

Since 1925

Promoting, Serving and Representing  
the Global Exhibition Industry



# Status of Sustainability in the Exhibition Industry

**UFI Report - 1<sup>st</sup> edition**

December 2013





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# The Exhibition Industry

UFI Report on the Status of Sustainability  
in the Exhibition Industry - December 2013



A powerful marketing tool for companies  
with high Return On Investment  
for both participants and territories



Around 1,200 exhibition venues worldwide  
(with a minimum of 5,000 sqm of indoor exhibition space)

30,700 exhibitions per year  
(with a minimum of 500 sqm of indoor exhibition space rented)  
103 million net sqm rented

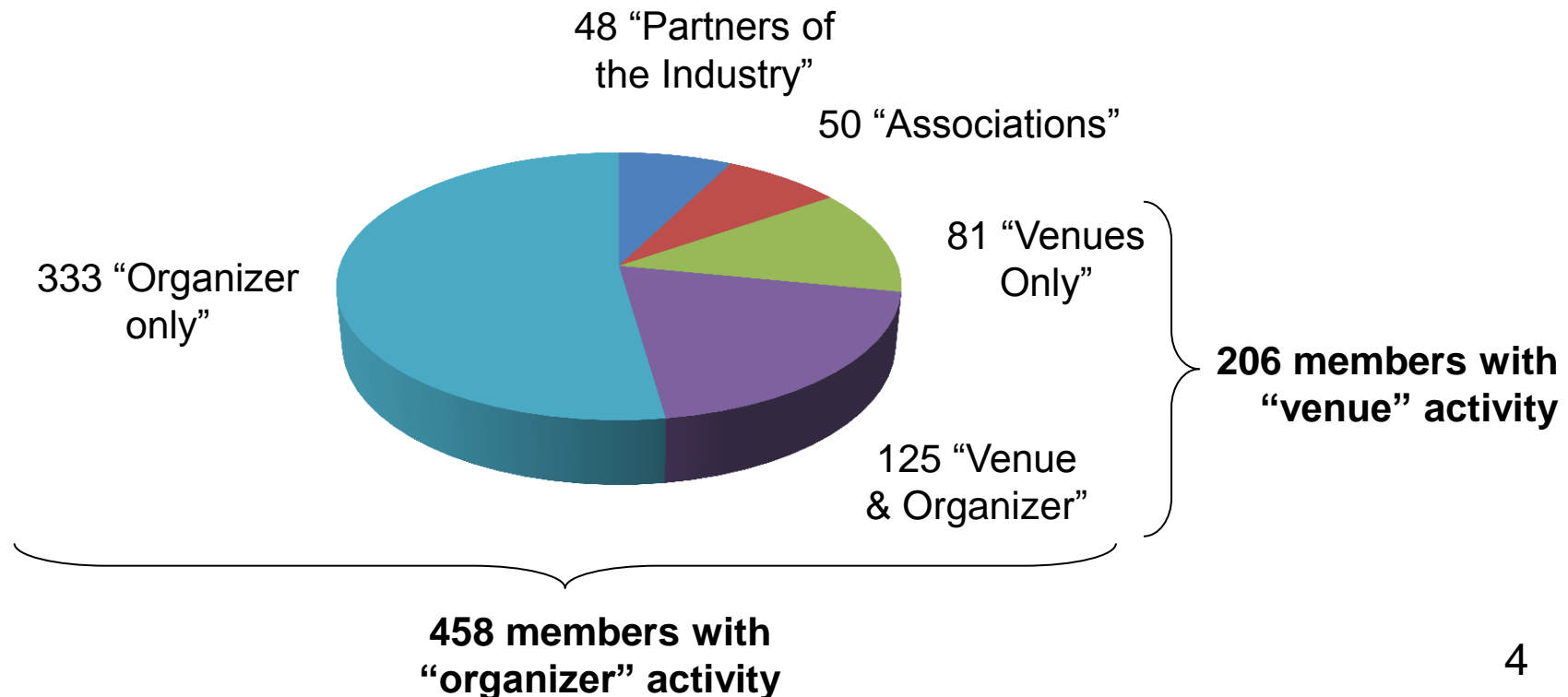
2.8 million exhibiting companies  
& 260 million visitors every year



UFI is the Global Association of the Exhibition Industry, uniting the industry's organizers, venues, associations and partners of the industry

637 UFI members in 85 countries including the 40 largest economies

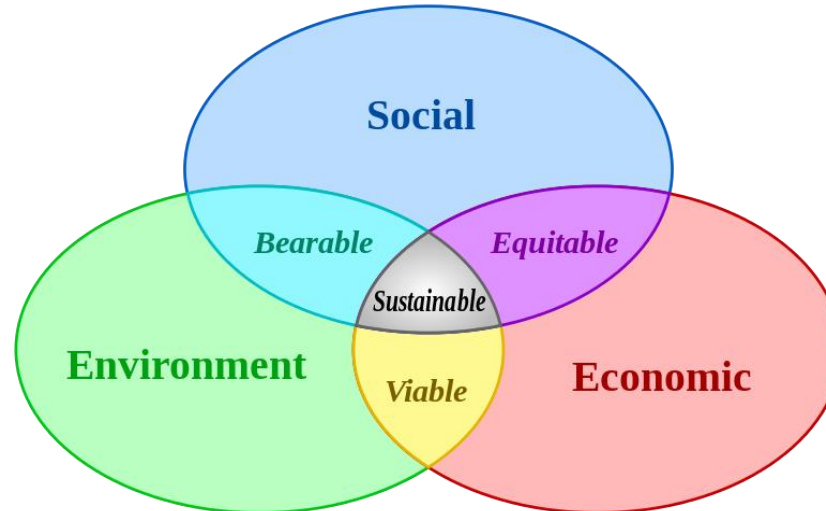
3 UFI Offices: Paris, Hong-Kong & Sharjah





*Definition (The Brundtland Commission of the United Nations, 1987):*

***“Development that meets the needs of the present  
without compromising the ability of future generations  
to meet their own needs”***



*Venn diagram of sustainable development: at the confluence  
of three constituent parts (source: Wikipedia)*



UFI adopted in 2008 the following specific vision and mission statements related to sustainable development:

***"Vision: To achieve a high level of member awareness and commitment to promote social and environmental responsibility within the exhibition industry".***

***"Mission: To serve our members by promoting, encouraging and supporting sustainability within the exhibition industry, thus becoming a reference point for best practice, tools, standards and learning."***

UFI then created a dedicated Committee, now composed of representatives of 23 UFI Members. This working committee represents all regions and segments of the industry – see composition in appendix A.

The tools developed by UFI in the area of sustainable development are detailed in the part 2 of this report.



UFI considers that “***exhibitions are a sustainable way of doing business***”, mainly thanks to:

- ✓ the **economical & social** benefits towards both:
  - ☞ the industries they serve and primarily to visitors and exhibitors: reputation and promotion, contacts & business, education;
  - ☞ the territories where they are held thanks to the expenditure of the participants, which convert into jobs & tax income: direct impact to the exhibition industry and indirect impact to the “tourism related” activities (accommodation, food, transport) – see Appendix B for more details;
- ✓ the “reduced travel” element in terms of impact on the **environment**: the single location and multiple travel avoided – see Appendix C for more details.



## Objective and contents of the report

The objective of the report is to assess the current situation of sustainability in the exhibition industry:

- ✓ who does what and where?
- ✓ what are the barriers and challenges?
- ✓ awareness of existing tools?
- ✓ recommendations for UFI future actions.

It includes the results of a survey within the industry and also other material developed by UFI to promote and develop the implementation of sustainability in the exhibition industry.

As such, the report highlights some “best practices” in terms of implementation of sustainability and it also include some individual quotes from Members from the UFI Sustainable Development Committee or UFI Associations’ Committee.

This report is publicly available and the idea is to update it every 2 or 3 years. For any questions or comments on this report, please contact [chris@ufi.org](mailto:chris@ufi.org).



## Message from UFI President (Extract of UFI INFO from June 2013 )

UFI Report on the Status of Sustainability  
in the Exhibition Industry - December 2013



*Dear UFI friends,*

*Most people would agree that the world currently suffers from an economic crisis... or an environmental crisis... or a social crisis... or perhaps all three. This is why a sustainable approach – including environmental sustainability, economic sustainability and socio-political sustainability – represents a viable solution to an urgent situation for a growing number of individuals, companies, public and government bodies.*

*UFI has been working closely with a variety of organizations to represent our industry as we develop tools specifically aimed at supporting sustainability in our global exhibition industry. Among these, UFI is working with GRI, the not-for-profit organization that provides today's most widely used sustainability reporting framework. It's "Global conference on sustainability and reporting" held in Amsterdam last month brought together a group of over 1,600 people from 80 countries, including UFI representatives and members.*

*One thing is clear: there is a growing number of mandatory sustainability reporting requirements around the world. The KPMG "Carrots and Sticks" report now identifies 180 initiatives covering 45 countries and regions. That's 3 times more than in 2006. A good example is that of the European Union with its "non-financial reporting directive" currently under consideration which would require disclosure of non-financial and diversity information by certain large companies and groups.*

*The exhibition industry can and should play a role in implementing sustainability. UFI's Sustainable Development Committee, composed of 23 members and chaired by Michael Duck, has developed a series of actions to inform, educate and promote sustainability within the exhibition industry. These actions include our online education programme outlining "the 8 steps to sustainability", and new UFI Awards recognizing best practices in sustainable development. The three award themes, "Best sustainable development strategy", "Best reporting on sustainability" and "Best innovative environmental initiative" brought forward the outstanding results already being achieved by our UFI members. My congratulations to Amsterdam RAI, Cape Town International Convention Centre and Scan Display for their achievements!*

*UFI has just released a template designed to assist companies in the exhibition sector to develop their sustainability reporting structures. For all of you who are just starting out in this area, I encourage you to participate in the free UFI webinar on this topic that will be held on June 26. Just head into UFI's online Education Centre to learn more about it.*

*UFI will also soon call on all members to complete a survey assessing the current status of sustainability in our industry. Please ensure that your company completes and returns this survey, even if you are not yet active in this field. Your assistance in relaying this survey to stakeholders around the globe will also be requested.*

*UFI is actively seeking new opportunities to promote sustainability objectives in our industry. If you have ideas for initiatives that we could implement to assist you, please let us know. UFI is always looking for new ways to support our industry as we "lead by example" in this essential field.*

*Chen Xianjin  
UFI President*



## 1. General overview on the status of sustainability in the exhibition industry

The results which follow result from a survey conducted in the second half of 2013 and mainly answered by UFI Members (see details on the origin of answers in appendix D).

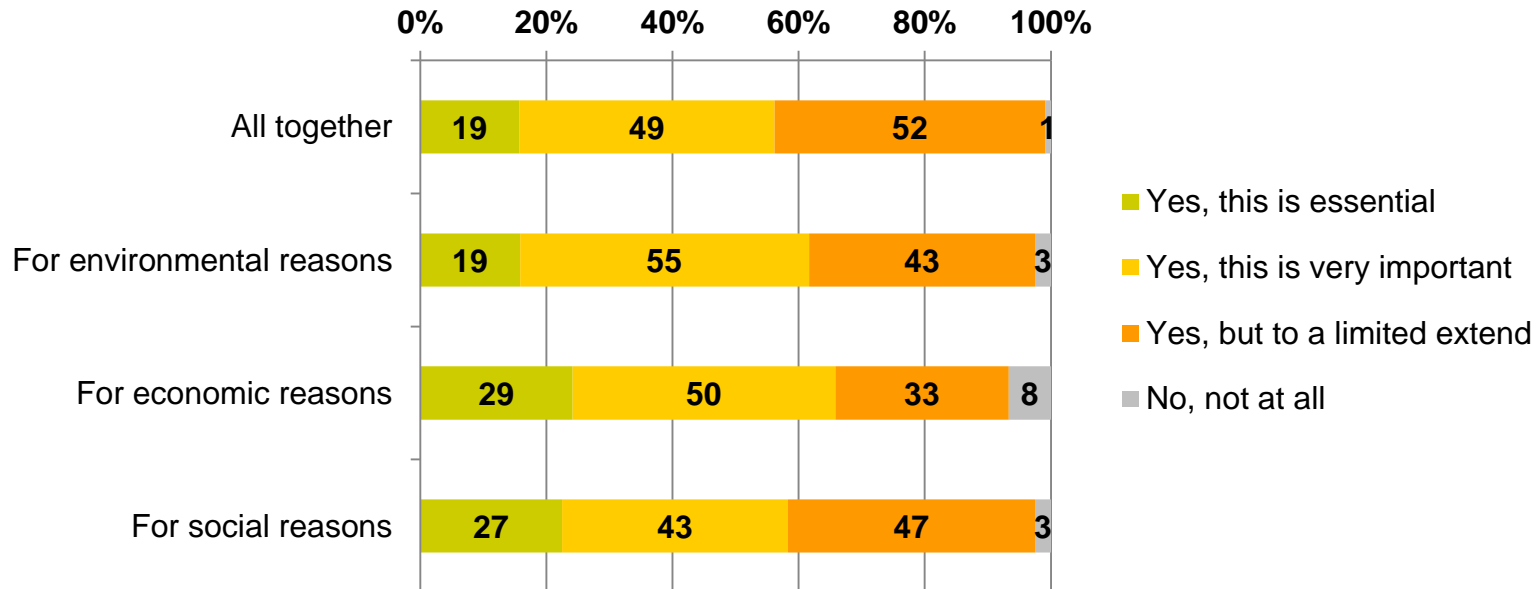
Even though these results only include those companies who answered, it is believed that the fact that many companies with different size, industry segment or geographical origin contributed leads to a significant representation of the industry as a whole.



