



Sustainable Event Report

13 - 16 June 2018

New Zealand National Agricultural Fieldays



ENERGY FAST FACTS



WASTE FAST FACTS



TRANSPORT FAST FACTS



Fieldays 2018

Used enough electricity
to run 1.8 million light
bulbs for an hour



186,369 Kwh

Fieldays 2018

Recycled the equivalent
of 329,400
plastic water bottles



3,294 kg general
recycling

Fieldays 2018

Lower transport
emissions saved the
equivalent of



9,000 flights to
Wellington

Saved enough petrol to
make 164 trips to Hamilton



> 400 L

Glass
Recycling



800 kg

90% of visitors
carpooled



2 or more passengers

GREENHOUSE GAS



SUPPLIERS & MATERIALS



WATER FAST FACTS



Fieldays 2018

Lowest CO₂e emissions since 2012



4,595 tonne CO₂e

Fieldays 2018

Lowest # of sheets per visitor



8 sheets/ visitor

Fieldays 2018

Water



73 m³ of water saved

Emitted 35 kg GHG



For every visitor

App Downloads



34,801

Uses 8 litres



For every visitor

This report by **Instep (a division of Asian Scientific Technologies Limited)** has been prepared for
New Zealand Agricultural Fieldays 2018
and is issued according to Instep standard terms and conditions.

NEW ZEALAND AGRICULTURAL FIELDAYS 2018
SUSTAINABLE EVENT PROGRAMME
13 - 16 JUNE 2018



A handwritten signature in black ink that reads "Alisha Black".

Alisha Black
Author

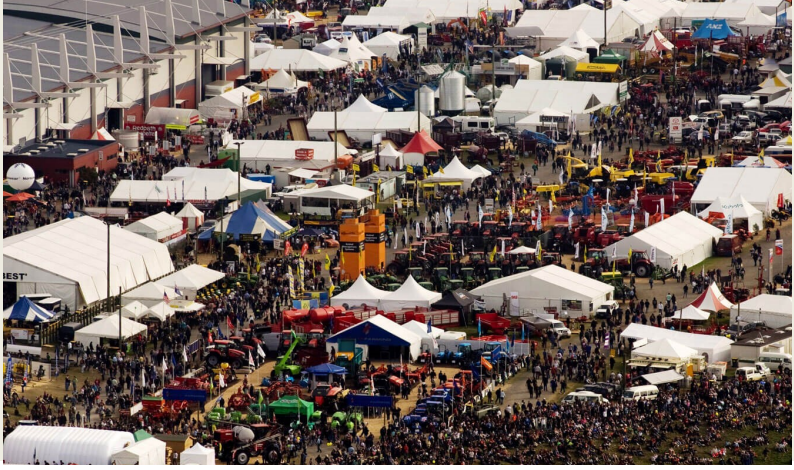
A handwritten signature in blue ink that reads "Margaret Birkett".

Margaret Birkett
Peer Reviewer

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EXECUTIVE SUMMARY



The New Zealand Agricultural Fieldays

(Fieldays) has now been committed to sustainable event management for seven years, incorporating environmental management and carbon footprint calculations into the event planning and staging.

This year's event was held from 13 to 16 June and attracted 131,868 visitors over the four days. 1,059 exhibitors displayed products and services over 1,473 sites at the Mystery Creek Event Centre in Hamilton, New Zealand.

During the event, various Environmental Impact Areas (EIAs) were identified in order to set objectives and monitor progress. Data was then gathered on-site by independent staff utilising meter readings, calculations and surveying. This was followed by post-event data collection. All information was then used to calculate a carbon footprint for the event, assess whether objectives had been achieved, and recommend initiatives for environmental improvement in future. Results and objectives for all EIAs are summarised in Table A on the following page.

As part of the programme, a greenhouse gas (GHG) emission profile was calculated using internationally recognised methods.

The total Fieldays 2018 GHG profile is 4,594.84 tonne CO_{2e} or standardised at 35 kilograms CO_{2e} per visitor. This is the lowest recorded absolute footprint since the 2012 Base Year.

**FIELDAYS 2018 IS
COMMITTED TO SUSTAINABLE EVENT
MANAGEMENT
ACROSS ALL AREAS OF EVENT
PLANNING AND STAGING.
FIELDAYS AIMS TO SHOWCASE
EXCELLENT ENVIRONMENTAL
STEWARDSHIP
AS AN EXAMPLE TO NEW ZEALAND'S
AGRICULTURAL INDUSTRY**

Table A: Fieldays 2018 Summary of Results

Environmental Impact Area			Objectives		Summary
Energy	109.33 tonne CO _{2e}	↑ 19%	1. Monitor areas of high electricity demand.	✓	Petrol use dropped this year, however other energy sources increased. There is potential in charging a small exhibitor sustainability levy to offset these energy demands.
	189,369 kWh electricity	↑ 2%	2. Engage with exhibitors pre-event on energy saving measures.	✓	
	19,093 Ls fuel	↑ 17%	3. Display alternative energy use.	✓	
	9,321 kg LPG	↑ 26%	4. Utilise benchmarking to work towards Best Practice.	✓	
Waste	23.74 tonne CO _{2e}	↓ 18%	1. Divert 50% of waste from landfill.	✓	Organisers successfully worked towards Waste Objectives this year. Rolling out “hot exhibitor” waste management, and expanding composting helped to achieve the highest landfill diversion rate recorded of 39%.
	87,839 kg waste	↓ 12%	2. Enhance “hot exhibitor” waste management.	✓	
	33,879 kg recycling	↓ 1%	3. Remove glass contamination from recyclables in “hot zones”.	✓	
	39% landfill diversion	↑ 12%	4. Sort compostable materials in “hot zones”.	✓	
			5. Collect 1,000 kg organic material for composting.	✓	
			6. Utilise benchmarking to work towards Best Practice.	✓	
Transport	4,461.78 tonne CO _{2e}	↓ 19%	1. Use surveying to create a transport profile.	✓	Promoting shared transport in terms of bus and carpooling has seen steady increases in these areas leading to an overall lowering in Transport Emissions. International air travel has dropped, whilst Mystery Creek staff travel has increased.
	14,640 km bus travel	↑ 9%	2. Continue to promote the Fieldays’ bus as a transport option.	✓	
	15,192,903 km vehicle travel	↓ 12%	3. Utilise benchmarking to share transport Best Practice.	✓	
	11,705,009 pkm air travel	↓ 32%			
	47,716 km staff travel	↑ 100%			
Materials	797,933 A4 sheets	↓ 26%	1. Further publicise App to lower need for printed materials.	✓	An increase in App downloads and potential for further ticket downloads should lead to reductions in printed materials in future years.
			2. Utilise benchmarking to work towards Best Practice.	✓	
Water	1,169 m ³ water	↓ 6%	1. Collect detailed consumption data across the site.	✓	This year water consumption has been recorded for the 4 event days and has dropped 6% from 2017.
			2. Utilise benchmarking to share water Best Practice.	✓	

INTRODUCTION



Sustainability and environmental concerns are becoming increasingly important amongst event attendees and stakeholders. The management team at Mystery Creek Events Centre has acknowledged these concerns and committed to playing their part in bringing more sustainable events to New Zealand.

For seven years now the New Zealand Agricultural Fielddays event (Fielddays), held over four days at Mystery Creek in Hamilton New Zealand, has incorporated sustainable event management into the event planning and staging.

The Instep Sustainable Event Programme (ISEP) follows international standard ISO 20121 which includes monitoring of sustainability metrics and calculation of greenhouse gas (GHG) emissions, or a carbon footprint as it is commonly referred to. Fielddays is currently an ISEP certified Sustainable Event.

Benchmarking between past Fielddays' events and other Mystery Creek events is now an established way to gauge each event's progress against Mystery Creeks' Best Practices for Sustainability.

BACKGROUND: New Zealand National Agricultural Fielddays

The New Zealand National Agricultural Fielddays Event is an annual international agricultural show held in Hamilton, New Zealand in June each year.

The event in 2018 attracted 1,059 exhibitors on 1,473 exhibitor sites spread over an area of 115 hectares.

This year 131,868 visitors came through the gates over the four days of exhibition.

Fielddays exhibits cutting edge agricultural technology, innovations and developments in the agriculture and farming industries. As a non-profit organisation, any surplus generated from the event, or from hosting other events on site, is invested in further development of the property, venues and facilities.

This model has seen the event grow from strength to strength with continued support from primary industry and government alike.

Fielddays is recognised as a crucial date in the agricultural calendar and generates both local and international business growth opportunities.

CALCULATION METHODOLOGY ACTIVITY
DATA X EMISSION FACTOR =
GREENHOUSE GAS EMISSIONS,
TONNE CARBON DIOXIDE EQUIVALENT
(T CO_{2E})

BACKGROUND: Sustainable Events

Increasingly, event organisers have recognised that staging an event can impact the environment in various ways, and many have embraced the challenge of running their event in the most sustainable way possible. There are many definitions of the word “sustainable”. In terms of our natural environment, a sustainable event is one that ensures resources are used in such a way that they will remain available for others to use and enjoy. The key goal when undertaking a sustainable event is that environmental impact areas are identified and monitored so that strategies can be put in place to manage these areas in future, and ultimately reduce their impact.

As part of a sustainable event, a carbon footprint is calculated. A carbon footprint is a way of quantifying the amount of GHG emissions an individual, organisation or event is responsible for.

It is widely recognised that global emissions of the six GHGs are responsible for increasing the greenhouse effect in the atmosphere, and causing potentially dangerous levels of climate change.

To calculate a carbon footprint, all possible sources of GHG emissions must first be identified. Then activity data relating to the source is collected and the amount of GHG calculated using published emission factors. Emissions from all sources are then added together to give a total carbon footprint, or carbon emission profile, expressed in carbon dioxide equivalent or CO_{2e}.

