INTRODUCTION

Welcome to the EDPA/ESCA Guidance for Sustainable Events (GSE).

This **Guidance** has been created based on the three pillars of ESG, (environmental, social and governance). The Environmental pillar is about making our environment sustainably better through your organization's actions, procedures and products. The Social pillar is about the work your organization does in the areas of diversity, equity, inclusivity, and social impact. The Governance pillar reflects how your organization operationalizes and measures the work it does within the other two pillars.

In creating this guidance, we compiled seven resources:

1. ISO (14001, 20121, and its International Workshop Agreement (IWA) 42 on Net Zero)
2. Informa's Better Stands
3. Informa's Greenbuild
4. Net Zero Carbon Events Smart Production & Waste Management
5. Net Zero Carbon Events Logistics
6. Event Industry Council Exhibit Services
7. Singapore Waste Management Event Build

In providing this guidance the working group considered the importance or significance of each item. Those that we firmly believe need to be done, we have listed as "highly recommended" actions. Those items that we believe you should be doing, are listed as "recommended" actions. Those items that you might ask if they are acceptable are provided as "may" and last, those items that are a possibility or a capability are listed as "can".

BENEFITS

We perceive there are various benefits to our creating this Guidance. As the sustainability journey is unique to each of us, so are the benefits to be had. Therefore, we do not list these hierarchically, but suggestively. We believe adopting this Guidance members may:

- Find commercial opportunities through introduction of new product inventory.
- See a substantial reuse of exhibit designs and/or builds at multiple events.
- Create tenancy efficiencies with less working after hours or early access requirements.

- Experience an overall better experience for customers during build, show open, and breakdown.
- Require less onsite labor and materials, potentially reducing the exhibitors' direct cost.
- Produce better quality exhibits with the use of more durable materials.
- Create 80% less waste, less mess and less carbon.
- Support better onsite practices and welfare--safer, with fewer and less severe accidents.

THE JOURNEY

This is a journey, a journey with many steps. To help you proceed down the path in an orderly and efficient fashion, EDPA and ESCA convened a working group of stakeholders – your peers—to review existing standards around the globe and lay a path most suitable to the associations' membership.

Simply stated, here is what is recommended for a successful journey.

STEP 1:

Environmental Aspects and Impacts

In complying with this Guidance each provider to the events industry should conduct a self-assessment and consider not only external issues but also internal matters when reviewing each of the items provided herein and the goal of achieving the intended outcomes. The organization, through stakeholder engagement, self-discovery, and life cycle assessment, shall identify its "environmental aspects", which are those actions, services or products of your company which interact with, and potentially affect, the environment and people.

The relationship between aspects and impacts is one of cause and effect. What results from your aspects are "environmental impacts". For example, the "aspect" of heating or cooling a facility using an energy source that burns fossil fuels produces the "impact" of carbon emissions.

The term "aspects" is neutral; your environmental aspects could be either positive (such as making a product out of recycled materials) or negative (such as discharge of toxic materials).

This self-assessment should include the elements of raw material acquisition, design, production, freight and shipping, end-of life treatment and final disposal. Consideration should be given to impact on energy, air, water, land, natural resources, and waste.

Once you have identified the environmental aspects of your products, activities, and services, you should determine which aspects could have significant impacts on the environment and you should assign a significance factor to each.

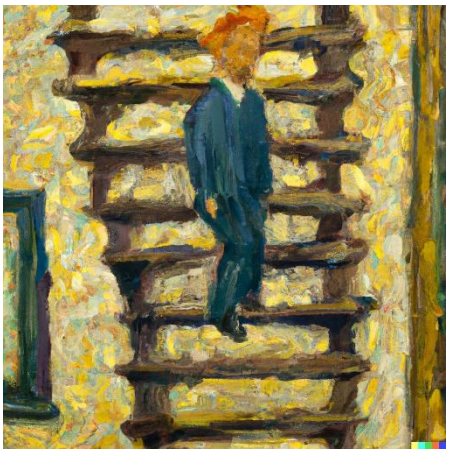
STEP 2:

Stakeholder Engagement

The EDPA and ESCA have taken general aspects and impacts into consideration when creating this Guidance, but the process of being sustainable hinges largely on stakeholder input. Therefore, it is recommended that your organization creates and documents a list of your stakeholders, detailing the stakeholder engagement process and document the identified needs of each with a determination of when needs can be addressed. The latter is then used to inform the company's sustainability policy and in setting targets/goals. We at the EDPA and ESCA are providing guidance on what should be done, but each of us will have unique needs based on our respective stakeholders. That input will help you in determining the extent to which you apply this Guidance.

REFERENCE GUIDE: Accountability's AA1000SES (Stakeholder Engagement Standard)
https://www.accountability.org/standards/aa1000-stakeholder-engagement-standard/

STEP 3:



Boundaries and Scope:

With stakeholder input received and documented, you will be prepared to establish what is "out-of-bounds" of your sustainability journey and what is "in-bounds" and will be addressed. We call this "setting boundaries".

