

Exhibiting at an event while **minimizing** the impact on the environment



Some ecofriendly practices to adopt!

Climate change is one of the biggest challenges facing our times. Our responsibility as an event organizer that engages with communities is to contribute to that transformation by reducing the environmental impact of our exhibitions and conventions.

But in order for that ambition to succeed, all of us need to do our share. So we invite you as an exhibitor to take action and reduce your environmental footprint with some simple, effective practices.

Exhibitor's how to be responsible

Before

During

After



Exhibitor's how to be responsible

Before

Adopt the 4 Rs

- **REFUSE**
what you don't need
- **REDUCE**
what you need
- **REUSE**
what you already have
- **RECYCLE**
what you can't refuse, reduce or recycle



Goodies & brochures: do you really need them?

If so, choose local, French or European manufacturers with a minimal carbon impact (little or no individual or plastic packaging). Keep printed materials (brochures, catalogs, flyers, etc.), to a minimum and follow eco-design principles whenever possible (digital tools, few images, no colour blocks).

DID YOU KNOW?

In order for a tote bag to contribute less to global warming than a disposable plastic bag, it needs to be reused between 52 and 131 times*.

* Brut media, 2018



Eco-design your stand



- Opt for a pre-fitted or modular stand
- Or, brief your designer about your preferences (reusable, eco-designed, circular economy)
- Open things up! Fewer partitions means less use of materials and better visibility for your stand from the aisles!

DID YOU KNOW?

By reusing your furniture, you reduce its carbon impact (it takes 100 kg of CO2 equivalent* to manufacture a table, and 800 kg of CO2 equivalent* to manufacture a cabinet). Plus, the more modular your equipment, the better it will accommodate your future needs.

* French Agency for Ecological Transition (ADEME), 2018 Life Cycle Analysis

Be accessible for every level of mobility

REMEMBER TO EQUIP YOUR SPACE ACCORDINGLY

- Ramp
- Floor level
- Accessible audiovisual tools ...



Select local service providers

TO LIMIT THE EMISSIONS LINKED TO TRANSPORTING THE ITEMS I USE AT THE SHOW.

Exhibitor's how to be responsible

During

Fewer disposables, less waste



THE BEST WASTE IS THE KIND YOU DON'T PRODUCE

For inevitable waste?

Follow the instructions for sorting it (paper/cardboard, glass, plastic, wood, biowaste, etc.). You can reduce food waste by sharing unused food with your teams or donating it to a charity.

DID YOU KNOW?

An event with 5,000 people generates an average of 2.5 tons of waste and 500 kg of paper*.

* French Agency for Ecological Transition (ADEME)



Choose WiFi over 4G or 5G

If the venue offers it, give priority to free WiFi.

DID YOU KNOW?

Each gigabyte you send consumes up to 20 times more energy in 4G than in WiFi or ADSL*.

* GreenConcept white paper

Save energy

DIFFERENTS WAYS TO DO IT

Turn off your equipment when you leave the stand (tip: a power strip lets you power everything down with one button), choose LED lighting, rent equipment that promises high energy efficiency (A+)...

DID YOU KNOW?

An evening event with 5,000 people in attendance will consume an average of 1,000 kWh of electricity – equivalent to the consumption of a single French person over two and a half months*.

* French Agency for Ecological Transition (ADEME)



Optimize the deliveries I need during the event

CONSIDER GROUPING YOUR DELIVERIES TO REDUCE THE CARBON IMPACT OF TRANSPORT.

Exhibitor's how to be responsible

During

Encourage your teams to travel lighter (in CO₂)



In other words, on foot or by bike, using public transport (train, metro, tram), via car sharing, etc...

DID YOU KNOW?

Travelling from Paris Montparnasse station to the Parc des Expositions de Villepinte by internal combustion car generates up to 40 times more greenhouse gases than travelling via RER*.

* ADEME CO₂ calculator



Ban Plastics bottles

THIS IS A MUST, BECAUSE THEY'RE A REAL SYMBOL OF WASTE!

Provide carafes at your stand, and give your teams bottles they can refill at the water fountains.

DID YOU KNOW?

Producing the plastic for a bottle of mineral water requires 255 litres of water and emits 39 kg of CO₂ equivalent.

Be more selective with food offerings



With an emphasis on seasonal, local and organic food and reduced meat consumption.

DID YOU KNOW?

Tomatoes grown in a greenhouse generate 8 times more CO₂ emissions than seasonal tomatoes grown in the ground.

Exhibitor's how to be responsible

After

Encourage recovery

Save your stand's components (set, furniture, signage, plants, goodies, etc.) for reuse next year.

IF YOU NO LONGER NEED THEM...

Donate them to non-profits, theatres or schools, or contact the organizer to see if there's a process for collecting these materials.



Explain, why, and raise awareness!

THE MORE YOU TALK ABOUT IT, THE MORE YOU'LL BE ABLE TO INSTILL THE RIGHT HABITS.

Explain your sustainability policy to your visitors, your employees and your partners, and talk about its benefits!

ALL INVOLVED

COMEXPOSIUM'S SUSTAINABLE STRATEGY

At Comexposium, our mission is to create valuable & memorable connections to take our communities further.

Our program of responsible commitment, "ALL INVOLVED" includes our environmental and social objectives but is also designed to help our communities take on their own challenges for sustainable change – because it's by working together that we can make our events more responsible.

We do that as part of a threepronged policy:

- Support our communities with their CSR concerns
- Develop more responsible operations
- Promote a sustainable, committed corporate culture

To learn more about ALL INVOLVED, our policy for corporate responsibility, [go here!](#)