



MILAN



40th Congress of the ESCRS
16-20 September 2022

ESCRS 2022 Sustainability Measurement Report

This report is brought to you by Alcon



ESCRS
MISSION ZERO

Alcon

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About ESCRS

Overview and Scope



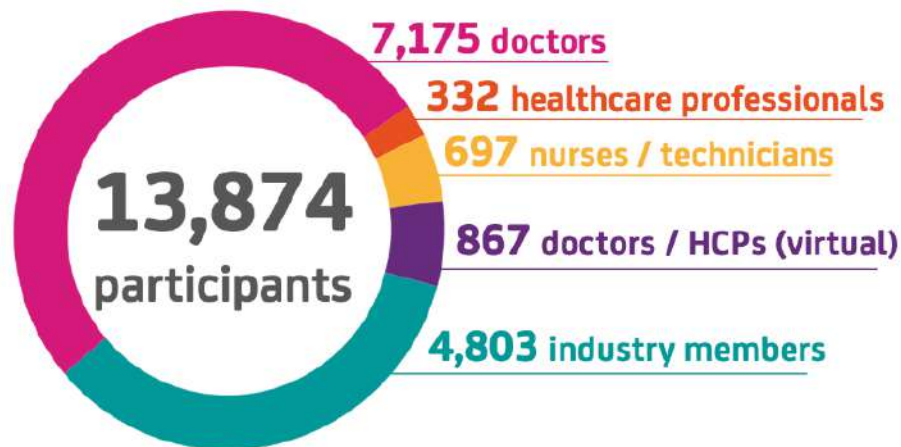
About ESCRS

ESCRS was founded in 1991 to promote education and research in the field of implant and refractive surgery and to advance and promote the study and practice of ophthalmology. It promotes and supports research in intraocular lens implantation and refractive surgery and shares the results.

ESCRS has over 7,500 members from 130 countries worldwide.

ESCRS's 40th Congress was held during the 16th –20th September at the MiCo (Allianz MiCo) – Milano Convention Centre, Milan, Italy.

ESCRS 2022 Congress in Numbers



Sustainable Event Strategy



Process: Step-by-step

In 2022 ESCRS made a commitment and plan to integrate social and environmental sustainability into their community, meetings, events and activities.

With the help of the GDS-Movement and the contribution of key members and partners a two-year sustainability strategy was developed.



Message from the ESCRS president

Our vision is that by 2023, we will have a congress that produces zero waste to landfills and is net zero in terms of carbon emissions. We also intend to be a role model for social responsibility.

This means we will work collaboratively to support the wellness of our event participants, give back to local and global communities, regenerate ecosystems and inspire sustainability action from our event participants.

We invite you to join us on our “Mission to Zero.”

A handwritten signature of Oliver Findl in blue ink, enclosed in a thin blue rectangular border.

Mission Zero – ESCRS's Sustainable Event Strategy

The strategy intends to make ESCRS catalysts of change and exemplars in actions and operations.
The 2022 Congress in Milan was Mission Zero's pilot project.



Key Goals of the Congress

Inspire Action

- Partner with ASCRS and APACRS to promote eyesustain.org initiative
- Integrate a sustainability track into the congress programme
- Recruit at least two new organisations into the Sustainability Partnership programme

Zero Emissions

- 25% of delegates to arrive by climate friendly transport
- +50% of food served is vegetarian
- 70% of food locally sourced (less than 160km)
- Non-avoidable carbon emissions will be offset by investing in a portfolio of projects

Zero Waste

- Eliminate 90% of single use plastic, polystyrene and PVC
- Decrease waste sent to landfill to less than 20%, and increase recycling to +50%
- +70% of all signage and branding to be made from more sustainable materials

Be a role model for Social Responsibility

- Increase balance of female speakers to 35%
- Integrate at least 1 community/charity partnership in the event
- Integrate wellness activities throughout the congress

