



**ORACLE
OPEN
WORLD**

SUSTAINABILITY REPORT 2018

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18,818 Registrants
*7,541 unique attendees
33 Exhibitors

IBIRAPUERA PARK
SÃO PAULO, BRAZIL
June 20th-21st, 2018

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VENUES - IBIRAPUERA PARK



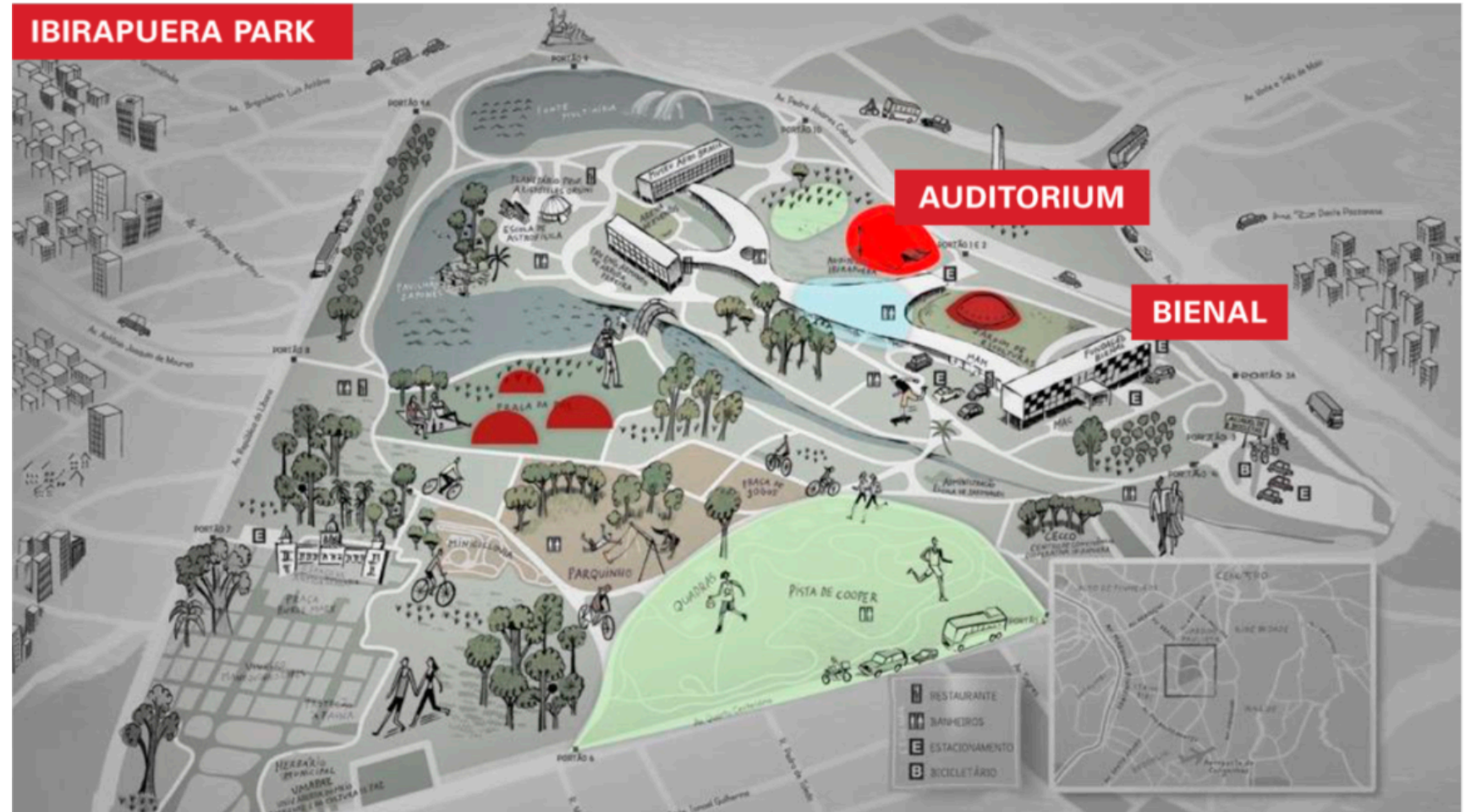
Auditorium

- Keynotes
- Entrepreneurs

Bienal

- Showcase
- Sponsorships
- Technology Experiences

2 halls



OBJECTIVES

Oracle had the following objectives for the 2018 Brazil edition of the Oracle OpenWorld.



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

SUSTAINABILITY ACTIONS

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



WASTE SORTING

Waste from the center was hand-sorted to ensure all materials able to be recycled or donated were recovered.



