ORACLE OPEN WORLD

2015
Event Sustainability Report
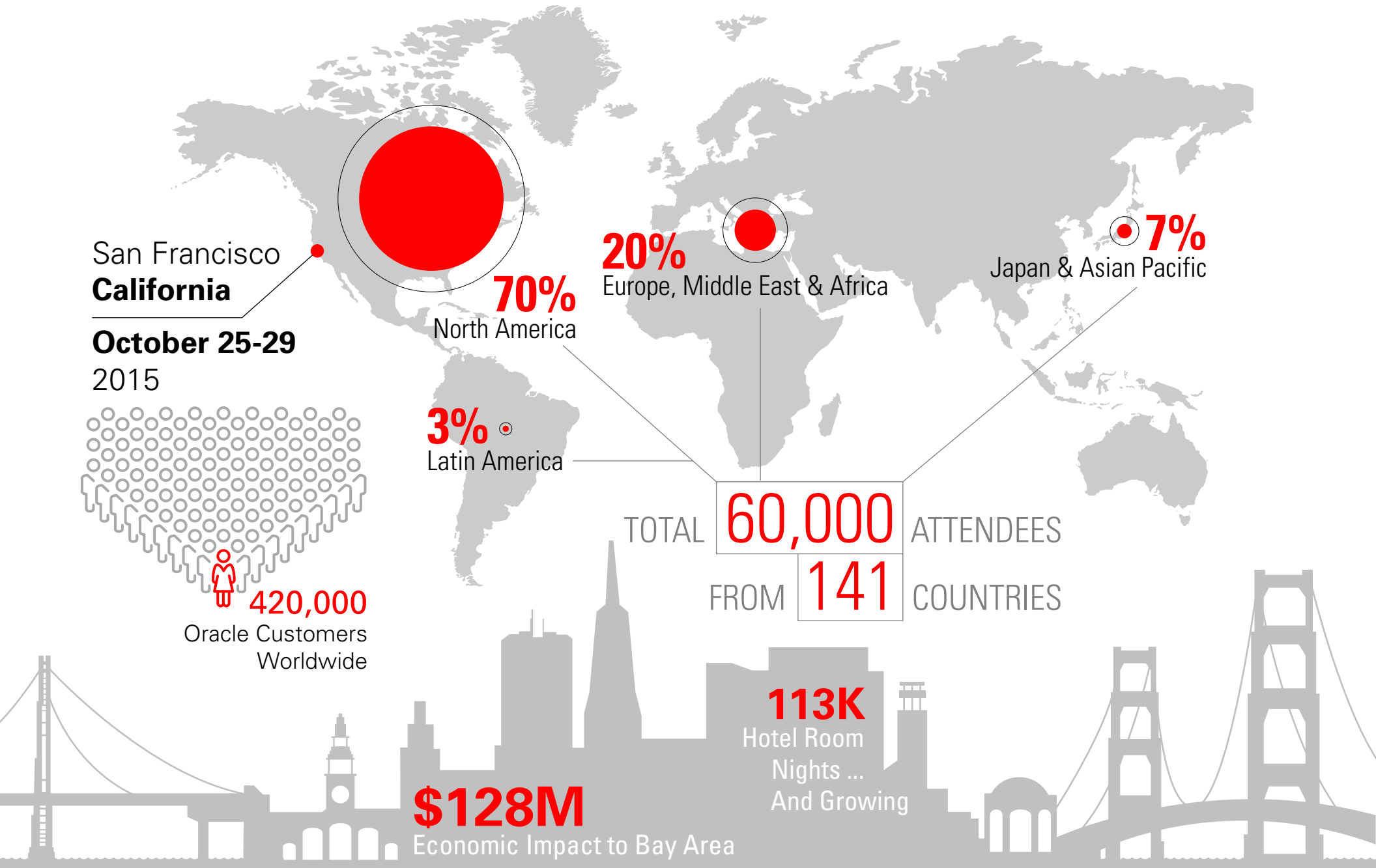
Contents

ORACLE OPENWORLD 2015

San Francisco
California

October 25-29
2015

420,000
Oracle Customers
Worldwide

70%
North America

3%
Latin America

20%
Europe, Middle East & Africa

7%
Japan & Asian Pacific

TOTAL **60,000** ATTENDEES
FROM **141** COUNTRIES

113K
Hotel Room
Nights ...
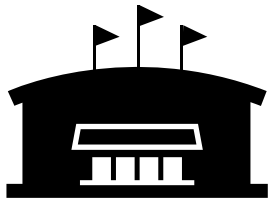And Growing

$128M
Economic Impact to Bay Area
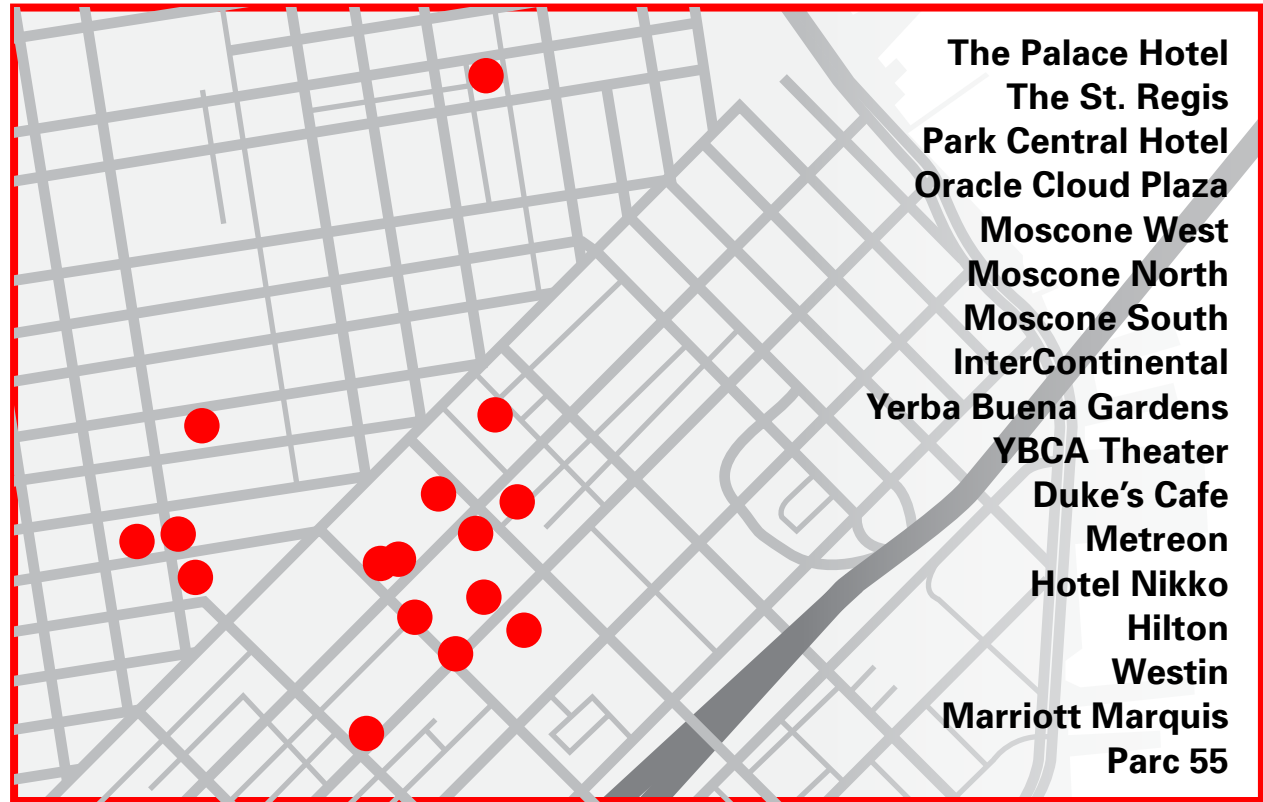
SOMETHING FOR EVERYONE

2,508 sessions across **18** venues

3,368 speakers, of which
1,892 are customers & Partners

404
Partner
& customer
exhibitors

401
demos

The Palace Hotel
The St. Regis
Park Central Hotel
Oracle Cloud Plaza
Moscone West
Moscone North
Moscone South
InterContinental
Yerba Buena Gardens
YBCA Theater
Duke's Cafe
Metreon
Hotel Nikko
Hilton
Westin
Marriott Marquis
Parc 55

