

**ORACLE
OPEN
WORLD**

SUSTAINABILITY REPORT 2016

Oracle OpenWorld Latin America



ORACLE®

TRANSAMERICA EXPO CENTER

15 anos

tv1 experience

MeetGreen®

June 28th, 29th and 30th
Avenida Dr. Mario Vilas Boas Rodrigues, 387
São Paulo - Brazil

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OBJECTIVES

Oracle had the following objectives for Oracle OpenWorld Latin America 2016:

Waste Not

Produce zero waste to landfill

Be Cooler

Model carbon reduction and responsibility for corporate events

Give Back

Catalyze legacies to benefit host destinations and the event industry

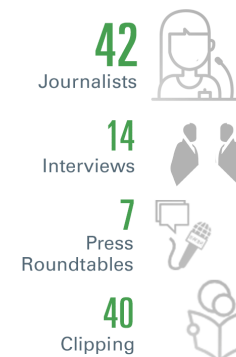
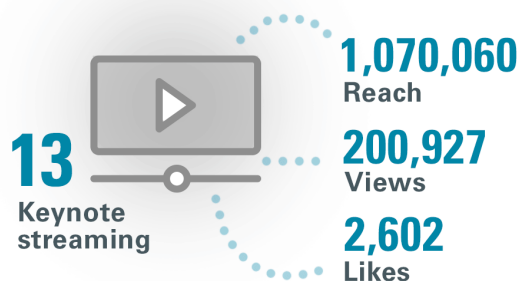
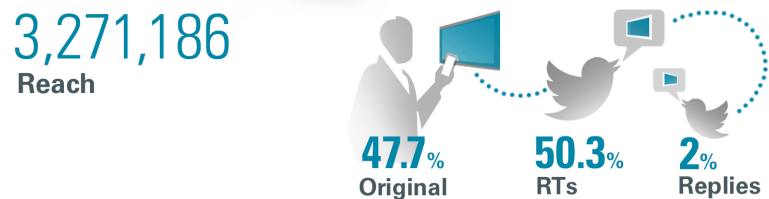
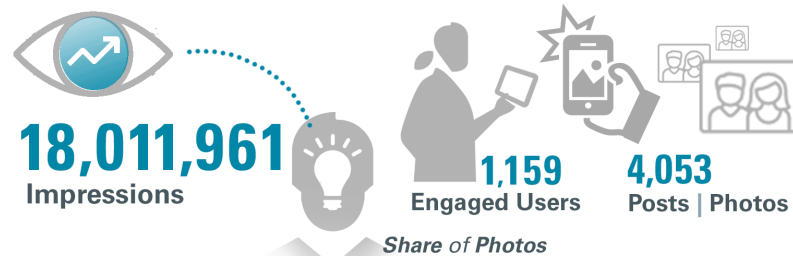


