

# Pennsylvania Convention Center Sustainability Report 2023



Pennsylvania  
Convention Center  
PHILADELPHIA

AN  MANAGED FACILITY

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## About this Report

The Pennsylvania Convention Center is mindful of its responsibility to the community and environment and is committed to publicly reporting on its sustainability goals, visions, and initiatives on an annual basis. The 2023 Sustainability Report covers the environmental sustainability operations and social responsibility initiatives at the Pennsylvania Convention Center for the 2023 calendar year, as well as our accomplishments over the last ten years. The Pennsylvania Convention Center’s environmental sustainability performance can be affected by factors related to event activity, such as event size, event type, seasonal weather patterns and energy efficiency.

# Leadership Message





# Leadership Message

Over the past 10 years, the Pennsylvania Convention Center has been steadfast in our commitment to the environment and to the community in which we serve.

Every decision made and every initiative that we implement is done with the overarching goals of minimizing the negative impacts of our operations on the environment and making positive and meaningful contributions to the development of our immediate community, city, and the Greater Philadelphia region.

Through the hard work and dedication of our team, in collaboration with industry partners, we have significantly reduced the facility's energy usage, exceeded our waste diversion goals, expanded our sustainability projects, and, through the ASM Global Acts program, expanded the reach of our corporate social responsibility programs.

The value and impact of these cutting-edge initiatives have earned the Pennsylvania Convention Center recognition and third-party validation from leading industry associations, such as the Events Industry Council, which have

acknowledged the Center's efforts and solidified our position as a veritable community partner for environmental and social responsibility.

As we move forward into what is described as a pivotal moment for Philadelphia's events industry and the hospitality and tourism industry in general, the Pennsylvania Convention Center will remain unwavering in our commitment to the environment and our surrounding community, as we continue to fulfil our primary role as a steward of the public good.



**David A. Nasatir, Esq.**

**Chair of the Board**

Pennsylvania Convention Center Authority



**Malik Staten**

**Vice Chair of the Board**

Pennsylvania Convention Center Authority



**John J. McNichol**

**President and CEO**

Pennsylvania Convention Center Authority

# Sustainability at the PCC



# Sustainability at the PCC

## A Look Back - 10 Years of Sustainability at the PCC

In 2013, the Pennsylvania Convention Center Authority (PCCA) Board of Directors selected SMG, now ASM Global, to operate the Pennsylvania Convention Center. Since then, the Authority has relied on ASM Global's experience to improve operations with the goal of attracting more conventions, meetings, and trade shows to the facility.

Over the last 10 years, the PCCA/ASM Global partnership has resulted in the successful development and implementation of meaningful sustainability initiatives that help the facility fulfil its commitment to the environment, community, customers, and stakeholders.

### 2013

PCCA/ASM Global facility management partnership started on November 1, 2013 with the PCCA acting as the overseer of the building asset and the ASM Global management agreement. ASM Global's primary role is to successfully and expertly manage the day-to-day operations of the center, including maintenance, security, local sales, marketing, and event coordination, in collaboration with the Philadelphia Convention and Visitors Bureau.

### 2015

The first annual Sustainability Report was issued for year 2015 and highlighted waste diversion and energy conservation efforts for the facility. The report content has expanded over the years to include sustainable events, training, facility certifications, projects, and corporate social responsibility initiatives.

### 2016

The Center launched its "Green Team", a network of PCCA and ASM Global employees, stakeholders, and service partners to complement the core sustainability programs, establish a green events brand for the facility, and to recognize the efforts. Soon after the establishment of the "Green Team", the Pennsylvania Convention Center hosted the Democratic National Convention in July 2016 and partnered with the DNC event and volunteer team to facilitate compost and single stream recycling during the event. The facility's electricity supplier contract, awarded to Constellation in 2016, had 25% of its electricity usage going towards renewable energy certificates (REC's). Additionally, in 2016, the Center's procurement policy was updated to include Exhibit GG - Sustainability Commitment Form and Guidelines, to ensure that the facility's suppliers also commit to and incorporate sustainability initiatives into their own operations.

# Sustainability at PCC

## 2017

The Center rolled out its Construction & Demolition (C&D) recycling program, through which these items are sent to a certified LEED facility and processed for beneficial use. Since then, the Center's recycling efforts and diversion rates have grown significantly. In June of 2017, the PCCA began participating in the Philadelphia Building Energy Benchmarking program, requiring all buildings over 50,000 sq. ft. to file an annual energy benchmark report.

