



Messe Frankfurt Locations Talk

Deep Dive:
Sustainability at
Events

**Welcome
to the
Livestream!**



Informa's approach to going FasterForward on Sustainability

Ben Wielgus
Head of Sustainability



Our public commitments, including nine core targets:

FASTER FORWARD

Accelerating sustainable change in our business and the specialist markets we serve by 2025

Faster to Zero

Moving faster to become a zero waste and net zero carbon business.

1. Become **carbon neutral** as a business and across our products by 2025
2. **Halve the waste** generated through our products and events by 2025
3. Become **zero waste and net zero carbon** by 2030 or earlier

Sustainability Inside

Embedding sustainability inside every one of our brands to help our customers accelerate sustainable development in their specialist markets.

4. Embed **sustainability inside** 100% of our brands by 2025
5. Help and promote the achievement of the UN's **Sustainable Development Goals** through our brands

Impact Multiplier

Multiplying the positive impact we create when we improve access to knowledge, help people connect more efficiently and invest in our communities.

6. Enable **one million disconnected people** to access networks and knowledge by 2025
7. Contribute **\$5bn per year** in value for our host cities by 2025
8. Contribute value of at least **1% of profit before tax** to community groups by 2025
9. **Save customers more carbon** than we emit by 2025

**note we increasingly treat FF targets 4 and 5 as the same as they are highly connected*

The Fundamentals 2.0

Unlocking the next level



Purpose



01

For sustainability to be included in the content of the event.

02

For the event brand to have successfully embedded Sustainability Inside, helping our customers accelerate sustainable development in their specialty market.

03

For the event to have a purposeful partnership with a not for profit.

Stakeholder engagement

04

For there to be six significant sustainability communications.

05

For the event team to be engaged with sustainability, and it to be a part of event decisions.



Carbon and Waste



06

For all lighting specified by Informa to be LEDs, and for the venue's lights and air conditioning to be used efficiently.

07

For the event to have minimal to no waste generation from areas of the show built by Informa, and for the carpet to be reused or recycled.

08

For all exhibitor stands to have reached at least a Bronze level in the Better Stands programme, according to its ten-box framework.

09

For there to be at least three initiatives to optimise the impact of attendee travel.

Procurement



10

For three items procured for the event to have enhanced sustainability credentials.

11

For there to be at least three ways in which the sustainability of the food and beverage (F&B) of the event has been enhanced.

Community and Wellbeing



12

For the event to have at least two initiatives which support the local community around the event venue.

13

For the event to have at least three initiatives which enhance wellbeing, equality, accessibility, and respect for all.

14

For the event to have successfully implemented and measured the impact of at least one significant initiative to 'Connect the Disconnected', removing barriers to our networks and knowledge for an identified group.

Governance

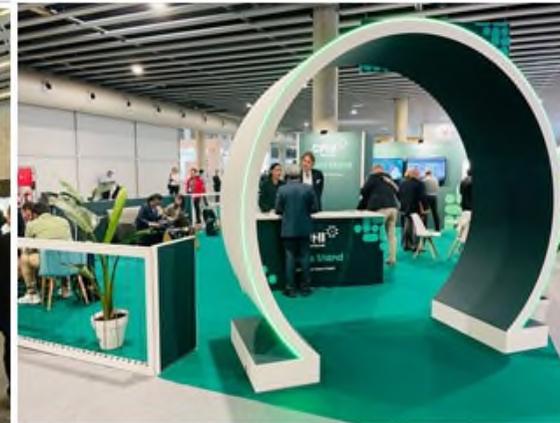
15

For the events to be compliant with Informa's Health and Safety Guidelines.

16

For event sustainability data to be submitted by six weeks of the event.





CPHI Worldwide a leader in reusable stands

Demonstrated the quality and creative possibilities of reusable stands

Increasing range of options for exhibitors

Similar examples evident in most countries around the world

New systems and suppliers entering the market in response to growing customer demand

Better Stands delivers a range of benefits, not just waste reduction, helping to debunk common pushbacks from stakeholders



Better customer experience

-  Timelier build completion
-  Better onsite working environment
-  Reduced hours onsite

Better commercial opportunity

-  Increased revenue from new product inventory
-  Demonstrates sustainability commitments
-  Reduction in event waste bills

Better environmental impact

-  Reduction in event waste
-  Reduced carbon emissions

Recently debunked challenges:

-  Reusable doesn't look as good
-  Supply chain isn't ready
-  It's more expensive

How do you define a Better Stand?

We classify all stands into 4 categories – Disposable, Bronze, Silver or Gold – depending on the particular elements that are reused or recycled.

All elements of a particular category must be shown to be reused or recycled in order to achieve that classification. If a stand does not meet all the elements in the Bronze level then it is classed as disposable.



The basic principle is that an exhibitor stand is broken down into 10 distinct areas which are assessed as reusable or not.

Depending on which components are reusable, this produces a Better Stands ranking

We train exhibitors, contractors, our Colleagues and their peers to undertake these assessments in a consistent way, helping to develop a standardised industry approach

	Category	Items	Disposable	Better Stands Bronze	Better Stands Silver	Better Stands Gold
Reused	1	Stand structure and walls	×	✓	✓	✓
	2	Platform or raised flooring	×	✓	✓	✓
	3	Furniture and equipment	×	✓	✓	✓
	4	Lighting	×	✓	✓	✓
	5	Fascia and overhead signage	×	×	✓	✓
	6	Rigged structure	×	×	✓	✓
	7	Ceiling	×	×	✓	✓
	8	Display facilities	built-in or detachable product display cabinets, lightboxes etc.	×	×	✓
Reused or recycled	9	Floor covering	×	×	×	✓
	10	Graphics and decorative items	×	×	×	✓

Sustainability at Messe Frankfurt



Last updated:
January 2024

messe frankfurt



Messe Frankfurt's **Board of Management** sees **sustainable action** and the company's positioning to this end as one of its **core management tasks**.

The company's goal is to generate **profits** in a **socially** and **environmentally responsible** manner, also with a view to stimulating business for **future generations**.



Messe Frankfurt's binding ecological target is to be climate-neutral at its Frankfurt base by 2040 at the latest. We see this as attaining greenhouse gas neutrality and establishing a sustainable water management system.

Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt.

Our understanding of sustainability

Three dimensions of responsibility



Contact us at:

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**Thanks for
joining us!**

Stay tuned!