

Status of Sustainability in the Exhibition Industry



Global Reports



Analysing the global exhibition industry with global comparisons.

Global Barometer – Bi-annual report on industry developments.

World Map of Venues – Report on trends in venue space and project developments globally.

Economic Impact Study – Report on the value of exhibitions globally and regionally.

United Nations Sustainable Development Goals – Report on the economic, social & environmental impacts of a number of exhibition industry projects.

Regional Reports



Regular market overviews on UFI's chapter regions.

Euro Fair Statistics – Annual list of certified data for Europe by country.

The Trade Fair Industry in Asia – Annual analysis of market developments for Asia & Pacific by country.

The Exhibition Industry in MEA – Overview of the exhibition market in the MEA region.

The Exhibition Industry in Latin America – The first comprehensive overview by UFI of the exhibition industry Latin America.

Topical Reports



Focused reports on challenges and developments within the exhibition industry.

COVID Related Research – Data, reports, and standards covering the exhibitions industry.

Global Visitor Insights & Global Exhibitor Insights – Data driven research reports on visitor feedback and exhibitor expectations.

Best Practices Compendiums – Case studies of successful industry developments.

Special Industry Topics – A wide ranging selection of bespoke reports into specific industry topics.

UFI Research Patron: **Freeman**

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Research is available at [www.
ufi.org/research](http://www.ufi.org/research)

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Dear Industry Colleagues,

Sustainable development is a strong priority in today's world and many governments, industries, companies, and NGOs are considering it as strategic. UFI, the Global Association of the Exhibitions Industry, is committed to driving and supporting sustainable development among our global membership and the exhibition industry at large.

Exhibitions are market places, and they provide a sustainable way of doing business: they are drivers for economic development for both their participants and the territories where they are held, they reduce multiple travel. They also represent platforms whereby good practices and innovations are shared.

Many stakeholders contribute to exhibitions: the participants (exhibiting companies and visitors), the exhibition industry (the organiser of the event, the venue and all service providers and partners involved), not to forget the destination where an event is taking place (for transport, accommodation, waste management, etc.).

This report aggregates findings and insights from several research projects conducted by UFI

on sustainability. This release focuses on the perception of both participants and the exhibition industry for several key questions:

- Before COVID-19, what were the expectations related to sustainability and what is the perception of the efforts to date?
- How is the pandemic changing the relevance and perception?
- in terms of environmental impact, what are current priorities of actions, and how can they be achieved?

We hope that these findings, available here globally as well as broken down for all regions of the world, will offer insights and guidance for ongoing and future projects in our industry.

We will expand this report as more progress is being made.

For more information about UFI initiatives around sustainability, go to www.ufi.org/susdev.

Yours sincerely,

Kai Hattendorf

UFI Managing Director/CEO

KEY FINDINGS

1. Before COVID-19, what were the expectations from exhibition participants¹?

- 73% of exhibitors and visitors either agree or strongly agree that it is important for a tradeshow to display a strong commitment to sustainability.
- 34% of exhibitors and 36% of visitors say they would not attend a trade show that does not have a responsible approach to sustainability.

2. And what is the perception of the efforts to date?

- 73% of exhibitors say that their company is taking steps towards improving sustainability².
- On average, all segments (organisers, venues and service providers) of the industry believe the rate of transition towards sustainability to be halfway between “only starting the transition” and “very advanced”³.
- Exhibition participants rate the efforts of the industry as “average”, generally speaking; 24% of exhibitors and 16% of visitors consider them to be “very poor” or “poor”, while 26% of exhibitors and 30% of visitors see them as “good” or “excellent”⁴.

3. How is COVID-19 affecting the situation?

- “Make shows more sustainable” is – perhaps unsurprisingly during the COVID-19 crisis – considered as a rather low driver to encourage exhibitors or visitors to take part in a show. This was selected by 9% (ranked ten out of 12) of exhibitors in 2020, and 12% in 2021 (ranked nine out of 13); and 7% of visitors in 2020 (ranked 13 out of 14) and 2021 (ranked 14 out of 15)⁵
- In parallel, investments from the exhibition industry for programmes related to sustainability haven’t been as affected as others. In June 2020, while 85% of companies had stopped or decreased their overall level of investments, that was the case for “only” 54% of companies for investments for programmes related to sustainability⁶, and there was “no” or “limited impact” for activities related to sustainability for 51% of them⁷.
- 89% of companies from the exhibition industry believe public investments to be necessary (43% “for a significant share” and 46% “as essential and necessary for most of the investments”)⁸.

¹ See chart “Expectations from participants pre Covid-19”

² See chart “Perceptions of exhibitors as to their own efforts”

³ See chart “Expectations from participants pre Covid-19”

⁴ See chart “Perception of the efforts made by the exhibition industry 2”

⁵ See charts “Recommended priorities – Exhibitors” and “Recommended priorities – Visitors”

⁶ See chart “Impact of Covid-19 on investments from the exhibition industry”

⁷ See chart “Impact on Covid-19 for the Exhibition Industry”

⁸ See chart “Public investments”

- **Most importantly, “fundamentals remain” for exhibition participants. In 2021, 86% of exhibitors and 87% of visitors say that travelling to an exhibition helps them save time, while 84% of exhibitors and 83% of visitors say it helps save money. Meanwhile, 67% of exhibitors and 64% of visitors believe that travelling to an exhibition, where they can do multiple things under one roof and avoid separate flights to other places, helps them reduce their carbon footprint⁹.**
- **Having said that, lower proportions of participants – although still a majority – believe that the tradeshow sector’s environmental impact remains important to them (51% of exhibitors and 52% of visitors) while 58% of both exhibitors and visitors consider that improving this environmental impact will become increasingly more important to the sector’s long-term success¹⁰.**

4. In terms of environmental impact, what are the priorities and how can they be achieved?

- **Significant differences can be seen when comparing the views of participants and of the industry (and the type of activity within the industry) when it comes to identifying the key areas of material impact: plastic**

and food come first for participants, while travel and booths – rightly – come first for the industry¹¹.

