

ORACLE OPEN WORLD

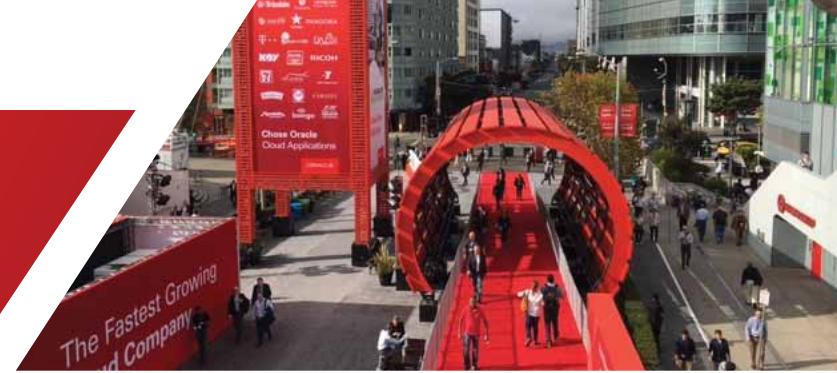
SAN FRANCISCO

2016

Event
Sustainability
Report



Contents



Oracle OpenWorld 2016	3
Something For Everyone	4
Sustainability Highlights	5
Sustainability Approach	8
GOAL ONE: Waste Not	10
GOAL TWO: Be Cooler	16
GOAL THREE: Give Back	19
GOAL FOUR: Have Fun	21
Acknowledgements	25

ORACLE OPENWORLD 2016

420,000

Oracle Customers Worldwide

60,000
Attendees

From
141
Countries

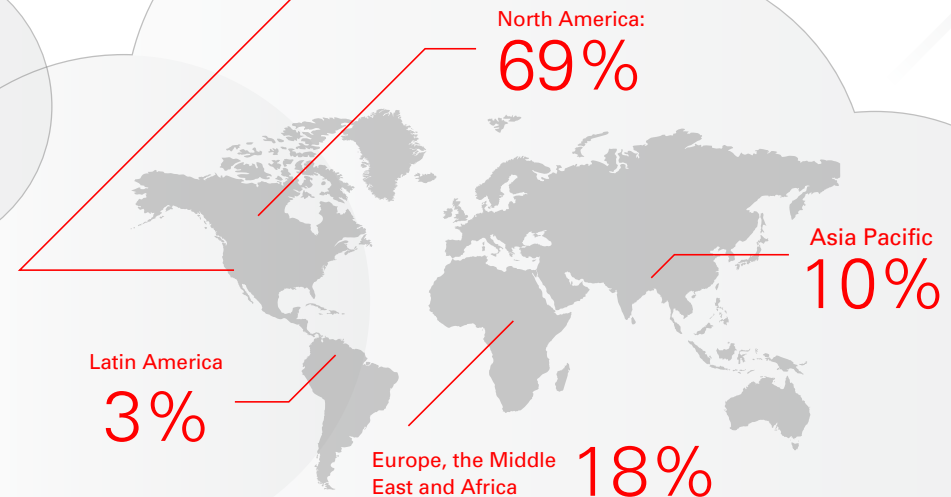
San Francisco, California
September 18 - 22, 2016



\$194,000,000

Positive Economic Impact in 2016

Partnering with the San Francisco Chamber of Commerce to Host
500+ Local Businesses
at Oracle OpenWorld