Your organization is not expected to manage issues outside its sphere of influence or "out of bounds". For example, while your organization probably has control over its fleet of vehicles and emissions, it may have less control over emissions of employee commuting and the uptake of electric vehicles.

What is "in-bounds" or within boundaries?

Boundaries can have several dimensions, i.e., organizational, operational, geographic, business unit, and target boundaries. Boundaries may also include and describe geographic operations, sources, and activities which are to be covered by the organization when seeking to follow this Guidance. For example, your company may decide it will start its sustainability journey with its US operations but declare its operations in Asia as out-of-bounds at this time. Or it may declare that a joint venture operation is "out-of-bounds" due to the level of control it has over that venture.

Therefore, boundaries at different levels can include:
a) territorial level: a physically defined territory, such as a country, region, county, city or other administrative unit.
b) sectoral level: a commercial or industrial sector, such as events only in the food sector, or events where only exhibit construction is required of your company.
c) organizational level: a legally defined entity, such as an entire company.
d) portfolio level: a non-physically defined activity such as a division that is not limited to sectors.
e) asset level: related to the life-cycle emissions of a physically defined unit, such as a building.

It is up to your organization to choose what its **boundaries** are defined as. It may choose to implement this Guidance throughout the entire organization for those aspects impacting events, or only in specific part(s) of the organization. Regardless, senior management must have operational control over what is included in the boundary.

The **Scope** of your company's event sustainability efforts provides granularity as to what is to be covered by the company's efforts. **Scope** defines the operational **boundaries** of the organization's environmental impacts on events. Scoping should not be used to exclude areas of operations which significantly contribute to the organization's environmental impact on events.

For example, a company may declare that its current inventory of unsustainable carpeting has a predicted remaining life cycle of two years and as such flooring will not be in the Scope at this time while your company seeks a supplier of environmentally friendly carpeting in the interim. As carpet reaches the end of its useful life, it is replaced with "sustainable" carpeting. As the amount of sustainable carpeting increases, the company may declare that carpeting is in scope.

Both "**Boundary**" and "**Scope**" shall be transparently declared as part of the organization's master sustainability plan.

REFERENCE GUIDE: Greenhouse Gas Protocol, A Corporate Accounting and Reporting Standard
https://ghgprotocol.org/sites/default/files/standards/ghg-protocol-revised.pdf

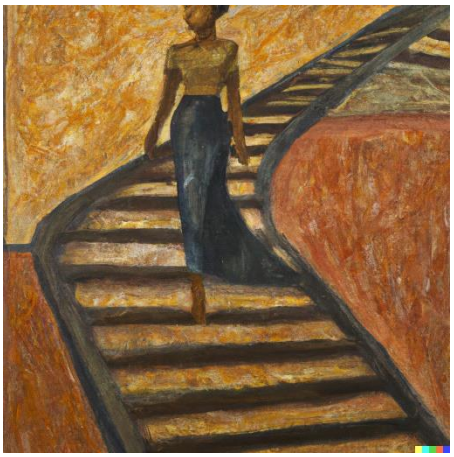
STEP 4:

Sustainability Policy

Based on stakeholder input of both environmental and social considerations, your company's environmental aspects and impacts, and the determined boundaries and scope, the organization defines and documents its governing principles of sustainable development in the form of a statement of purpose and values with respect to its activities, products and services that relate specifically to events. This statement becomes the organization's "sustainability and social impact policy". The policy should contain evidence of executive level support and include a commitment to comply with this Guidance within the organization's declared boundaries and to continually improve. The policy should be publicly available and refreshed annually.

Optionally but recommended, the organization should take the Net Zero Carbon Events pledge https://www.netzerocarbonevents.org/the-pledge/ and disclose having done so in its public facing policy statement.

STEP 5:



Sustainability Plan

With the policy in place and turning the stakeholder needs into targets or goals for reductions in its environmental impact on events, the organization shall create a plan to attain targets and goals over a defined period. The plan shall include actions to address the elements of this Guidance and stakeholder needs not addressed in this Guidance. Overall, the plan should establish objectives and numeric targets for energy and water consumption reduction, as well as increasing waste diversion at business locations. The plan should also address steps to be taken to check the effectiveness and results of these actions.

When changes in operations occur which would impact compliance with this Guidance, the organization should review its policy, plans and actions to determine what must occur to remain in compliance, or change the boundaries and scope of the organization's sustainability commitment.

STEP 6:

Implementation Evaluation

In implementing compliance with this Guidance, the organization should monitor and measure its performance against the criteria herein. Senior management should review the organization's event sustainability performance no less than annually by virtue of an internal audit of performance. These are critical to ensure the organization continues performing in accordance with the organization's policy, plans and this Guidance.

Management's review should include:
-- the status of actions from previous management reviews;
-- changes in external and internal issues that are relevant to event sustainability performance,
-- internal audit results,
-- opportunities for continual improvement,
-- evaluations of compliance with this Guidance,
-- communications with stakeholders, and
-- status of corrective and preventive action.

