

SUSTAINABLE DEVELOPMENT

Setting sustainability targets is a great starting point but we will only be able to achieve them by engaging all stakeholders – customers, participants, and of course, employees – to make the changes necessary to become more sustainable across the events industry.

For instance, how can event and venue teams be inspired and encouraged to make our events and venues more sustainable on a daily basis? How can we increase customer awareness of the importance of building more sustainable stands, and the need to reuse and recycle? How can participants be engaged to make better use of public transport options or other green transport options? How can we engage customers, participants and employees to increase the social benefits of events and contribute positively to local economies?

This award is for the best engagement program or initiative which results in behaviour change across a group of stakeholders which results in improved environmental and/or social impact.

The application 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.

GUIDELINES AND CRITERIA

Entries for the 2023 Sustainable Development Award must relate to a successful approach which has resulted in significant and measurable results in terms of stakeholder engagement and the resulting positive impact.

The initiative may relate to a whole company or a particular event, service or product and to one or more group of stakeholders.

We will assess the success of entries by looking at the scope of stakeholders reached, its results, the innovation if it applies, and the extent to which the initiative is replicable across the industry.

APPLICATION PROCESS

By 15 March 2023

Please send a short summary of maximum 4 pages in English to 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 program.
- Detailed description, including stakeholders involved, actions taken and results achieved.
- Conclusion: lessons learnt, 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 April / May 2023 - date to be confirmed).
2. The jury will organise a question-and-answer session, most likely via online conference, prior to the selection of the winner (in June 2022).

Application to the UFI Sustainable Development Award is free of charge.

BENEFITS

The finalists' entries will be promoted on 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 2023.

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.

CONTACT

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