DELIVERING
CONTENT DIGITALLY

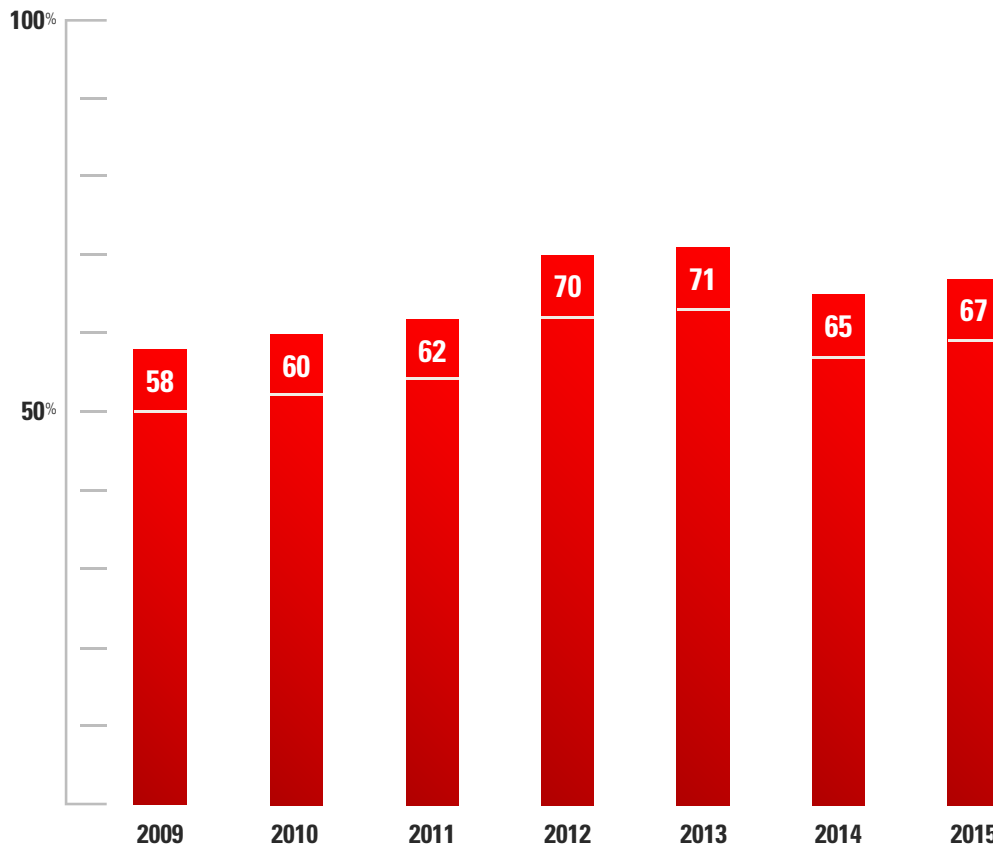**13.4M**

VIEWS

INTERACTIONS

FOLLOWERS

SUSTAINABILITY OVERVIEW

Oracle has been working to improve sustainability at Oracle OpenWorld since 2007. In 2013 the event green team, including Oracle staff and vendors, established four goals to continuously improve the event by reducing environmental impacts and increasing social benefit. This report summarizes progress to date, and work that remains.
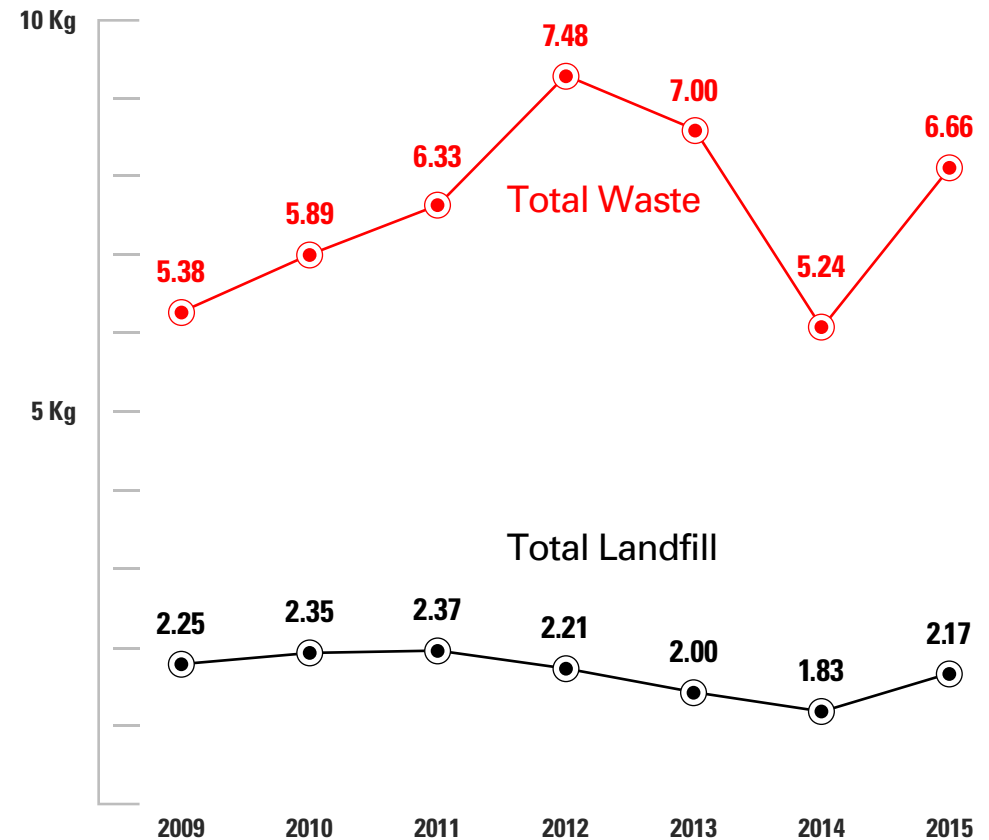
GOAL 1 Promote zero waste ❯   Target: Zero waste to landfill by 2018