## Perception of the relevance of Sustainability in the Industry

UFI Report on the Status of Sustainability in the Exhibition Industry - December 2013

### Is the exhibition industry concerned with sustainability?



- 99% of those who answered believe that **the exhibition industry is concerned with the issue of sustainability** (\*)
  - When asked the question more specifically, for each pillar of sustainability, the levels of answers remain stable, indicating that **all issues are almost equivalently important**
  - No significant difference across regions or industry segments (venue, organizer, service provider).
- (\*) further analysis shows that there is no link between the level of relevance indicated – essential, very important or “to a limited extent” - and the actual implementation within the companies.



## Perception of the relevance of Sustainability in the Industry

- Besides obvious reasons to implement sustainability such as sense of common responsibility, positive image, competitive advantage and cost reductions are other more defensive reasons such as: the stakeholders demand (local authorities, shareholders, clients) or compliance with legislation
- These constraints are likely to develop as time goes on
- For example, on the client side, the commitment of exhibitors appears to develop:

*Janice EDMUNDS - Operations Director, Fresh Montgomery (UK):*

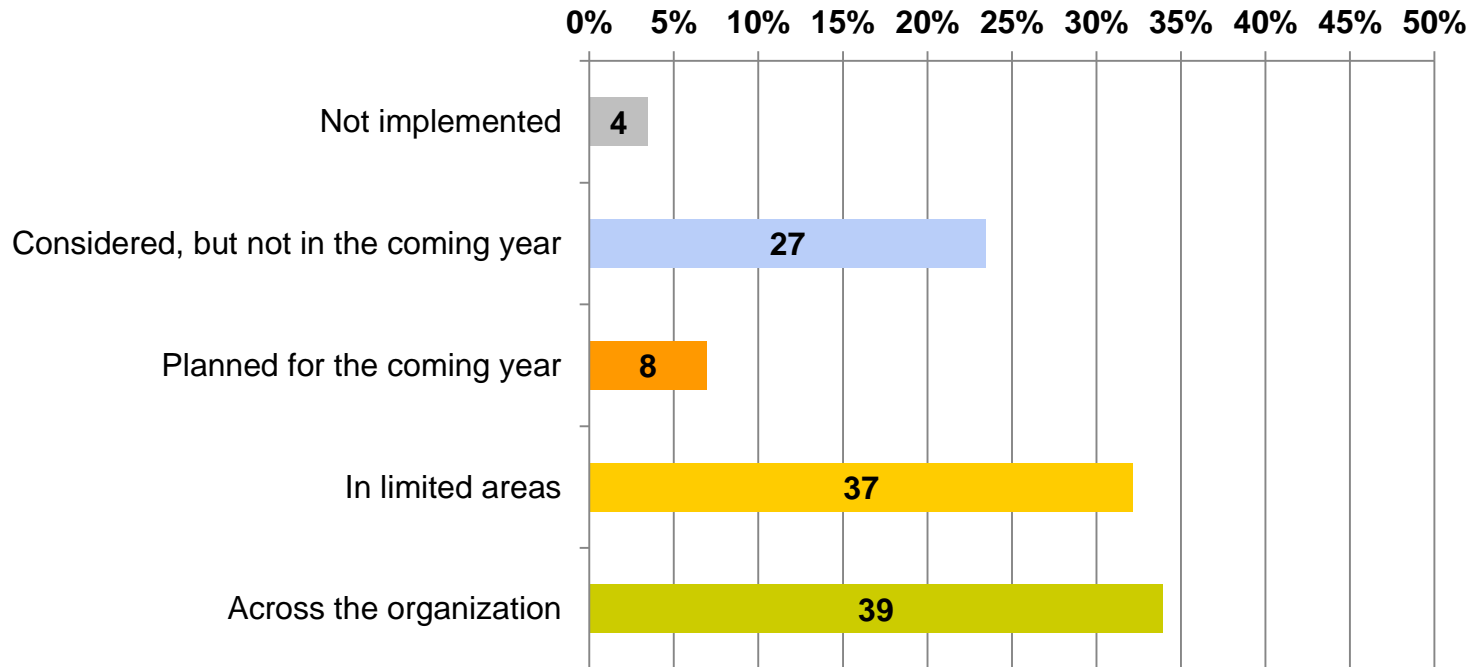
*"In our exhibitor and visitor research, we ask specific questions related to sustainability. For example one question we now ask in all our exhibitor research is: "Did your company consciously consider sustainability or environmental issues when planning your presence at the fair?"*

*At our Speciality and Fine Food Exhibition in September, 2012, 31% of exhibitors answered 'yes' to this question.*

*Although this doesn't appear very high at the moment, our goal is to get it up to 100% sustainable".*



### Is sustainability implemented within your company operations?

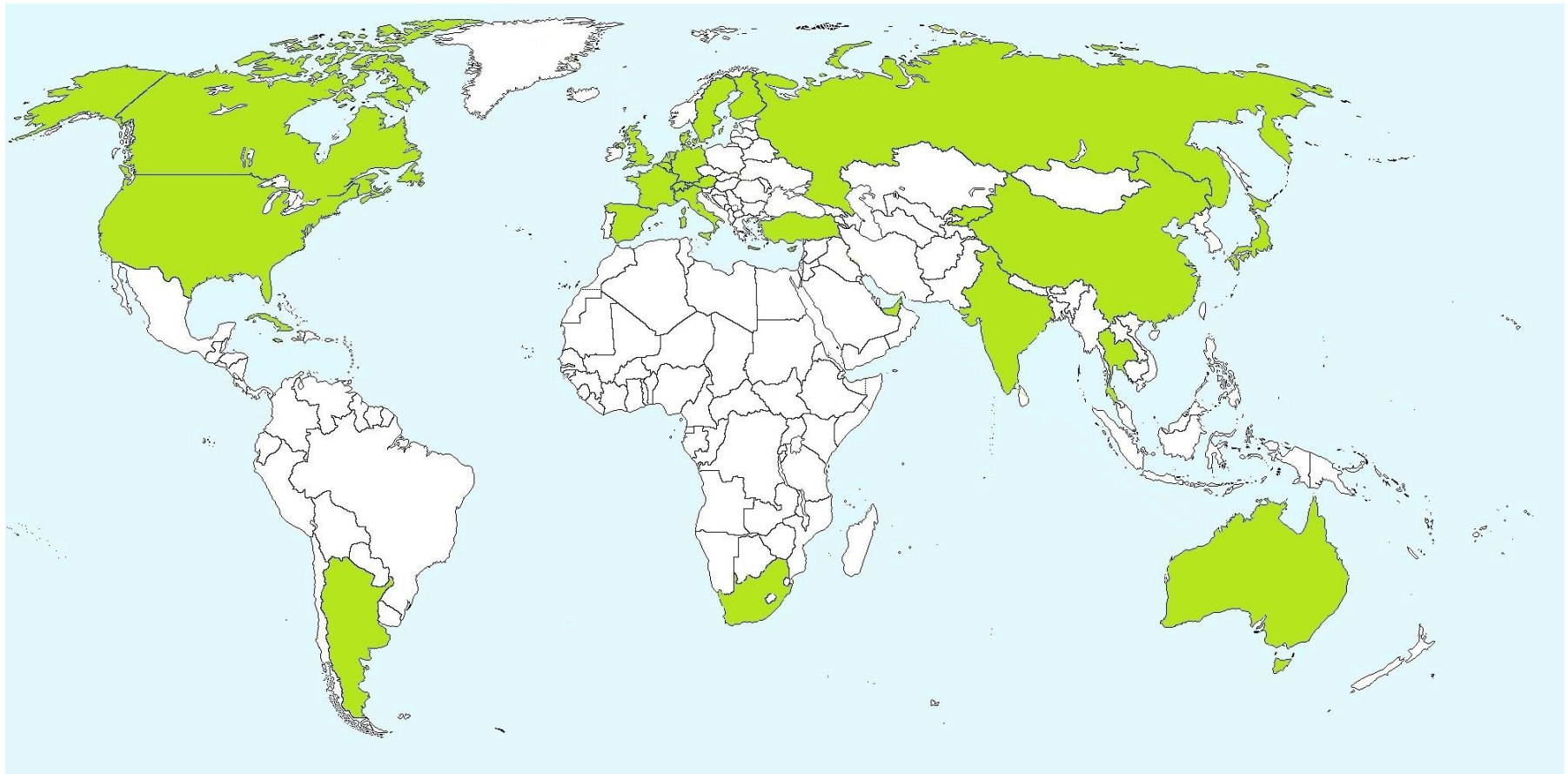


- A significant number of companies state they have already implemented sustainability, either in limited areas or across their organization
- The proportion of “across the organization” implementation is lower for the “Organizers only” (20%) than it is for all the other categories (between 40% and 50%)
- There are no significant difference across regions



## **Countries with companies who declared that sustainability has been implemented across their organization**

(see list of companies in appendix D4)



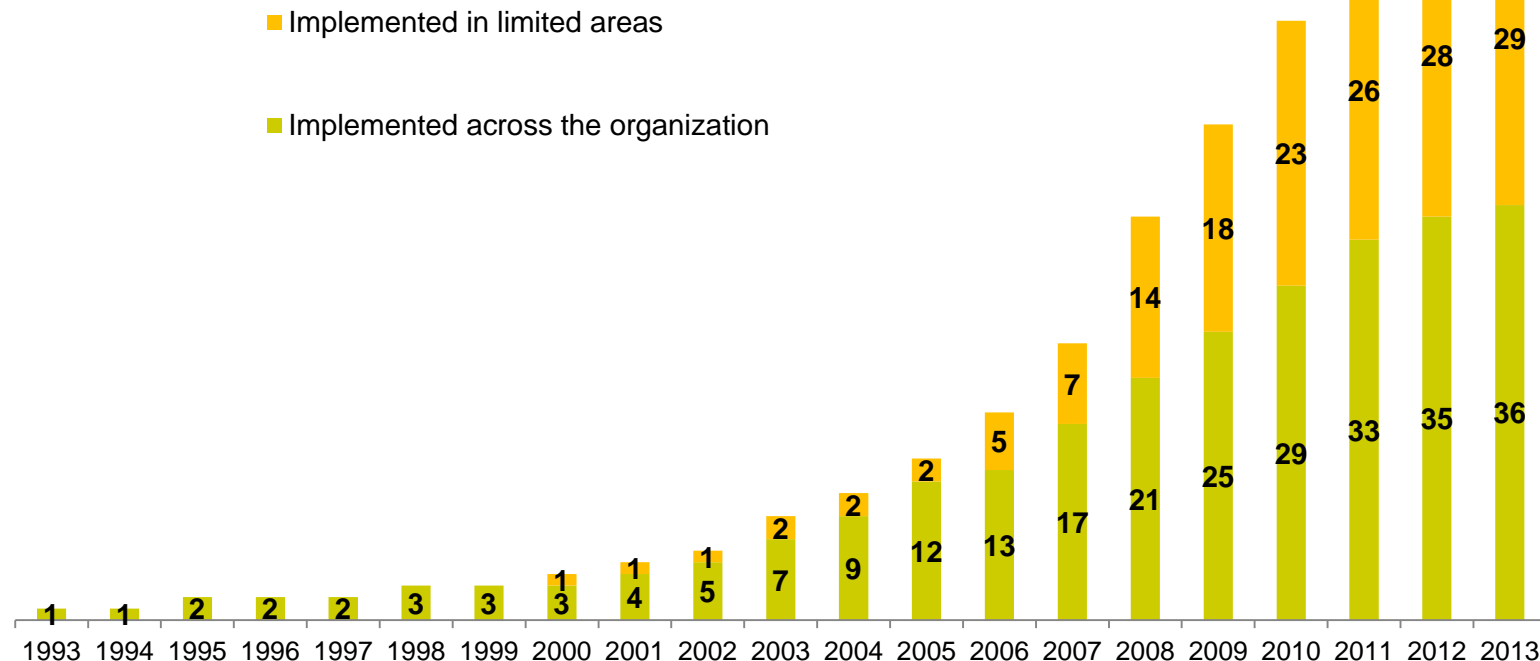


## Implementation of Sustainability in the Industry: WHEN?

UFI Report on the Status of Sustainability  
in the Exhibition Industry - December 2013

### Starting year indicated by the 65 companies who have declared either partial or across implementation of sustainability

(and provided a date / 11 additional ones did not)



Only companies with  
« Venue » activity



## Implementation of Sustainability in the Industry: WHAT?

One of the challenges of sustainability is that there cannot be a standard “check-list” of actions to do, as it is up to each company to assess its priorities given its own environment. Flexibility is therefore required. At the same time involving the supply chain, sharing results and learning by example are key principles to apply.

