

Better Stands

Exhibitor Appointed Contractors

FASTER FORWARD

Launched in March 2020

Five year project and commitment to championing sustainability

- 
Carbon neutral across our business and products by 2025
- 
Halving waste generated through our products ...
- 
 100% embedding **sustainability in our brands** ...
- 
 Enabling one million disconnected people to **access networks and knowledge** ...
- 
Contributing the value $\geq 1\%$ of profit before tax to community group
- 
Becoming zero waste and net zero carbon by 2030 or earlier

What is the project?



Inspiring sustainable development



Run environmentally responsible events



Run socially responsible events



Environmental challenges are at the forefront of worldwide concern



Opportunity for real change within the exhibition industry



Partner our Customers to eradicate the use of disposable structures

What is a disposable stand?

- Space only structure used only once
- Typically constructed from raw materials onsite
- Demolished and disposed of after the event
- Stand materials are not reused or recycled



What's the problem?

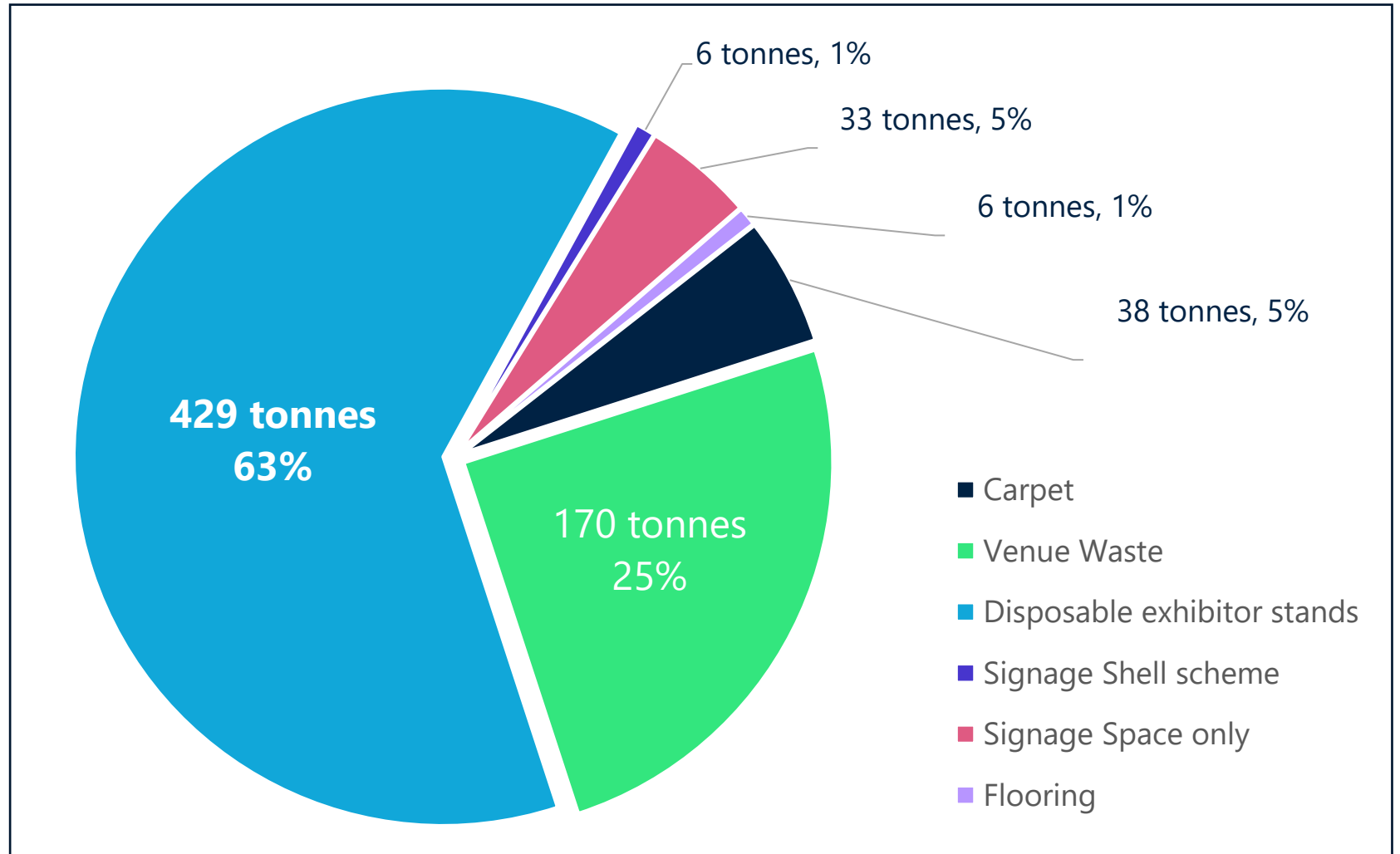
Generating environmental, health and safety onsite issues:

- The amount of waste generated
- The heightened risks due to unsafe systems of work
- The toxic health impact from dust and fumes from raw materials being used

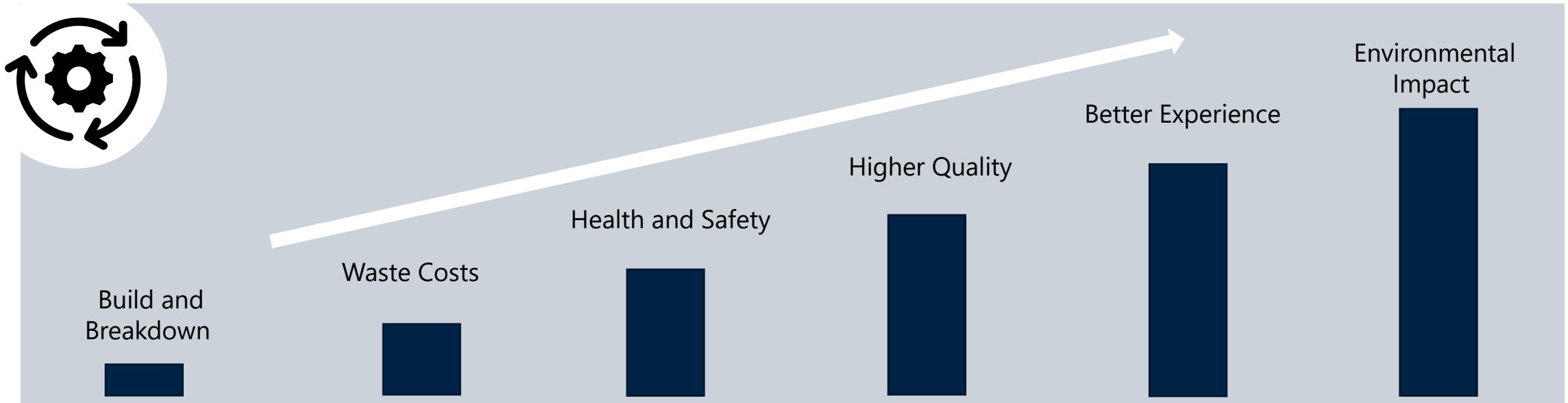
Case Study - Exhibition Waste

Total: 682 tonnes


or 454 mid size cars

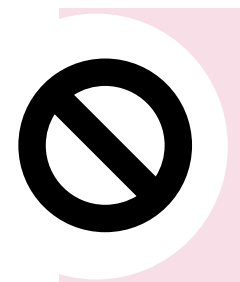


What will improve?



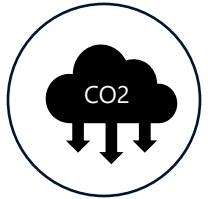
How do we want to change?

- 
- Multiple Use Stands
 - Reusable core structures
 - Prefabricated, ready to assemble