Diversion of Waste from Landfill

Landfill and Waste Per Participant

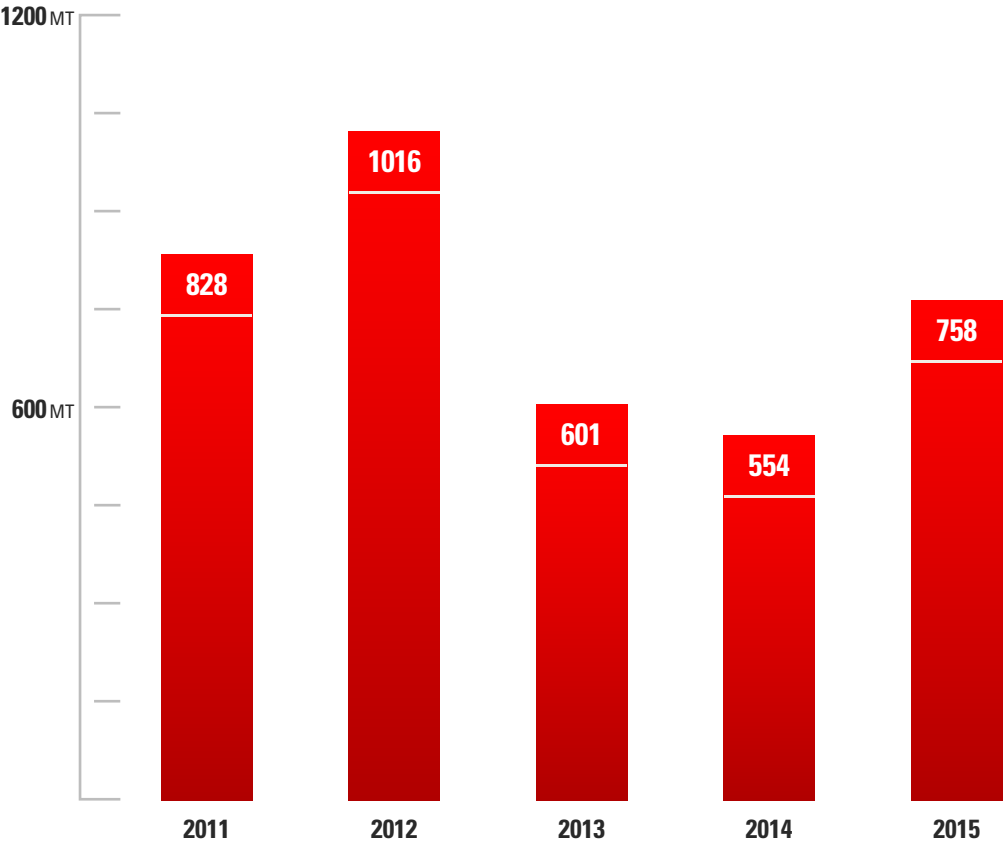Oracle OpenWorld Event Sustainability Report 2015
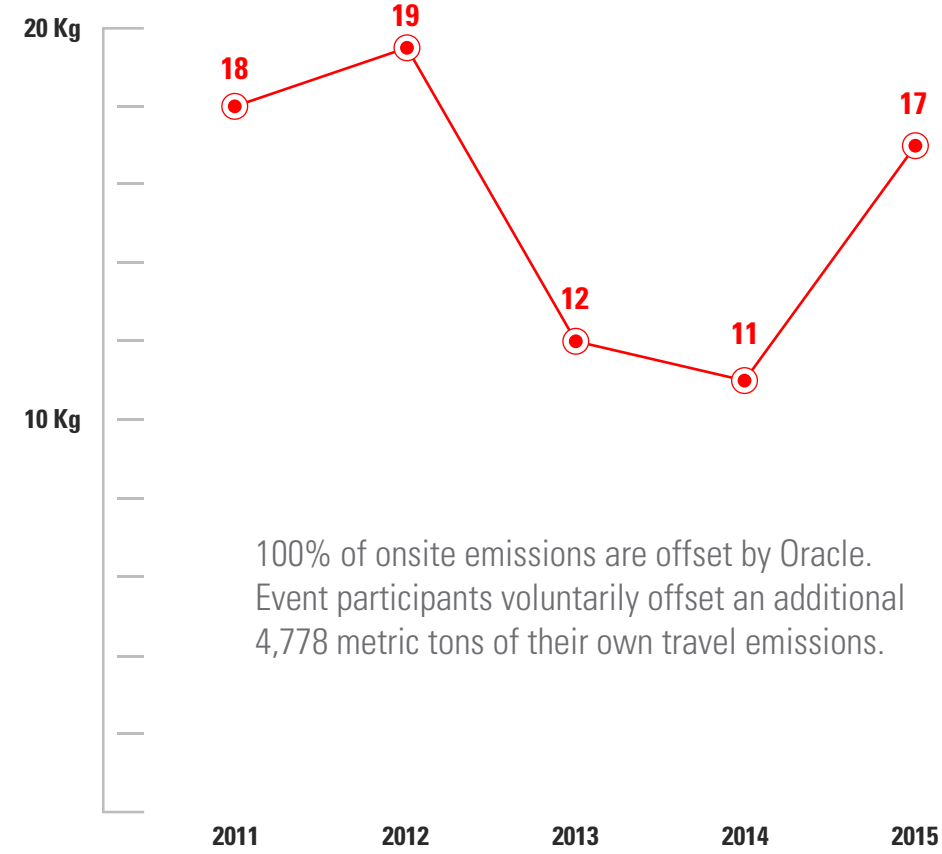
SUSTAINABILITY OVERVIEW

GOAL 2 Model carbon reduction and responsibility for corporate events ❯

Target: Reduce 2012 onsite emissions by 50% by 2018

Total onsite carbon emissions

1200 MT

600 MT

| 2011 | 2012 | 2013 | 2014 | 2015 |

828 · 1016 · 601 · 554 · 758

Carbon emissions per person onsite

20 Kg

10 Kg

18 · 19 · 12 · 11 · 17

2011 · 2012 · 2013 · 2014 · 2015

100% of onsite emissions are offset by Oracle. Event participants voluntarily offset an additional 4,778 metric tons of their own travel emissions.

Oracle is committed to developing practices and products that help protect the environment

Oracle OpenWorld Event Sustainability Report 2015

SUSTAINABILITY OVERVIEW

GOAL 3 Catalyze legacies to benefit host destinations　❯

$1M to Plant a Billion Trees

Amount Oracle is giving over four years
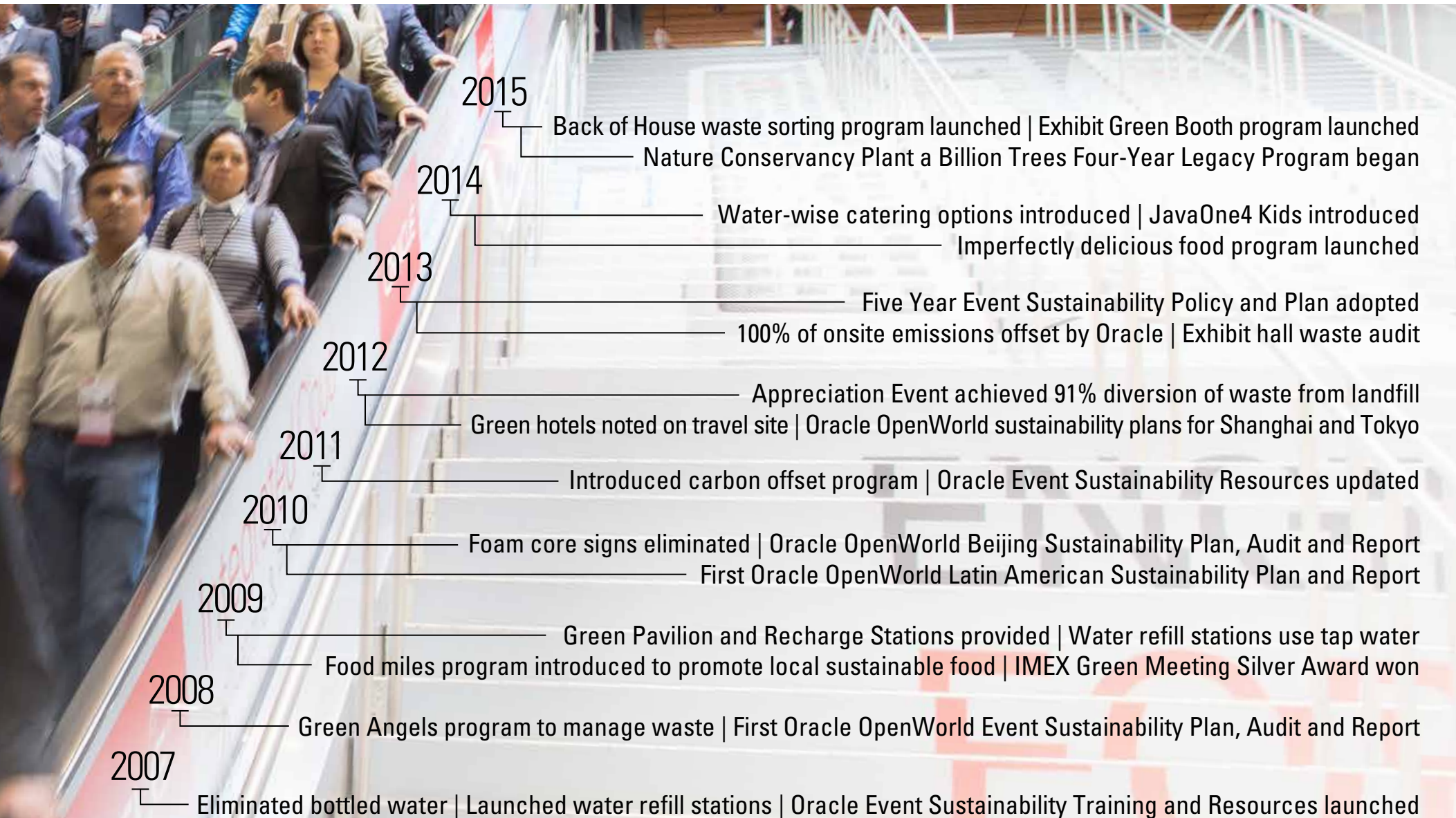to help The Nature Conservancy advance its Plant A Billion Trees campaign

14 Charities

benefitting from event donations

GOAL 4 Inspire attendees through engaging sustainability experiences　❯

450 Kids
participating in JavaOne4Kids™

SUSTAINABILITY APPROACH

Successful event sustainability programs use management systems to achieve objectives and improve performance. Oracle OpenWorld follows a process based on ISO 20121: 2012 Event Sustainability Management Systems to annually improve the event.

