



EWEA

THE EUROPEAN WIND ENERGY ASSOCIATION



Towards more sustainable events

Spotlight on EWEA 2011

“EWEA has shown noteworthy results from an engagement with supplier partners on the last four large events. By looking ‘upstream’ the EWEA events team can help to influence positive sustainability outcomes across an even broader landscape.

The EWEA events team is among a small handful of leaders in pursuit of sustainable event innovation. The sheer size and number of events organised represent a tremendous capacity to influence change in destinations throughout Europe. MCI Sustainability Services thanks the EWEA events team for the persistence, passion and creativity shown in pursuit of smarter, better event design and for the positive example that provides the entire meetings and events industry”

Michael Luehrs,
Sustainability Services Manager
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Foreword

EWEA's wind energy and offshore wind events are well-known in the industry and beyond. Over time we have established a strong reputation for the high level of the conference sessions, the business opportunities at the parallel exhibitions as well as the range of networking and social events. Not to mention of course the comfort and suitability of the venues themselves.

While less visible, just as essential to the event organisation process is the issue of sustainability. Wind energy is known for its environmental credentials – producing no greenhouse gases and using no water. As the European Wind Energy Association, we consider it our responsibility to try and ensure that our events, too, have minimal impact on the environment.

At EWEA, we started monitoring the sustainability of our events in 2009, and as this report shows, we have progressed in leaps and bounds. The event this report focuses on – EWEA 2011 in Brussels – scored 62% for sustainability according to

MeetGreen™, our independent auditor, while the average for non-EWEA events is 44%. To give a few examples of the steps EWEA took at this year's event:

- 89% of event waste was recycled
- 100% of the exhibition hall carpet (31,340m²) was collected and recycled
- 60% of all food served was sourced locally
- 3,000 public transport tickets distributed to participants
- €9,000 donated to Renewable World for wind powered water pump for farmers in Mozambique.

Of course, while considerable progress has been made – and these figures speak for themselves - more can always be done. As we continue planning future conferences and exhibitions, we will be asking what else we can do to make our events well-known not just for their quality, but also for their sustainability.

In the meantime, I hope you find this report helpful and interesting.

Malgosia Bartosik
Membership and Events Director, EWEA

Why sustainability?

In 2010, 93% of CEOs participating in the Accenture report “New Era of Sustainability” said sustainability is critical to their success. This finding is consistent with EWEA’s view that we can achieve future viability only through smart and responsible practices which balance the needs of our communities (people), our environment (planet), and sound financial stewardship (profit).

EWEA strives to inspire responsible action and takes social and environmental considerations into account in its event related activities.

EWEA is achieving this by:

- Incorporating sustainability principles and stewardship into the management of its events
- Minimising the environmental impact of its event operations and communications

Ahead of each event EWEA sets a number of sustainability objectives to be evaluated

after the event, following the areas identified by the APEX green meeting standards and the MeetGreen™ toolkit:

- 1. Destination selection**
- 2. Accommodation services**
- 3. Venue selection**
- 4. Transportation selection**
- 5. Food and beverage selection**
- 6. Exhibition services**
- 7. Communication and marketing**
- 8. Onsite office**

Before, during and after the event, our actions are independently audited and the results are detailed in this Sustainable Event Assessment report, which evaluates our performance.

Our approach

The APEX green meeting standard identifies nine unique areas for meeting planners to focus on. EWEA evaluates each area using MeetGreen™ as an online calculator and 'green meeting' management guide. This then becomes the basis for a wider strategy to plan and execute each event in a more holistic and responsible way. Our approach to event planning includes the following important processes:

SEM: Sustainable Event Management (SEM) principles and processes, including the setting of specific sustainability objectives and measurable targets. The MCI SEM principles are used as guidelines to help make EWEA's event management as sustainable as possible.

Strategy: Inform and collaborate with key event supplier partners to improve the sustainability of our events. As part of initial discussions, we explain to all suppliers our expectations for supplier compliance to ethical, responsible and sustainable business practices.

Stakeholder engagement: Suppliers and partners are questioned about their approach to sustainable practices. This process includes onsite visits to the caterer, venue, stand constructor and selected hotels to evaluate sustainable practices. These meetings provide the opportunity to identify any barriers to sustainability objectives and discuss solutions.

