



ECODESIGN PROGRAM FOR EXHIBITION STANDS

INTRODUCTION & CONTEXT

IMTEX/Tooltech, a globally recognized exhibition and an UFI approved event, is organized annually by Indian Machine Tool Manufacturers' Association (IMTMA) and completed its Golden Jubilee in January 2019. IMTMA's vision drives a strategic objective to implement best practices in exhibitions and includes a strong emphasis on sustainability [Fig. 1]. The Quality Management System, that later evolved to an Integrated Management System (IMS) was established 10 years ago, along with the USGBC & IGBC LEED certified Green facility – Bangalore International Exhibition Center (BIEC) strongly reflect IMTMA's commitment to execute this strategy [Fig.2].

The challenge is cascading sustainable practices down the exhibition value chain [Fig. 3]. The Ecodesign program is an inclusive long term effort, aimed at encouraging the key players - exhibitors and their primary stand contractors, to adopt Ecodesign principles. The IMTEX/Tooltech Ecodesign Award 2019 was a first step. The award process, comprised of four evaluation stages – registration/intent, stand design documentation, observation of stand build at BIEC over the 10 day set-up period, and an eminent jury determining the final award winners on Day 1 of the show. Out of 400 eligible raw space exhibitors, there were 93 entries and 24 firms awarded in various stand size categories. This initial foray had a domino effect in terms of Ecodesign adoption and IMTMA plans to continue with the award and expand the program to include empanelment of the stand contractors, thus enabling their competitiveness.

Background of Ecodesign Program - IMTMA Vision, Mission & Strategy

Vision: To be an Organization par excellence and proactively enable achievement of Industry Vision

Mission:

- Striving to enable Machine Tool Industry become Globally Competitive
- Developing national and international partnerships with Associations and work with the Government and Industry bodies for sectoral growth
- Striving for Business Excellence through **Inclusive approach** to all stakeholders
- Providing **World-Class Exhibition Infrastructure** with Customer Focus to support growth in Industry & Commerce

Vision and Mission are translated into Strategy Map (extract shown below) and executed using Balanced Score Card

Provide World Class Exhibition Infrastructure SEI			
Customer (How customer sees us in terms of value add)	SEI-7 Upgrade Infrastructure	SEI-2 Provide End-to-End solutions to Organizers	
	SEI-3 Increase Revenue	SEI-4 Enhance Brand	
Internal Process	SEI-5 Strengthen Adherence to Internal Processes	SEI-6 Enhance Vendor Service Quality	SEI-7 Implement IT Enabled Systems (CAFM, VMS etc.)
	SEI-8 Understand Industry Best Practices		SEI-9 Implement Green Initiatives
	Learning & Growth		

Figure 1 – IMTMA’s Strategy Map & Balanced Score Card (established 2012)



Indian Machine Tool Manufacturers’ Association

IMS POLICY

We at IMTMA shall continuously strive to enhance competitiveness of Indian Machine Tool Industry with a range of value adding initiatives and provide world class exhibition infrastructure facility to the industry at large by adopting a sustainable approach to excellence.

This would be enabled by implementing an integrated management system, involving all our stakeholders for:

- Ensuring enhanced customer experience & meeting applicable requirements
- Proactively protecting the environment, preventing pollution and fulfilling compliance obligations
- Assuring safety of individuals, prevention of injury and ill health
- Securing information & safeguarding assets

IMTMA shall strive to continually improve systems and processes.