SOMETHING FOR EVERYONE

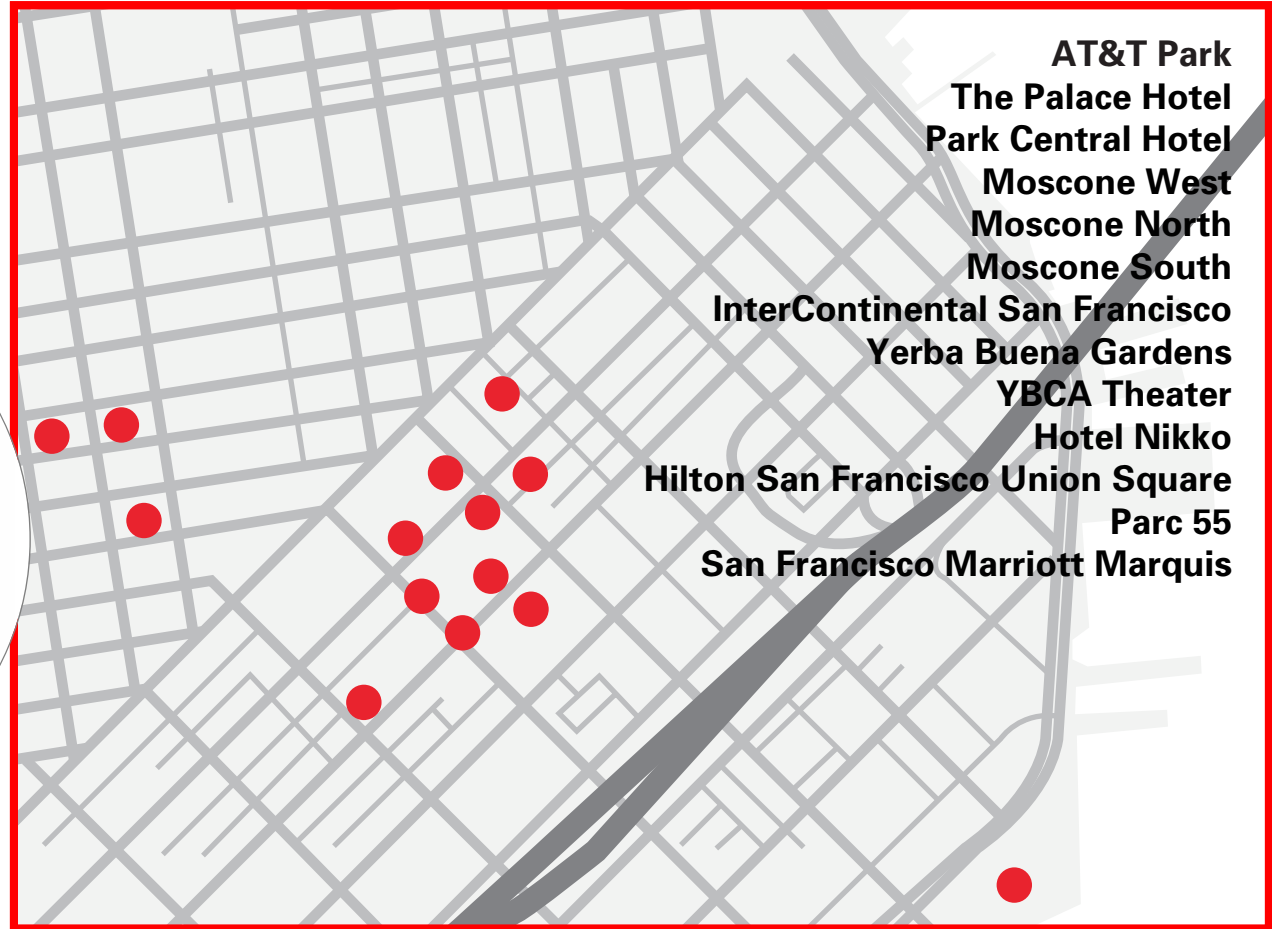
2,249

sessions

of which

2,054

are delivered by
Oracle Customers
and Partners



**DELIVERING
CONTENT
DIGITALLY**

15+M

VIEWES



INTERACTIONS



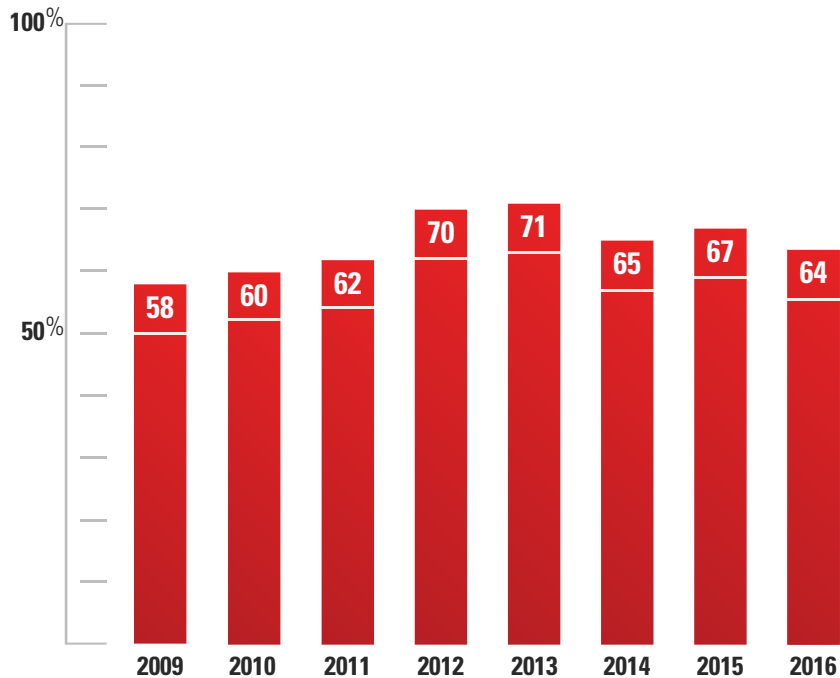
FOLLOWERS

SUSTAINABILITY HIGHLIGHTS

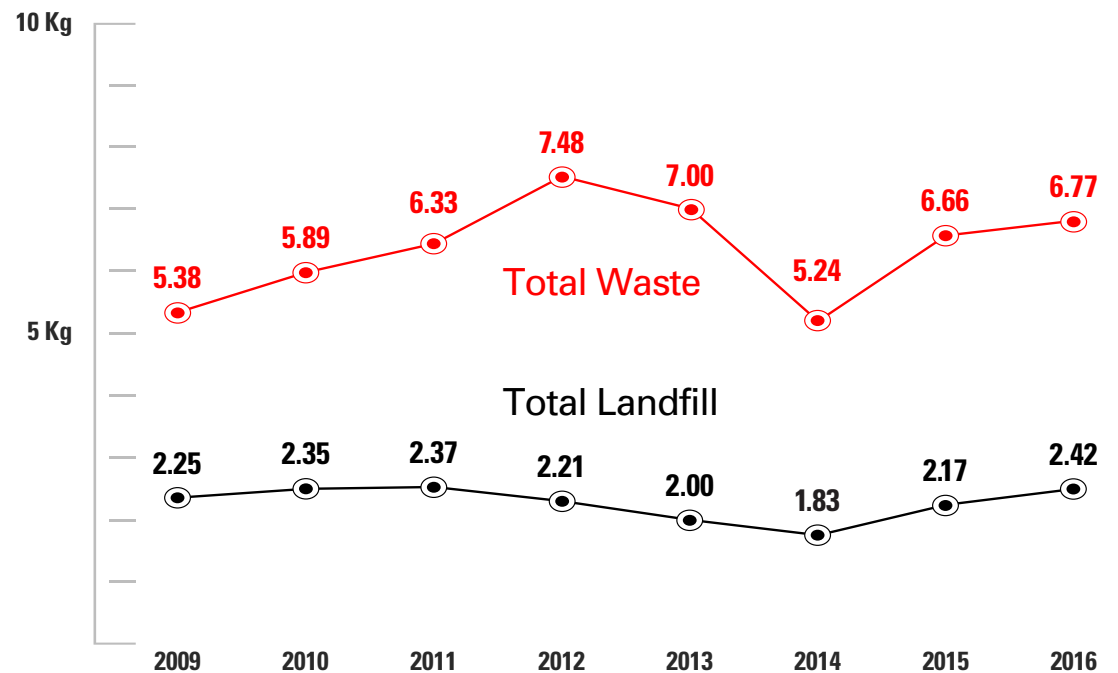
GOAL 1 Promote zero waste >

Target: Zero waste to landfill by 2018

Diversion of Waste from Landfill



Landfill and Waste Per Participant



8,458: Number of meals donated to organizations serving those in need in the San Francisco area.

