

# 2018

## Event Sustainability Report

SAN FRANCISCO

**ORACLE  
OPEN  
WORLD**



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# ORACLE OPENWORLD 2018

430,000

Oracle Customers Worldwide



\$195,000,000

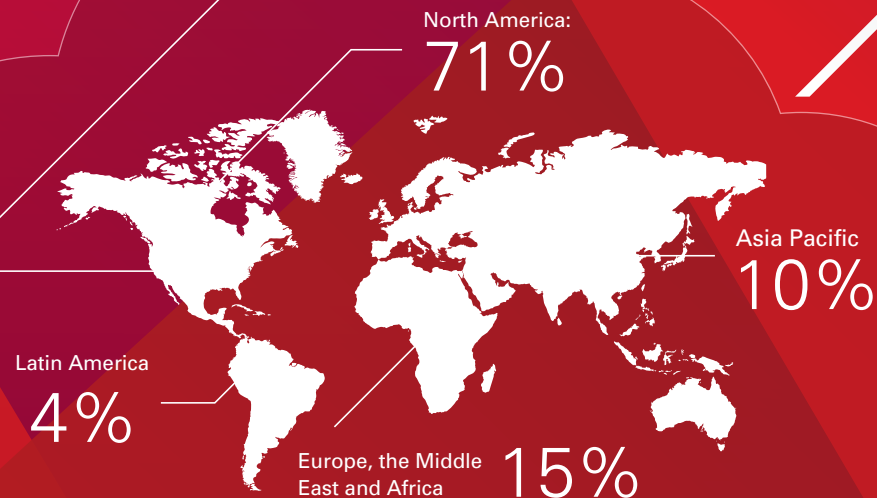
Positive Economic Impact in 2017

1,778 meals donated to local charities

60,000  
Attendees

From  
175  
Countries

EVENT DATES  
San Francisco, California  
October 22-25, 2018



# VENUES



## ORACLE OPEN WORLD

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**Moscone Convention  
Center**

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**AT&T Park**

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**The Park Central**

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**Grand Hyatt  
San Francisco**

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**InterContinental  
San Francisco**

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**Parc 55**

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**San Francisco  
Marriott Marquis**

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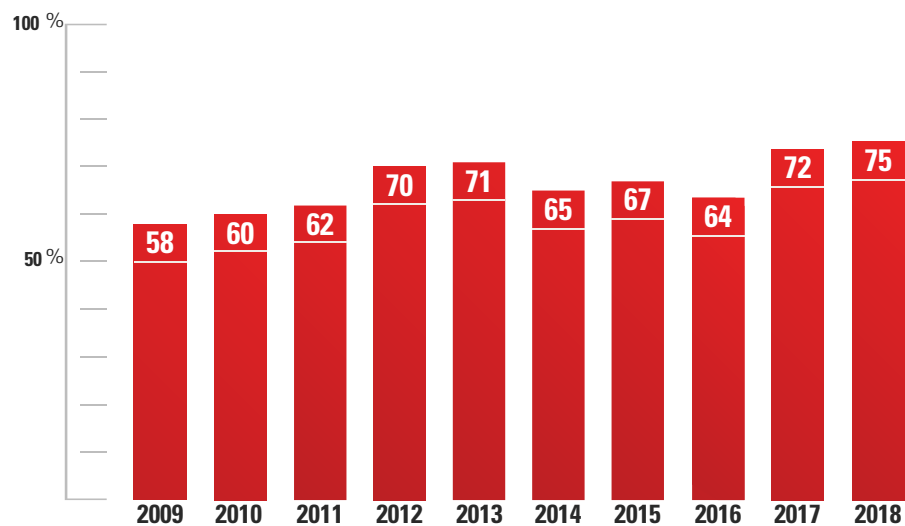
**St. Regis**

