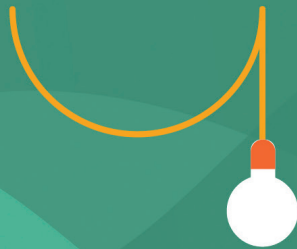
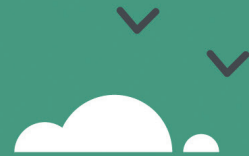

EXHIBITOR SUSTAINABILITY GUIDANCE



WHAT ARE WE DOING?

At Clarion Events we are working to deliver more sustainable events. Clarion is focusing on areas such as our carbon emissions, event waste management, supply chain sustainability and social and economic impact.

Clarion Events is signed up to **Net Zero Carbon Events (NZCE)**, an events industry initiative to address climate change. Clarion has committed to halve emissions by 2030 and reach net zero by 2045. To achieve this, we are beginning to monitor the activity and the resulting carbon footprint across our events and collaborating with our venues and supply chain on carbon reduction initiatives.

WHY

There is an urgent need to transition towards net zero emissions to limit the effects of climate change. Climate change can significantly impact events; through cancellation or relocation of events, increasing costs of materials and travel, and disruption of our supply chains. The events industry is a complex mix of stakeholders and collaboration on sustainability is key to achieve net zero emissions quicker.

Collectively we can reduce our impact on the environment and communities in which we operate through the choices we make. For example, reducing and managing our waste better and/or using local suppliers. To help you with these choices, we have created guidance to highlight sustainable considerations which can be taken when participating at our events. We understand your control over different choices may vary, therefore we encourage you to reach out to your operations manager and/or supply partner with any questions around sustainable options.



CONNECTING PEOPLE MORE SUSTAINABLY



BEFORE THE EVENT

1. STAND/BOOTH BUILDING

If you are building your own stand / booth, it is important to ask your stand contractor how they are reducing their waste and carbon footprint. Is your stand contractor part of an industry body? (Such as **ESSA** in the UK, **ESCA** in the US or **SACEOS** in Singapore) ESSA and SACEOS have a Sustainability Certification/Accreditation which stand contractors can attain.

SUSTAINABLE OPTIONS

Many suppliers offer sustainable solutions. Clarion work with Stand Contractors who offer reusable builds which allow the structure, walling, and other stand elements to be reused again and again. These do not have to be just basic shell schemes but can still be designed to stand out from the crowd.

QUESTIONS TO ASK YOUR CONTRACTOR

- Do you reuse the stand materials or is it down to me as the exhibitor to store and reuse materials?
- Are your structures, display facilities, and ceilings reusable, if so, what material are they made from?
- Do you reuse your furniture, lighting, and equipment?
- Can you reuse the fascia or overhead signage?
- Will the floor covering be reused or recycled?
- Will the graphics be reused or recycled?
- Where do you source the materials from?
- What materials are used during transport? Did you know only clear shrink wrap can be recycled.
- Where do you store materials during and after the show?



FIRST STEPS:

Ask your Stand Contractor about their material selection (reusability, production, and storage) and waste management processes. Most importantly ask them if they design to reuse.



Is my stand/booth builder focusing on reducing their impacts?



TOP TIPS FOR SHELL SCHEME EXHIBITORS

- Can you reduce your electricity consumption through only using what is in your electrical package?
- Speak to your Stand Contractor about opportunities to recycle or reuse the carpet post-show



2. TRAVEL AND ACCOMMODATION

Minimise carbon emissions by considering how you travel to, and where you stay during, the event.

SUSTAINABLE OPTIONS

Are you travelling by plane? Look at choosing airlines which publish their impacts on the environment and/or choose to fly in economy. **CAPA's (Centre for Aviation) sustainability airline benchmark report**, for example, ranks different airlines on the amount of carbon emissions per passenger kilometre. Where routes allow for different airline options, choose the airline with the smallest carbon emissions.

Are you travelling by car? Can you limit the journey leg by car and use trains, or carpool?

Does your hotel have either a global or local green certification? (e.g. Green Globe, Green Growth 2050, Green Key etc.) Or do their buildings have green building qualifications? (such as LEED, BREEAM, or EDGE)

Is your hotel near the event? Use walking routes found online or use public transport/ choose to carpool.



FIRST STEPS:

Booking accommodation close to the venue and encouraging all stakeholders to use public transport (where possible). Can I choose a more sustainable mode of transport to get to the event? Does the hotel have a green certification?



3. BUYING FOR YOUR STAND/BOOTH

Consider if additional products bring value or significant engagement to your stand. Always rethink if a product is needed, but if it is, then following these sustainable options can reduce your impacts.

Always consider the 5R's when thinking about buying: **RETHINK** if you need it, **REFUSE** and change to a more sustainable option, **REDUCE** consumption, **REPURPOSE** materials from previous events, **RECYCLE** – choose products which can be recycled.

SUSTAINABLE OPTIONS

- Are you sourcing locally? This will reduce the carbon created from shipping but also support the local communities.
- Can the products be reused at your next event? Ensure marketing materials are branded without dates so they can be reused again and again.
- Where possible reduce printing by switching to digital options e.g. consider the use of e-gift bags instead of physical products. Find an example of an e-gift bag [here](#). If you need to print use FSC or recycled paper.
- Look out for accredited companies when buying products e.g. **Fairtrade**, **B Corporation**, **Rainforest Alliance**. These certifications demonstrate the company's commitments to sustainability.
- Ensure show bags are not plastic. Reduce using plastic where possible and aim for reusable / recyclable materials.



FIRST STEPS:

Wherever possible, reuse products from previous events, however when buying new consider the 5 R's and sourcing locally. Use the same process when thinking about purchasing food for your stand.

