

2017

Event Sustainability Report

SAN FRANCISCO

ORACLE
OPEN
WORLD



Contents



Oracle OpenWorld 2017	3
Sustainability Overview	5
Oracle OpenWorld 2017 By The Numbers	7
Sustainability Planning Process	8
GOAL ONE Waste Not	9
GOAL TWO Be Cooler	15
GOAL THREE Give Back	17
GOAL FOUR Have Fun	18
Acknowledgements	21

ORACLE OPENWORLD 2017

430,000

Oracle Customers Worldwide



\$194,000,000

Positive Economic Impact in 2017

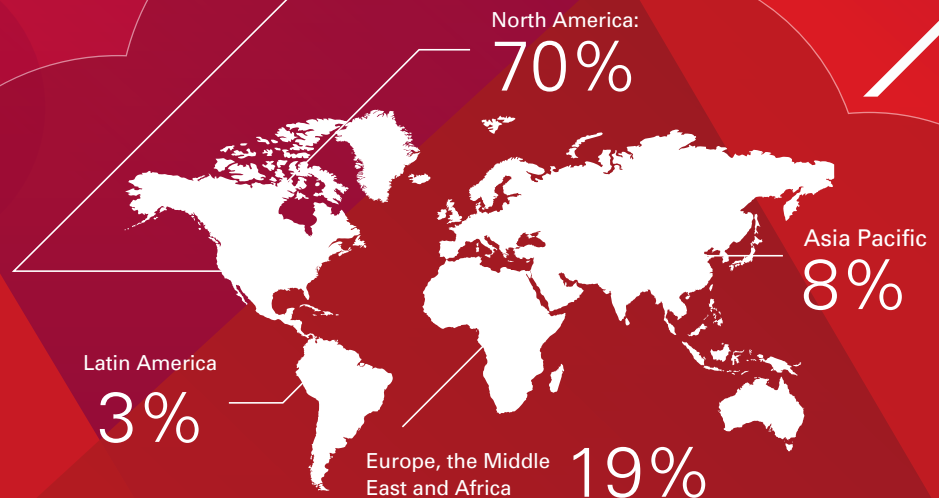
81% of menu items are from within
250 miles of San Francisco

8,458 meals donated to local charities

60,000
Attendees

From
175
Countries

San Francisco, California
Oracle OpenWorld
September, 2017



Oracle is committed to developing practices
and products that help protect the environment

VENUES



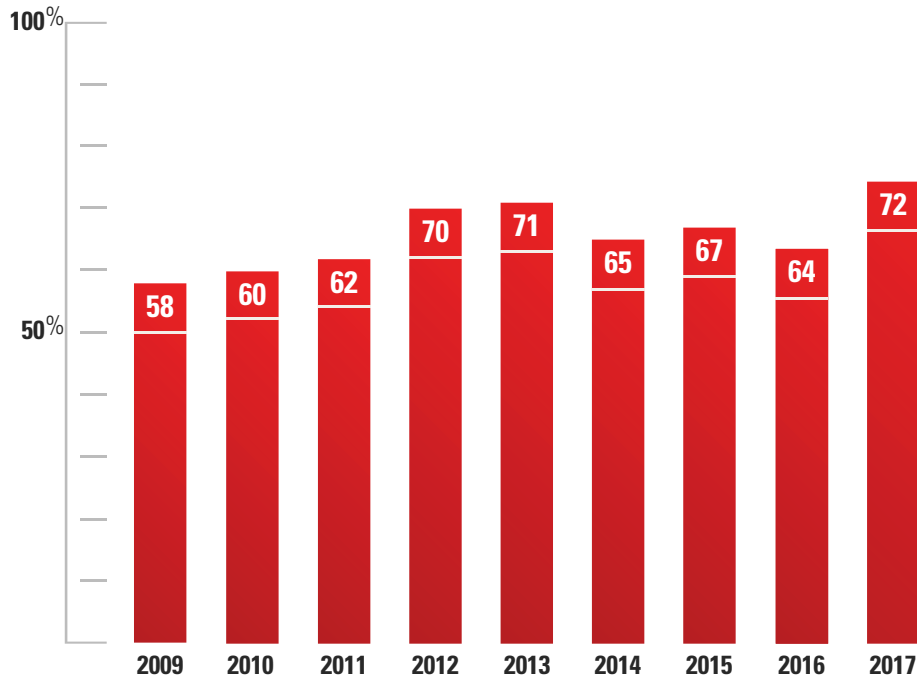
Moscone Convention Center
Howard Street
AT&T Park
The Park Central Hotel
InterContinental San Francisco
Hilton San Francisco Union Square
San Francisco Marriott Marquis
St. Regis

