

EVENT

EXHIBITION LTD.

Sustainability policy



Documnet control

Documnet version history

<i>Document version</i>	<i>Date issued</i>	<i>Comments</i>	<i>Author</i>
V0.1	12-08-2024	First official draft	Nathalie Collister
V0.2	14-08-2024	Updated	Nathalie Collister
V0.3	12-09-2024	Updated	Nathalie Collister
V1.0	27-09-2024	Reviewed & approved	David Daw
V1.1	03-10-2024	Updated actions following team discussion	Nathalie Collister
V1.2	13/01/2025	Separated the Sustainability Statements from the Actions & timeline	Nathalie Collister
V1.3	09/07/2025	Added our freighting policy to use sea freight & Groupage	Nathalie Collister



Next review date:

September 2025

Document distribution:

All Event Exhibition Staff

Saved on Hubsite (our company Sharepoint available to all internally):

Location: Marketing/ESSA Sustainability/Event Policies

Available on Event Exhibition Ltd. website for all external stakeholders including clients -

www.event-exhibition.co.uk/how-we-work

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Responsibilities for sustainability:

Author + updates to the policy: Nathalie Collister

Approver: David Daw – Company Owner



Introduction

Exhibitions can be highly wasteful and very environmentally unfriendly. However, at Event Exhibition, we strive to be environmentally aware and our stance on all aspects from design to construction changes this. At Event, we endeavour to be at the forefront of such developments. As a company, we are continuously thinking of ways that we can make exhibiting cleaner, more efficient and ultimately more environmentally friendly.

We want to be one of those attractive choices for clients by being a company that recognises the need to act on sustainability and actively work on improving our efforts.

We are well aware of the need to operate in accordance with Environmental legislation in both England and Wales and work within the spirit of the acts and comply with their requirements.

Our design and build methods will include the reduction of initial materials used and how these materials can be fully recycled at end of use.

Our Contribution to Sustainability

Triple ISO Accreditation

- As a company we are particularly proud to be awarded ISO 14001:2015 environmental accreditation, therefore proving that all of our operations are considered in an environmentally positive manner. We always comply as a matter of course with any sustainability requirements that may be required by the event organiser, venue or the host authority and actively seek to embrace these requests. Very often small changes in materials or methods can bring around big changes for the environment and we actively seek new advances in technology to achieve these environmental objectives.
- To bolster the above award standard, we also have been awarded ISO 9001 Quality Management and ISO 45001 Health and Safety Standards.





Octanorm

Our re-usable free build solution for exhibition build

- Octanorm provides a system that, whilst being fully sustainable, also requires less planning, build space, and reduce costs compared to conventional exhibition wooden construction. Octanorm is an aluminium extrusion that connects together with a lock-and-tool system to create the display framework. This allows for it to be dismantled at the end of the exhibition and be rebuilt quickly and easily in any other format at any time
- This makes the system exhibition stand the smarter choice for exhibition builders and exhibitors alike – both from an ecological and economical viewpoint
- Here in the UK, having invested in over £400,000 of Octanorm frame, Event Exhibition can build a huge array of structures by re-using these stock components. This saves very considerable material wastage whilst still enabling full design creativity to be employed
- The frame is light and can be packed within a small volume, reducing transport costs and carbon footprint
- We have built over 450 stands in the last 4 years using these same pieces of Octanorm, showing that the units are fully re-usable
- As an OSPI member (Octanorm Service Partner International), we are part of the world's largest and most sustainable network of exhibition builders with 120 partners in 43 countries. As a member, we can tap into the pool of partners around the world so we can design here and build there with the same components to eliminate freight and therefore negate our carbon footprint when delivering stands abroad. With fewer miles and a smaller carbon footprint, we realise project sustainably
- It has been computed that through working this way with the OSPI network, up to 65% of the CO² emissions of any project can be saved thanks to our partners with a global presence, transport and flight routes are avoided, as material and construction personnel are already at the destination.



Sustainable Shipping/Freighting

Event Exhibition builds around 50% of their stands abroad. Main destinations are America, Asia (Dubai, UAE...) & Europe.

- For Europe, we work with our haulage partner Les Smiths Ltd to transport our equipment to Europe wherever possible. We have an agreement with Les Smiths that we prefer groupage. Wherever possible, Les Smiths will group several shipments into a lorry load and charge us a part fee for the shared service. This is not only beneficial economically, but also reduces the number of lorries travelling to Europe, reducing the carbon footprint.
- For America or Asia, as a policy, Event will always use Sea freighting over Air freighting. We work with our shipping partner Exhibition Freighting to ship by sea on large container ships, especially to America. When delivered to the East Coast, our shipping partner will then arrange groupage to transport equipment to the venue, charging us a part fee for the shared service.

This again ensures cost-effective and sustainable transport to exhibitions abroad.