Initiatives & Impacts



Our Climate Approach

MEASURE

Anticipated carbon emissions for 2022 Congress are approx. 12,000 tons CO₂e

Approx 80% of our footprint comes from flying

REDUCE

Reduce waste

Improve recycling and composting

Reduce food miles

Reduce / eliminate red meat

Promote train travel

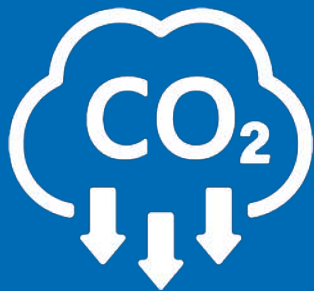
OFFSET



Unavoidable emissions were offset through Climate Impact Partners and three projects that:

- Provide clean and safe cooking and water systems to isolated communities
- Increase wellbeing & eye health by reducing smoke inhalation & air pollution
- Provide renewable energy solutions that protect the local environment as well as offer affordable and reliable energy access to communities

Climate Action



To reach our goals, we have applied the following principles:

- Eliminate waste, emissions and pollution
- Recycle materials and products
- Switch to more sustainable materials
- Regenerate natural systems (people and planet)
- Design for inclusiveness and diversity
- Use our sustainability efforts to improve participants' event experience

The unavoidable emissions are offset in three carbon offset projects in developing economies facilitated by Climate Impact Partners that:

1. Provides clean and safe cooking and water systems to isolated communities
2. Increases wellbeing and health by reducing smoke inhalation and air pollution
3. Provides renewable energy solutions that protect the local environment and offers affordable, clean and reliable energy access to communities

Carbon Footprint

We have calculated the congress' s carbon and waste footprint using industry best practice methodologies as well as an advanced measurement tool called TRACE. The emissions from local event production, delegate and team travel, accommodation, food & beverages, venue and online participation are included in the scope of our measurements.

Total carbon footprint

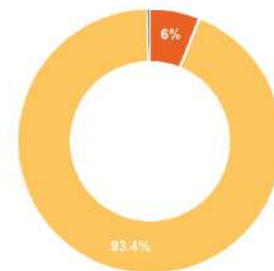
15875.54 tCO₂e



Average carbon footprint per attendee

1250.24 kgCO₂e

Carbon Footprint



● Energy ● Catering ● Travel
● Production ● Waste



CO₂ equivalent from 7937.8 cars on the road for one year

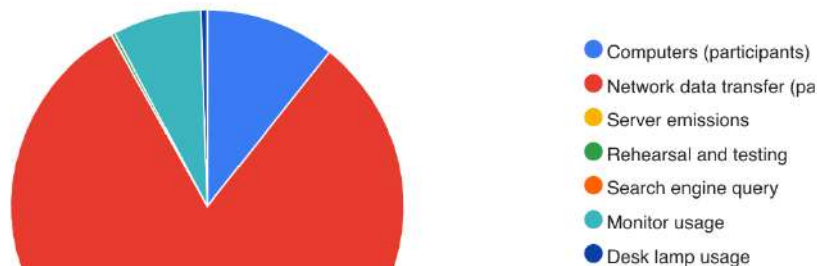
This is the equivalent of



The carbon sequestered by 79377.7 tree seedlings grown for 10 years

Online Streaming

Breakdown of Streaming (Hybrid / Virtual) Elements



Emissions for energy for streaming / online

0.12 tCO₂e



Streaming/online Energy emissions per attendee

0.14 kgCO₂e



Circular Approach



Our approach was to design waste out of the event, keep materials and products in use, switch to more sustainable materials and implement a high-performance recycling system.

In partnership with the MiCo, waste was separated into 5-streams:

- Paper
- Glass
- General Waste
- Plastic & Cans
- Compost & Food Waste

As this was the first year of Mission Zero the data gathered sets a benchmark for future targets.