- 
- Single use stands
 - Raw materials for onsite construction

Better Stands

Benefits of a Reusable Space Only Stand



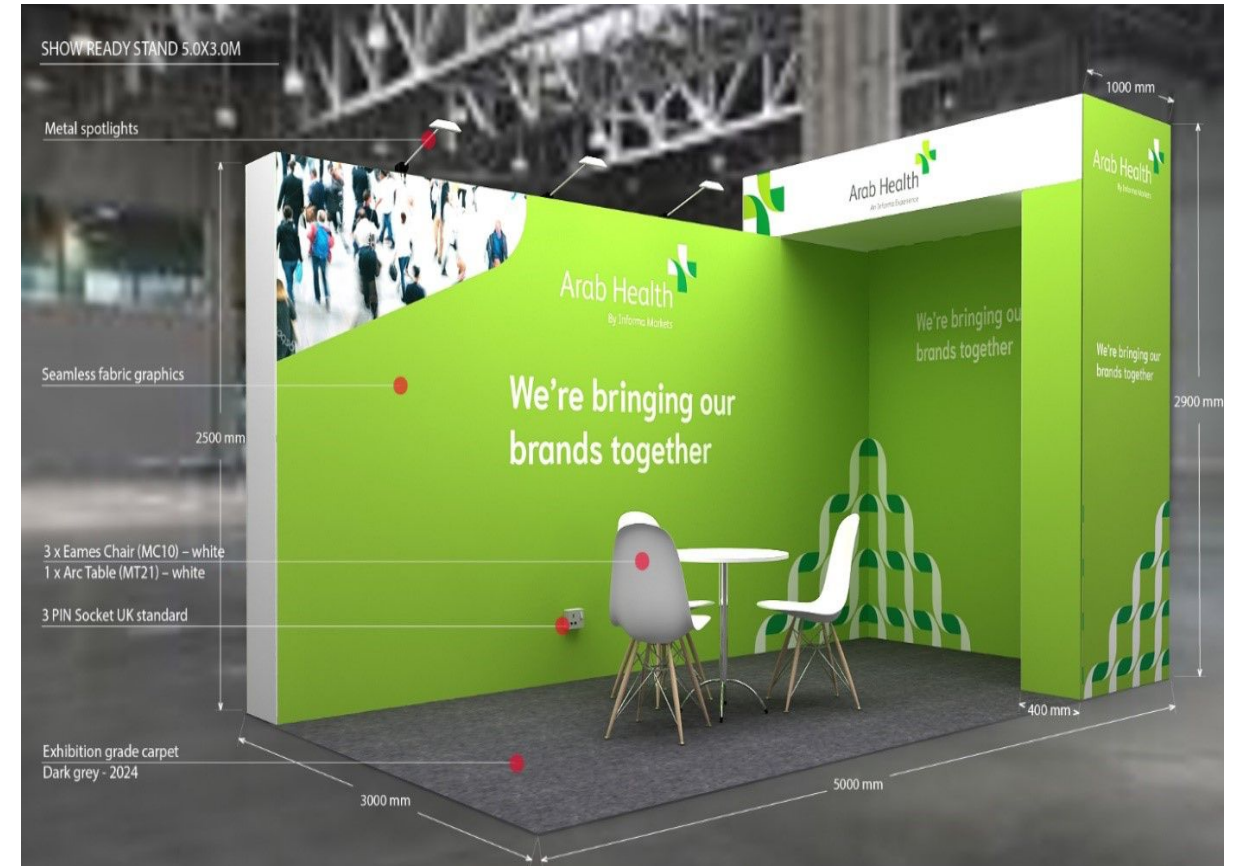
Reducing the carbon footprint & environmental impact



Enhance customer satisfaction



Healthier working environment



What does this mean?

- Key changes to Stand Design and Management regulations.
- **Demonstrate design and build evidence that core structural materials are reusable or recycled**



Permitted Onsite

- Construction; reusable materials e.g. system build or stock panels
- Prefabricated and ready to assemble onsite
- Final adjustments for fitting purposes allowed
- Final coat of acceptable TVOC paints for repair purposes only
- Floor system cut to size before coming onsite; recyclable / reusable
- The use of LED lighting
- The use of recycled/reusable carpet, eco vinyl flooring etc

