No trash left behind at Greenbuild 2012

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Attendees returned home from their Greenbuild 2012 adventure in San Francisco with fresh ideas, valuable education, new connections, and a few momentos. But today, we're focusing on what attendees didn't take with them — things like coffee cups, name badges, CDs and other typical conference swag.

Since 2002, USGBC's Greenbuild International Conference & Expo has been reinventing the conference and events market, helping it shed its wasteful legacy and strive for zero waste. By incorporating green building principles into the planning of Greenbuild, the show has become an industry leader among sustainable conferences.

The most recent result of this effort? At Greenbuild 2012, **86% of waste was diverted from landfills.** This high diversion rate broke records at the Moscone Center thanks to the help of hundreds of recycling volunteers, host committee members, and Moscone Center waste sorters. Exhibitor participation, careful sourcing, engaged attendees and a comprehensive waste management plan all contributed to this great accomplishment.

This waste management story and others are detailed in our newly released **Greenbuild 2012 Sustainability Report**. The report reviews Greenbuild's sustainable best practices by core objectives related to waste, energy, material use, stakeholder engagement, performance tracking and communities.

We also feature case studies on:

- Waste Planning 101
- GMEGG — Greening the Expo Hall Through Greening Your Exhibitors
- Hotel Engagement
- Greening Your Name Badges
- Putting Your Logo on Items that Represent Your Values
- The Carbon Footprint of an Event
- Donation Programs that Support Local Communities
- Leaving a Legacy

We hope that by sharing case studies and discussing our green event challenges we are able to catalyze change in the event industry and help other organizations green their conferences. Check out our report and let us know what you think.

The sustainability accomplishments at Greenbuild wouldn't be possible without our stakeholders. Thanks to our vendors, partners, host committee volunteers, student volunteers, and the Moscone Center for helping us produce one of the most sustainable conferences in the world!

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