## 2018

The PCCA engaged with SIEMENS to perform an ASHRAE Level 2 Comprehensive Energy Audit. This included an energy survey and analysis to identify the greatest opportunities for improved energy efficient projects.

## 2019

The Energy Services Companies (ESCO) project with the PCCA, in partnership with SIEMENS, was awarded to provide significant energy upgrades throughout the facility.

## 2020

In September 2020, the Pennsylvania Convention Center received its initial Global Biorisk Advisory Council (GBAC) accreditation following a comprehensive analysis of its cleaning, disinfection, and infectious disease prevention protocols. This achievement aligned with ASM Global's environmental hygiene protocol known as Venue Shield, which was established at the beginning of the Covid-19 pandemic.

## 2021

The ASM Global Acts program was launched in October 2021. The initiative is the company's formal corporate social responsibility program and is an extension of ASM Global's longstanding commitment to creating an improved and more diverse working environment for employees, serving the communities in which it operates, and contributing to a healthier planet.

## 2022

The Center's 2022 electricity supplier contract with Constellation NewEnergy® increased the amount of the facility's electricity usage that goes towards renewable energy certificates from 25% to 50%.

## 2023

The Events Industry Council recognized the Pennsylvania Convention Center with the Sustainable Event Standards gold certification for venues.

## 2024

The Pennsylvania Convention Center is currently working on the application process to achieve its Leadership in Energy and Environmental Design Operations and Maintenance (LEED O+M) certification, which provides a path to improve the sustainability of existing buildings.



# Sustainability at PCC

## 2023 Achievements

### Events Industry Council Sustainable Venue Standards Gold Certification

In June 2023, the Events Industry Council announced that the Pennsylvania Convention Center had achieved the gold level certification to the EIC Sustainable Event Standards for venues.

The EIC Sustainable Event Standards are a collection of standards developed to assess events industry suppliers on specific criteria for producing and delivering environmentally and socially responsible events. These criteria include organizational management; marketing, communication, and engagement;



climate action; water management; materials and circularity; supply chain management; diversity, equity, and inclusion; accessibility; and social impact.

This certification solidified the Center's position as an industry leader and dedicated community partner for environmental and social responsibility.

### GBAC Reaccreditation

For the fourth consecutive year, the Pennsylvania Convention Center received its certification for the Global Biorisk Advisory Council Accreditation.

### Synchronized Reserve Market Demand Response Program

A contract was awarded to VOLTUS for the Synchronized Reserve Market Demand Response Program.

VOLTUS works with clients to provide technology to maximize revenue for demand response programs. These programs create an opportunity for consumers to play a role in the operation of the electric grid by reducing or shifting their electricity usage during peak periods.

Historically, the Center has participated in another demand response program known as the Emergency Load Response Program and increasing our portfolio to include the Synchronized Reserve Market Program allows the facility to further reduce its electricity usage, when called upon to participate.

This is a revenue generating program based on the facility's level of participation.

Additionally, the Center has been working with SIEMENS to upgrade the programming needed on its building automation system, which will allow for an "easy button" to turn off various equipment for the short durations needed to reduce electricity quickly for the program.





# 2023 Sustainable Events





# 2023 Sustainable Events



In 2023, the Pennsylvania Convention Center was pleased to host 11 sustainable events. Over the years, show managers have embraced sustainability as a key component of their events and appreciate collaborating with our facility to achieve their sustainability goals.

To effectively implement these shows' green initiatives, joint pre-event staff meetings were held with the facility's "Green Team" and the show management teams to review the operations plans and their unique sustainability requirements.

Our deliverables to these customers included waste diversion and energy usage reporting.



## Philadelphia Flower Show

“Our ongoing partnership with the Pennsylvania Convention Center has been instrumental in pushing the boundaries of sustainability at the PHS Philadelphia Flower Show. Through strategic planning and a shared commitment to waste diversion, re-use, and recycling, we are continuously raising the bar for eco-friendly event production. We are grateful for the collaboration of the PCC to help us meet our sustainability goals.”

- Seth Pearsoll, Creative Director and VP of The Flower Show/Pennsylvania Horticultural Society.



# Team and Community Engagement





# Team and Community Engagement

The Pennsylvania Convention Center and ASM Global are both committed to giving back to the communities in which we serve. Because of this commitment, several initiatives have been implemented at the Center to ensure that our operations continue to make a positive impact on our communities and minimize negative impacts to the environment.