UFI has developed an entry-level template for reporting sustainable actions within the exhibition industry. This template, introduced and detailed in the second part of this report, is a simplified version of the GRI (Global Reporting Initiative) framework. The main themes of this template are listed below and this structure is used in the next pages to list *examples* of actions listed by the companies:

- Energy efficiency
- Waste management
- Water management
- Other sourcing
- Transport
- Health & Safety
- Staff
- Community



# Implementation of Sustainability in the Industry: WHAT?

Examples of actions: Energy efficiency

- Lighting:
  - installing automatic systems and motion-sensors in many areas around the premises
  - switching from conventional lighting to RGB and LED
- Source of energy:
  - solar panels
  - geothermal installation
  - local heat generation and cooling systems with natural gas
- Energy consumption:
  - automated energy-saving measures in all buildings
  - night-rate electricity fare
- Office building:
  - all exterior windows have UV ceramic film that blocks 99.9% of UV rays and 49% of solar heat transference



# Implementation of Sustainability in the Industry: WHAT?

## Examples of actions: Waste management

### ➤ Reduce

- Identification of the key components of the footprint
- Paperless: ticket entry, badges, documentation, online evaluation forms
- Timber: work with our official contractors to reduce the use of timber for booth construction
- Bottles: individual disposable water bottles eliminated by using bulk water stations
- Styrofoam cups and plastic utensils: replaced with personalized company coffee mugs, metal water bottles and biodegradable utensils

### ➤ Reuse

- utilizing recycled material for marketing badge
- Re-use of decors
- Separating waste
- Encouraging exhibitors to donate useable food left over from their exhibition stands

### ➤ Recycle

- Recycling carpet

### ➤ Education:

- All exhibitors had to sign a Responsible Exhibitor Charter, which outlined basic event greening principles that they were requested to abide by (for example, that bottled water was banned and could not be distributed from their stand).
- Green Stand Awards were given to those exhibitors who had demonstrated a clear commitment to greening in the design and implementation of their stand at the event.



# Implementation of Sustainability in the Industry: WHAT?

Examples of actions: Water management

- Sourcing:
  - water sourced from grey and rainwater reclamation systems
- Efficiency:
  - toilets: installation of automatic taps and smaller flushing tanks



# Implementation of Sustainability in the Industry: WHAT?

Examples of actions: Other sourcing

- Environmentally-friendly products
  - stand construction
  - “Zero Tolerance” for products with: VOC, lead (for baby, children and food-related products), PVC without recommendation for use and disposal and unless repurposed, for textiles: aniline, dyes, formaldehyde or chlorine
  - wood/paper with FSC label only
- Local sourcing (food, etc.)
- Choosing green venues for our events
- Compensation policy



# Implementation of Sustainability in the Industry: WHAT?

Examples of actions: Transport

- Favour environmentally-friendly solutions:
  - collective transportation (car-pooling, shuttle)
  - electrical cars onsite



# Implementation of Sustainability in the Industry: WHAT?

Examples of actions: Health & Safety

- Workshops with subcontractors
- Monitoring of the noise levels during events



## Implementation of Sustainability in the Industry: WHAT?

Examples of actions: Staff (training, etc.)

- Development of corporate social responsibility managements practices: training, incentives, extra social care, etc.
- Develop social inclusion of people with disabilities in the labour market in the areas of reception, registration, public service, etc.



# Implementation of Sustainability in the Industry: WHAT?

## Examples of actions: Community

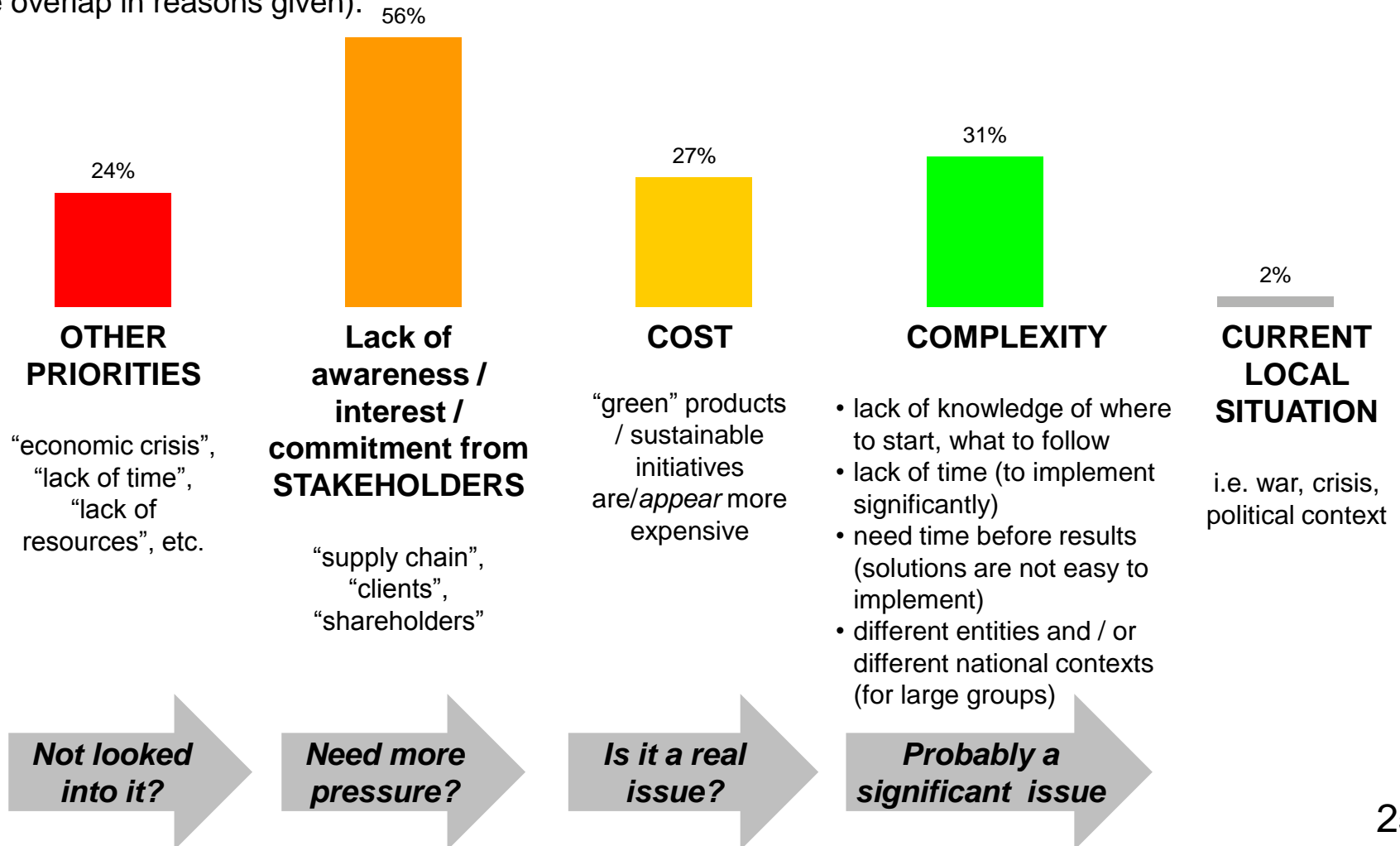
- Reduce nuisance:
  - meetings with authorities and local residents to explore potential solutions to main local problems
  - in-house mobility brigade that works very closely with authorities to avoid unauthorized parking
- Adequate facilities for disabled persons: entryways, entrances, halls and elevators, parking, restrooms, etc.
- Donations
  - food to charities
  - floral arrangements to hospitals
- Education
  - our seminars now include some form of sustainability topic
  - organisation of an open house for neighborhood
  - helping former prisoners enter the job market
  - educational tours were funded for eight schools
  - environmental students were recruited to be chaperones at the event, to gain work experience and interact with industry role-models at this event



## Barriers and challenges to implement sustainability

UFI Report on the Status of Sustainability  
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UFI analysis of the comments made by 91 companies. The results do not differ that much whether companies have or have not started implementing sustainability (total exceeds 100% due to the overlap in reasons given).



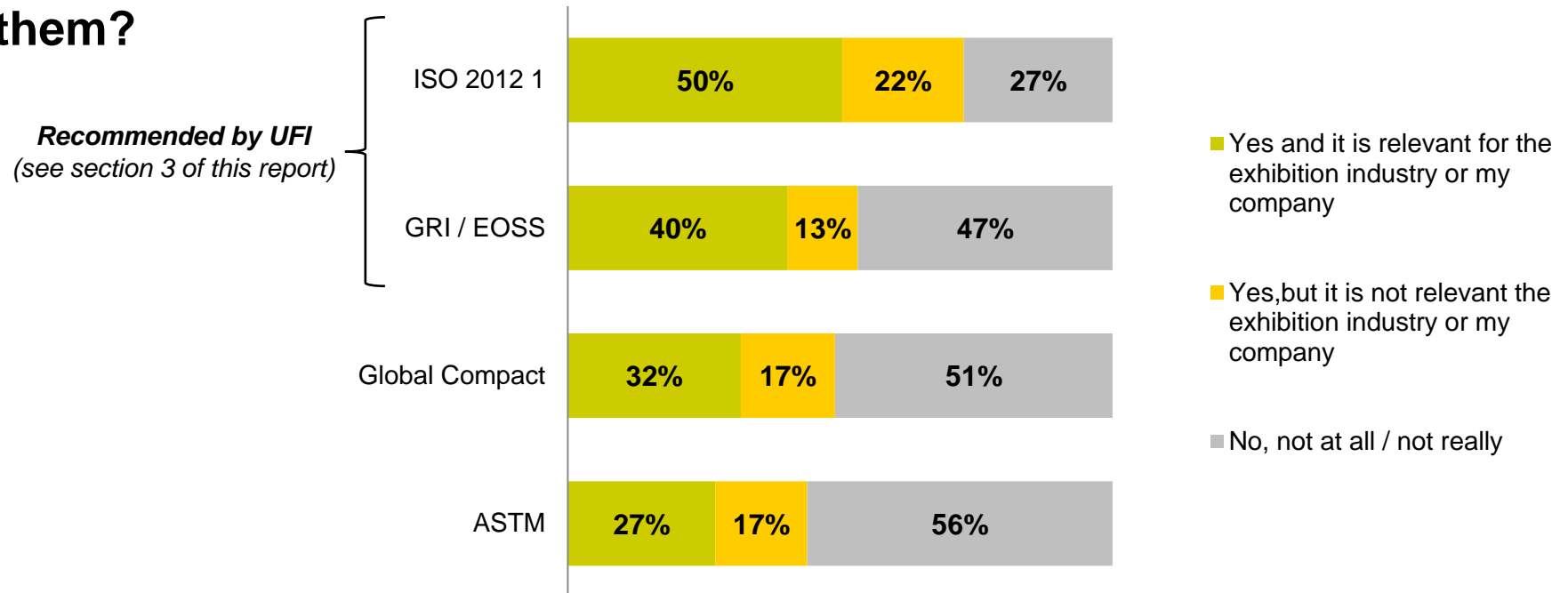


## Interesting quotes:

- *Glenn HANSEN, CEO, BPA Worldwide (USA): “Many barriers still exist for both facilities and organizers. Some of these are:*
  - For Facilities:*
    - *Lack of senior management support due to the misconception that sustainability is soft, not bottom-line focused*
    - *Lack of knowledge about where to start*
    - *Difficulty in training staff and getting them onboard*
    - *A misconception that big changes are needed when incremental change is sufficient*
    - *Lack of local infrastructure to support a robust sustainability effort, such as, local recycling and local procurement options*
    - *The questions that comes up all too often: “Why should I do it if organizers are not asking for it?”*
  - For Organizers:*
    - *What best practices to adopt*
    - *How changes will be perceived by attendees and exhibitors*
    - *Lack of clear sustainable goals*
    - *Failure to solicit supplier support*
- *“Generally no time and no resources (both human and financial resources) for a structured CSR policy to be implemented by small-sized companies in our industry”*
- *“Government policy direction and strategy will influence the momentum of change and take up of environmental practices by individuals and corporates”*



### Are you aware of the following topics and if so, how would you qualify them?



- The levels of awareness about the 2 UFI recommended programmes are quite high
- However the perception of relevance to the exhibition industry is not so high and further communication / education appears necessary (see UFI tools in the section 3 of this report) (there is no significant difference across regions).
- **Interesting quote:** *Fiona Pelham, Managing Director, Positive Impact (UK): "There continues to be a significant conversation about sustainability in the event industry and an increasing profile for international standards e.g. The Tokyo 2020 Olympics games will use ISO 20121. However action being taken is limited and common excuses for lack of action are: not knowing what to do, not having resource to do anything and clients/customers not asking for this. These excuses overlook the common sense business advantages which the implementation of sustainability brings."*



As previously mentioned the results to most questions did not differ with the geographical location of the companies who answered.

Further analysis pointed out that the main differentiator to understand the answers lied in the segment of the company and 3 populations could be identified as having their own characteristics:

- The **companies with “Venue activity”** (*and also possibly “Organizing” or “Service Provider activity”*);
- The **companies with “Organizing activity only”**;
- The **companies with “Service provider activity only”**.

This section details the previous results for each of these populations, when relevant i.e. for 2 questions:

- Starting year of implementation of sustainability;
- Awareness of existing standards & frameworks.

