In March 2019, over 400 leaders, experts and frontline professionals connected to sustainable building convened in Amsterdam for Greenbuild Europe, joining the U.S. Green Building Council and GBCI Europe. This incredible event brought the European green building movement together—from architects to developers to product manufacturers—to discuss what is new, what is needed and what is on the horizon.

94% OF ATTENDEES WOULD RECOMMEND GREENBUILD EUROPE TO A COLLEAGUE

100% OF EXHIBITORS SURVEYED ON SITE FELT THE EXHIBITION WAS BENEFICIAL TO THEIR COMPANY

17 PARTNERS | 11 SPONSORS | 10 EXHIBITORS

INSPIRING KEYNOTES

▲ Mahesh Ramanujam
President & CEO,
U.S. Green Building Council and Green Business Certification Inc

▲ Dr. Leyla Acaroglu
Founder, Disrupt Design and The UnSchool, 2016 Champion of the Earth, Science and Innovation

▲ Henk Ovink
Special Envoy International Water Affairs, Kingdom of the Netherlands

SOCIAL MEDIA

160,000+ TOTAL IMPRESSIONS
TWITTER: 112,000 | LINKEDIN: 28,500 | FACEBOOK: 20,000

TRADITIONAL MEDIA

COVERAGE IN BERGAMO | RETROFIT | PRISM | FACILITY EXECUTIVE | COATINGS WORLD

WOMEN IN GREEN LUNCHEON

EVENING NETWORKING EVENT AND CELEBRATION
24 ROBUST EDUCATIONAL SESSIONS

4 PRE-CONFERENCE WORKSHOPS - FOCUSED ON LEED v4.1, MATERIALS AND GRESB

784 CE HOURS REPORTED

TOP ATTENDEE SECTORS REPRESENTED
Architecture
Manufacturing
Non-profit
Professional Services Consulting
Real Estate

TOP ATTENDEE PROFESSIONS REPRESENTED
Architect
Consultant
Engineer (MEP)
Executive/Executive Management
Project Manager

NETWORKING LUNCHEON
EXHIBIT AREA

CERTIFICATION WORK ZONE
LEADERSHIP AWARDS

Greenbuild Europe is presented by the U.S. Green Building Council (USGBC)
Greenbuild Europe is committed to conducting environmentally responsible meetings and works in collaboration with event venues, hotels, vendors, attendees, speakers, exhibitors, and partners to minimize our environmental impact, evaluated according to seven objectives.

MOVE TOWARD A ZERO-WASTE EVENT
The Movenpick Hotel sorted waste into the following streams: cardboard/paper, glass, plastic, “groenbakken” (organics), and landfill. A local vendor transported organic food waste to a composting processing facility. Any unused day-old bread and damaged produce was donated to a local farm to make animal feed.

ADVANCE STAKEHOLDER EDUCATION AND ENGAGEMENT
As part of the communications, attendees were sent tips for reducing their impact while attending the conference.

IMPROVE SUSTAINABLE SOURCING
Plastic name badge holders were replaced with lanyards made of 100% recycled P.E.T. yarn from water bottles. All event signage was printed on Re-board with plant-based inks. Re-board is paperboard made from FSC certified paper and water-based adhesive and is fully recyclable.

IMPROVE PERFORMANCE AND TRACKING METHODS
The program book for attendees was reduced to a one page document and deployed in conjunction with a mobile app, saving 220 kg (485.02 lbs) of wood.

REDUCE GREENHOUSE GAS EMISSIONS
Greenbuild Europe saved 32.45kg of CO₂ by switching from a 10-page program book to a one-page program and mobile app.

POSITIVELY IMPACT COMMUNITIES
The selected, Verhaaf, runs a Food Rescue Center in Amsterdam that saves “ugly” produce from the landfill and sells it to local caterers and restaurants.

LEAD EVENT INDUSTRY THROUGH ADVANCEMENT OF SUSTAINABLE EVENT MANAGEMENT INITIATIVES
All meeting venues are required to sign a contract that contains a detailed sustainability clause requiring associated venues and hotels to work collaboratively with USGBC to improve the event’s overall environmental performance, including efficient energy use, efficient water use, sustainable purchasing, environmentally sensitive waste management, and improved air quality.