Have Fun

Inspire attendees through engaging sustainability experiences

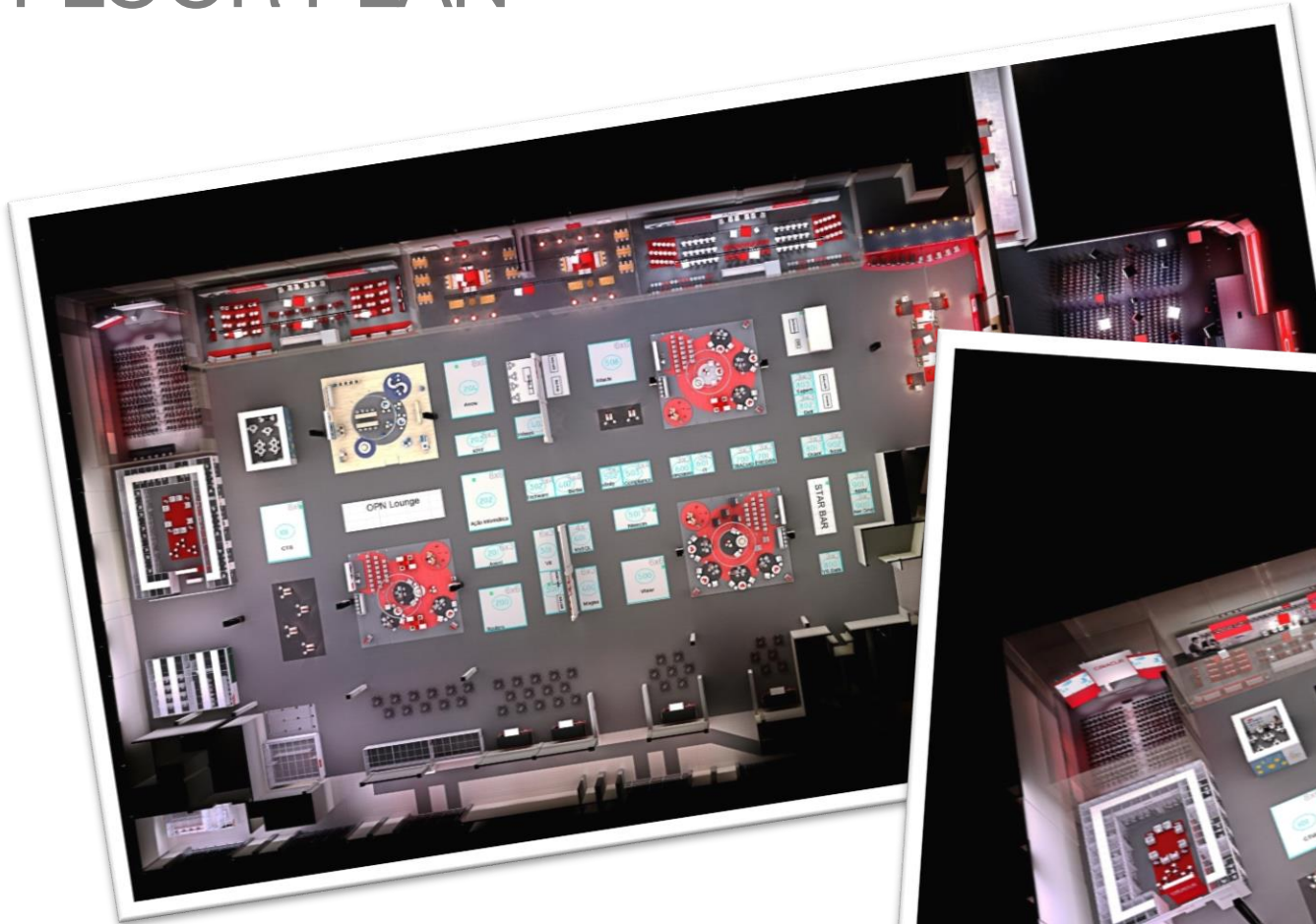
GENERAL NUMBERS

But first let us understand the dimensions of the event



FLOOR PLAN

13,589m²

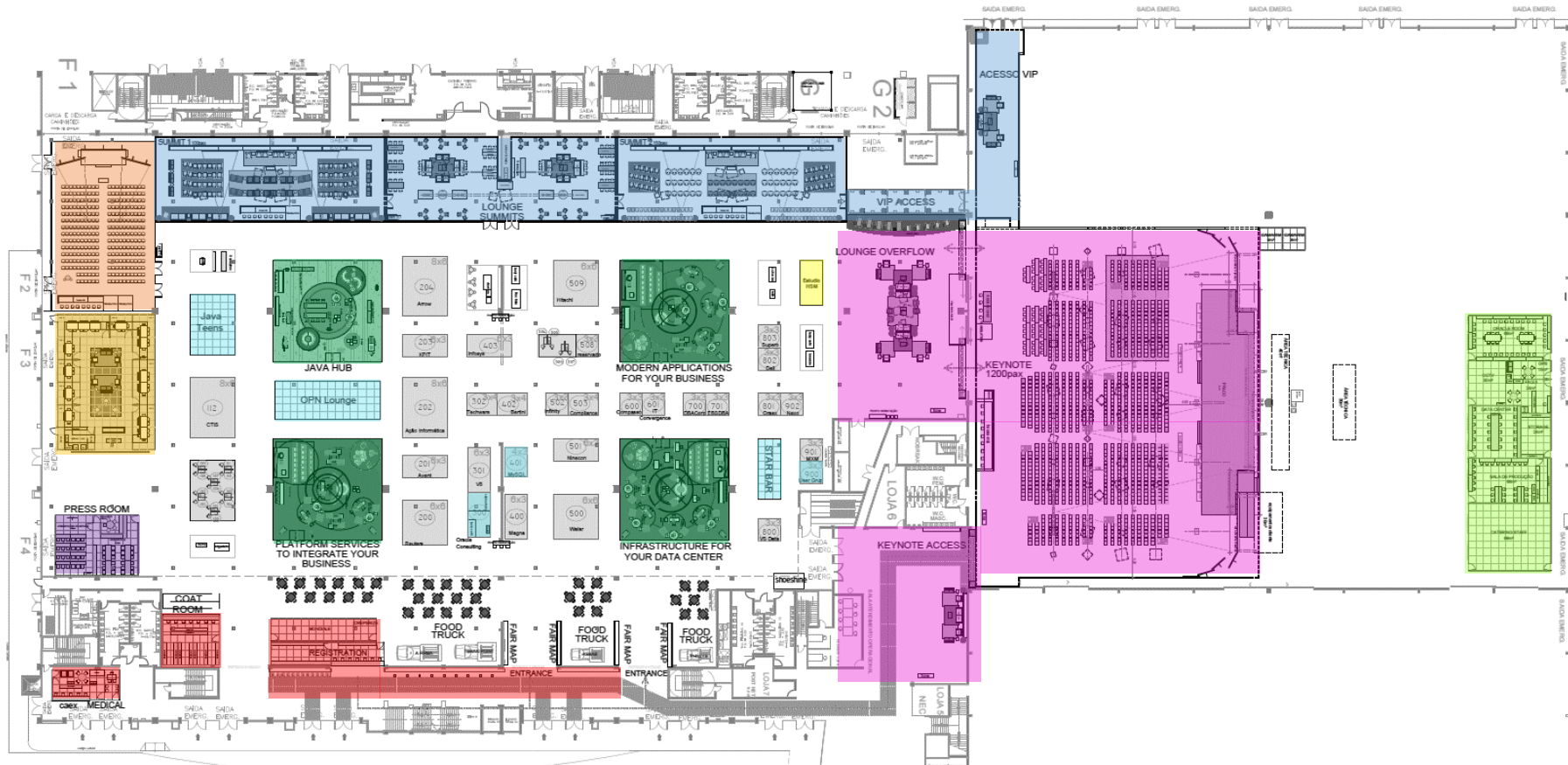


3 halls



FLOOR PLANS

Halls A, F&G



- Auditorium
- Registration | Coat Room | CAEX | First Aid
- Executive Summits
- Backstage
- Customer Visit Center
- JavaOne4Teens | OPN Lounge | Stars Bar | Consulting | MySQL | User Group
- HSM Studio
- Partners and Sponsors
- Keynote Hall | Entrance | Overflow
- Showcases

MAIN ACTIONS

To produce a more sustainable event, Oracle focused on a number of sustainable initiatives:

Signage

All signage was either recyclable, repurposed as a different item, or reused.



Technology

Use of digitally-based demos and information prevented unnecessary printing and construction.



Waste collection

Clearly labeled and additional recycling bins were placed throughout the event area.



Event bag

A reusable conference bag was provided and made from unbleached, renewable fabric.

MAIN ACTIONS

To produce a more sustainable event, Oracle focused on a number of sustainable initiatives:



Scenography

Modular sets and rented furniture were used. Reforested wood avoided the use of old growth trees and paint.



Recycling

Eliminated badge holders and recycled badges post-event.



Water Stations

Messaging encouraged people to reuse their bottles.



Learning

Dedicated sustainability panel for sustainability awareness.



Community program

For the first time at the Brazilian edition of Oracle OpenWorld, JavaOne4Teens was implemented with public school technology students.

12,000m²

Carpet

Was pre-used and will be used on future events. That's enough to cover nearly two football pitches!

MOBILE APP

The Oracle Events mobile app was promoted in many different ways and provided access to agendas, speaker information, sponsors and maps. Information was also shared through #oowBR and #JavaOneBR.

Mobile App

A agenda do Keynote e todas as outras do evento, estão disponíveis no aplicativo Oracle Events.