MOBILE APP

The event program was available only on the OpenWorld mobile app eliminating the use of 7,541 paper programs and almost **1.5 million liters of water*!**

SOCIAL MEDIA

Sustainability tips and initiatives were communicated to attendees through the OpenWorld mobile app and Twitter.



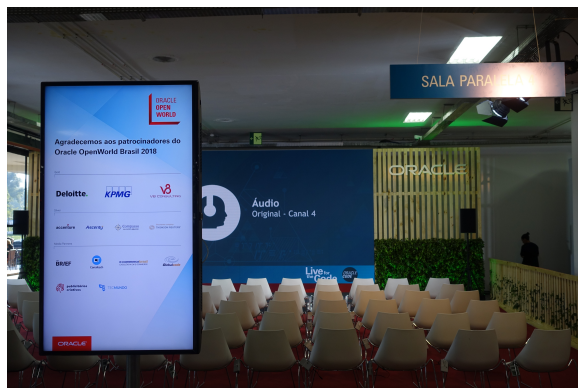
EXHIBITOR SUSTAINABILITY

Exhibitor booths, paper usage, and food/beverage offerings were limited and predominantly reusable.

*Based on 20-page average program size and paper water use statistics from “Handbook of Water Use and Conservation”.

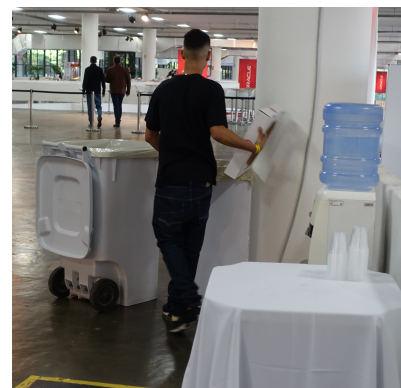
SUSTAINABILITY ACTIONS

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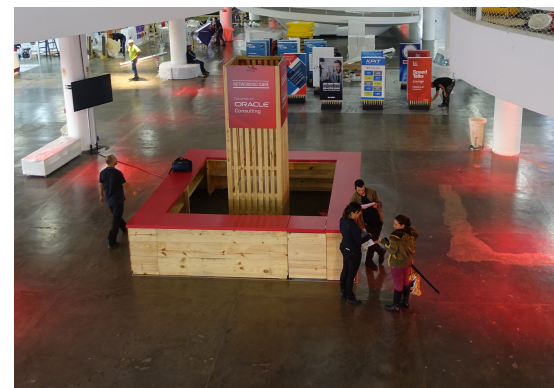
DIGITAL SIGNAGE

Attendee information was presented on digital signs throughout the show floor eliminating the use of disposable materials and printing.



WASTE COLLECTION

Center staff emptied co-mingled waste bins from the show floor into large roll carts, preserving the existing plastic bag and reducing waste.



MINIMAL CARPET USE

Only exhibitor and speaker areas were carpeted, reducing the total carpet used while preserving an elegant appearance.



WOOD REUSE

Larger wood structures were reused after the event and smaller scraps were collected and recycled.

CARBON OFFSETTING



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Em 20 de junho de 2018, a Neutralize Carbono atesta que a empresa Oracle do Brasil Sistemas Ltda neutralizou as emissões de gases de efeito estufa referentes ao evento que realizou.

TOTAL NEUTRALIZADO

41.440 kg de CO₂e

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EVENTO: Oracle Open World 2018
PERÍODO: 20 a 21 de junho de 2018
LOCAL: Parque Ibirapuera
Av. Pedro Álvares Cabral - Vila Mariana - São Paulo / SP

Emissões consideradas:

Emissões diretas referentes ao consumo de combustíveis fósseis para geração de energia, emissões indiretas referentes à cocção de alimentos, emissões indiretas referentes à montagem e desmontagem do evento e outras emissões indiretas referentes ao transporte em veículos terceiros.

Neutralização das emissões de gases de efeito estufa em acordo com as práticas de integridade, adicionalidade e recomendação da norma ABNT NBR 15948:2011.



Neutralize Carbono Ltda.

Nino Sergio Bottini
Nino Sergio Bottini (Engº Responsável)

NEUTRALIZE CARBONO TEL: 11 5041.1430 / Av. Eng. Luis Carlos Berrini, 936 - Conj. 81 | CEP 04571-000 | Brooklin, São Paulo/SP

All carbon emissions associated with energy generation from OpenWorld Brazil 2018 were offset through the funding of a clean energy project in central Brazil.