Operational integration: The event planning team took sustainability concerns into account when selecting material and services. These included congress bag selection, printing considerations, catering menus, hotel accommodation selection and others.

Governance: Independent verification of actions was conducted by MCI Sustainability with a focus on hotels, transport, venue, food & beverage supplier and others. The results of the assessment are presented in this report.

EWEA 2011 - the event at a glance

Brussels, Belgium, 14-17 March 2011

13,000m² exhibition space

Over **9,000** wind energy professionals attended

445 exhibiting companies came from Europe, Asia and the Americas

40 high-quality sessions

500 presentations



EWEA 2011 - Sustainability at a glance

89% of event waste was recycled

Total score of 62% against industry average of 44%
(based on MeetGreen™ data)

100% of the exhibition hall carpet recycled
(31,340 m²)

60% of all food served was sourced locally

3,000 four-day public transport tickets sponsored by the City of Brussels were distributed to participants

€9,000 donated to Renewable World for wind powered irrigation water pumping system for Mipande Farmers Association, Mozambique

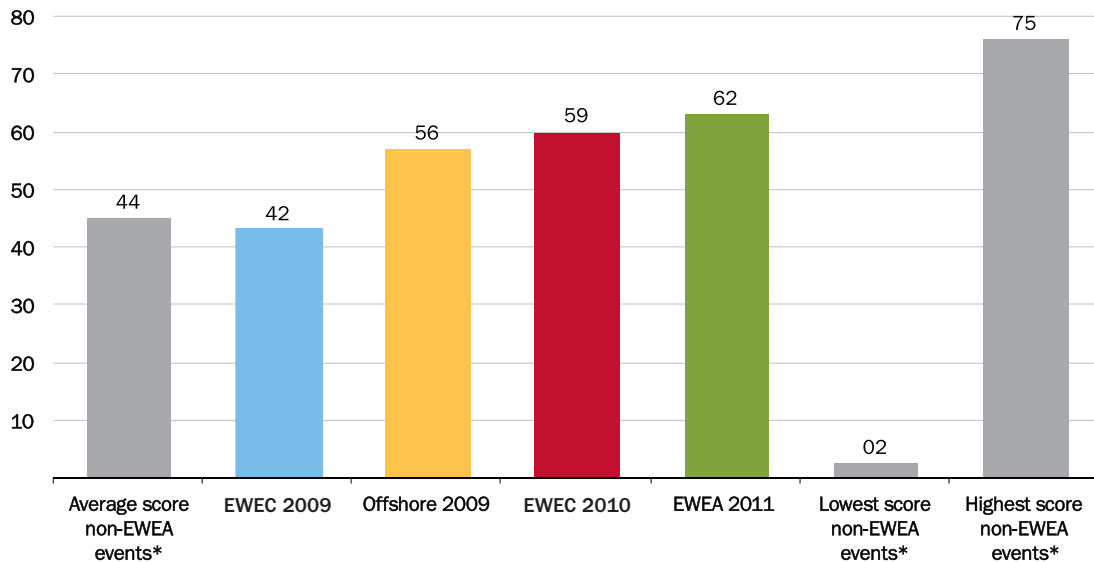
FSC (Forest Stewardship Certified)
paper used for 100% of EWEA communications

Total score achieved at EWEA 2011

Comparison of the total score achieved by EWEA events compared to similar non-EWEA events (using MeetGreen™ data)

The chart below shows that EWEA's last three events have performed above average, and results have gradually improved as a result of increased efforts from the event organising team.

The total scores achieved for each event are a result of independent audits carried out by MCI Sustainability, during which they evaluate the performance within each event category (accommodation, food and beverage, exhibition, etc) and come up with a total score for the whole event.