Other sustainability contributions

- **Fabric graphics:** We use printed fabrics to build the walls, as these fabrics are installed using a Kader system onto the Octanorm frame. Not only do these fabrics add a very personal touch to our structures with vibrant colours, messages and pictures providing an amazing marketing opportunity for our clients, these fabrics are very light and can be transported anywhere within a small volume. We encourage our clients to think very carefully about the artwork for these fabrics so that they can be re-used across several events. We store all fabrics in air proof containers to retain their quality and avoid any bleed for re-use. We also now have an agreement with our current graphics supplier Moss UK (previously known as MacroArt) whereby they will recycle our graphics for free if sent back to them. Fabrics go through their compactor and bailer and burnt waste is transformed into energy going back into the grid. We will therefore organise a few shipments a year to return and recycle graphics that cannot be re-used by our clients
- **Energy Use On-Stand:** Consideration is always given to the amount of electricity that will be used. Choosing low-energy LED lighting combined with low-energy LED AV (audio visual) screens means that we can limit not only the energy the stand uses, but also the energy bill!
- **Flooring:** The flooring of stands has often been a big contributor to waste, with miles of carpet being binned after a short use at a show, which could otherwise be recycled. We would always offer other popular and more environmentally friendly flooring options which can be easily stored and reused multiple times. As a company we can send all of our used carpet back in order for it to be recycled. Our current supplier now recycles 95% of the returned carpet which is certainly a positive move for everyone. Although there is a small cost for recycling carpets, we will make a commitment to recycling the vast majority of the used carpets



We have also invested in Click-flooring tiles that click together with a neat edge so that we can create a stand floor for smaller stands that we can dismantle and re-used many times. This is highly versatile, easy to clean and avoids the use of disposable carpets

- **Literature and Freebies:** Marketing techniques have changed over the years, but leaflets, brochures and catalogues still litter exhibition venues. Clients have an in-built instinct to physically provide a potential customer with something tangible to take away with them, but we all know that this type of printed literature often ends up in the bin. We would therefore always encourage clients to reduce the amount of literature available on the stand.

Visitors to an exhibition now expect a far more sophisticated approach to the way information is delivered to them. By exploring new ways, we automatically become more eco-friendly. Most visitors carry with them a smart phone or tablet. By using a QR code directing people to an online resource you can reduce waste. Providing USB sticks or having iPads on the stands where products can be accessed or explained and emailing information directly to people also decreases the environmental impact.

The use of 'freebies' as giveaways is still very apparent on exhibition stands, but we encourage clients to be more socially and environmentally responsible in this respect. For example, as opposed to using branded plastic carrier bags, use fabric bags which are gentler on the environment and more likely to be reused – this also means that the branding will be seen for longer and outside of the exhibition scenario

- **Furniture:** We own a large selection of hire furniture of varying sizes and styles so that furniture can be re-used across many tradeshow. We also partner up with several furniture rental companies for the rental of more unique furniture items. We typically use furniture rental companies when delivering stands abroad to avoid the carbon footprint of transporting our own furniture. There are no boundaries to our client's vision when it comes to furniture and we remain confident that we are still reducing the environmental impact with our available options



■ **Construction Waste:** One thing that is very prevalent at any Exhibition during the set up or breakdown of a show is the large amount of waste. In the past, all the packaging, such as bubble wrap and cardboard was thrown into a general purpose skip. Now, venues supply different skips for recycling different materials. During the build and the breakdown of any exhibition stand we would always ensure that waste was kept to a minimum and that any waste would be disposed of in accordance with the recycling code.

On return to our Warehouse, any potential waste is assessed for reuse. We positively try to minimise any landfill or non-ecological disposal. We have developed a range of partnerships with local organisations and establishments, in order to take any materials and upcycle them. Such schemes vary from working with local scrap stores, with local schools and youth projects. We do try to be as innovative as possible!

The exhibition industry is still far from perfect when it comes to being environmentally friendly. However, at Event Exhibition, we are increasingly conscious of this issue and are actively progressing our methods of delivery in order to minimise our impact on the planet.



Here are our environmental commitments:

- Recycle all paper, cardboard, textile, metal and plastic waste where possible through our local council collection services / waste contractors from all areas of the business
- Recycle all carpet and floor coverings where possible
- Recycle the plastic floor protector where possible through the venue's waste services
- Use high efficiency LED lighting
- Use a systemised multi use approach for the main construction framework (Octanorm), where deemed acceptable, which is 100% recyclable at end of life
- Use wooden materials only from a certificated (FSC) sustainable source. Use where possible solvent free products including graphic inks etc.
- Use actual recycled materials where possible. Including carpeting, other floor coverings, graphic backing materials, office supplies, packaging and protective wrappings
- Use rental furniture that can be re-used across multiple events
- Design components so that they nest effectively together so reducing the overall amount of packaging and transported cubic quantity, eliminating unnecessary vehicle movements
- Use Sat-Nav technology to find the most efficient routes available for delivery of goods and services
- Ensure that all staff members adhere to our no-idling policy when driving to and from site
- Develop new innovative uses for all waste materials in partnership with our local community, schools, charities and other outlets



- Make full use of new technology to lessen our environmental impact including the adoption of conferencing services for our clients
- Adopt Euro 6 compliant and hybrid drive vehicles
- Adopt duplex printing on recycled paper materials for the office and advanced paperless PDF document storage and presentation solutions
- Encourage homeworking by our staff.

Our current structure, that has involved post Covid, encourages staff where they can to work flexibly from anywhere. Regular Teams meetings are used to create team synergy and ensure that communication, both internal and with our clients, is efficient. This has been a very effective strategy and has achieved both major carbon reductions in our operations and personal benefits for our team members.

Event Exhibition Ltd:

- Commits to complying with all relevant legislation
- Commits to following Government's requirement for net zero by 2050
- Commits to reducing the use of energy, water and other resources
- Commits to minimising waste by reduction, re-use and recycling methods
- Commits to continuous improvement
- Commits to reviewing this policy at least annually



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