SUSTAINABILITY OVERVIEW

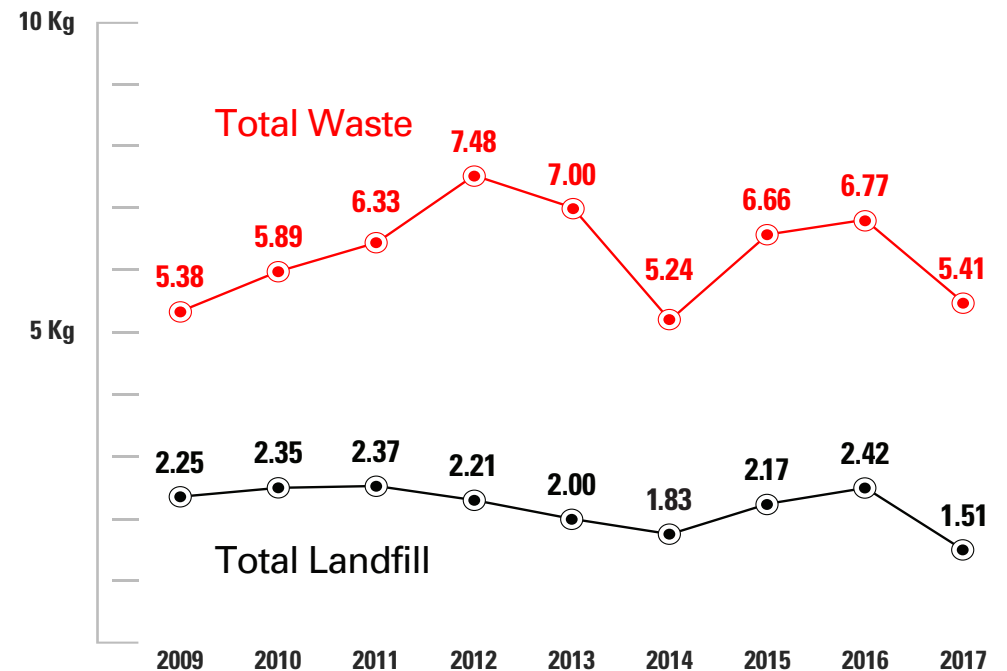
GOAL ONE Promote Zero Waste >

Target: Zero waste to landfill by 2018

Diversion of Waste from Landfill



Landfill and Waste Per Participant

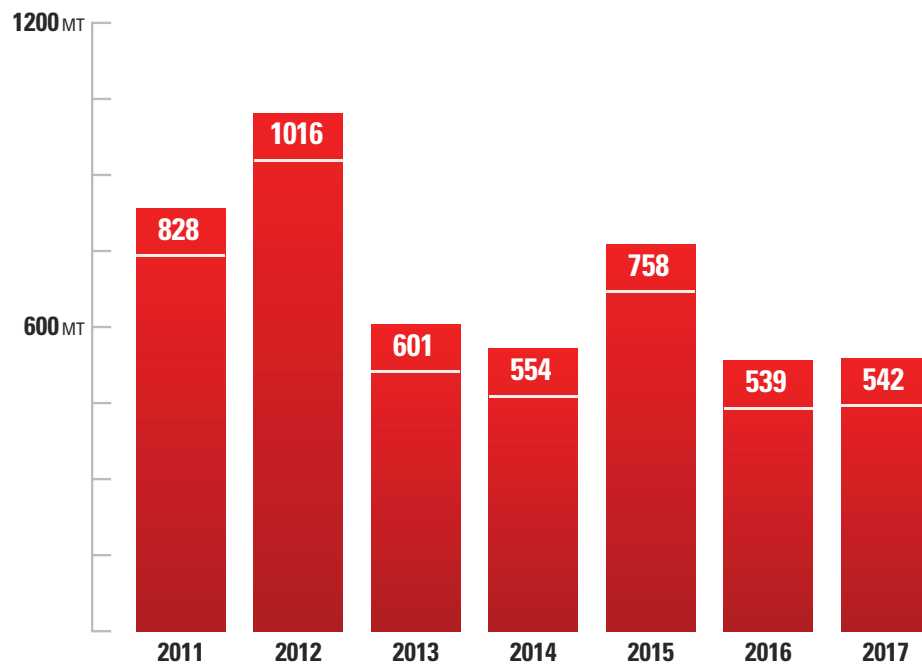


SUSTAINABILITY OVERVIEW

GOAL TWO Model carbon reduction and responsibility for corporate events >

Target: Reduce 2012 onsite emissions by 50% in 2018

Total onsite carbon emissions



GOAL THREE Catalyze legacies to benefit host destinations >

Target: Capture results

45 trees from Howard Street donated to the City of San Francisco. The anticipated total CO2 absorbed from this donation is 585 lbs over the next year and 27,900 lbs (12.7 MT of CO2e) over a 20-year cycle.

3,718 lbs of OpenWorld totes donated to seniors at Cayuga Community Connectors for use as emergency go bags.

2,767 leftover meals donated to Food Runners and San Francisco City Impact

GOAL FOUR Inspire attendees through engaging sustainability experiences >

Target: Capture results

Onsite preview of *Secrets In The Mist*, a three-part series by National Geographic about Dian Fossey's lifelong work to conserve mountain gorillas.

ORACLE OPENWORLD 2017

BY THE NUMBERS

2,767: Number of meals donated to organizations serving those in need in the San Francisco area.

50,000: Total square feet carpet on Howard Street diverted from landfill and repurposed by CLEAR in Lincoln, California.

12: Number of FloWater Stations on Howard Street that enabled attendees to refill their personal water bottle and eliminate the use of single-use plastic bottles.