Para baixar siga os passos abaixo:

- Baixe o aplicativo Oracle Events para Android ou iOS
- Procure por Oracle OpenWorld/JavaOne Latin America 2016
- Clique para adicionar e começar a usar

Mobile App

The Keynote and all agendas will be available at the Oracle Events app.

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BAIXE O APLICATIVO ORACLE EVENTS

E BUSQUE POR
OPENWORLD / JAVAONE LATIN AMERICA

disponível para  

#OOWBR | #JAVAONEBR

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Patrocinado por  

LESS PRINTING

SHOWCASES

New format

LESS BUILDING

Touch technology and newly designed digital demos replaced traditional Demogrounds and kiosks, reducing environmental footprint and increasing interaction.

MODIFIED DEMOGROUNDS AND STATIONS

- Online System
- Unlimited number of demos
- Less built stations, more places to present the demos

2016  492
demos presented

2015  20
demos presented



JAVAONE4TEENS

June 28th , 29th and 30th
20 teens per day

Schools: Etec Cotia | Etec Embu

Upon arrival: Teens received a lunch, a T-shirt and a flash drive

Arrival at the venue: 12h

- *Java Hub tour with JavaBoy Pedro Gontijo*
- *Welcome speech*
- *Lego Mindstorms activity*
- *Wrap-up*

Bus ride out: 5pm teens received a lunch on the way back to school.

COMMUNITY
GIVE BACK



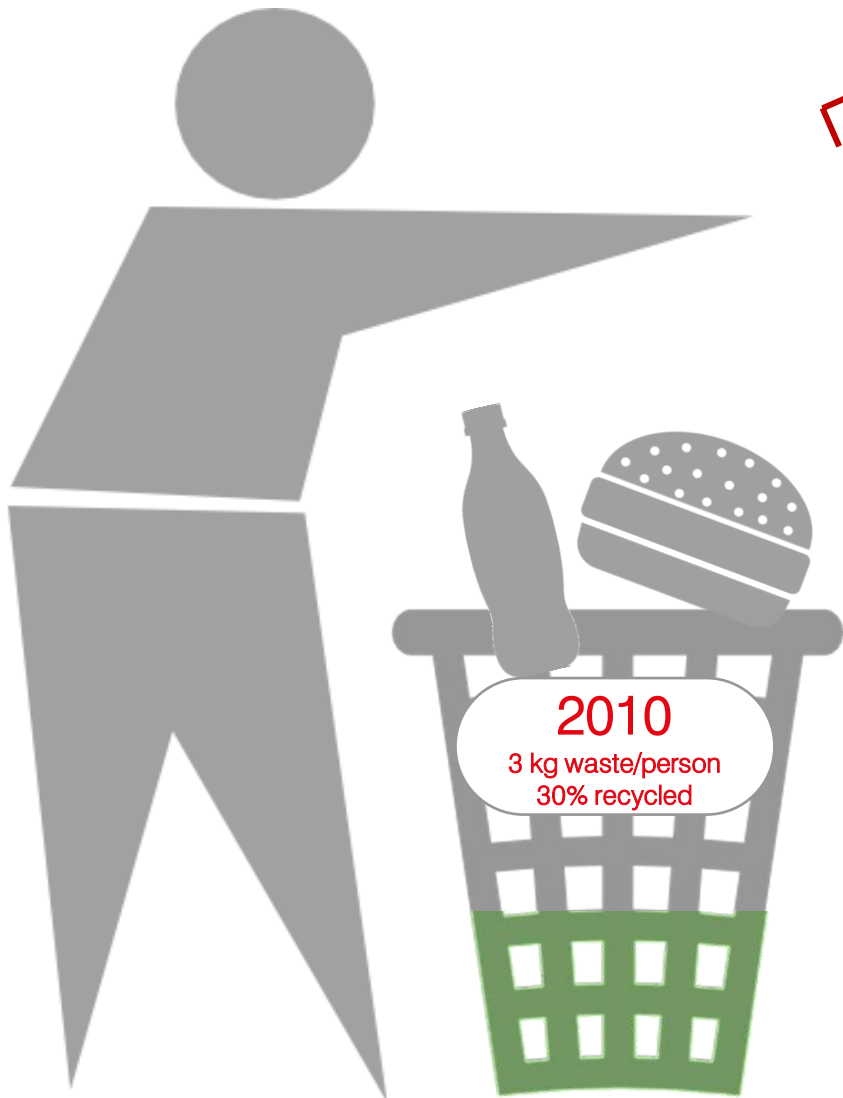
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WASTE PER PERSON