- **Exhibition participants prioritise three domains of action to make the tradeshow industry environmentally sustainable: “reduce the costs of sustainable materials/products/services available for use”, “develop new technologies or processes for problems such as waste, carbon emissions, etc.” and “develop education about sustainable events at all levels of the value chain (including visitors and exhibitors)”¹².**
- **77% of exhibitors and 65% of visitors believe that “organisations that organise and set-up events” are responsible for helping the tradeshow industry improve its environmental impact. This responsibility also relies on exhibiting companies for 53% of exhibitors and 54% of visitors¹³.**

⁹ See chart “What about the fundamentals?”

¹⁰ See chart “How important is the trade show’s environmental impact for exhibitors and visitors?”

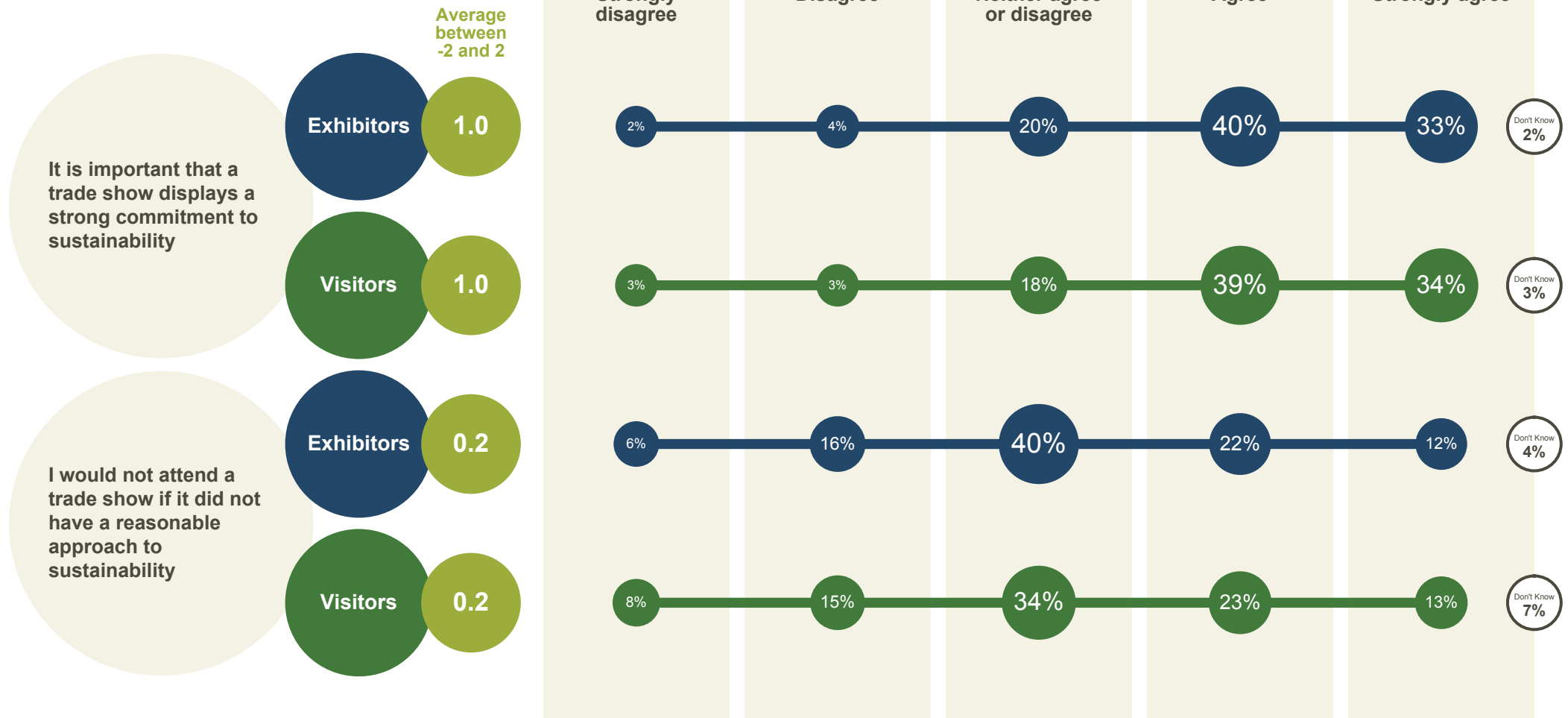
¹¹ See charts “Priorities according to Exhibitors, Visitors and the Exhibition Industry” and “Priorities for the different segments of the Exhibition Industry”

¹² See charts “Which actions are effective to make the trade show industry environmentally sustainable?” and “Effectiveness”