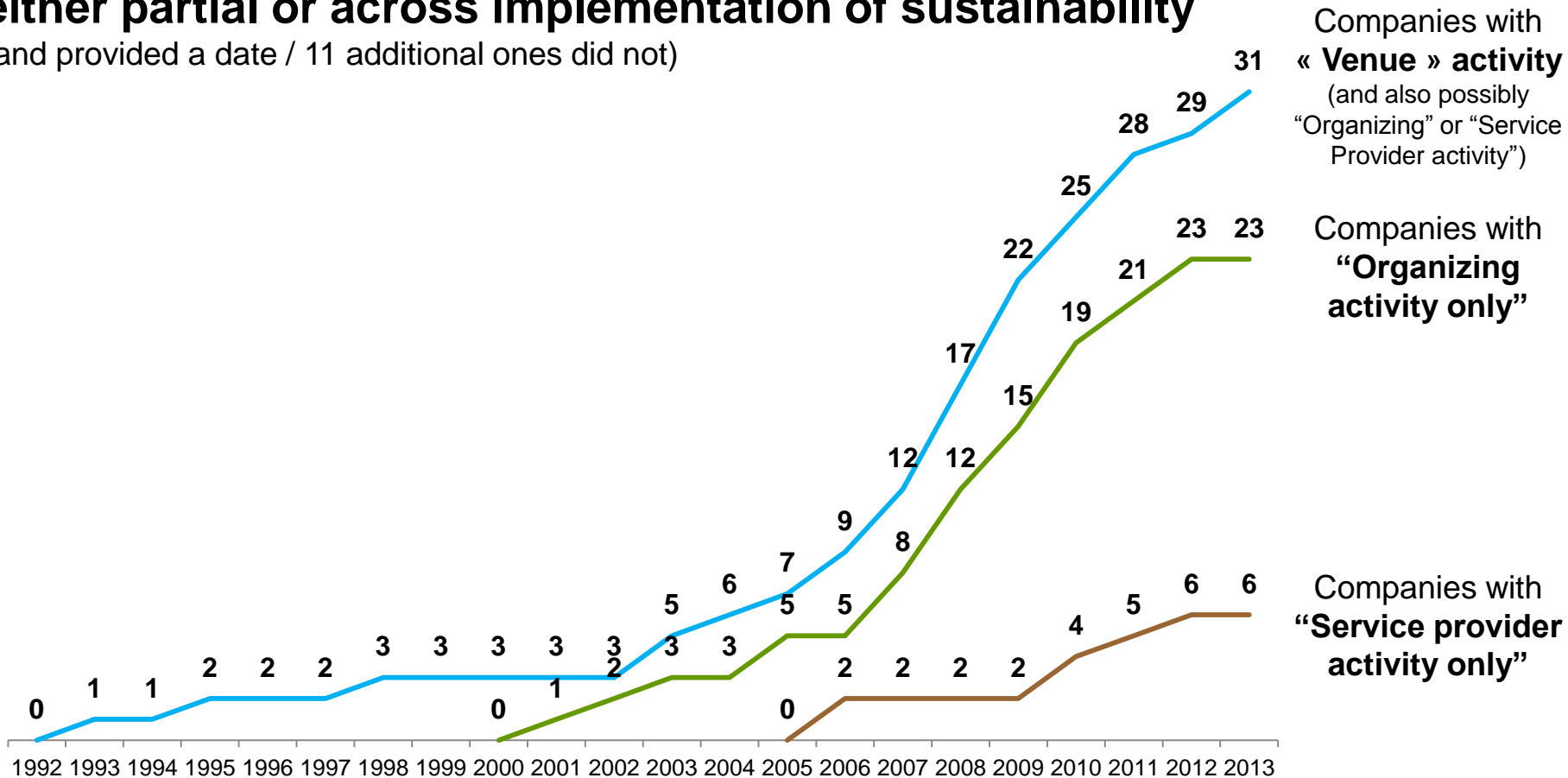


## Implementation of Sustainability in the Industry: WHEN?

UFI Report on the Status of Sustainability in the Exhibition Industry - December 2013

### Starting year indicated by the companies who have declared either partial or across implementation of sustainability

(and provided a date / 11 additional ones did not)



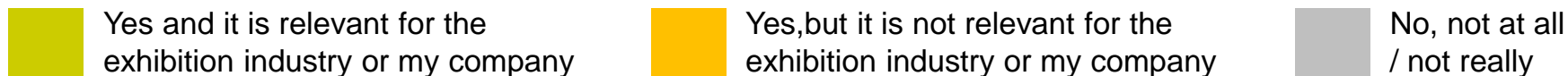
- As pointed out earlier, companies with "Venues" activity appear to be the ones who started the process; the trend has then extended to the other segments, with a maximum growth noticeable in the 2008-2010 period.



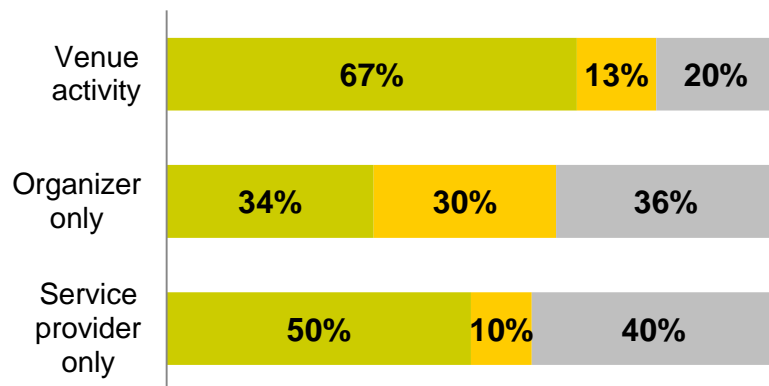
## Awareness of existing Standards & frameworks

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in the Exhibition Industry - December 2013

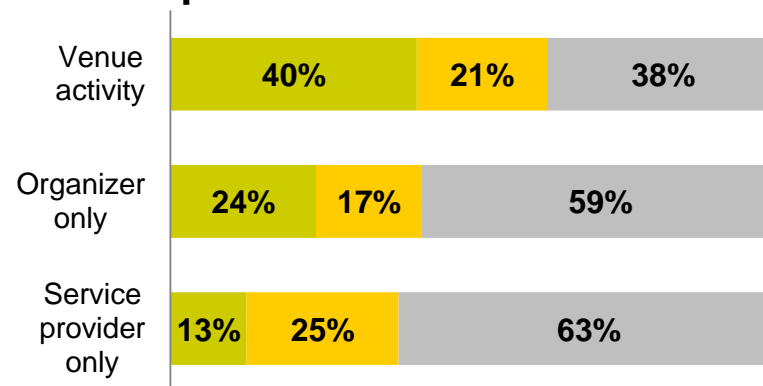
### Are you aware of the following topics and if so, how would you qualify them?



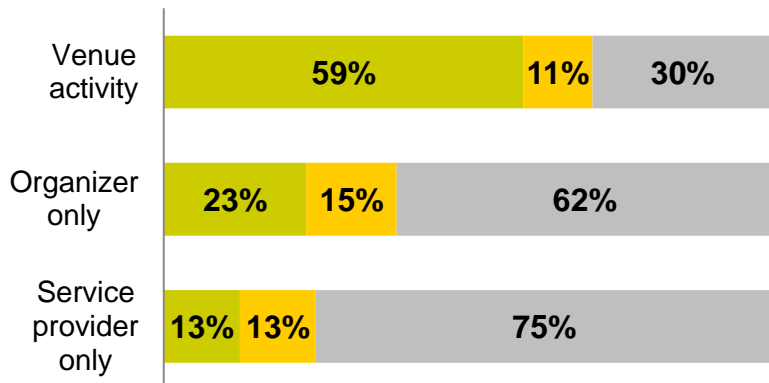
#### ISO 20121 (\*)



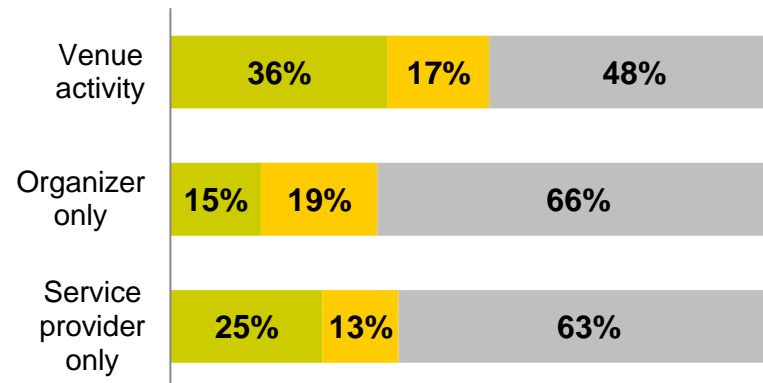
#### Global compact



#### GRI / EOSS (\*)



#### ASTM



(\*) Recommended by UFI (see section 3 of this report)



UFI has developed over recent years several tools designed to help develop the implementation of sustainable development within the exhibition industry.

These actions are presented in the following pages and most of them are available at [www.ufi.org/susdev](http://www.ufi.org/susdev)).

They can be grouped in 2 main domains (developed in the next pages):

1. Information & education
2. Proposed frameworks for measurement and communication.



### a) Information & education:

- Promotion of international frameworks applicable to the event industry
- Selection of “Best practices”: annual award competition & reporting (since 2012)
- Webinars and “8 steps to sustainability” online course (2012)
- Focus meetings (since 2009)
- Support to local associations
- Report on the status of sustainability in the exhibition industry (1<sup>st</sup> edition in December 2013)



## International frameworks applicable to the event industry

The event industry (sporting, business or cultural events)  
has 2 internationally recognized frameworks available since 2012

A Management System standard  
("How to implement sustainability")



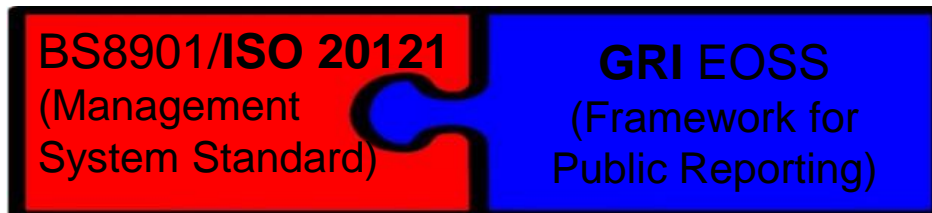
International  
Organization for  
Standardization

**ISO 20121 standard**

A framework for Public reporting  
("How to report on sustainability initiatives")



**GRI EOSS**



*(symbol introduced by Piers KELLY  
from Reed Exhibitions)*



### Background on ISO:

- Standards are a voluntary agreed way of doing things
- Standards are written in a specific way so their requirements can be understood by standard bodies around the world
- ISO Standards have special attributes, as certain rules to ensure transparency, integrity and fairness must be followed
- All national bodies invited to take part in an ISO development & standards are developed by consensus

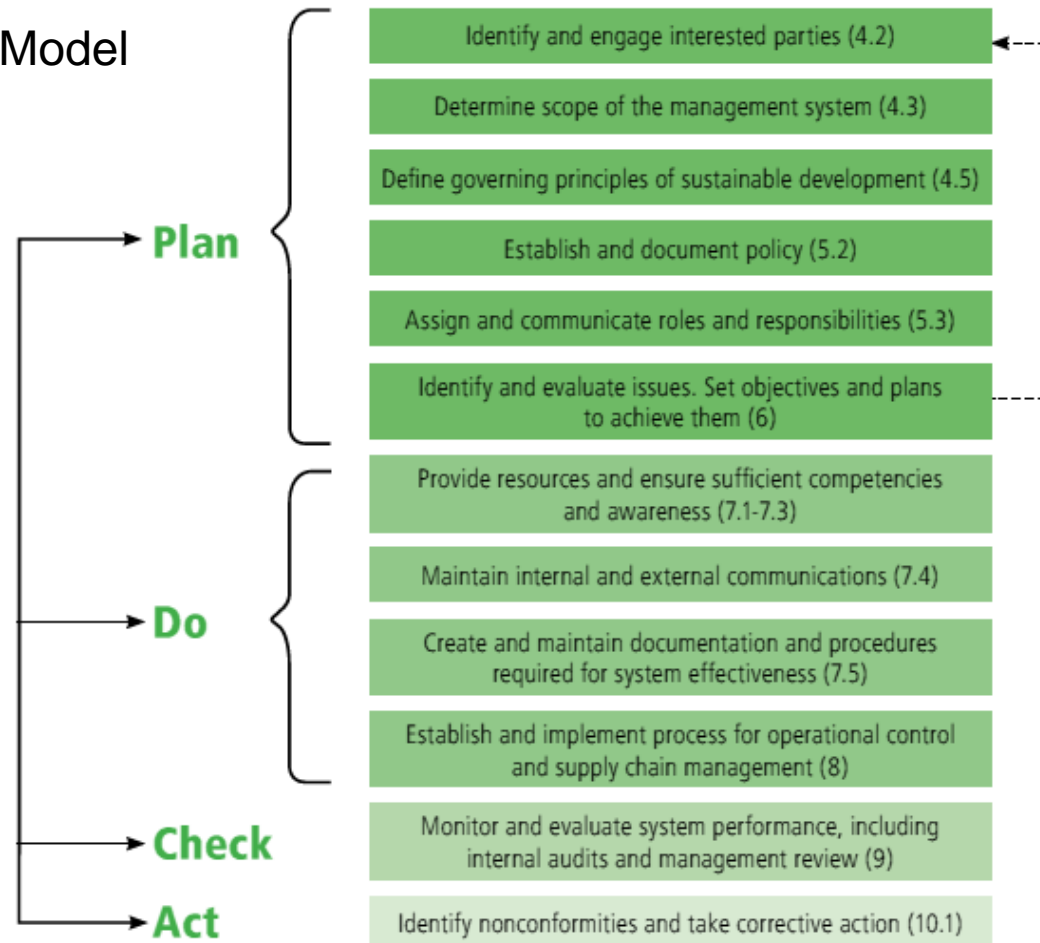
### Background on the development of ISO 20121:

- Secretariat: UK and Brazil (\*)
- Participating Countries: Argentina, Australia, Austria, Belgium, Bulgaria, Canada, China, Colombia, Denmark, France, Germany, Italy, Japan, Malaysia, Netherlands, Norway, Peru, Spain, Sweden, Switzerland, USA
- Observing Countries: Armenia, Czech Republic, Finland, Lithuania, Morocco, New Zealand, Poland, Singapore, Thailand
- Liaison Bodies: AIPC (International Association of Convention Centres), EFAPCO (European Federation of the Association of Professional Congress Organizers), GMIC (Green Meeting Industry Council), GRI (The Global Reporting Initiative), HORTREC (Hotels, Restaurants and Cafes in Europe), MPI (Meeting Professionals International) and UFI.