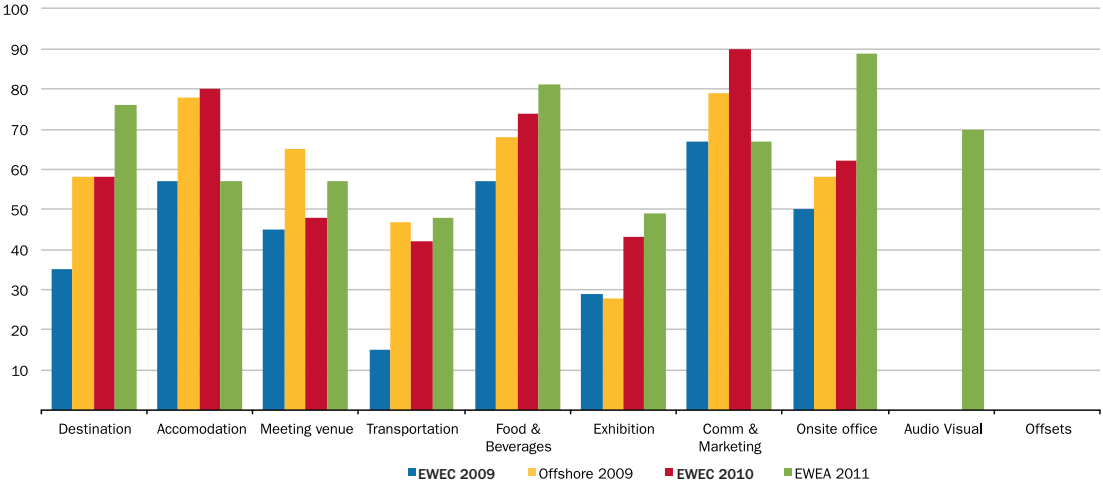


- * Average score given to an event audited by MeetGreen™
- * Lowest score ever given to an event audited by MeetGreen™
- * Highest score ever given to an event audited by MeetGreen™

How have EWEA events performed in the last few years?

The trend of improving sustainability at EWEA's events is also shown in the individual categories, with overall improvement made in all of them since our first event, EWEC 2009, was monitored over two years ago.

The graph below shows the performance per category achieved at EWEA events since 2009.



Note: MeetGreen™ included questions on audiovisual and offsetting for the first time for EWEA 2011 year.

How did EWEA 2011 perform?

This section provides a summary of the sustainability practices implemented during EWEA 2011 in each of the categories shown in the previous graph (the green column).

Destination and transport

MeetGreen™ score:

Destination: 76%

Transport: 48%

The City of Brussels generously supported EWEA 2011 with 3,000 four-day public

transport tickets which were offered to participants for the duration of the event. If just 50% of these participants who received these passes used them to commute to and from the venue, we estimate that this initiative helped avoid 8.5 tonnes of CO₂ emissions (according to www.carbonfund.org).

Despite these efforts, 78% of the total carbon emissions from EWEA 2011 were related to transport.



Four-day public transport tickets were distributed for free to participants to encourage the use of public transport

Venue and exhibition

MeetGreen™ score:

Venue: 57%

Exhibition: 49%

Electricity consumption

84,115 Kilowatt hours (KWh) of electricity were consumed during the four days of EWEA 2011, which is the average amount of electricity two 2 MW onshore turbines would produce over four days. All of the electricity used at Brussels Expo comes from renewable sources.

According to EDF Energy, a typical UK household uses 3,300 kWh of electricity each year.

Stands

The EWEA stand was designed using modular units to allow it to be reused at future events.

The material used to build the walls of all full service stands¹ will be reused and recycled at other events by Melville, the EWEA 2011 stand constructor.



As part of its commitment to social responsibility, EWEA organised a relaxation area. Over the four days of the conference the wellness team provided over 396 massages to delegates and exhibitors, as well as three sessions of Yoga and Tai Chi.



(1) When exhibitors book a full service stand they buy a package which includes the construction of the walls by the official stand builder. EWEA's official stand builder always reuses the materials for other exhibitors at later events.

Waste

In collaboration with Brussels Expo, EWEA came up with a customised, strategic waste management plan which identified three unique stages for the event, each requiring a different approach.



Cardboard stacked up ready for recycling

These stages were build up, event days and breakdown. Each stage requires a different waste plan as the waste created varies according to the different types of operations taking place onsite. For instance, during build up and breakdown most waste is created by the exhibiting companies as they construct and dismantle over 400 stands, whereas during the event days the majority of waste is that created by participants.

This collaborative effort meant that 89% of all waste produced at the event was captured and re-purposed rather than going to landfill or incineration.