## Supplier Diversity Program – Doing Business with the Pennsylvania Convention Center

The Pennsylvania Convention Center’s Supplier Diversity Program was established to provide equal opportunity and access for all contractors, subcontractors, vendors, consultants, and suppliers to the economic benefits of doing business with the facility.

In 2023, the Center expanded the reach of its Supplier Diversity Program through its “Doing Business with the PCC” events which were held throughout the year.

In March, the Center hosted “Wine Down Wednesday,” a networking event specifically targeted at women-owned businesses. In April, an information session focused on the facility’s procurement processes and procedures was held, to ensure that all businesses had the tools and resources needed to successfully bid for opportunities at the Center.

The final event, “Deep Dive Power Hour”, held in December, provided attendees with a case study of what a successful prime contractor – diverse sub-contractor relationship should look like. At the session, suppliers learned best practices to support their own diversity programs and ensure compliance when submitting bids for the Center.

Additionally, in 2023, the Pennsylvania Convention Center became a member of the Greater Philadelphia Chamber of Commerce’s Diversity Procurement Collaborative, an initiative aimed at improving procurement strategies and increasing the focus on supplier diversity among Philadelphia’s business community, to create additional business opportunities for Black and brown-owned businesses.

## Pennsylvania Convention Center/ ASM Global Donation Program

The Pennsylvania Convention Center, together with ASM Global, established a robust donation program, through which the facility partners with customers to provide local charities, nonprofit, and educational organizations with gently used items that may remain at the end of some shows.

In 2023, the Pennsylvania Convention Center partnered with seven events to donate various items including games, backpacks, clothing, shoes, arts & crafts supplies, and water bottles.

Additionally, the Center collaborated with the Philadelphia Marathon, to collect and recycle sneakers, through the services of Sneaker Impact, to reduce waste, and provide essential footwear to those in need.



# Team and Community Engagement

## Sustainability Training

On August 31, 2023, the Pennsylvania Convention Center conducted its annual training for the Operations and Food and Beverage departments, to review the facility’s sustainability requirements, goals and green events.

Leadership started the training with important messages about sustainability as it relates to our internal and external stakeholders – customers, staff, and the community. Republic Services, our landfill diversion partner, spoke on our year-to-date performance and the preparations that were in place for the fall event season.

## Gold & Platinum Sustainability Star Awards

During the annual training session, members of the “Green Team” were awarded gold and platinum Sustainability Star awards for their outstanding service during the past year. These team members made significant contributions to the Center’s sustainability initiatives which include waste diversion, electronic waste and asset recycling, energy management, and sustainable event management.



## Public Relations Initiatives

### Pennsylvania Convention Center “Front and Center” Blog

The expertise of the team at the Pennsylvania Convention Center is unmatched in the industry. To highlight this, the Center’s leadership team publishes regular blog posts, providing meeting planners, exhibitors, facility managers, and others with an interest in event planning and operations with event industry best practices.

During Earth Month in April, Janet Mitrocsak, director of facilities with ASM Global, [shared six top tips for planning sustainable events.](#)

### Sustainability Tour with Miss Pennsylvania

On August 10, 2023, the Pennsylvania Convention Center welcomed Miss Pennsylvania, Miranda Moore, for a sustainability tour of the facility.

Miss Moore is an environmental engineer by profession, an environmental advocate, and a proponent of women in STEM. She was very impressed with the Center’s sustainability initiatives and expressed an interest in doing a tour of the facility to learn more about our industry leading sustainability programs.



Tony Hodgins, General Manager, ASM Global; Steve Shepper, Vice President of Engineering and Capital Projects, PCCA; Miss Pennsylvania 2023, Miranda Moore; Janet Mitrocsak, Director of Facilities, ASM Global; Maggie Santos, Director of Operations, ASM Global; and John J. McNichol, President and CEO, PCCA.

# 2023 Sustainability Projects





# 2023 Sustainability Projects

The Pennsylvania Convention Center worked on the following innovative projects that contribute to our ongoing sustainability efforts.

## Honeycomb Strategies Phase I Report

Honeycomb Strategies is a corporate partner of ASM Global providing consulting services for sustainability assessments, events, and certifications.