2015
Back of House waste sorting program launched | Exhibit Green Booth program launched
Nature Conservancy Plant a Billion Trees Four-Year Legacy Program began

2014
Water-wise catering options introduced | JavaOne4 Kids introduced
Imperfectly delicious food program launched

2013
Five Year Event Sustainability Policy and Plan adopted
100% of onsite emissions offset by Oracle | Exhibit hall waste audit

2012
Appreciation Event achieved 91% diversion of waste from landfill
Green hotels noted on travel site | Oracle OpenWorld sustainability plans for Shanghai and Tokyo

2011
Introduced carbon offset program | Oracle Event Sustainability Resources updated

2010
Foam core signs eliminated | Oracle OpenWorld Beijing Sustainability Plan, Audit and Report
First Oracle OpenWorld Latin American Sustainability Plan and Report

2009
Green Pavilion and Recharge Stations provided | Water refill stations use tap water
Food miles program introduced to promote local sustainable food | IMEX Green Meeting Silver Award won

2008
Green Angels program to manage waste | First Oracle OpenWorld Event Sustainability Plan, Audit and Report

2007
Eliminated bottled water | Launched water refill stations | Oracle Event Sustainability Training and Resources launched

SUSTAINABILITY APPROACH

Annual Planning Cycle

Oracle event staff and vendors are involved in creating event sustainability action plans that prioritize the four event sustainability goals. This process applies not only to Oracle OpenWorld events in San Francisco, but events that have been held in Brazil, China and Japan. The planning cycle repeats according to the following process:

1. Event debrief:

All event outcomes, including sustainability, are reviewed with a lens to making improvements in the upcoming event cycle.

2. Identify issues, concerns and complaints:

Sustainability challenges are identified based on feedback from attendees, partners, staff, vendors and other stakeholders.

3. Action planning:

Sustainability next steps and responsible parties are identified for the upcoming event.

4. Onsite verification:

The sustainability team lead, supported by vendors, ensures follow-through on the action plan during the event.

5. Data collection and analysis:

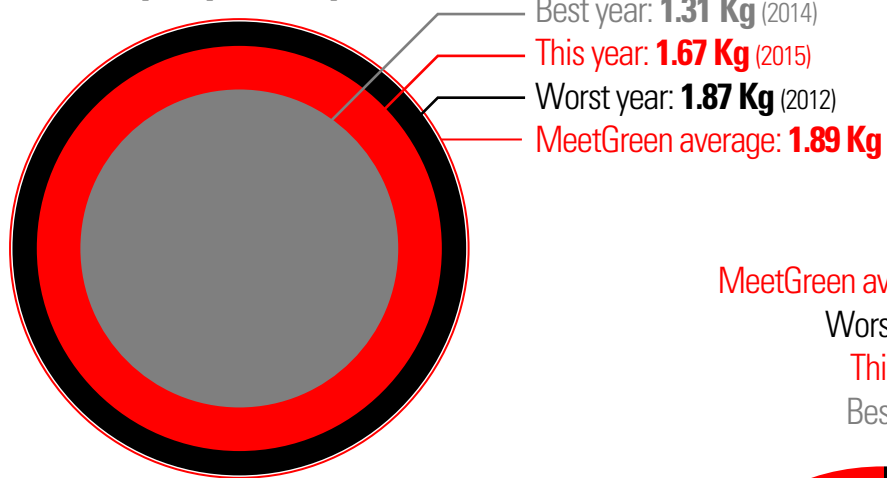Reports are reviewed and analyzed to evaluate progress against four objectives.

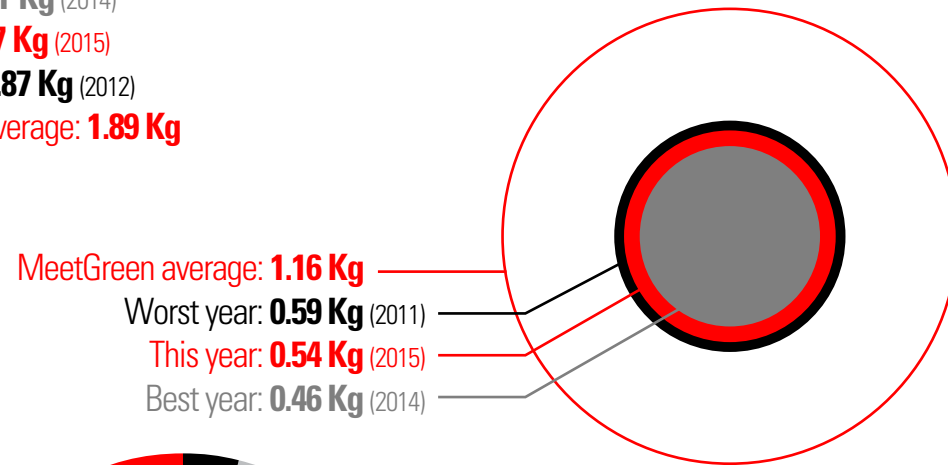# GOAL ONE: Zero Waste

Goal One Status:

While total landfill and waste remain below the 2012 baseline for the current sustainability plan, both increased compared to 2014, by 5% and 12% respectively. Overall diversion increased two percentage points, from 65% to 67%. Venue diversion from landfill ranged from 42% to 92%.

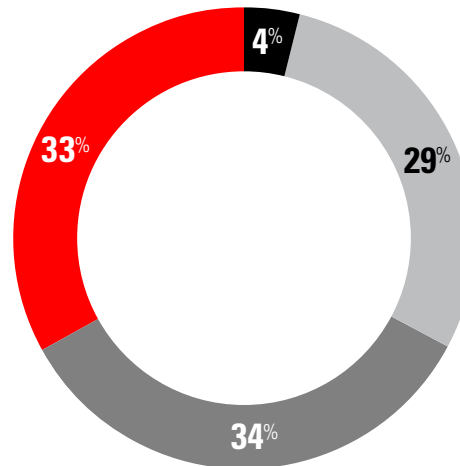## Waste Footprint Per Participant ❯

Waste per person per day

Best year: **1.31 Kg** (2014)
This year: **1.67 Kg** (2015)
Worst year: **1.87 Kg** (2012)
MeetGreen average: **1.89 Kg**

