

SUSTAINABLE EVENT PLANNING: A CHECKLIST FOR YOUR EVENT



Sustainability is becoming increasingly important – including in the context of trade fair participation. This checklist offers practical tips for making attendance at an event as sustainable as possible, from low-carbon travel and eco-friendly stands to sustainable waste disposal practices.

Together for a greener future!



ECO-FRIENDLY TRAVEL TO AND FROM THE FAIR

Rail travel: Messe Berlin cooperates with Deutsche Bahn and is offering a DB Event Ticket to all events on the exhibition grounds.

Ride public transport

Carbon offsets for flights: Messe Berlin cooperates with the Lufthansa Group and offers a carbon offset scheme for flights in connection with all events on the exhibition grounds. For additional information:

<https://www.lufthansa.com/de/de/flug-kompensieren>

Carbon offsetting with atmosfair at ITB

Explore electromobility options

Ride sharing options: carsharing, bicycles, scooters



ACCOMMODATION

Accommodation near the exhibition grounds

Certified sustainable accommodation



COMMUNICATIONS AND ADVERTISING MATERIAL

Use eco-friendly, recyclable advertising material

Avoid advertising in print, alternatively produce material on demand

Use sustainable FSC-certified paper for required printed material

Use eco-friendly printer ink

Reusable printed material (undated, timeless)

Avoid giveaways, alternatively distribute sustainable giveaways (reusable, certified sustainable, eco-friendly materials)

Giveaways from workshops for the disabled, for example

Make use of QR codes instead of pamphlets or calling cards



TRANSPORT AND LOGISTICS

Avoid packaging materials

Choose local service providers

Organise all transport-related services so as to avoid waiting times (book time slots for construction and dismantling periods on the exhibition grounds)

Messe Berlin's service partners offer and supply local services

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TRADE FAIR STAND

- Select a stand construction company with a sustainability concept
- Select a stand built with reusable materials
- Select eco-friendly and recyclable materials
- Choose rented furniture and plants
- Select a barrier-free stand design
- Avoid carpeting, alternatively choose reusable carpeting (e.g. Rewind or Escolita carpet tiles)
- Select a modular stand
- Choose local providers. You can order services including stand construction from Capital Services GmbH, a subsidiary of Messe Berlin



ENERGY EFFICIENCY

- Use energy-saving devices and lighting (LEDs) on the stand
- Only open hall doors for loading and unloading
- Keep hall doors closed during events
- Minimise nighttime electricity consumption on stands, switch off electrical consumers if possible (BKS)



WASTE – AVOID, REDUCE, REUSE, RECYCLE

- Avoid, reduce or recycle packaging material
- Sort waste into corresponding bins before, during and after an event
- Avoid use of plastic
- Use prefab stand components if possible
- Buy stand construction materials required locally to avoid transport over long distances
- Use organically based, renewable and compostable materials
- Avoid carpeting, alternatively choose Rewind or Escolita carpet tiles



CATERING

- Select reusable tableware
- Avoid plastic bottles, choose reusable bottles
- Choose organically certified, local in-season food products
- Donate food leftovers to the Berliner Tafel food bank or other welfare organisations
- Choose vegetarian or vegan food products
- Take steps to avoid food waste by calculating food consumption according to needs
- Avoid lunchboxes, alternatively choose reusable packaging (e.g. returnable containers, beakers, or possibly with a logo as a giveaway)
- Single caterer for construction and dismantling staff

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DIVERSITY

- Observe gender-specific forms of address
- Use non-discriminatory images (with regard to sex, sexual orientation, disabilities, culture, ethnicity and other characteristics)
- Pay attention to culturally sensitive content
- Be respectful, open-minded and tolerant
- Make use of multiple languages and translations
- Ensure diversity in assembling podium discussions, staff and in similar matter



BARRIER-FREE ENVIRONMENT

Barrier-free communications:

- Ensure user-friendly communications, if necessary using Braille
- Use a high-contrast large-size font, minimum 12 pt.
- Ensure adequate signage
- Ensure your website is easy to use and barrier-free
- For additional information: <https://www.messe-berlin.de/de/zusatzseiten/erklarung-zur-barrierefreiheit/>

Barrier-free stand design:

- Install suitable seating and standing areas
- Ensure sufficient space for free movement
- Use large legible signs
- Provide information with pictograms for the map of the grounds: <https://www.messe-berlin.de/de/veranstalter/unsere-locations/special-locations/messe-berlin-studio/studio-wikithek/piktogramm-pl%C3%A4ne-studio/>



STAFF

- Ensure fair working hours: sufficient breaks, no overtime.
- Fair remuneration for employees, partners and service providers: ensure a minimum wage.
- Observe workplace health and safety regulations
- Wear environmentally and socially acceptable clothing to work.
- Read the Messe Berlin Code of Conduct and inform staff accordingly

Additional information regarding sustainability at Messe Berlin can be found here:

<https://www.messe-berlin.de/de/unternehmen/nachhaltigkeit/>



In case of queries and comments please contact:

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