



# YOUR RESOURCE-SAVING TRADE FAIR PARTICIPATION

GUIDELINE & CHECK LIST

MESSE  
ESSEN

# CHECK LIST BEFORE THE EVENT

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## GREENHORN

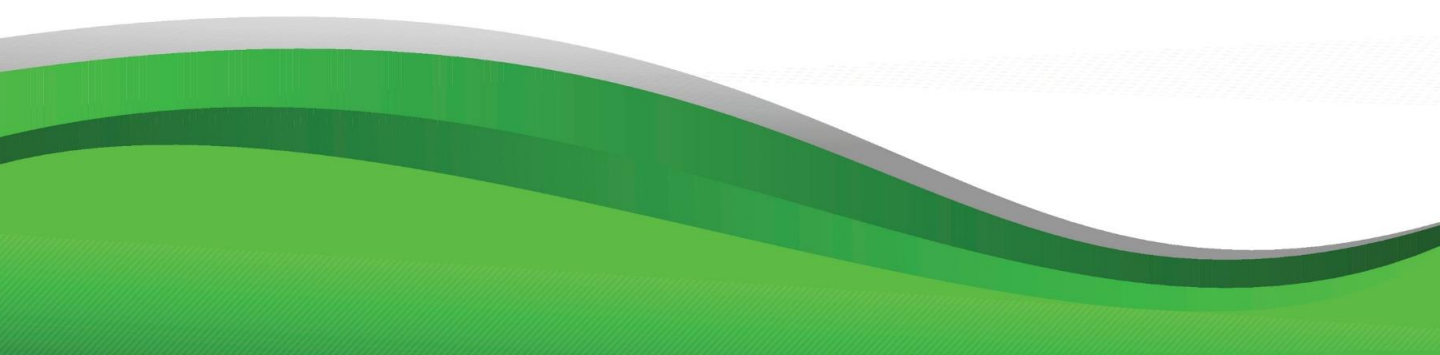
- Use of resource-saving packaging materials
- Collaboration with regional companies and sustainability oriented service partners
- Ecological production of print products (e.g. recycled paper, Blue Angel, FSC certification)
- Creation of a reusable stand system and sourcing of wood from sustainable forestry
- Use of eco-certified varnishes and paints as well as biodegradable plastics and decorative materials
- Forward-looking and sustainable planning of transport and logistics

## ECO-PRO

- Use of multifunctional furniture
- Responsible use of carpets
- If possible, use of public transport to get to Essen
- Production of robust, reusable banners and advertising materials
- Calculation of exact food requirements to avoid leftovers

## SUSTAINABILITY STAR

- Use of reusable corporate fashion (e.g. without name imprint)
- Booking of certified accommodation near the fair



# CHECKLISTE DURING THE EVENT

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## GREENHORN

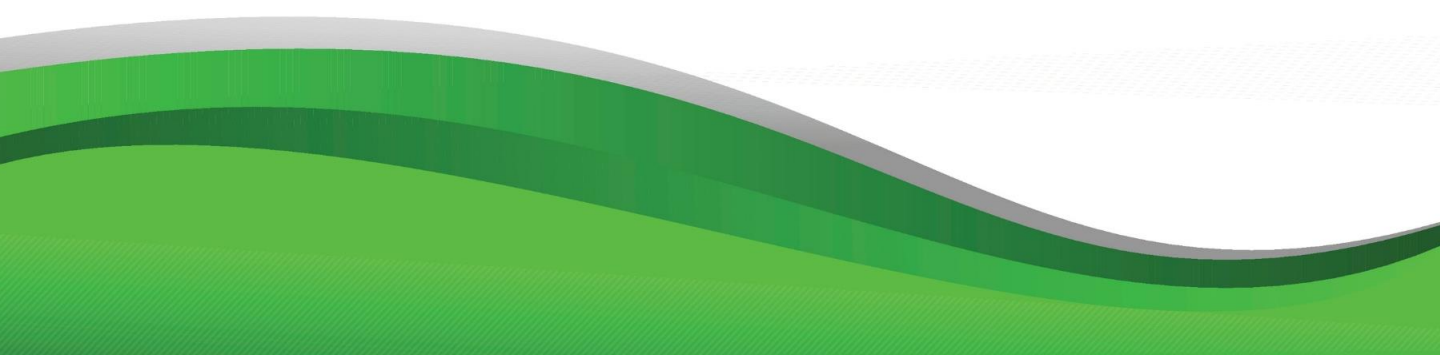
- Separation of waste and materials
- Selection of a catering offer with a low ecological footprint
- Avoiding disposable tableware in favour of reusable tableware or such made of recyclable material
- Use of LED lights and displays
- Avoidance of disposable packaging
- Reduction of print products
- Use of energy-efficient equipment
- Ensure that all electronic equipment is switched off before leaving the stand

## ECO-PRO

- Use of public transport on site
- Distribution of give-aways to selected target groups, no mass distribution

## SUSTAINABILITY STAR

- Use of digital information materials or NFC tags



# CHECKLISTE AFTER THE EVENT

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## GREENHORN

- Reuse of print products
- Reuse of stand construction elements and decoration
- Material-appropriate storage for reuse
- Donation of materials and stand construction elements if they cannot be reused
- Disposal of materials if reuse or donation is not possible

## ECO-PRO

- Donation of food that is still suitable for consumption
- Identify potential savings and improvements for a more sustainable trade fair participation

## SUSTAINABILITY STAR

- Compensation of unavoidable emissions through investment in climate protection projects