Landfill per person per day

MeetGreen average: **1.16 Kg**
Worst year: **0.59 Kg** (2011)
This year: **0.54 Kg** (2015)
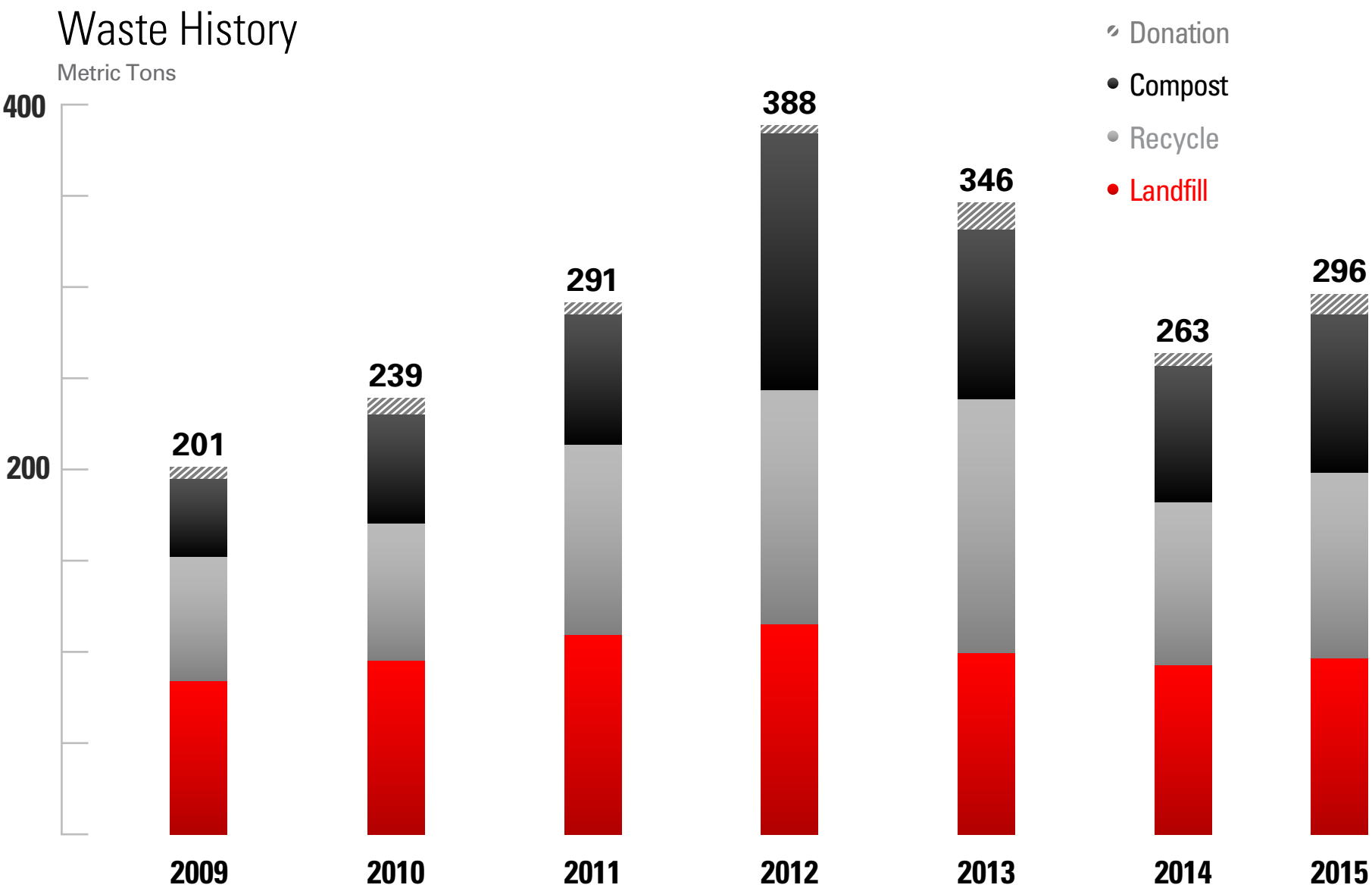Best year: **0.46 Kg** (2014)

Total Waste Footprint

Donation •
Compost •
Recycle •
Landfill •

4%
29%
34%
33%

Total waste is equal to 296 MT,
which is enough to fill 23 garbage trucks.

GOAL ONE: Zero Waste

Material Use

In addition to down-pipe management of waste through recycling, composting and donation programs, Oracle reduces and reuses event materials to cut waste at source.

Signs

166,749 square feet of signage was used at the event. This is equal to 2.4 football fields. This is 18% less than in 2014 – the lowest level in four years. 10% of signs were reused from previous events. 48.5% was retained for reuse, 24% was recycled, 16% was donated and 11.5% was landfilled. This is the first time in two years more than 10% of signs have been landfilled.

Carpet

Exhibit hall carpet is made of 25% pre-consumer recycled content. 174,306 square feet of carpet was used, 46% less than in 2014. 80% was retained for reuse.

Paper

Oracle has reduced onsite paper use from 112 MT in 2007 to 14 MT in 2015 through use of mobile event technology. Daily Session Guides and a small Pocket Guide are still produced. Session Guides use over 13 MT of 100% post-consumer recycled content paper that is FSC certified. While Pocket Guides use 860 Kg of 30% post- consumer recycled content paper that is also FSC certified. Recycled content paper choices save 266 trees.
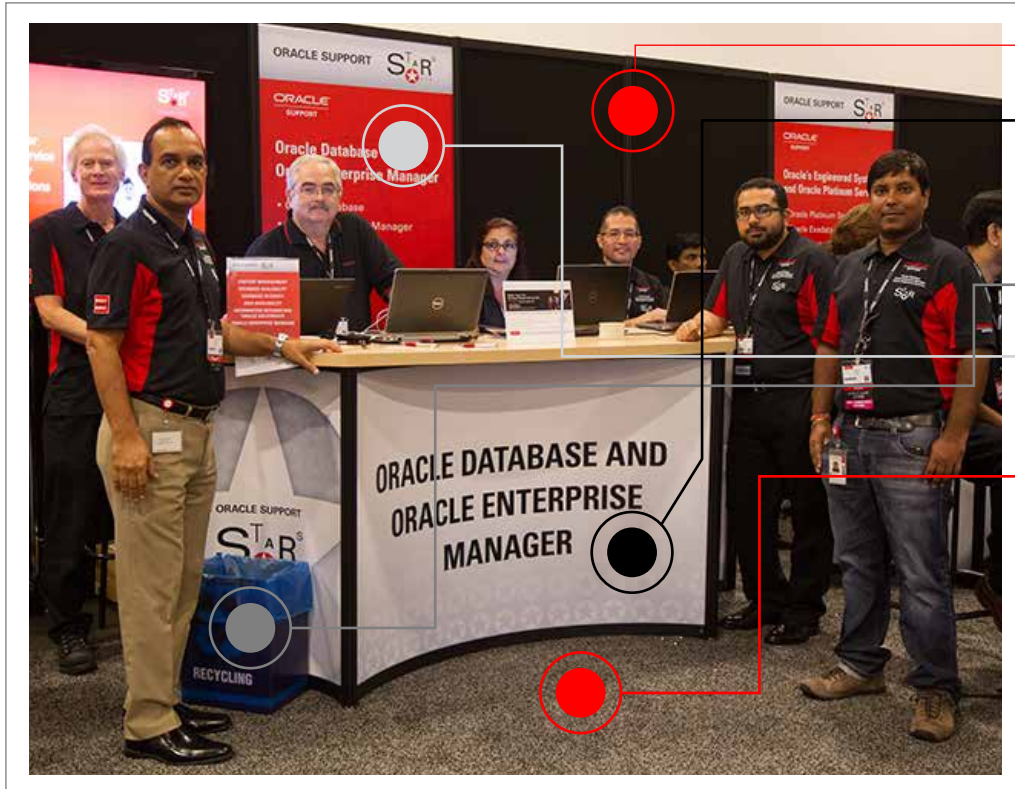
Service Ware

100% of disposable service ware was certified compostable according to Recology guidelines, and was verified by MeetGreen.

GOAL ONE: Zero Waste

Greening the Exhibit Hall:

Oracle communicates sustainability programs to exhibiting Partners in a variety of ways: exhibitor kits and resource centers, monthly newsletters, onsite notices and terms and conditions.

Reusable mounts, framing and walls

Kick panels made of 30% pre-consumer recycled material, 100% recyclable pulpboard, free of plastic, composites and mineral oils

In-booth recycling bin

Freeman Honeycomb made of 100% recyclable cardboard

25% post-industrial recycled content carpet

Freeman Honeycomb made of 100% recyclable cardboard

Reusable mounts and framing

Reusable furnishings

GOAL ONE: Zero Waste

New Initiatives in 2015

Reduce:

• Increase communication to Partners pre-event and onsite, reminding them of zero-waste practices.
• Institute a post-event exhibit hall audit to note any zero-waste issues that need to be addressed with Partners prior to renewals.
• Insert zero-waste guidelines into exhibitor terms and conditions (effective 2016).
• Instruct giveaway item providers to eliminate and reduce packaging.
• Did not expand adhesive branding to construction walls at Moscone.

Reuse:

• New registrations kiosks use reusable materials that are generically branded.
• Reused 186 pallet boxes for conference bags, returning 35 boxes and 88 pallets for reuse. This reduced cost by $8,325.

Recycle:

• Mandate rental booths to use green materials as standard, including recyclable panels and graphics.
• Replace Showcase kiosks with recyclable paper-based graphics.
• Replace totem kiosks with recyclable paper-based graphics.
• Require any ordered waste bins to also receive a recycling bin.
• Implement back dock sorting for all Moscone waste during show dates.
• Arranged for complimentary pre-event waste auditing for hotel venues through SF Environment.

