



FOR IMMEDIATE RELEASE

Informa's Greenbuild International Conference & Expo Achieves Events Industry Council Sustainable Event Standards Certification

New York, NY April 25, 2023 –Informa Connect's Greenbuild International Conference & Expo, one of the premier events for the green building and green spaces industry, announced it has achieved Platinum Level certification to the Events Industry Council (EIC) Sustainable Event Standards for Events.

The EIC Sustainable Event Standards are specific standards for environmental and social responsibility within the events industry. Created by the EIC Sustainability Committee in partnership with industry professionals and leading sustainability practitioners, the requirements provide event planners and suppliers with prescriptive actions for producing and delivering sustainable events. The standard specifies performance criteria in the areas of organizational management, marketing, communications and engagement, climate action, water management, materials and circularity, supply chain management, diversity, equity and inclusion, accessibility, and social impact. The Event Organizer standard is one of seven comprehensive standards for environmentally sustainable meetings.

"We are proud and excited to achieve the EIC Sustainable Event Standards certification to the Platinum Level," said Sherida Sessa, Group Director, Informa Connect. "Certification to the event industry's global standards gives us not only recognition for all sustainability efforts, but also a roadmap for measuring and improving our sustainable event programs on an ongoing basis."

Amy Calvert, EIC CEO, added, "We are delighted to see Informa continue their commitment to sustainability. This demonstrates a strong commitment to the environmentally and socially responsible practices that are needed to support long-term sustainability in our industry."

[Honeycomb Strategies](#), longtime sustainability consultant for the Conference and Expo, assisted both with the certification process and the implementation of strategies that helped Greenbuild achieve Platinum level certification (for the second time). Amanda Simons, Principal, applauded the "diligence and innovation of the team which demonstrated leadership in both the architecture, engineering, and construction industry as well as the events industry."

[BPA iCompli Sustainability](#), a division of BPA Worldwide, a nonprofit international auditing organization headquartered in Shelton, CT USA, developed the certification protocols for EIC Sustainable Event Standards and performed the independent third-party certification of Informa's Greenbuild International Conference & Expo '22. "Our certification to the event sustainability standards created by EIC, and now adopted by Informa for Greenbuild continues our long-standing commitment to promote transparency in the events industry," noted Richard Murphy, President and CEO of BPA Worldwide.

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ABOUT GREENBUILD. Greenbuild International Conference and Expo is owned and operated by Informa Connect, a division of Informa, and presented by the U.S. Green Building Council. Greenbuild is the world's largest event dedicated to green building. Each year, the conference brings together attendees and exhibitors from across the green building sector, spanning commercial and residential professionals, architects, building owners and operators, students, advocates, and educators. Learn more at www.greenbuildexpo.com.

ABOUT INFORMA CONNECT. Informa Connect, a division of Informa plc, is a specialist in content-driven events and digital communities that allow professionals to meet, connect, learn and share knowledge. We operate major branded events in Global Finance, Life Sciences, Construction & Real Estate, Restaurant & Hospitality, and in a number of other specialist markets and connect communities online year-round. Learn more at www.informacconnect.com.

ABOUT HONEYCOMB STRATEGIES. Honeycomb Strategies is a sustainability specialist for live events, helping trade shows, conferences, venues, and organizations identify sustainable solutions, engage stakeholders, develop data management systems and implement programs to measure impact. From immediate action planning to long-term goals, Honeycomb Strategies helps clients demonstrate leadership and commitment to environmental and social sustainability. www.hcsustainability.com

ABOUT EVENTS INDUSTRY COUNCIL. The Events Industry Council's more than 30 member organisations represent over 103,500 individuals and 19,500 firms and properties involved in the events industry. The Events Industry Council's vision is to be the global champion for event professionals and event industry excellence. It promotes high standards and professionalism in the events industry with the Certified Meeting Professional (CMP) programme and signature programme activities. The CMP credential is recognised globally as the badge of excellence in the events industry. The qualifications for certification are based on professional experience, education and a rigorous exam. The four signature programmes – Sustainability and Social Impact, Accepted Practices Exchange (APEX), Knowledge and Leadership – represent the key initiatives, assets, services and products for the Events Industry Council. Learn more at www.eventscouncil.org.

ABOUT BPA ICOMPLI SUSTAINABILITY. BPA iCompli Sustainability, a division of BPA Worldwide, is a not-for-profit auditing organization established in 1931 to audit audience metrics for publishers, advertisers and their agencies. Today, BPA's audit services have expanded to include external assurance of government and industry standards and independent verification of technology and service claims. BPA iCompli Sustainability provides third-party certification to Events Industry Council's (EIC) Sustainable Events Standards (SES), sustainability framework services, and verification of sustainability data including GHG emissions, waste diversion, water withdrawal, safety performance and more. Learn more at www.bpaww.com.