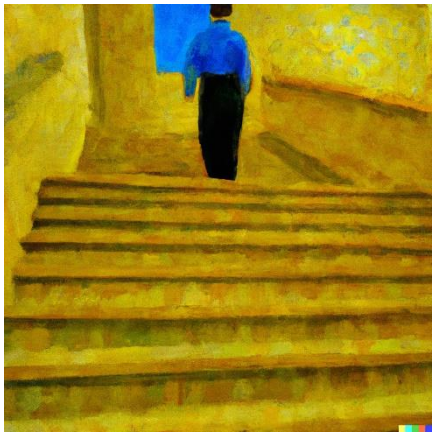
The results of these audits should be documented and retained. When lessons are learned from events, a feedback loop should exist to funnel the knowledge into the planning and execution of supplying future events.

STEP 7:

Continuous Improvement

Through natural discovery, internal audit or management review, when a nonconformity occurs, the organization shall identify it, take action to rectify it, deal with outcomes, evaluate the need for further action, and take steps to minimize the likelihood of a recurrence. Results of these discoveries shall be documented and retained. When you find that you conform and targets are realized, the plan should be for continuous improvement and reset goals to the next higher target.

STEP 8:



Repeat

When the seven steps are complete, begin the cycle anew and start with a refresh of step 1.

EDPA/ESCA GUIDANCE FOR SUSTAINABLE EVENTS (GSE)

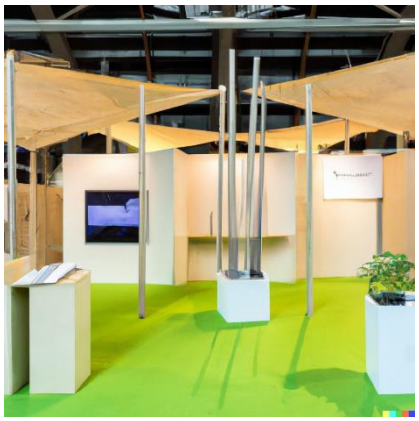
This Guidance is intended for the event industry supply chain including designers, exhibit builders, general service contractors, their respective supply chains, agencies, etc. Hereinafter we refer to these as "Companies".

Further, as you review this Guidance, it is helpful to understand what we mean when we refer to an exhibit that is reuseable. By "reusable", we mean anything that is not a single use, disposable exhibit constructed from raw materials onsite such as chipboard, particleboard or low-density fiberboard (LDF). Examples of reusable exhibits include reusable custom, frame and fabric, wooden stock panels, aluminum modular, system framed and/or cardboard flatpack.

For the purposes of this Guidance, we offer four levels of reuse in the product's life cycle. The square footage of the booth structure excluding furnishings shall be the baseline for calculating what level of reuse occurred. If a minimum of 35% of the square footage of the booth structure is reused, the "Green" level of success shall have been achieved. If 55% reuse occurs, it is the "Bronze" level. At 75%, the "Silver" level has been attained, and at 95%, the "Gold" level has been reached.

Contrarily, an exhibit that is not reuseable is "disposable". By this we mean any exhibit which is a space only/raw space build that is used only once. These are typically constructed from poor quality raw materials onsite which are then demolished post show, sent to landfill or burned for energy.

SECTION I DESIGN


I.1 DESIGN

I.1.1 It is HIGHLY RECOMMENDED companies:

I.1.1.1 establish a "less-is-more" mentality within their operations. "Less-is-more" means to instill the 3R's of sustainability in thinking of all operations….first always look to reduce the amount of raw materials to be consumed in the design stage, second, if the design does not permit a reduction of raw material consumption, then the design should intend for materials to

be reused, and third if reduction and reuse are not possible, then materials called for in the design should be recyclable.

I.1.1.2 design plans for display elements stipulate that 35% of the elements are capable of reuse. When the 35% level has been achieved, targets should be reset to reach the higher level of 55%, 75%, or 95%.

I.1.1.3 use of new display elements contain a minimum of 35% recycled content. When the 35% level has been achieved, targets should be reset to reach the higher level of 55%, 75%, or 95%.

I.1.1.4 In addition to the above, new display elements are to be comprised of a minimum of 35% recyclable materials. When the 35% level has been achieved, targets should be reset to reach the higher level of 55%, 75%, or 95%.

I.1.2 It is RECOMMENDED companies design out waste.

I.1.3 Companies CAN:

I.1.3.1 switch from heavy to light materials in design where possible.

I.1.3.2 in the process of all the above, provide guidance to exhibitors in accessible exhibit design.

I.2 EXHIBIT STRUCTURE

I.2.1 STRUCTURES

I.2.1.1 It is HIGHLY RECOMMENDED companies:

I.2.1.1.1 achieve a minimum of 35% of exhibit and meeting room structures, walls, and ceilings are, in combination, either reduced, reused or recycled. When the 35% level has been achieved, targets should be reset to reach the higher level of 55%, 75%, or 95%.

I.2.1.1.2 achieve a minimum of 35% reuse or recycle of display facilities including showcases, lightboxes & shelving. When the 35% level has been achieved, targets should be reset to reach the higher level of 55%, 75%, or 95%.