# SUSTAINABILITY OVERVIEW

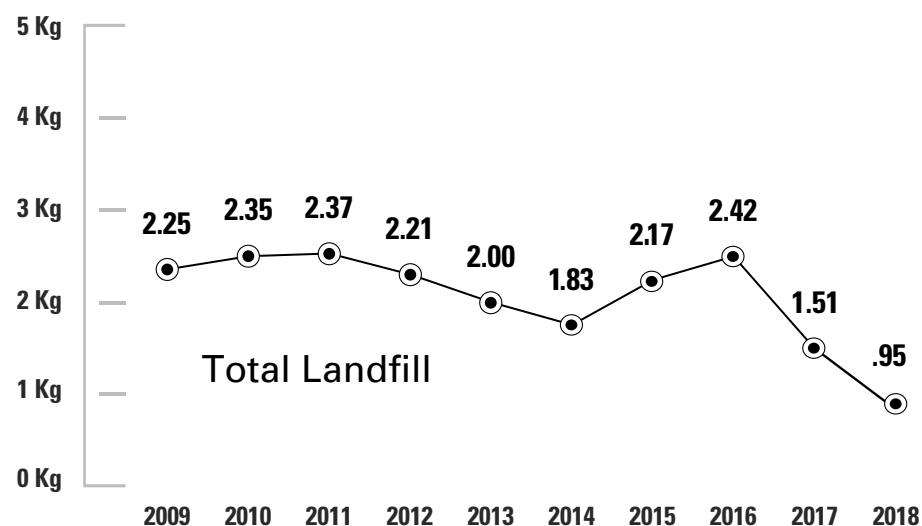
## GOAL ONE Promote Zero Waste >

Target: Zero waste to landfill

### Diversion of Waste from Landfill



### Landfill and Waste Per Participant

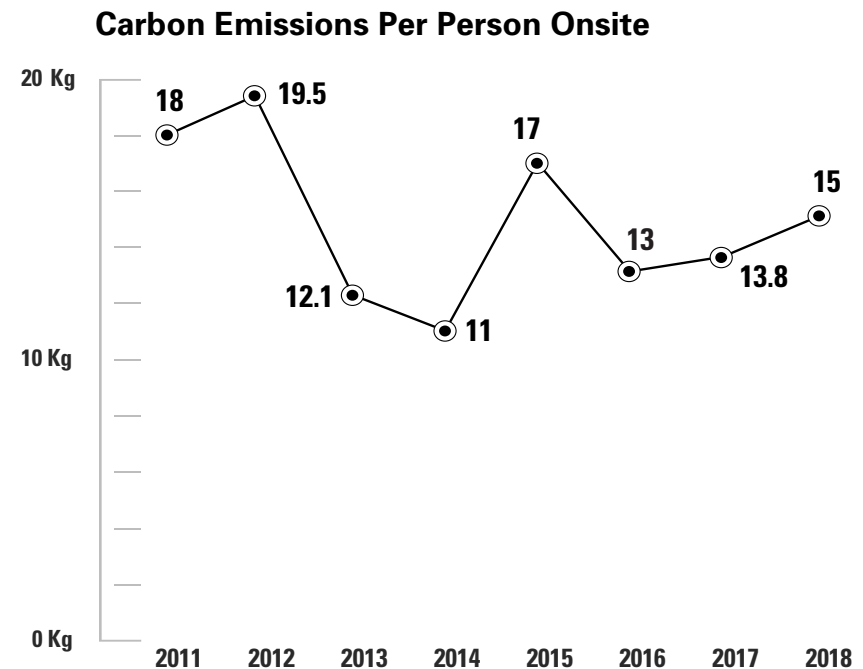
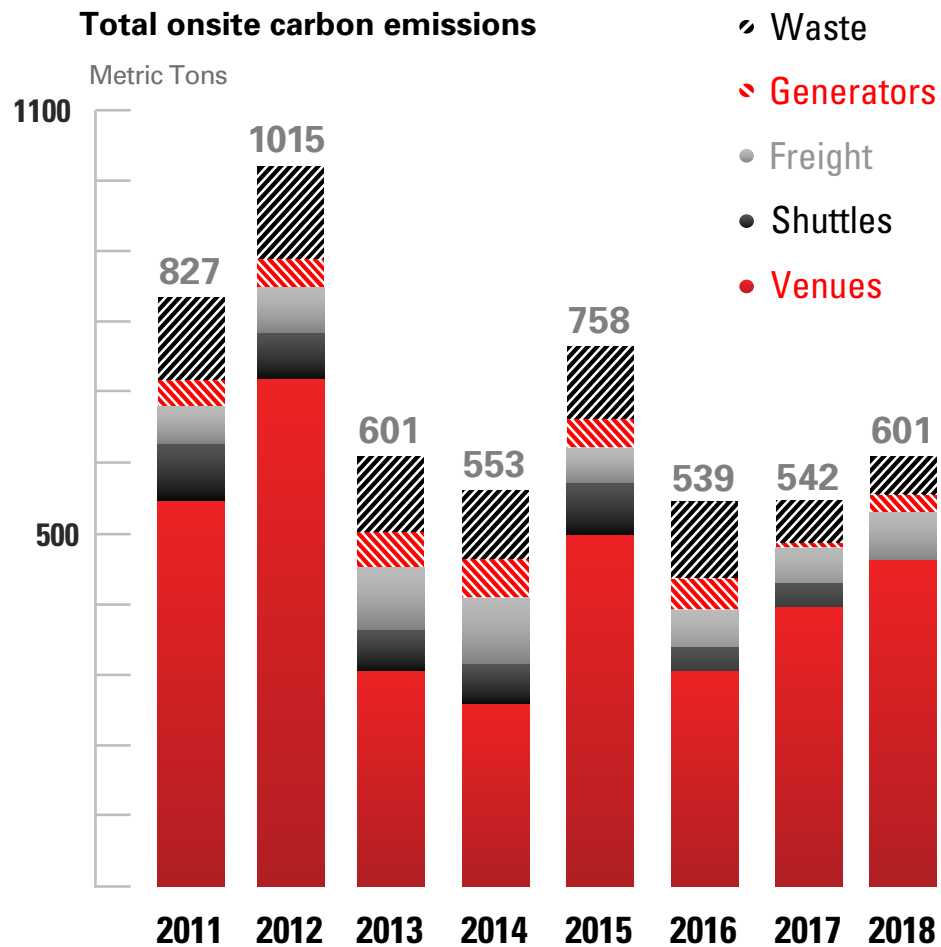


Oracle OpenWorld 2018 **achieved its highest diversion rate from landfill and lowest landfill waste** per participant to date. These developments were made possible by continued expansion of on-site recycling and material donation programs, with 54% of total event waste falling into these categories.

