

Best sustainable exhibiting

The 2018 UFI Sustainable Development Award is designed to recognise exhibiting companies that are implementing strong sustainability components in their exhibition booths and related operations.

GUIDELINES AND CRITERIA

Implementing sustainability when exhibiting is not yet generalised in the industry. Sustainability requires taking into account environmental issues, such as waste and energy consumption and can also address economic and social considerations, such as reduced costs and benefits for the community.

This UFI award competition is open to companies who have successfully developed an approach to create positive impacts and minimise harm through their design, construction, operation and disposal of their exhibition presence. Their entry must directly relate to the booth aspects and other practical aspects of exhibiting, not just to a general “corporate” approach to sustainability.

Innovative and easily replicable ideas demonstrating sustainability will be privileged. As such, the exhibit or the series of exhibits that are the subject of the entry can be based on any theme, and those directly related to the theme of “green issues” will not necessarily be preferred. Collaborative entries, involving the exhibition organiser or service providers are welcome.

APPLICATION AND PROCEDURE

By **31 January 2018**, please send a short summary of no more than five pages to sdaward@ufi.org, briefly describing your entry in English, including the following information:

- Background (corporate policy where applicable, commitment to the Sustainable Development Goals, etc.), scope of the entry and general objectives of the project/actions described;
- Detailed action(s): description, implementation plan and measured results (economic, social and environmental impacts); focus, where applicable, on innovative ideas/concepts/solutions, environmental footprint, costs and return on investment;
- Conclusion: lessons, next steps (if any).

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

The jury is responsible for the selection of the winner of the award, who 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 2018 – 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 2018 – 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 St. Petersburg, Russia, in November 2018.

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.