I.2.1.1.3 ensure that wood waste is separated from other waste and sent for recycling when using wood in the composition of exhibit/display and meeting room structure fabrication and construction.

I.2.1.1.4 reuse a minimum of 35% wood from other events when renting exhibits comprised of wood. When the 35% level has been achieved, targets should be reset to reach the higher level of 55%, 75%, or 95%.

I.2.1.1.5 using wood within their manufacturing, warehouse facilities, and administrative offices, for exhibit building structures, pallets or crating, reuse or repurpose a minimum of 35% wood from other events. When the 35% level has been achieved, targets should be reset to reach the higher level of 55%, 75%, or 95%.

I.2.1.1.5.1 as an alternative, use certified forestry-based materials (such as wood and bamboo) that are certified by Forest Stewardship Council (FSC) or Program for the Endorsement of Forest Certification (PEFC), or other sustainably managed forest resources.

I.2.1.1.6 purchase and use paints, coatings, and glue that have low volatile organic compounds (VOC) and do so at a minimum of 35% of volume purchased. When the 35% level has been achieved, targets should be reset to reach the higher level of 55%, 75%, or 95%.

I.2.1.2 It is RECOMMENDED companies:

I.2.1.2.1 rent exhibit structures using standard inventory materials used throughout the year.

I.2.1.2.2 incorporate the use of modular exhibit systems, wherever possible.

I.2.1.2.3 use high-quality products to ensure longevity, especially for reusable materials

I.2.1.2.4 use acrylic paint derived from plant-derived pigments (not petrol) when using paint for construction and maintenance

I.2.1.2.5 not use sealants, coatings or adhesives to maintain the exhibit.

I.2.1.2.6 include the above environmentally preferable requirements in vendor contracts.

I.2.2 FLOORING

1.2.2.1 It is HIGHLY RECOMMENDED companies:

1.2.2.1.1 reuse (from previous shows) a minimum of 35% of the exhibit flooring. When the 35% level has been achieved, targets should be reset to reach the higher level of 55%, 75%, or 95%.

1.2.2.1.2 recycle a minimum of 35% of the exhibit flooring of that which is not reused per the above. When the 35% level has been achieved, targets should be reset to reach the higher level of 55%, 75%, or 95%.

1.2.2.1.3 comprise all new flooring of one or more of the following:

I.2.2.1.3.1 reusable products with a plan on how you intend to get multiple uses.

I.2.2.1.3.2 reusable products that contain 35% post-consumer or post-industrial recycled material. When the 35% level has been achieved, targets should be reset to reach the higher level of 55%, 75%, or 95%.

I.2.2.1.3.3 products that can be recycled 35% of the time after their intended tradeshow use. When the 35% level has been achieved, targets should be reset to reach the higher level of 55%, 75%, or 95%.

I.2.2.1.3.4 Forest Stewardship Council certified wood flooring.

I.2.2.1.3.5 reclaimed or repurposed from a source other than trade show use.

I.2.2.2 It is RECOMMENDED companies:

1.2.2.2.1 reuse all flooring products multiple times, should have a plan for reuse of flooring products prior to shipping to the show, and should not rely on the service contractor to reuse or recycle products on your behalf. See **Appendix A** to this guidance for a listing of various types of flooring and an indication of their suitability for re-use.

I.2.2.2.2 reduce offcut waste resulting from the show-floor design, size of the gangways, and the laying technique.

I.2.2.2.3 cut flooring panels to size before moving them to the venue. The material used should be reusable and/or recyclable.

I.2.2.2.4 should reuse and/or recycle LDPE/HDPE sheets used to cover and protect the carpet during event building (Move-in) and retain evidence of this effort (when carpets are used).

I.2.2.2.5 donate carpets that are not reused or repurposed upon the conclusion of the event and retain evidence that carpets were donated.

I.2.4 FURNISHINGS

I.2.4.1 It is HIGHLY RECOMMENDED companies reuse or recycle furniture and equipment including counters, chairs, tables, sofas, coffee tables, cabinets, flyer stands, LED walls, TVs, AV equipment etc.

I.2.4.2 It is RECOMMENDED companies encourage the use of rental items.

I.2.5 STAGING MATERIALS

I.2.5.1 It is RECOMMENDED companies:

1.2.5.1.1. reduce staging materials by using staging component rentals, reusable sets, or alternative staging methods e.g., stage mapping or stage projection instead of one-time builds.

I.2.5.1.2 reuse or recycle rigged structures-including lighting gantries or other structural elements.

I.2.5.1.3 use non-toxic and sustainably produced material options when renting or providing rentals of staging materials.

I.2.6 EXHIBIT LIGHTING

I.2.6.1 It is HIGHLY RECOMMENDED companies:

1.2.6.1.1 use LEDs.

I.2.6.1.2 do not use incandescent bulbs, which are prohibited for use in any medium screw-based lighting applications.

I.2.6.2 It is RECOMMENDED companies reuse or recycle lighting, including all kinds of lighting in the exhibit and showcases and only replace bulbs upon burnout.