Circularity of Event Materials

Percentage of materials reused,
donated, repurposed

73.0%

Percentage of assets hired or made
from reclaimed materials

69.4%

Percentage of materials recycled post
event

21.7%



Waste Footprint

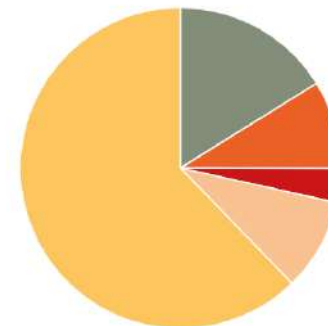
Total waste

25.38 Tonnes



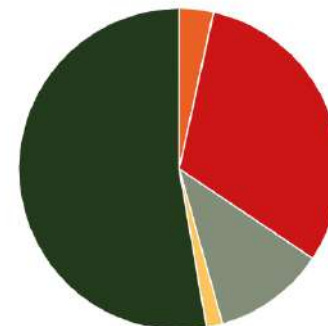
Where did waste come from? (by weight)

● Built items	16.2%
● Graphics	8.9%
● Food waste	3.4%
● Serveware	9.3%
● Everything else	62.2%



Where did waste go? (by weight)

● Landfill	3.4%
● Incinerated	30.9%
● Recycled	11.3%
● AD/Compost	1.6%
● Re-used	52.7%



Food and Beverage

We worked with the Compass Group – a dedicated catering team at MiCo - to offer healthier and climate-friendlier food and drink options for the event:

- Red meat wasn't on the menu
- 79% of served food was vegetarian or vegan
- 90% of the food was packaged in compostable packaging
- 60% locally and regionally sourced ingredients
- Leftover food was donated to Banco Alimentare-Siticibo, an Italian charity working in Lombardy



The President's Dinner

On behalf of Prof. Oliver Findl, President of ESCRS, The President's Dinner was organised at The National Museum of Science and Technology - "Leonardo da Vinci" with special attention to sourcing and impact by:

- Choosing from locally sourced ingredients and beverages
- Keeping red meat off the menu
- Creative edible decorations



Food Footprint

Total F&B emissions

30.67 tCO₂e



Total Food emissions

26.71 tCO₂e



Contribution to overall
emissions

0.2%

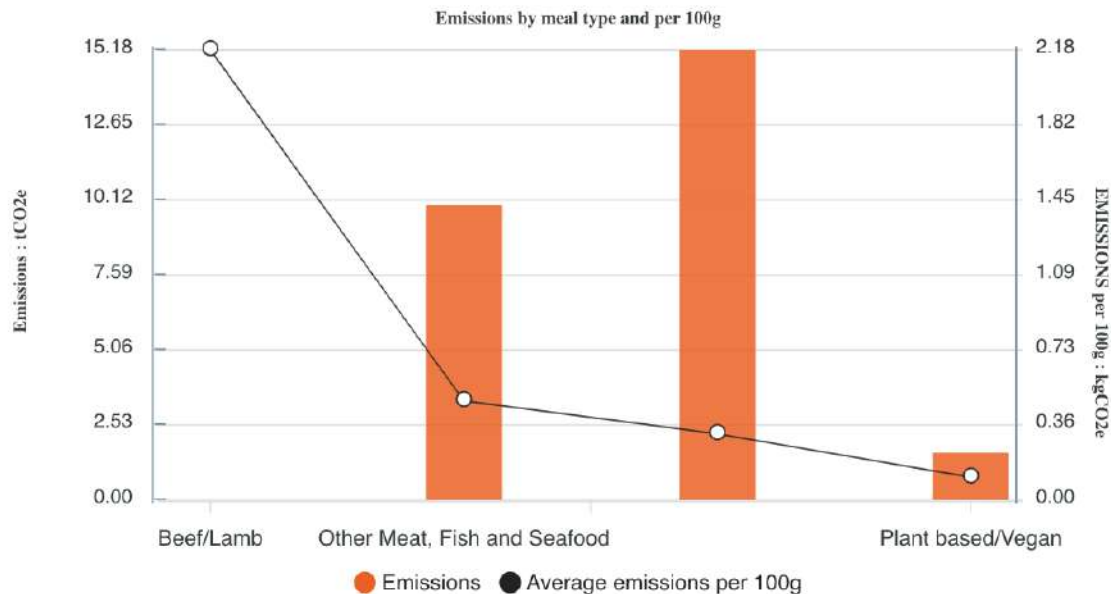


Total Beverages
emissions

3.23 tCO₂e



Emissions by meal type and per 100g



Delegate Engagement

Sustainability communications campaign to engage, inspire and educate



The ESCRS sustainability commitment and vision

ESCRS and I are committed to improving the sustainability of all our activities as a society. Improving the footprint of our Milan Congress is a priority, and we are working with our partners to organise a socially and environmentally responsible congress.