Instructions on what to do with the waste created by the stands were communicated to all exhibitors by including guidelines in the exhibitor manual and distributing copies to each stand onsite.

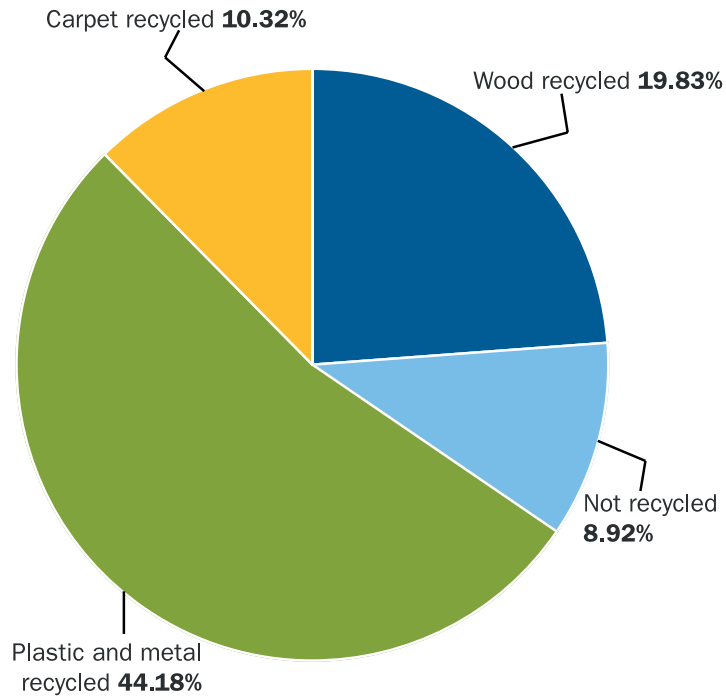


Contractors laying down the carpet. Over 10 tons of carpet was recycled

With an 89% waste diversion rate, EWEA 2011 was a good example of a well-executed management plan. In the final hours of build-up, however, contractors abandoned waste sorting which indicates a need for better communication and oversight. The potential negative impacts were reduced by the fact that all waste created at Brussels Expo is sorted after it leaves the venue.



83.243 tonnes is the total amount of waste created during EWEA 2011, the majority of which was recycled as shown below.



Accommodation

MeetGreen™ score: 57%

EWEA asked all selected hotels to complete a survey to help find out what sustainability practices they already followed. A “green score” was given to each hotel and included in the hotel booking form. This allowed participants to also take sustainability into account when selecting their hotel.

100% of EWEA's 36 selected hotels committed to participate in energy efficiency actions outlined in MeetGreen™.

Hotel name	Double rate	Distance from venue	Green Score
Hotel 4****			
NH Atlanta	205	8 km	4
Crowne Plaza Europa	219	10 km	2
NH Grand Place Aremberg	195	9 km	4
Husa President Park	200	7 km	3
Marivaux	185	8 km	3

Green score given to the selected hotels and included in the hotel booking form

With a documented sustainability policy, an active ‘green team’, state of the art energy efficiency, community actions and a Green Leaf eco-certification, the following Brussels hotels earned top scores in EWEA's review of hotel green practices:

- The Radisson SAS Brussels
- NH Grand Sablon
- The Aloft Brussels Schuman

Food and beverage

MeetGreen™ score: 81%

EWEA established a close collaboration with the caterer to assure our goals were met and managed. These were to:

- Provide a vegetarian option each day
- Provide reusable crockery for all meals
- Serve water, milk, sugar, etc in bulk to avoid individual packaging
- Serve food sourced locally (60% was produced within 300km of Brussels)
- Provide 45% certified organic food and drinks
- Organise food donation if necessary.

In the end this was not required as the quantities ordered were accurate.