Instep provided independent monitoring at Fieldays 2018. Due to the size of the event and a long lead-up period by staff and exhibitors, data is taken from sources monitored from the entire month of June. This covers Mystery Creek staff activities, exhibitor pack-in and out, site planning and post event waste clearing.

Data collected includes direct readings such as from meters on fuel tanks, invoices from suppliers, on-site observations and surveying. This data has been used to calculate GHG emissions for the event and recommend reduction measures for future events.

Instep follows the internationally recognised ISO 14064-1 to calculate carbon emissions and ISO 14064-3 to undertake quality assurance checks.

Emission factors used in calculations are selected based on the best currently available. Additional information on quality assurance can be found in the accompanying Verification Report.

Sustainable event planning and reporting is assessed against the internationally recognised ISO 20121.

THERE ARE
6 GREENHOUSE GASES:
CO₂, CH₄, N₂O, HFCS, PFCS & SF₆.
EMISSIONS ARE STANDARDISED
AND REPORTED AS
CO_{2E}, OR CARBON DIOXIDE EQUIVALENT

SUSTAINABLE EVENT PROGRAMME



ENVIRONMENTAL IMPACT AREAS

The Environmental Impacts of Fieldays 2018 were

separated into the following areas:

- Energy*
- Waste* & Recycling
- Transport*
- Suppliers & Materials
- Water
- Attitudes & Legacy
- GHG Emissions

*Those areas marked with * contribute directly to GHG emission calculations*

Objectives are set within each Environmental Impact Area (EIA) to direct efforts and rate success. A breakdown of the EIAs that were monitored within the event boundaries, and the objectives set for Fieldays, are listed in Table 1.

**FIELDAYS 2018 IS
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MANAGEMENT
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FIELDAYS AIMS TO SHOWCASE
EXCELLENT ENVIRONMENTAL
STEWARDSHIP
AS AN EXAMPLE TO NEW ZEALAND'S
AGRICULTURAL INDUSTRY
IMPROVING THE MANAGEMENT OF EVENT
SUSTAINABILITY BY MONITORING
ENVIRONMENTAL IMPACTS THAT CAN BE
RECUCED IN FUTURE YEARS.**

Table 1: Fieldays 2018 Objectives

Scope	Objectives
Energy	<ol style="list-style-type: none"> 1. Monitor areas of high electricity demand. 2. Engage with exhibitors pre-event on energy saving measures. 3. Display alternative energy use. 4. Utilise Benchmarking to work towards Best Practice.
Waste & Recycling	<ol style="list-style-type: none"> 1. Divert 50% of all waste from landfill. 2. Enhance "hot exhibitor" waste management. 3. Remove glass contamination from recyclables in "hot zones". 4. Sort all compostable material in "hot zones". 5. Collect 1,000 kg of organic material for composting. 6. Utilise Benchmarking to work towards Best Practice.
Transport	<ol style="list-style-type: none"> 1. Use surveying to create a transport profile. 2. Continue to promote shared transport. 3. Utilise Benchmarking to work towards Best Practice.
Suppliers & Materials	<ol style="list-style-type: none"> 1. Use electronic alternatives to reduce use of printed items. 2. Utilise benchmarking to work towards materials Best Practice.
Water	<ol style="list-style-type: none"> 1. Collect detailed water use data across the site. 2. Utilise water benchmarking to share water Best Practice.

BOUNDARY

A boundary that includes event areas which will contribute to GHG emissions is also decided on. Setting the boundary for an event can be difficult as events are often made up entirely of indirect GHG emission sources. Indirect sources are those which event organisers do not directly own or control, but have indirectly contributed to. For example, event organisers usually hire venues to stage their event, the operation of which may be left up to the venue owner as part of the lease agreement. This would be an indirect emission source. This is in contrast to direct GHG emission sources, which are those that event organisers own or control. For example company-owned cars driven by event organisers.

Boundaries for Fieldays 2018 are depicted in Figure 1.

BENCHMARKING

Benchmarking is a valuable tool for Mystery Creek Events Centre to compare sustainability strategies employed at the various events held there, and the differences in challenges and successful outcomes at each.

Each event is unique in size, audience and challenges and this needs to be taken into account when making comparisons, however, benchmarking in this way allows lessons learned to be shared and can set a standard of best practice for sustainable events at Mystery Creek.

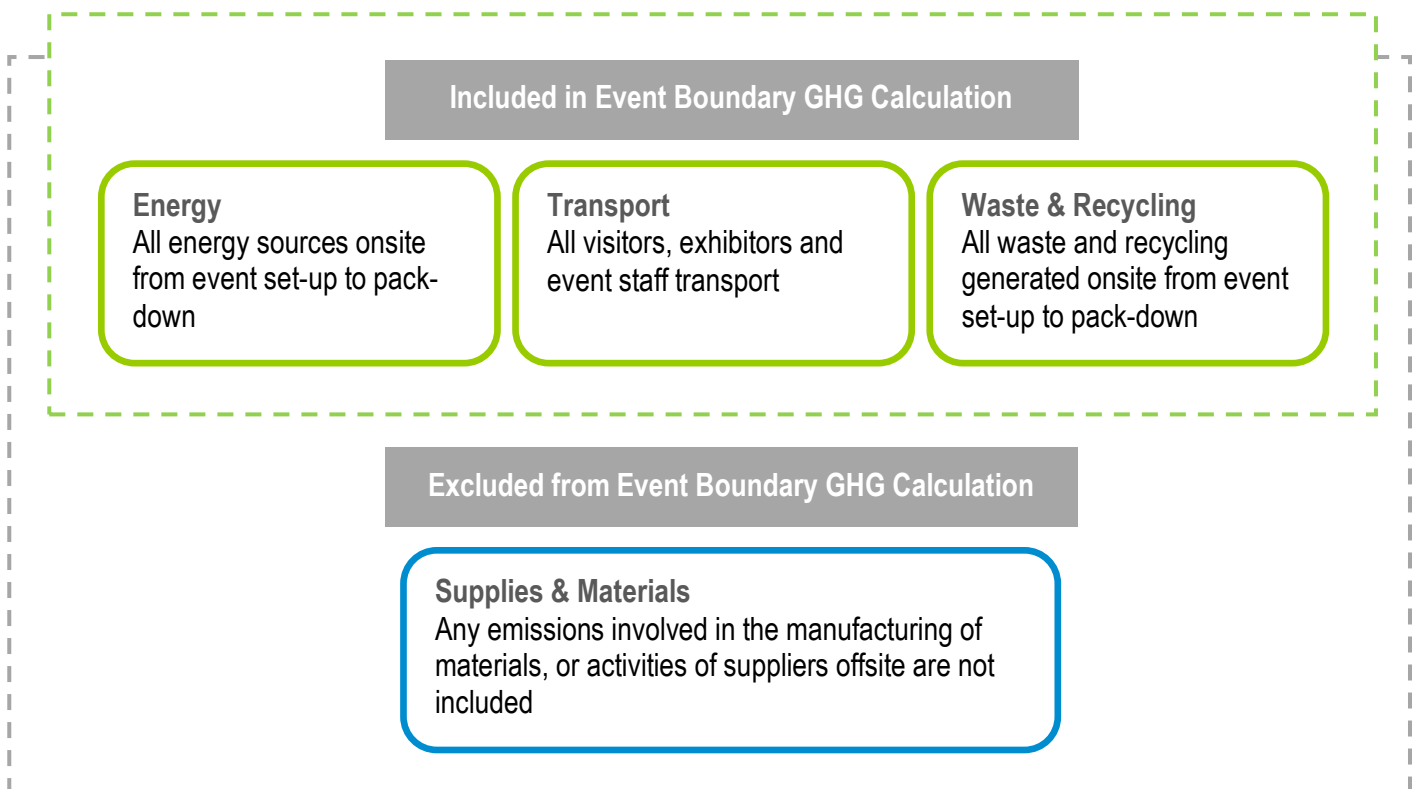


Figure 1: Event Boundaries Fieldays 2018

METHODOLOGY



Instep provided independent monitoring throughout Fieldays 2018 and put together the calculations included in this report. Instep uses the International Standard 20121 for Event Sustainability Management Systems during event planning phases, and the internationally recognised ISO 14064-1 to calculate GHG emissions. Emission factors used in calculations are the most current available for the particular source.

The second stage involves collecting data (both quantitative and qualitative) throughout the event, so that conclusions can be drawn around whether objectives have been met. In order to do this, Instep staff attend the event while it is staged, collecting data independently of organisers. This is important to verify the quality and independence of the data. This is then backed up with other secondary data including energy bills and contractor invoices. For GHG emissions in particular, strict protocols around calculation are in place. Instep uses the internationally recognised ISO 14064-1 to calculate GHG emissions and ISO 14064-3 to verify. Compliance against ISO 20121 is assessed post event to certify the event as a Sustainable Event.

BASE YEAR

A base year is a year for which there is good quality GHG and sustainability data available that can be used as a baseline to monitor future reduction success. Fieldays' base year is 2012, the first year an environmental monitoring programme was put in place. Comparisons are also made between the more recent previous events.

CALCULATION METHODOLOGY ACTIVITY
DATA X EMISSION FACTOR =
GREENHOUSE GAS EMISSIONS,
TONNE CARBON DIOXIDE EQUIVALENT,
T CO_{2E}

GHG

Emission Sources



A detailed silhouette of a tree branch with many small, dark leaves, positioned on the left side of the page. The branch extends from the bottom left towards the center of the page.

**"Greenhouse Gas emissions
from an event come from a
wide range of sources
including suppliers,
attendees and
hired equipment"**

ENERGY

109.33 tonne CO_{2e}
 189,369 Kilowatts Electricity,
 22,272 Litres Fuel,
 9,321 Kilograms LPG



Energy consumed in equipment is central to any event.

Energy emission sources at the Fieldays Mystery Creek site include electricity consumed in event buildings over event dates, as well as Mystery Creek office electricity in the month leading up to the event.