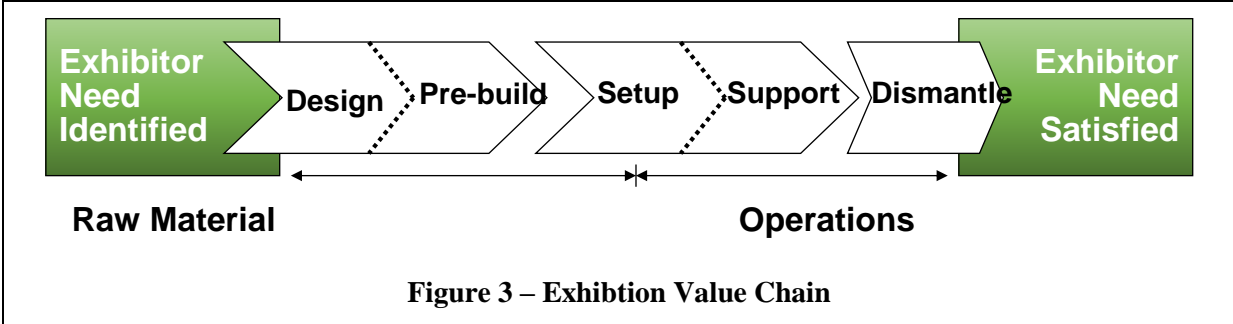
IMS OBJECTIVES

- Enhance competitiveness of machine tool and metal working industry
- Enhance business opportunities for members and industry through conduct of exhibitions and events
- Provide a world-class exhibition infrastructure
- Encourage the application of sustainable practices by our employees, clients, external service providers and partners
- Ensure a secure, safe and healthy workplace
- Continually improve customer experience across key IMTMA verticals

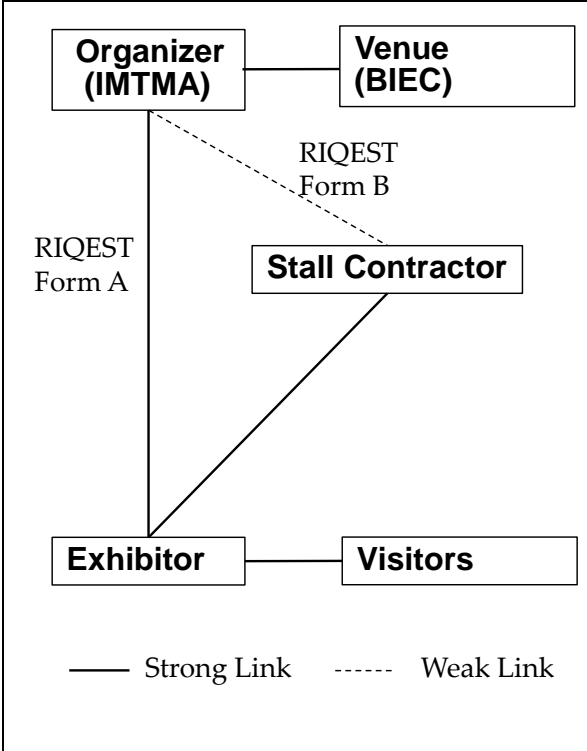

V. ANBU
 Director General & CEO

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Figure 2 –IMS Policy & Objectives (current version, evolved over 10 years)



Strengthening the linkages, communication and involvement of all stakeholders in the exhibition value chain are the bulwark of this program [Fig. 4], which was conceptualized four years ago. As an encouragement and recognition for those Exhibitors, who demonstrated role model behavior, against objective criteria, the Ecodesign Award Process was instituted [Fig.5], with a time-bound Program implementation plan, including deliverables/outcomes [Fig.6].



IMTEX / Tooltech Ecodesign Award 2019

Promote sustainable lifecycle practices in exhibitions that balance quality, environment and economics with compliance to health and safety obligations.

