



Greening Your Stand

As part of our Environmental Action Plan, the Association for Cultural Enterprises is committed to finding ways to work as sustainably as possible. We want to encourage our suppliers and members to also think about environmental impacts when planning their input at our events. The annual Trade Show is the largest event of the year, and therefore has the biggest impact, and the biggest potential for making sustainable choices.

We would like to encourage Exhibitors to think about the following five key areas when designing your stand and making your travel and set-up plans for the Trade Show:

1. Preventing Waste

Please think carefully about packaging and reuse materials wherever possible. Think about using newspaper and cardboard wherever possible, and avoiding the use of plastics, polystyrene and styrofoam which take hundreds of years to biodegrade. Save the packaging you use to bring your products safely to the show and use it again to take them home.

2. Recycling

Please use the recycling facilities provided by SEC. There are recycling points all around the building for delegates to use for small items, and HCC staff will be able to dispose responsibly of any larger items of waste. Please choose materials which are easily and widely recyclable.

3. Upcycling and Repurposing

When designing your stand, please think about using items which you will be able to use again in other circumstances, rather than buying items which will need to be disposed of afterwards. Think about using pieces of furniture, repainting fixtures and fittings to give them a new look, and fashioning displays from crates or boxes which might otherwise be disposed of.

4. Transport

There is parking on site. Please refer to the exhibitor manual for details of free parking that is available. Using couriers or the postal service for your products, and public transport for your personal travel, can have a lower environmental impact.

5. Communications

Please think about how you plan to communicate with the delegates, and be sustainable in your choice of handouts and giveaways. Investigate using recycled paper and vegetable inks for anything which is printed, or you could have a tablet or laptop available on your stand to show images, and take email addresses and send out follow up information electronically. Think about using paper bags, or reusable totes for any samples / giveaways rather than plastic ones.

We know from delegate feedback that sustainability is high on the agenda for cultural enterprises, and many members are required to take sustainability issues into account when selecting suppliers and placing orders. Small changes by individual Exhibitors can help to make a big difference to the overall environmental impact of our Trade Show. **Thank you for helping the Association to achieve the goals within our Environmental Action Plan.**