77: Metric tons compost diverted during Oracle OpenWorld, enough to fill six garbage trucks.

400: Pounds lightly used housekeeping amenities donated to 10 community-based organizations.

122: Green Angels hired over the course of the event to help attendees sort their waste.

85: Percent of carpet retained for reuse after the event.

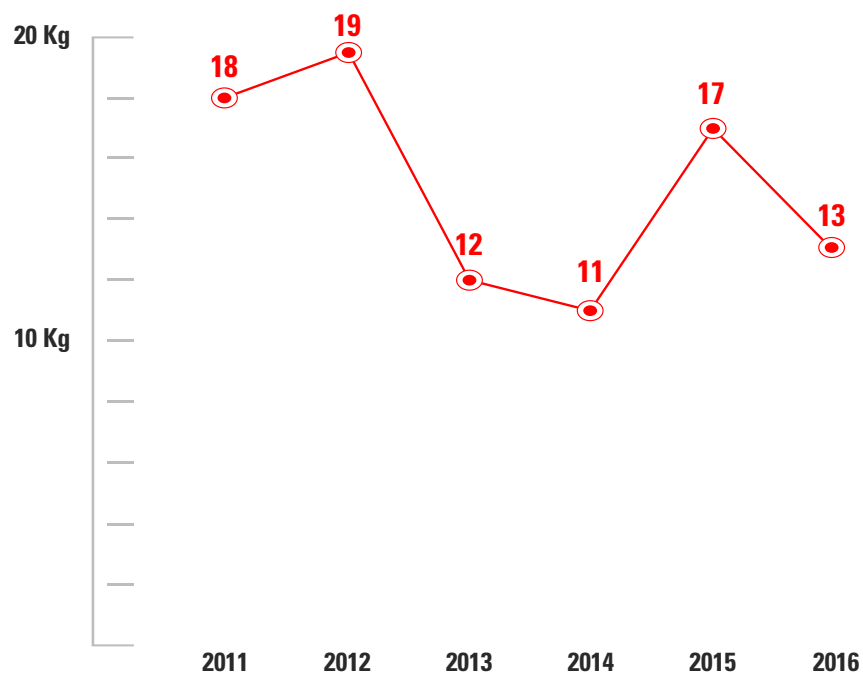
1,200: Square feet of Oracle OpenWorld fabric banners that will be repurposed into draw-string backpacks for future event giveaways.

SUSTAINABILITY HIGHLIGHTS

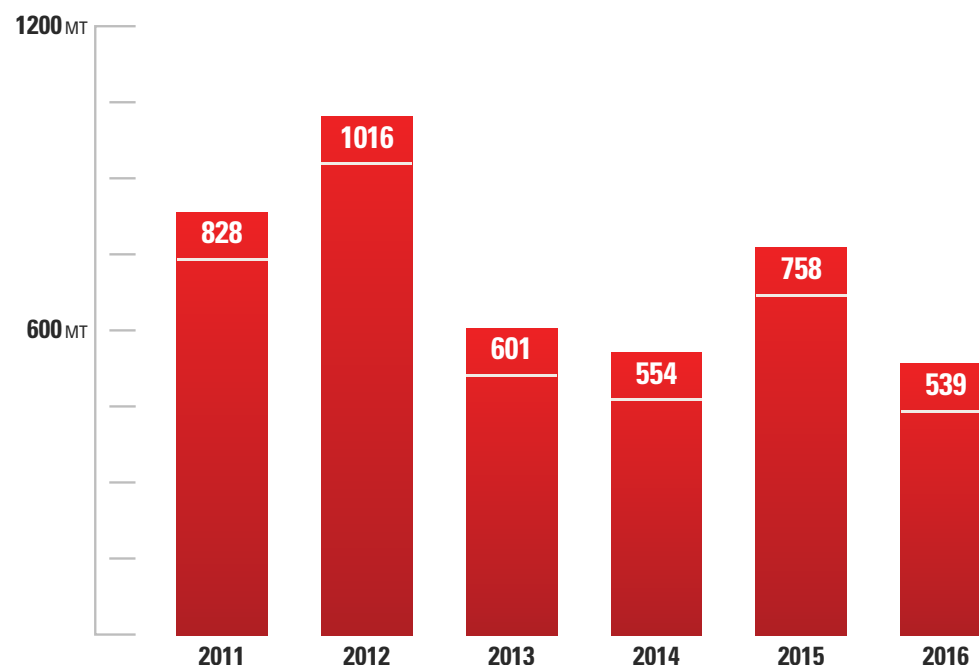
GOAL 2 Model carbon reduction and responsibility for corporate events >

Target: Reduce 2012 onsite emissions by 50% by 2018

Carbon emissions per person onsite



Total onsite carbon emissions



81: Percent of menu ingredients served at 17 lunches that were sourced from within 250 miles of San Francisco.

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

100: Percent onsite emissions offset by Oracle.

3,878: Metric tons travel emissions voluntarily offset by participants.

SUSTAINABILITY OVERVIEW

GOAL 3 Catalyze legacies to benefit host destinations >

Target: Capture results

9,800: Number of conference kits assembled through Goodwill's GoodSource program, which employs people with barriers to employment.

500,000: Dollar amount contributed in 2015 and 2016 to The Nature Conservancy's Plant A Billion Trees campaign.

412,652: Number of trees planted by The Nature Conservancy with Oracle's financial contribution (145,986 in the US; 250,000 in Brazil; 16,666 in China).

3,354: Weight in pounds of backpacks, totes and water bottles donated to Resource Area for Teaching (RAFT), a California-based education non-profit.

15: Social service organizations that received post-event donations.

GOAL 4 Inspire attendees through engaging sustainability experiences >

Target: Capture results

421: Number of kids who took part in



108,625: The number of impressions generated by the 7 Days of Sustainability tweets.