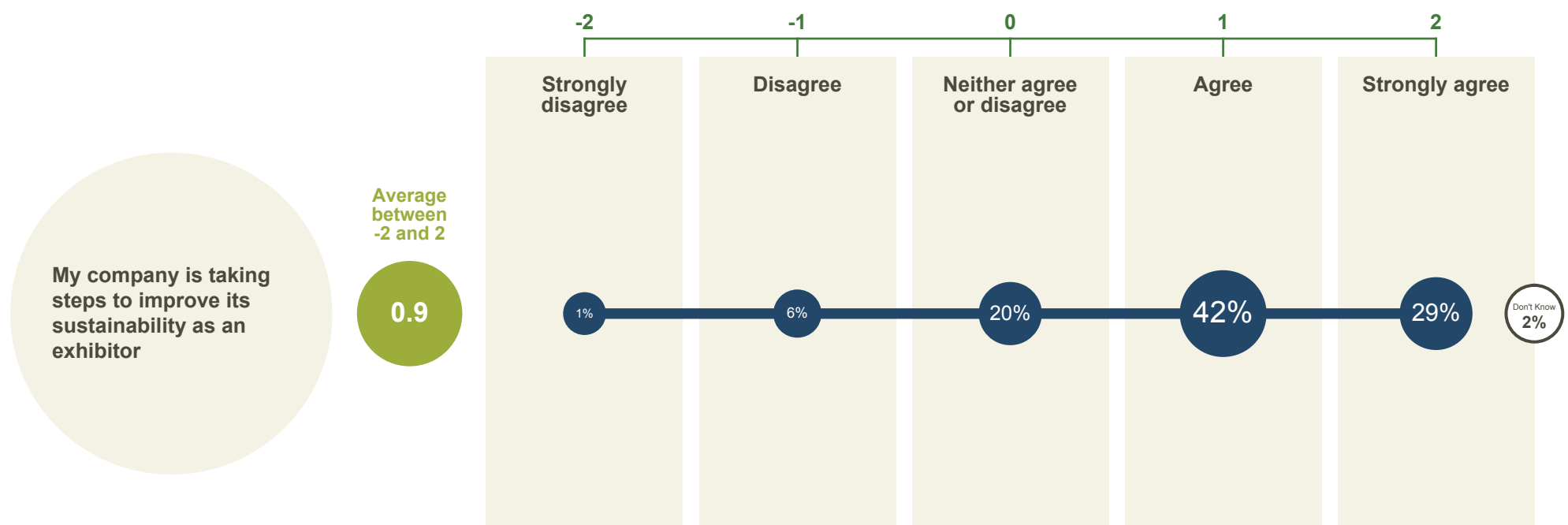
¹³ See chart “Responsibilities”