Our vision is that by 2025, we will have a congress with zero waste to landfill, zero net carbon emissions and we will be a role model for social responsibility. This means we have to work collaboratively to support the wellness of our event participants, give back to local and global communities, regenerate ecosystems and inspire sustainability action from our event participants.

We invite you to join us in this journey.



Oliver Findl, ESCRS President

Meet the confirmed #ESCRS2022 Sustainability Sponsors

Learn more about the Sustainable Exhibitor Award



IMPORTANT DATES

Late registration rates applicable from:
30 June 2022

Regular abstract submission now closed
Deadline: 18 March 2022

ESGONT abstract submission now closed
Deadline: 15 June 2022

Early bird registration now closed
Deadline: 29 June 2022

Sustainable Exhibitor Award applications now closed
Deadline: 1 September 2022



Extensive Attendee Communication

THE ESCRS SUSTAINABILITY COMMITMENT AND VISION

ESCRS is committed to improving the sustainability of all our activities. The key goals of the ESCRS Congress include the integration of a sustainability track, eliminating 90% of single use plastic, polystyrene and PVC, and ensuring that 25% of delegates arrive by climate friendly means. You too, can make a difference! [Learn about our socially and environmentally responsible congress](#) goals and missions.



Inspire Action



Zero Emissions



Zero Waste



Social Responsibility



The European Society of Cataract and Refractive Surgeons (ESCRS) 10,874 followers 1w • 🌱

Thank you for doing your part to help create a more sustainable congress!

#ESCRS has set the ambitious goal to host a congress that sends zero waste to landfill ...see more

ESCRS MISSION ZERO

40th Congress of the ESCRS
16-20 September 2022

THANK YOU
FOR PLAYING YOUR PART TO
HELP US CREATE A
**MORE SUSTAINABLE
ESCRS CONGRESS**

Extensive Attendee Communication



YOUR SUSTAINABILITY ROLE DURING #ESCRS2022

Join us on the #ESCRS2022 sustainability journey. Sustainability only works if we are all involved and working together. It's on each of us to find ways to take action, whilst using our influence, as small as it may be, to encourage, or demand, those with power to do something about it.



Attendee Engagement – ESCRS Mission Zero Pledge

“It takes a village to raise a child” – **African Yoruba proverb**

Sustainability only works if we are all involved and working together. It’s up to each of us to find ways to take action in our own sphere of control, whilst using our influence, as small as it may be, to encourage, or demand, those with power to do something about it.

67 attendees showed their support by taking the
ESCRS Mission Zero Pledge



Corporate Partner Engagement

Four sponsors supported the Mission Zero
initiative at the congress.



Thank you to our sponsors

ESCRS 2022 Congress Sustainability
Sponsor

Alcon

ESCRS 2022 Congress Zero Carbon Offsetting
Partner

Johnson & Johnson VISION

ESCRS 2022 Congress Waste Zero Partner



Seeing beyond

ESCRS 2022 Congress Sustainability Healthy
Break Partner



Exhibitor Education and Engagement

Sustainable Exhibiting Guide

Leading up to the congress, the exhibitors were requested to champion social and environmental responsibility at ESCRS through actions like sustainable catering and offsetting their emissions. These commitments contributed to the goals of the congress.



Sustainable Exhibitor Award

The ESCRS Congress Sustainable Exhibitor Award recognises an exceptional exhibitor or exhibitors, who have truly embraced environmentally responsible behaviour and sustainable work practices within and without the congress.