Do the products I buy for my stand add value?



4. LOGISTICS

Choosing a logistics provider who considers factors such as consolidation of transport, type of transport used, and packaging can help to reduce your impact.

SUSTAINABLE OPTIONS

Clarion's official global logistics partner is Kuehne + Nagel, the partnership's ambition is to focus on reducing the carbon footprint of exhibitions. Their actions include reporting and reducing their carbon footprint, consolidating transport, investing in low carbon vehicles, and communication around sustainable packaging options. Choosing Kuehne + Nagel will remove the work for you and ensure you are choosing a sustainable logistics provider.

QUESTIONS TO ASK YOUR LOGISTICS PROVIDER

- Do you consolidate transport to reduce the number of trips made?
- Do you consider the type of transport used in relation carbon emissions?
- Do you consider the sustainability and reusability of packaging used to transport materials and items?
- Do you consider the impact of storage and deliver direct to events as an option?
- Do you collect data around sustainability, if yes can this be reported post-show?



FIRST STEPS:

Ask your logistics provider the following questions: do you consolidate your transport, do you consider the carbon impact of transport, do you consider the carbon impact of storage?

“Does my logistics partner focus on reducing their impacts?”



DURING THE EVENT

5. FOOD AND DRINK CONSUMPTION

High volumes of food waste and packaging is found on the floor and during break and build. Ask your contractors to be mindful in using the correct bins for their food waste and packaging and not leaving it by the stand. This prevents all food and packaging going into general waste and leaves walkways clear for health and safety.

Consider food and drink offered on your stands. Ask questions such as: does the food and drink usually get consumed? Is the food and drink adding extra value to your stand? How much waste and money could be avoided by ordering the right volume? Are you choosing sustainable food and drink choices?

SUSTAINABLE OPTIONS

If food and drink does add value to your exhibition, consider choosing brands who use reduced and recyclable packaging.

Try to choose food and drink brands certified with sustainability accreditations such as **Fairtrade**, **Soil Association**, **Rainforest Alliance** etc. and where possible choose locally sourced food to reduce shipping emissions and support local communities. Consider choosing food and drink which can be distributed in reusable or recyclable packaging e.g. use plates over takeaway boxes to serve food, use cans instead of plastic bottles to serve drinks.



FIRST STEPS:

Consider the volume of food and drink at your stand/booth. If the venue provides food recycling, ensure your teams and contractors are made aware.



Have I considered the impact from the food and drink consumed in connection with my stand / booth?



TOP TIPS IF YOU USE THE VENUES CATERING

- Ask your operations manager where the venues water refill points are and bring reusable water bottles to use on the day. Alternatively ask for the water to be provided in recyclable cans and not plastic
- Request to see the venues catering sustainability policies, targets or initiatives, and request to see a seasonal menu if available
- Check with the venues catering teams if you can partner with a food waste company. Global apps **Olio** and **Too Good to Go** work to reduce food waste by donating



6. ENERGY

You can save money and power by only having lights and basic power point on your stand. Think about only having items on your stand that do not need 24-hour power. Choosing LED lighting is the most energy efficient form of lighting.

If you use shell scheme stands and therefore have less control around the lighting used, consider what you bring on site and the power it consumes. Can you reduce the amount of electrics you are ordering e.g. screens, fridges, displays?



FIRST STEPS:

Choose LED lighting and turn off your equipment (Screens, computers etc.) at the end of each night.

7. SOCIAL

Consider access routes to your stands, print sizes of communications and the use of smart tech to include those with disabilities, visual and/or hearing impairments. Understand the social approaches your contractors have e.g. do they consider DE&I; do they ensure fair pay and good working conditions.

ADDITIONAL CONSIDERATIONS

Design digital and print communications with accessibility in mind. Find out more at [Charity Comms](#).

Whilst considering communications think about going digital to reduce waste. If you need to print, consider not having dates so they can be used the following year.

Consider requesting your contractor's health and safety policies etc.



FIRST STEPS:

Assess your own stand to ensure it is accessible and inclusive for all.

“
What power do I
need on my stand?
”

“
Are my exhibition
stands accessible
for everyone? How
does my contractor
approach social
sustainability such as
fair pay and health
and safety?
”



AFTER THE EVENT

8. WASTE

Any waste produced on your stand needs to be removed from the venue by you. The general show cleaners cannot assist with this. Any left waste or fly tipped waste will be charged to will be charged to you - reducing / disposing of waste correctly will benefit everyone.

Always consider the 5R's when thinking about waste: **RETHINK** if you need it, **REFUSE**, and change to a more sustainable option, **REDUCE** consumption, **REPURPOSE** / reuse materials on the stands, **RECYCLE**.

We understand across the guidance we highlight the importance of reducing energy at the same time as reducing waste and going digital. Whilst these can be seen as contradictions, both are important in sustainability. Designing out and/or reducing waste is the top priority. With the future outlook of renewable energy going digital is the best option in the long term. Short term, we need to support our transition to renewables by reducing our energy consumption where possible.

SUSTAINABLE OPTIONS

Use digital **E-bags** over physical gift-bags, use digital communication instead of flyers etc, use food waste companies to reduce food waste, give away sustainable goodies if needed at all.

When wrapping pallets in shrink wrap, switch to clear shrink-wrap so it can be recycled.



FIRST STEPS:

Research the venues waste streams available e.g. recycling, food waste, to ensure correct waste management at the event. Communicate with your stand builder about their waste management plans. Store boxes and pallets for breakdown use. Switch to cardboard where possible. Use reusable materials on your stand build to create less waste.

If you have any further questions, please contact the show team.