GLOBAL DATA

Expectations from participants pre Covid-19

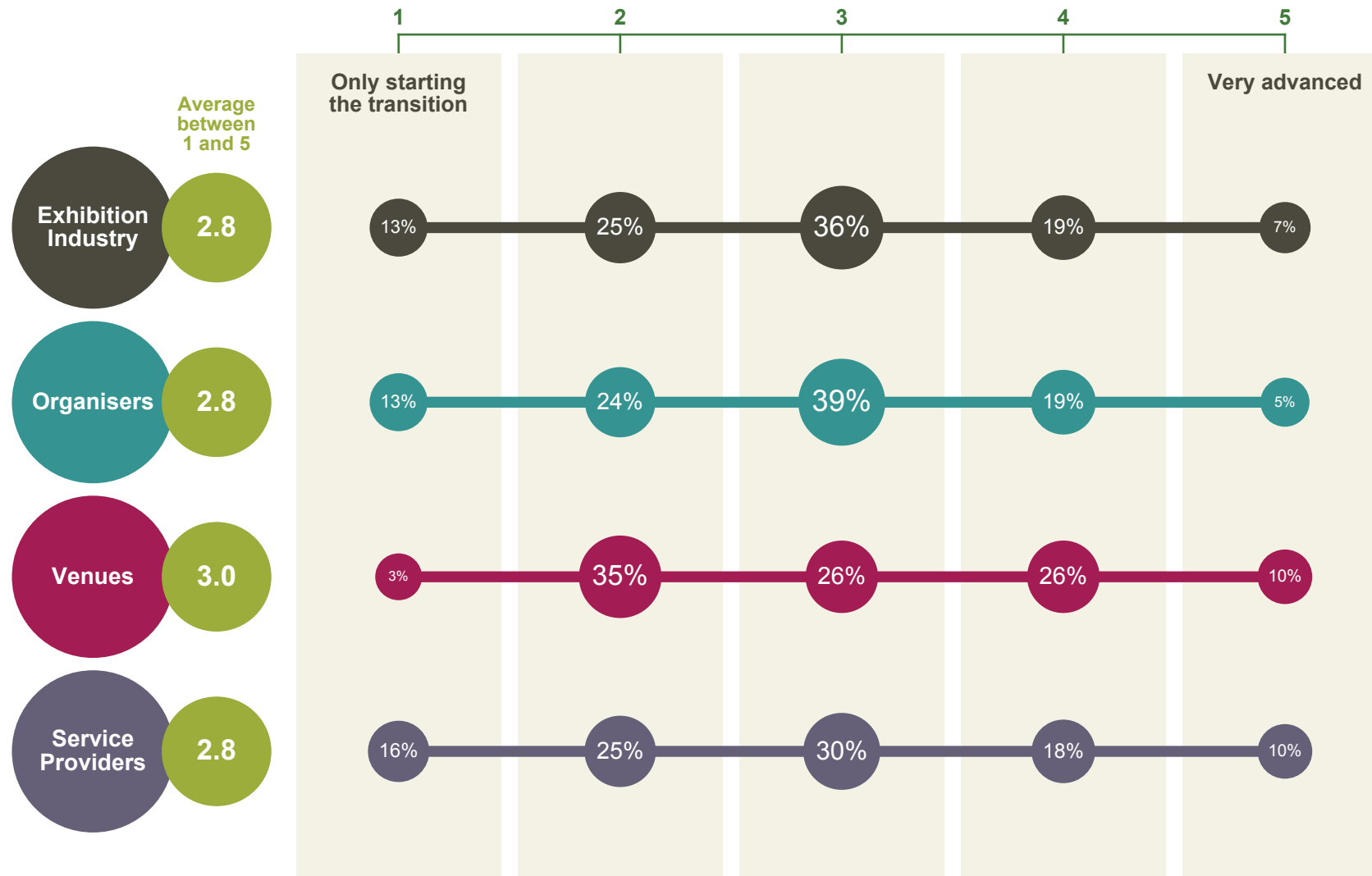


Perceptions of exhibitors as to their own efforts



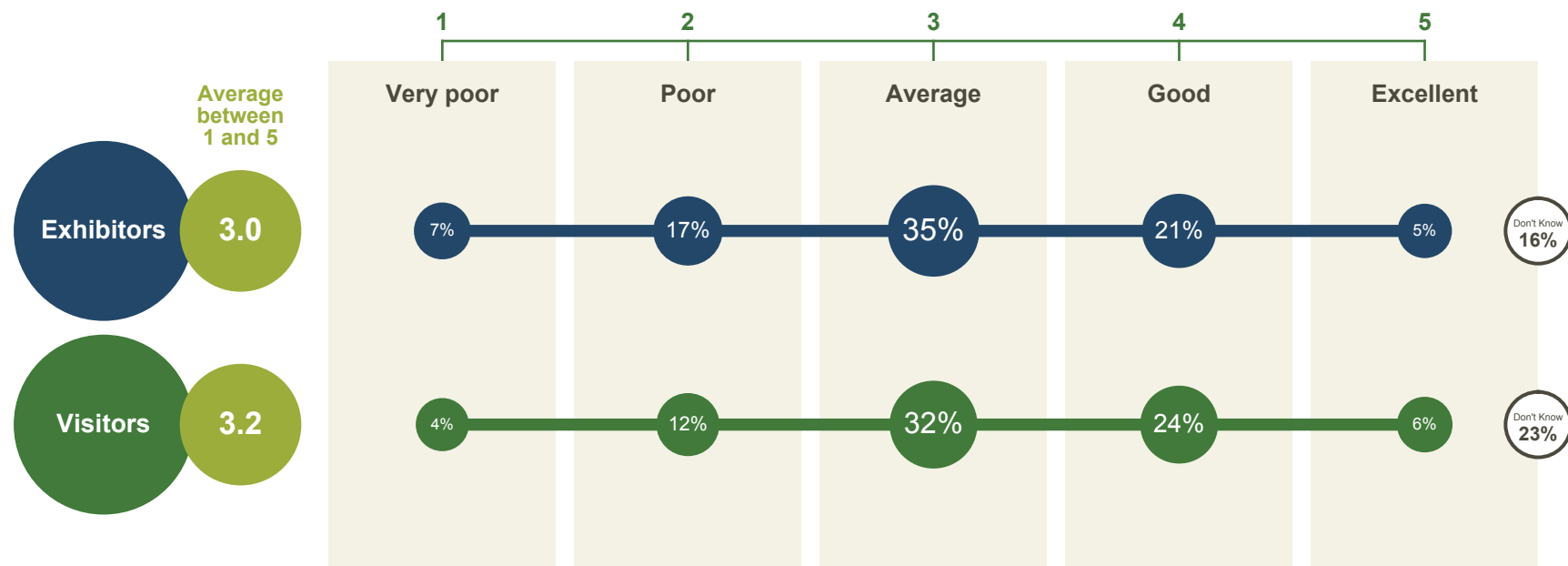
Perception of the rate of transition by the exhibition industry

How would you rate the transition of the exhibition industry in Sustainability?



Perception of the efforts made by the exhibition industry

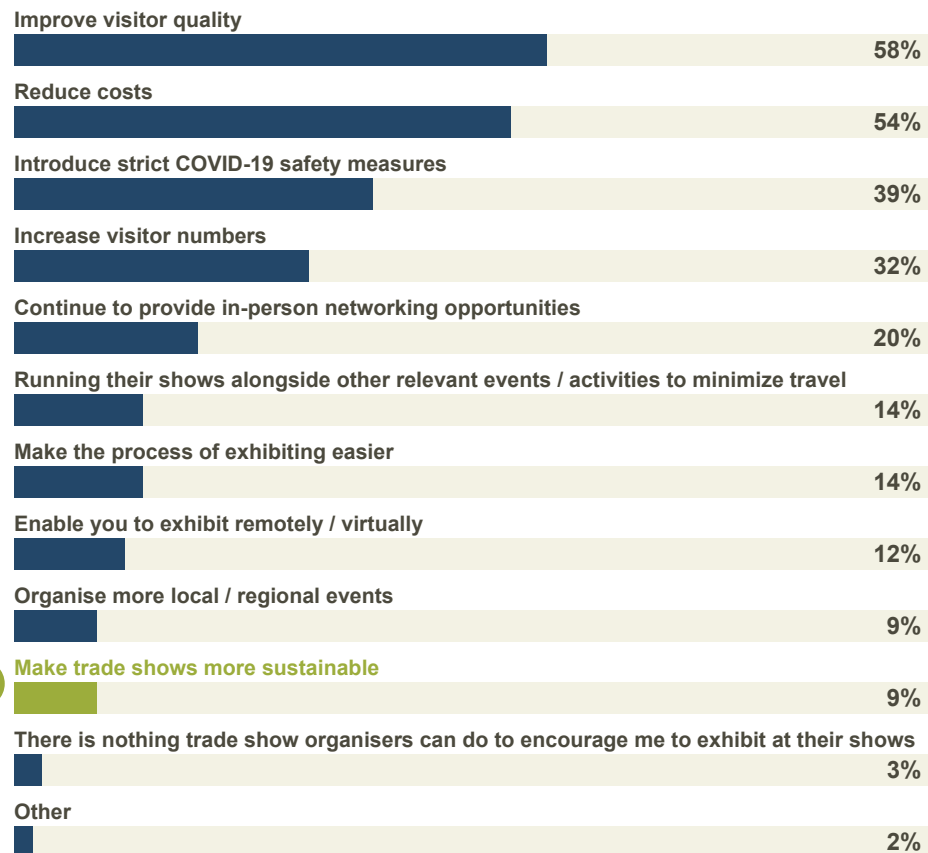
Based on your experience in the last 12 months, how do you rate the trade show industry's efforts to run trade shows in a more environmentally sustainable way?



