In April 2019, the Green Schools Conference & Expo (GSCE) x IMPACT hosted nearly 1,000 leaders dedicated to the sustainability movement in St. Paul, MN for two days of learning and networking. This unique co-location of conferences brought together all the key players involved in green schools—from school building architects and engineers to educators who teach sustainability curriculum to the next generation—with the largest audience of sustainability professionals in the Midwest, including architects, developers and product manufacturers. The conference fostered critical discussions, and left attendees inspired for the year ahead.

95% OF PLENARY ATTENDEES WERE SATISFIED WITH THE QUALITY OF THE PLENARY EVENTS AND KEYNOTE SPEAKERS.

30 SPONSORS 27 PARTNERS

57 EXHIBITORS

184,900+ SOCIAL MEDIA IMPRESSIONS

“"I loved that there were two groups of people in one conference and the best and most invigorating conversations and talks were with people from outside of my field.”

“The speakers keep getting better and better!”

“Excellent information. Very thought-provoking.”

INSPIRING SPEAKERS:

- Emmanuel Pratt
  Executive Director,
  Sweet Water Foundation

- Zaria Forman
  Climate Change Artist

- Mahesh Ramanujam
  President & CEO,
  USGBC and GBCI

- David Bluestone
  Founder & Partner,
  ClearPath Strategies

- Dr. Tara Kulkarni
  Director, Center for Global Resilience & Security, Norwich University

In USGBC’s West North Central region, over 152 projects achieved LEED certification last year, the equivalent of 17,865,060 gross square feet of space. Nationwide, schools are raising the bar on sustainability, with 10% of all K-12 schools built in the last two years achieving LEED certification. Worldwide, there are 2,280 LEED-certified schools, totaling more than 197 million square feet of space.

GSCE x IMPACT is presented by the U.S. Green Building Council
59 EDUCATION SESSIONS

3 IMPACT GREEN TOURS HIGHLIGHTING LOCAL GREEN BUILDING INNOVATION AND LEADERSHIP IN MINNESOTA

4 GSCE POST-CONFERENCE WORKSHOPS FOCUSED ON ENHANCING SUSTAINABILITY CURRICULUM, ENGAGING STUDENTS AS LEADERS, AND LEVERAGING ALL PLAYERS TO ACHIEVE WHOLE SCHOOL SUSTAINABILITY.

TOP ATTENDEE SECTORS REPRESENTED
Architecture (Commercial/Institutional)
Construction (Commercial)
Education (PreK-12 School or District)
Engineering (MEP)
Sustainability

TOP ATTENDEE PROFESSIONS REPRESENTED

Architect
Education (PreK-12 Teacher)
Education (Curriculum Design or Coordination)
Engineer (MEP)
Project Manager

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GSCE x IMPACT 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 main GSCE x IMPACT conference events hosted at the RiverCentre achieved an 88.6% rate of waste diverted from landfill.

**INCREASE STAKEHOLDER EDUCATION AND ENGAGEMENT**
GSCE x IMPACT communicated and encouraged tactics that attendees, speakers, sponsors and exhibitors can do to reduce their impact and create a more sustainable conference experience via a pre-event email, a section of the website with sustainability information, and within the event mobile app.

**IMPROVE SUSTAINABLE SOURCING**
GSCE x IMPACT reduced plastic waste on conference name badges by eliminating plastic badge holders and using recycled P.E.T. lanyards made of 100% post-consumer plastic bottles which were made and shipped from Canada.

**IMPROVE PERFORMANCE TRACKING**
The GSCE x IMPACT post-event report included the event sustainability performance for the first time in the conference’s history.

**REDUCE GREENHOUSE GAS EMISSIONS**
GSCE x IMPACT was hosted at the Saint Paul RiverCentre, a LEED Silver facility.

34,400 kWh of wind power (enough to power the average U.S. household for nearly 3 years) was purchased from 20 Minnesota wind farms to offset the energy use from the event via the WindSource for Events program by Xcel Energy.

**POSITIVELY IMPACT COMMUNITIES**
35% of food and beverage was sourced from within the region (within 500 miles of the event venue).

**CATALYZE THE ADVANCEMENT OF GREEN BUILDING INITIATIVES AND SUSTAINABLE OPERATIONS WITHIN THE HOSPITALITY INDUSTRY**
All meeting venues are required to sign a contract that contains a detailed sustainability clause which requires the venues and hotels associated with the event 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.