I.2.7 ELECTRONIC DISPLAY

I.2.7.1 It is HIGHLY RECOMMENDED companies do not use electronic display equipment which meets criteria for Energy Star qualifications or an equivalent energy efficiency program.

I.2.7.2 It is RECOMMENDED companies reuse electronic display equipment from previous shows.

I.2.8 GRAPHICS & SIGNAGE:

I.2.8.1 It is HIGHLY RECOMMENDED companies:

1.2.8.1.1 plan the design phase efficiently to reduce multiple prints due to design changes or errors and make sure signage size is correct.

I.2.8.1.2 produce new graphics and signage on a minimum of 35% recyclable substrate or of recycled materials as a first step to phase out use of foam core, PVC materials, or polystyrene. When the 35% level has been achieved, targets should be reset to reach the higher level of 55%, 75%, or 95%.

I.2.8.1.3 use email and web-based communication to minimize paper flow.

I.2.8.1.4 encourage customers to reuse materials, such as prints, multiple times.

I.2.8.1.5 use environmentally friendly inks like water-based products and avoid polluting products like solvents at a minimum of 35%. When the 35% level has been achieved, targets should be reset to reach the higher level of 55%, 75%, or 95%.

I.2.8.2 It is RECOMMENDED companies:

1.2.8.2.1 reuse or recycle fascia & overhead signage including branding, fascia, company logo on top of the exhibit structure.

I.2.8.2.2 reuse or recycle graphics & decorative items including exhibit graphics that are either wall mounted or floor standing (not overhead) and any other decorative items such as plants & flowers.

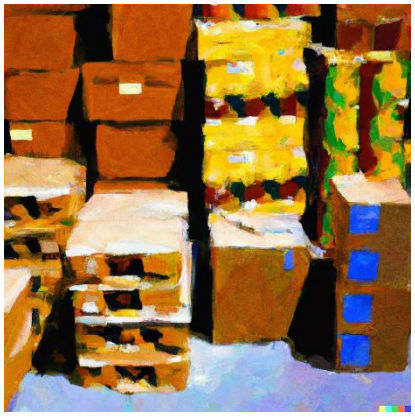
I.2.8.2.3 use floral arrangements which include native plants, low-water intensive plant-life and reusable centerpieces.

I.2.8.2.4 use used at other shows and which contain at least 50% recycled content.

I.2.8.2.5 not use items such as balloons and confetti. Biodegradable alternatives do not necessarily result in waste reduction and their use should be avoided.

I.2.8.3 Companies MAY use digital signage (LED preferred) and direct-to-substrate printers where possible. However, consider the lifespan of the digital signage and the environmental impact of its production. If there is an alternative with less environmental impact, it should be used.

SECTION II, PACKAGING



II.1 PACKAGING

II.1.1 REDUCE AND REUSE PACKAGING

II.1.1.1 It is RECOMMENDED companies:

II.1.1.1.1 reduce packaging to an appropriate minimum where possible.

II.1.1.1.2 switch to reusable packaging where packaging is needed.

II.1.1.1.3 focus on proper labelling of packaging to ensure correct disposal.

II.1.2 PACK-IN/PACK-OUT PROGRAM

II.1.2.1 It is RECOMMENDED companies:

II.1.2.1.1 receive, prior to an event, and abide by, communication from the event organizer regarding the pack-in and pack-out program.

II.1.2.1.2 undertake initiatives to reduce waste generated during pack-in/pack-out including but not limited to the following:

II.1.2.1.2.1 document the measures taken to reduce and reuse packaging materials.

II.1.2.1.2.2 document the measures taken to optimize shipping.

II.1.2.1.2.3 limit packaging to the minimum required to protect products.

II.1.2.1.2.4 consolidate shipments and avoid individually wrapped or packaged items.

II.1.2.1.2.5 record the type and quantity of materials donated to beneficiaries after the event.

II.1.2.1.2.6 materials that can be donated include:

II.1.2.1.2.6.1 Bags

II.1.2.1.2.6.2 Carpets

II.1.2.1.2.6.3 Furniture and

II.1.2.1.2.6.4 Hardware.

II.1.2.1.3 communicate pack-in and pack-out (or move-in and move-out) policy prior to the event to their exhibitors, and local labor.

SECTION III, WASTE MANAGEMENT



III.1 WASTE MANAGEMENT:

III.1.1 Within their manufacturing, warehouse facilities, and administrative offices:

it is HIGHLY RECOMMENDED companies:

III.1.1.1 create and communicate to both internal and external stakeholders clear waste management policy and practices with emphasis on recycling streams ensuring all recyclable materials are recycled.

III.1.1.2 refer to applicable regulations for provisions on proper storage and disposal of hazardous waste.

III.1.1.3 provide internal waste collection stations separate for composting, separate for recycling, separate for landfill.

III.1.1.4 audit waste production to establish baselines, resulting targets, and calculate an annual landfill and incineration diversion rate.