**That's enough to power
4.5 American Homes
or take
9 Cars Off the Road
for a year!**



41,440 kg CO₂e

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RECYCLING PROCEDURE



1. Attendee Waste
Oracle attendees threw everything into the same bin on the show floor



2. First Sort
All waste was hand-sorted into 5 categories onsite: carpet, banners, wood, other recyclables, and landfill



3. Second Sort
All "other recyclables" (metal, paper, plastic) were sent to a local recycling cooperative to be sorted and recycled

RECYCLING PROCEDURE

Coopernova Cotia Recicla Facility



All of the paper, plastic, metal, cardboard, and electronics discarded at OpenWorld Brazil 2018 was sent to Coopernova Cotia Recicla, a local cooperative outside Sao Paulo. This cooperative began as a group of concerned citizens helping to clean-up neighborhood streets, and has grown to 42 employees priding themselves on fair pay, benefits, and treatment, while providing an essential service to the area.

Coopernova Cotia Recicla was inspected by MeetGreen prior to OpenWorld Brazil 2018 to ensure proper practices and safe working conditions.

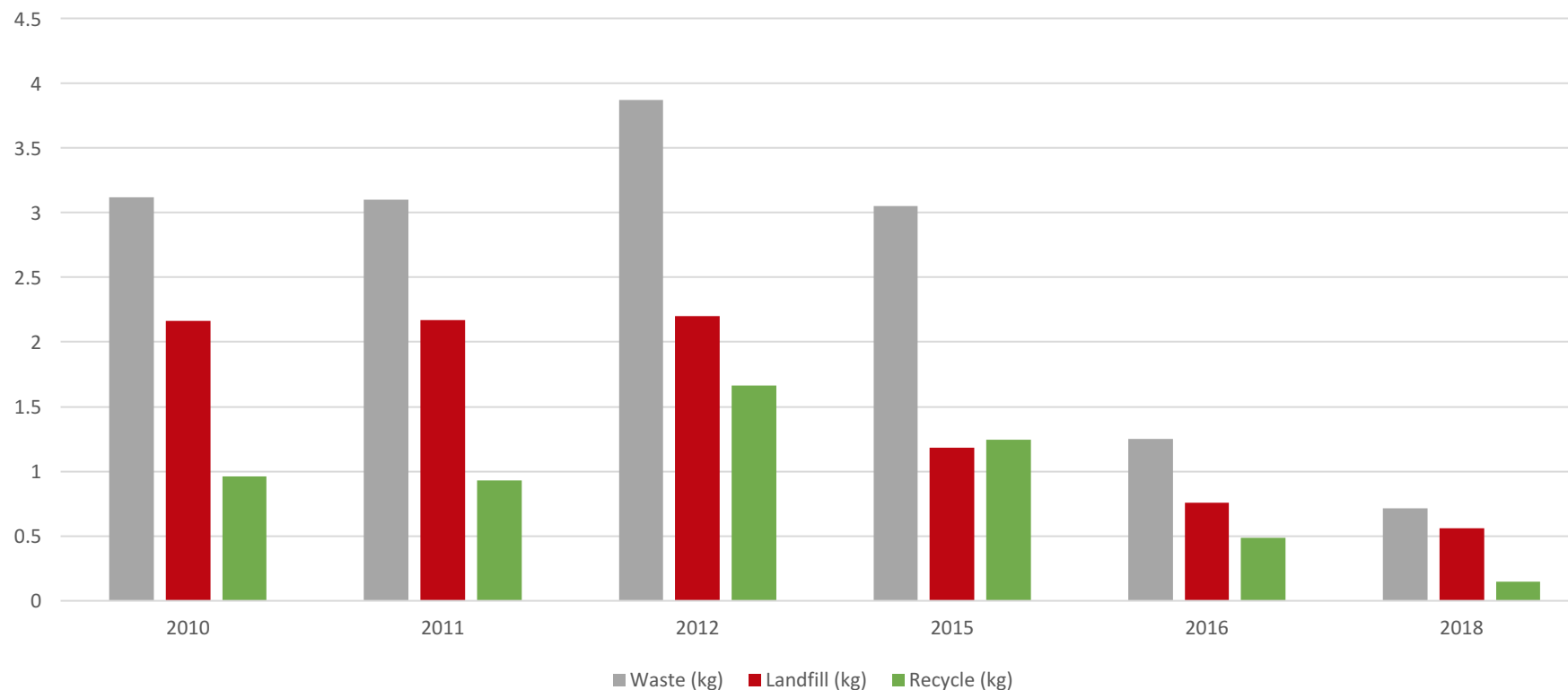
TOTAL EVENT WASTE



Recovery rate from landfill:	
2010	31%
2011	30%
2012	43%
2015	41%
2016	39%
2018	21%

Oracle OW Brazil 2018 produced less total waste than in any previous year. Although the percentage of waste diverted from landfill (diversion rate) was the lowest in 2018, the event produced less total waste than in any previous year. Total waste produced in 2018 decreased by 64% from 2016, and 83% from 2010.