All 13 applications were evaluated by a panel comprising 3 experienced events and sustainability leaders and the winner was announced during the Opening Ceremony of ESCRS Congress in Milan.

Awarding Johnson and Johnson Vision for:

- Outstanding efforts on the stand and beyond
- Communication: a series of videos featuring key spokespeople who discuss J&J's sustainability strategy and progress to date
- Stand: 50% of the stand was made from recycled or recyclable sources. As much as 90% of J&J's stand will be re-used
- Offset: 100% of CO2 emissions from the electricity used at the stand and for team travel is offset.



On-site Engagement

The ESCRS Sustainability Wall



The ESCRS Sustainability Wall inspiring and educating delegates about sustainable practices at the Congress and beyond

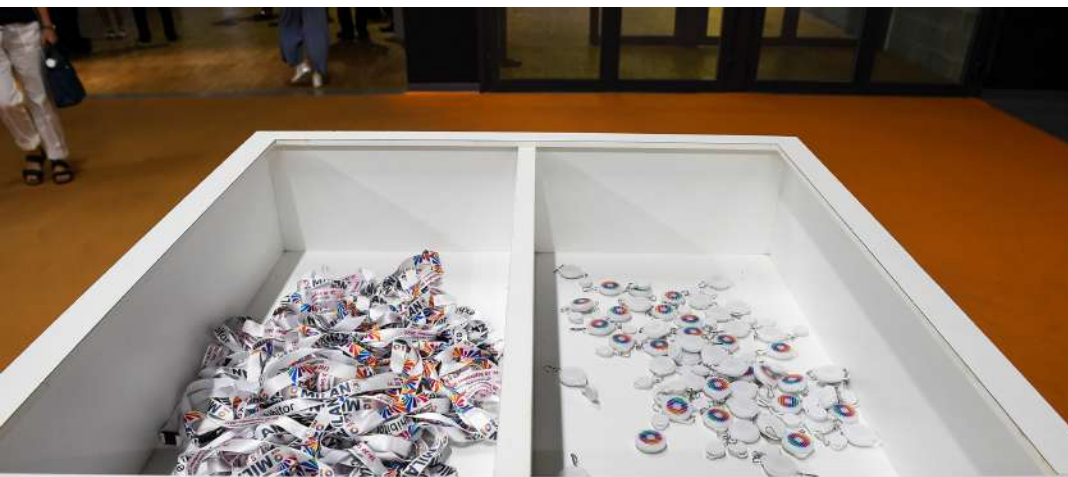
On-site Initiatives

The ESCRS reusable water bottles and water stations connected to the drinking water system at the venue



On-site initiatives

Pins and badge-back donation scheme to enable their reuse at future events



Wellness

ESCRS offered delegates opportunities to rejuvenate at the dedicated Wellness Lounge. Fully qualified and experienced masseurs gave over 300 massages to ESCRS delegates.



Carbon Offsets with Diverse Benefits

ESCRS 2022 Congress Zero Carbon
Offsetting Partner

Johnson & Johnson VISION

The congress's carbon emissions were measured using industry best practices and the TRACE tool.

All possible reductions were made and **76 %** of unavoidable emissions have been offset by buying carbon credits in three certified offsetting projects through Climate Impact Partners.

Aqua Clara Water Filters, Kenya



Gold Standard Certified

Health Impact

Gyapa Efficient Cookstoves, Ghana



VCS and CCB Certified

Environmental Impact

Renewable Energy Portfolio, Global



VCS and CCB Certified

Economic Impact

Certificate of Purchase

This certificate verifies that:

ESCRS Trading Ltd

Has offset/purchased:

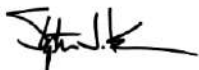
12,040

Subject
ESCRS Trading Ltd

Duration
2022

Project information

Global Renewable Energy Portfolio (8,000 tCO₂e)
Gyapa Efficient Cookstoves, Ghana, Gold Standard VER (4,000 tCO₂e)
Improved Water Infrastructure, Sub-Saharan Africa Portfolio (40 tCO₂e)



Stephen J. Killeen
CEO, Natural Capital Partners

All credits used adhere to the International Carbon Reduction and Offset Alliance (ICROA) standards.