# SUSTAINABILITY OVERVIEW

## GOAL TWO Model Carbon Reduction And Responsibility For Corporate Events >

Target: Reduce 2012 onsite emissions by 50% by 2018



**15,600 Metric tons** of carbon and **100% of onsite emissions** offset by Oracle.

# SUSTAINABILITY OVERVIEW

## GOAL THREE Catalyze Legacies To Benefit Host Destinations >

### Target: Capture results

**14,500:** Number of conference kit backpacks either fully or partially assembled through Goodwill's GoodSource program, which employs people with barriers to employment.

**45:** Trees from Howard Street donated to the City of Napa. 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. When added to the 45 trees donated to the City of San Francisco in 2017, these 90 trees, at a 20-year scale, are roughly equivalent to offsetting the emissions of 28 OpenWorld attendees.

**4,800:** Pounds of backpacks, totes and water bottles donated to Resource Area for Teaching (RAFT), a California-based education non-profit.

**1,481:** Pounds of food donated to the San Francisco community translating to 1,777 meals for those in need.



## GOAL FOUR Inspire Attendees Through Engaging Sustainability Experiences

### Target: Capture results

**370:** Number of students who took part in JavaOne4Kids.



**908 Million:** The number of overall OpenWorld social media impressions augmented by 5 Days of Sustainability tweets.

# ORACLE OPENWORLD 2018 BY THE NUMBERS

**58,000**

Total square feet of carpet on Howard Street and AT&T park diverted from landfill and repurposed by CLEAR in Lincoln, California.

**8**

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 Moscone construction on Howard Street and saved for reuse.

**72**

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

**91**

Percent of all Moscone carpet that was recycled or retained for reuse after the event.

**48**

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

**83**

Metric Tons of recycling generated by Oracle OpenWorld, enough to fill 8.5 garbage trucks.

**10**

Metric Tons of donations generated by Oracle OpenWorld.

**56,046**

Approximate number of total miles, round-trip, that attendees walked between the event and AT&T Park to attend CloudFest 18.

**734,138**

Number of trees planted by the Nature Conservancy since 2015 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 Napa.

**4,800**

Weight in pounds of Oracle OpenWorld backpacks donated to Resource Area for Teaching (RAFT).

**1,777**

Number of meals donated to organizations serving those in need in the San Francisco area.

**110,238,959**

Pounds CO2 offset by Oracle OpenWorld over the past 8 years, equivalent to keeping 10,708 cars off the road for one year or neutralizing emissions from 54,665,178 pounds of coal burned.

**100**

Percent of onsite carbon emissions offset by Oracle OpenWorld.

# SUSTAINABILITY PLANNING PROCESS

Oracle has been continuously improving sustainability at OpenWorld since 2007 and follows a process based on the ISO 20121 Event Sustainability Management System to annually drive its sustainability planning decisions.

