



A Business Case for Sustainability

High Performance Exhibition Management

A sustainable business is resource efficient, respects the environment
and is a good neighbour - Phil Harding (2000)



Defining High Performance Exhibitions

What do High Performance Exhibitions look like?

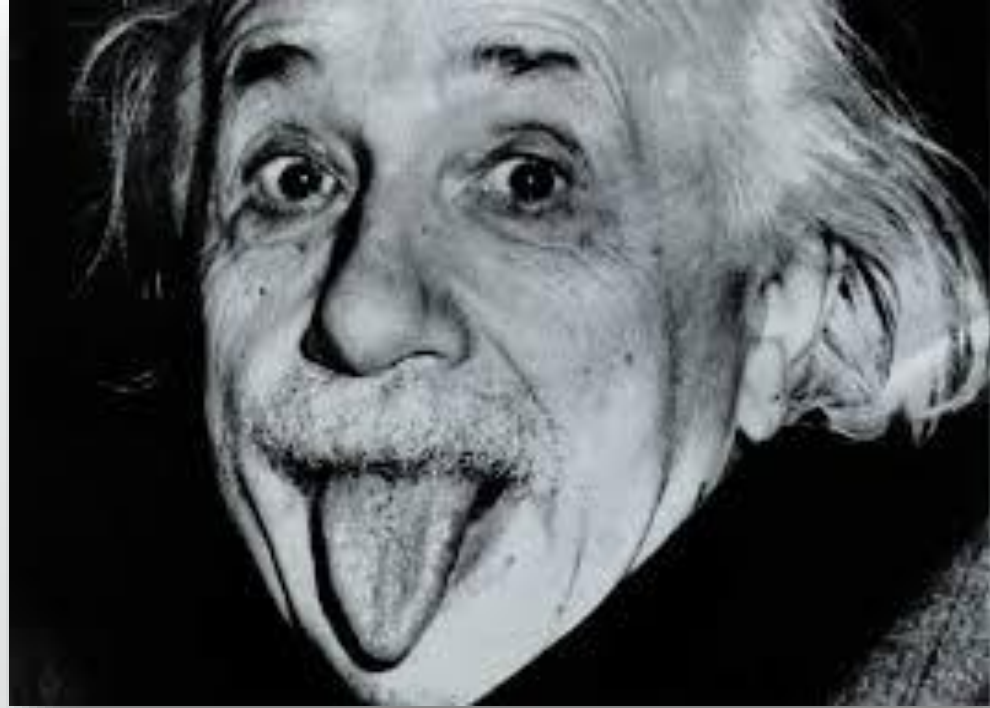
- They use water, energy, materials and land more efficiently and effectively;
- They create healthier working, meeting and visiting environments;
- They increase profitability
- They represent a differential product that has an increasing consumer demand;
- They save money and contribute greater to their local environment than others



The Barriers?

Perceived Barriers..

- High performance exhibitions are not financially feasible;
- There is no consumer demand for sustainable exhibitions or events;
- Brand exhibitions and the geographical location make it impossible to become sustainable;
- High performance exhibitions have a negative effect on visitor experiences;
- High performance exhibitions only work when they are built, owned and operated by a single entity.



"We can't solve the world's problems by using the same kind of thinking we used when we created them."

–Albert Einstein

You can't scare people into sustainability

Changing all the lightbulbs in your business won't change the world.....

Changing your way of thinking will



Driving Sustainability



1. Right thing to do



2. Reduce Costs



3. Competitive Strategy



4. Reputation Crisis

5. Regulations



Innovation Driver

Technology

- Event management systems
- Building Management Systems
- AV and technical services

Smart Buildings and Techniques

Social Media

Facility Design and Décor

Reputational Risk

Food, Beverage and Facilities Trends

Marketing is no longer about
what we say

Its about what we do

Make Sustainability Sexy...!

Beyond The Business Case

“ Change requires you to change something”

-Bill Reed



Climate Change

"...2014 was tied for the second warmest year in the modern record, a

The Ethical Case....