Inspire Action – EyeSustain

EyeSustain is a global coalition of eye societies and ophthalmologists collaborating to make ophthalmic care and surgery more sustainable. It works to:

- Engage, network, and educate the global ophthalmic community about more sustainable practices
- Collaborate with industry to reduce its carbon footprint and surgical waste
- Support research and innovative solutions that reduce ophthalmology's environmental impact
- Collaborate with other medical specialties to reduce the carbon footprint of our healthcare system
- Support advocacy and education about the public health impact of climate change

Key Sustainability Topics in Ophthalmology



Sustainability in the Clinic

Turn your clinic into part of the solution.



Sustainability in the OR

Learn why addressing operating room waste is key to sustainability efforts.



Drug Waste

Reduce drug waste to save money and mitigate pollutants.



Global Green Practices

Explore best practices to shrink your carbon footprint.



Performance Review



Performance against key goals

Themes	Goals	Results	
Inspire Action	Partner with ASCRS and APACRS to promote eyesustain.org initiative	New partnership established with ASCRS and AAO to start eyesustain.org which is a global coalition of eye societies and ophthalmologists collaborating to make ophthalmic care and surgery more sustainable	
	Integrate a sustainability track into the congress programme	Fully integrated sustainability track with panel sessions & courses focusing on waste management	
	Recruit at least two new organisations into the Sustainability Partnership programme	Asian-Pacific Association of Cataract and Refractive Surgeons (APACRS) joined the programme	
Zero Emissions	25% of delegates to arrive by climate friendly transport	22% of in-person attendees arrived by climate friendly transportation (local public transportation, trains or cars vs planes)	
	+50% of food served is vegetarian	79% of food served was vegetarian or vegan (covers Milano Convention Centre and the President's Dinner)	
	70% of food locally sourced (less than 160km)	60% locally and regionally sourced ingredients (covers Milano Convention Centre and the President's Dinner)	
	Non-avoidable carbon emissions will be offset by investing in a portfolio of projects	76% of unavoidable emissions offset with Climate Impact Partners	

Performance against key goals (cont.)

Themes	Goals	Results	
Zero Waste	Eliminate 90% of single use plastic, polystyrene and PVC	69.4% of assets hired or made from reclaimed materials	
	Decrease waste sent to landfill to less than 20%, and increase recycling to +50%	Only 3.4% of waste was sent to landfill 30.9% of waste – incinerated 64% of waste recycled or re-used	
	+70% of all signage and branding to be made from more sustainable materials	Approx. 20% of signage was digital, the remaining signage materials were made from non-sustainable materials	
Social Responsibility	Increase balance of female speakers to 35%	27% female speakers / 73% male speakers	
	Integrate at least 1 community/charity partnerships in event	Leftover food was donated to Banco Alimentare-Siticibo, an Italian charity working in Lombardy who support those in need	
	Integrate wellness activities throughout	24 sessions of mindful activities, allowing approx. 200 walk-ins taking time to relax at the Wellness Lounge Over 300 15-min massages provided at the Hall B	

Key Recommendations

Planning

- Make sustainability a priority and agenda item from the project initiation
- Create a Green Team with key stakeholders including venue, agency, production company and designers.

Procurement

- Communicate sustainability requirements with your suppliers well in advance by adding it in the RFP process
- Make sustainability part of the procurement selection process
- Ensure that sustainability and measurement requirements are part of the contract

Measurement

- Ensure each supplier is coached, capable and can provide measurement data 2 weeks after the event
- Include measurement as a contractual commitment with each supplier

Production

- Choose more sustainable signage options and completely eliminate PVC
- Reduce the number of graphics produced by 25% by rethinking design and projecting more
- Remove year and location branding from the main signage allowing it to be repurposed in the future
- Continue engaging exhibitors in sustainability and waste management initiatives

Key Recommendations (cont.)

