

Sustainable Development

Best example of sustainability integration into business proposals

Introduction to the Award

Integrating sustainability into core business practice offers the opportunity for companies to deliver competitive advantage and to unlock new routes to growth. Setting a governance, a structured reporting system and a sustainability strategy with challenging ESG targets is not enough. To significantly influence the exhibition industry, organisations must proactively advocate for sustainability practices across their entire value chain. This involves helping the relevant interested parties - organisers, venues, exhibitors, visitors, and service providers - in achieving their sustainability targets through dedicated initiatives or business proposals. Aligning a company's sustainability objectives with those of its clients is a critical step towards fostering a sustainable future for the entire industry.

Objective

This award celebrates examples of business propositions aimed at fostering sustainable practices across clients. The Award seeks to emphasise the pivotal role that trade fairs play in championing sustainability within the business ecosystem. It underscores the necessity of incorporating sustainability into product offerings and/or commercial initiatives, thereby assisting clients in achieving their sustainability objectives. By doing so, exhibitions contribute significantly to sustainable development throughout the entire value chain by ensuring the respective partners they engage with will also have supporting programs.

Eligibility

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 organisations, including some from outside the exhibition industry are also welcome.

Criteria

Innovation & Creativity: Recognition is given to outstanding sustainability case studies that demonstrate innovation and creativity in integrating sustainable practices within the business framework of exhibitions.

Impact on Sustainable Development and Measurement: The award recognises initiatives that showcase tangible and measurable positive impacts on sustainable development, substantiating the role of exhibition operators in advancing sustainability goals.

Promotion of Sustainable Product Offerings: This award appreciates efforts to promote sustainable product offerings among relevant interested parties - organisers, venues, exhibitors, visitors, and service providers - highlighting the importance of integrating sustainability into the business strategies of the organisation and along the entire value chain.

Effective Stakeholder Engagement: Acknowledgment is given to initiatives that effectively engaged stakeholders, encouraged them to adopt and implement sustainable practices in their operations and offerings.

Application process

Application Deadline: 13 March 2024

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 programme
- 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.

UFI will confirm your entry arrival within 3 days of receipt.

Application to UFI Awards is free of charge.

Judging Process

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).
2. 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 2024 - date to be confirmed).
The jury will organise a question-and-answer session, most likely online and select the winner (in June 2024).

The finalists and winners will be promoted on www.ufi.org and will gain significant press coverage in major international tradeshow publications, including UFI Info. In addition, the winner will receive one complimentary registration to join the UFI Global Congress 2024, where they will present their winning entry.

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, Liaison of the UFI Sustainable Development Working Group, for any questions and advice (chris@ufi.org).