SUSTAINABILITY APPROACH

Sustainability Teams

Sustainability planning for OpenWorld brings together a wide-ranging group of Oracle event staff and vendors. In 2016, these teams included the following individuals:



"We appreciate Oracle's commitment to sustainability and to ensuring that their events are as earth-friendly as possible. We have worked with our vendors to also ensure that they can provide the products that best align with Oracle's own sustainability requirements. Thank you, Oracle, for constantly striving to do better each year and for also helping us attain these sustainability goals!"

JO LICATA, Hilton
San Francisco Union Square

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.** 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 six months in 2016 and included regular one-on-one meetings.

Onsite

- 4. Execution of sustainability plans.** Oracle staff and vendors leads are responsible for implementation of best practice action plans onsite.
- 5. Measurement.** Several vendors, 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.

"Oracle's OpenWorld was the first Moscone event to conduct extensive pre-event sustainability planning and to establish key performance indicators. Oracle OpenWorld has provided an industry model for pre-event sustainability planning and communications, as well as for on-site monitoring, tracking and reporting. This model has been adopted by almost half of the events at the Moscone Center, creating an industry legacy."

KATHLEEN HENNESEY,
Moscone

Post-event

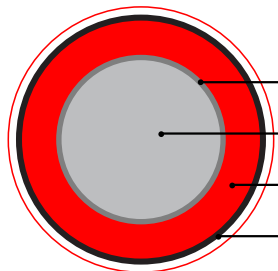
- 7. Continuous improvement assessment.** Sustainability leads in all areas pool data and observations into a final event report. This document serves as the assessment for Oracle OpenWorld San Francisco and will be used to enable progress for the 2017 event.

GOAL ONE: Waste Not

Goal One Status

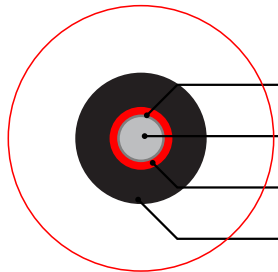
Overall waste decreased from 296 MT in 2015 to 280 MT in 2016. From 2015 to 2016, the percentages of donations increased, compost remained the same, recycling decreased, and landfill increased. Venues for which data was unavailable (Park Central Hotel, YBG, and YBCA) have been estimated based on 2015 data.

Waste Footprint Per Participant >



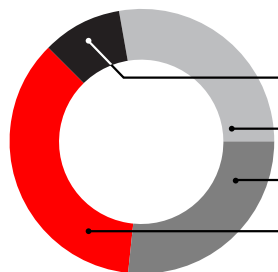
Waste per person per day

This year: **1.35 Kg** (2016)
 Best year: **1.31 Kg** (2014)
 Worst year: **1.87 Kg** (2012)
 MeetGreen average: **1.94 Kg**



Landfill per person per day

This year: **0.48 Kg** (2016)
 Best year: **0.46 Kg** (2014)
 Worst year: **0.59 Kg** (2011)
 MeetGreen average: **1.13 Kg**

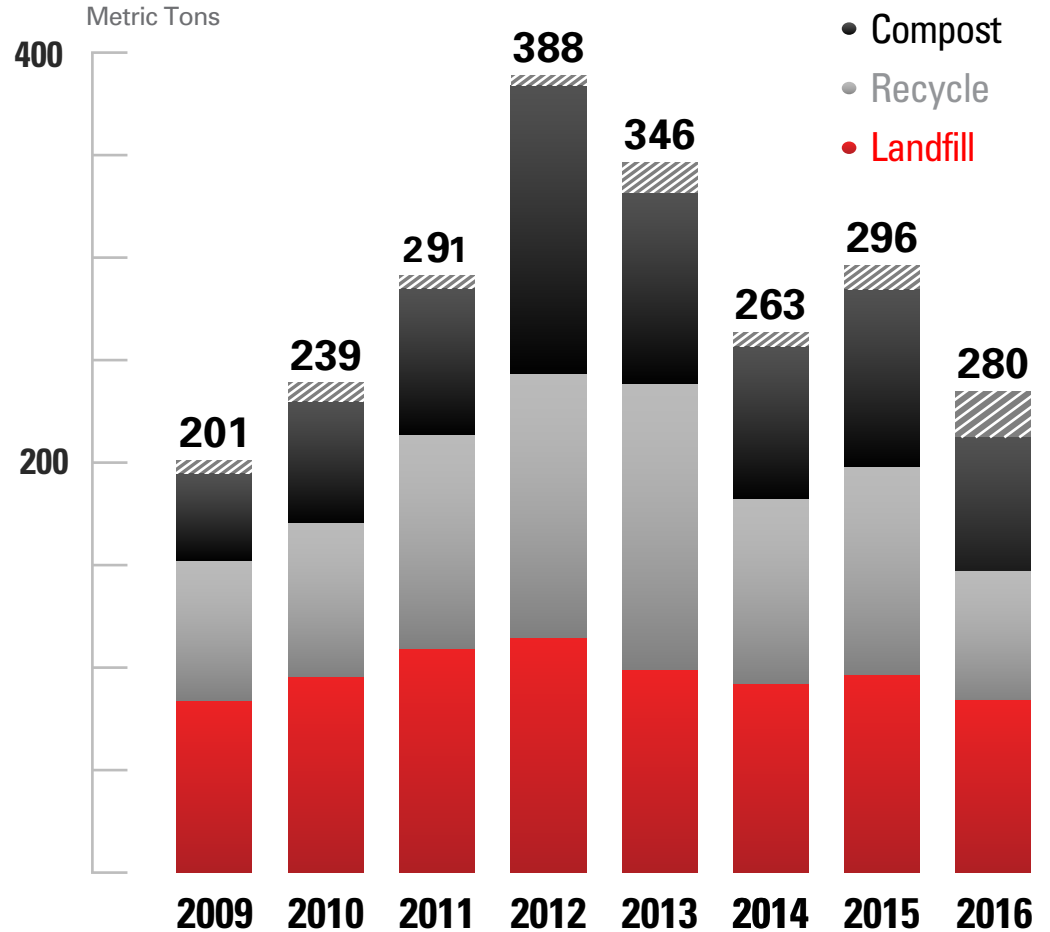


Total Waste Footprint

Donation: **10 %**
 Compost: **28 %**
 Recycle: **27 %**
 Landfill: **36 %**

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

Waste History



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.