(\*) Chair was Fiona PELHAM, Managing Director of Positive Impact and Member of the UFI Sustainable Development Committee



### ISO 20121 is a Management System Model



To go further, visit [www.ufi.org/susdev](http://www.ufi.org/susdev): Questions & Answers documentation, ISO brochure and link to buy the standard (CHF 146) and access to the “8 steps to sustainability” online course developed by UFI in partnership with Positive Impact (£ 295).



### Background on GRI:



- Non-profit organization based in Amsterdam
- Pioneered the development of the world's most widely used sustainability reporting Framework – free to use
- G3.1 contains 84 Performance Indicators (G4 launched in May 2013)
- 3 Reporting levels depending on the number of indicators covered: A/A+, B/B+, C/C+ (“+” indicates assured data)

### Background on GRI EOSS:



- Event Organizers Sector Supplement released in 2012
- 13 new Performance Indicators

### In order to provide guidance in this area, UFI:

- references Best practices reports within the exhibition industry and makes them available at [www.ufi.org/susdev](http://www.ufi.org/susdev)
- designed a simplified version of the GRI framework dedicated to the exhibition industry (see the “Entry level reporting template” section of this report).

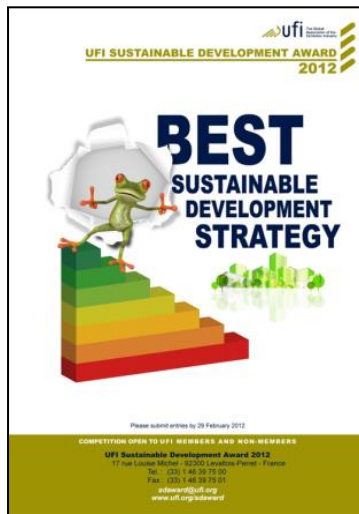


# UFI award competition (since 2012)

(entries from  
all finalists  
available at  
[www.ufi.org/sdaward](http://www.ufi.org/sdaward))

UFI Report on the Status of Sustainability  
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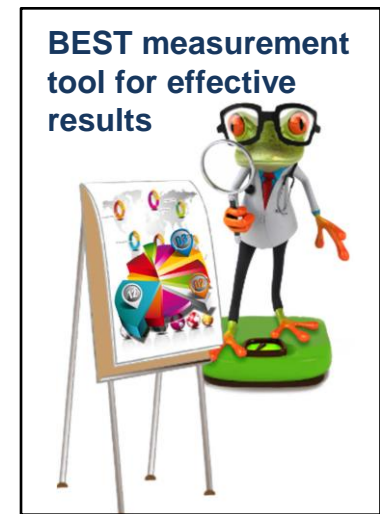
2012



2013 (2 competitions)



2014



Winners



ongoing

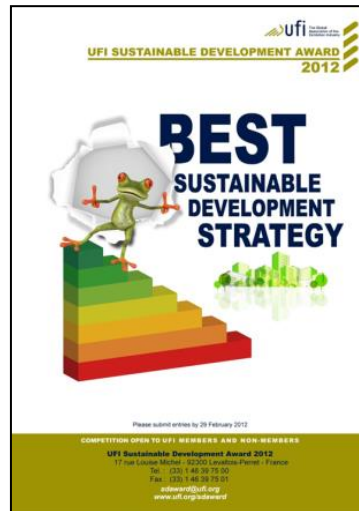


## UFI award competition (since 2012)

(entries from  
all finalists  
available at  
[www.ufi.org/sdaward](http://www.ufi.org/sdaward))

UFI Report on the Status of Sustainability  
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### 2012



### 2013 (2 competitions)



Other  
finalists  
(by alphabetical  
order)

**artexis**  
ultimate meeting & market places

**messe frankfurt**

**CTICC**

**palexpo**

**UBM**  
Live  
Amsterdam

**Fira Barcelona**

**FREEMAN**

**fresh**  
MONTGOMERY

**LA RURAL**  
Predio Ferial de Buenos Aires



Looking at examples of how other companies handle the issue of sustainability can be helpful, especially for those companies who don't know how to start or handle specific topics

This is why, in order to provide additional guidance in this area, UFI references examples of sustainability reports from within the exhibition industry and makes them available at [www.ufi.org/susdev](http://www.ufi.org/susdev)



***“Learn how to implement sustainability”***

*by Positive Impact & UFI (May 2013)*

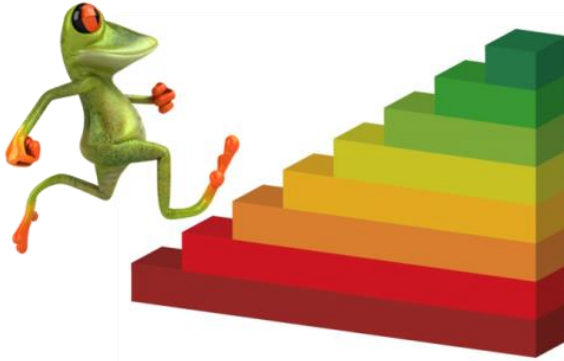
***“How to start reporting on your sustainability initiatives”***

*by Positive Impact & UFI (June 2013)*

Video and slides, approximately one hour  
both available in the UFI’s online Education Centre  
[www.ufi.org/edcentre](http://www.ufi.org/edcentre)







- UFI course developed in partnership with
- Introduction to develop a sustainable strategy and first approach for implementation of ISO 20121
- Online course with 8 modules
- Module structure: Overview, Content, Next Steps, Audio Recording, Video Recording, Resources, Quiz
- £ 150 (around € 170 and US\$ 240) for UFI Members and £ 295 (around € 340 and US\$ 480) for non UFI Members
- In English, but translation can be considered if required
- To go further, visit [www.ufi.org/susdev](http://www.ufi.org/susdev)





***“A Greener Exhibition Industry: Why? and How?”***  
*(April 2009, München)*



***“Sustainable Development: What’s happening?”***  
*(February 2011, Bangkok)*



***“Winning strategies for sustainable development”<sup>(\*)</sup>***  
*(June 2012, Hamburg)*



***“Sustainability in the exhibition industry: best practices and tips”<sup>(\*)</sup>***  
*(December 2013, Geneva)*

(\*) videos available in the UFI’s online Education Centre  
[www.ufi.org/edcentre](http://www.ufi.org/edcentre)



## Support to local associations (since 2013)

Background: “think global, act local – global action, local change”

- There are some challenges (time availability, travel, language, etc.) which hinder the dissemination of UFI info & tools to the very wide audience it could potentially reach
- Many associations are very active locally. They are key for relay!

UFI launched a “supporting programme for sustainability” where UFI can help those associations with the content and the promotion of a “sustainability” programme at their events.

**“MICE Sustainability Thailand Forum 2013” organized by TCEB**  
in Bangkok in September 2013  
(with speakers from CTICC, UBM Asia & UFI)



**“Green venues” experts meeting organized by CEFA**  
in Skopje in October 2013  
(with Messe München representative wearing her UFI Committee Member hat)



### b) Proposed frameworks for measurement and communication:

- General background elements
- Matrix for carbon footprint measurement
- Entry level reporting template



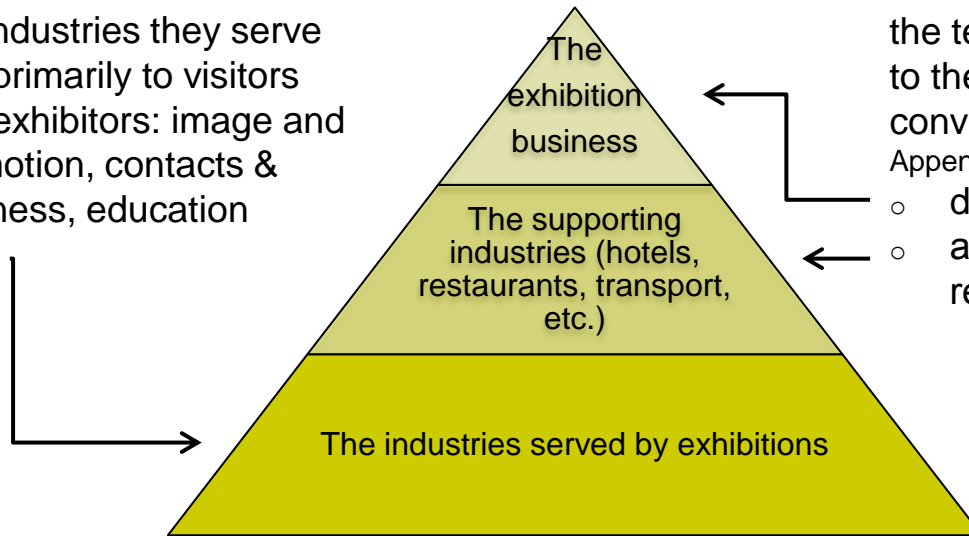
## Proposed frameworks for measurement and communication

### General background elements:

UFI considers that “exhibitions are a sustainable way of doing business”, mainly thanks to:

- ✓ the **economical & social** benefits towards both:

the industries they serve  
and primarily to visitors  
and exhibitors: image and  
promotion, contacts &  
business, education



the territories where they are held thanks  
to the expenses of participants, which  
convert into jobs & tax income (see  
Appendix B for more details):

- direct impact to the exhibition industry
- and indirect impact to the “tourism related” activities

- ✓ the “reduced travel” element in terms of  
impact on the **environment**: having people in  
one place at the same time saves multiple  
travel and this overcomes the negative  
impact of transport and waste - see next page





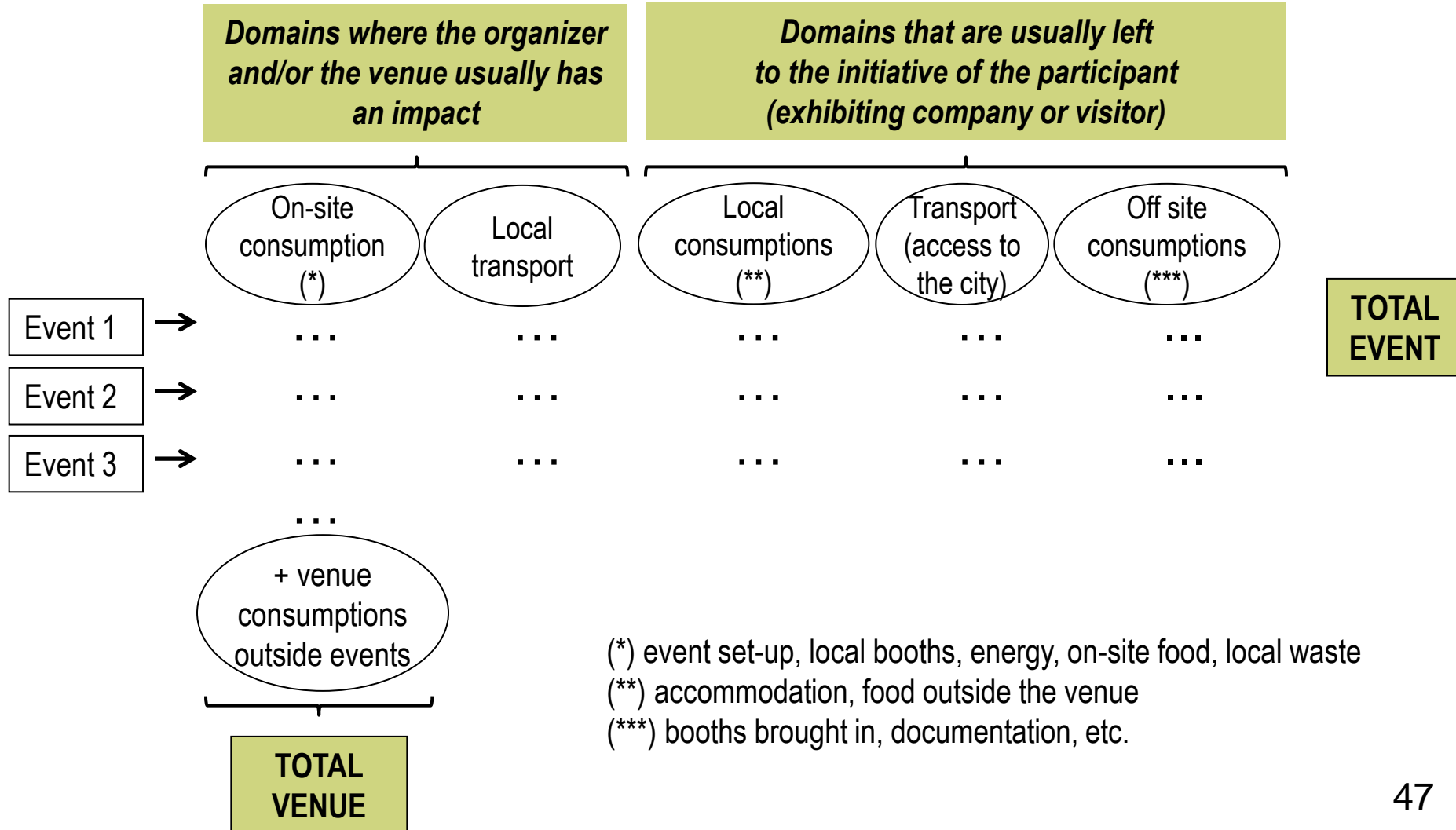
### Carbon footprint measurement:

- Each context is different, so acting efficiently on the reduction of the footprint is likely to imply a local initial measurement and assessment of its key components
- UFI encourages the exhibition industry to do so and proposes to use the framework shown on next page
- Below are some examples of first consolidated results, based on the current (rather limited) data available:
  - ✓ an “average” exhibition of 10,000 sqm generates around **40 tons** of CO<sup>2</sup> (due to booths, energy, brochures, etc.)  
However, it saves **110 tons** of transport related CO<sup>2</sup> in terms of travels that participants would have had to do, in addition to their travel to the exhibition, to reach the same amount of contacts.  
As a result, the net saving thanks to the exhibition reaches **70 tons** of CO<sup>2</sup>
  - ✓ For an international fair, approximately 85% of the total CO<sub>2</sub> footprint is due to the air travel by participants
  - ✓ Current examples show that the footprint of the event itself, for those organizers & venues who have an active policy, can be reduced to as low as 17 kg of CO<sup>2</sup> per sqm of space rented (this obviously varies from one type of show to another)



# Proposed frameworks for measurement and communication

Proposed framework for the measurement of the carbon footprint of exhibitions:





### Background:


- There are multiple internal and external benefits in reporting on sustainability despite the challenges (see appendix E) and it is especially important to have the whole supply chain involved
- The template available through GRI, and the language and terminology used to describe indicators can be confusing and prohibitive for entry level understanding and action, especially for small size companies
- UFI has therefore developed a simplified version, with a short-list of selected indicators directly applicable for the exhibition industry (\*)
  - (\*) Developed by UFI and Positive Impact and a group from the UFI Sustainable Development Committee (composed of representatives of ADNEC, AUMA, BPA, Direct Energy Centre, Reed Exhibitions and UBM).