Use of crockery, as opposed to disposable equipment, and products served in bulk to avoid individual packaging

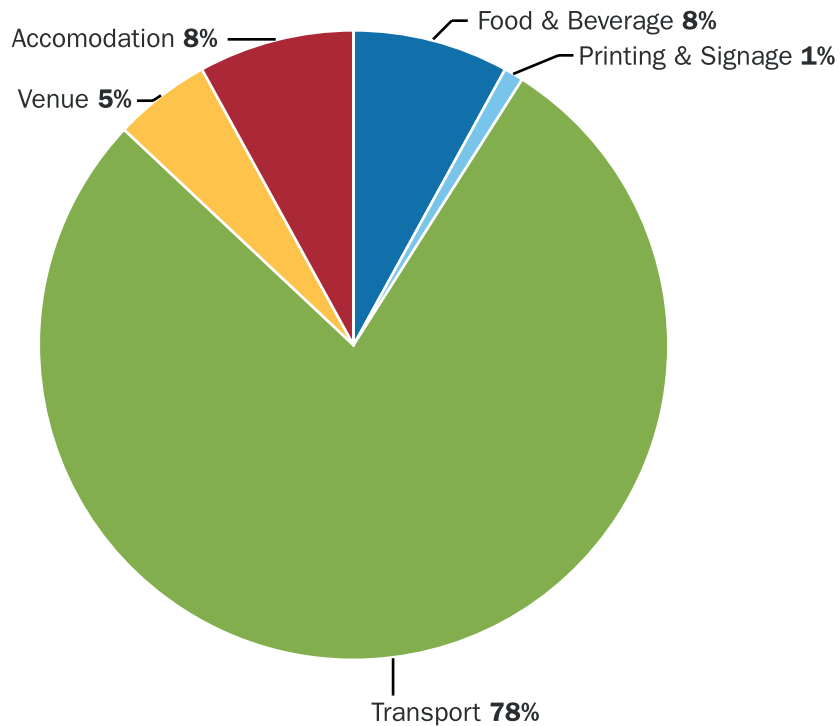
CO₂ emissions resulting from EWEA 2011

A total of 2,488 tonnes of CO₂ were produced during EWEA 2011. The pie chart below shows the distribution of emissions produced by different event areas.

Delegate transport from their countries of origin to the event produces the most CO₂, followed by accommodation and food and

beverage. The emissions produced by the venue are relatively low thanks to the fact that 89% of waste was recycled.

2,488 tonnes of CO₂ is equivalent to the annual emissions from 496 passenger cars. Each participant produced 0.28 tonnes of CO₂ emissions during the event.



Emissions measurement based on factors from Euroheat and power, DEFRA and the Swedish Environmental Protection Agency and calculated using the WRI GHG Protocol.

EWEA donation helps install small-scale wind turbine in Africa

As part of the event, EWEA donated €9,000 – the equivalent of €1 per attendee - to its chosen charity, Renewable World.

Renewable World, formerly known as the Koru Foundation, was set up in 2007 to act as the link between the European renewable energy sector and energy-poor communities who are most vulnerable to climate change.



Gilherme conducting the community capacity building session in which he's explaining how energy is produced from wind turbines to women who are from the local farmers cooperative which will directly benefit from the energy by using it to pump water for irrigating their land.

Renewable World works with local partners to install community-based renewable energy projects in poor countries which enable people to pump clean water, power homes, schools and health centres and run small businesses in a sustainable way.

The money EWEA is donating will go towards a wind-powered irrigation water pumping system for the Mipande Farmers' Association in Mozambique, East Africa.

A locally-produced small-scale wind turbine will be installed primarily to pump water to drip irrigate the crops of the Farmers' Association, resulting in higher yield and out-of-season harvests, therefore resulting in a better price and higher income.

The charity says a local partner will be engaged to develop and facilitate supply chain routes to local markets.

“It is anticipated that the wind turbine will additionally generate enough energy for households to charge batteries for lighting and for a mobile phone charging unit to be operational”, Melanie Matthews from Renewable World said. “Both of these should also be income-generating opportunities.”

Match our efforts by making your own donation to Renewable World!



www.renewable-world.org



EWEA

THE EUROPEAN WIND ENERGY ASSOCIATION

www.ewea.org

About EWEA

EWEA is the voice of the wind industry, actively promoting wind power in Europe and worldwide. It has over 700 members from almost 60 countries, including wind turbine manufacturers with a leading share of the world wind power market, plus component suppliers, research institutes, national wind and renewables associations, developers, contractors, electricity providers, finance and insurance companies, and consultants. This combined strength makes EWEA the world's largest and most powerful wind energy network.

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