Recommendations for 2016:

• Ensure back-dock space at Moscone is allocated for waste sorting during show.
• Improve diversion for carpet, padding and film which has become problematic to recycle locally.
• Discuss plans for long-term sorting space at Moscone that would enable move-in and move-out waste to be captured.
• Explore on-floor sorting for move-out in the meantime.
• Discuss plans for rigging points and tracking on Moscone venues that would enable reduced adhesive use.
• Explore feasibility of a reuse plan for Howard Street carpet. While carpet is recycled, it adds nearly 18 metric tons of waste to the recycling stream.
• Meet with each hotel venue partner to continue to encourage waste reduction and improved diversion.
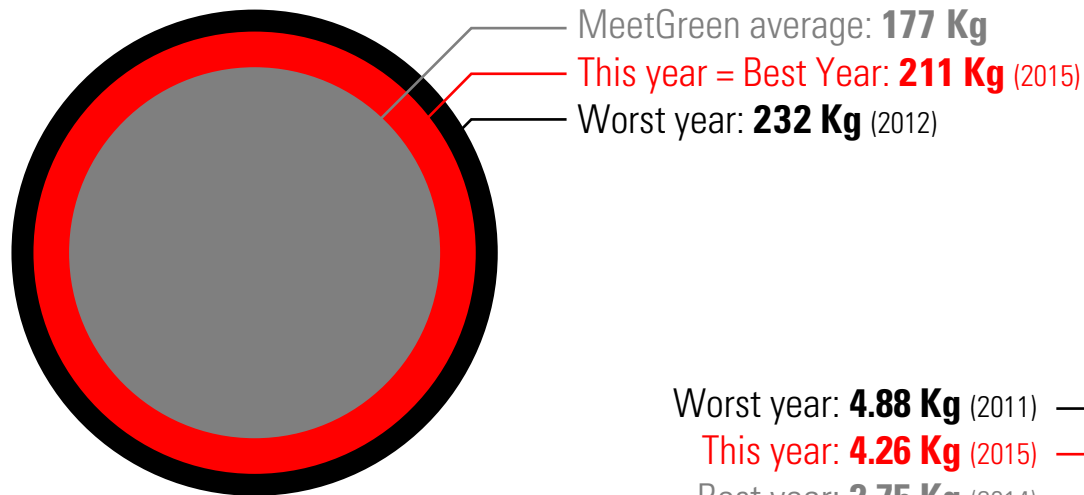• Ensure effectiveness of Treasure Island waste program is carried over to new Appreciation venue.

GOAL TWO: Be Cooler

Goal Two Status:

Total onsite event emissions increased 37% over 2014, but remain 25% less than the 2012 baseline. Per participant onsite emissions rose from 11 Kg per person to 17 Kg per person. One factor that should be considered is the later date this year, when cooler temperatures lead to increased energy use. Oracle continues to offset 100% of onsite emissions.

Carbon Footprint Per Participant ❯

Carbon per person per day (with air travel)

Carbon per person per day (without air travel)

MeetGreen average: **177 Kg**
This year = Best Year: **211 Kg** (2015)
Worst year: **232 Kg** (2012)

Worst year: **4.88 Kg** (2011)
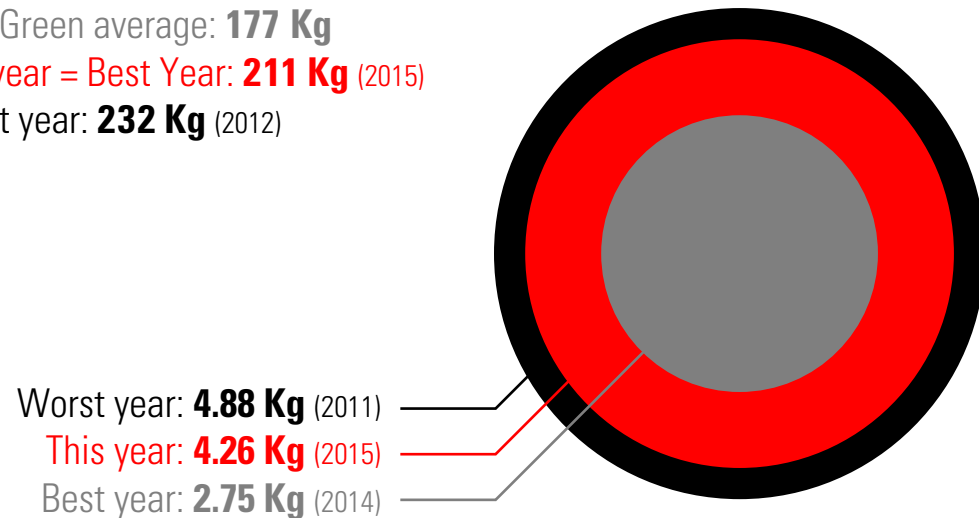This year: **4.26 Kg** (2015)
Best year: **2.75 Kg** (2014)

37,595 metric tons

This is equal to the greenhouse gas emissions from 7,915 cars driven for one year.

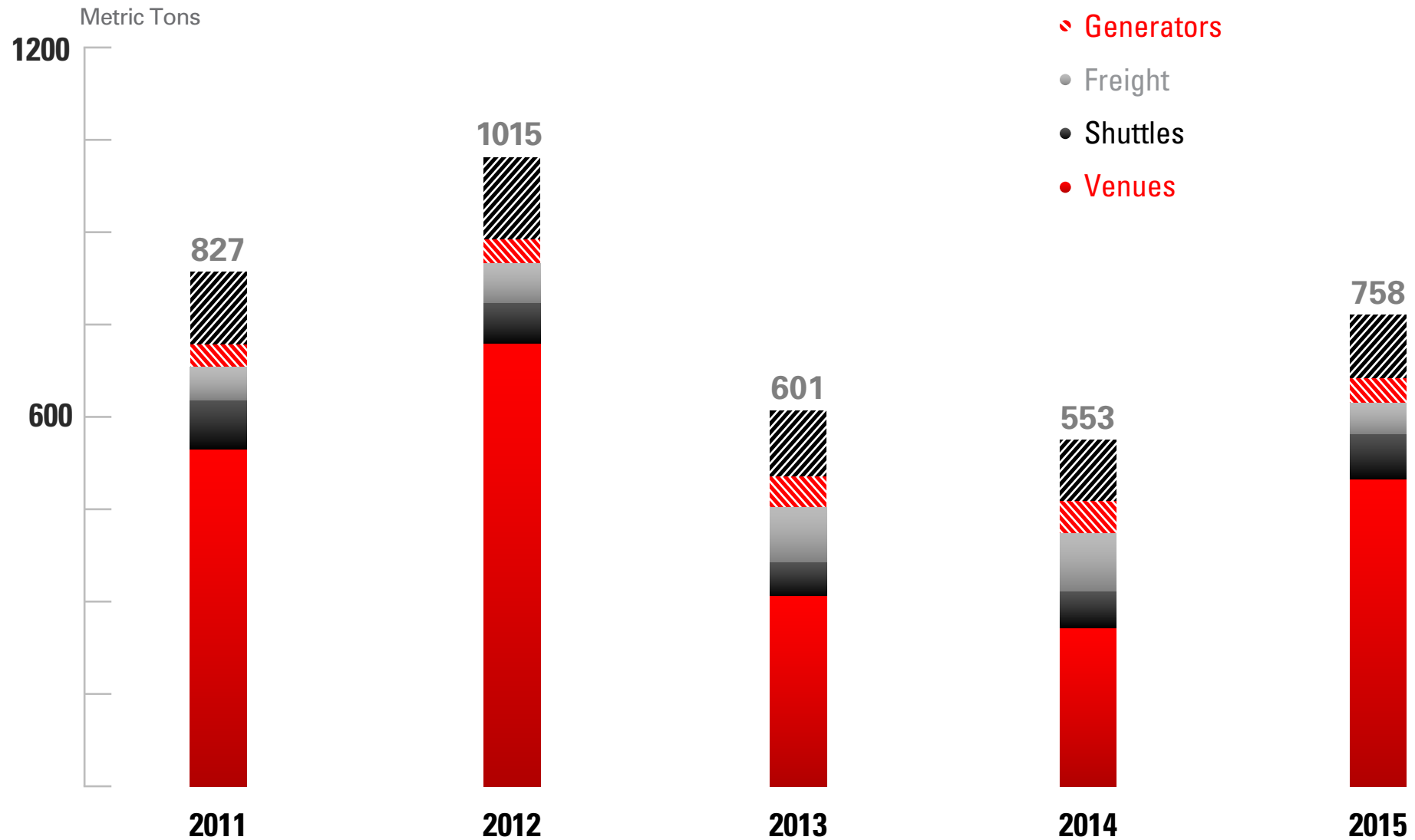16% voluntarily offset by event participants

758 metric tons

This is equal to the greenhouse gas emissions from 160 cars driven for one year.