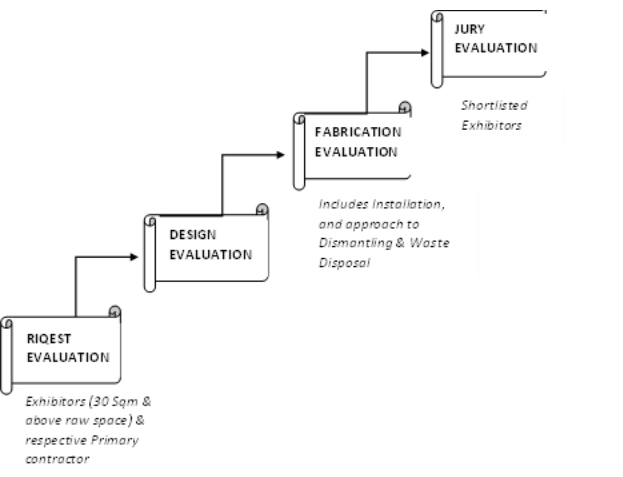


Figure 4 – Strengthening the linkages between exhibition industry stakeholders

Figure 5 –Ecodesign Award Process

Phase	#	Key Activities / Milestones	Outcome	Jun '18	Jul '18	Aug '18	Sep '18	Oct '18	Nov '18	Dec '18	Jan '19	Feb '19
Phase I - Prepare	1	Create stand design brief (to be included as guidance for Exhibitors)	Stand Design Brief & Guidelines									
	2	Establish RIQUEST (Registration and Intent towards Quality, Environment, Safety & Teamwork) process	RIQUEST Form A and Form B									
	3	Prepare communication pack for Exhibitors	Terms of reference for Award									
	4	Establish process for Eco design Award (including the criteria & stages (viz. application initiation, jury guidelines, award etc.)	Detailed Evaluation & Scoring for four Award Stages									
Phase II - Induct	5	Include Eco design award & RIQUEST forms in IMTEX 2019 manual	Updated IMTEX Manual				▲					
	6	Onboard required stakeholders (RIQUEST screening panel, award screening panel, jurors, members)	List of trained evaluators									
	7	Conduct face to face awareness sessions	Three major regions covered									
Phase III - Run	8	Facilitate Eco-design application process	Applicants (Long List)									
	9	Observe actual set-up over 10 days	Applicants (short list)									
	9	Present Eco-design Award (Jury recommended)	Award Presentation (25-Jan)									▲
Phase IV - Optimize	11	Revise process and firm up plans/next steps	Updated process & plan for 2020									

Figure 6: Ecodesign Program Implementation Plan

Communicating the “Why?” and addressing “What is in it for me?”

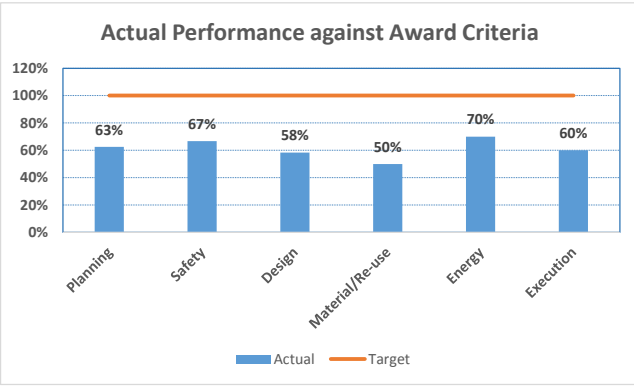
The Ecodesign award process [Fig.5] and the RIQUEST (Registration of Intent for Quality, Environment, Safety & Teamwork) forms were distributed as part of the IMTEX/Tooltech Manuals. Face to face outreach sessions with Exhibitors and Stall Contractors (including design houses) were organized at the major regions of India (Pune, Gurgaon & Bangalore). It was emphasized that, IMTMA’s marketing team would further publicize the award winning exhibitors [Fig.7]. This aligned well with the primary purpose of exhibitors’ participation i.e. enhanced branding, publicity & ultimately more footfalls during the show at their respective stands.

<p>Branding & Publicity during show</p> <p>Trophy and Citation shall be presented to the Exhibitors in various categories on Day 2 of the show in a well publicised event.</p> <p>Awarded Exhibitors shall also feature in:</p> <ul style="list-style-type: none"> • IMTEX/Tooltech, BIEC, IMTMA and Tooltech Websites • Digital screens/LED during the show • Show Daily • Other exhibition events • Thank You Note • IMTEX / Tooltech Retrospective • Mailers & communication to participants and visitors <p>Note: Exhibitors who are awarded to continue role model behavior during dismantling. Discretion exists to withdraw award.</p>	<p>Objective: Ensure World Class Exhibition standards at IMTEX/Tooltech</p> <p>Award Evaluation Criteria</p> <ul style="list-style-type: none"> • Content of RIQUEST Form A (Exhibitor) and Form B (Primary Contractor) • Modularity & Re-use/recycling approach • Strength of interaction Exhibitor (design brief) with Stand contractor (design note) • “Designing in” quality & eco practices • Stand setup at BIEC must conform to well established IMTEX manual rules <p>Ecodesign Principles</p> <p>Eco = <u>E</u>nvironmental & <u>C</u>ost effective</p> <ul style="list-style-type: none"> • Design products & services with an environmental life cycle perspective • Minimise resource consumption • Reduce pollution during set up • Minimal waste post use • Promote re-use to the extent possible • Economical - else not sustainable!
<p>Figure 7: Benefits for Exhibitors who win the award (What is in it for me?)</p>	<p>Figure 8– Award Purpose (Why?)</p>