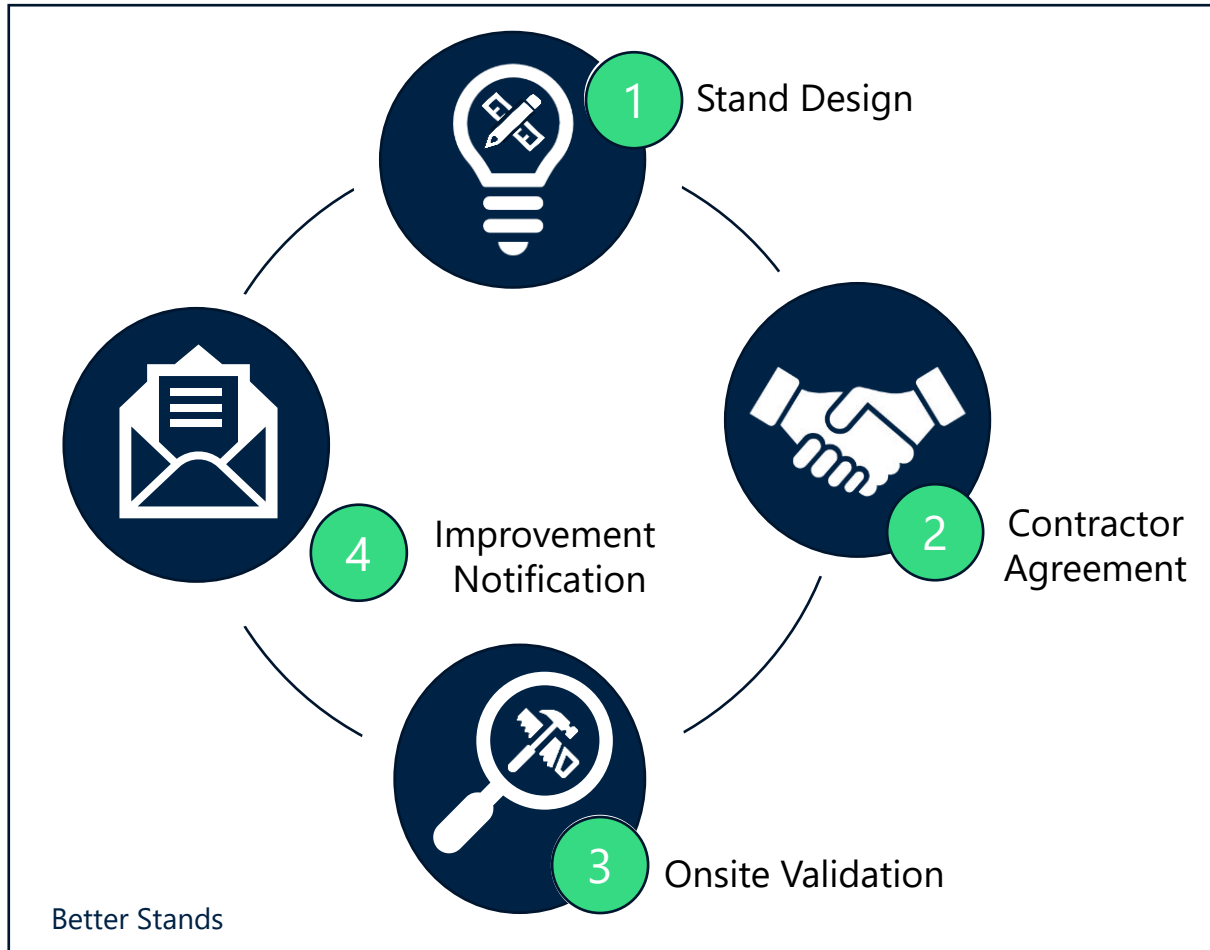


Not Permitted Onsite

- The use of one-time MDF panels or similar; planned cutting onsite
- The use of 'other' raw materials not planned to be reused/recycled
- Construction of stand elements from any single use materials
- Building from scratch onsite of any core elements
- The use of incandescent light bulbs
- The use of non-recycled carpet, PVC vinyl flooring etc

What is the process?

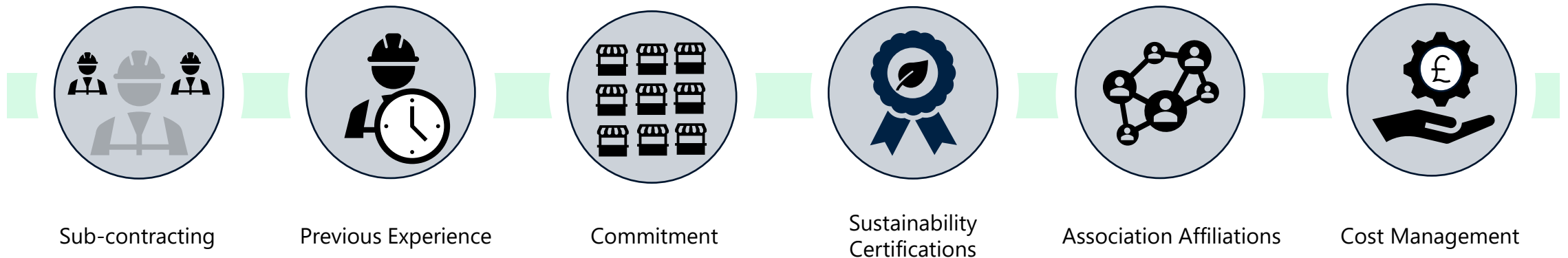
Encourage continual improvement and provide guidance where needed



1. Stand Plan submission prior to permission to build
2. Contractor agreement submitted as part of Stand Plan submission
3. Validate build and behaviour as per plan
4. Guide customers specific improvement areas

Contractor Selection

- Promote the **right contractors** to design and build the clients brand
- Provide our clients with key information on to support the overall experience

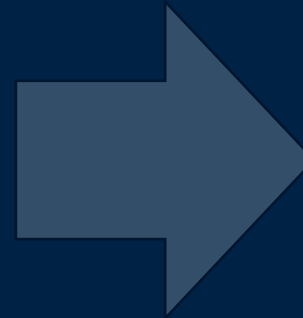


Responsibility, Credibility, Sustainability and Reputability

Our goal is to save you time, money and undue stress

Recognition and Reward Scheme

- Develop positive approach
- Influence onsite behaviour
- Encourage end-performance



Customer Recognition

Effective tool, profiling performance with reward and communication



Structure



Waste



Tenancy



Air & Light Quality



Raw Material



Impact on Others



Carbon Emissions



Dismantlement

Goals and Target

There will be phased implementation over the coming years which will ultimately contribute towards our 2025 Goals:

- Eradicating disposable stands from events
- Becoming carbon neutral as a business and across our products
- Halving the waste generated through our products
- Embedding sustainability inside 100% of our brands

Working together we can help to create a more resource-efficient and sustainable future