Diesel and petrol use is from event vehicles (utes, forklifts etc.) and generators around the site that are re-fueled at an onsite tank as well as being used to run portable lighting towers, particularly in car parks. LPG includes the use of LPG in tanks brought on-site by food stalls and exhibitors, as well as use by the Mystery Creek restaurant.

Data was collected during the event through surveys and meter readings, and followed up post event with energy invoices. Details of all activity data for the energy areas, the associated calculated emissions, and the percentage change from last year's results are detailed on the following page in Table 2.

Total 2018 Fieldays' emissions from all energy sources are 109.33 tonne CO_{2e}. As has been the case for the past four years of monitoring, diesel is the highest source of emissions, making up 53% of all CO_{2e}.

Electricity has continued an incremental yearly increase this year, most likely in line with increasing exhibitors and exhibitor space. Whilst petrol has had a significant drop during 2018, diesel use has increased by 17% based on last year, this is after reductions in 2016 and 2017. LPG use has also increased in 2018 following decreases in previous years.

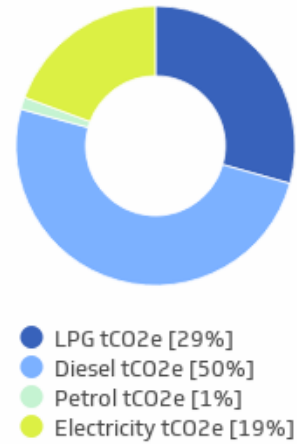


Figure 3: Total GHG Emissions Energy Sources

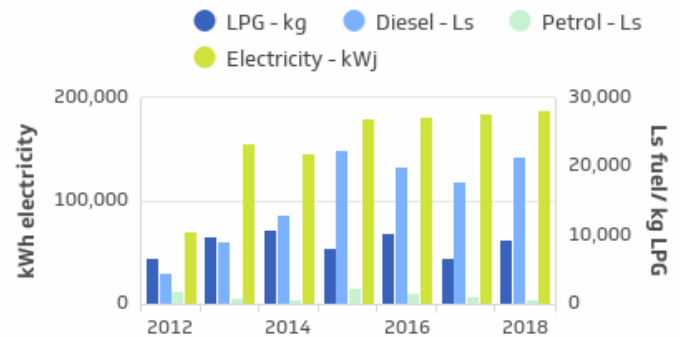


Figure 2: Energy Resource Use Historical

TOTAL GREENHOUSE GAS EMISSIONS FROM ENERGY SOURCES IN 2018 ARE 19% HIGHER THAN 2017

Table 2: Energy Emissions & Use Fielddays 2018

	Emission Source	Data Source	2018 Activity Data	% Change Activity Data vs. 2017	2018 GHG Emissions (tCO _{2e})	% Change GHG Emissions vs. 2017	2017 Activity Data	2017 GHG Emissions (tCO _{2e})
Electricity			kWh		t CO_{2e}			
	Sub A event buildings	Meter readings	48,986	↑29%	5.05	↑48%	37,898	3.41
	Sub B event buildings	Meter readings	26,824	↓7%	2.76	↑6%	28,975	2.61
	Sub C event buildings	Meter readings	71,037	↓7%	7.32	↑7%	76,059	6.85
	Sub D event buildings	Meter readings	32,178	↑4%	3.31	↑19%	31,009	2.79
	Mystery Creek Office	Estimate	9,840	0%	1.01	↑14%	9,840	0.89
	Other Sites	Meter readings	465	↓78%	0.05	↓73%	2,133	0.19
	Total Electricity		189,369	↑2%	21.34	↑15%	185,914	18.54
<i>NB: Total electricity GHG emissions include an additional 1.81 tCO_{2e} to account for transmission losses.</i>								
Diesel			Ls		tCO_{2e}			
	Total Diesel		21,585	↑17%	58.06	↑20%	17,963	48.28
Petrol			L		tCO_{2e}			
	Total Petrol		687	↓39%	1.68	↓39%	1,130	2.75
LPG			kg					
	Onsite tank	Gas invoice	1,748	↑20%	5.3	↑20%	1,458	4.41
	Food stalls	Onsite survey	2,236	↑23%	6.78	↑23%	1,816	5.49
	Exhibitors	Onsite survey	5,337	↑28%	16.17	↑29%	4,156	12.57
	Total LPG		9,321	↑25%	28.24	↑26%	7,430	22.47
TOTAL GHG Emissions					109.33	↑19%		92.04

ENERGY OBJECTIVES:

- ✓ 1. Monitor areas of high electricity demand.
- ⓘ 2. Engage with exhibitors pre-event on energy saving measures.
- ⓘ 3. Display alternative energy use.
- ✓ 4. Utilise Benchmarking to work towards Best Practice.

2017: 92 tCO2e energy emissions



2018: 109 tCO2e energy emissions

OBJECTIVE 1: ✓ MONITOR AREAS OF HIGH ELECTRICITY DEMAND.

Electricity use overall was 2% higher than in 2017.

Figure 4 indicates those locations with high electricity use. Sub C continues to be the event's highest electricity user, however, the 71,037 kWh used is 5,000 kWh lower than in 2017. Unfortunately, accurate electricity readings for the Mystery Creek HQ could not be obtained this year as the electricity provider was changed prior to the event and the new provider estimated a number of months around the Fieldays' date, leaving a very high actual reading some months later that cannot unfortunately be accurately divided.

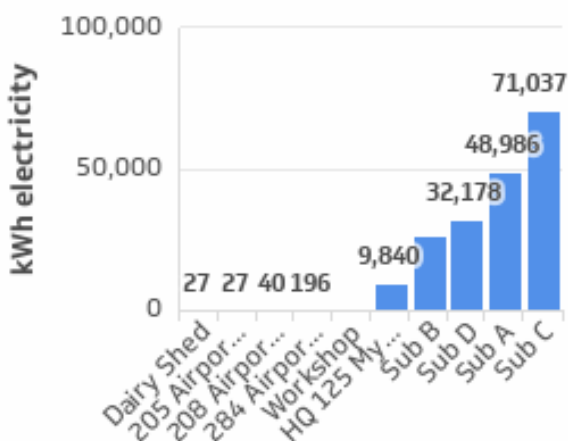


Figure 4: Electricity kWh Profile Fieldays 2018

★ SUCCESS

Electricity use from the largest location, Sub C, was 5,000 kWh lower than 2017.

▲ POTENTIAL

The ability to track daily electricity usage in 2019 will allow further insights into how savings are made.

OBJECTIVE 2: ✓

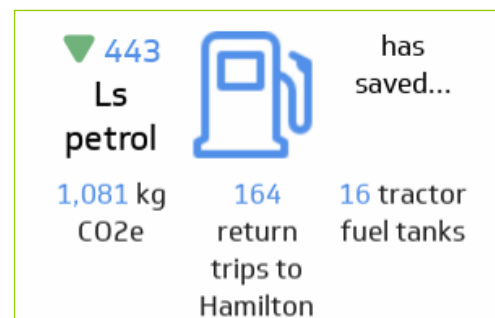
ENGAGE WITH EXHIBITORS PRE-EVENT ON ENERGY SAVING MEASURES.

This objective was not thoroughly pursued in 2018, as efforts were refocused on exhibitor waste instead.

OBJECTIVE 3: ✓

DISPLAY ALTERNATIVE ENERGY USE.

As above, this Objective was not pursued as a priority in 2018. Enabling Mystery Creek to work towards installation of alternative energy systems is part of the Long Term Goals laid out on Page 20.



OBJECTIVE 4: ✓
UTILISE BENCHMARKING TO SHARE ENERGY BEST PRACTICE.

With so many exhibitors, over 1,000 in 2018, Fieldays management will get the best results in terms of energy reduction when focusing their efforts on energy use from an exhibitor’s perspective. Whilst electricity use per exhibitor actually dropped this year when compared to last, fuel use and LPG use went up.



Table 3: Energy Benchmarking Fieldays 2018

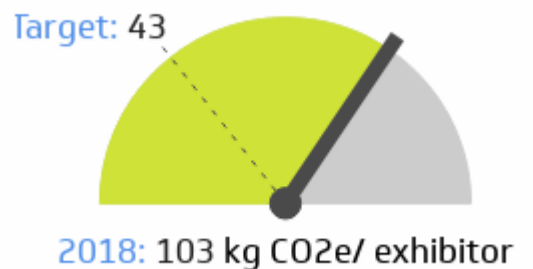
Energy Benchmarking					
	Fieldays 2018	Fieldays 2017	Fieldays 2012 Base Year	Equidays 2017	T.H.E. Expo 2017
	4 days	4 days	4 days	3 days	3 days
	131868 visitors	133,588 visitors	128,271 visitors	22,209 visitors	13,507 visitors
	1,059 exhibitors	998 exhibitors	1,000 exhibitors	198 exhibitors	182 exhibitors
Total Energy CO_{2e}	109.33	90.01	N/A	7.92	6.47
Total kWh	185,914	185,914	N/A	12,818	14,421
kWh/ Attendee	1.41	1.39	N/A	0.58	1.07
Kwh/ Exhibitor	179	186	N/A	64.74	79.24
Total LPG kg	9,321	6,759	N/A	407	377
LPG kg/ Exhibitor	8.8	6.8	N/A	2.06	2.07
Total Fuel Ls	22,272	19,093	N/A	2,393	377
Fuel Ls/ Exhibitor	21.03	19.13	N/A	12.09	2.07
Fuel Ls/ Exhibitor	0.02	0.02	N/A	2.07	

ENERGY GOALS, BEYOND 2019:

Short Term - 2019
 Reduce energy emissions per exhibitor back to Base Year levels through a exhibitor **an** sustainability levy.

Mid Term - 2020
 Invest in onsite alternative energy solutions by leveraging exhibitor sustainability levy.