5,200: Total square feet of green wall covering, used to hide the Moscone construction on Howard Street, was saved for reuse.

91: Green Angels hired over the course of the event to help attendees sort their waste on Howard Street.

88: Percent of carpet that was recycled or retained for reuse after the event.

48: Weight in Metric Tons of compost diverted from landfill during Oracle OpenWorld, enough to fill almost 4 garbage trucks.

78: Weight in Metric Tons of recycling generated by Oracle OpenWorld, enough to fill 8 garbage trucks.

26: Weight in Metric Tons of donations generated by Oracle OpenWorld, enough to fill 2 garbage trucks

58,927: Approximate number of total miles, round-trip, that attendees walked between the event and AT&T Park to attend the Appreciation Event.

575,422: Number of trees planted by the Nature Conservancy in the US, Brazil, and China with Oracle's financial contribution to the Plant A Billion Trees campaign.

45: Number of trees on Howard Street that were donated to the City of San Francisco after the event

3,718: Weight in pounds of Oracle OpenWorld totes donated to seniors at Cayuga Community Connectors for use as emergency go bags

4: Number of social service organizations that received post-event donations.

75,000,000: Pounds CO2 offset by Oracle OpenWorld over the past 7 years, equivalent to keeping 7,367 cars off the road for one year or 84,323,529 miles driven by the average passenger vehicle.

3,670: Number of Oracle OpenWorld attendees who offset their own travel emissions in the registration process, equivalent to 2,884 MT CO2.

100: Percent of onsite carbon emissions offset by Oracle OpenWorld.

SUSTAINABILITY PLANNING PROCESS

Oracle OpenWorld follows a process based on ISO 20121: 2012 Event Sustainability Management Systems (ESMS) to annually improve the event. Oracle's sustainability teams are involved in creating event sustainability action plans that prioritize the four event sustainability goals. The planning cycle repeats according to the following process:

Pre-event

- 1. Confirmation of sustainability leads.** Confirm lead for overall sustainability planning. Overall facilitation and auditing is coordinated by MeetGreen. Other vendor partners designate a representative to lead their internal efforts, and work with MeetGreen sustainability leads.
- 2. Review opportunities from previous event cycle.** This includes prioritization of recommendations from the previous event, which are documented by MeetGreen, in consultation with Oracle. Targets for the current cycle are set during this step by the sustainability leads.
- 3. Engage Oracle partners and communicate targets.** The bulk of work pre-event involves collaborating with vendor partners to identify and implement actions that enable progress against goals and achieve targets. This process took four months in 2017 and included regular one-on-one meetings.

Onsite

- 4. Execution of sustainability plans.** Oracle staff and partner leads are responsible for implementation of best practice action plans onsite.
- 5. Measurement.** Several partners, particularly venues, are responsible for collecting key data to aid in evaluating the outcomes of sustainability plans.
- 6. Onsite verification.** MeetGreen conducts onsite inspections of event venues to audit follow-through on targets and identify any new opportunities for the coming cycle.

Post-event

- 7. Continuous improvement assessment.** Sustainability leads in all areas pool data and observations into a final event report. This document serves as the assessment for Oracle OpenWorld San Francisco and will be used to enable progress for the 2018 event.

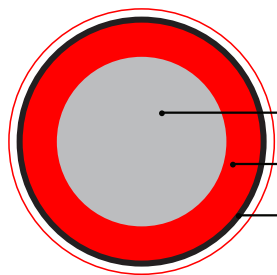


GOAL ONE: Waste Not

Goal One Status

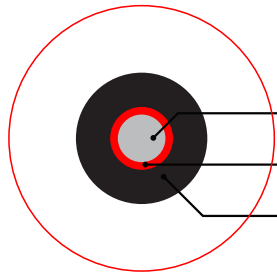
Landfill and waste are at the lowest levels to date. In large part, this was due to the consolidation of event space into Moscone, which reduced the number of offsite venues.

Waste Footprint Per Participant >



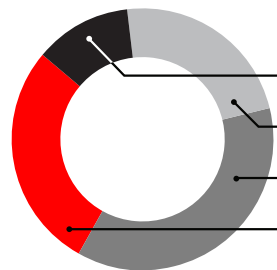
Waste per person per day

This year/best year: **1.08 Kg** (2017)
Worst year: **1.87 Kg** (2012)
MeetGreen average: **1.94 Kg**



Landfill per person per day

This year/best year: **0.30 Kg** (2017)
Worst year: **0.59 Kg** (2011)
MeetGreen average: **1.13 Kg**