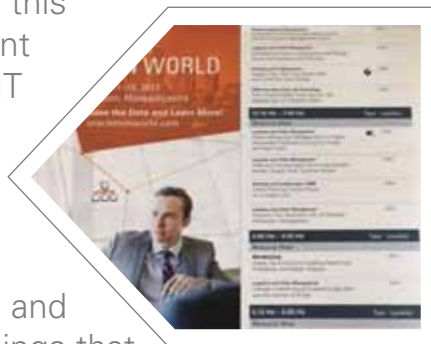
GOAL ONE: Zero Waste

The 4 Rs: Reducing, Reusing, Recycling and Repurposing

Oracle constantly strives to minimize waste and achieve its targets. The following materials were either reduced, reused, recycled or repurposed at Oracle OpenWorld 2016.

Reduced Materials

Paper: Oracle reduced paper usage from 14 MT in 2015 to 5.8 MT in 2016. The number of Daily Session Guides, which was reduced by half this year, used 4.5 MT of 100 percent post-consumer recycled content paper that is FSC certified. The small Pocket Guides used 1.2 MT of 20 percent post-consumer recycled paper. Together, these recycled content paper choices saved 142 trees.



Reused Materials



Furnishings: Chairs, café tables, sofas and benches are all examples of furnishings that are rented and reused at Oracle OpenWorld.

Sod at AT&T Park: 6,500 square feet of sod damaged by the stage was removed and donated to a golf course after the Appreciation Event. This diverted approximately 26,000 lbs. from landfill.

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

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

Carpet/Pad: Of the 185,878 square feet of carpet used in 2016 (equivalent to the area of a little over 3 ½ football fields), 85 percent was returned to inventory for reuse, slightly higher than the 77 percent retained for reuse in 2015.



GOAL ONE: Zero Waste

The 4 Rs: Reducing, Reusing, Recycling and Repurposing cont.



Recycled Materials

Service Ware: Oracle reduces waste by requiring that 100 percent of disposable service ware be either certified compostable or recyclable, according to Recology guidelines, and checked by MeetGreen prior to the event.

Signage: Signage totaled 130,915 square feet in 2016, a 21% decrease from 2015. Of the total amount, 55% was recycled, 14% is available for reuse, 1% will be repurposed, and 29% was sent to landfill. From 2015 to 2016, the amount of landfill doubled, while reusable signage decreased by 76%.



Repurposed from this into a draw-string backpack.

Repurposed Materials

Draw-string Backpacks: Oracle set aside approximately 1,200 square feet of fabric banners (equivalent to half of a singles tennis court) to repurpose into approximately 500 draw-string backpacks that will be used as giveaways at future events.

“We strive to design footprints that are sustainable. Instead of disposing of materials after an event, we often store them and use them the following year. This helps us avoid waste and costs associated with purchasing materials every year. We also strive to source from vendors who take pride in their environmental responsibility.”

HANNAH CUSACK,
Mosaic

GOAL ONE: Zero Waste

Best Practices



- Reusable mounts, framing and walls.
- Furniture, such as these chairs, are reused.
- This sign is made of reusable polyester fabric, not vinyl, and mounted on reusable aluminum frames. Because it is not branded by year or destination, it can be retained for reuse.
- Black, grey, and salt and pepper carpet colors indicate that the carpet is made of recycled content. Choose these colors, to the extent possible. Choose standard carpet sizes to increase the potential for reuse.
- Carpet strips and curves result in trim, which is too small to be reused. Reducing these carpet cuts increases the potential for reuse.
- Red carpet is virgin content carpet. Avoid or minimize these color choices and choose carpets made of recycled content instead.
- Aisle signs, such as this one, are printed on cardboard, which can be recycled.
- Two-stream waste bins encourage exhibitors and attendees to properly sort their waste.
- These kiosks have digital displays, which minimize printed signage, and recyclable cardboard inserts that can be replaced each year.
- These exhibit booths are taken apart at the end of the event and retained for reuse.

GOAL ONE: Zero Waste

Recommendations

● **Compost sorting:** Continue to work with Moscone to ensure space and resources are allocated for back-of-house waste sorting.

● **Green Angels:** Maintain the number of Green Angels on Howard Street and increase their presence inside hotel venues where there is a high volume of food consumption.

● **Individually packaged items:** There were a number of single-serving items, such as condiment packages and take-out boxes, observed during the Appreciation Event. Decrease the use of these individually-packaged items to further minimize waste and the risk of compost contamination.



Service ware:

Despite a pre-event service ware check, a few instances of landfill-only service ware (primarily hot cup lids and lunch boxes) were found during the onsite verification. Continue to use compostable or recyclable service ware and to request that venues submit their disposable service ware items for verification in advance of the event.

Standard green exhibit booths:

According to Freeman, many exhibitors opted out of the standard green booth option they provide, which resulted in an increase in printing on foam core and PVC, neither of which is recyclable, and a decrease in the use of recyclable Katz Board. The reasons for this decline should be explored and remedied in 2017.



Some of these recommendations involve additional expenses. Consider a “green” sponsor activation to help cover costs.

GOAL ONE: Zero Waste

Recommendations, cont.

- **Plastic film:** A total of 501,908 square feet (equivalent to the area of almost 9 football fields) of plastic film was used (clear Visqueen, reinforced Visqueen, table top vinyl, and shrink wrap). A pre-event decision was made to increase the quantity of clear Visqueen, which can be recycled, and to decrease the quantity of reinforced Visqueen, which cannot. However, due to the decrease in pricing in the plastics market and the lack of ability to bail the plastic film onsite, all of these plastic films were landfilled. In 2017, continue working to divert plastic film, which may require additional investment.