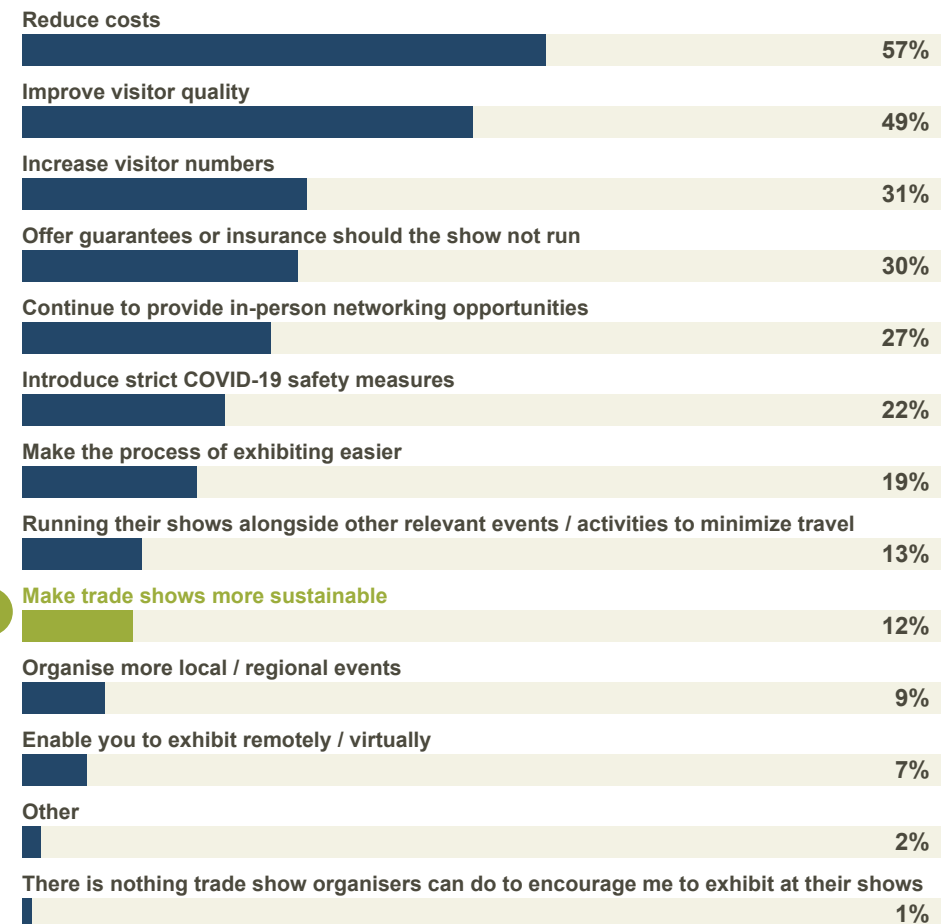
Recommended priorities – Exhibitors

What are the main things trade show organisers should focus on to encourage you to attend their shows?

In 2020



In 2021



Recommended priorities – Visitors

What are the main things trade show organisers should focus on to encourage you to attend their shows?