100% offset by Oracle and venue partners

GOAL TWO: Be Cooler

Onsite Carbon Footprint

Metric Tons

Legend:
- Waste
- **Generators**
- Freight
- Shuttles
- **Venues**

Year	Total
2011	827
2012	1015
2013	601
2014	553
2015	758

GOAL TWO: Be Cooler

New Initiatives in 2015

Reduce:

- Spikes in BART trips during event dates suggest 101 MT of carbon emissions were avoided compared to using taxis, Uber or personal vehicles.
- 80% of menu ingredients were sourced from within 250 miles of San Francisco. Up from 68% in 2014.
- Food miles reached an all-time low, with meals travelling an average of 5,260 miles per function, compared to 12,337 miles in 2009 and 6,031 in 2014.
- 94% of shuttles used newer than 2007 technology which is more efficient and less polluting. 100% of buses came from within three hours of San Francisco.
- Remote bus routes continue to take advantage of BART hubs. Shuttle Routes 7 and 8 to Millbrae BART avoid 8 MT of emissions.
- Oracle freight emissions were reduced by 46% compared to 2014.

Responsibility:

- Two hotel venues are now offsetting event space emissions on an on-going basis, benefitting this event: The Intercontinental San Francisco and Palace Hotel.

Recommendations for 2016:

- Remain vigilant about efficient shuttle operation. Mileage has crept back up to 2011 levels after consistent reductions.
- Continue to drive zero-waste efforts as reducing landfill will reduce emissions.
- Meet earlier in the fall to benefit from milder temperatures that can reduce onsite energy needs.
- Continue to advocate for venues to offset their own emissions so that Oracle might divert purchased offsets to employee travel.

GOAL THREE: Give Back

Goal Three Status:

Efforts to capture community legacy is ongoing and cumulative, with several new steps noted in 2015.

Oracle is giving US$1 million to help The Nature Conservancy advance its Plant a Billion Trees campaign over the next four years. Through its contribution, Oracle is helping to plant trees and protect and restore forests in the US, Brazil, and China.

- 16 donors contributed online

- 40+ cash donors contributed onsite

- $1,528 was raised by donors, which is matched by Oracle

To encourage Oracle employees and customers to give, Oracle created a Nature Conservancy Lounge on Howard Street. Attendees had the opportunity to learn more about the tree planting and make a gift in support of the campaign.

Impact of Oracle's $250,000 donation in 2015

Brazil

50%   Trees: 100,000

Cerradio Biome

- Tropical savanna ecoregion
- Second largest major habitat in Brazil
- 100,000 species of plants, 935 species of birds, and nearly 300 mammals
- Less than 2% of the region protected
- Biodiversity decreasing due to farming and economic use

Atlantic Forest

- Biologically richest and most diverse forests in the world
- 20,000 species of plants
- 60% of Brazil's threatened animal species
- 12% of the forest remaining
- Decreasing natural resources, upon which traditional rural communities depend

With Oracle's support, The Nature Conservancy will be working to accomplish the following endeavors in Brazil: large scale restoration in Cerrado Biome; support for the development of restoration technology in both Cerrado and Atlantic forest; regional Strategic Restoration Plans for the Atlantic Forest; and the implementation of an ecological Monitoring System for the restoration of 12,355 acres of the Atlantic Forest.

United States

40%   Trees: 58,395

Central Appalachians

- Rare red spruce forest
- Amazing biodiversity and ecosystems
- Many rare animal species
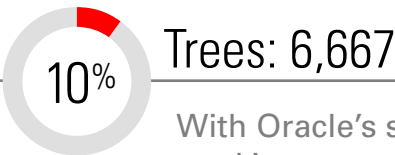- Less than 10% remaining

Longleaf Pines

- Among the world's most biologically diverse
- 300 species of birds and 2,500 species of plants
- Natural resilience to catastrophic storms

Shortleaf Pines

- Deep root systems to prevent erosion
- Wide variety of small birds and mammals
- 50% of the ecosystem lost

With Oracle's support, The Nature Conservancy will be working to accomplish major restoration across all forests totaling to thosands of acres; ecosystem conservation and restoration; and removal of invasive species.

China

10%   Trees: 6,667

Yunnan and Sichuan Provinces

- Home to more than 30 endangered animal species, including the panda and the golden monkey
- Susceptible to deforestation and overharvesting

With Oracle's support, The Nature Conservancy will be working to carry out reforestation efforts which will in turn, create homes for wildlife, supply resources for local communities, and reduce carbon emissions.

GOAL THREE: Giving Back
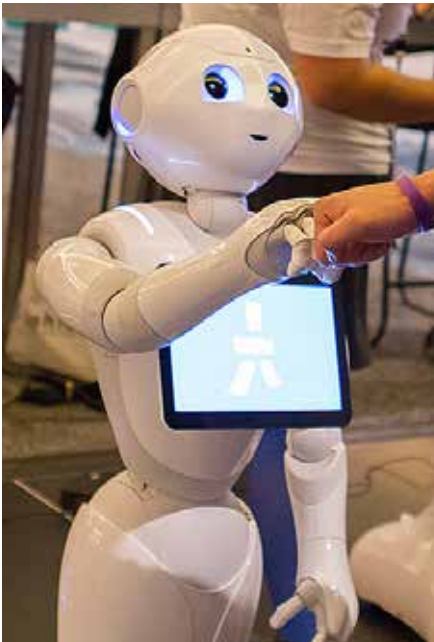

Conference kitting

22,100 conference kits were prepared by Goodwill of the Silicon Valley. This Bay-area social enterprise employs people with barriers to employment and provides them with job training in packaging and light assembly, helping improve independence and confidence.

Donation programs

7,776 fresh, healthy meals were redistributed from the event. The majority of meals were provided to San Francisco City Impact, Glide Memorial Church and Food Runners.

In addition to food donation, Oracle provided event materials to the following local charitable groups this year:

- Building Resources: San Francisco's only source for reusable, recycled and remanufactured building and landscaping materials.
- Community Awareness and Treatment Services: Offers seven programs that support, transport, house and care for San Francisco's chronically homeless.
- Glide Memorial Church: Provide inclusive programs to help break the cycle of poverty and marginalization affecting San Francisco's most vulnerable.
- Goodwill: Supporting programs that enable 7,000 people in need in San Francisco, San Mateo and Marin to reach economic self-sufficiency through job training and opportunities.
- The Gubbio Project: A program of Saint Boniface Church, this program provides a safe and welcome space for the homeless in San Francisco.
- Health Right 360: Provides integrated health programs to 27,000 individuals a year in 11 California counties, including the Bay Area.
- Resource Area for Teaching: RAFT transforms discarded, usable materials into educational kits that can be used by teachers and school children in the Bay Area.

New Initiatives in 2015
- Four-year partnership with The Nature Conservancy to advance their Plant a Billion Trees Campaign.
- Goodwill of Silicon Valley bag kitting.

Recommendations for 2016
- Increase visibility and promotion of Plant a Million Trees challenge among attendees and Oracle employees.

GOAL FOUR: Have Fun

Goal Four Status:

Efforts to capture the benefit of engaging onsite experiences that contribute to sustainability is on-going.

JavaOne4Kids is a hands-on coding fair that introduces children and youth to the excitement of creating video games and working with robots. Participants are led through sessions by volunteer computer professionals that touch on and provide hands-on experience in a variety of programming languages. JavaOne4Kids tripled in size from 2014, growing to 450 attendees, including 150 youth underrepresented in the computer science field.