## Pre-event

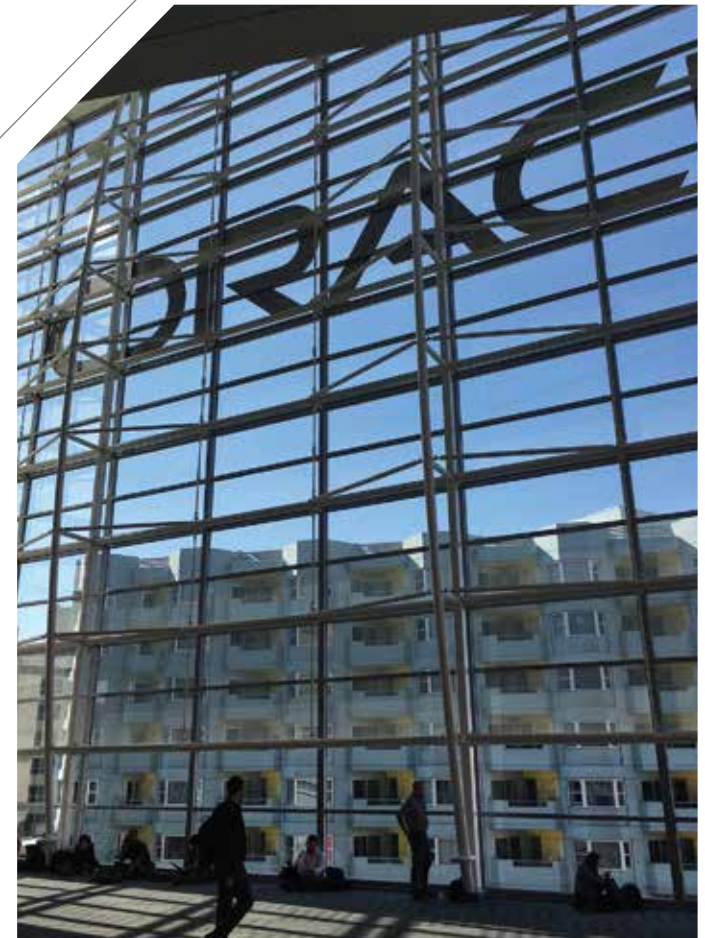
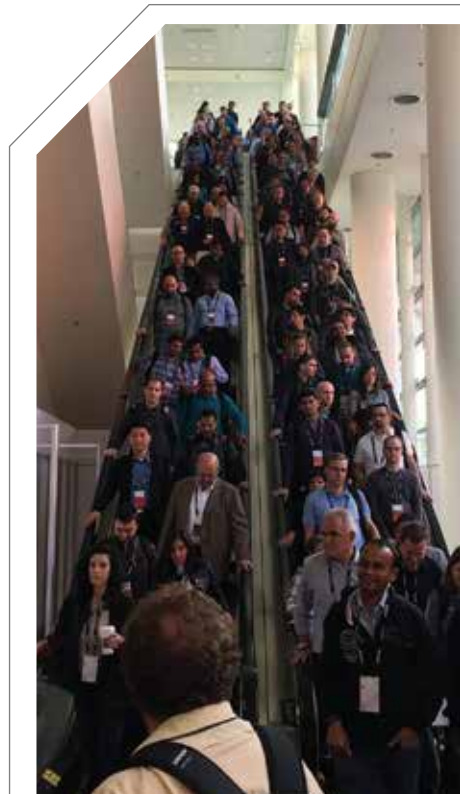
1. Confirmation of sustainability leads.
2. Review opportunities from previous event cycle.
3. Engage Oracle partners and communicate targets.

## Onsite

4. Execution of sustainability plans.
5. Measurement.
6. Onsite verification.

## Post-event

7. Continuous improvement assessment.

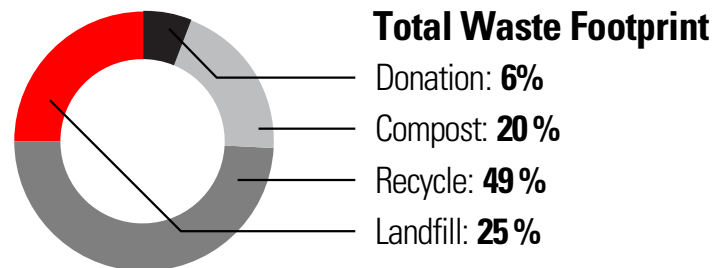
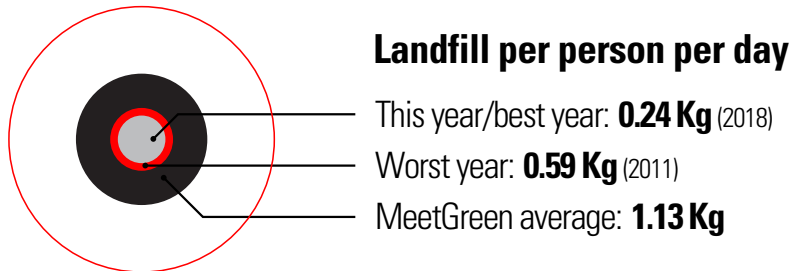
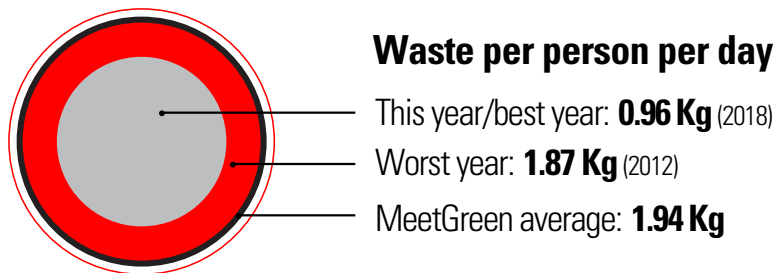