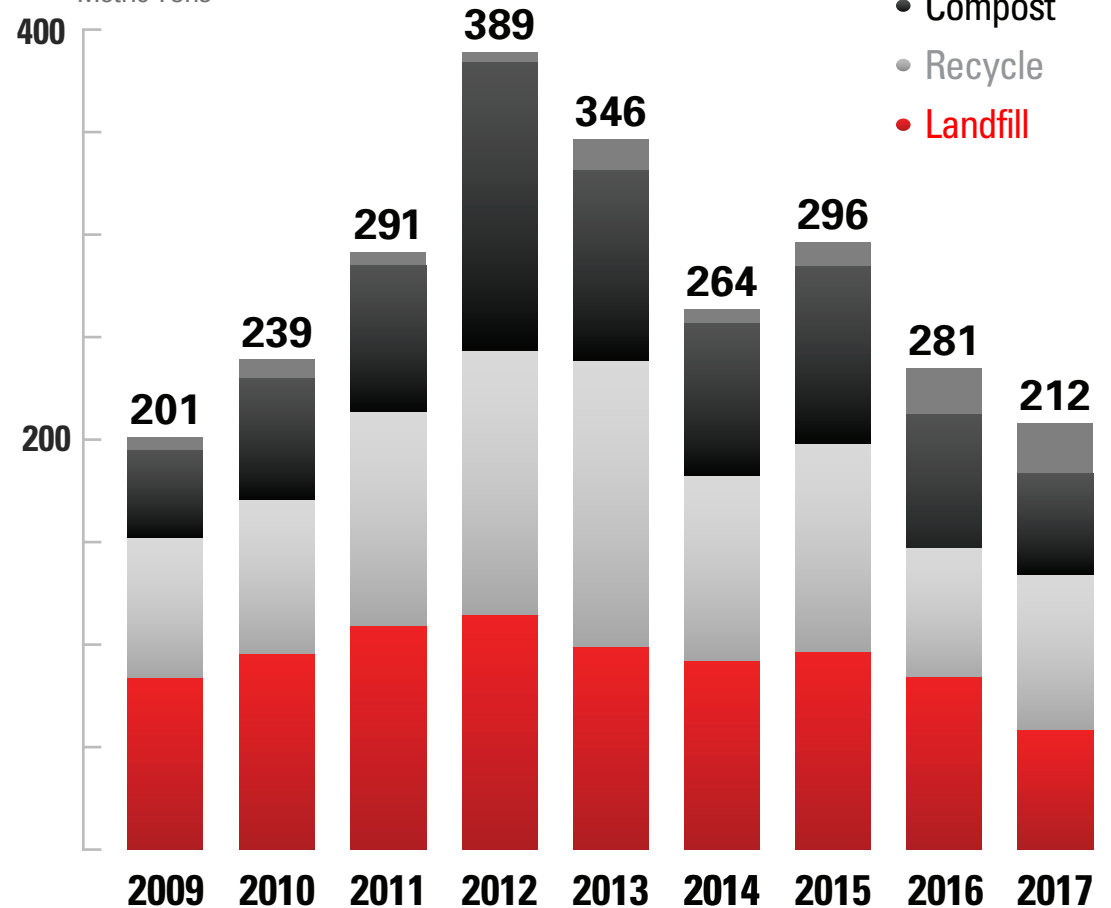
Total Waste Footprint

Donation: **12 %**
Compost: **23 %**
Recycle: **37 %**
Landfill: **28 %**

Total waste is equal to 280 MT, enough to fill 22 garbage trucks.

Waste History

Metric Tons



- Donation
- Compost
- Recycle
- Landfill

Measurement scope covers move-in through move-out. For hotel venues, guest room waste has been excluded, so that only event waste is considered. Assume one fully-loaded, rear load garbage truck carries 12.7 MT of trash.

GOAL ONE: Zero Waste

Venue Waste Footprint

- Recycle
- Compost
- Donation
- Landfill



Moscone

29% of event waste
Total waste: 60.7 MT



Howard Street

21% of event waste
Total waste: 68.4 MT*



Hilton San Francisco Union Square

19% of event waste
Total waste: 40.2 MT



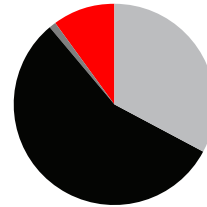
San Francisco Marriott Marquis

17% of event waste
Total waste: 37 MT



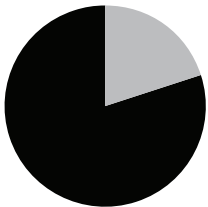
InterContinental San Francisco

7% of event waste
Total waste: 6 MT



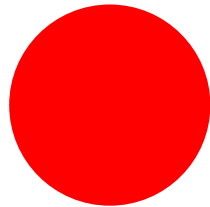
Appreciation Event (AT&T Park)**

6 % of event waste
Total waste: 13.7 MT



St. Regis

1 % of event waste
Total waste: 1.6 MT



Park Central SF

0.5 % of event waste
Total waste: 1.1 MT

* The diversion rate for Howard Street includes the weight of 45 trees donated to the City of San Francisco and 50,000 square feet of carpet that was recovered by CLEAR (equivalent to 30,000 lbs)

** Based on 2016 data

GOAL ONE: Zero Waste

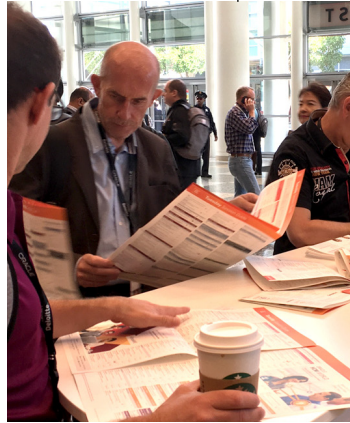
Sustainability Wins – The 4 Rs (Reduce, Reuse, Recycle, Recover)

REDUCE ➤

- **Signage:** 103,460 square feet of signage was produced for Oracle OpenWorld, which represents a 20 percent decrease from 2016.