PER PARTICIPANT WASTE



This chart shows the total, landfill, and recycling waste associated with each OpenWorld Brazil attendee. Waste in all categories decreased in 2018 over all previous years and reflects a commitment to reducing and reusing material usage.

BY THE NUMBERS

Data & Figures



Waste¹

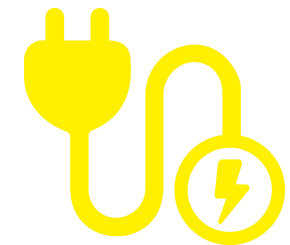
	2010	2011	2012	2015	2016	2018
Recycled Waste (kg)	9,635	9,230	18,320	11,183	5,872	1,135
Landfilled Waste (kg)	21,610	21,620	24,220	16,257	9,102	4,240
Waste Per Participant (kg)	3.12	3.10	3.87	3.05	1.25	0.71
Diversion Rate	31%	30%	43%	41%	39%	21%

Water²



257,000 Liters

Energy²



22,233 Kwh

All CO2 emissions associated with energy use was offset (see page 7)

1. Waste data was weighed and reported by Coopernova Cotia Recicla.

2. Water and energy figures represent usage at Beniel venue only and was reported by Boomerang.

BY THE NUMBERS

Fun Facts & Comparisons

4,862 kg less landfill than 2016

17,370 kg less landfill than 2010

64% reduction in overall event waste compared with 2016

26% reduction in per participant landfill waste compared with 2016

Carpet



Larger pieces reused, scraps recycled

Vinyl Banners



Donated to be made into shoes by Recicladu Reciclagem e Consultoria

Electronics



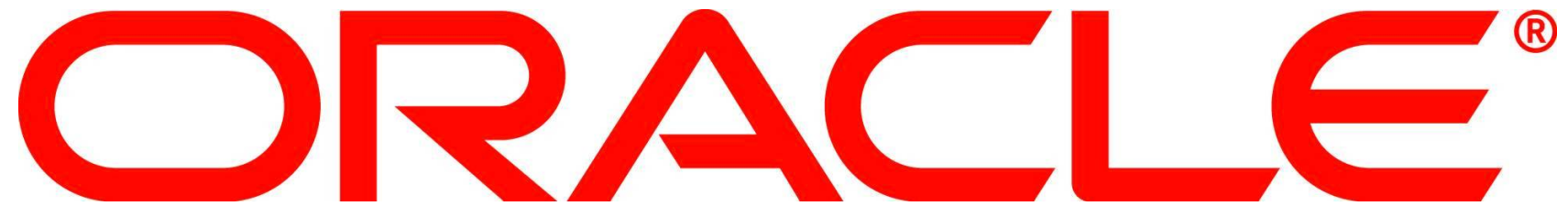
Separated and recycled or reused in Sao Paulo area

**Attendees generated
83% less waste
per person than in 2010, the
first year waste impacts were
measured for this event**

IMPROVEMENTS

- **Attendee Sustainability Communication** – Many of the sustainability actions at OpenWorld Brazil took place away from attendees. A more visible sustainability program would allow for more attendee interaction and understanding of Oracle's sustainability efforts and focus.
- **Attendee Front-of-House Waste Sorting** – Front of house waste was collected in a single stream process. Although this waste was hand-sorted after leaving the center, an initial separation would cause less contamination and an improved understanding of recycling procedures.
- **Pre-Event Planning** – Many of the sustainability initiatives that were seen at OW Brazil were approved less than a month before the event. While many initiatives were still very successful, with more time, creative solutions may have been found for material recovery such as tree branch and plastic cup recycling.
- **Single-Use Beverage Containers** – Water and coffee were served onsite using non-recyclable cups. Although the use of water jugs is preferable to bottled water, an effort to encourage or provide reusable bottles/mugs could reduce waste in future events.
- **Checked Bag Plastic** – Attendee bags were wrapped in large plastic trash bags when checked. Consider changing this procedure to eliminate the use and plastic waste.





EVENT SUSTAINABILITY REPORT
ORACLE OPENWORLD LATIN AMERICA 2018

Prepared by MeetGreen®