

## Partnerships for Sustainability in and after Covid-19 times

Covid-19 has already led to many sustainable initiatives around the world and current times probably provide an opportunity to build new innovative sustainable partnerships; the 2021 UFI Sustainable Development Award is designed to recognise organizations that have implemented a successful partnership approach in the exhibitions industry that has created shared value amongst partners, communities, customers and/or the environment, or are developing a promising one.

It is open to all companies from the exhibition industry (organisers, venues, service providers, associations), whether they are UFI members or not. Collaborative entries, involving groups of organizations, including some from outside the exhibition industry are welcome and encouraged.

### GUIDELINES AND CRITERIA

As the United Nations state in the introduction to the Sustainable Development Goal 17: "The SDGs can only be realized with strong global partnerships and cooperation". Exhibitions improve access to knowledge and foster innovation, and they connect whole industries around a common set of goals and challenges. They facilitate growth and promote international trade in a fair and open channel. They are a perfect example of SDG17.

Partnership is also one of the necessary conditions for holding a trade fair: not just towards the industry and community of participants it serves, but also in relation to the place where it is held. At the same time, the Covid-19 pandemic generates an unprecedented questioning around possible new operating models, processes, collaborations or initiatives that could improve the triple bottom line (People, Planet, Profit) of exhibitions and those who benefit from them.

All entries for the 2021 Sustainable Development Award must describe a recent initiative in terms of partnership that has already provided improved positive economic, environmental, or social impacts, or has very strong evidence that they will be delivered as the initiative matures. We will assess the success of entries by looking at the nature of the initiative (scope, scale, stakeholders involved), its level of innovation and its current or planned detailed results. While strong initiatives focusing on one pillar of sustainability will be accepted, and likely recognized as "best practices" by the jury, entries covering multiple pillars are likely to be most successful in the awards.

### APPLICATION AND PROCEDURE

By **16 March 2021**, please send a short summary of three to five pages in English to [sdaward@ufi.org](mailto:sdaward@ufi.org) briefly describing your entry, including the following information:

- Company(ies) name and title (theme) of the entry. Contact person(s) details.
- Quick background, nature and general objectives of the initiative.
- Detailed description, including implementation plan and current or planned results.
- 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 sufficient level of data for public communication will be considered.

The jury selects the winner of the award by following a two-step process:

1. The jury assesses all entries and creates a shortlist of finalists (the number of finalists is decided by the jury).  
All finalists are then 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 May / June 2021 - date to be confirmed).
2. The jury will, if necessary, organise a question and answer session, most likely via online conference, prior to the selection of the winner (in May/June 2021 – date to be confirmed).

The finalists' entries will be promoted on [www.ufi.org](http://www.ufi.org) and there will be significant press coverage in major international tradeshow publications, including UFI Info. In addition, the winner will receive complimentary registration to join and present at the UFI Global Congress 2021.

Entries that fail to reach the final but that are still considered as best-practice examples by the jury will also be promoted unless these companies do not want to be mentioned at all.

Applications to the UFI Sustainable Award is free of charge.

Please contact Christian Druart, Secretary of the UFI Sustainable Development Working Group, for any questions and advice ([chris@ufi.org](mailto:chris@ufi.org)).

