

# ✓ Checklist:

Tips for a Green Presence at the Fair



The following list provides an overview on what to consider when building sustainable fair stands.



## ■ Your Advantages

---

- ✓ Noticeable environmental protection measures are well received by visitors
- ✓ Intentional and planned use of materials saves costs and resources
- ✓ Minimizing waste cuts disposal costs and spares the environment
- ✓ Environment-friendly action is a socio-political goal and shows corporate responsibility
- ✓ Green commitment can be „marketed“ in the communication mix in a variety of ways

## ■ Before the Fair

---

- ✓ Green partnering: look for sustainability when choosing your service partners
- ✓ Cost optimization through material efficiency: plan accurately to reduce costs and save the environment
- ✓ Sustainable promotion: show the way ahead and use environment-friendly paper with the FSC logo
- ✓ Environment-friendly travel: take the train and avoid flying and long car journeys
- ✓ Encourage your staff to behave in an environment-conscious way

## ■ At the Fair

---

- ✓ Act according to the motto „Avoid – Reduce – Recycle“
- ✓ Sustainable services: ensure sustainability for catering, give-aways and promotion
- ✓ Green advertising aids: use cloth bags instead of plastic bags, and pencils instead of ballpoints
- ✓ Less is more: produce less waste to reduce disposal costs
- ✓ Don't forget to sort your waste
- ✓ Use energy-saving lamps or green power
- ✓ Switch off the lights overnight to protect the environment and your budget
- ✓ Don't use decoration materials that are not recyclable
- ✓ Use returnable instead of disposable crockery

### TRANSPORT:

- ✓ Use public transport for travel to and from the fair
- ✓ Fair ticket can be used as public transport (VGN) ticket

## ■ After the Fair

---

- ✓ Save money through clever waste management
- ✓ Take home surplus advertising aids and use them elsewhere

### MAKE NEW FROM OLD – RECYCLING IDEAS FOR YOUR STAND AT THE FAIR:

- ✓ Reusable transport packaging
- ✓ Disposable carpet can be used as packaging