# GOAL ONE: Waste Not

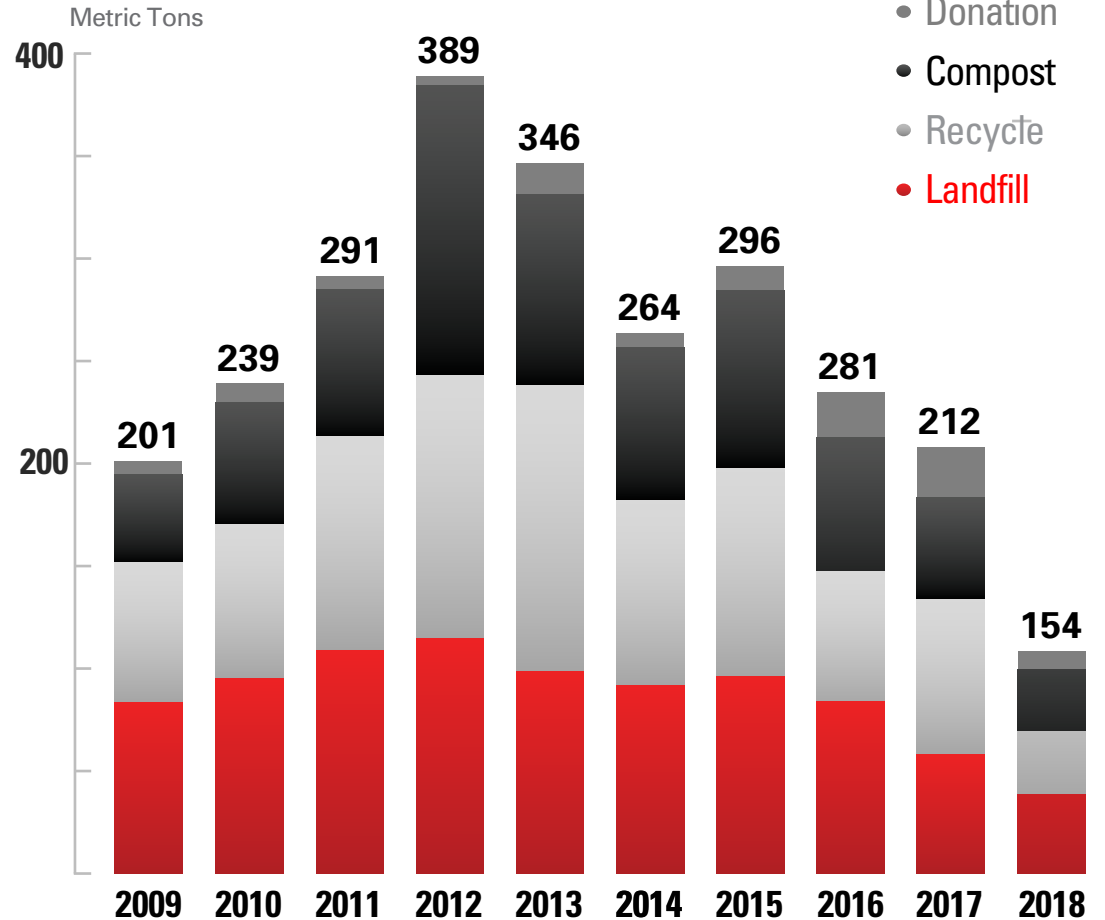
## Goal One Status

In 2018 both landfill and overall waste footprint reached their lowest levels to date. This was due in large part to continued material reduction, recycling, and re-use on Howard Street as well as expansion of carpet recycling and donation strategies event-wide.

### Waste Footprint Per Participant >



### 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.

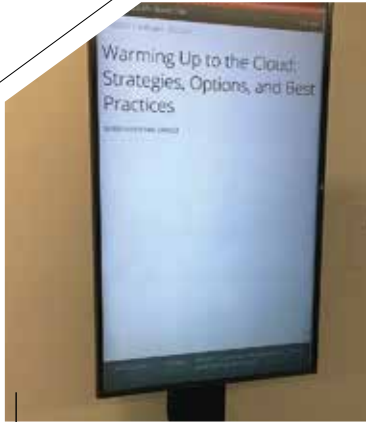
# GOAL ONE: Zero Waste

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

### REDUCE >

● **Water Stations:** 8 FloWater Refill Stations grouped at both ends of Howard Street made staying hydrated easy and accessible for attendees, and encouraged participants to fill up using reusable bottles provided by Oracle. Through each station's internal tracking system, 6,761 plastic bottles were kept from landfills with over 5.05 barrels of oil and 1,901 gallons of water saved by avoiding the manufacture of plastic vs. drinking from a filtered source.

● **Green Angels:** 72 Green Angels were stationed at each three-stream waste station on Howard Street to help assist in both front of house waste education and landfill waste reduction.



● **Paper:** 2018 was the first year that Oracle eliminated 100% of its Daily Session Guides. These print runs totaled over 30,000 individual pieces of paper and 7,500 pounds of material over the course of 2017. According to the Environmental Paper Network calculation estimates, OpenWorld 2018 saved 28,100 pounds of CO2 equivalent, 70,300 gallons of water, and 57.6 million BTUs of energy as a result of moving exclusively to digital and app-based formats!

● **Howard Street:** 100% of furniture and seating on Howard Street was rented, with overall structural footprint dramatically simplified for reduced post-event waste.

