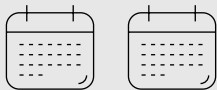
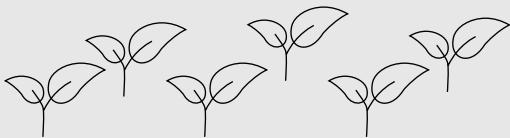




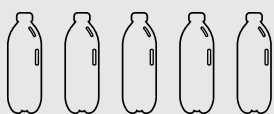
2,000 delegates



2 day event



66% overall waste diversion



5,000 plastic water bottles saved across the event

OVERVIEW

Over 2,000 waste management professionals, business leaders and government representatives attended the Australasian Waste & Recycling Expo (AWRE) at ICC Sydney from 29-30 August 2018.

AWRE is managed by Diversified Communications, a national event company with a portfolio of more than 20 premium industry-specific trade and consumer events. AWRE, one of its flagship annual events, is leading the way in sustainable event management best practice. ICC Sydney's commitment to sustainability played a pivotal role in the success of AWRE 2018.

“It was a no-brainer to partner with ICC Sydney – the building is extremely advanced in terms of sustainability, and AWRE aligns very well with ICC Sydney’s sustainable event philosophy”, says Pedro Gallo, former Senior Operations Manager, Diversified Communications.

The event took place over two days, as 2,000 delegates and 117 exhibitors came together to drive the conversation on sustainability and explore different ways of furthering the agenda of waste management and recycling.

VENUE SNAPSHOT

2,000 waste management professionals, business leaders and government representatives in attendance

117 exhibitors

10 speaker sessions

4 on-site tours conducted, providing delegates a view of ICC Sydney's waste management facilities and sustainability features

CLIENT OBJECTIVES

AWRE is Diversified Communications lead event for trialling and developing sustainability initiatives, which it then plans to roll out across its portfolio of events. Five years ago, AWRE established their project Towards Zero Landfill with the aim to reduce environmental impact and lead a behavioural shift within the AWRE community.

As part of the project, Diversified Communications set an ultimate goal - aiming to someday divert only 5% of event waste to landfill.

Reducing landfill is a key management goal for ICC Sydney, with an internal target to divert 75% of our entire operational waste from landfill. Through our industry leading Legacy Program, ICC Sydney was able to collaborate with AWRE and Diversified Communications to engage a number of strategies and deliver on the objectives of the client.

EVENT DELIVERY

AWRE 2018 focused on reducing waste across the event primarily by channelling it through the appropriate processing streams, converting organic waste into fertiliser and donating remaining stand furniture and food items to the local community.

A number of strategies were engaged to reduce event waste:

Compostable packaging

ICC Sydney aligned with BioPak to ensure all food packaging was compostable. In addition to this, paper straws were used at the event, and compostable bin liners were provided to all exhibitors.

Donations

Any furniture left by exhibitors, including chairs and tables from exhibitor stands, was donated to local charities.

Digital signage

In order to reduce paper and cardboard waste, AWRE 2018 made use of the digital signage located within the venue. The client also sourced external digital signage in additional areas such as networking lounges and the theatre.

Waste streams

All bins during the event were divided into streams, with separate sections utilised for organics, co-mingled recycling and general waste. Soft plastics and coffee cups were also recycled individually.

Food donation

The event utilised ICC Sydney's partnership with OzHarvest and the Matthew Talbot Hostel, and any acceptable food remaining from the event was donated.

Knowledge sharing

Over two event days, four venue tours were conducted with delegates to show the back of house waste processes and other sustainability features utilised by ICC Sydney, including a tour of our 520kW photovoltaic solar array.

Sydney Water

ICC Sydney partners with Sydney Water as part of its commitment to reducing plastic use. As part of this commitment, plastic water bottles were removed from meeting rooms and replaced with reusable glass bottles. Water bubblers were also made available throughout the venue.

RESULTS

As a result of collaboration with AWRE and Diversified Communications, a waste diversion rate of 66% was achieved during the event. In addition, over 5000 plastic water bottles were saved across the event by eliminating the need for bottled water. Collaborating with AWRE to maximise the use of ICC Sydney's waste management facilities was key in helping to reach their target for the event in 2018.



A NSW Government project, ICC Sydney was delivered in partnership with Darling Harbour Live, comprising Lendlease, Hostplus, First State Super, Capella Capital, ASM Global and Spotless FM.

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