Long Term - 2023
 Invest in onsite alternative energy solutions by leveraging exhibitor sustainability levy.



Utilising achievements and outcomes of the 2018 Energy Objectives allows Fieldays to set future sustainability goals that will have maximum impact. Goals are set on a short (next event), medium (2 years) and long term (5 years) time-scale with the aim to challenge the status quo with an ambitious long term goal, yet scale this achievably using shorter term objectives.

\$1.14 offset dollars/ exhibitor **will save...**

60 kg CO_{2e} **583 kWh** grid electricity **5,832** lightbulb hours

2019 ENERGY ACTIONS:

- Investigate carbon mitigation or conservation programmes that may align with the exhibitor offset levy.
- Communicate positive environmental messages around these programmes to exhibitors.
- Plan logistics around introducing an exhibitor sustainability levy.
- Trial a small solar powered site, for example partnering with Nomad coffee carts.
- Use online and social media communications to share energy savings.



Nomad coffee carts could be used as a trial for small solar units.

ENERGY FAST FACTS



Fieldays 2018

Used electricity to run
1.8 million light bulbs for
an hour



186,369 KWH

Saved enough petrol to make
164 trips to Hamilton and back



> 400 L

WASTE & RECYCLING

87,839 Kilograms Total Waste
33,879 Kilograms Recycling
39% Landfill Diversion
23.74 t CO_{2e}



Table 4: Waste Emissions & Generation Fielddays 2018

Source	2018 Activity Data				Data Source	2018 GHG Emissions (tCO _{2e})	% GHG Change vs. 2017 (tCO _{2e})	2017 Activity Data		2017 GHG Emissions (tCO _{2e})
	Total weight (kilogram)	% Change vs. 2017 (kilogram)	Total volume (cubic metre)	% Change vs. 2017 (cubic metre)				Total weight (kilogram)	Total volume (cubic metre)	
Landfill	53,960	↓17%	999	↓5%	waste contractor weights	23.74	↓18%	64,975	1,050	28.82
General Recycling	3,294	↓232%	183	↓328%	waste contractor weights			993	43	
Cardboard Recycling	18,545	↑2%	773	±5%	waste contractor weights			18,875	813	
Glass Recycling	800	↓1718%	1	↓33%	waste contractor weights			44	1	
Wood Recycling	10,480	↑27%	66	↑27%	waste contractor weights			14,400	90	
Organic Composting	760	↓>100%	10	↓>100%	waste contractor weights			0	0	
TOTAL Waste	87,839	↓12%	2,031	↑2%	waste contractor weights			99,288	1,997	
TOTAL Recycling	33,879	↓1%	1,032	↓9%	waste contractor weights			34,312	947	
Diversion Rate	39%	↓12%	51%					35%	47%	

Consumption in general, and the production of waste, have numerous negative environmental impacts. In particular, large volumes of waste sent to landfill consume resources and contribute to GHG emissions through waste breakdown and emission of methane gas. Waste diversion through the utilisation of recycling and compost bins is one of the easiest ways to encourage attendee participation and education in the event's sustainability journey.

Waste continues to be a primary focus at Fielddays 2018, and despite setbacks to recycling due to the changing international recycling landscape, waste metrics recorded at this year's event were the most successful yet. The successes and challenges met whilst working towards the 2018 Waste Objectives are detailed in this section.

WASTE OBJECTIVES:

- ❗ 1. Divert 50% of all waste from landfill.
- ✓ 2. Enhance "hot exhibitor" waste management.
- ✓ 3. Remove glass contamination from recyclables in "hot zones"
- ✓ 4. Sort compostable material in "hot zones".
- ❗ 5. Collect 1,000 kg of organic material for composting.
- ✓ 6. Utilise Benchmarking to work towards Best Practice.

2017 Landfill Diversion: 35 %



OBJECTIVE 1: ✓ DIVERT 50% OF ALL WASTE FROM LANDFILL.

Despite not achieving this goal in 2018, Fieldays remains totally committed to a 50% landfill diversion goal and continues to make positive progress year on year. Figure 5 shows how far organisers have come. After starting with only a 3% diversion rate in the 2012 Base Year, the introduction of composting, wood recycling and waste sorting in 2016 saw a significant jump in recycling rates and this has steadily improved.

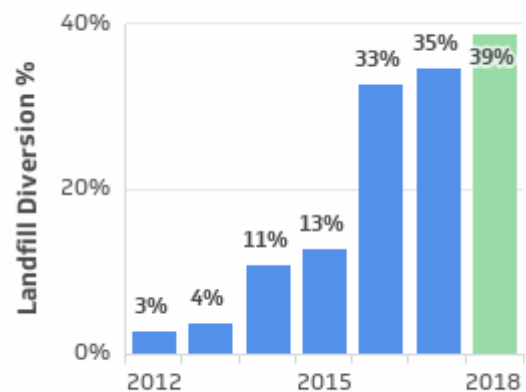


Figure 5: Historical Landfill Diversion Levels

★ **SUCCESS**
Providing clear bags to Hot Exhibitors increased recycling rates.

▲ **POTENTIAL**
Large corporate exhibitors are keen to align with Fieldays sustainability practices.

WASTE DIVERSION RATE IS A GOOD MEASURE OF PROGRESS.
FIELDAYS 2018 ACHIEVED A LANDFILL DIVERSION RATE OF 39%

OBJECTIVE 2: ✓ ENHANCE "HOT EXHIBITOR" WASTE MANAGEMENT.

In previous years it has been noted that certain large exhibitors could be marked as "hot exhibitors"; this included exhibitors that were large in size, had onsite catering and generated large volumes of waste or had a particular waste streams of note. This year an effort was made to approach hot exhibitors in a proactive way prior to the event rather than in an ad-hoc way during the event itself.

Hot exhibitors were contacted pre-event via email and offered signage and bags consistent with those used across the site. During event days hot exhibitors were visited face to face, signage and bags handed out and any issues resolved. This was a real success in 2018 and these exhibitors hold further potential to become waste partners with Mystery Creek.

**OBJECTIVE 3: ✓
REMOVE GLASS CONTAMINATION FROM RECYCLABLES IN “HOT ZONES”.**

Despite glass only making up less than 1 percent of the waste stream, glass contamination can be a serious health and safety issue and contamination in previous years was causing contamination and rejection of otherwise good recyclable material. Due to the large volumes of waste generated at Fieldays, sorting of all waste (which has been trialed in previous year), has proved inefficient, thus in 2018 only those bags marked as coming from “hot zones” - food courts and hot exhibitors was sorted. This was successful in increasing General Recycling to it’s highest level of 3,294 kgs.



- Compost kg (1%)
- Glass R kg (1%)
- Gen. Recycling kg (4%)
- Wood R kg (12%)
- Card. Rec kg (21%)
- Landfill kg (61%)

Figure 6: Waste Weight Profile

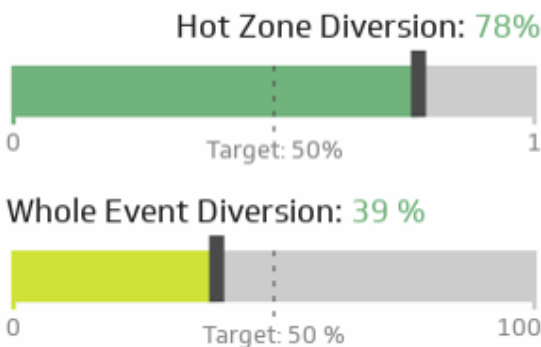


Figure 7: Hot Zone Diversion Levels



**OBJECTIVE 4: ✓
SORT COMPOSTABLE MATERIAL IN HOT ZONES.**

During sorting of all waste taken from Hot Zones, 760 kgs of compostable material was removed from landfill and sent to a composting facility. At the time of the event the composting facility contracted could only accept food and coffee grinds. There is a huge amount of potential in diverting compostable packaging which is used by the majority of food vendors now.

**OBJECTIVE 5: ✓
COLLECT 1,000 KG OF ORGANIC MATERIAL FOR COMPOSTING.**

Whilst not achieved in 2018 this objective has real potential to be exceeded in 2019.

★ **SUCCESS**
760 kilograms of coffee and food was composted.

▲ **POTENTIAL**
Mandating the use of compostable packaging and composting this at a commercial composting facility is likely to get diversion levels to 50%.

OBJECTIVE 6: ✓
UTILISE BENCHMARKING TO WORK TOWARDS WASTE BEST PRACTICE.

Benchmarking allows Mystery Creek Events of differing scale and style to be compared, and lessons shared, to work towards best practice waste management at all Mystery Creek events. Exhibitor waste is a key component to Fielddays' overall waste profile.



3,294 KGS OF GENERAL RECYCLING WAS COLLECTED
THE HIGHEST AMOUNT COLLECTED

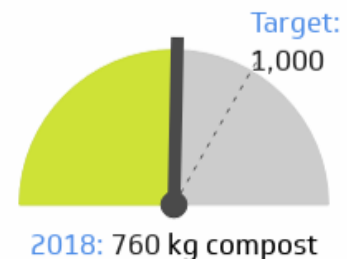
Table 5: Waste Benchmarking Fielddays 2018

	Waste Benchmarking				Equidays Mystery Creek 2017
	Fielddays 2018	Fielddays 2017	Fielddays 2012 Base Year	T.H.E Expo 2017	
	4 days 131,868 visitors 1,059 exhibitors	4 days 133,588 visitors 998 exhibitors	4 days 128,271 visitors 1,000 exhibitors	3 days 13,507 visitors 182 exhibitors	3 days 22,209 visitors 198 exhibitors
GHG Emissions (tCO2e)	23.74	28.82	24.5	2.42	0.8
Total Waste (kg)	87,839	99,288	56,598	7,581	1,658
Total Recycling (kg)	33,879	34,312	1,248	5,461	795
Diversion Rate	39%	35%	2%	28%	48%
Waste (kg)/Visitor	0.67	0.64	0.44	0.56	0.07
Waste (kg)/Exhibitor	83	85	57	42	8

Short Term - 2019
Mandate compostable packaging for food vendors in order to collect >1,000 kg compostable material.

