

Sustainability Meets the Commercial World



Presented by

Carlotta Mast

SVP and Market Leader

New Hope Network - Informa Markets

Sustainability Meets the Commercial World

Carlotta Mast
Informa Markets
SISO CEO Summit 2024







#DeathToPlastic 

available at
amazon



3/4 of attendees
say sustainability
is important



1/3 of visitors
won't attend an
unsustainable show



1 in 4 exhibitors say
the trade show industry
is poor or very poor
at sustainability



>50% say our industry's
success depends on
being more sustainable







Recycling
symbol
recycling symbol



Composting
symbol
composting symbol



Landfill
symbol
landfill symbol



Recycling
symbol
recycling symbol

Visit us at booth #5205.

Website: www.siso.com/pressroom/pressroom.aspx?category=pressroom



Play video





Sustainability Meets the Commercial World, SISO CEO Summit
2024

Natural Products Expo West Zero Waste Sampling Program





informa
markets

Sustainability Meets the Commercial World, SISO CEO Summit
2024



PARA LATINOS LOUNGE



PARA LATINOS LOUNGE



CORNERSTONE

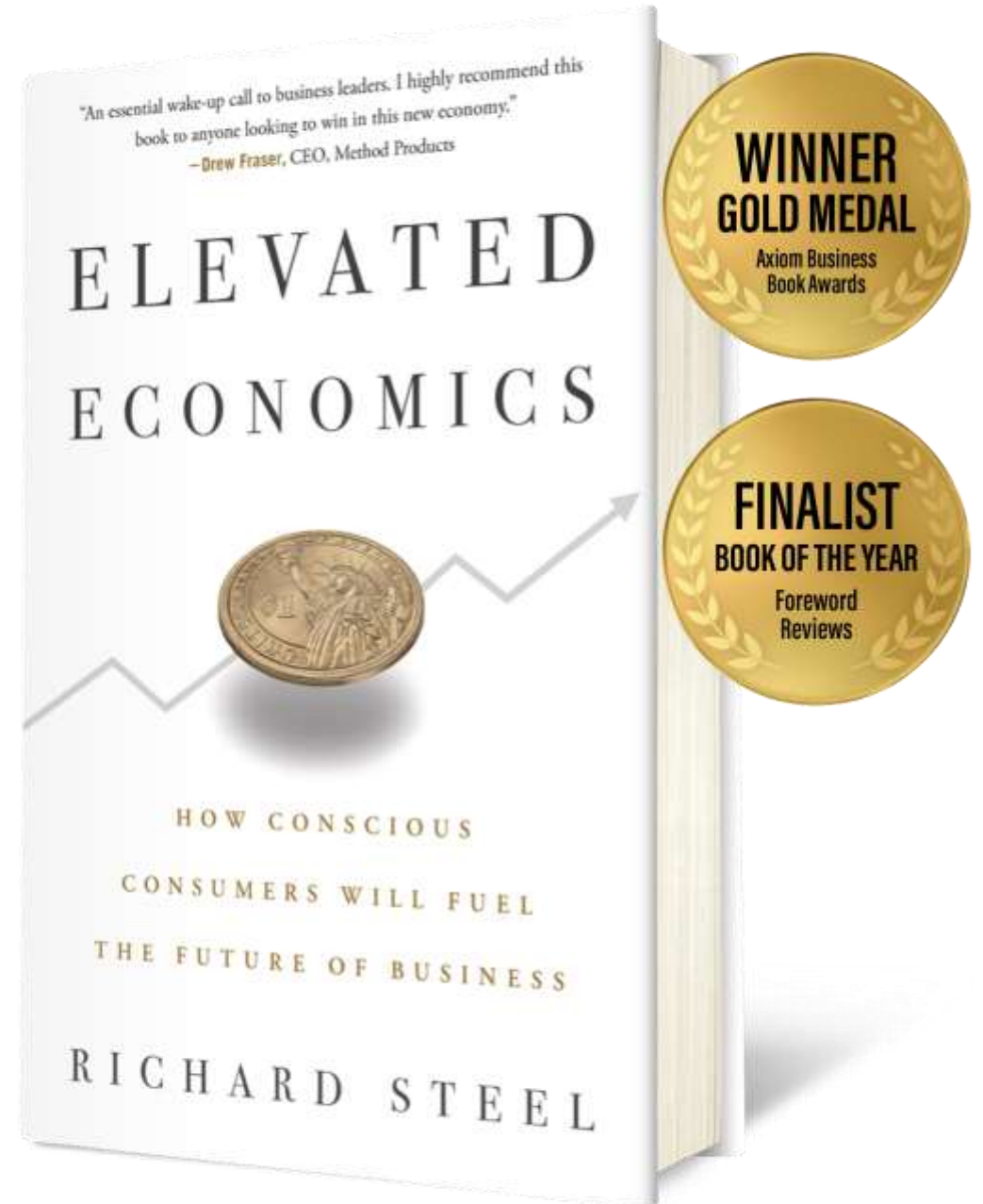
K.B. Fuller



Sustainability Meets the Commercial World, SISO CEO Summit 2024

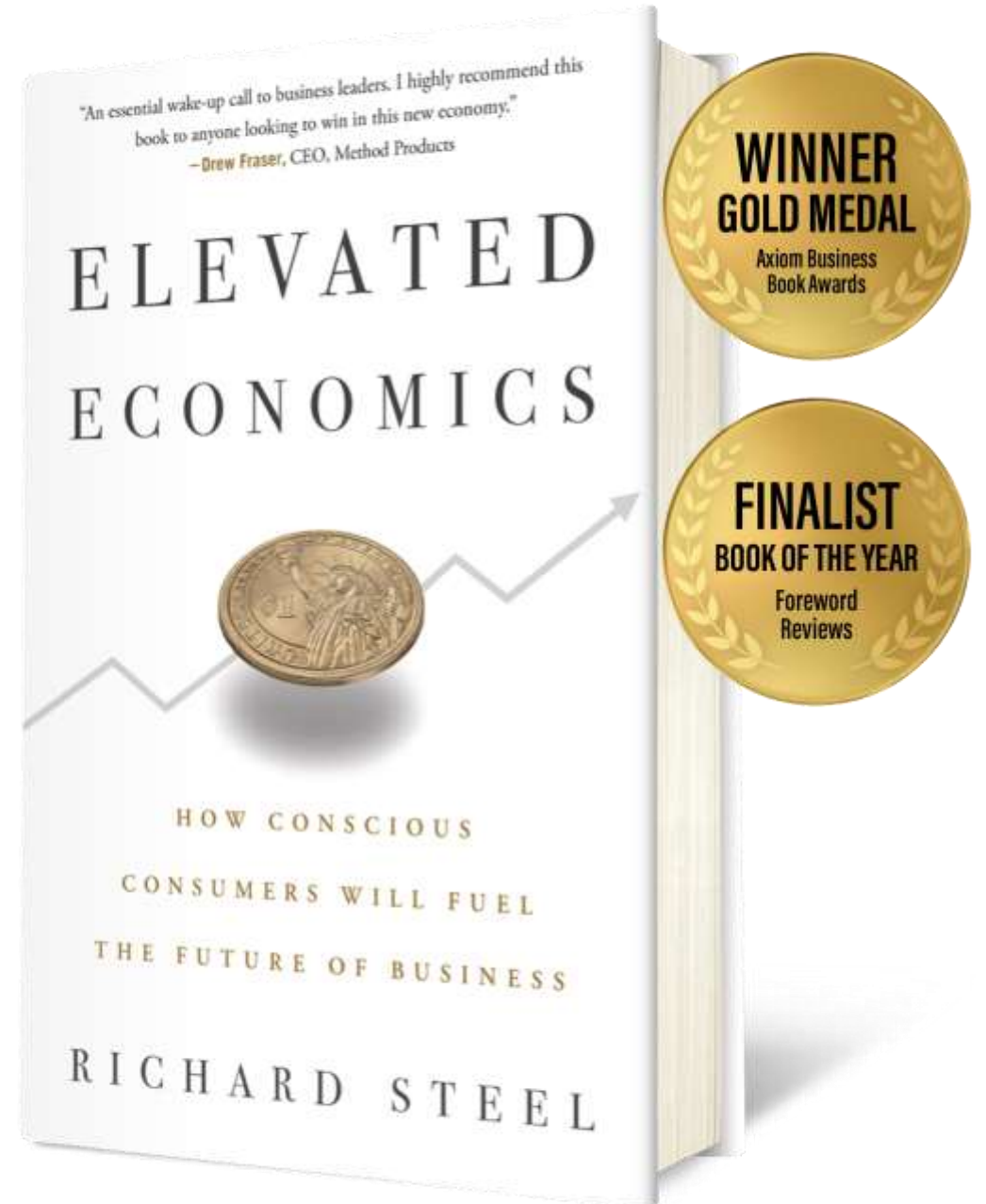
"ESG is no longer a fringe issue. It is in every board room and in every marketing department. It is no longer a siloed topic,"

says Richard Steel



"ESG is no longer a fringe issue. It is in every board room and in every marketing department. It is no longer a siloed topic,"

says Richard Steel





Sol Simple

Regenerative Organic Certified® Dried Banana - 6oz

net wt 6 oz (170g)

UPC: 00892765002005