In 2020

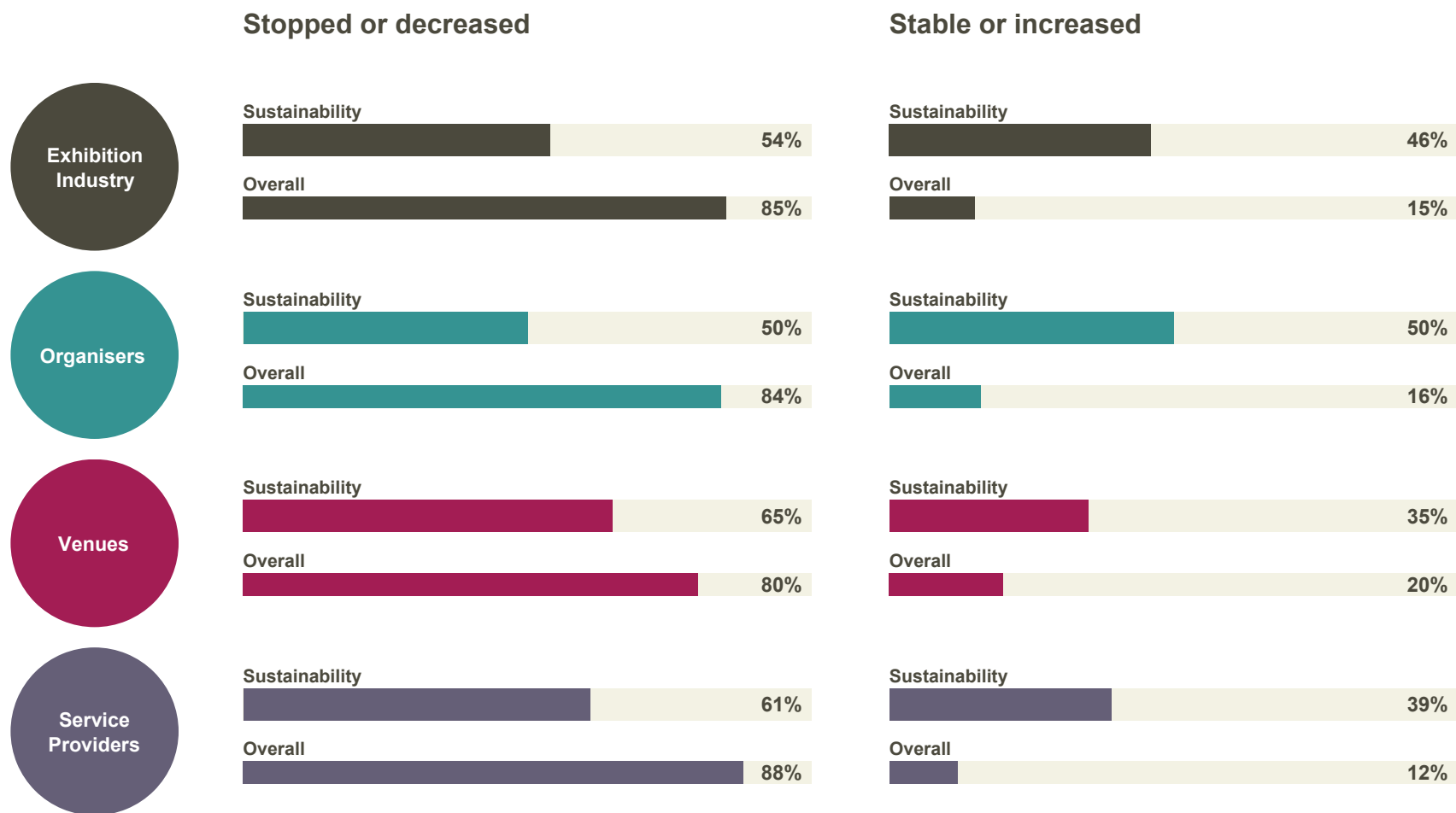


In 2021



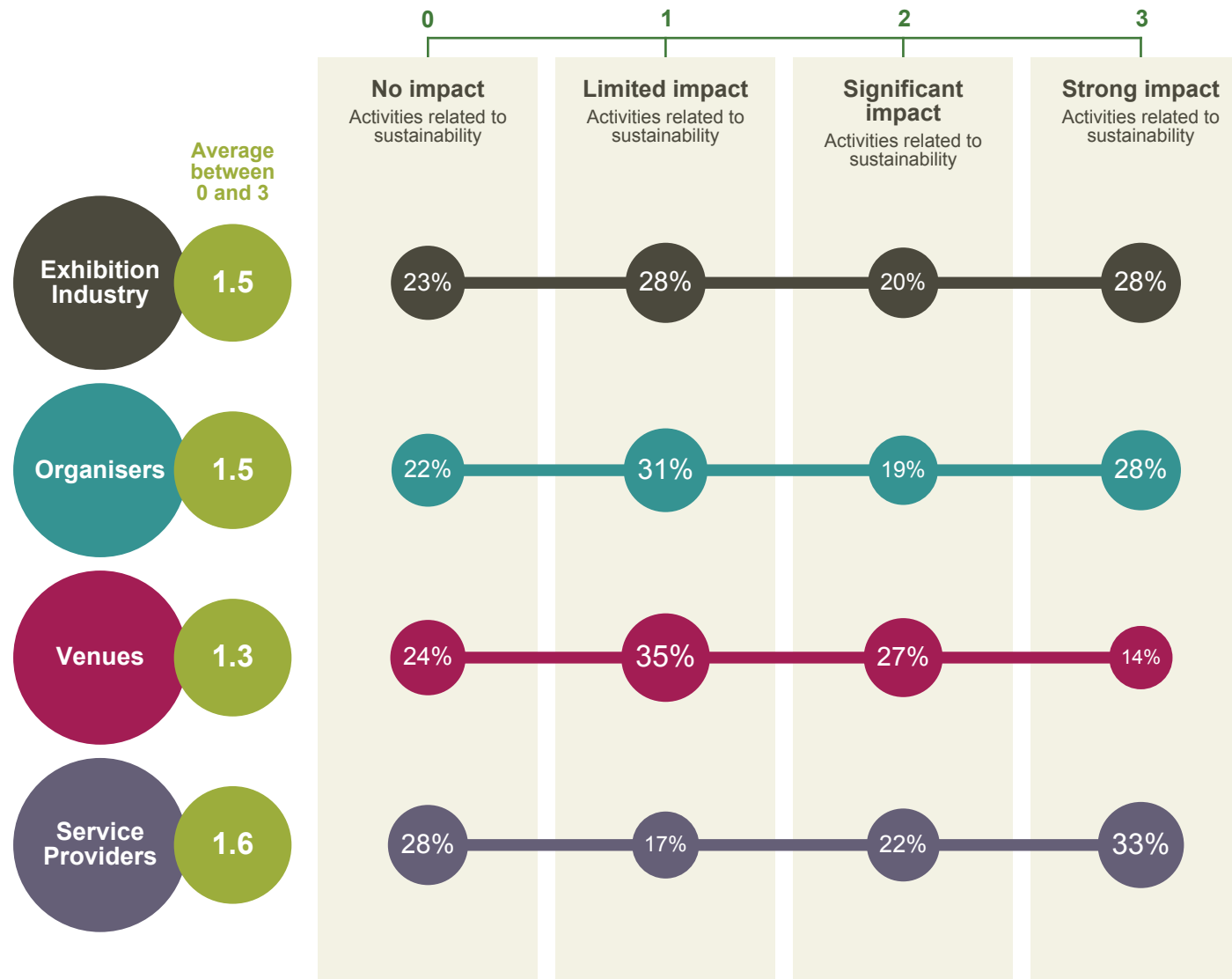
Impact of Covid-19 on investments from the exhibition industry

