

Best destination approach to implementing sustainability

How can the exhibition industry and a country, region or city work together to facilitate sustainable development?

The 2017 UFI Sustainable Development Award is designed to recognise initiatives that combine the efforts of a destination (city, region or country level) in partnership with a professional exhibition operator (venue and/or organiser) to implement sustainability around an individual exhibition or a series of events.

GUIDELINES AND CRITERIA

Implementing sustainability within the exhibition industry requires many actors to work together – including the local authority where the exhibition is held. Local authorities can play an important role in various actions, from providing public transport for participants and handling waste, to engaging the local community.

This UFI competition is open to exhibition companies who have developed successful initiatives in liaison with their local authority, at city, regional or country level.

The 2017 UFI Sustainable Development Award celebrates initiatives that tackle environmental, social and economic issues with proven successful results. Collaborative entries, involving the local authority or its relevant department (convention bureau for example), are welcome, and replicable approaches and actions will be privileged.

APPLICATION AND PROCEDURE

By 31 January 2017, please send a short summary of no more than five pages to sdaward@ufi.org, in English briefly describing your entry:

- Scope, background and general objectives;
- Detailed action(s): description, implementation plan and measured results (economic, social and environmental impacts); for instance: what are the coordinated efforts across various stakeholders? What are the key benefits or impacts that resulted? Are the results/programs structured to benefit to several exhibitions in the destination?
- Conclusion: lessons, next steps (if any).

Note: While some confidential data may be accepted as part of the award application, only those applications permitting a minimum level of data for public communication will be considered.

The jury is responsible for the selection of the winner of the award, which will be designated after a two-step process:

1. All entries will be assessed. This assessment will lead to a shortlist of finalists (number to be decided by the jury) who will be asked to prepare a detailed, in-depth presentation providing a description of their entry. They may also be asked to provide additional documents (to be submitted to the jury in March/April 2017 – date to be confirmed).
2. The jury will, if necessary, organise a question and answer session, most likely via telephone conference, prior to the selection of the winner (in May/June 2017 – date to be confirmed).

The finalists will have their entry promoted on www.ufi.org and they will gain significant press coverage in major international tradeshow publications, including UFI Info. In addition, the winner will receive free access to the UFI Congress in Sandton, South Africa, in November 2017.

This competition is open to UFI members and non-members on the condition that their entries are exhibition-related. Participation in this competition is free of charge.

