

# Where does sustainability start?

## First steps for exhibitors and sponsors

Plan your more sustainable participation - right from the beginning.

Tick the points on the checklist - the more the better!



### Travel and accommodation

- Low-emission travel**, e.g. by train
- Selection of a **conveniently located** accommodation, use of public transport on-site
- Consider compensating for travelling through **carbon offset programs**
- Selection of hotels with **environmental policies**, or certified with a recognised ecolabel



### Catering

- Use of **reusable tableware** and bottles
- Planning quantities** as precisely as possible to avoid food waste
- Offer regional, seasonal and **sustainable food** with organic/fairtrade labels
- Reduction of meat consumption, increased **vegetarian/vegan** food offer



### Stand construction

- Use of environmentally friendly/**recyclable materials**
- Rent or reuse equipment** (floor coverings, decorations, plants) and **stand construction elements** (modular systems)
- Energy efficient** equipment and lighting
- Not to forget: **Accessibility** at the booth



### Waste management

- Waste separation** during the event as well as during assembly and dismantling
- No disposable packaging** unless absolutely required
- Avoidance of leftovers, **donation** of leftover food, **recycling** of production waste



### Logistics, transport

- Use of **reusable**, environmentally friendly **packaging material**
- Selection of **service providers from the region**
- Reduction of journeys by **collective transports**



### Purchasing

- Consider **sustainability** as early as possible in the **purchasing stage**
- Check the origin, **production conditions**, and compliance with human rights in your supply chain
- Prefer **certified and environmentally compatible products**



### Communication & advertising materials

- Minimization of print materials**, prefer **digital media** and technologies such as interactive displays and digital brochures
- Use of environmentally sustainable printing and undated, **reusable printed materials**
- Give-aways** for long-term use (no disposable items)
- Communicate your commitment** to sustainability through booth displays and signage



### Staff

- Reasonable wages** and adherence to maximum working hours
- Sufficient **break times**
- Fairly produced and environmentally **sustainable clothing**
- Increase awareness of employees on **carbon footprint-reducing habits**