We can see the limits of a healthy planet and we must change course if we wish to prosper personally or as an organisation

Bill Gates

Unabated,

James Hansen, the director of GISS

Sustainable Event Guidelines

Understanding the Standard

EGF Sustainable Event Guidelines

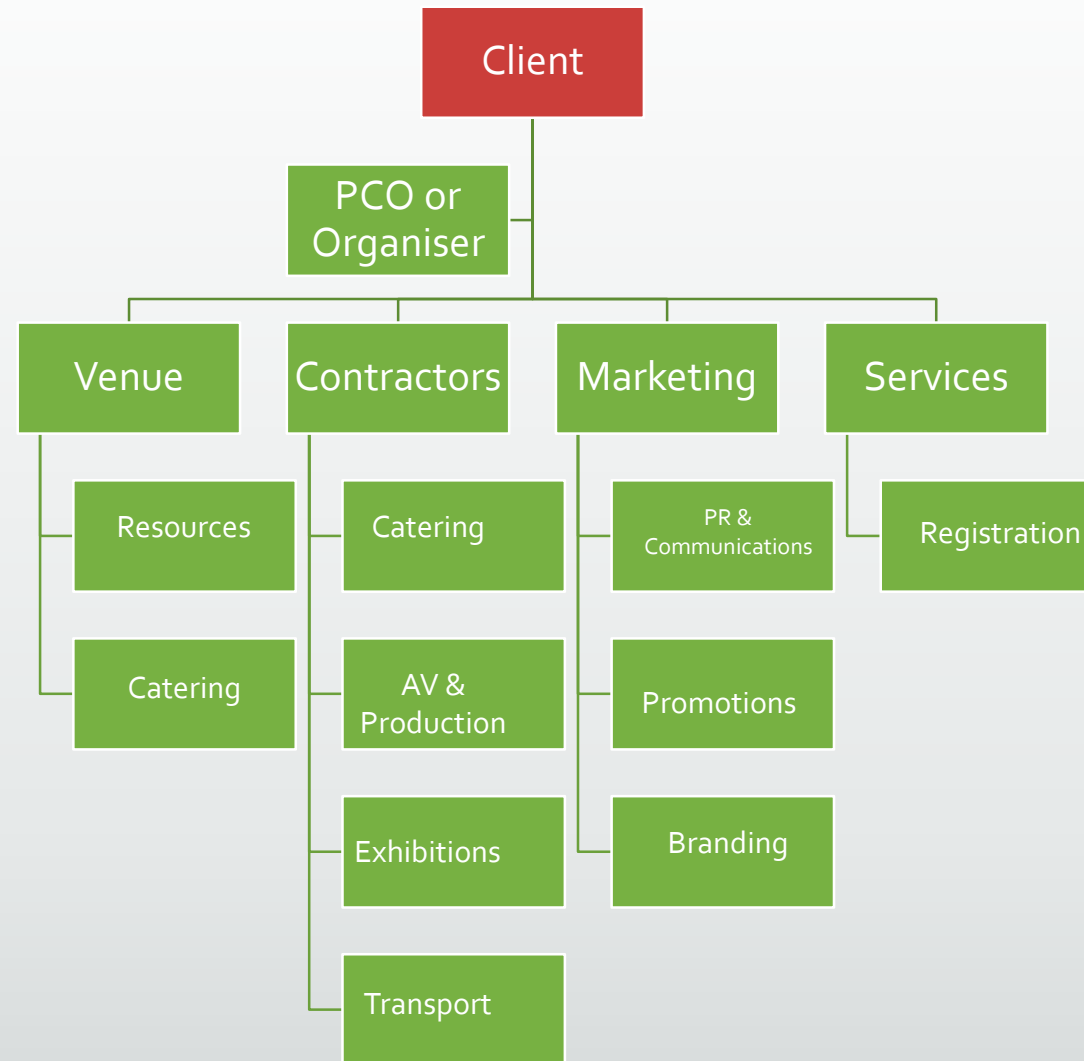
- A set of standards designed to assist with the planning, organising, managing and reporting of sustainable events
- Consists of standards for
 - Events and Event Organisers
 - Audio Visual and Production Services
 - Communications and Marketing
 - Exhibitions and Displays
 - Transport Services
 - Venues
- Provides interpretation of standards for ease of use and self-help
- Covers all primary levels of the eventing, meeting and convention sector

