

# Sustainable Systems for Events



**GreenBlue** is an environmental nonprofit dedicated to the sustainable use of materials in society. They bring together a diversity of stakeholders to encourage innovation and best practices to promote the creation of a more sustainable materials economy. In 2022, GreenBlue gathered stakeholders at the Sustainable Packaging Coalition (SPC) Advance in Atlanta, GA. Their investment in carbon credits from NCX, allowed GreenBlue to offset the travel for all event attendees, whether they came by plane, train or automobile. In doing so, they supported family forest landowners across Georgia and the surrounding states to grow older, more carbon rich forests and improve wildlife habitat.

**GreenBlue's Impact** →  **550 metric tons** of CO<sub>2</sub>e expected climate impact

That's equivalent to:



Removing **119 cars** from the road for 1 year



**428 road trips** across the US



**61,888 gallons** of gas

## Total NCX Spring 2022 Cycle Impact:

GreenBlue's commitment to zero out attendee transportation emissions was a part of the NCX Spring cycle. This cycle in total was made possible by:



Over **1,300 landowners** paid to reduce their timber harvest



**900,000 acres** of family forests storing more carbon

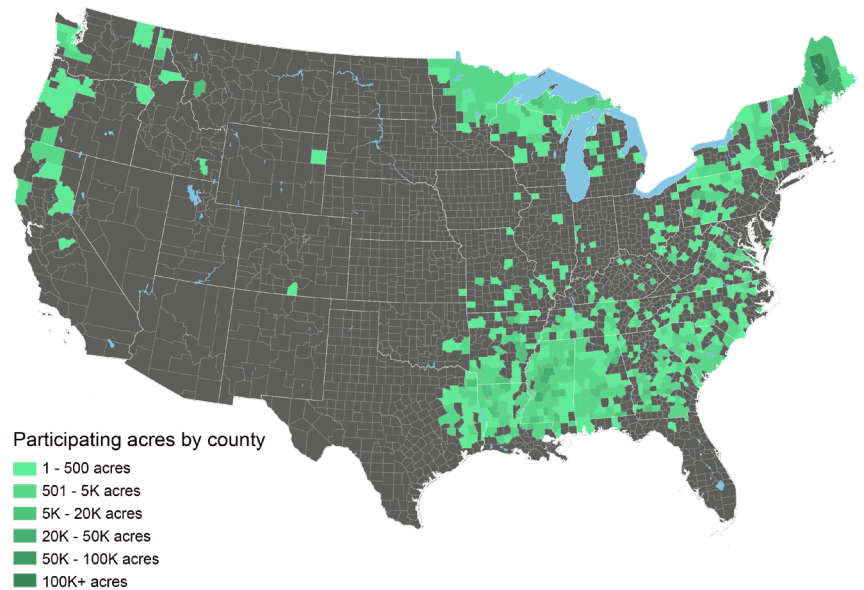
## Sustainability at SPC Advance 2022

All SPC Advance attendee travel, accommodation, tour transportation and meals will be offset using carbon credits from NCX to support family forest landowners across Georgia and the surrounding states. A carbon fee is added to ticket price, which was calculated using aggregated attendee information collected during the registration process.

### Why NCX?

#### Local Impact & Access to Climate Solutions

GreenBlue believes in protecting our natural resources while creating more sustainable systems that benefit the local communities involved. They value the collaboration NCX facilitates for forest landowners and net-zero leaders to enable real, immediate climate impact across Georgia, Tennessee, South Carolina, Alabama and Florida.



**“Sustainable systems of commerce that value natural resources, like what NCX has created, are key to developing a more balanced future for our economy. This aligns perfectly with our mission as an environmental nonprofit focused on advancing sustainability.”**

– Barbara Fowler, Director, Events  
GreenBlue