For many parents, the question won't be whether to ensure their kids study Spanish or Chinese, but rather which programming language they should start with. Java is a great place to start, and Oracle offers numerous websites and tools to teach young people how to program using Java, based on the learner's age and aptitude.

One of the most inspiring speakers at the JavaOne4Kids event was Hania Guiagoussou, a high school student from Dublin, California, who developed a "Water Saver" system to monitor and control water usage in gardens and fields. "I wasn't into programming until I took a Java programming summer workshop at Oracle in 2011, where I learned object-oriented programming using Alice," she told attendees. "I was a newbie, just like many of you."

She used Java to develop her Water Saver science fair project, an effort that won several awards, including a Pan-African award in Chad—where her parents are from—that earned her a $10,000 prize. Hania is also in the running for one of this year's Duke's Choice Awards, which celebrate extreme innovation in the Java developer ecosystem.

Excerpt from ~ Roger Smith, Oracle Brings Code to Kids

GOAL FOUR: Have Fun

Oracle created several new and unique onsite experiences this year. "See Yourself in the Cloud" allowed attendees to physically experience The Cloud in a different way, outside of a traditional session space. This installation was designed to be zero-waste, with reuse or responsible end-of-life plans for all materials.

- 21 wooden panels have been repurposed as a safety wall for the American Legion Youth Camp in Cheltenham Maryland. This barrier will prevent youth from wandering into unsafe zones on the Camp's archery range. The Camp provides inclusive recreational activities for youth, including those with disabilities.

- 36 mirrored wall panels were provided to the American Legion Youth Camp to renovate their main meeting room, giving it the look and feel of a much larger space.

- 1,260 pounds of wood, panels, mesh and plastic were donated to Our House, a 501(c)3 organization that transitions boys out of the juvenile justice system and back into society. The materials will be used to help teach the youth construction trade skills.

- 1,279 pounds of exterior turf flooring was returned to the manufacturer (Emerald Carpets) for recycling.

New Initiatives in 2015
- Expanded JavaOne4Kids.
- See Yourself in the Cloud take-back program.

Recommendations for 2016
- Continue to explore how sustainability can enhance experiences, and ensure that non-sustainability experiences are mindful of sustainability goals.

OTHER INITIATIVES

Water

Oracle took several steps to be proactive about the California drought.

Verification of drought-wise efforts by venues

To ensure conformity with Governor Brown's Executive Order to manage drought, Oracle engaged all primary hotel venues about specific steps being taken to upgrade infrastructure and inform guests of choices they can make to conserve water. All venues were confirmed to be in compliance with the following service standards:

- Informing restaurant and catering customers they will only be served water on request.
- Providing linen and towel reuse as standard, rather than an opt-in choice.
- Using closed water bubblers rather than open pitchers for refresh stations to reduce water waste.
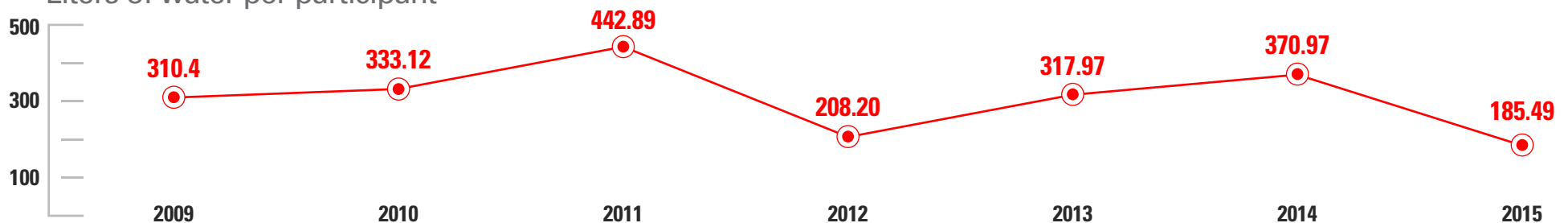- Education to guests about water-wise choices in lobby or guest rooms.

In addition the following hotels had recently adopted infrastructure upgrades which led to noticeable reductions in water consumption for the event:

- The Palace Hotel, Hotel Nikko, Hilton Union Square, Intercontinental and Marriott have retrofitted or replaced toilets, faucets and/or shower heads to reduce water consumption since the Executive Order was issued.
- Hilton water consumption has dropped 28% over 2013 levels while water use at the Palace is down 23%.

Water use at venues

While Oracle has tracked water use by venues since 2009, measurement of this aspect is difficult to isolate with 100% accuracy. It is also not appropriate to attribute changes in water consumption to conference event organizers either, given use is most impacted by improvements in building efficiency over extended periods of time. Still, 2015 saw the lowest total water consumption and per participant consumption since records have been kept in 2009.

Liters of water per participant

Year	Value
2009	310.4
2010	333.12
2011	442.89
2012	208.20
2013	317.97
2014	370.97
2015	185.49

OTHER INITIATIVES

Water-wise menu planning for Welcome Reception
Welcome reception menus eliminated beef used in previous years in favor of less water-intensive proteins like chicken and pork. The net difference in water footprint is 613 gallons per pound of protein, resulting in an overall water conservation impact of 1.9 million gallons saved. This effort built on steps taken last year to reduce beef consumption and increase vegetarian content, decisions that reduce both water and carbon impacts.

Awareness-building
In an effort to nudge conscientiousness about zero waste goals and water-wise choices, Oracle inserted additional green messaging onto existing event signs. These messages were brief and consistent, serving as a subtle reminder of Oracle's commitment, while encouraging attendees to also be environmentally responsible.

Imperfectly delicious food choices
Traditionally, ugly vegetables that are not marketable to grocery stores might be left in the field, and ploughed under to support next year's crop. However wasted food is wasted water, so Savor is encouraging distributors to harvest this produce that might otherwise go to waste, even if they are a bit misshapen. This year two attendee lunch options were made from "imperfectly delicious" produce: a cauliflower flatbread sandwich and a kale, wild rice and broccoli salad. In addition, broccoli, mushrooms, and fingerling potatoes were integrated into crew meals. A total of 229 pounds of produce that would otherwise have gone to waste was rescued for tasty meals through this effort.

AKNOWLEDGEMENTS

Thank you to the following report contributors:

Data sourcing and scope

SCOPE: Carbon calculations include: Venue energy use, guest room energy use, all participant travel to and from the event, ground shuttles, show management freight, portable generation and waste to landfill. Waste metrics include: venue landfill, recycling, compost and donation (any event discards from the tradeshow, meetings, special events and banquets), as well as materials taken back by agencies for recycling at their warehouse if not recyclable at venue. Guest room waste is not included. Supply chain verification includes: venues, hotel, caterer, general services contractor, audio-visual supplier, and event management agencies. Water metrics include event space and catering at venues.

BASELINES: Baseline year may vary depending on indicator and is noted in each section.

DEFINITIONS: "Local" is assumed to include goods purchased within 400 km or 250 miles of the event site. "Organic" and "fair trade" must include verification or certification by a third party, such as USDA or Fairtrade International. "Green" cleaners must bear a third-party certification, such as Green Seal. "Compostable" and "biodegradable" must be verified using certification and/or testing. "Landfill" is waste to landfill (no recovery). "Waste" includes landfill, recycling, compost and donations that are discarded from the event.

ABBREVIATIONS: In referring to recycled content materials, "PCW" is post-consumer waste while "PIW" is post-industrial waste. In referring to certifications, BPI: Biodegradable Products Institute; FSC: Forest Stewardship Council; SFI: Sustainable Forestry Initiative.

SOURCE: All metrics direct-reported by vendors through metering, hauling records and procurement analysis. All reports are checked in comparison with historic and external baselines and onsite observations to validate and error-check data. Carbon footprint estimated by Terrapass using guidance from the Hotel Carbon Measurement Initiative (guest rooms/meeting space), DEFRA (mobile fuel sources), and USEPA (waste). Radiative forcing is not applied to air travel emissions. Carbon equivalencies provided by the USEPA Greenhouse Gas Emissions Calculator.

AUDITING: Supply chain compliance with external standards, such as Green Seal, Fair Trade and USDA Organic, verified by MeetGreen.

Report Authored on March 2015 by:

T: 503.252.5458   E: info@meetgreen.com   www.meetgreen.com