



ESG ENVIRONMENT
SOCIAL
GOVERNANCE

Act for the future

EVENT COMMUNICATION TOOLKIT

HOW TO USE THIS TOOLKIT

1. Create a Sustainability page on your event website

- As soon as you have a few ESG initiatives ongoing, create a dedicated “Sustainability” page on your website
- Do not call this page “ESG” as this is not a ‘consumer-friendly’ term and many people ignore what ESG means. We recommend to call this page “Sustainability”.
- For customer communications, you should use the “Act For the Future” logo (and not the ESG logo)



2. Use the toolkit to communicate about your ESG actions

• This toolkit includes:

- Icons:
 - 1 icon for each of our ESG priority areas (Energy; Travel & Accommodation; Logistics; Waste; Food & Food Waste; Social Responsibility)
 - 1 icon to use if your event is taking place in a venue powered by renewable energy
- Standard language:
 - This documents provides a list of statements to help you explain to your community your ESG initiatives
 - The statements are organized by priority area



HOW TO USE THIS TOOLKIT

- **Use the icons of the relevant priority area and list next to the icon all the initiatives you want your community to know about, by using the standard language provided. Please note that:**
 - You do not have to list all the actions you are taking. It is up to you to decide which actions you want to highlight! For each statement in the list below, ask yourself if your event is doing this or not. If the answer is yes, mark it in the left column (Y/N) and decide if you should communicate on it.
 - You do not have to list actions for each of the ESG priority areas (Energy; Travel & Accommodation; Logistics; Waste; Food & Food Waste; Social Responsibility). Only for the areas in which you are taking real and concrete measures.
 - Feel free to modify the language provided in this document if it is not 100% relevant for your event.
 - Feel free to add initiatives if they are not listed in this document.
 - For events in third party venues, ask the venue what sustainability measures they implement and use it in your communication when it is worth mentioning (ex. Excel London uses 100% green electricity and recycles 71% of its waste...)
 - When several actions are listed for one topic in this document (ex: carpet), select the most relevant ones for your event
- **Please note that we will soon be able to quantify the CO2 we save by taking certain measures** (eg. how many kgCO2 are we saving by removing carpet on one event/by choosing recyclable carpet; by installing solar panels on our venues...). Until then, please do not mention efficiency data. If you plan to use any data, contact Nil Sönmez to validate the numbers.



WEBPAGE INTRODUCTION LANGUAGE

MAKING *[NAME OF EVENT]* AN IMPACTFUL AND RESPONSIBLE EVENT FOR OUR COMMUNITY

- [Easyfairs/We] [is/are] committed to running [event name] in an environmentally and socially responsible manner by:
 - Reducing our environmental impact
 - Supporting our communities in their transition to a durable economy [by offering cutting-edge content programmes and learning opportunities]
 - Fostering innovations
 - Embracing diversity and inclusion in all its dimensions
- As part of the Easyfairs group, we are members of the Net Zero Carbon Events pledge and commit to being net zero by 2050 and to halve our greenhouse gas emissions by 2030.
- To support these commitments, here are our main initiatives:





INITIATIVES | ENERGY

EVENT

The venue takes energy-saving measures

Y/N	We limit our energy consumption by strictly controlling lighting, heating and HVAC levels during the build-up and dismantling of our event
Y/N	We switch off electricity at night on all stands
Y/N	We limit the temperature to 20° during the event
Y/N	The venue is equipped with LED lighting
Y/N	Our all-in stands and all organiser spaces are equipped with LED lighting

The venue uses 100% green electricity

The venue produces renewable energy through solar panels

The venue takes measures to save water

Y/N	The venue is equipped with low-flow toilets and eco taps
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Note that you can choose to use the summary statement (in darker green) or not depending on how many initiatives you are listing in a specific category. For instance, you can either present it like this:



- We limit our energy consumption by strictly controlling lighting, heating and HVAC levels during the buildup and dismantling of our event
- All all-in stands and organiser spaces are equipped with LED lighting
- The venue uses 100% green electricity

Or like this:



- We take energy-saving measures:
 - We limit our energy consumption by strictly controlling lighting, heating and HVAC levels during the buildup and dismantling
 - All all-in stands and organiser spaces are equipped with LED lighting
- The venue uses 100% green electricity
- The venue is equipped with solar panels





INITIATIVES | TRAVEL & ACCOMMODATION

▶ EVENT

We reduce travel emissions

Y/N	The venue is equipped with EV charging stations
Y/N	The venue is equipped with parking for bikes
Y/N	Information on how to access the venue is available on our website, including all green mobility options (with a link to an app/website facilitating green mobility choices)
Y/N	We recommend a carpooling solution
Y/N	The venue is within 5 mins walking distance from the nearest tram/metro/train station
Y/N	All shuttle services from hotel/station/parking are run with EV/hybrid vehicles
Y/N	We offer a discount on public transport if you show your event registration
Y/N	We offset remaining travel emissions

We base our selection of our preferred accommodation providers on sustainability criteria





INITIATIVES | FREIGHT & LOGISTICS

» EVENT

The Easyfairs all-in stand model is more sustainable as it reduces transport emissions and waste

We apply sustainability criteria when selecting our suppliers

Select the most relevant statement for your event:

Y/N	We apply sustainability criteria in contracts and RFPs
Y/N	We select our suppliers based on sustainable transportation criteria





INITIATIVES | PRODUCTION & WASTE

▶ EVENT

We have implemented a strict waste management and waste reduction plan

We use reusable all-in stands at this event, allowing us to reduce significantly the waste generated by disposable stands

We sort the waste generated by our events

Y/N	The venue is equipped with sorting bins at key locations
Y/N	We provide biodegradable trash sorting bins kits to exhibitors

We limit waste and carbon emissions associated with providing carpet

Y/N	We have discontinued using carpet on the expo floor
Y/N	We lay reusable carpet tiles at this event
Y/N	We use 100% recyclable carpet on this event

We save tons of paper at this event

Y/N	Our Smart Badge technology allows significant reduction of paper by our exhibitors
Y/N	We eliminated the printed event guide in favour of a digital one, which you can download at []

We use eco-friendly cleaning products

We limit the use of plastic on this event

If you are taking measures to reduce plastic on the event, select the relevant statement(s) below

Y/N	We limit the use of plastic items at the event and we only use recyclable plastic for our production needs
Y/N	We aim to eliminate single-use plastic at all catering points and work with all our partners to replace single-use plastic packaging and bottles with sustainable solutions
Y/N	Plastic bottles and single-use plastic packaging have been replaced by sustainable solutions at this venue's catering points
Y/N	The venue is equipped with multiple water fountains

If you are taking measures to reduce waste out of signage, select the relevant statement(s) below

Y/N	We have replaced traditional signage with digital energy-saving LED screens wherever possible
Y/N	We produce graphic signage made with eco-friendly components and using water-based inks
Y/N	We create printed signage that we can reuse at our next event

All organiser stands and features are Zero to landfill





INITIATIVES | FOOD & FOOD WASTE

▶ EVENT

We apply sustainable food sourcing principles at our catering points

Y/N	We ask our suppliers to source food locally and to apply responsible farming principles
Y/N	We ask our suppliers to serve seafood exclusively caught in compliance with sustainable guidelines to preserve the ecosystem
Y/N	We ask our suppliers to source only fair trade/organic tea and coffee

If you are taking measures to reduce the quantity of meat served at the event, select the relevant statement below

Y/N	Vegetarian and vegan options are available at all catering points
Y/N	Meat options are limited on this event's menus
Y/N	No red meat is served at this event

We are working to reduce food waste

Y/N	We ask our suppliers to exercise portion control at catering points to reduce waste
Y/N	We donate food leftovers to charity
Y/N	The venue is equipped with a composting machine





INITIATIVES | SOCIAL RESPONSIBILITY

▶ EVENT

We strive to be an inclusive event team and we embrace diversity in all its dimensions with equal opportunities for all

We embed sustainability at the core of our event to inspire our community in its transition to a durable economy