- **Paper:** Oracle reduced paper usage from 5.8 MT in 2016 to 3.4 MT in 2017. The Daily Session Guides used paper made with 100% FSC-certified post-consumer recycled content.



- **Bulk Condiments:** Bulk condiments were offered at attendee lunches to decrease waste associated with single-serving items.

Two and Three-Bin Waste Streams: Two-stream waste bins in exhibitor booths encouraged exhibitors and attendees to properly sort their waste.



- **Green Angels:** 91 Green Angels were stationed on Howard Street to help guests sort their waste, which minimized what was sent to landfill. Green Angels were also present on Howard Street during move-out to ensure that materials sent to landfill was minimized.

Water Stations: 12 water stations on Howard Street enabled attendees to refill their personal water bottles and avoid single-use disposable plastic water bottles.



- **Trash Compactor:** Waste on Howard Street was compacted after the event in an effort to reduce what was sent to landfill.
- **Service Ware:** Oracle required that 100 percent of disposable serviceware be either certified compostable or recyclable, according to Recology guidelines, and certified by MeetGreen prior to the event.

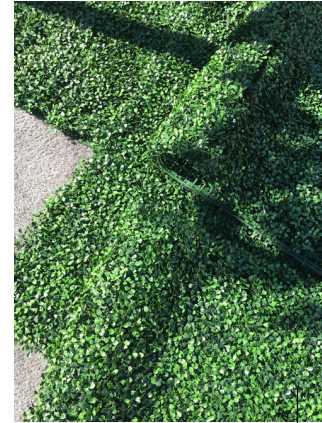
GOAL ONE: Zero Waste

Sustainability Wins – The 4 Rs (Reduce, Reuse, Recycle, Recover) cont.

REUSE >

- **Exhibit Kiosks/Booths:** Exhibitors rented booths and kiosks that are customized with removable graphics, minimizing landfill at the end of the event.

- **Carpet/Padding:** Of the 220,846 square feet of carpet used in 2017 (equivalent to the area of a little over 3.8 football fields), 65 percent was returned to inventory for reuse. Of the 99,399 square feet of padding used at the event, 88 percent was retained for reuse and future events.



- **Signage:** 15 percent of the signage produced at Oracle OpenWorld is available for reuse at future events.
- **Furnishings:** Chairs, café tables, sofas and benches are rented and reused at Oracle OpenWorld.

- **Green Wall:** 5,200 sq ft of the green plastic 'plant wall' used on Howard Street to camouflage the construction work at Moscone was stored for reuse.

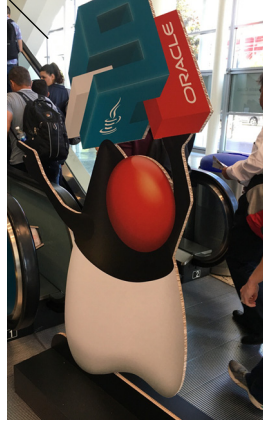
- **Staging:** Staging is custom-built using reused and reusable materials.

GOAL ONE: Zero Waste

Sustainability Wins – The 4 Rs (Reduce, Reuse, Recycle, Recover) cont.

RECYCLE >

- **Signage:** New cutting machines enabled Oracle to design and produce free-standing signs using recyclable materials.



Trees:

The 45 trees that were used as décor on Howard Street were donated to the City of San Francisco at the end of the event.

- **Event Recycling:** 37 percent of all waste generated by the event was recycled.

RECOVER >

- **Compost:** Waste sorters at Moscone separated compost, recycling and landfill to ensure that as much waste as possible was diverted from landfill. Of the 236 MT of waste generated by Oracle OpenWorld, 23% was composted.



Carpet:

With significant advance planning by Oracle suppliers, all 50,000 square feet of carpet used on Howard Street was recovered by CLEAR in Lincoln, California.



GOAL ONE: Zero Waste

Sustainability Wins – The 4 Rs (Reduce, Reuse, Recycle, Recover) cont.

Sustainability Opportunities

Plastic Film: A total of 413, 025 square feet of plastic film (down from 501,908 square feet in 2016) was used. This amount, which is just over the area of 7 football fields, included clear Visqueen, reinforced Visqueen, table top vinyl, and shrink wrap. Although 21 percent of the plastic film was recycled, this amount could be significantly increased with the addition of a portable baler stationed at Moscone during the event.

Carpet: From 2015 to 2016 there was a 6.5 percent increase in carpet usage. From 2016 to 2017, there was a 3 percent increase in carpet usage. Continue to identify locations where further carpet reductions can be made.

- Continue to find ways to minimize virgin content carpet, as well as carpet strips and curves, which result in trim that is too small to be reused. Avoid single-use carpets, which are often the bright or light-colored carpets. Choose darker color carpet made of recycled content instead.

Green Angels: Maintain the number of Green Angels on Howard Street and consider increasing their presence at other venues where lunches are served.