**LESS WASTE
AND LANDFILL**



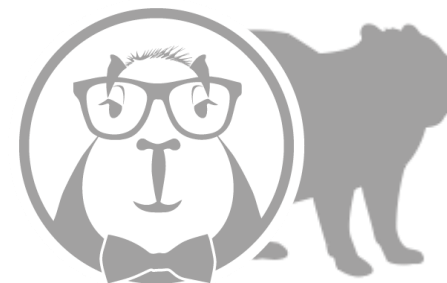
Total event waste since 2010
has dropped by

18 MT

or

325

Capybaras



FUN FACTS AND NUMBERS

7,155 kg less landfill* than 2015
 45% reduction in overall event waste compared with 2015
 5,872 kg of waste* recovered
 39% of waste diverted from landfill

Including Fotosfera take-back programs:

723 kg metal structures



Returned to the metal industry to be remade into event structures

1,118 kg of recycled vinyl



Ground to be repurposed as shoe fillings

5 kg of PS

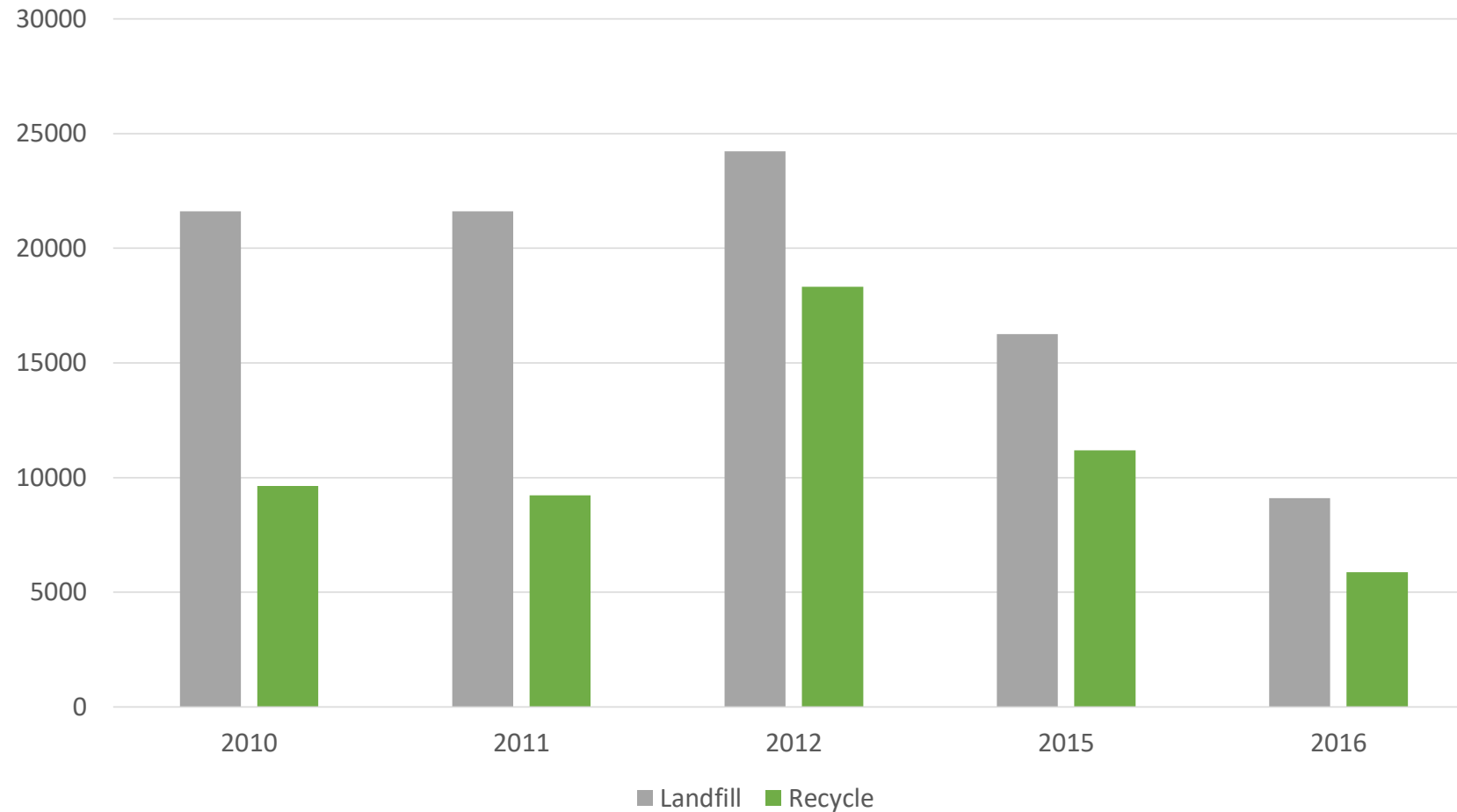


Can be converted for use in refrigerators or in any equipment that is comprised of polystyrene

**Attendees generated
 60% less waste
 per person than in 2010, the
 first year waste impacts were
 measured for this event**

*Note: Waste means all discarded material. Landfill means trash to landfills, no recovery.