- **Two- and three-stream waste bins:** Exhibit booths had both waste bins and recycling bins to enable exhibitors to properly sort their waste streams. In addition, Moscone West piloted three-stream cardboard bins that were printed specifically for Oracle OpenWorld and placed in Oracle staff areas. Continue both of these practices going forward.

- **Signage:** Explore the reasons for the increase in landfilled signage and the decrease in reusable signage. Set appropriate goals for each in 2017.

- **Carpet donation:** Because efforts to engage with Recology on carpet recycling were hampered by the limitations of Recology's take-program, Oracle should work with Moscone and Freeman to identify alternative recycling opportunities. This may include a joint partnership with CLEAR.

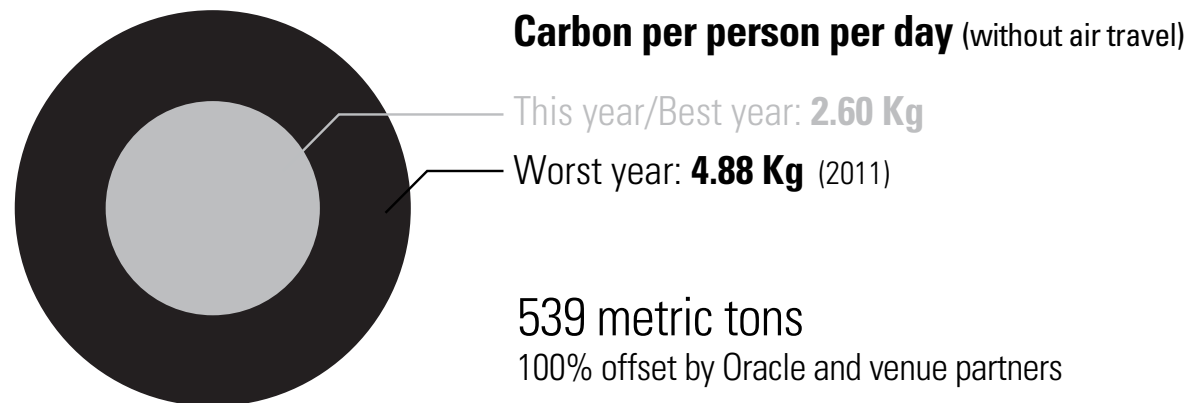
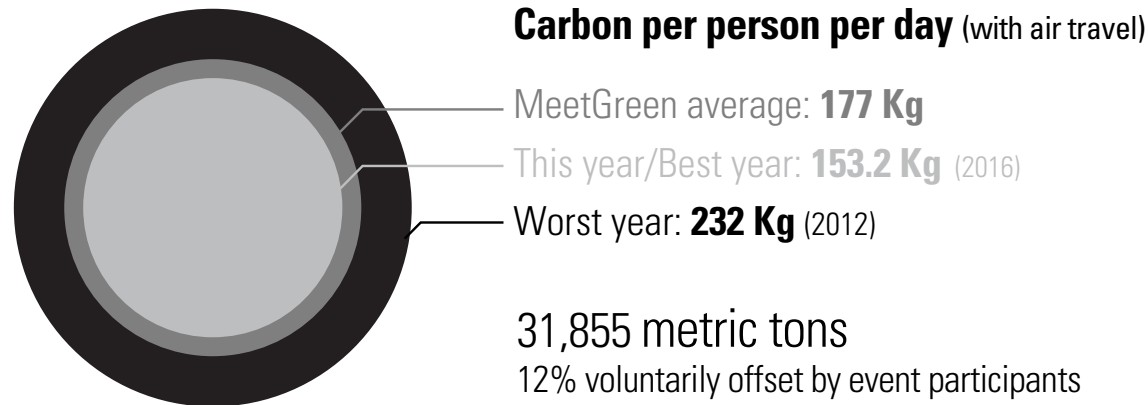
- **Carpet reduction:** Despite the 45% decrease in carpet usage from 2014 to 2015, 2016 saw a slight increase of 6.5% from 2015 to 2016. For 2017, identify venue locations where carpet use can be further reduced.

GOAL TWO: Be Cooler

Goal Two Status:

Total emissions decreased 15% from 2015 to 2016. Total onsite event emissions decreased 28% from 2015 to 2016. Per participant onsite emissions decreased from 17 Kg per person in 2015 to 13 Kg per person in 2016.

