



SHOW GREEN.

FOR A MORE SUSTAINABLE
TRADE FAIR CONCEPT.

LET'S EMBARK ON THE JOURNEY TOGETHER

Together, we can create trade fair experiences that leave a lasting impression. By providing important impulses for the future as a marketplace for new technologies and innovations. And by keeping the ecological footprint of the event as small as possible.

When it comes to our climate, we do our best to stop the change. We've not only implemented a strategic energy management system and use resources responsibly, but we also continually optimise our exhibition centre and halls with eco-friendliness in mind. And your help is indispensable too!

This will benefit both the environment and you, as it'll enable you to minimise the use of resources and effort. What's more, you'll potentially enjoy time and cost savings – and a reduced corporate carbon footprint on top!

ADDED. VALUE.



Messe
Düsseldorf

EVERY LITTLE STEP HELPS!

When it comes to more sustainable trade fair concepts, there are many starting points. And every little step counts before, during and after a trade fair. Here are some steps you can take to help make our events a little bit greener:



THINK GREEN.

» **Choose your partners carefully:** When choosing partner companies, look for experience in sustainable event management and compliance with CSR guidelines. Agree on **your goals** from the beginning and stick to them consistently.

» **Built for the future:** Shell stand or custom construction? Both can be realised in an **eco-friendly** way: in modular construction with environmentally friendly, recyclable materials. These are assets for reusability at other events.



ACT GREEN.

» **Less is more:** Disposable, unnecessary packaging, mountains of paper – in many cases there are reasonable **alternatives**. Our digital exhibitor pass, for example.

» **Who saves, wins:** Go for **energy efficiency and conserving resources** – whether in transport, event technology or advertising material.

» **Too beautiful to dispose of:** Watch out for **reusability** and reuse options – from potted plants to entire exhibition stands. Another great option: rentable stand furniture and fittings.

» **Low emissions on the road:** All roads lead to Düsseldorf – and from there directly to the exhibition centre: by **public transport** usually in just 15 minutes.

Those making early arrangements for sustainable accommodation with good connections to the exhibition grounds will be sure to enjoy a good night's sleep!

» **Fair play:** Your stand staff **are happy** about good working conditions, adequate payment and sufficient breaks.

» **Eating better:** Regional, seasonal, vegetarian or vegan, preferably in reusable containers – with these options, you'll ensure that both your guests and the environment will like your **catering**.

» **Sorting waste is child's play:** Please collect your waste by type. This increases the **recycling rate** and reduces the spend on expensive mixed waste sorting. And take advantage of our waste management services such as recycle stations, collection stations for hazardous waste and individual disposal services.

» **Finally:** Last one out turns off the light, puts out separated waste ready for disposal and gives away or donates leftover food. **At the end of each trade fair day!**

GONE GREEN?

» **After the trade fair is before the trade fair:** Prepare all your **reusable** stand components and furnishings for transport. And before you dispose of the rest separately, you might want to consider donating it to a grateful recipient.

» **Cards on the table:** How big was your trade fair **carbon footprint**? Strive to do better and better! In most cases, you can still identify **potential for improvement** for next time.

» **Reset to zero:** Despite all efforts **some emissions** will be unavoidable. But you can offset them: through high-quality **offsetting projects** to minimise greenhouse gas emissions.

Thanks for supporting us – for trade fairs with a future!

For more information about sustainable trade fair concepts, visit:

» www.messe-duesseldorf.com/exhibitsustainably

And if there is anything else we can do for you, please feel free to contact the Service Alliance of Messe Düsseldorf and its service partners:

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