# GOAL ONE: Zero Waste

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

## REUSE >

**Moscone West Vinyl Column Wraps And Banners:** All vinyl column wraps and banners in Moscone West were designed for reuse and saved for next year.

**Carpet And Padding:** 91% of all internal Moscone carpeting, over 230,929 square feet, was returned for reuse by general contractor. This represents a 25% increase in amount of carpet that was diverted from landfill in 2018.



**Green Wall:** 5,200 square feet of green plastic “plant wall” used to hide Moscone construction was saved for reuse by general contractor.

**Howard Street Waste Signage:** In an effort to build waste signage that was resistant to staying outdoors 24 hours per day in a coastal climate at Oracle OpenWorld, 51 Howard Street waste signs were fabricated to last multiple annual event cycles and were saved for reuse in 2019 and beyond.

# GOAL ONE: Zero Waste

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

### RECYCLE >

- **Signage:** 31,409 square feet of FalconBoard cardboard substrate was recycled through Recology San Francisco.



- **Carpet:** While 91% of Moscone interior carpet was saved for reuse, the outdoor conditions on Howard Street make reuse there problematic. In 2017, OpenWorld began recycling its Howard Street carpet through CLEAR in Lincoln, California. In 2018, 51,000 square feet of Howard Street and 7,100 square feet of AT&T Park outdoor carpet was collected and recycled post event. Using the EPA's volume-to-weight conversion factors, this amounted to an estimated 94,736 pounds of material diverted from the landfill.

### RECOVER >

- **Food Donations:** During OpenWorld 2018, SAVOR Moscone donated 631 pounds of event food to those in need through San Francisco City Impact.



- **Signage And Banners:** Banners and signage that could not be reused or recycled were collected post-show for donation. In total, 2,630 pounds of banners and 1,525 pounds of signs were donated to Act Theatre, Alameda High School, and affiliated community groups for use in art and creative projects.

# GOAL ONE: Zero Waste

## Sustainability Opportunities

### Signage:

At present, about 63% of all show signage is recyclable. This represents a small 4% decrease from 2017. By contrast, about 17% of event signage is saved for reuse the following year. Targeting a 25% annual signage reuse goal should be a key initiative heading into 2020.

### Waste Education:

As the unique specifics of which materials are accepted in the waste stream vary so widely from region to region, continued efforts to bolster waste education, particularly within Moscone itself should be explored, given OpenWorld's high number of attendees traveling from destinations outside the Bay Area.

### Waste Sorting:

Due to high labor costs and operational considerations within Moscone, waste is only sorted during limited event hours and locations at OpenWorld. Rethinking and how waste is routed, and ways to increase sorting capacity should be a key area for consideration in 2019.

### Green Angels:

Considering feasibility of Green Angels assisting in move out waste management.

### Move Out:

The size limitations of the waste docks at Moscone Center have frequently been a challenge for waste sorting during move-out due to the high traffic in the narrow dock corridors and have caused sorting stations to be closed at a time when they are truly needed the most. By migrating sort location post-show, and setting up sort tables just inside the exhibit halls themselves, planning for 2019 could include a modified move-out waste sort which would help enhance overall diversion.

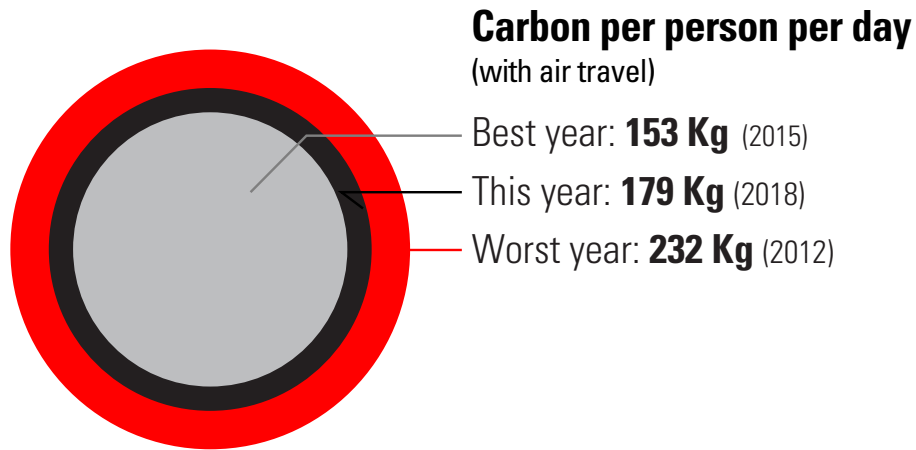
### Exhibitor Engagement:

Increase engagement with Exhibitor Appointed Contractors (EACs) so that they are apprised of Oracle's sustainability, donation, and diversion initiatives.



# GOAL TWO: Be Cooler

## Carbon Footprint Per Participant >



**15,600 Metric tons** of OpenWorld carbon offset by Oracle in 2018.

This represents **100% of onsite carbon emissions** at the event.