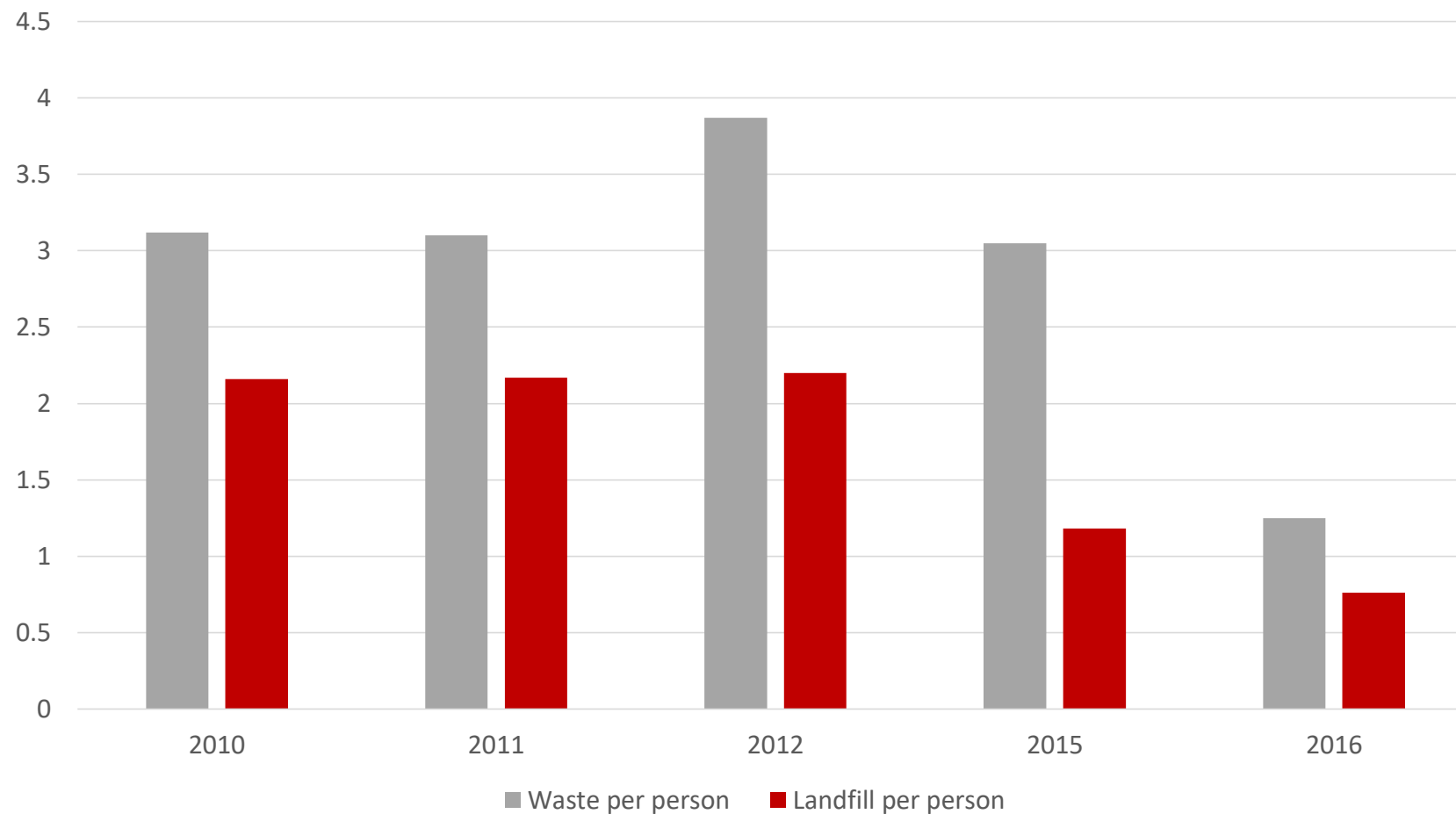
TOTAL EVENT WASTE



Recovery rate from landfill:	
2010	31%
2011	30%
2012	43%
2015	41%
2016	39%

*Note: Landfill means waste to landfills, no recovery. Recycled materials include those recovered by Multilixo and Fotosfera.

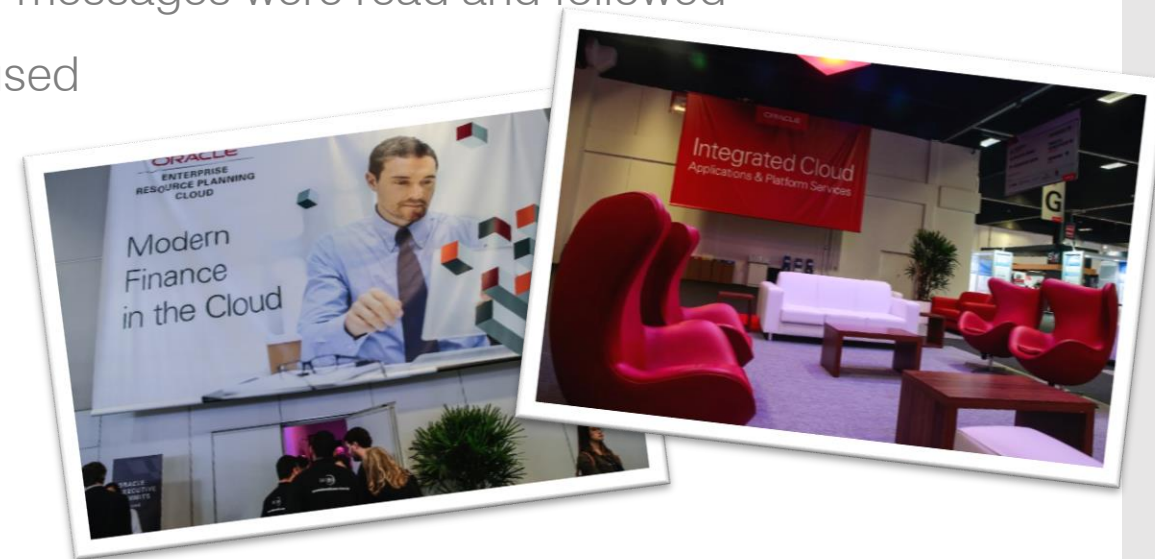
WASTE AND LANDFILL PER PERSON



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IMPROVEMENTS AND POSITIVE POINTS

- Cardboard sign use was significantly expanded
- Prior visits to Oracle OpenWorld San Francisco helped event staff replicate as many green actions as possible in Brazil
- Lots of reusable materials were used, reducing waste discards
- Vinyl sign canvas will be repurposed as shoe fillings
- Hydration stations were made possible and sustainability messages were read and followed
- Banners from Oracle OpenWorld San Francisco were reused



LESSONS LEARNED

ITEM	OUTCOME	SUGGESTIONS
Sustainability activation restrictions due to budget reductions	More could have been accomplished if the budget had been allocated from the beginning	Consider specific sustainability budget
Sponsored activations	With more lead time sustainable activations could have been sold to sponsors along with other sponsor packages	Include that in the initial sale plans
Signage into ecobags	Fotosfera did not send the material to be repurposed as promised so alternative recycling was arranged	Designate budget and hire a company to do so