III.1.1.4.1 Thereafter it is RECOMMENDED companies:

III.1.1.4.1.1 measure waste and recycling monthly.

III.1.1.4.1.2 conduct at least one waste audit annually of their operations. -

III.1.1.4.1.2.1 An internal team or a contracted third party should conduct a process review and analyze the amount and types of waste produced by the building/ designing operations. This can be done by physically going through waste to determine the sources and types of waste produced. The goal is to discover what types and quantities of waste are produced within a given timeframe—usually a week.

III.1.1.4.1.3 produce a waste audit report and a plan for implementing waste reduction.

III.2 CONSUMABLE PRODUCTS

III.2.1 It is RECOMMENDED companies purchase consumable products made with environmentally and socially preferable materials such as tape, batteries, office supplies, pens, etc. “Environmentally preferable” can include post-consumer recycled, biodegradable, and/or easily recyclable content. “Socially preferable” can include non-toxic and locally produced.

SECTION IV, SUPPLY CHAIN



IV.1 PROCUREMENT

IV.1.1 It is HIGHLY RECOMMENDED companies:

IV.1.1.1 assess which criteria of the Guidance apply to the elements of the organization's supply chain.

IV.1.1.2 clearly convey the appropriate requirements of this Guidance to its suppliers. In turn, suppliers should demonstrate to the organization the suppliers’ capability to comply with this Guidance.

IV.1.2 It is RECOMMENDED companies conduct an annual review of their company's sustainable procurement criteria with staff and, separately, do the same with suppliers.

IV.2 SUPPLY CHAIN ENGAGEMENT

IV.2.1 It is HIGHLY RECOMMENDED companies:

IV.2.1.1 establish supply chains for sustainable materials across the exhibition industry.

IV.2.1.2 with the sustainable supply chains in place, collaborate with supply chains to increase capacity for sustainable/reusable alternatives.

IV.2.1.3 Lean on their respective supply chains for those chains to manage emissions in their production facilities.

IV.2.1.4 continually invest in research on more sustainable material alternatives.

IV.2.1.5 phase out and consider banning problematic materials such as:

- Wood based products with high formaldehyde emissions.
- Acrylic paint derived from petrol.
- Sealants, coatings and adhesives.
- High volatile organic compounds.
- Toxic materials.
- Foam core, PVC materials, or polystyrene.
- Solvents.
- Incandescent light bulbs.
- Ballons and confetti.

SECTION V, LOGISTICS



V.1 LOGISTICS

V.1.1 Within their manufacturing, warehouse facilities, administrative offices, and venues:

It is HIGHLY RECOMMENDED companies:

V.1.1.1 enforce a no-idling policy for vehicles and do not leave vehicle engines running.

V.1.1.2 improve collaboration and information sharing between organizers, venues, and logistics operators to reduce inefficiencies for unloading, reloading, as well as mounting and dismantling processes.

V.1.2 It is RECOMMENDED companies

V.1.2.1 localize fabrication of exhibits within the city or country of event to minimize shipping or transportation.

V.1.2.2 load trucks efficiently, providing enough time for unloading and storage.

V.1.2.3 communicate, internally and externally, their emission savings resulting from switching to more sustainable solutions.

V.1.2.4 companies prominently display policy guidelines in all loading docks, truck marshalling yards and other applicable areas.

V.1.2.5 may switch to e-vehicles or hybrid vehicles and provide charging possibilities, also for forklifts.

V.2 REMOTE & LAST MILE LOGISTICS

V.2.1 It is HIGHLY RECOMMENDED companies:

V.2.1.1 combine delivery orders to reduce greenhouse gas emissions & transportation costs.

V.2.1.2 consider proximity of warehouses to venues, as well as general traffic on routes between them.

V.2.2 It is RECOMMENDED companies

V.2.2.1 introduce company-wide policies on accepted load efficiencies.

V.2.1.2 increase communication with exhibitors about the sustainability benefits of different means of transport

V.2.3 Companies MAY switch transport modes to more sustainable options (e.g., from air to sea, from road to rail) and use more sustainable fuels where possible.

V.3 TRAFFIC MANAGEMENT & SMART CITIES

V.3.1 It is HIGHLY RECOMMENDED companies:

V.3.1.1 perform regular maintenance and inspections of all business vehicles.

V.3.1.2 use water efficient vehicle washing practices.

V.3.1.3 reduce the number of trips to and from show sites.

V.3.1.4 manage the movements of vehicles and plan for spread-out arrival times (avoiding rush hours where possible) thus minimizing emissions.

V.3.2 Companies MAY:

V.3.2.1 incentivize non-peak hour arrivals, for example through pricing.

V.3.2.2 demand the use of smart navigation technology to reduce time spent in traffic/ favor more emission efficient routes.

V.3.2.3 collaborate with cities on creating transport corridors with exclusive truck lanes or train tracks.

SECTION VI, THE HUMAN ELEMENT

VI.1 RESOURCE COMMITMENT

VI.1.1 It is HIGHLY RECOMMENDED companies' top management:

VI.1.1.1 demonstrate leadership and commitment with respect to the event sustainability plan by ensuring resources to operate sustainably are available.