In 2018 Oracle modified its approach for offsetting OpenWorld event-related carbon by opting for an upfront offset contribution of \$50,000 instead of augmenting optional / opt-in offsets by registrants. As such Oracle was able to offset **over four times more** than attendees did last year through its enhanced commitment for 2018.

As a result, this year 15,600 MT of CO<sub>2</sub> was offset by funding landfill gas to energy, efficiency and forest management projects, representing an increase of 12,174 MT of CO<sub>2</sub> offset from 2017. This contribution also enabled Oracle to reach a significant carbon milestone in 2018. To date since 2011, through our attendees and corporate commitment, Oracle OpenWorld has offset **50,000 MT of CO<sub>2</sub> which translates to over 110 million pounds!**

This impressive threshold is equivalent to the carbon sequestered for almost 1.3 million tree seedlings growing for 10 years, or the CO<sub>2</sub> emissions from the energy-use of over 5,400 homes.

# GOAL TWO: Be Cooler

## Sustainability Wins

The Oracle OpenWorld 2018 Carbon Offset has erased the carbon footprint of 15,600 MT to compensate for event facilities, waste, freight, and a portion of attendee travel. This is 4 ½ times more than last year's offset.

By funding emission reductions, Oracle is supporting local communities, reducing greenhouse gases, and helping to move toward more renewable energy sources. Some of the projects being supported through this year's initiative include:

The **Three Rivers Regional Solid Waste Landfill**, which became Mississippi's second municipal solid waste landfill to install and operate a landfill gas to electricity generating facility to support a regional power grid. This action began the production of the first green electricity in Pontotoc County which is estimated to provide power to approximately 800-1,000 area homes.

**New River Landfill Gas Methane Destruction Project**, in southwest Virginia, was constructed and began extracting landfill gas from 31 wells scattered on a ridge of what was then, decade's old trash. On average, the generators at the landfill produce about 2.2 megawatts of power per hour—the equivalent of providing energy to 1,300 homes in that same time span.

The **Garcia River Forest Project** in Mendocino County has the goal of restoring streams and forests while providing economic benefits to the community. It also helps reduce carbon emissions, which contribute to climate change. The 23,780-acre forest has become a model site for demonstrating the important role forests play in addressing climate change.

The **Louisville Fuel Switch Project** is a fuel switch conducted by Recast Energy by converting an existing coal boiler to biomass combustion in Louisville, Kentucky.



## Sustainability Opportunities

Oracle OpenWorld continues to move further towards comprehensive carbon neutrality through its significant expansion into attendee travel. For 2019 Oracle should target covering 50% attendee travel in addition to event spaces.

In order to cover the remaining 50% attendee travel not offset, Oracle should actively look to potential sponsors who might help fund the remaining travel carbon as part of their enhanced sponsorship exposure.

2019 presents a renewed opportunity to help reduce the carbon miles of food traveling to the event. Due to the 2018 city-wide hotel labor strike that forced OpenWorld lunches from being prepared by the Marriott Marquis to SAVOR Moscone Catering less than a week before the event, the percent of menu ingredients served at Howard Street lunch that were sourced from within 250 miles of San Francisco, were reduced from 81% in 2017 to 60% in 2018. Despite the major last-minute changes, SAVOR Moscone was able to ensure 100% of lunch service-ware and packaging was BPI compostable and landfill waste-free.

# GOAL THREE: Give Back

## Sustainability Wins

### Food and Material Donations

#### 45 Trees From Howard Street

Donated to the City of Napa.

#### 630 Pounds Of OpenWorld T-Shirts

Donated to the San Francisco Salvation Army.

#### 4,800 Pounds Of OpenWorld Backpacks

Donated to Resource Area For Teaching – RAFT to support educators of all types.

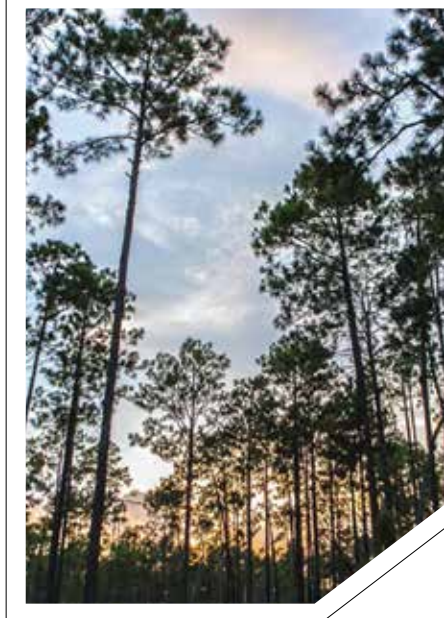
#### 1,680 Leftover Meals

Donated to San Francisco City Impact.



## Plant a Billion trees

From 2015 to 2018, Oracle has donated \$250,000 each year, for a total of \$1,000,000, to the Nature Conservancy's Plant a Billion Trees campaign. This program has helped expand The Nature Conservancy's work across the globe to protect and restore forests in Brazil, the United States, and China.