### Description:


- This template identifies the recommended indicators to use for each segment of the industry (venue, organizer and service provider)
- It also includes the 10 indicators which appear as a “top priority” for all 3 segments and that UFI recommends that the exhibition industry reports as a minimum
- This free template, initially developed on the basis of the G3.1 GRI guidelines, is now also available under the newly released G4 version at [www.ufi.org.susdev](http://www.ufi.org.susdev).



Extract (“environment” sheet)



The Global Association of the Exhibition Industry



Template for Sustainability Reporting within the Exhibition Industry

This section relates to your environmental impacts.

Environment Indicators

**Energy generated on site**  
*EN3 Direct energy consumption by primary energy source.*

**Energy used from external sources**  
*EN4 Indirect energy consumption by primary source.*

**Water use and initiatives to save water**  
*EN8 Total water withdrawal by source, conservation and improvement initiatives and results.*

**Water reused or recycled**  
*EN10 Percentage and total volume of water recycled and reused.*

**Greenhouse gas emissions from energy**  
*EN16 Total direct and indirect greenhouse gas emissions by weight.*

**Waste produced and initiatives to reduce waste**  
*EN22 Total weight of waste by type and disposal method, and initiatives to manage waste and their results.*

Priorities for different organizations				
Top for all	Venue	Organizer	Supplier	
	High priority	Medium priority		
	!			
	!			
	!	!	!	
	!			
	!	!	!	
	!	!	!	



This first UFI report on the status of sustainability in the exhibition industry highlights contrasted elements.

On one side, there is definitely a strong perception that the exhibition industry is concerned with sustainability for each “pillar” i.e. for environmental, economic and social reasons. In addition, whereas a few pioneers started implementing sustainability across their organization in the 1990’s, the strongest development appeared to have occurred in the 2008-2010 period and there seems to be a continuous plan of development for the coming years.

On the other side, many barriers and challenges are expressed, by both companies that have or have not implemented sustainability: the main ones can be summed up in 3 categories:

- the “lack of awareness / interest / commitment from stakeholders: supply chain or clients or shareholders,
- the complexity: lack of knowledge of where to start or what to follow, lack of time (to implement significantly), need time before results (solutions are not easy to implement), different entities and/or different national contexts (for large groups)
- And the cost: “green” products / sustainable initiatives are/appear more expensive

Another issue also appears to be that sustainability is more difficult to apply in small companies as often systems and processes are less developed than in the large ones.

“One size does not fit all in the area of sustainability” and all these elements appear valid and, together with the assessment shown in appendix D5, they encourage UFI to pursue its efforts in informing and educating the exhibition industry.

As mentioned by one company in the survey: “sustainability is an important issue – it is important to keep it on the radar of venues, organizers and suppliers through accessible training and simple to apply systems”. UFI plans to regularly update this report.

For any comments please contact [chris@ufi.org](mailto:chris@ufi.org)



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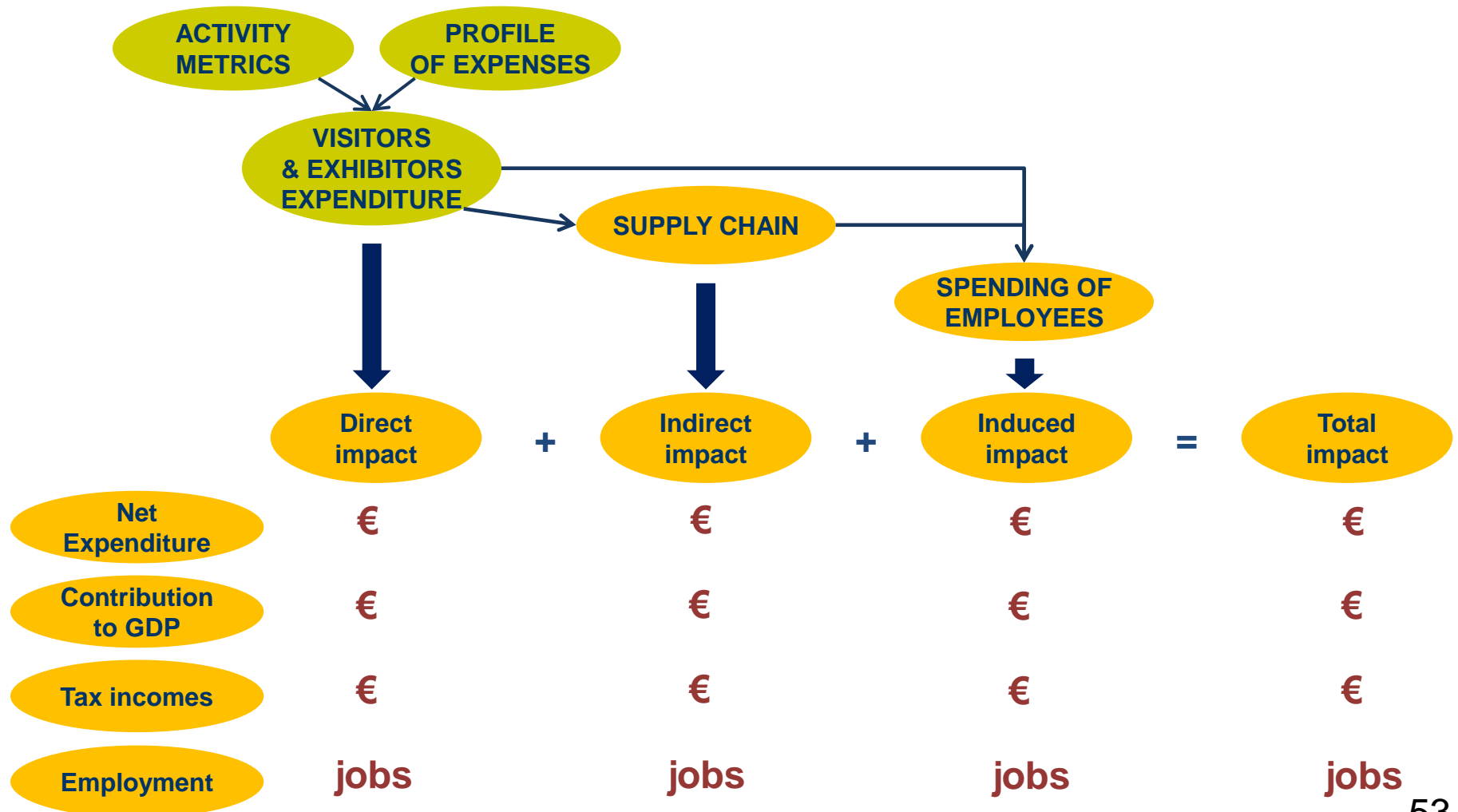
## UFI Sustainable Development Committee

	Industry segments				Geographical coverage			
	Venues	Organizers	Service providers	Other	Americas	Asia/Pacific	Europe	Middle East & Africa
ADNEC	x							x
Agility Fairs & Events			x		x	x	x	x
Amsterdam RAI	x						x	
AUMA	x	x	x	x			x	
BIEC	x	x				x		
BPA Worldwide				x	x	x	x	x
Exhibition Place	x				x			
Fondazione Fiera Milano	x	x					x	
IELA			x	x	x	x	x	x
IFES			x	x	x	x	x	x
IIEC	x	x						x
Messe Frankfurt	x	x					x	
Messe München	x	x					x	
Messe-Management				x			x	
P S Bedi & Co			x			x		
Palexpo	x	x					x	
Positive Impact				x			x	
Reed Exhibitions		x					x	
SCEC	x					x		
TCEB				x		x		
The Building Information Centre		x		x			x	
UBM Asia		x				x		
UNIMEV				x			x	
<b>23 Members</b>	<b>11</b>	<b>10</b>	<b>6</b>	<b>9</b>	<b>5</b>	<b>9</b>	<b>15</b>	<b>6</b>