Mid Term - 2020
Work with Hot Exhibitor Partners to trial "Plastic Free Fielddays".

Long Term - 2023
Roll out "Plastic Free Fielddays" to all exhibitors and food vendors.



WASTE GOALS, BEYOND 2019:

Utilising the achievements and outcomes of the 2018 Waste Objectives allows Fielddays to set future sustainability goals that will have maximum impact. Goals are set on a short (next event), medium (2 years) and long term (5 years) time-scale with the aim to challenge the status quo with an ambitious long term goal, yet scale this achievably using shorter term objectives.



2019 WASTE ACTIONS:

- Expand hot exhibitor programme so that these exhibitors become partners with Mystery Creek organisers, using the same waste bins, bags and sorting methods.
- Continue sorting of hot zones only.
- Continue to promote composting of food and coffee grinds across site.
- Expand composting to sorting and composting of commercially compostable serveware and coffee cups.
- Hold a waste workshop with exhibitors and vendors to gather ideas, opportunities and issues.
- Mandate the use of compostable serveware and coffee cups.
- Install smaller size waste and recycling units in the food and kitchen display hubs so that these exhibitors can recycle fully.

WASTE FAST FACTS



Fieldays 2018
Recycled the equivalent
of 329,400
plastic water bottles.



**3,294 kg general
recycling**

Glass Recycling



800 KG



All waste was sorted from the food hub



Progress was made with catering staff through communication and signage to dispose of food scraps in the composting bins



Landfill rubbish was removed from recycling bins through sorting and stored in black bags



A purpose built recycle centre was made for the food hub



Glass was sorted successfully and very little contamination reported back from waste contractors



Recycle stations in the bar and restaurant are now well established with consistent signage and use

TRANSPORT

4,461.71 t CO_{2e}

27,084,250 pkm Total Travel

11,705,009 pkm Air Travel

15,192,903 km Car Travel

168,272 pkm Truck Travel

14,640 km Bus Travel



The Impact of Transport can be one of the largest in terms of event GHG emissions, as the scope of this source extends to event visitors, exhibitors and organisers.

Fieldays also attracts a large number of international guests and exhibitors so has a high proportion of air travel included in the Transport footprint. Despite the fact much of these emissions come from transport choices beyond the control of Mystery Creek staff, it remains important to include these in the event carbon footprint calculations in order to respect the impact an event of this scale has. Fieldays has also worked hard over the years on reducing those transport aspects they can control, such as introducing a free bus service and making changes to staff vehicle use.

★ SUCCESS

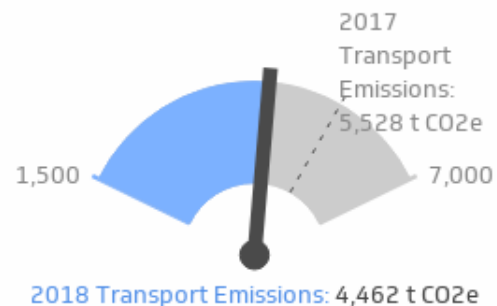
The carbon footprint of international guests dropped by 51%.

▲ POTENTIAL

Choosing the carbon offset option offered by some airlines during staff travel, and encouraging guests to do the same, could save more than 300 tCO_{2e}.

TRANSPORT OBJECTIVES:

- ✓ 1. Use surveying to create a transport profile.
- ✓ 2. Continue to promote shared transport.
- ✓ 3. Utilise Benchmarking to work towards Best Practice.



OBJECTIVE 1: ✓ USE SURVEYING TO CREATE A TRANSPORT PROFILE.

The total emission Transport Profile is displayed in Figure 8 where, as expected, visitor transport makes up 82% of all emissions. The number of kilometres travelled by visitors has dropped by 11% when compared with last year, due to a dip in visitor numbers at this year's event.

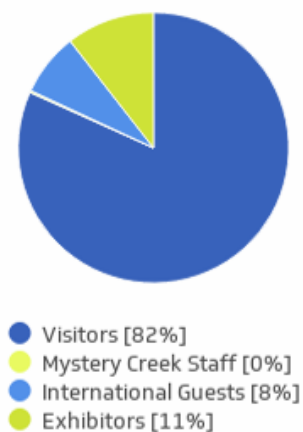


Figure 8: Transport Emission Profile 2018

Table 5: Transport GHG Emissions Fieldays 2018

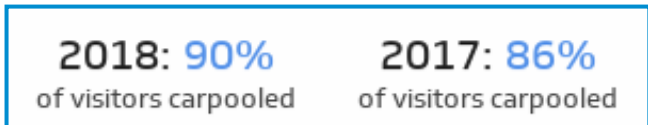
	Emission Source	2018 Activity Data	% Change Activity Data vs. 2017	Data Source	2018 GHG Emissions (tCO _{2e})	% Change tCO _{2e} vs. 2017	2017 Activity Data	2017 GHG Emissions (tCO _{2e})
Visitors	Air Travel (pkm)	6,400,735	↓6%	survey	713.53	↑5%	6,787,606	679.17
	Bus Service (km)	14,640	↑10%	operator information	24.82	↑10%	13,357	22.64
	Medium Car (km)	13,891,491	↓13%	survey	2,903.32	↓21%	15,915,216	3676.41
	Boat (Ls)	710	0%	previous data	2.09	0%	710	2.09
	Helicopter (Ls)	1,236	0%	previous data	2.86	0%	1,236	2.86
	Total visitors travel	20,308,811	↓11%		3,646.62	↓17%	22,718,125	4383.18
Mystery Creek Staff	Air Travel (pkm)	46,235	↑126%	travel records	5.71	↑89%	20,476	3.02
	Staff Vehicles (Ls)	1,481	↑6%	odometer readings	4.03	↑6%	1,392	3.79
	Total staff travel	47,716	118%		9.74	↑43%	21,868	6.8
International Guests	Air Travel (pkm)	4,102,578	↓56%	contact list	335.05	↓51%	9,424,322	683.22
	Total international travel	4,102,578	↓56%		335.05	↓51%	9,424,322	683.22
Exhibitors	Air Travel (pkm)	1,155,462	↑29%	survey	135.11	↑65%	898,163	81.82
	Medium Car (km)	1,065,831	↑32%	survey	246.21	↑32%	809,747	187.05
	Large Car (km)	235,580	↓56%	survey	65.49	↓60%	539,831	165.73
	Truck (km)	168,272	↑145%	survey	23.56	↑16%	68,571	20.34
	Total exhibitors travel	2,625,145	↑13%		470.36	↑3%	2,316,311	454.94
TOTAL		27,084,250	↓21%		4,461.78	↓19%	34,480,636	5,528.13

Private car travel remains the most popular choice for exhibitors and visitors, and is the highest transport mode emitter at 3,219.05 tCO_{2e}. International guests have a greater footprint intensity due to their transport by air, however, kilometres travelled in 2018 have halved compared with 2017 due to a differing makeup of locations.

Travel from the Asia Pacific Region is a much shorter trip than Europe. Exhibitor transport is up by 13% this year, a reflection of higher exhibitors against 2017.

There has been a notable change in exhibitors' transport choices, with a rise in exhibitors who indicated they travelled using a truck rather than a large car.

Although Mystery Creek makes up only a tiny fraction of overall travel (less than 1% of emissions), air travel emissions rose by 89% versus staff travel last year, again illustrating the impact only a small change in air travel can have.

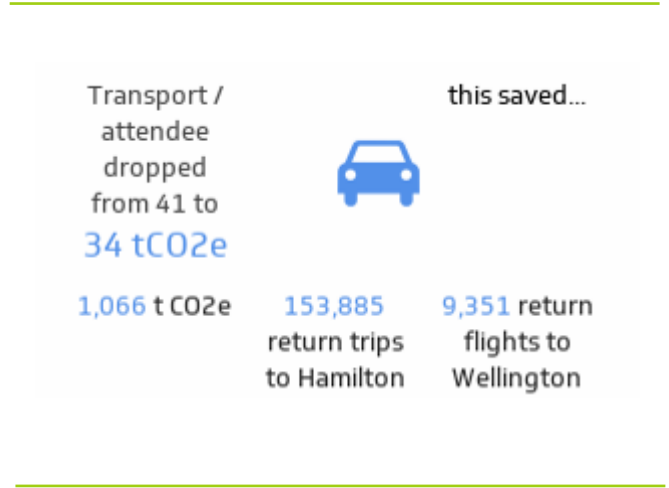


OBJECTIVE 2: CONTINUE TO PROMOTE SHARED TRANSPORT.

Event organisers continued support of shared transport options is reflected in bus patronage numbers and carpool survey results. In 2018, 90% of all visitors surveyed indicated they travelled with 2 or more passengers, up 4% on last year.

Bus patronage continues to grow with free bus transport included in online purchases with the addition of a Cambridge service to the two Hamilton services offered this year.

These two factors have helped total emissions from transport per visitor drop from 41 tCO_{2e}/ visitor to 34 tCO_{2e}/ visitor in 2018, a dramatic drop from the original 140 tCO_{2e}/ visitor in 2012.

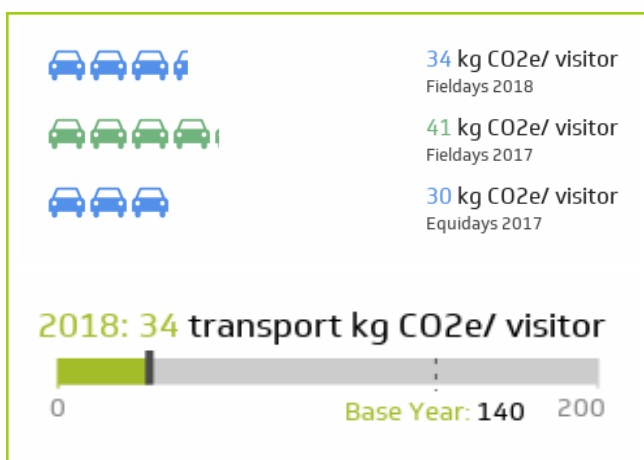


OBJECTIVE 3: ✓
UTILISE BENCHMARKING TO WORK TOWARDS BEST PRACTICE.