How is the Covid-19 crisis affecting the level of investment of your company in sustainability in 2020, overall and more specifically for programmes related to Sustainability?



Impact of Covid-19 for the Exhibition Industry

To what extent has Covid-19 impacted your company activities in sustainability?



Public investments

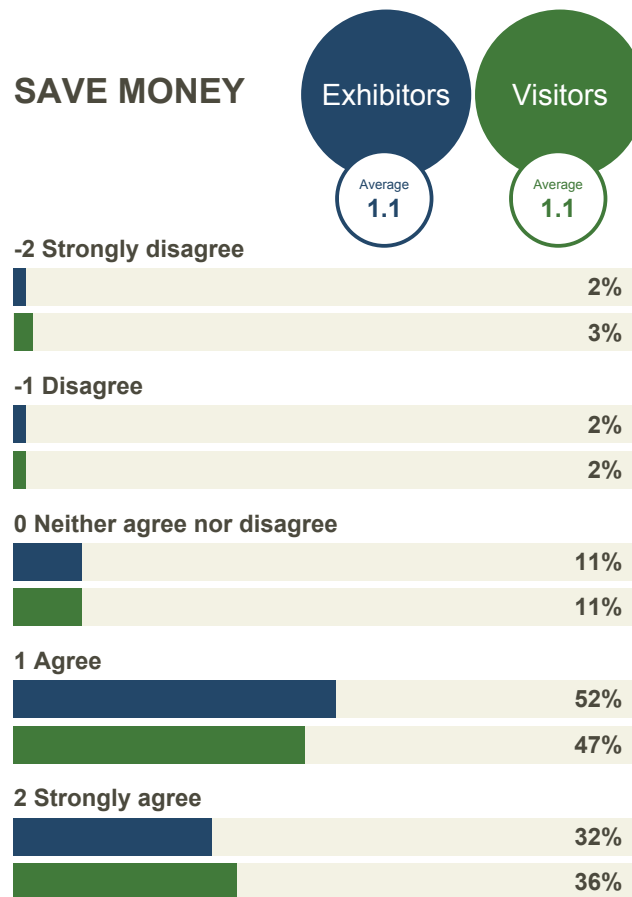
To what degree would you welcome some public investments in sustainability?



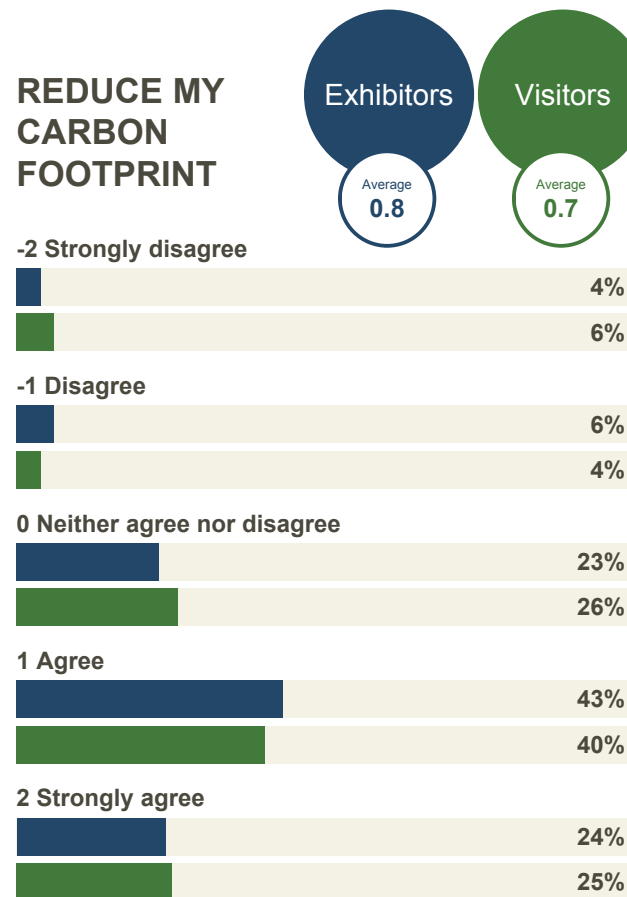
What about the fundamentals?