## Economic impact of exhibitions generated by the expenses of participants

### 1. General framework

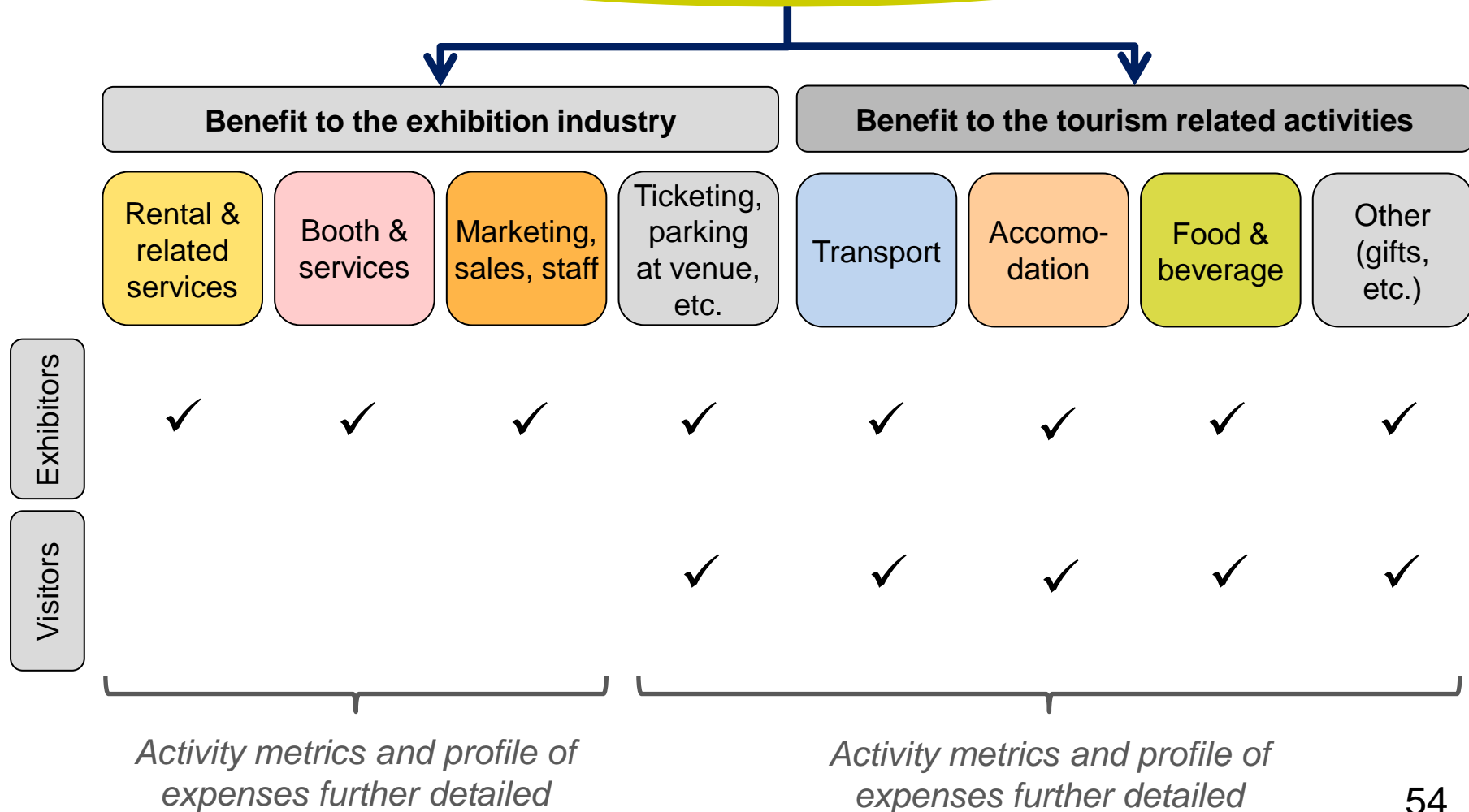




## Economic impact of exhibitions generated by the expenses of participants

### 2. Type of expenditures

#### Visitors & Exhibitors expenditure

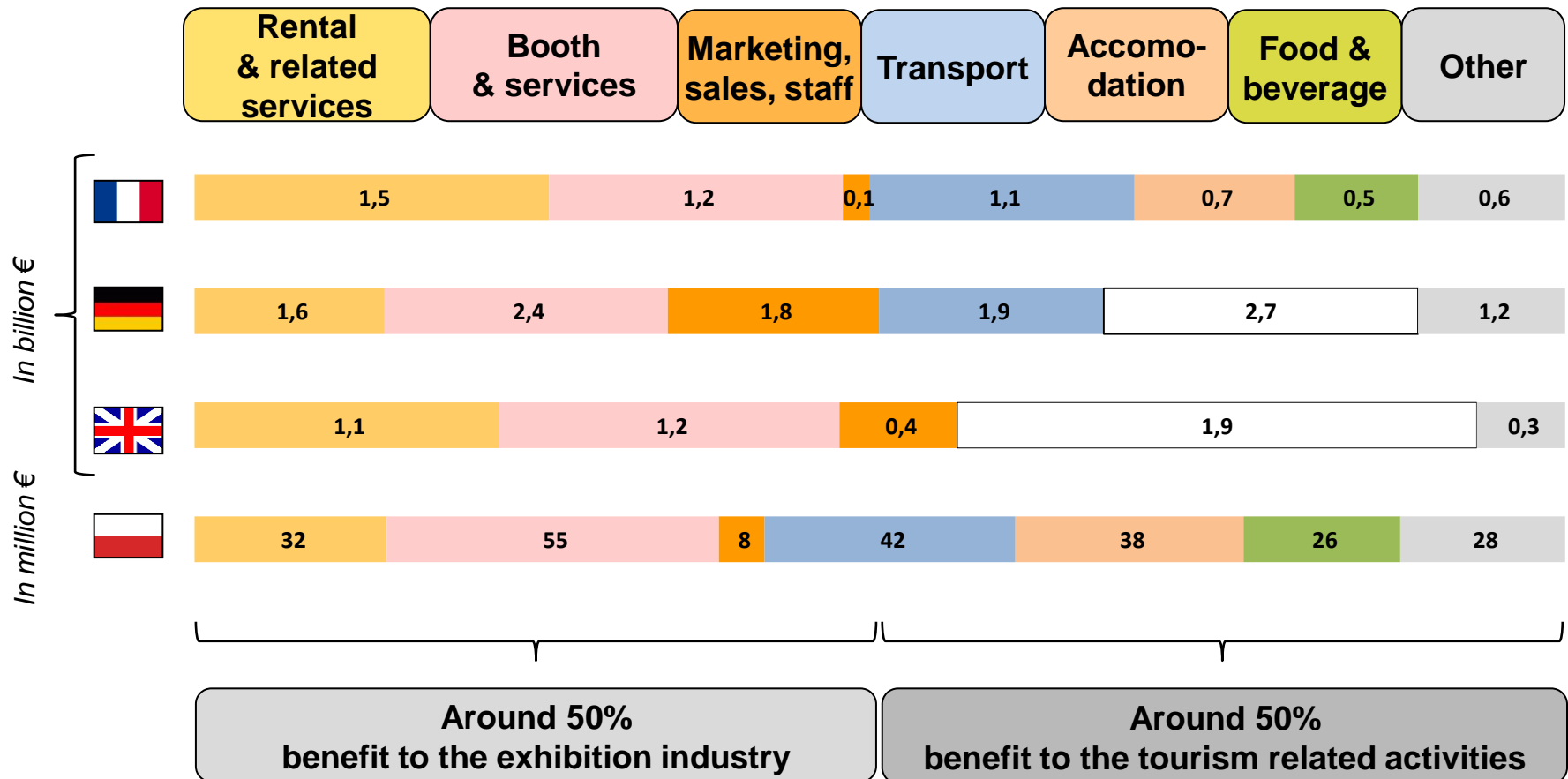




## Appendix B2

UFI Report on the Status of Sustainability  
in the Exhibition Industry - December 2013

Economic impact of exhibitions generated by the expenses of participants: example  
(current results for several European countries)

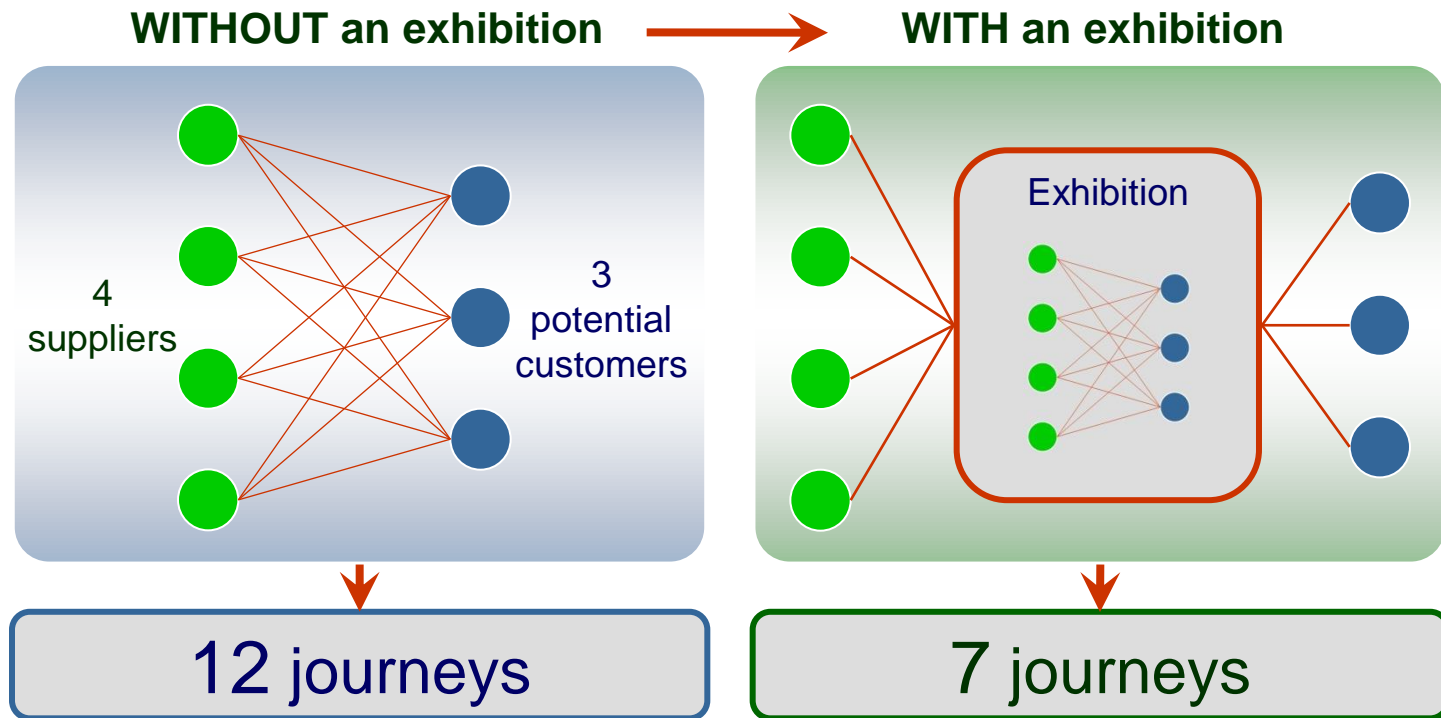


**This data cannot and should not be considered as any kinds of benchmark between countries.**



## Appendix C1

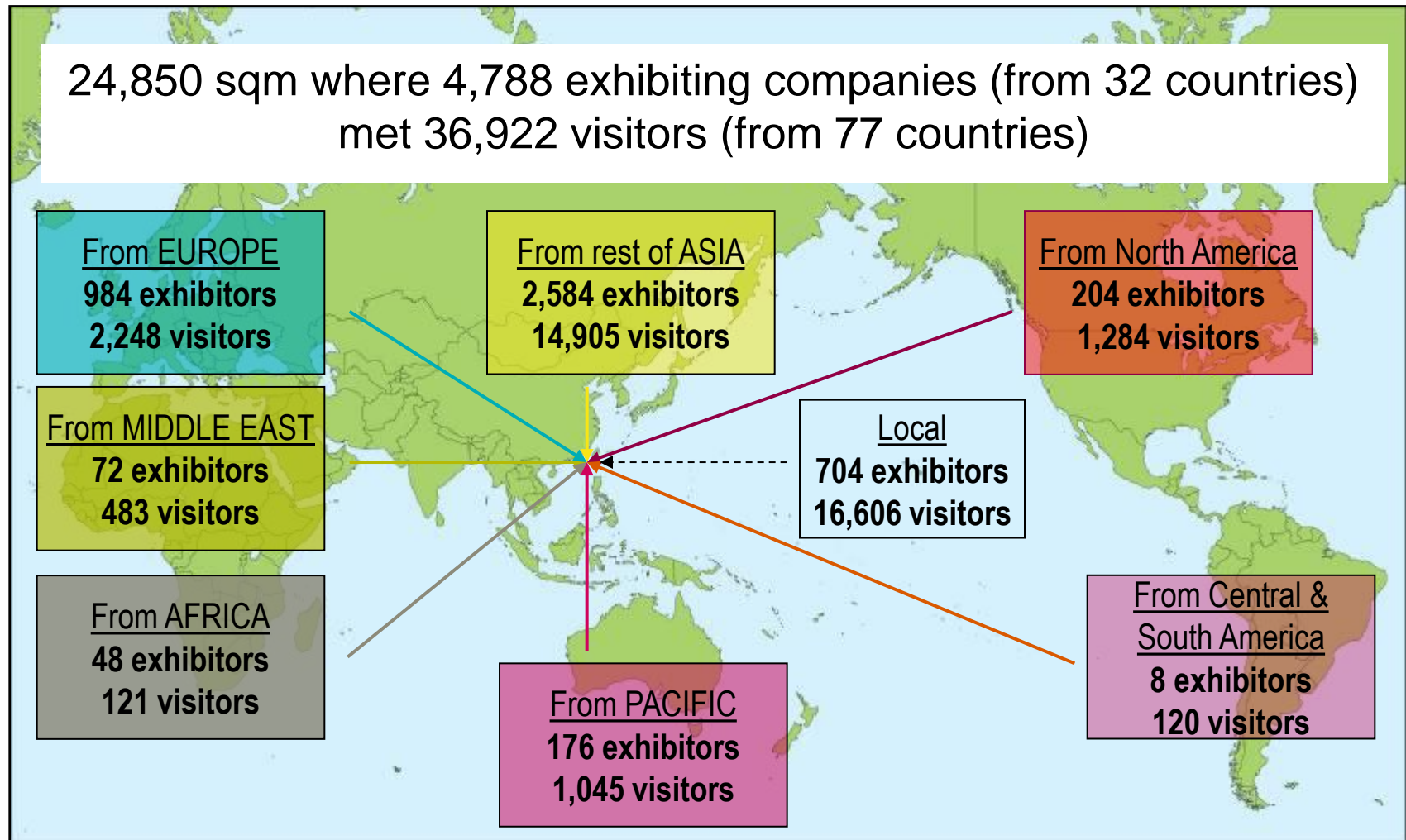
Exhibitions reduce multiple travel:  
basic principle (Source: jwc consulting)



- for 100 exhibitors and 50 visitors, 4 850 journeys are saved



Exhibitions reduce multiple travel: example of a show held in Hong Kong (UFI calculations)



➤ a minimum of 17,000 flights were saved



# Appendix D1

## Number of answers per region/country

121 answers  
from 41 countries

Americas	Asia/Pacific	Europe	Middle East & Africa
----------	--------------	--------	----------------------

Total number of answers	17	42	52	10
% of total answers	14%	35%	43%	8%

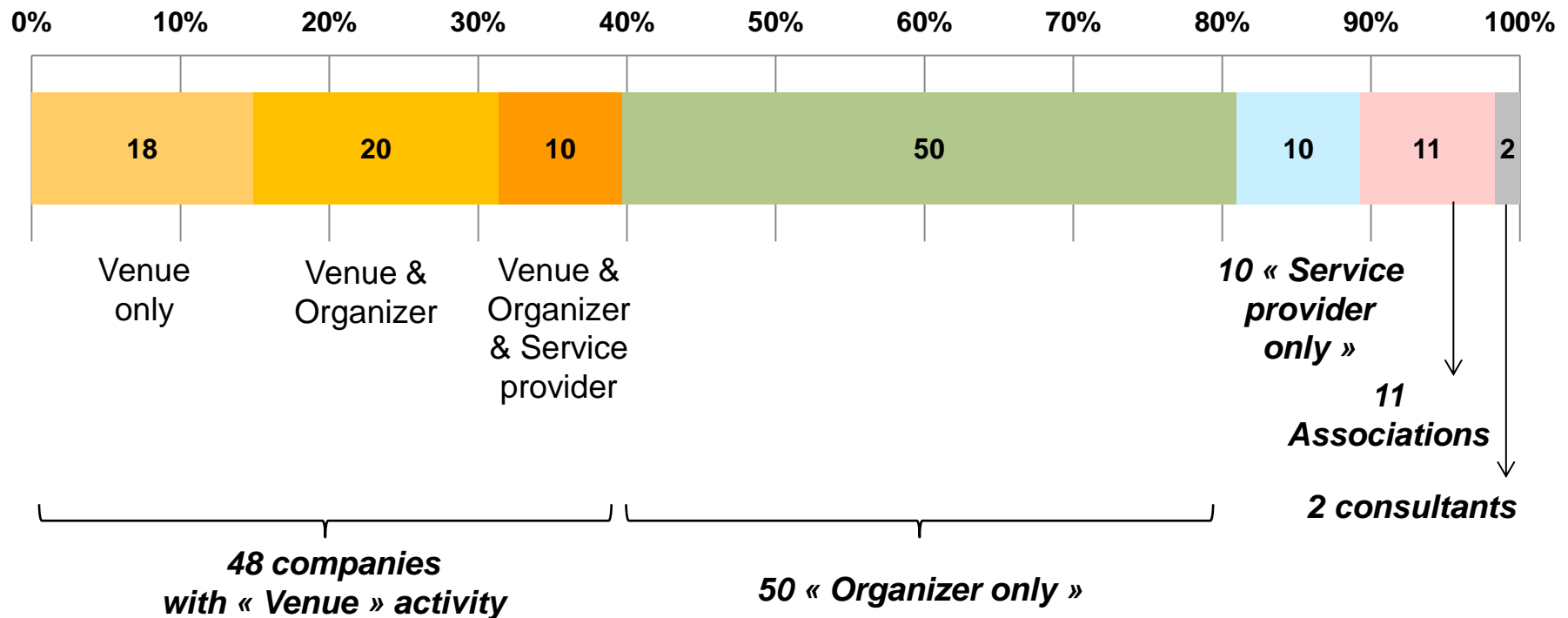
Minimum of 5 answers	USA 11	China 12 Singapore 6 South Korea 10	Belgium 5 Germany 9 Italy 5 Russian Federation 7 UK 5	
Less than 5 answers	Argentina 1 Brazil 2 Canada 1 Colombia 2	Australia 3 India 4 Japan 1 Kyrgyzstan 1 New Zealand 1 Thailand 3 Uzbekistan 1	Austria 1 Denmark 1 Finland 1 France 4 Georgia 1 Hungary 1 Netherlands 2 Romania 1 Serbia 1 Spain 1 Sweden 3 Switzerland 1 The Netherlands 1 Turkey 1 Ukraine 1	Iran 1 Iraq 1 Saudi Arabia 1 South Africa 4 Syria 1 United Arab Emirates 2