Benchmarking allows Mystery Creek Events of differing scale and style to be compared, and lessons shared, to work towards best practice waste management at all Mystery Creek events. Effective transport planning is vital to visitor satisfaction at any Mystery Creek event. The Transport Benchmarking Table 6, indicates some consistent positive change for Fielddays with transport emissions reducing over the years and some positive metrics for such a large event.

Table 6: Transport Benchmarking Fielddays 2018

Transport Benchmarking					
	Fielddays 2018	Fielddays 2017	Fielddays 2016	T.H.E. Expo 2017	Equidays Mystery Creek 2017
	4 days 131,868 visitors 1,059 exhibitors	4 days 133,588 visitors 998 exhibitors	4 days 130,684 visitors 1,010 exhibitors	3 days 13,507 visitors 182 exhibitors	3 days 22,209 visitors 198 exhibitors
GHG Emissions (tCO _{2e})	4,461.78	5,528.13	7,371.20	1,768.38	897.27
Largest Transport Impact	attendees 82%	attendees 79%	attendees 87%	attendees 94%	attendees - 97%
Air Travel Emissions	27%	32%	54%	32%	14%
kgCO _{2e} /Attendee	34	41	60	13	30
% Carpooling	90%	86%	87%	87%	87%

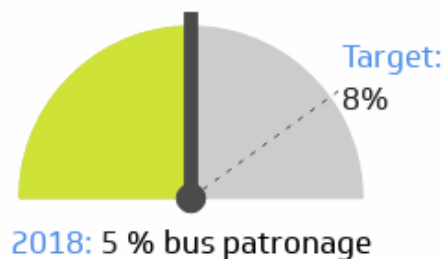


TRANSPORT GOALS, BEYOND 2019:

Short Term - 2019
 Further incentivise bus travel to lift bus patronage to 6% .

Mid Term - 2020
 Enhance car parking options at the Park n Rides to lift bus patronage to 7%.

Long Term - 2023
 Continually promote these initiatives to lift bus patronage to 8%.



Utilising the achievements and outcomes of the 2018 Transport Objectives allows Fielddays to set future sustainability goals that will have maximum impact. Goals are set on a short (next event), medium (2 years) and long term (5 years) time-scale with the aim to challenge the status quo with an ambitious long term goal, yet scale this achievably using shorter term objectives.



TRANSPORT FAST FACTS



Fieldays 2018
Lower transport emissions
saved the equivalent of



**9,000 flights to
Wellington**

**90% of visitors
carpooled**



2 or more passengers

2019 TRANSPORT ACTIONS:

- Introduce a staff travel policy to check the “offset” option when offered by participating airlines.
- Encourage international visitors to do the same, in accordance with Fieldays’ sustainability goals.
- Continue to promote and incentivise bus travel.
- Communicate the benefits for everyone in terms of reduced traffic congestion when shared transport is used.



Private vehicles remain the most common choice of transport

TOTAL GREENHOUSE GAS EMISSIONS

4,594.84 tonne CO_{2e}



Table 7: Total Greenhouse Gas Emissions Fieldays 2018

Emission Source	2018 GHG Emissions (tCO _{2e})	2017 GHG Emissions (tCO _{2e})	% Change GHG Emissions vs. 2017
Energy	109.33	90.01	↑19%
Waste	23.74	28.82	↓18%
Transport	4,461.78	5,528.13	↓19%
Total GHG Emissions	4,594.84	5,646.96	↓19%
kg CO _{2e} / visitor	35	40	↓12.5%

Fieldays' carbon footprint is made up of all of the Greenhouse Gas Emission sources that have been detailed in the previous sections of this report, namely energy, waste and transport.

Whilst actions to reduce emissions need to be made within each of these three areas, the event's total carbon footprint and the footprint intensity per visitor, act as an overall indicator of progress made towards sustainability goals.

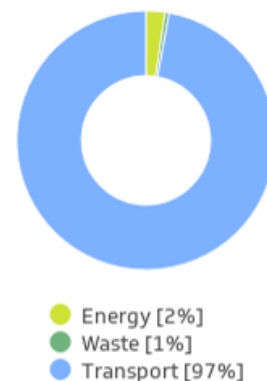
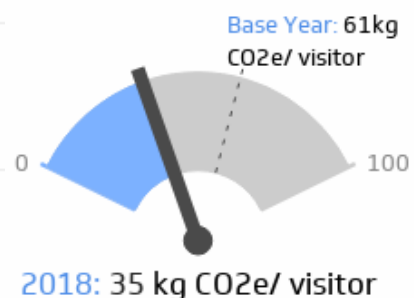


Figure 9: GHG Profile Fieldays 2018

GHG EMISSIONS OBJECTIVES:

- ✓ 1. Use the GHG Emission profile to focus reduction efforts.
- ✓ 2. Continue to lower carbon footprint per visitor.
- ✓ 3. Track total event emissions year on year from 2012 Base Year.

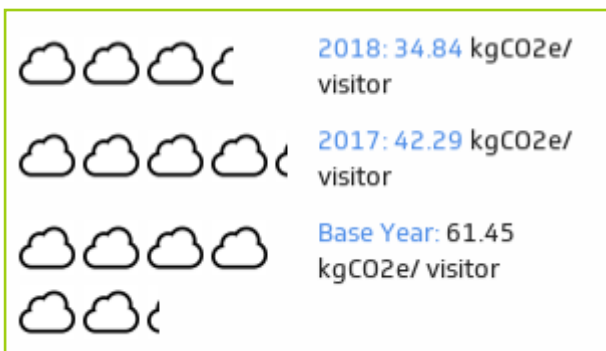


OBJECTIVE 1: ✓
USE THE GHG EMISSION PROFILE TO FOCUS REDUCTION EFFORTS.

Fieldays' overall GHG Emission profile is dominated by Transport emissions, as is the case for almost all Instep Sustainable Events. Whilst focusing efforts here will have maximum effects on carbon emissions, it is also one of the harder areas to effect change as it is a Scope 3 source, not directly under organiser's control.

OBJECTIVE 2: ✓
CONTINUE TO LOWER CARBON FOOTPRINT PER VISITOR .

The efforts put in to lower Transport emissions are the main contributor to a total carbon footprint per visitor which has nearly halved since Base Year levels of 61.45 to 34.84 t CO_{2e} in 2018.



★ **SUCCESS**
 Fieldays 2018 has the lowest total carbon footprint since 2012.

▲ **POTENTIAL**
 Re-directing cost savings from lower emissions to fund sustainable technology onsite and further reductions.

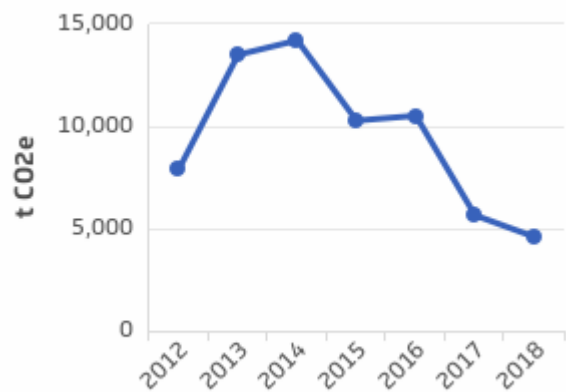


Figure 10: Historical GHG Emissions Fieldays

OBJECTIVE 3: ✓
TRACK TOTAL EMISSIONS YEAR ON YEAR FROM 2012 BASE YEAR LEVELS.

Fieldays' management has had been extremely successful in the challenging area of lowering absolute emissions from Base Year levels.

In 2012 the events total footprint was 7,910.17 t CO_{2e} and after peaking in 2014 at 14,205 tCO_{2e} , 2018 emissions have dropped to their lowest ever levels.

GHG EMISSION GOALS, BEYOND 2019:

Short Term - 2019

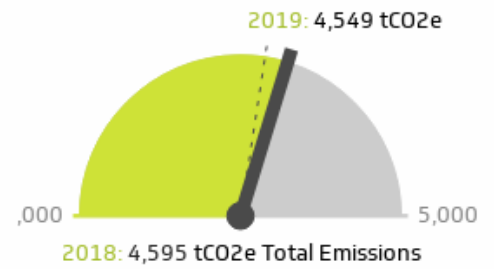
Lower emissions per visitor by 1% versus the previous year.

Mid Term - 2020

Lower emissions per visitor by 1% versus the previous year, at a total of 2% lower than 2018.

Long Term - 2023

Lower emissions per visitor by 1% versus the previous year, at a total of 3% lower than 2018.



Utilising the achievements and outcomes of the 2018 GHG Emissions Objectives allows Fieldays set future sustainability goals that will have maximum impact. Goals are set on a short (next event), medium (2 years) and long term (5 years) time-scale with the aim to challenge the status quo with an ambitious long term goal, yet scale this achievably using shorter term objectives.

Saving 45.95 t CO₂e



is equivalent to...

120 return trips to Sydney


eliminating all diesel use 21,585 Ls

11 months electricity at HQ

SUSTAINABILITY

MEASURES



A detailed silhouette of a tree branch with many small, dark leaves, extending from the bottom left corner towards the center of the page. The background is a light, pale blue gradient.