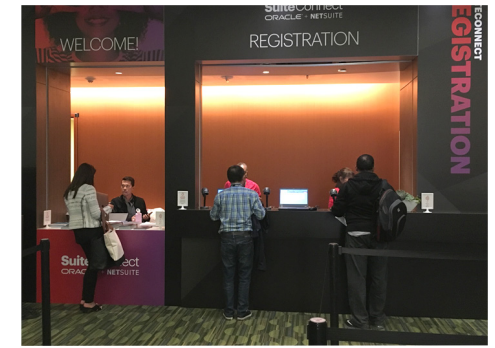
- Maintain the number of Green Angels stationed on Howard Street during move-out and consider stationing them at additional areas where a high volume of waste is generated during move-out.

Serviceware: Work with Recology to identify serviceware that can be recycled or composted after the event. Continue to request that all F/B suppliers use these recommended options.

Compost Sorting: Continue to work with Moscone to ensure that there is space and resources allocated for back-of-house waste sorting. 13 percent of waste generated at Moscone in 2017 was sent to compost

Signage: While 67 percent of all signage was recyclable, there were examples of non-recyclable PVC foamcore signage used, and should be eliminated to the fullest extent possible.

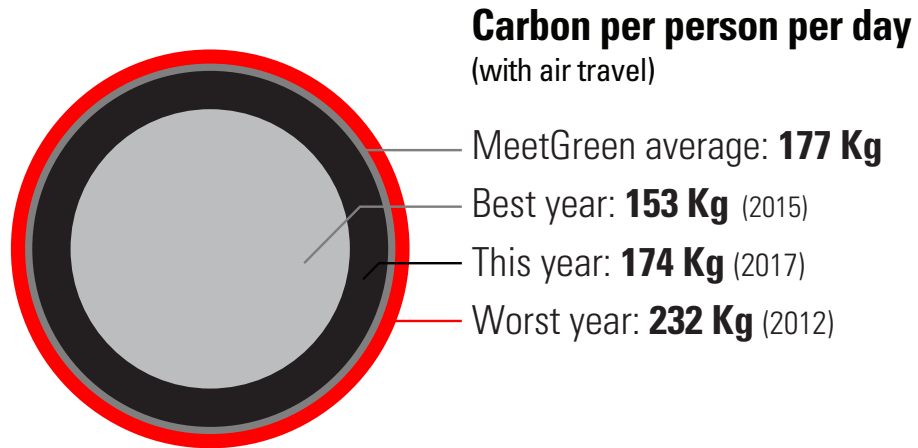
Move Out: Continue to identify best practices for minimizing waste generated during move-out. This should include pre-event calls to prepare for move-out, onsite meetings, and an audit of move-out related waste.



GOAL TWO: Be Cooler

Goal Two Status:

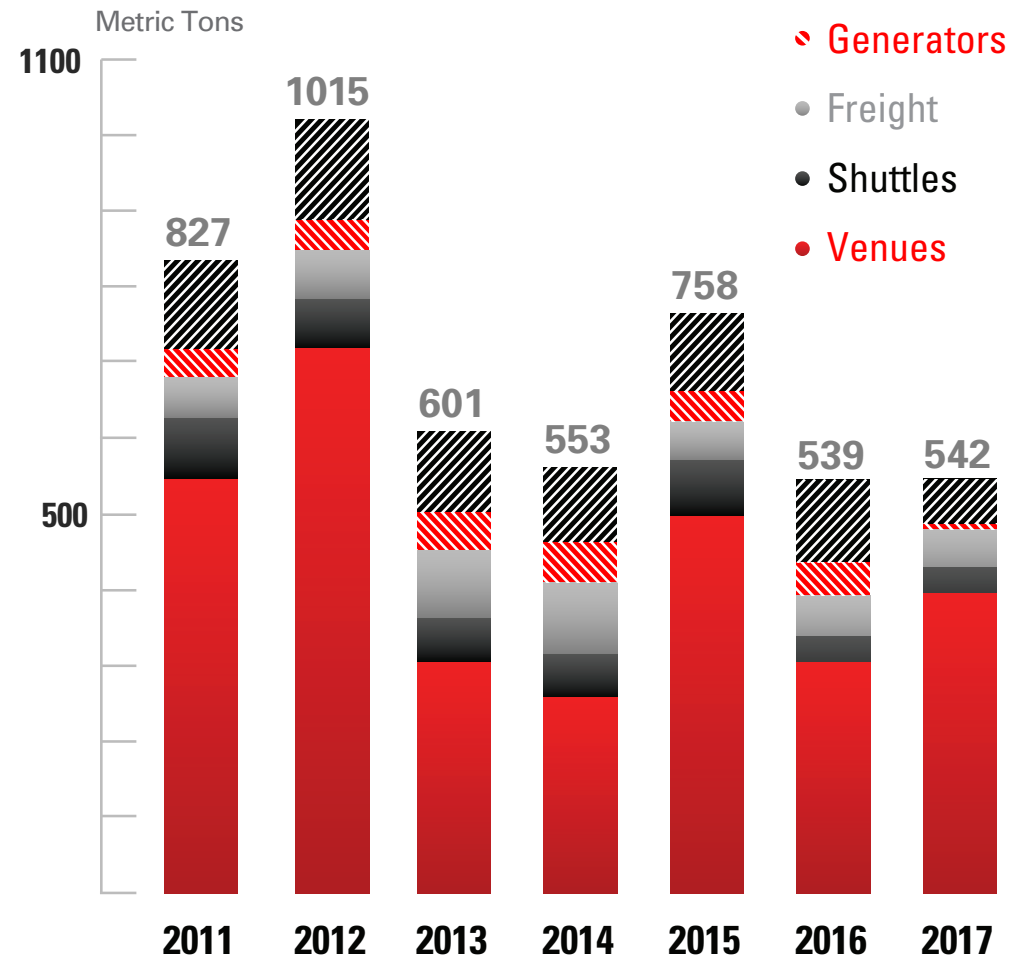
Carbon Footprint Per Participant >



542 Metric tons offset by Oracle and venue partners.
This represents 100% of onsite carbon emissions at the event.

2,884 Metric tons voluntarily offset by event participants.

Onsite Carbon Footprint



GOAL TWO: Be Cooler

Sustainability Wins

- Over the past 7 years, Oracle OpenWorld offsets have reduced emissions by over 75 million lbs (34,404 MT) of CO2 emissions. This is equivalent to emissions from the electricity use of 5,156 homes.
- In 2017, Oracle OpenWorld offset emissions for venue, shuttles, freight, waste and travel equal to 3,426 MT of CO2. Funds from these offsets will enable Oracle to support three projects in communities locally, regionally and globally to reduce greenhouse gas emissions. These projects are:
 - Landfill Gas Capture (Eagle Point, GA): Landfill gas capture projects turn garbage into power by capturing the methane released by organic waste as it breaks down.
 - Forest Management (Arcata, CA and MaiNdombe, Africa): Forests sequester CO2 in the trunks, leaves, branches and roots of trees. By implementing sustainable forestry management practices, such as brush management and stock maintenance, carbon is increased in forests and in harvested wood products.



- Wind Farms (Big Smile, OK): Most electricity comes from fossil fuels such as coal and natural gas, which produce carbon dioxide emissions. Wind energy allows electricity to be produced with little emissions and lowers the proportion of electricity derived from dirty power sources.
- Walking maps informed attendees about routes they could take between venues to increase walking.
- Free Pedicabs were available at the Grand Hyatt to take attendees back down the hill to the Moscone Center.
- The number of miles driven by event shuttles decreased from 22,361 miles in 2016, to 12,789 in 2017. As a result there was a decrease of 42% in the amount of fuel used in 2017. 100 percent of shuttles used technology newer than 2007, which is more efficient and less polluting. All shuttles were sourced from within 100 miles of the event.
- For the second year, shuttles were not provided for the Appreciation Event, located a mile from Moscone at AT&T Park.

Sustainability Opportunities

- Continue offsetting emissions at OpenWorld to achieve a target of 100,000,000 lbs of CO2. Oracle is 75 percent of the way there.
- Increase messaging to attendees in the registration process to inform them of Oracle's carbon offset program and encourage them to offset their own travel carbon emissions with a \$10 offset purchase.
- Increase the number of caterers who can provide and track local and organic menu options.
- Continue to advocate for venues to offset their own emissions.
- Continue maintaining the downward trend in shuttle usage and encourage attendees to walk and take public transportation.



GOAL THREE: Give Back

Sustainability Wins



Food and Material Donations

45 Trees From Howard Street

Donated to the City of San Francisco

10 Cartons (Equivalent To 3,718 lbs) Of OpenWorld Totes

Donated to seniors at Cayuga Community Connectors for use as emergency go bags.

2,767 Leftover Meals

Donated to Food Runners and San Francisco City Impact.



Plant a Billion Trees

From 2015 to 2017, Oracle has donated a total of \$750,000 in support of The Nature Conservancy's Plant a Billion Trees campaign. The program has helped expand The Nature Conservancy's work across the globe to:

- Protect and restore forests in Brazil, the United States, and China.
- Improve watersheds and supplying clean drinking water.
- Help to clean the air and reduce impacts on climate change.
- Protecting thousands of species of native animals and plants.
- Expand job opportunities for local communities.
- Encourage and inspire Oracle employees and customers to give.

Sustainability Opportunities

- Continue to look for opportunities at Oracle OpenWorld to amplify and draw visibility to Oracle's significant corporate giving efforts.
- Provide attendees the opportunity to donate directly to these campaigns while at the event through targeted social messaging or onsite experiences.

GOAL FOUR: Have Fun

Sustainability Wins

Onsite Preview of *Secrets In The Mist*



In 2017, Oracle celebrated the 50th anniversary of the Gorilla Fund and the legacy of Dian Fossey. At Oracle OpenWorld, Oracle hosted a preview of part one of *Secrets In The Mist*, a three-part series by National Geographic about Dian Fossey's lifelong work to conserve mountain gorillas.

Oracle Giving has been supporting the Dian Fossey Gorilla Fund for nearly three decades. Oracle is donating more than \$2.6 million in Cloud Services to the Dian Fossey Gorilla Fund over six years to enable the organization to revolutionize its data management. This will also enable the fund to make its database available via Oracle Cloud to scientists, researchers, and students for free.



GOAL FOUR: Have Fun

Sustainability Messaging on WiFi Towers >

Messaging on WiFi towers located throughout Oracle OpenWorld encouraged attendees to be responsible for their own environmental footprint.



