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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

13,874 participants

7,175 doctors
332 healthcare professionals
697 nurses / technicians
867 doctors / HCPs (virtual)
4,803 industry members

5 main symposia
104 wet labs
102 instructional courses
4 research symposia

378 free papers
401 presented posters
26 challenging video cases
205 videos in the library

5 days
29 parallel rooms
38 CME credits
Sustainable Event Strategy
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.

**Process: Step-by-step**

**Plan**
- Co-create strategy
- Define vision, objectives and targets
- Develop action plan

**Assess**
- Assess suppliers
- Calculate estimated carbon footprint of congress

**Improve**
- Engage suppliers, exhibitors, sponsors
- Educate suppliers, the team & improve operational processes
- Engage delegates and communicate our initiatives and progress

**Measure**
- Collect data and calculate carbon and waste footprint
- Compensate for event emissions through a portfolio of certified carbon offset projects

**Improve**
- Evaluate and improve approach and processes
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.”
Mission Zero – ESCR's Sustainable Event Strategy

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

Catalyst
Inspire members to improve the Environmental and Social sustainability of ophthalmic healthcare care

Exemplar
Lead by example by innovating and improving the sustainability of ESCR operations and practices

Our Goals
- Inspire Action about sustainable ophthalmic care
- Net Zero Carbon Emissions
- Zero Waste to Landfill
- Be a Role Model for social responsibility

Our Principles
- Design out waste, emissions and pollution
- Keep materials and products in use
- Switch to more sustainable materials
- Regenerate natural systems
- Design for inclusiveness, equity and diversity
- Improve participant event experience

Aligned to UN SDGs

Prepared in collaboration with the GDS-Movement
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 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

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

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

Prepared in collaboration with the GDS-Movement
Initiatives & Impacts
Anticipated carbon emissions for 2022 Congress are approx. 12,000 tons CO₂e
Approx 80% of our footprint comes from flying

Reduce waste
Improve recycling and composting
Reduce food miles
Reduce / eliminate red meat
Promote train travel

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

Our Climate Approach
Prepared in collaboration with the GDS-Movement
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

This is the equivalent of

CO2 equivalent from 7937.8 cars on the road for one year

The carbon sequestered by 79377.7 tree seedlings grown for 10 years

Prepared in collaboration with the GDS-Movement
Online Streaming

Breakdown of Streaming (Hybrid / Virtual) Elements

- Computers (participants)
- Network data transfer (ip)
- Server emissions
- Rehearsal and testing
- Search engine query
- Monitor usage
- Desk lamp usage

Emissions for energy for streaming / online
0.12 tCO2e

Streaming/online Energy emissions per attendee
0.14 kgCO2e

Prepared in collaboration with the GDS-Movement
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.
<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of materials reused, donated, repurposed</td>
<td>73.0%</td>
</tr>
<tr>
<td>Percentage of assets hired or made from reclaimed materials</td>
<td>69.4%</td>
</tr>
<tr>
<td>Percentage of materials recycled post event</td>
<td>21.7%</td>
</tr>
</tbody>
</table>
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-friendly 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

Prepared in collaboration with the GDS-Movement
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

- Emissions
- Average emissions per 100g

MiCo (Allianz MiCo) – Milano Convention Centre and the President’s Dinner
Delegate Engagement

Sustainability communications campaign to engage, inspire and educate

Prepared in collaboration with the GDS-Movement
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
Extensive Attendee Communication

THE ESCR SUSTAINABILITY COMMITMENT AND VISION
MISSION ZERO: LEARN MORE

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

Prepared in collaboration with the GDS-Movement
Certificate of Purchase

This certificate verifies that:

ESCRS Trading Ltd

Has offset/purchased:

12,040

<table>
<thead>
<tr>
<th>Subject</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>ESCRs Trading Ltd</td>
<td>2022</td>
</tr>
</tbody>
</table>

Project Information
- Global Renewable Energy Portfolio (8,063 tCO2e)
- Gyapa Efficient Cookstoves, Ghana, Gold Standard VER (4,000 tCO2e)
- Improved Water Infrastructure, Sub-Saharan Africa Portfolio (40 tCO2e)

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

Prepared in collaboration with the GDS-Movement
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.

Prepared in collaboration with the GDS-Movement
Performance Review
## Performance against key goals

<table>
<thead>
<tr>
<th>Themes</th>
<th>Goals</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inspire Action</td>
<td>Partner with ASCRS and APACRS to promote eyesustain.org initiative</td>
<td>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</td>
</tr>
<tr>
<td></td>
<td>Integrate a sustainability track into the congress programme</td>
<td>Fully integrated sustainability track with panel sessions &amp; courses focusing on waste management</td>
</tr>
<tr>
<td></td>
<td>Recruit at least two new organisations into the Sustainability Partnership programme</td>
<td>Asian-Pacific Association of Cataract and Refractive Surgeons (APACRS) joined the programme</td>
</tr>
<tr>
<td>Zero Emissions</td>
<td>25% of delegates to arrive by climate friendly transport</td>
<td>22% of in-person attendees arrived by climate friendly transportation (local public transportation, trains or cars vs planes)</td>
</tr>
<tr>
<td></td>
<td>+50% of food served is vegetarian</td>
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<td>70% of food locally sourced (less than 160km)</td>
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<td>Non-avoidable carbon emissions will be offset by investing in a portfolio of projects</td>
<td>76% of unavoidable emissions offset with Climate Impact Partners</td>
</tr>
</tbody>
</table>

Prepared in collaboration with the GDS-Movement
## Performance against key goals (cont.)

<table>
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</table>
|                            | 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

Recommendations provided by the GDS-Movement
### 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](http://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

Recommendations provided by the GDS-Movement
What’s next for 2023?

- 100% Carbon Neutral
- Engage exhibitors to go for zero
- Radically reduce signage waste and recycling
- Better measurement
- Engage & support delegates to travel by train
- 100% meat free and local

Prepared in collaboration with the GDS-Movement
Thank You to the ESCRS 2022 Congress Sponsors
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