"These do not contribute to your GHG emissions but including these sources helps you manage and reduce your consumption of resources"

MATERIALS

797,933 A4 sheets

34,801 App downloads



Table 8: Materials Fieldays 2018

Source	Data Source	2018 Activity Data (# items)	% Change vs. 2017 # items	2018 Activity Data (A4 sheets equivalent)	% Change vs. 2017 A4 sheets equivalent	2017 Activity Data (# items)	2017 Activity Data (A4 sheets equivalent)
Volunteer Handbook	invoice	220	0%	1,100	0%	220	1,100
Tickets	invoice	246,148	↑105%***	20,512	↑105%	19,830	9,986
Vehicle Passes	previous years data	2,450	0%	204	0%	2,450	204
Prospectus	invoice	-	↓100%	-	↓100%	200	4,000
Exhibitor Handbook	invoice	1,100	↑10%	20,350	↑10%	1,000	18,500
Fieldays Programmes	invoice	10,000	↓29%	740,000	↓29%	14,000	1,036,000
Ricoh Copier/ Printer	previous years data	15,767	0%	15,767	0%	15,767	15,767
App Download	internal data	34,801					
Total # items		275,685	0%			275,685	
Total # A4 sheets				797,933	↓26%		1,085,557

** Paper and Publications is now included as a Sustainability Measure, meaning quantities are monitored without associated GHG emissions.

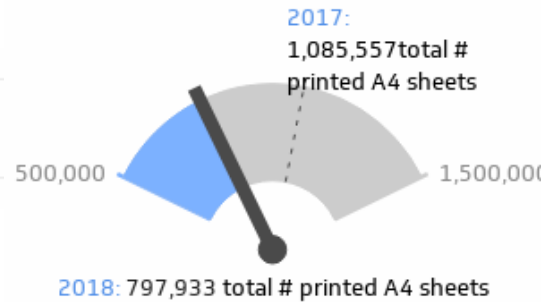
Major events such as this one, rely on sharing information with exhibitors and attendees using printed materials such as handbooks and prospectuses as well as practical materials like tickets and vehicle passes. The use of paper by Mystery Creek staff in their office during the event lead up, is also included.

★ **SUCCESS**
No lanyards were needed for 2018 tickets.

▲ **POTENTIAL**
As downloaded tickets on visitor phone's become accepted there is potential to drastically reduce printed ticket numbers.

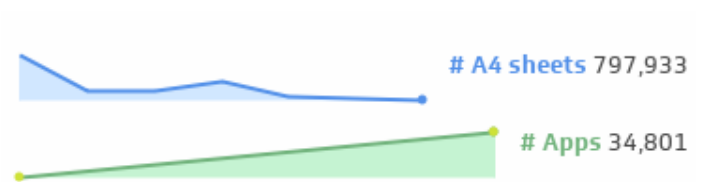
MATERIALS OBJECTIVES:

- ✓ 1. Further publicise App to lower need for printed material.
- ✓ 2. Utilise Benchmarking to work towards Best Practice.



OBJECTIVE 1: ✓ FURTHER PUBLICISE APP TO LOWER NEED FOR PRINTED MATERIAL .

This objective was successfully reached, with a newly updated App downloaded 34,801 times at Fieldays 2018. As its existence and use becomes more widespread, both through official communication and word of mouth, the potential for App downloads to grow significantly is great. This will likely enable fewer printed copies of Programmes and Handbooks, saving tens of thousands of paper sheets.



OBJECTIVE 2: ✓ UTILISE BENCHMARKING TO WORK TOWARDS BEST PRACTICE .

This objective was successfully reached, with standardised systems increasingly spread across other events within event management's major events.



Table 9: Materials Benchmarking Fieldays 2018

Publications Benchmarking					
	Fieldays 2018	Fieldays 2017	Fieldays 2016	Fieldays 2012 (Base Year)	T.H.E. Expo 2017
	4 days 131,868 visitors 1,059 exhibitors	4 days, 133,588 visitors, 998 exhibitors	4 days, 130,684 visitors, 1,010 exhibitors	4 days, 128,271 visitors, 1,000 exhibitors	3 days, 13,507 visitors, 182 exhibitors
Total A4 sheets (#)	797933	1,085,557	1,379,651	7,078,350	140,538
Attendee: A4 sheet ratio	1:8	1:9	1:10	55	1:10
Total printed tickets (#)	246,148	119,830	132,736	N/A	26,700

NB: Mystery Creek staff have flagged 2017 as a probable error.

MATERIALS GOALS, BEYOND 2019:

Short Term - 2019

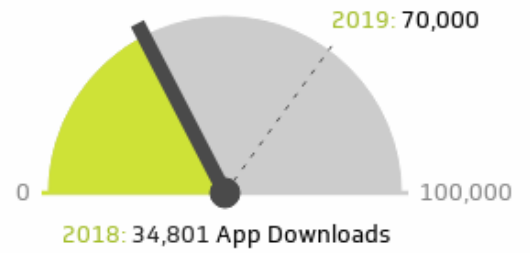
Double App downloads to 70,000.

Mid Term - 2020

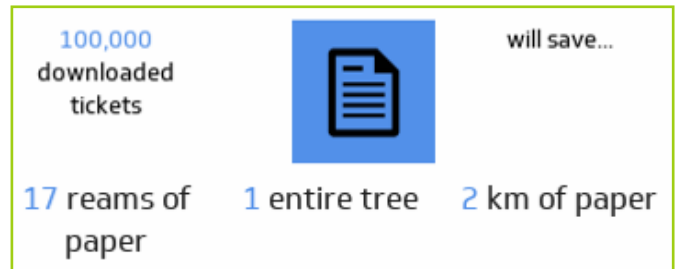
Promote ticket downloads to reduce printed tickets.

Long Term - 2023

Reach 100,000 App and ticket downloads to save 100,000 printed tickets.



Utilising the achievements and outcomes of the 2018 Materials Objectives allows Fieldays to set future sustainability goals that will have maximum impact. Goals are set on a short (next event), medium (2 years) and long term (5 years) time-scale with the aim to challenge the status quo with an ambitious long term goal, yet scale this achievably using shorter term objectives.



SUPPLIERS & MATERIALS FAST FACTS



Fieldays 2018
Lowest # of sheets per visitor



8 sheets/ visitor

App Downloads:



34,801

2019 MATERIALS ACTIONS:

- Promote ticket downloads as well as Apps to reduce need for printed tickets.
- Incorporate digital over printed paper into daily Mystery Creek HQ practices.



No lanyards were used for 2018 tickets

WATER CONSUMPTION

1,169 cubic metres



Table 10: Water Consumption Fielddays 2018

Water Meter	2018 Activity Data (m ³)	Data Source	% Change m ³ vs. 2017	2017 Activity Data (m ³)
River (8)	140	Quarterly invoice (normalised)	↓37%	222
Wool Shed (3)	47	Quarterly invoice (normalised)	↓83%	277
190-180 MC Rd (5)	982	Meter reading	↑32%	743
TOTAL	1,169		↓ 6%	1,242

Calculation Note: 2018 water data has been normalised to the 4 event days from the monthly invoice. It was noted that in past years there has been a combination of monthly readings and event day only readings, causing confusion.

Including Water Conservation and waste water management into an event is an integral part of its sustainability, now and in the future. Whether an event is an indoor or outdoor venue, it will use clean water and produce waste water. An event may consume and dispose of metered water or impact on natural waterways.

TOTAL WATER CONSUMPTION HAS DROPPED BY 6% COMPARED WITH 2017.

WATER OBJECTIVES:

- 1. Collect detailed consumption data across the site.
- 2. Utilise Benchmarking to work towards Best Practice.

2017: 9L water/ visitor



2018: 8L water/ visitor

OBJECTIVE 1: ✓
COLLECT DETAILED CONSUMPTION DATA ACROSS THE SITE.

Water data is now being collected over a consistent time period, for the 4 event days only, based on actual meter readings, apart from the River Meter which is metered monthly. It would be helpful to map water use with the help of Operation Managers who may be able to pinpoint which meters are supplying which facilities, thus any changes made on site can be measured for success.

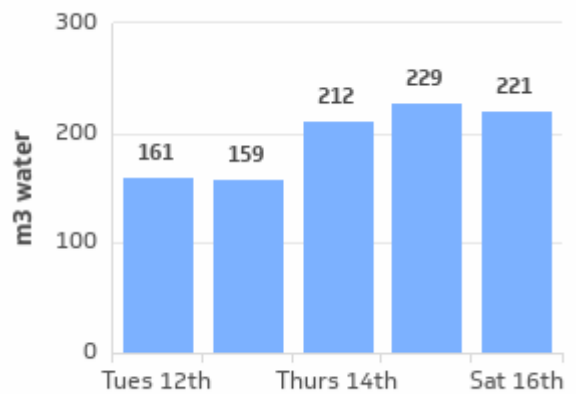


Figure 11: Daily Water Consumption Fielddays 2018

OBJECTIVE 2: ✓
UTILISE WATER BENCHMARKING TO SHARE WATER BEST PRACTICE.

Collecting of consistent water use data year on year can now be used to Benchmark Fielddays current year against previous and hopefully track successes



In 2018 **72,916 Ls** water was saved

equivalent of...

12,153 toilet flushes

1,122 showers

3 swimming pools

Table 11: Water Benchmarking Fielddays 2018

Water Benchmarking						
	Fielddays 2018	Fielddays 2017	Fielddays 2016	Fielddays 2013	T.H.E. Expo 2017	Equidays 2018
	4 days 131,868 visitors 1,059 exhibitors	4 days, 133,588 visitors 998 exhibitors	4 days , 130,684 visitors 1,010 exhibitors	4 days 125,125 visitors 800 exhibitors	3 days, 13,507 visitors, 182 exhibitors	3 days, 22,209 visitors, 198 exhibitors
Total Water m3	1,169	1,242	1,458	802	122	247
Daily Water use	292	310	365	200	41	82
Water (Ls)/ Visitor	8.2	9.3	11.2	6.4	9.0	11.1216

NB: Due to a large water year, 2013 is a better reference point for Water than 2012.