Reach for ZERO WASTE
Rethink Reduce Reuse Recycle



Help San Francisco BE COOL
Walk, bike, and take transit

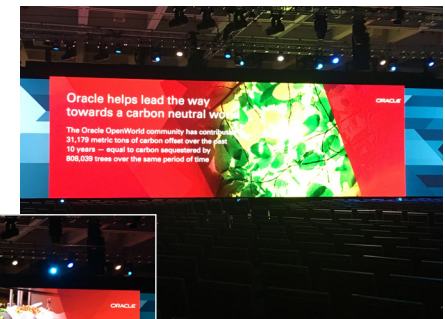
Sustainability Walk-in Slides at Keynotes >

For the first time at Oracle OpenWorld in San Francisco, the walk-in loop for keynotes included messaging that highlighted Oracle's commitment to sustainability, both as a corporate citizen and for events. Slides highlighted the amount of waste diverted from landfill at previous OpenWorlds, leftover meals donated to help those in need, and the amount of carbon offset by Oracle and attendees.

Social Media >



Sustainability messaging on Facebook, Twitter and on Oracle blogs was prevalent both before and during Oracle OpenWorld to engage and inform attendees about how OpenWorld has been integrating sustainability into the event. This helped convey Oracle's company-wide commitment to sustainability.



GOAL FOUR: Have Fun

Water Conservation & Plastic Bottle Reduction >

FloWater Stations on Howard Street provided attendees with 1,585 gallons of water. By using reusable water bottles and eliminating single-use disposable water bottles, 16,906 plastic bottles were saved from landfill.



Sustainable Food Choices >



Lunches on Howard Street showcased Oracle's commitment to working with its catering partners to provide healthy, local, and organic food options for attendees. Signs at lunches informed attendees about the menu sourcing, sustainable choices, and how they can minimize waste.

Waste Messaging on Howard Street >

For the first time, compost, recycling and landfill bins had messaging encouraging attendees to sort their trash and help Oracle get to zero waste.



Sustainability Opportunities

- Identify opportunities for sustainability sponsorships packages. For example: branding on water stations, Green Angel t-shirts, on lunch menus, or sponsorship of sustainable F/B, such as meatless Mondays or organic menu selections.
- Consider offering a fun and engaging sustainability experience for attendees. Look for opportunities in the community that align with Oracle's own corporate commitments to citizenship and volunteerism. Expand the Oracle OpenWorld scavenger hunt to include sustainability-related themes and items.
- Continue to identify opportunities to highlight and amplify sustainability through social media and onsite messaging.
- Continue to inform and educate attendees about the role they can play in minimizing their own event footprint.

ACKNOWLEDGEMENTS

Thank you to the following report contributors:

BART: Imara Yokely; Freeman: Jeff Chase, Jessica Glenn; Hartmann Studios: Sophia Kassab, Lesley Mendoza, Tony Crescenzo, Caspian Merritt, Kelly Farrell; Hilton Union Square: Jo Licata; Intercontinental San Francisco: Diane MacMath; Marriott: David Hollands, Richard Sims; Park Central SF: Heather Knight; St. Regis: Emily Nordmann, McCalls Catering; Melons Catering; Moscone Center: Kathleen Hennesy, Hector Quiles; Savor: Jeff Hall, Yee Kwan Chan; Schenker: Herbert Kaltschmid; Bonneville Environmental Foundation: Nancy Bsales; Graphic Design: Julie Jacobson

Data sourcing and scope

SCOPE: Carbon calculations include: Venue energy use, guest room energy use, all participant travel to and from the event, ground shuttles, show management freight, portable generation and waste to landfill. Waste metrics include: venue landfill, recycling, compost and donation (any event discards from the tradeshow, meetings, special events and banquets), as well as materials taken back by agencies for recycling at their warehouse if not recyclable at venue. Guest room waste is not included, to the extent possible. Supply chain verification includes: venues, hotel, caterer, general services contractor, audio-visual supplier, and event management agencies. Water metrics include event space and catering at venues.

BASELINES: Baseline year may vary depending on indicator and is noted in each section.

DEFINITIONS: “Local” is assumed to include goods purchased within 400 km or 250 miles of the event site. “Organic” and “fair trade” must include verification or certification by a third party, such as USDA or Equal Exchange. “Green” cleaners must bear a third-party certification, such as Green Seal. “Compostable” and “biodegradable” must be verified using certification and/or testing. “Landfill” is waste to landfill (no recovery). “Waste” includes landfill, recycling, compost and donations that are discarded from the event.

SOURCE: All metrics direct-reported by vendors through metering, hauling records and procurement analysis. All reports are checked in comparison with historic and external baselines and onsite observations to validate and error-check data. Carbon footprint estimated by Nancy Bsales using guidance from the Hotel Carbon Measurement Initiative (guest rooms/meeting space), DEFRA (mobile fuel sources), and USEPA (waste). Radiative forcing is not applied to air travel emissions. Carbon equivalencies provided by the USEPA Greenhouse Gas Emissions Calculator. All MeetGreen averages calculated directly from event data and metrics in the MeetGreen® Calculator 2.0.

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