Hanley Wood Releases Greenbuild 2013 Sustainability Report

Dramatic increase in diversion of waste from Pennsylvania landfills among highlights

July 16, 2014 (Dallas) – Hanley Wood and the U.S. Green Building Council (USGBC) have released the 2013 Greenbuild Sustainability Report, highlighting valuable metrics regarding the impact on energy use and waste management at the 2013 Greenbuild International Conference and Expo, held last fall in Philadelphia.

The comprehensive report details the sustainability programs implemented in 2013 through a review of all objectives, goals, and best practices. Case studies provide detailed overviews of the processes used to implement innovative new projects, including exhibitor engagement and a redesigned process for sourcing materials and resources required for the event in a responsible manner. The report can be accessed online at www.greenbuildexpo.com.

“Hanley Wood and USGBC are committed to creating an amazing experience for attendees and exhibitors at Greenbuild,” noted Peter Goldstone, CEO of Hanley Wood. “Sustainable and responsible management in the planning and operations of the event is a major element of the Greenbuild brand. Our goal is to continue to lead the industry in making it a top priority.”

“We have an established record of integrating sustainability into every aspect of planning for Greenbuild to reduce our impact while creating a powerful experience for attendees and creating change within the industry,” said Kate Hurst, Director, Greenbuild Conference and Events for USGBC. “The Greenbuild Sustainability Report highlights both our successes and challenges, and is utilized to spread best practices and help our industry peers learn from our experience.”

The report shares the progress of seven sustainability objectives at Greenbuild, including the following highlights:

- **Waste:** Hanley Wood and USGBC helped the Pennsylvania Convention Center alter its waste management strategy, increasing its rate of waste diversion from landfills from 10 percent to 67 percent during the week of the 2013 Greenbuild Conference and Expo.

- **Energy:** To reduce energy use, all laptops and projectors used for 120 education sessions were EPA Energy Star certified. All carbon emissions caused by Greenbuild, including attendee travel, were offset through the purchase of carbon credits.
Stakeholder Engagement: The report includes a case study on implementing the Greenbuild Mandatory Exhibition Greening Guidelines (GMEGG), one of the industry’s largest exhibitor sustainability programs. The GMEGG requires exhibitors to comply with mandatory greening requirements ranging from limiting handouts to using energy-efficient displays.

Sourcing: The City of Philadelphia’s many sustainability initiatives made it a fitting host for Greenbuild 2013, from its progressive energy and water benchmarking laws to the Pennsylvania Convention Center’s LEED Gold expansion building.

Community: Hanley Wood and USGBC partnered with the Delaware Valley Green Building Council, Smith Memorial Playground and Public Workshop on the 2013 Greenbuild Legacy Project to create a youth-built “Adventure Playground” at Smith’s historic facility in East Fairmount Park.

Leadership: Hanley Wood and USGBC also worked with the Delaware Valley Green Building Council to engage, educate and support the Philadelphia hospitality community in compliance with new energy and water benchmarking and reporting regulations in Philadelphia.


About Hanley Wood
Hanley Wood is the premier information, media, event, and strategic marketing services company serving the residential, commercial design and construction industries. Utilizing the largest editorial- and analytics-driven construction market database, the company produces powerful market data and insights; award-winning publications, newsletters and websites; marquee trade shows and executive events; and strategic marketing solutions. To learn more, visit hanleywood.com.

About the U.S. Green Building Council (USGBC)
USGBC, the sponsor of Greenbuild, is committed to a prosperous and sustainable future through cost-efficient and energy-saving green buildings. USGBC works toward its mission of market transformation through its LEED green building program, robust educational offerings, a nationwide network of chapters and affiliates, the annual Greenbuild International Conference & Expo, the Center for Green Schools and advocacy in support of public policy that encourages and enables green buildings and communities. For more information, visit usgbc.org, explore the Green Building Information Gateway (GBIG) and connect on Twitter, Facebook and LinkedIn.