VI.1.1.2 ensure those designated person(s) have the commensurate qualifications, skills and training necessary.

VI.1.1.3 include in its training program awareness of the organization's policy, plan and commitment to conforming to this Guidance.

VI.1.1.4 ensure these responsible people are also aware of the implications to the organization for non-conformance.

VI.1.1.5 retain documentation of competency and training in accordance with the company's HR policies.

VI.1.2 It is RECOMMENDED companies designate a person or persons responsible for the implementation of the sustainability and social impact policy, plan, and conformance to this Guidance.

VI.2 PERSONNEL

VI.2.1 It is RECOMMENDED companies:

VI.2.1.1 whenever asked, provide documentary evidence pertaining to the material safety of the build, such as material specification data sheets and proof of purchases.

VI.2.1.2 train new and existing staff annually on human trafficking awareness.

VI.2.1.3 provide employee wellness programs.

VI.2.1.4 purchase cleaning chemicals for their manufacturing, warehouse facilities, and administrative offices, which are certified for their human health and safety and environmental impacts.

VI.3 DIVERSITY EQUITY INCLUSIVITY

VI.3.1 Companies MAY:

VI.3.1.1 publish a public-facing diversity, equity and inclusion statement.

VI.3.1.2 implement diversity in the workplace program.

VI.3.1.3 install diverse organizational leadership.

VI.3.1.4 provide training for staff on creating inclusive and welcoming environments.

VI.3.1.5 operate a supplier diversity program.

VI.4 COMMUNITY

VI.4.1 It is RECOMMENDED companies:

VI.4.1.1 provide employees with volunteer, donation or charity giving opportunities and incentives to participate, at least once per year.

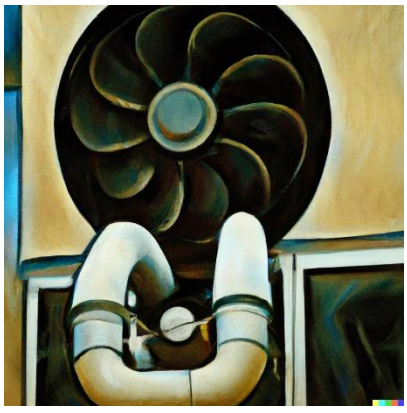
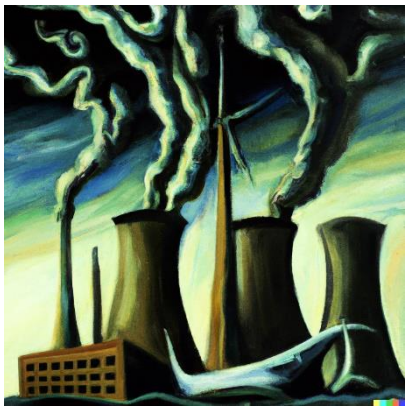
VI.4.1.2 reuse event materials, or donate them to a community organization, school, local charity or NGO.

VI.5 CREW:

VI.5.1 To minimize travel, it is RECOMMENDED companies hire event staff from the local area, city or country of the event, including when additional personnel are required.

VI.5.2 Companies MAY provide their crews with the option to use e-vehicles or hybrid vehicles and provide charging possibilities.

SECTION VII, ENERGY


VII.1 ENERGY USAGE

VII.1.1 Within their manufacturing, warehouse facilities, and administrative offices:

It is HIGHLY RECOMMENDED companies:

VII.1.1.1 ensure equipment, lighting, air-conditioners, and heaters are turned off when the space is not in use.

VII.1.1.1.1 For the HVAC, when the space is not occupied but local climate conditions would require more energy to restart the process to restore temperature to the space when it is again occupied,

VII.1.1.1.1.1 rather than shut off the cooling, adjust the cooling to no lower than 28 degrees Celsius or 82 degrees Fahrenheit.

VII.1.1.1.1.2 or, rather than shut off the heating, adjust the heating to no higher than 17 degrees Celsius or 62 degrees Fahrenheit.

VII.1.1.1.2 Otherwise, when the space is occupied and air conditioning is in use, set air-conditioners to no lower than 24 degrees Celsius or 75 degrees Fahrenheit.

VII.1.1.2 operate energy efficient rated monitors, projectors, equipment, and appliances.

VII.1.2 It is RECOMMENDED companies:

VII.1.2.1 consider retrofitting inefficient HVAC systems.

VII.1.2.2 use energy-efficient (LED or better) lighting within their manufacturing, warehouse facilities, and administrative offices, to reduce power consumption.

VII.1.2.3 use light sensors within their manufacturing, warehouse facilities, and administrative offices, to enable automatic light management and reduce light when it is not needed (e.g., because of high levels of natural light, or non-occupied areas).

VII.1.2.4 implement energy monitoring tools to track and analyze energy consumption within their manufacturing, warehouse facilities, and administrative offices.

VII.1.3 Companies MAY:

VII.1.3.1 endeavor to switch to renewable energy sources.