Hand-picked at the peak of ripeness, our Solar Dried Regenerative Organic Certified® Banana is of the rare Gros Michel variety cultivated in northern Nicaragua. Grown by smallholder farmers, these sweeter and tastier bananas are dried in small batches in Sol Simple's solar-heated dehydrators.



🔍 **Best** HowGood Sustainability Impact Estimate



This product has an environmental and social impact **better than 95% of food products** assessed by HowGood. Estimates are based on products in the HowGood database.

Product Estimate **VS** Category Average

🏪 76

🏪 57

Contact Brand

Request a sample



Sol Simple

Regenerative Organic Certified® Dried Banana - 6oz

net wt 6 oz (170g)

UPC: 00892765002005

Hand-picked at the peak of ripeness, our Solar Dried Regenerative Organic Certified® Banana is of the rare Gros Michel variety cultivated in northern Nicaragua. Grown by smallholder farmers, these sweeter and tastier bananas are dried in small batches in Sol Simple's solar-heated dehydrators.



🔍 **Best** HowGood Sustainability Impact Estimate



This product has an environmental and social impact **better than 95% of food products** assessed by HowGood. Estimates are based on products in the HowGood database.

Product Estimate **VS** Category Average

🏪 76

🏪 57

Contact Brand

Request a sample





Sustainability
can seed new
opportunities

Talk to your
markets to find
the right ones

Be transparent
and authentic

Don't be afraid
to think big

Empower your
teams to lead
the way

Sustainability
can seed new
opportunities

Talk to your
markets to find
the right ones

Be transparent
and authentic

Don't be afraid
to think big

Empower your
teams to lead
the way

Thank you!

Carlotta Mast

SVP & Market Leader

New Hope Network | Informa Markets

carlotta.mast@informa.com