Through Oracle's support, 734,138 trees have been planted in locations around the world. While difficult to determine greenhouse gas equivalency definitively due to variances in geography, acres planted, tree spacing, and reforestation rates, EPA.gov models indicate a carbon sequestration impact in the neighborhood of 44,000 MT of CO2 over a ten-year period.

### Sustainability Opportunities

Renew planning efforts with venue and hotels to ensure all event food is collected for donation. Donation numbers were lower in this category than previous years, as this was one activity hotels cut back on during the October 2018 labor strike.

Similarly, hotel room soap and amenities collection did not occur in 2018 as well, largely as a result of operations affected due to the strike. 2019 presents an opportunity to re-catalyze the collection and distribution of these single-use plastics and products that have real value for those in need within the San Francisco community.

# GOAL FOUR: Have Fun

## CloudFest 18



OpenWorld attendees in 2018 enjoyed a night of festivities and fun at CloudFest 18. Held at AT&T Park, home of the San Francisco Giants Major League Baseball team, the evening included performances by music artists Beck, Portugal The Man, and Bleachers.

As AT&T Park is only a 15-minute walk from Moscone Center, in an effort to be more sustainable and carbon conscious, 2018 also featured the elimination of all CloudWorld shuttles to and from AT&T Park and Moscone. At the carbon-level, this resulted in **88 MT of CO2 emissions saved**, equal to offsetting 100 attendees including travel!

CloudFest 18 also featured the first collection and recycling of carpet used to protect sections of the field at the park. In total, 7,000 square feet of carpet used at AT&T Park (about 11,436 pounds) were transported to CLEAR in Lincoln, California along with the additional 51,000 square feet used on Howard Street to be recycled into new carpet.

As a reminder of the importance site selection plays in event sustainability, AT&T Park was the first major league ballpark to receive the U.S. Green Building Council certification for Leadership in Energy and Environmental Design (LEED). AT&T also presently has the highest landfill diversion rate in Major League Baseball. As such, through their diversion efforts, CloudFest18 was able to compost 34,000 pounds and recycle 20,000 pounds of material respectively, **with only 6% of event waste being sent to the landfill.**

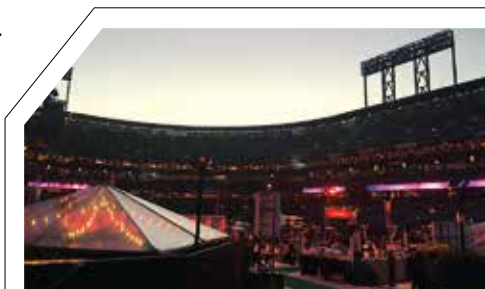
CloudFest18 also **donated over 800 pounds of leftover food** to San Francisco food outlets post-event.

## Opportunities

Continue to explore ideas for sustainability sponsorships. These could include increased greening of large volume giveaways and swag (t-shirts and attendee backpacks) as well as sponsoring enhanced waste sorting efforts at Moscone.

Consider partnering with Recology to feature a compost demo onsite to help raise attendee awareness of the central role organics play in waste management. In 2018 over 33 tons were collected at Moscone and AT&T park alone.

Increase exhibitor enthusiasm for sustainable initiatives through social media engagement, such as featuring, amplifying, or promoting exhibitors on social media that have gone the extra mile to be green at OpenWorld.



# GOAL FOUR: Have Fun

## United Nations Sustainable Development Goals >



In 2015 the United Nations defined a collection of 17 Sustainable Development Goals (SDGs) designed to achieve the following targeted goals by 2030: ending poverty, promoting prosperity, well-being for all, and protecting the planet.

One very powerful visual is seeing how a small fraction of the sustainability actions taken at Oracle OpenWorld 2018 link closely and support the global initiatives outlined by the UN SDGs.



UN Sustainable Development Goal	OpenWorld Sustainability Action
<b>SDG 2: ZERO HUNGER</b>	1,481 pounds of food donated to San Francisco Community.
<b>SDG 3: GOOD HEALTH AND WELL-BEING</b>	Sustainable menu, with 61% of menu locally sourced within 250 miles of San Francisco.
<b>SDG 4: QUALITY EDUCATION</b>	2,371 unique education sessions.
<b>SDG 8: DECENT WORK &amp; ECONOMIC GROWTH</b>	\$195,000,000 positive economic impact in 2018.
<b>SDG 13: CLIMATE ACTION</b>	110,238,959 pounds of carbon offset since 2011.
<b>SDG 17: PARTNERSHIPS TO ACHIEVE THE GOAL</b>	Speakers from more than 93 countries.

# ACKNOWLEDGEMENTS

Thank you to the following report contributors:

AT&T Park, Hartmann Studios, Grand Hyatt San Francisco, Intercontinental San Francisco, Parc 55, Marriott Marquis, Moscone Center, Savor

*Photos:* Oracle, 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.

**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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