VII.1.3.2 consider phasing out gas and fuel oil and replacing these with heat pumps in facilities.

VII.1.3.3 consider creating rooftop gardens as these can insulate buildings (in addition to providing local foods and restoring biodiversity).

VII.2 SUSTAINABLE IT:

VII.2.1 Within their manufacturing, warehouse facilities, and administrative offices:

it is HIGHLY RECOMMENDED companies:

VII.2.1.1 enable power-saving features and implement power management settings on devices.

VII.2.1.2 regularly maintain and clean computer hardware and cooling systems to optimize energy efficiency.

VII.2.1.3 develop a policy for responsible disposal and recycling of IT equipment.

VII.2.1.4 prioritize energy-efficient and environmentally friendly IT equipment during procurement.

VII.2.1.5 implement paperless manufacturing workflows to reduce impact on environment from printers, inks, materials.

VII.2.1.6 review and discard "dark" data storage - files that have not been utilized within the last 5 years.

it is RECOMMENDED companies:

VII.2.1.7 use energy-efficient IT hardware, such as servers, desktops, laptops, and networking equipment).

VII.2.1.8 consider adopting thin clients or energy-efficient computing devices.

VII.2.1.9 optimize data center cooling and airflow management for energy efficiency.

VII.2.1.10 consolidate servers and equipment to maximize hardware resource utilization.

VII.2.1.11 partner with certified e-waste recyclers to handle the proper disposal of hardware.

VII.2.1.12 choose vendors and suppliers with sustainable practices and certifications.

VII.2.1.13 encourage vendors to provide take-back or recycling programs for IT equipment.

companies MAY:

VII.2.1.14 consider server and storage virtualization (particularly using clouds run by renewable energy) and consolidation to reduce the number of physical servers.

VII.2.1.15 evaluate the lifecycle environmental impact of products, including packaging and manufacturing processes.

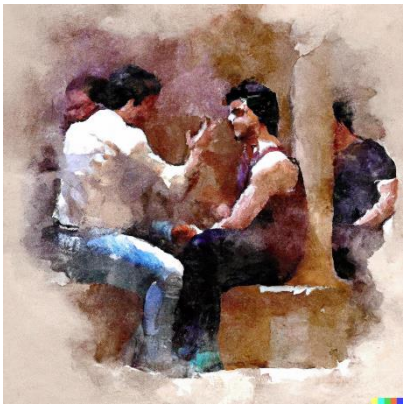
companies CAN:

VII.2.1.16 use Data Center Infrastructure Management (DCIM) tools to monitor and optimize resource usage.

VII.2.1.17 regularly monitor and maintain data center infrastructure to identify and address inefficiencies.

VII.2.1.18 explore renewable energy options for powering data centers.

SECTION VIII, COMMUNICATIONS


VIII.1 COMMUNICATION:

VIII.1.1 It is RECOMMENDED companies:

VIII.1.1.1 implement a communications program by their organizations to convey its sustainability initiatives.

VIII.1.2 communications include, where appropriate, the following:

VIII.1.2.1 the organization's commitment to sustainability,

VIII.1.2.2 issues, objectives and targets;

VIII.1.2.3 progress in relation to performance;

VIII.1.2.4 and feedback from interested parties/stakeholders.

VIII.1.3 communicate with customers to:

VIII.1.3.1 consider sustainable options and their benefits and highlight the problems of less sustainable options, such as disposable exhibits.

VIII.1.3.2 propose the use of sustainable materials.

VIII.1.3.3 discourage prospects from requesting multiple design proposals from each tenderer for every tender called. (Every design not used is wastage of design resources and energy.)

VIII.1.3.4 reward exhibitors who use reusable or otherwise sustainable exhibits through communication measures/awards.

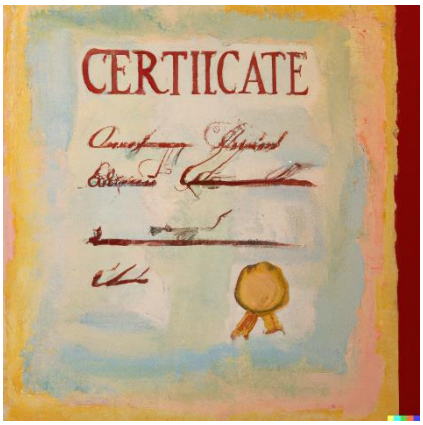
VIII.2 MARKETING

VIII.2.1 It is RECOMMENDED companies:

VIII.2.1.1 provide materials such as contracts, sales kits, and specification guides to clients electronically.

VIII.2.1.2 provide onsite exhibitor materials in electronic format.

SECTION XI, CERTIFICATION



XI.1 CERTIFICATION

XI.1.1 While this Guidance does not offer a certification program, companies are encouraged to obtain third-party audited sustainability certification to industry sustainability standards like the Events Industry Council's Sustainable Event Standards or others.

XI.1.2 One or more of the companies' team members may have Event Industry Council's Sustainable Event Professional Certificate or comparable certificate program.

NOTE: Nothing in this Guidance supersedes law