WATER GOALS, BEYOND 2019:

Short Term - 2019

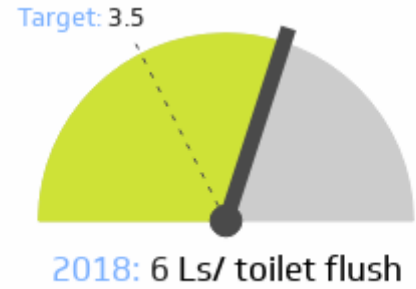
Determine exact water usage per flushed toilet.

Mid Term - 2020

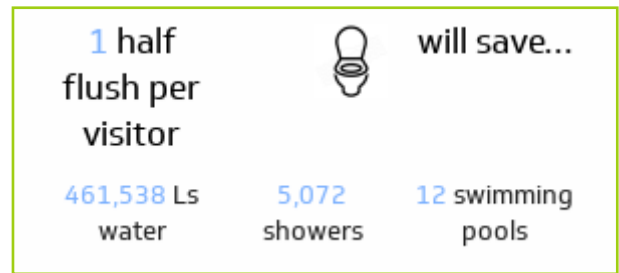
Trial half flush toilet.

Long Term - 2023

Set all toilets onsite to half flush only.



Utilising the achievements and outcomes of the 2018 Water Objectives allows Fieldays to set future sustainability goals that will have maximum impact. Goals are set on a short (next event), medium (2 years) and long term (5 years) time-scale with the aim to challenge the status quo with an ambitious long term goal, yet scale this achievably using shorter term objectives.



2019 WATER ACTIONS:

- Work with grounds staff to identify which metres service which areas and pinpoint possible water saving measures to be taken in each.
- Get detailed information on toilets in order to lay groundwork for reducing flush volumes.

WATER FAST FACTS



Fieldays 2018



73 m³ of water was saved

Goes through
8 litres



For every visitor

ENVIRONMENTAL ATTITUDES



One of the indirect positive benefits from undertaking a Sustainable Event Programme is the wider impact the event can have on the education and awareness of participants and stakeholders on sustainability issues.

Strategies and ideas around the environment and sustainability can be shared through communication with stakeholders e.g. pre-event newsletters, on-site signage and through engagement in the sustainable event process such as active encouragement to recycle and feedback in surveying.

Fieldays organisers and management have strong relationships with their suppliers, exhibitors, visitors and stakeholders in general, and continue to look to increasingly create more awareness around environmental sustainability and lasting positive action. Evidence of improving attitudes towards environmental issues was seen in many areas:

- Positive feedback on introducing waste stations to hot exhibitors.
- Exhibitors using sustainability in their own stands and advertising.
- Response to requests around waste disposal adhered to, with little resistance.
- A cementing of sustainability as central to Fieldays firstly and the farming sector as whole.

Marketing and brand messages across the site reflect Fieldays' sustainability goals.

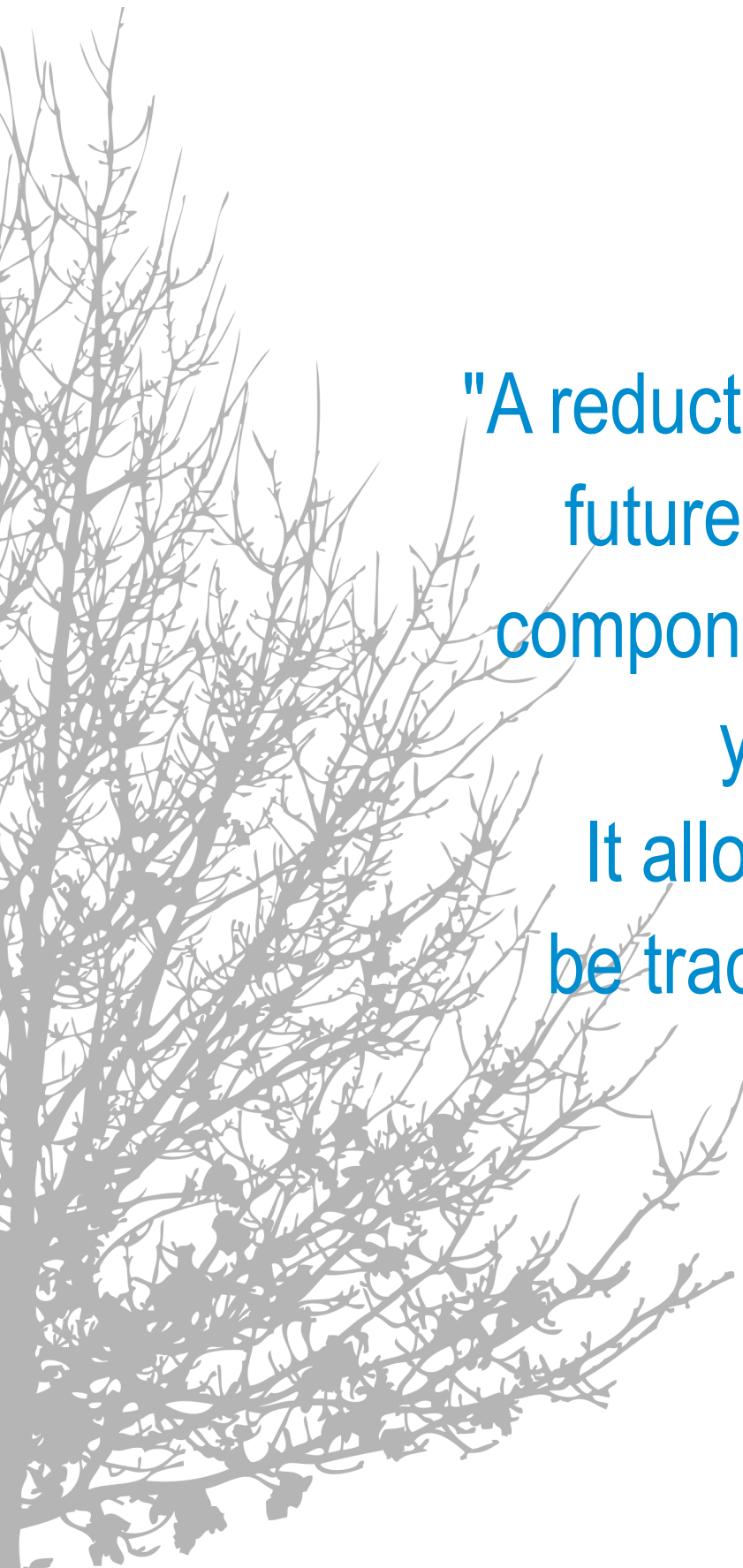


Exhibitor Boonies taking a unique approach to "recycling"

2019

LOOKING AHEAD



A detailed silhouette of a tree branch, showing intricate patterns of leaves and twigs, positioned on the left side of the page. The branch extends from the bottom left towards the center of the page.

"A reduction goal for the future is an essential component to reducing your emissions. It allows progress to be tracked over time"

REDUCTION GOALS



FUTURE GOALS

Mystery Creek Events Centre Management is committed to aligning sustainability practices with the environmental concerns of the New Zealand agricultural community and leading by example when it comes to showcasing sustainable management.

This year three-step plans have been put in place for each Environmental Impact Area; some very ambitious and signaling a real commitment from organisers to sustainability.

The 2019 actions as detailed in each section of this report will help to form the Objectives for the coming year and steer Fielddays towards its ultimate 2023 goal. Working towards a short, mid and long term goal allows the event management team to continually improve upon their stewardship of this sustainable event and ensures Fielddays 2019 complies with ISO 20121 Sustainable Event certification.

FIELDAYS 2018
IS A
ISO 20121 COMPLIANT
SUSTAINABLE EVENT

A LITTLE BIT ABOUT US



By Joining the Instep Programme you are making a conscious decision to do something positive about a global problem.

At instep, we believe that without first understanding your own impacts, one cannot take the right action. We strongly believe that your individual awareness and action has a more positive impact on our environment than the purchasing of carbon 'offsets'.

Any effects of climate change cannot be reversed overnight, however, you may be surprised how small changes through the Instep programme can make a big difference to your own situation.

At Instep we like to look at the positive things you can do, and they might be easier than you think. Our experience has shown that if 'you measure it – you manage it'.

WHO ARE WE?

Peter Birkett, Director and Founder of Instep.

With over forty years' experience in the international specialist chemical industries, Director and Founder Peter Birkett knows that environmental monitoring and reporting must be carried out accurately, professionally and with little disturbance to business-as-usual. After viewing first-hand the environmental and sustainability issues industry and business face around the world Peter established Instep, aiming to assist with minimising the impact of these processes on the environment and assist businesses of all types to meet the environmental challenges in today's business world.

Alisha Black, Technical Director Instep

Scientific credibility and compliance with all International Standards are key to the success of the Instep programmes and consulting services. Under the control of Alisha Black and her scientific team we know that this requirement is achieved.

Alisha completed her MSc in Biology at the University of Auckland in 2003, studying molecular genetics and environmental science. Since then her working experience has involved roles both in the laboratory and the field undertaking air, water and odour testing. Over the last ten years Alisha and her team have created and developed the very successful range of Instep Carbon and Sustainability Programmes.

Margaret Birkett, Director and Finance Manager

Margaret's background is in education with many years of teaching in the United Kingdom, Hong Kong and New Zealand.

She subsequently moved into educational administration with responsibility for budgets, payroll and enrolments. Most recently she has held the roles of Careers, Gateway and STAR administrator, and International Student Manager - all within the educational system.

**AS THE PROVERB GOES
“EVERY JOURNEY OF A THOUSAND
MILES STARTS WITH A SINGLE STEP”.
THE INSTEP PROGRAMMES WILL ASSIST
YOU IN YOUR OWN
SUSTAINABILITY JOURNEY**