Carbon Footprint Per Participant >



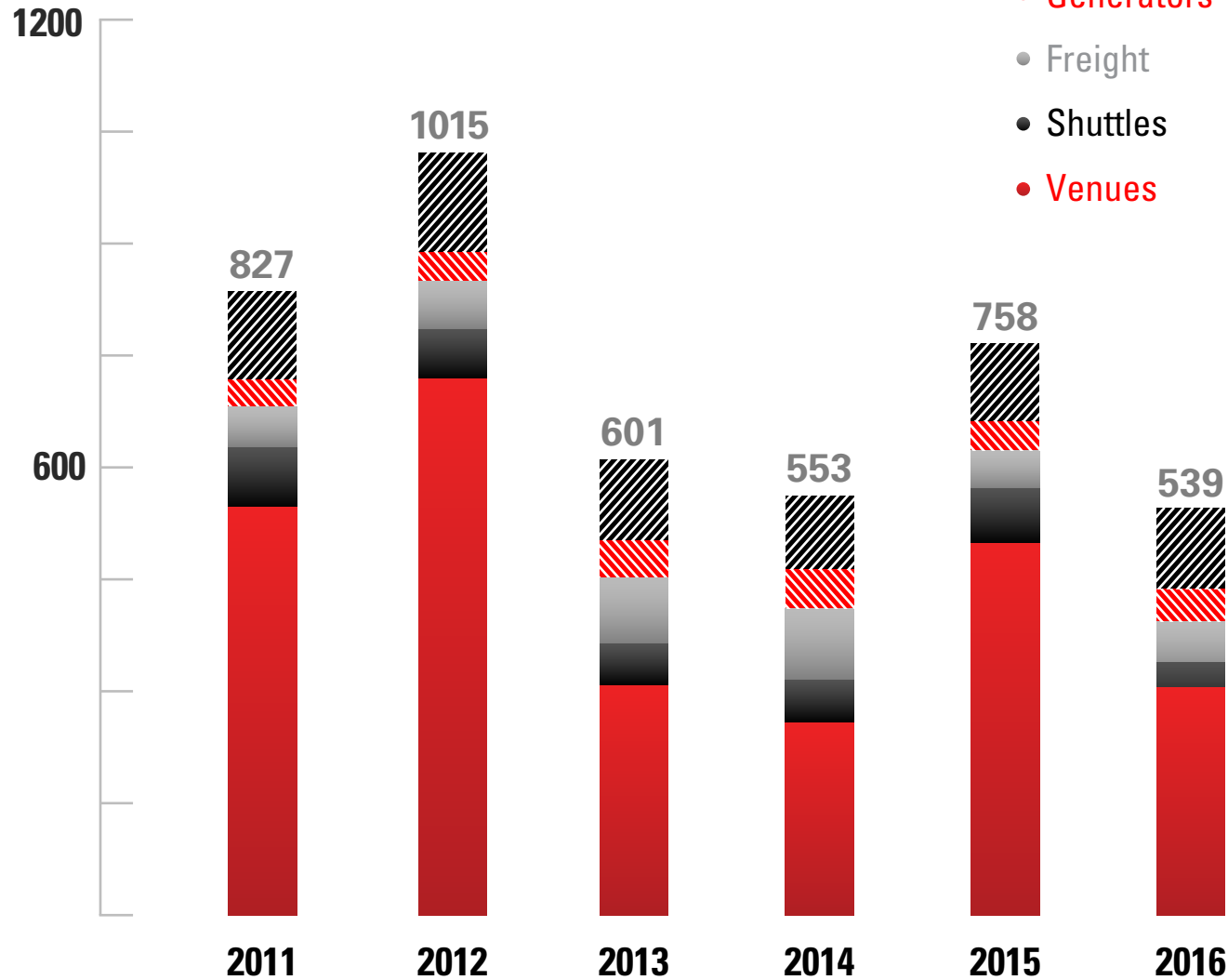
“The partnership with Oracle and their request for food miles tracking has made us mindful of the distances some products have to travel. As a result, we have sought out alternative products that are produced, grown or manufactured locally. We are always looking to purchase as much of our products from local sources - not only to be a good partner with Oracle, but also to contribute to our local economy and reduce our environmental impact. I believe we have encouraged our suppliers to also offer locally-grown products.”

JEFF HALL, Savor

GOAL TWO: Be Cooler

Onsite Carbon Footprint

Metric Tons



- Waste
- Generators
- Freight
- Shuttles
- Venues

“We are vigilant about reviewing shuttle transportation metrics and recommending routes that decrease carbon emissions and encourage walking. This year, we worked closely with Oracle and the City of San Francisco to ensure that the approximately 20,000 attendees who attended the Appreciation Event at AT&T Park were able to walk there safely.”

SOPHIA KASSAB,
Hartmann Studios

GOAL TWO: Be Cooler

Best Practices

- Of the 17 lunch options offered by both Savor and the San Francisco Marriott Marquis during the event, 81 percent of menu ingredients were sourced from within 250 miles of San Francisco.
- Food miles for these lunches were the lowest to date, with meals travelling an average of 3,764 miles, compared to 5,260 miles in 2015.
- At the Appreciation Event hosted at AT&T Park, food travelled an average of 220 miles and 92 percent of the food was sourced from within 250 miles of San Francisco.
- The evening reception catered by the W Hotel on Howard Street served appetizers that traveled an average of 35 food miles and 67 percent of these items were sourced within 250 miles of the event.
- The number of shuttles used in 2016 dropped by almost 25 percent, compared to 2015, and there was a 52 percent decrease in the total number of shuttle miles traveled between 2015 and 2016. 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.
- Total carbon emissions saved from the purchase of attendee transit passes was equal to 7.56 MT and carbon emissions saved by all Oracle OpenWorld BART trips was estimated at 490 MT.
- The transit/walking map of Oracle OpenWorld venues and the map showing routes to the Appreciation Event, a mile from Moscone, reduced the need for shuttle transportation and encouraged attendees to walk between event sites.

Recommendations

- Increase the number of caterers who provide local and organic menu options and continue to track food miles of high-volume functions.
- Identify additional ways to communicate the story behind the local and organic food served at Oracle OpenWorld by spotlighting the producers on social media and onsite messaging.
- Consider a built-in carbon offset by increasing registration to no more than \$5/participant to achieve carbon neutrality by 2017.
- Continue to provide maps of the venues to encourage participants to either walk or take public transportation between venues.
- Consider offsetting Oracle employee travel emissions to and from the event.
- Continue to advocate for venues to offset their own emissions.
- Develop messaging for attendees that communicates the impact of Oracle's carbon offsets.



GOAL THREE: Give Back

Goal Three Status:

Efforts to capture community legacy is ongoing and cumulative.



Plant a Billion Trees

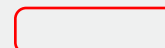
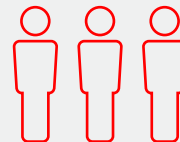
Oracle is providing \$1 million in support of The Nature Conservancy's Plant A Billion Trees campaign. This partnership aims to protect and restore forests in Brazil, the United States, and China by:

- Improving watersheds and supplying clean drinking water.
- Helping to clean the air and reduce impacts on climate change.
- Protecting thousands of species of native animals and plants.
- Expanding job opportunities for local communities.
- Encouraging and inspiring Oracle employees and customers to give.

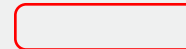
Attendees at Oracle OpenWorld had the opportunity to learn more about the tree planting initiative and make personal gifts in support of the campaign. In 2015 and 2016, Oracle OpenWorld attendees made the following contributions:



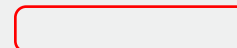
32 ONLINE DONORS
40+ CASH DONORS



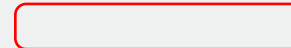
OPEN WORLD 2016: \$155



OTHER 2016 DONATIONS: \$275



OPEN WORLD 2015 + MATCH: \$2,450



TOTAL DONATIONS: \$2,880

GOAL THREE: Give Back

Donations

OpenWorld totes, water bottles, and backpacks

3,354 pounds, equivalent to the weight of a midsize car

Donated to Resource Area for Teaching (RAFT), a California-based non-profit that educates children through hands-on teaching

Carpet

18,280 pounds, equal to the weight of 5 midsize cars

With planning and coordination by Oracle partner, Hartmann Studios, carpet was donated to St. Vincent de Paul for resale within the community.