Sustainability is no longer an afterthought but rather a business imperative as demonstrated by the ASM Global Acts corporate goals that focus on three key pillars – Protect the Environment, Invest in People, and Strengthen our Communities. As part of ASM Global’s commitment, an initial venue impact assessment was performed by Honeycomb Strategies to review opportunities for short, medium, and long-term planning. The assessment looked at the 17 sustainable development goals as adopted by the United Nations in 2015.

Of the opportunities identified, most were achievable in the short term. Some of these items, such as the addition of loading dock signage and updates to the facility’s sustainability practices and the Center’s Plan of Operations have been completed.

Longer-term projects, such as achieving LEED O&M EB certification and the replacement of

current digital signage to improved energy efficient options, have already started.

The goals that extend beyond this time frame require a deeper analysis of renewable energy alternatives, sustainable technologies, as well as advanced submetering for the facility. An analysis of the return on investment on these long-term initiatives will also be submitted by ASM Global to the PCCA, to allow for a more informed budgetary decision-making process.

## Capital Projects

Capital projects included:

- The SIEMEN’s Desigo building automation system retro-commissioning to reset outside air dampers, indoor air quality, and water flows for improved energy efficiency.
- Phase five of the facility’s restroom renovations, which included the installation of low flow plumbing fixtures and energy efficient LED lighting.
- The renovation of the exhibit hall concession stands to include state-of-the-art, energy efficient appliances and LED lighting.

## Asset Recycling

The PCC had some unique assets to recycle this past year Including concession and portable equipment that was taken out of service to make room for the new concession renovations.

Other projects were recycling 7,275 feet of motor cables from our production department, and several electronic waste pickups for assets including old monitors, cameras, computers, printers, electronic devices and light fixtures.

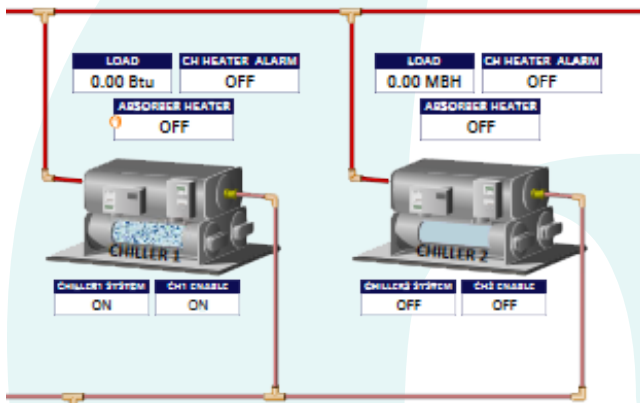


# Utility Usage and Performance



# Utility and Usage Performance

The Center focused on reducing utility usage over the last ten years. Energy management standard operating procedures and energy upgrade and renovation projects have all contributed to the resulting reductions.



Chillers 1 and 2 in the Pennsylvania Convention Center's West Central Plant.

2013 2023

Electric Usage (kWh)  
**Down 13%**



Natural Gas Usage (DTH)  
**Down 30%**



Water Usage (CCF)  
**Down 19%**





# Waste Usage and Recycling Performance



# Waste Usage and Recycling Performance

The Pennsylvania Convention Center has expanded its waste diversion significantly over the last ten years. The major contributing factor was the increased volume of construction and demolition recycling. Other factors included an asset recycling program and electronic waste recycling.



2013 2023

Single Stream (Tons)

**Up 55%**

53.4

119.5

Landfill (Tons)

**Down 47%**

1000.8

534.6

Cardboard (Tons)

**Down 45%**

76.4

41.8

Electronic Waste and  
Universal Waste (Tons)

**Up 100%**

0

23.71

C&D (Tons)

**Up 55%**

222.8

491.3

Diversion Rate (%)

**Up 54%**

25.9%

55.9%



# 2024 Goals



# 2024 Goals

- Earn recertification (Gold) for the EIC Sustainable Event Standards for venues.
- Earn the Global Biorisk Advisory Council (GBAC) Star Facility accreditation for a fifth consecutive year.
- Earn the LEED O+M certification for existing buildings.
- Finalize the Center's Coca Cola partnership
- To increase employee engagement around sustainability programs and initiatives.
- To expand the Pennsylvania Convention Center/ASM Global donation program.
- To complete phase one of the digital signage project.
- Building Automation System and Electrical Distribution monitoring and programming development.





# Pennsylvania Convention Center

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AN  **MANAGED FACILITY**