## Appendix D2

UFI Report on the Status of Sustainability  
in the Exhibition Industry - December 2013

Number of answers per segment  
(121 answers in total)



Many “big names” (see list of companies who answered in appendix 3)



# Appendix D3

## UFI Report on the Status of Sustainability in the Exhibition Industry - December 2013

### List of companies who answered the survey

AMERICAS		ASIA PACIFIC		EUROPE			
<b>Argentina</b>	La Rural, Predio Ferial de Bs. As.	<b>Australia</b>	EEAA	<b>Austria</b>	Reed Messe Wien GmbH	<b>Sweden</b>	Nice Events Scandinavia
<b>Brazil</b>	Grafite Feiras e Promoções Ltda		Info Salons Group	<b>Belgium</b>	Artexis - easyFairs Group		Stockholm International Fairs
	UBRAFE		Sydney Convention & Exhibition Centre		IFES		The Swedish Exhibition Centre
<b>Canada</b>	Direct Energy Centre	<b>China</b>	China National Convention Center		Publiganda	<b>Switzerland</b>	Palexpo SA
<b>Colombia</b>	AFIDA		Hong Kong Convention and Exhibition Centre		Tour & Taxis	<b>Turkey</b>	HKF Trade Fairs Fuarcilik A.S.
	Corferias		Hong Kong Exhibition Services		VISU	<b>UK</b>	CRAIN COMMUNICATIONS Ltd
<b>USA</b>	Access Intelligence		ITE China	<b>Denmark</b>	Bella Center A/S		Diversified Communications UK
	Amirexx		Messe Frankfurt (Shanghai)	<b>Finland</b>	Messukeskus		Montgomery
	BNP Media		Qingdao Haiming International Exhibition Co., Ltd	<b>France</b>	COMEXPOSIUM		Reed UK
	BPA Worldwide		Shanghai Modern International Exhibition Co.,Ltd		GL events		Sustainable Events Ltd
	Clarion Events North America Inc		TAITRA		UNIMEV	<b>Ukraine</b>	Exhibition Federation of Ukraine
	Consumer Electronics Association		UBM Asia		VIPARIS		
	Freeman		Xiamen International Conference & Exhibition Center	<b>Georgia</b>	ExpoGeorgia		
	GLM		ZZICEC	<b>Germany</b>	A. Sutter Fair Business GmbH		
	JD Events	<b>India</b>	IMTMA		AUMA		
	nGage Events		India Exposition Mart		CEFA		
	Quercus, Inc.		P.S. BEDI & Co. Pvt. Ltd.		Deutsche Messe AG Hannover		
			UBM India Pvt Ltd		jwc GmbH		
		<b>Japan</b>	Tokyo Big Sight Inc.		Leipziger Messe GmbH		
		<b>Kyrgyzstan</b>	ITECA-Ala-Too		Messe Frankfurt GmbH		
		<b>New Zealand</b>	North Port Events Ltd.		Messe München GmbH		
		<b>Singapore</b>	Agility Fairs & Events Logistics		NürnbergMesse GmbH		
			Conference & Exhibition Management Services Pte Ltd	<b>Hungary</b>	Hungexpo		
			Marina Bay Sands Pte Ltd	<b>Italy</b>	Afidamp Servizi S.r.l.		
			Singapore Exhibition & Convention Bureau		Fondazione Fiera Milano		
			Singapore Exhibition Services Pte Ltd		ISFCERT SRL		
			Suntec Singapore Convention & Exhibition Centre		Koelnmesse srl		
		<b>South Korea</b>	BEXCO		Rimini Fiera Spa		
			Clerk	<b>Netherlands</b>	Ahoy Rotterdam		
			Daegu Gyeongbuk Textile Industry Association		Amsterdam RAI		
			ICEM		UBM plc		
			KINTEX	<b>Romania</b>	ROMEXPO		
			Korea Die & Mold Industry Cooperative(KODMIC)	<b>Russian Federation</b>	Crocus Expo IEC		
			Korea E & Ex Inc.		Euroexpo		
			korea electrical manufacturers association		Mayer J. Group		
			Korea Environmental Preservation Association		Messe Frankfurt RUS Ltd		
			Korea Optical Industry Support Center		RESTEC Exhibition Company		
		<b>Thailand</b>	IMPACT Exhibition Management Co.,Ltd.		RLP Yarmarka Ltd		
			N.C.C. Management & Development Co., Ltd.		RVC « EXPODESIGN » Ltd		
			Thailand Convention and Exhibition Bureau	<b>Serbia</b>	Belgrade Fair		
		<b>Uzbekistan</b>	ITE Uzbekistan	<b>Spain</b>	Fira de Barcelona		
MIDDLE EAST/ AFRICA							
<b>Iran</b>	Isfahan Province International Exhibition Co.						
<b>Iraq</b>	State Company for Iraqi Fairs & Commercial Services						
<b>Saudi Arabia</b>	Riyadh Exhibitions Co. Ltd.						
<b>South Africa</b>	Complete Exhibitions						
	CTICC						
	Event Greening Forum						
	Thebe Exhibitions and Projects Group						
<b>Syria</b>	Allied Expo						
<b>UAE</b>	Abu Dhabi National Exhibition Centre						
	EXPO CENTRE SHARJAH						



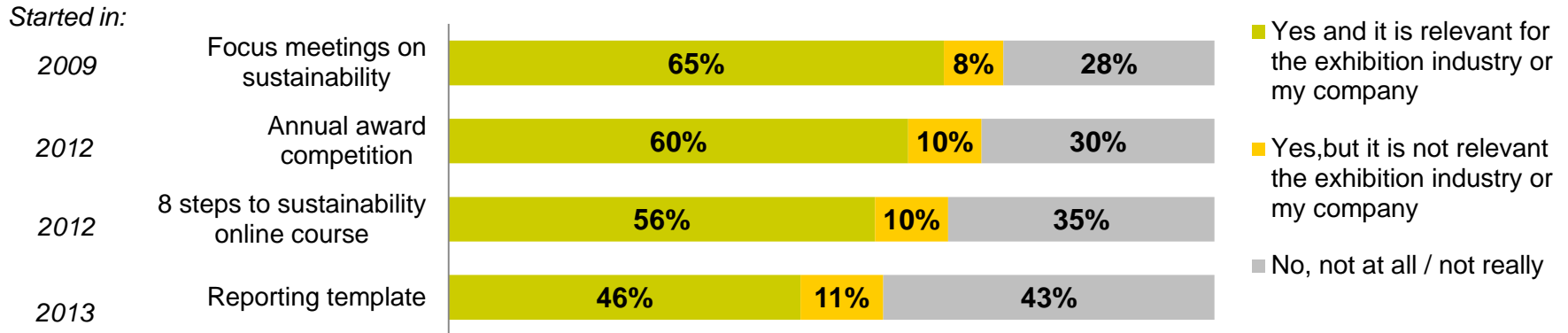
### List of companies who declared an “implementation across the company”

	Americas	Asia/Pacific	Europe	Middle East & Africa
Venue	Canada Direct Energy Centre	Australia Sydney Convention & Exhibition Centre China China National Convention Center Hong Kong Convention and Exhibition Centre Singapore Marina Bay Sands Pte Ltd Suntec Singapore Convention & Exhibition Centre Thailand IMPACT Exhibition Management Co.,Ltd.	Austria Reed Messe Wien GmbH Belgium Tour & Taxis Denmark Bella Center A/S Finland Messukeskus France GL events Germany Leipziger Messe GmbH Messe Frankfurt GmbH Messe München GmbH Fondazione Fiera Milano Rimini Fiera Spa Netherlands Amsterdam RAI Spain Fira de Barcelona Sweden Stockholm International Fairs The Swedish Exhibition Centre Switzerland Palexpo SA	South Africa CTICC
Organizer only		China ITE China UBM Asia India UBM India Pvt Ltd Kyrgyzstan ITECA-Ala-Too South Korea Daegu Gyeongbuk Textile Industry Association Uzbekistan ITE Uzbekistan	Italy Afidamp Servizi S.r.l. Netherlands UBM plc Russian Federation RESTEC Exhibition Company	
Service provider only	USA BPA Worldwide	India P.S. BEDI & Co. Pvt. Ltd. Singapore Agility Fairs & Events Logistics	Belgium Publiganda	
Other			UK Sustainable Events Ltd	South Africa Event Greening Forum

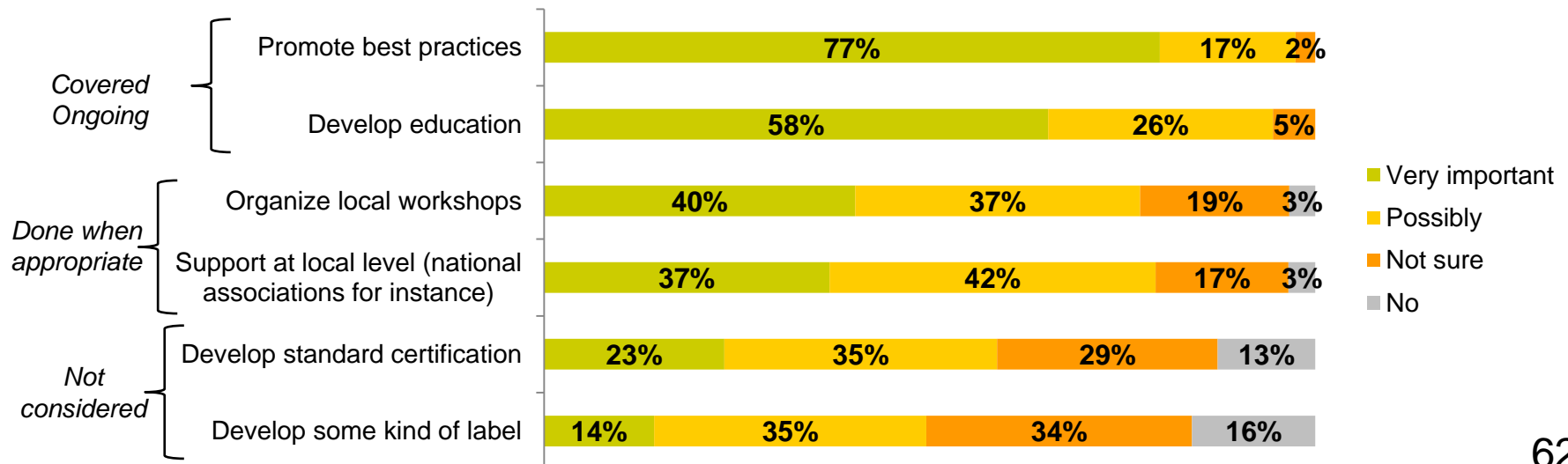


## UFI current and potential actions (survey results)

Are you aware of the following products & if so, how would you qualify them?



What are your recommendations for possible actions by UFI in the future?





## Benefits of reporting

(Source: GRI “How valuable is the journey?”)

### “Internal” Benefits for Organizations

1. Develop a **vision & strategy** on sustainability
2. Improve **management systems**
3. Identify **strengths & weaknesses**
4. Attract & motivate the **staff**
5. Connect **departments** & promote **innovation**
6. Source of **competitive advantage** & become a “**market leader**”
7. Attract **investors**

### “External” Benefits for Organizations

1. Enhances **reputation, trust and respect**
2. Improves **transparency** and dialogue with **stakeholders**
3. Demonstrates **commitment** to sustainability
4. Enables **comparability** and **benchmarking**



### Challenges of reporting

(Source: GRI “How valuable is the journey?”)

1. Ensuring **commitment** from staff at all levels; especially senior staff
2. Producing a picture of the **real performance** of the organization by also communicating **negative results**: Making it more than just a “**marketing tool**”
3. Choosing & engaging with **key stakeholders**
4. Deciding on what are **important issues** to include (“material”)
5. Establishing practical & **realistic goals/targets** and preparing the organization to **achieve** them (i.e. procedures & systems)
6. **Collecting, organizing & analyzing** the necessary information
7. Managing **expectations** around final report
8. Producing a **clear document** that meets readers’ different needs after a difficult process of collecting data from different areas
9. Keeping the **process going** to the next reporting period.



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