Y/N	We embed sustainability in our content programme with more than XX hours of dedicated conferences
Y/N	We organise sustainability/green tours to lead visitors to XX select exhibitors showcasing their sustainability products and innovations
Y/N	We organise gender-equal panels only
Y/N	We provide gender-neutral restrooms/toilets/bathrooms
Y/N	We encourage our exhibitors to join our sustainability journey and have launched the Most Sustainable Exhibitor Award
Y/N	We partner with [charity X] to [...]
Y/N	We provide assistive listening systems on our conferences
Y/N	We foster innovation through our innovation gallery and innovation awards

Y/N	We provide a platform to start-ups to present their breakthrough innovations
Y/N	We support companies on their digitalisation journey through multiple dedicated conferences
Y/N	We are dedicated to support local communities to connect and access sector knowledge
Y/N	Our event helps students and young graduates to access education and networking opportunities
Y/N	We favour local suppliers and suppliers applying socially responsible practices (e.g. gender equality, DEI, solidarity actions)
Y/N	Our event generates city tourism and supports local restaurants/hotels





TO BE ADDED TO YOUR
ACTION LIST:
TELL VISITORS AND
EXHIBITORS HOW THEY
CAN HELP

VISITOR TIPS

Dear Visitors: join our green team and act for the future!

We cannot do this alone! Help us make this event more sustainable!

- Here is what you can do to help:
 - Whenever possible, walk, cycle or use public transport to come to the event. If you need to use your car, take a colleague or friend with you!
 - Bring your own reusable water bottle to take advantage of our water fountains and help us reduce the use of single-use plastic.
 - Use our recycling bins for your trash.
 - Use your smart badge to get exhibitor information instead of asking for a brochure.
 - Choose a hotel within walking distance of the event and/or applying eco-friendly practices.
 - Download our event app!
 - Join the multiple sustainability talks and tours taking place during the event!



EXHIBITOR TIPS

Dear Exhibitors: join our green team and act for the future!

When exhibiting at [Name of event], you are playing an essential role in helping us create a sustainable event.

Here are some actionable tips on how to make your participation more sustainable:



Stand design

- Select a reusable all-in stand model from the organiser or design your own stand so that the structure will be reused multiple times, year after year. Work with your stand builder to make your stand as sustainable as possible! Avoid creating a disposable stand just for one event...
- Create reusable signage (without any date on it) made from recyclable materials and with eco-friendly ink when possible
- Use LED lighting and other energy efficient equipment for your stand and don't forget to turn it off at the end of the day
- Try not to use carpet, and if you really need it, choose preferably reusable carpet tiles. If you use regular carpet, ensure that it is recyclable and that it will be recycled



EXHIBITOR TIPS (2)

Waste

- Reduce the amount of paper you use by uploading your information on MyEasyfairs to allow visitors to download your documentation with their smart badge
- Reduce the waste you generate by only bringing what you need and keep your packaging boxes and wrapping material to reuse it when you leave
- When purchasing promotional items, consider the amount you order, and whether they are made from recyclable or recycled materials. Ask yourself: is this giveaway useful and will it be used after the event is over?
- Please recycle by using our recycling bins



Travel and Accommodation

- When possible, chose public transport or carpool with your colleagues
- Choose a hotel within walking distance and/or applying eco-friendly practices [*Please find here a list of recommended accommodation options*]



Logistics

- For your transport, consolidate your shipments and use preferably transport and logistic companies applying sustainable practices
- Favour local suppliers to support the local economy and reduce transport
- Favour suppliers presenting environmental and social credentials



EXHIBITOR TIPS (3)



Food and Food Waste

- Bring your own reusable water bottle to take advantage of our water fountains and help us reduce the use of single-use plastic
- If you serve food on your stand, select preferably locally sourced and plant-based options and avoid the use of single-use plastics
- Avoid wasting food and only order the quantity needed



Social responsibility

- Take an active part to the multiple initiatives and discussions during the event which will support the sustainable development of your sector
- Inspire visitors by showcasing the sustainable credentials of your products