Food and Beverage

- Eliminate single-use plastic and individually wrapped items from food and beverage offerings
- Increase the amount of locally and regionally sourced ingredients
- Offer 100% vegetarian or vegan options at the congress from 2023

Climate

- Increase the target of delegates arriving by climate friendly transport to 35%
- Partner with local railway providers to promote discounted train rates for the Congress delegates
- Continue with the mandatory carbon offset fee with increased pricing of 20 Euros per delegate
- Offset 100% of non-avoidable carbon emissions by investing in a portfolio of projects

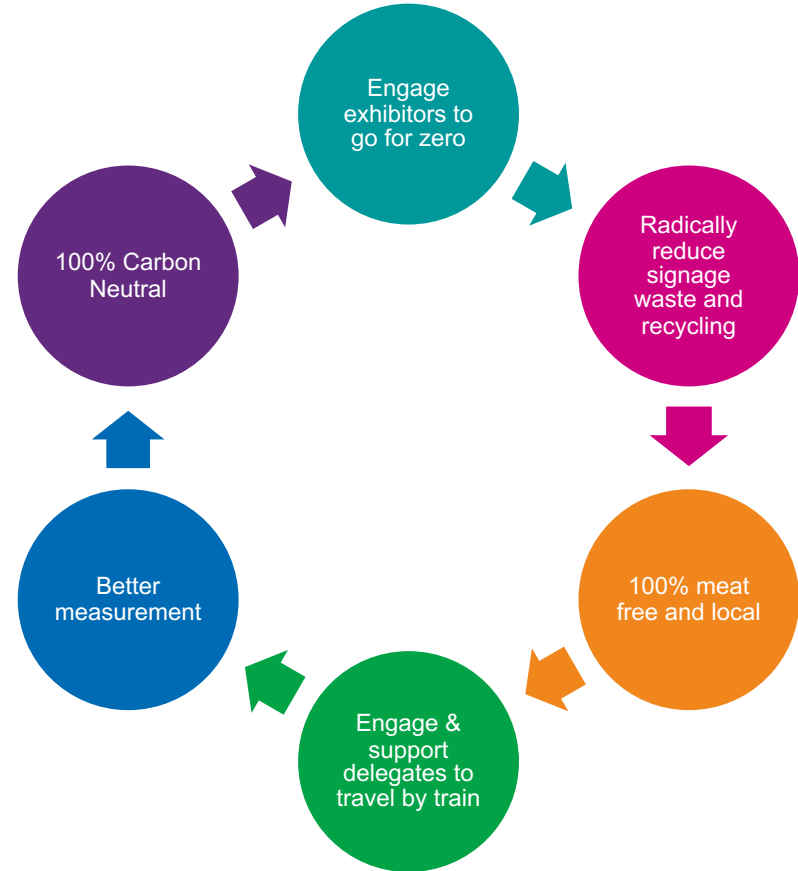
Content and Programme

- Balance female and male speakers in the planning stage of the programme
- Produce a one-day collocated event on sustainability with eyesustain.org partners

Impact and Legacy

- Implement a framework to measure and report on the positive handprint and legacy of the congress
- Create a legacy initiative with the local community in Vienna

What's next for 2023?





Thank You to the ESCRS 2022 Congress Sponsors



**Sustainability
Sponsor Partner**

**Zero Carbon
Offsetting Partner**

Alcon

Johnson & Johnson VISION

**Waste Zero
Partner**

**Sustainability Healthy
Break Partner**



Thank You



This report was prepared by the GDS-Movement with valuable data and editorial support provided by the ESCRS team.

Event carbon and waste footprint data was measured using industry best practice methodologies as well as an advanced measurement tool called TRACE. The emissions from local event production, delegate and team travel, accommodation, food & beverages, venue and online participation are measured. Where data was not available, impact data was estimated using the GDS-Movements database of sustainable events.



About the GDS-Movement

GDS-Movement unites and enables tourism and event professionals to create flourishing and resilient places to visit, meet and live in.

Our mission is to co-create sustainable and circular strategies, mindsets and skill sets that will enable destinations of the future to thrive, and society and nature to regenerate.

www.gds.earth