Sod at AT&T Park

6,500 square feet of sod, or the area of 2 tennis courts

Sod damaged at the Appreciation Event was donated to a golf course, decreasing the amount of material sent to landfill.

Conference kits assembled by Goodwill of Silicon Valley

9,800 kits

Over 70 percent of the conference kits were assembled through Goodwill's GoodSource program, which provides jobs to people with barriers to employment. In addition, all the kit boxes were taken back for reuse, keeping cardboard out of the waste stream.

Housekeeping amenities (slightly used soap, shampoo, conditioner, and body lotion)

400 pounds

Amenities were provided to a total of 10 organizations: Larkin Street Youth Services, Women's Homeless Shelter, Community Awareness and Treatment Services Department of Veterans Affairs Medical Center, The Gubbio Project, Glide Foundation, LGBT Center, St Anthony's Services, Hospitality House, Tenderloin Housing Clinic, and Clean the World

Meals

8,458

Leftover food was donated each day to San Francisco Glide Memorial Church and Food Runners, organizations that help those in need.

Recommendations

- Increase visibility and promotion of the Plant A Billion Trees Campaign among OpenWorld attendees.
- Strive to have all attendee kits prepared by social service organizations, such as Goodwill of Silicon Valley, in order to maximize community and social impact.

GOAL FOUR: Have Fun

Goal Four Status:

Efforts to capture the benefit of engaging onsite experiences that contribute to sustainability is on-going.

Sustainability messaging and videos were used extensively both before and during Oracle OpenWorld to engage and inform attendees about how Oracle OpenWorld has been integrating sustainability into the event. This helped convey Oracle's company-wide commitment to sustainability.

Social Media



Twitter: 7 Days of Sustainability

- Impressions: 108,625
- Engagements: 1,203
- Top performing posts: Sustainable Farming and SF Bay Bike Share



Facebook: 7 Days of Sustainability

Oracle used Facebook to highlight the 7 Days of Sustainability both before and during the event.

- Impressions: 22,874
- Likes: 168
- Top performing posts: CO2 Elimination and Material Donations

GOAL FOUR: Have Fun

Sustainability Videos



In 2016, sustainability was highlighted through a number of videos that were shared on social media.

Taste of California Pre-Event

- Twitter: 27,715 impressions
- Facebook: 4.7K Reach, 1,237 views



Onsite Sustainability Video

- Facebook: 3.7K Reach, 1,086 Views



Sustainability Blog Posts



In late August, Oracle published its first of two sustainability blog posts, highlighting the top 10 sustainability statistics from Oracle OpenWorld 2015. In September, Oracle followed up with a second blog post informing attendees about its track record of the 4 R's at Oracle OpenWorld: Reusing, Recycling, Repurposing, and Reducing.

Together they generated 222 views.



GOAL FOUR: Have Fun

Onsite Sustainability Messaging >

Rotating sustainability messages were shown on the large screens on Howard Street to encourage attendees to take small, personal actions to decrease their own event footprint. This amplified messages that were shared through social media and on Oracle's sustainability webpage and blog.



Sustainable Food Experience >



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 displayed on the picnic-style gazebo informed attendees about the ingredients and the farms or bakeries from which they were sourced.

GOAL FOUR: Have Fun



JavaOne4Kids promotes technology to next generation of developers - kids who want to learn more about programming, robotics and engineering. It is an opportunity for kids, ages 10 to 18, to attend the one-day JavaOne4Kids event. Oracle Academy has collaborated with Devovx4Kids to bring kids content on topics including: Greenfoot, Alice, Minecraft Modding, Java, Python, Scratch, Raspberry Pi, Arduino, NAO robot, Lego Mindstorms, and others.

This year JavaOne4Kids hosted:

- 421 kids total
- 357 kids of OpenWorld and JavaOne attendees and Oracle employees
- 64 kids from underserved school



"I think it is a very special event for those who would like to learn Java at high quality and an affordable price."



"My son had rave reviews about the first session that he attended. He understood what the instructor was trying to teach and got very interested in programming."

Recommendations

- Consider offering a fun and engaging CSR experience for attendees. Look for opportunities in the community that align with Oracle's own corporate commitments to citizenship and volunteerism.
- 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.
- Expand on the sustainable food experience through pre-event menu planning and messaging.

ACKNOWLEDGEMENTS

Thank you to the following report contributors:

AT&T Park: Kim Mai; BART: Imara Yokely; Freeman: Hartmann Studios; Hilton San Francisco Union Square: Jo Licata, Sarah Wexler; Hotel Nikko: Faina Akselrud; Intercontinental San Francisco: Diane MacMath; Parc 55: Sarah Wexler; Marriott: David Hollands, Richard Sims; McCalls Catering; MeetGreen: Shawna McKinley, Cressida Slote; Moscone Center; Mosaic; Savor: Jeff Hall, Yee Kwan Chan; Schenker: Herbert Kaltschmid; Terrapass: Derek Klaus; The Palace Hotel: Lisa Price, Lilian Tolliver.

Photos: Oracle, Hartmann Studios, MeetGreen

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.

ABBREVIATIONS: In referring to recycled content materials, “PCW” is post-consumer waste while “PIW” is post-industrial waste. In referring to certifications, BPI: Biodegradable Products Institute; FSC: Forest Stewardship Council; SFI: Sustainable Forestry Initiative.

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 Terrapass 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.

AUDITING: Supply chain compliance with external standards, such as Green Seal, Fair Trade and USDA Organic, verified by MeetGreen.

Report Authored on December 2016 by:



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