The Ecodesign program was thus executed based on an inclusive approach involving key stakeholders. The award in itself was just a first step, aimed at encouraging the players in value chain to collaborate and adopting the Ecodesign principles [Fig.8].

Key Results and Outcomes

The Ecodesign program largely yielded the planned outcomes, as defined in the plan. Re-usable assets created, that can be shared as best practices in the Exhibition Industry [Fig.9]. Tangible results include enhanced adherence to safety and environmental performance. Intangible results within the exhibition supply chain include enhanced ecodesign awareness and teamwork to implement the best practices. IMTMA shall continue with the award for subsequent shows.

<ul style="list-style-type: none"> • Award Process & Forms (RIQUEST Forms A & Form B) • Design Brief (documenting requirements from exhibitor to primary contractor) • Design Note (response of stand contractor to Exhibitor) – this is in addition to the drawings/3d designs • Recommended Eco friendly material • Tool for evaluation of performance during set-up (including Ecodesign, safety and environment) • Jury terms of reference, including checklist • Best practices recorded during the continuous evaluation of the Exhibitor / Primary Contractor/sub-contractors during the step up period (10 days) by a full-time team of six observers • Testimonials/Experience of Exhibitors & stand contractors -indicates the industry welcomes Ecodesign & would synergize/improve 	 <table border="1"> <caption>Actual Performance against Award Criteria</caption> <thead> <tr> <th>Category</th> <th>Actual (%)</th> <th>Target (%)</th> </tr> </thead> <tbody> <tr> <td>Planning</td> <td>63%</td> <td>100%</td> </tr> <tr> <td>Safety</td> <td>67%</td> <td>100%</td> </tr> <tr> <td>Design</td> <td>58%</td> <td>100%</td> </tr> <tr> <td>Material/Re-use</td> <td>50%</td> <td>100%</td> </tr> <tr> <td>Energy</td> <td>70%</td> <td>100%</td> </tr> <tr> <td>Execution</td> <td>60%</td> <td>100%</td> </tr> </tbody> </table>	Category	Actual (%)	Target (%)	Planning	63%	100%	Safety	67%	100%	Design	58%	100%	Material/Re-use	50%	100%	Energy	70%	100%	Execution	60%	100%
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<p>Figure 9 – Assets re-usable by Exhibition Industry</p>	<ul style="list-style-type: none"> • Outreach sessions involved face to face discussion with 100 industry stakeholders in 3 major regions of India & firms abroad • 25% of the exhibitors fully engaged (93 participants from 400+ eligible) • 24 exhibitors awarded - in several instances, both exhibitor & stand primary contractor were on stage, indicating the teamwork & collaboration for Ecodesign • Domino effect: 93 exhibitor firms & equal number of primary contractor firms, further more than 300 sub-contractor firms (conservative about 1000 people directly) <p>Figure 11– Impact of Ecodesign Program</p>																					

The award has helped in the first step towards improving ecodesign, health and safety related practices in exhibitions [Fig.10 & 11]. Long term plans include stand contractor empanelment. Publishing the IMTMA empaneled list for use by exhibitors in IMTEX and other BIEC exhibitions, would lead to more business for the stand contractors. Primary stand contractors need to be enabled and encouraged by the industry to implement Ecodesign in other exhibitions.