

easyFairs®

Environmental Charter

Version 8.2

Sustainability in trade shows
Maximising resource efficiency in everything
easyFairs does



Our corporate environmental philosophy

easyFairs is committed to pursuing best practices that enable sustainable business growth. There are three dimensions to our commitment:

- We offer trade shows with significantly lower environmental impact than traditional exhibitions; and
- We develop trade show concepts that promote sustainability; and
- We look for alternatives to activities that have a negative impact on the health and safety of human beings, wildlife and the environment.

Our overarching objective is to achieve zero carbon footprint for our activities.

Trade shows on a human scale

easyFairs believes that the original idea of a trade show – a regional marketplace where people come together to do business – is a “green” idea. Trade shows can reduce the time and energy that would otherwise be required for buyers and sellers to meet on a one-to-one basis. In pursuing this philosophy, easyFairs organises trade shows that are good for the environment and on a human scale:

- easyFairs trade shows are compact and last just two days, which reduces the show’s carbon footprint and minimises the stress and time spent away from home for exhibitors
- Our trade shows have a regional or national focus (depending on the market) to minimise long-distance travel for visitors. We “take the show to the market”
- easyFairs prefers easily accessible venues away from the city centre to minimise inner-city congestion and pollution
- easyFairs trade shows use re-usable stand modules and furnishings, minimising the demand on resources and manufacturing
- easyFairs stand modules have an average size of 12-24m², minimising the environmental impact of transportation
- easyFairs prefers to use re-usable materials for its exhibitions or, if this is not possible, selects biodegradable materials
- Where feasible, easyFairs holds co-located trade shows at large venues, or organises separate trade shows at the same venue in consecutive weeks, thereby minimising the environmental impact of stand break-down and rebuilding
- easyFairs’ selection criteria for suppliers of products and services (such as catering services) at our shows include sustainability and environmental impact wherever possible
- easyFairs researches, publishes and promotes all available public transport routes to our events
- easyFairs works with partners and suppliers to discourage and prevent instances of noise and light pollution

Trade show concepts that promote sustainability

easyFairs researches, develops and launches trade shows that promote sustainability. These include, for example, easyFairs® ECOPACK, which promotes environment-friendly packaging, easyFairs® INDUSTRY & ENVIRONMENT, which promotes environmental compliance, waste and cost reduction in utilities and heavy industry, and easyFairs® BUILDING PERFORMANCE, which promotes environment-friendly building materials and technology.

Environmental responsibility

In our day-to-day work, easyFairs looks for ways to avoid activities that have a harmful impact on the environment:

Marketing communications

- Environmental performance is one of our criteria for selecting print and production suppliers
- We prefer electronic to print communication and we ask recipients not to print emails
- Where we use print communication, we prefer paper that is either recycled or made from sustainable sources
- We ask graphic designers to consider environmental impact and to bear in mind that sustainability is part of the easyFairs corporate identity
- We target mail carefully on selected professional groups to avoid waste
- We allow easy opt out from mailings to reduce waste further
- We send only electronic greeting cards during the festive season

Sales

- easyFairs' preferred sales methods are email and telesales. We rarely make onsite sales visits

Travel and energy

- easyFairs actively encourages employees to use public transport when travelling to or from work, or to work or cycle
- We encourage employees to travel by train to shows and meetings, or to travel together by car, rather than flying
- We encourage the use of internet video and audio-conferencing and remote training tools to avoid unnecessary travel to offsite meetings
- easyFairs encourages employees to take all sensible precautions to reduce energy consumption, light and noise pollution, consistent with carrying out their work efficiently

Office supplies

- easyFairs encourages employees to reduce printer waste:
 - Print only if really necessary
 - Adjust page set up e.g. presentations in handout format, not slide format
 - Recto verso printing
 - Black and white printing only (unless absolutely essential to print in colour, e.g. checking colour proofs)
- easyFairs encourages multiple use of office stationery such as folders and encourages the use of recyclable or biodegradable stationery (such as pencils made from sustainable sources)
- easyFairs encourages employees to recycle paper and other materials.