with a local farm/purveyors?

## Vessels

- Do you offer reusable service ware, such as china, or other washable materials?
- What are your best practices around sourcing disposable service ware to reduce waste?
- What can you offer as an alternative to water bottles to reduce waste?
- Do you offer biodegradable vessels?
- How do you handle compostable PLA vessels to ensure that they are actually composted?
- What alternatives do you have to plastic straws?

## Food waste

- Do your kitchens practice total food utilization to reduce waste?
- Do you compost back-of-house?
- Can you provide front-of-house composting?
- How to reduce food waste in food preparation and post-consumption?
- Do you have a food rescue program?



# Sustainable Event Guide



## Tracking

- Can you provide metrics for compost, food rescue, local sourcing, etc.?

## Communications

- Our event is food centric. Can you assist us with amplifying F&B sustainability?
- While determining your menu and food and beverage plans, be sure to communicate about any specialty F&B waste streams, such as leftover alcohol bottles or fryer oil from the show floor. Your venue may or may not have policies surrounding these.

## Sustainable Sourcing

As you go through the event planning process, several choices can be made about how you source materials.

Standard sustainable procurement guidelines include:

- Source locally
- Source eco-friendly and ethically-made products
- Source with reuse in mind
  - Avoid single-use materials
  - Aim for higher quality materials that can improve reuse potential
- Source recyclable materials when reuse is not possible

A few examples of commonly used (and historically high waste) materials include flooring, décor and signage and publications.

## Carpet

- Consider reducing carpeted areas
- Choose carpet that meets the NSF/ANSI (American National Standards Institute) 140 Standard for reduced environmental impact
- Work with general contractors to reuse carpet (darker colors can be reused more times) and carpet padding
- Work with general contractors to recycle carpet at the end of an event
- When using Alma carpet, request the recycling machine as part of the move-out process

## Décor and signage

- Use digital signage where possible
- Request potted plants that can be donated or reused
- Use succulents, upcycled decor, or creative reusable items for decor instead of fresh cut florals
- Design signs with less material such as reducing size or thickness
- Print signage generically for multiple reuse, such as eliminating dates, destination, or thematic graphics
- Source decorations and signage locally
- Request signage made from post-consumer recycled fibers
- Choose recyclable signage over foam core
- Research opportunities to upcycle vinyl and fabric banners post-show through companies like Throw NYC and Fabscrap

## Publications

- Consider digitizing information
- Allow attendees to opt-out of receiving printed materials
- Decrease dimensional size to use less material
- Print quantities that reflect event needs to reduce excess
- Work with media partners to reduce their quantities
- Choose a printer in the tri-state area to cut down on transportation emissions
- Print on recycled paper with vegetable-based inks
- Arrange for recycling stations for printed materials

## Communications

Sharing your sustainability story, goals and efforts can deliver more impactful engagement from your stakeholders and attendees.

- Develop a sustainability report for the event with metrics, successes, and opportunities
- Communicate sustainability goals and operations to exhibitors, service providers, venues and attendees
- Promote sustainable stories on social media and other media platforms
- Develop sponsorships around sustainability
- Create experiences around sustainability such as tours, outdoor activities, or volunteer events