

RESOURCES.

NEOSCREATIVE'S ONE-STOP-SHOP OF INFO.

From exhibition advice, briefing, budgeting, travelling, strategy, ideas, disaster avoidance; you need it, we got it.

1) PROJECT NAME:

SUSTAINABILITY

The goal for this worksheet is to create an authentic, robust and achievable sustainability approach to exhibitions and events.

OUR ADVICE:

Share this document with your creative partner, providing clear goals and a solid foundation in which to create the best sustainable solutions.

THE KEY:



The key approach here is to be brutally honest, as “greenwashing” does not help anyone. The approach of adding fake plants and some timber to a stand to “appear” sustainable just doesn’t wash with us. We help provide suggestions of how individuals at each show can be more sustainable, how we can transport less materials around the world, or how we can source man-power locally is a much more ‘real’ solution. //

#greenwashingisnotacceptable

CURRENT APPROVED CORPORATE SUSTAINABILITY MANDATE? :

Please provide details of the sustainability goals that your company currently have, how these goals are being met, how they are communicated and future company changes to potentially exceed the existing goals.

1) PROJECT NAME:

SUSTAINABILITY

The goal for this worksheet is to create an authentic, robust and achievable sustainability approach to exhibitions and events.

YOUR VIEW:

We have found that sustainability means different things to different people and having a clear understanding of your own definition provides clarity. For example, if construction gets re-used, does that equate to being sustainable?

Paying the right price to the local contractors so that they can pay their staff a decent income, thus enabling them to consider sustainability, instead of just being able to live?

What does recycling really mean?

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

WHEN CONSIDERING EXHIBITING, PLEASE DEFINE EXHIBITING SUSTAINABILITY SUCCESS?

In all honesty, exhibiting will never be very sustainable so it's important to do what you can where possible.

Consider the following; construction, transportation, disposal, installation team travel, your company travel, energy usage and general waste. Of course, exhibitions have an intrinsic value within a considered multi-channel marketing programme so that the value of exhibiting can offset the environmental impact.

There are easy wins;

- ☐ Ensure that all construction is sourced locally to minimise environmental transportation impact.
- ☐ Simplify construction to reduce labour requirements.
- ☐ Reduce the quantity of stand staff being sent to the exhibition.
- ☐ Understand and question the local contractors recycling approach, ask for proof.
- ☐ Do not send literature or plastic/environment-unfriendly giveaways.

LET'S BE REAL:

Please answer the following to fully illustrate the importance of sustainability to you and your company – scoring 0 to 10, 0 = do not agree, 10 = completely agree.

1. Budget dictates the sustainability approach.

0 10

2. Exhibition success is more important than sustainability.

0 10

3. Our industry embraces a sustainable future.

0 10

4. My company has adapted positively towards sustainability.

0 10

5. Our company sustainability approach is a real USP.

0 10

6. Sustainability is a personal crusade.

0 10

7. Greenwashing is a problem.

0 10

Found this useful?

📷 Follow us on social for more exhibition support
Or get in touch if you need help with your project