EGF Sustainable Event Guidelines

- Each standard addresses four pillars of sustainability:
 - Sustainable Operations and Management Criteria
 - Planning and systems
 - Policies and Procedures
 - Legal Compliance
 - Fair Promotion and Business Practice
 - Social and Cultural Criteria
 - Historical, Social, Cultural and Religious sensitivity
 - Local Community Interaction
 - Disability Recognition and Services
 - Economic Criteria
 - Procurement and Services
 - Personnel and Hiring
 - Fair Wages and Conditions
 - Exploitation
 - Environmental Criteria
 - Energy, Water, Waste and Emissions Standards
 - Responsible Management
 - Responsible and Sustainable Business Practice



A Sustainable Event Hierarchy





Exhibitions

- 36 standards across four categories
- Aimed at exhibition and stand builders, contractors and exhibitors in general.
- Covers the obligations related to stands; exhibitions; exhibitor practice and sustainable design

Key points:

This standard addresses the responsibilities of stand-builders and contractors; designers; venues and exhibitors and covers issues such as:

- Event Sustainability Statement
- Training and Awareness
- Health and Safety
- Product/Material Selection
- Event Management





So What is the Standard

Sustainable Operations and Management

- Document a sustainability Policy that addresses the expectations, objectives and responsibilities involved
- Communicate this to everyone involved and ensure that all contractors, service providers and exhibitors are aware of the expectations and their role
- Require all role-players to meet specific performance levels – for example
 - Minimum waste recycling and management targets
 - Prescribed energy consumption/savings targets
 - Minimum air quality standards
 - Minimum responsible procurement targets
- **Ensure that all this takes place at contracting time**

Social and Cultural

- Identify and support local community projects or initiatives that can be supported or beneficiaries of exhibitors
- Fairly distribute benefits through community
- Accurately record all community support initiatives that may be undertaken. Transparency and open communication with all interested or affected parties is essential.

Economic Criteria

- 25% of all suppliers to the exhibition (direct or sub-contracted) should demonstrate responsible procurement procedures and policies.
- 20% of all supplies should be procured locally

Environmental Criteria

- Ensure
 - All contractors and service providers are aware of and practicing the environmental standard
 - Delivery and vehicle management practices
 - Waste diversion practice for increased recyclability and recovery
 - Effective energy management of standards and displays
 - Responsible and sustainable procurement of goods and products
 - Food waste avoidance measures
 - 60% waste diversion from exhibition floor
 - 25% production associated waste maximum
 - Reuse of packaging
 - Reduction of samples, brochures and collateral by exhibitors (smart systems in place)
 - Avoidance of any wildlife or live animal exhibits
 - Sustainable use of flora and décor items



Getting it Done

Making the EGF Standard Work for Your Exhibition

Defining a Green Exhibition

A green exhibition is one that balances the financial and corporate needs of the client with the environmental and social needs of the broader community...

Step One

Start with your company or service...
then – and only then,
sell and position your performance and achievements to your clients

The Benefits of Sustainable Exhibitions



The Outcomes

- **Anticipated outcomes of a Sustainable Exhibitions**
 - Improved resource efficiency
 - Reduced negative environmental impacts
 - Increased economic, social and environmental benefits
 - Enhanced economic impact (local investment)
 - Strengthened social impact (community involvement)
 - Raised awareness of sustainability issues

Reasons for Failure

- Lack of credible exhibition certification systems and programmes
- Lack of support for sustainable or environmentally aware service providers by the corporate sector
- Lack of meaningful 'greening' efforts by industry
- Lack of understanding of the impacts of events and meetings by professional segment
- Unsustainable or poorly planned events and activities
- 'Greenwashing' by the meetings and events industry



Achieving your Goals

Progress vs. Perfection: It is easy to get discouraged, wanting everything to be perfect before we roll out initiatives. Just start somewhere and focus on small steps and progress versus striving for perfection and halted action.

Do What Scares You: How often do we let fear get in the way of our mission? We need to challenge the status quo, think outside of the norm. In fact, we have an obligation to our clients to not only encourage sustainable practices, but also show them how it's done.

Up To Snuff: There were a lot of questions about how to apply the EGF Standard, and how the application differs for suppliers and planners. There is still so much to learn, but the spark of conversation and debate is a great first step in getting the event industry to change the "wasteful" image that we carry with us.

Whose Job Is it? Marketing a sustainable exhibition is everyone's job. We all need to be innovate and begin to think differently about greener, sustainable solutions.



That's a Wrap..

Thank You