How much do you agree with these statements: Travelling to an exhibition helps me:

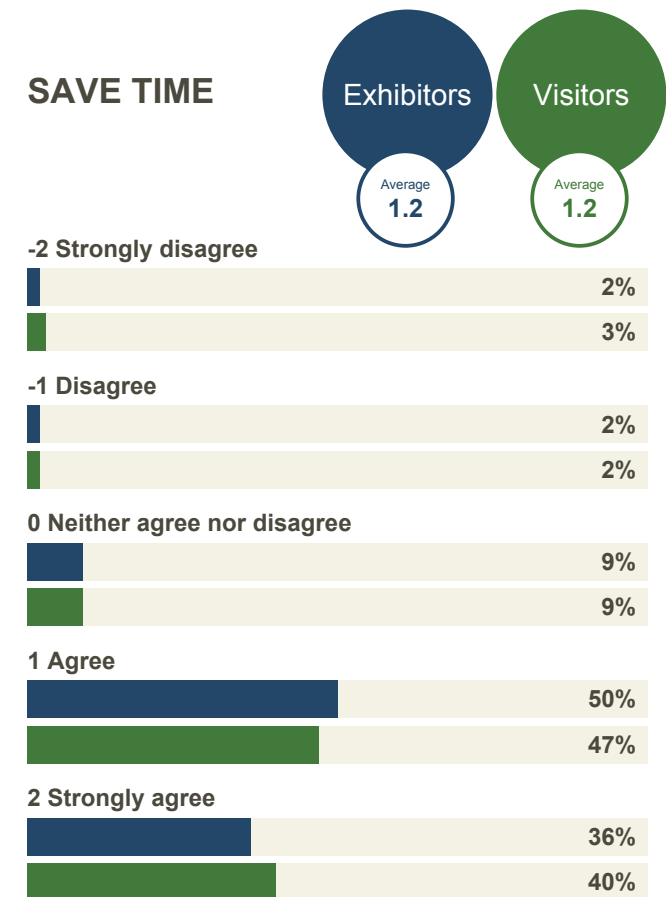
SAVE MONEY



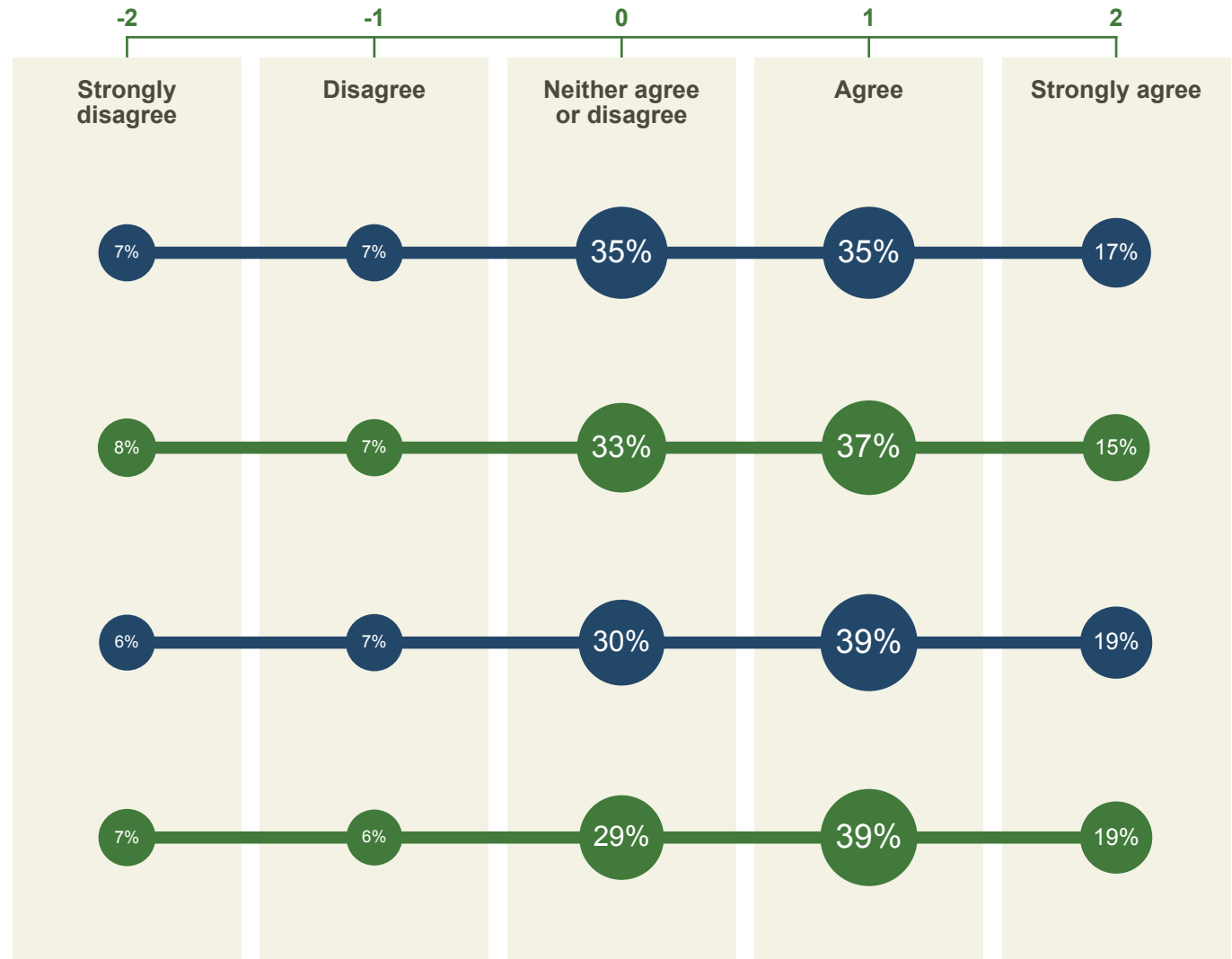
REDUCE MY CARBON FOOTPRINT



SAVE TIME

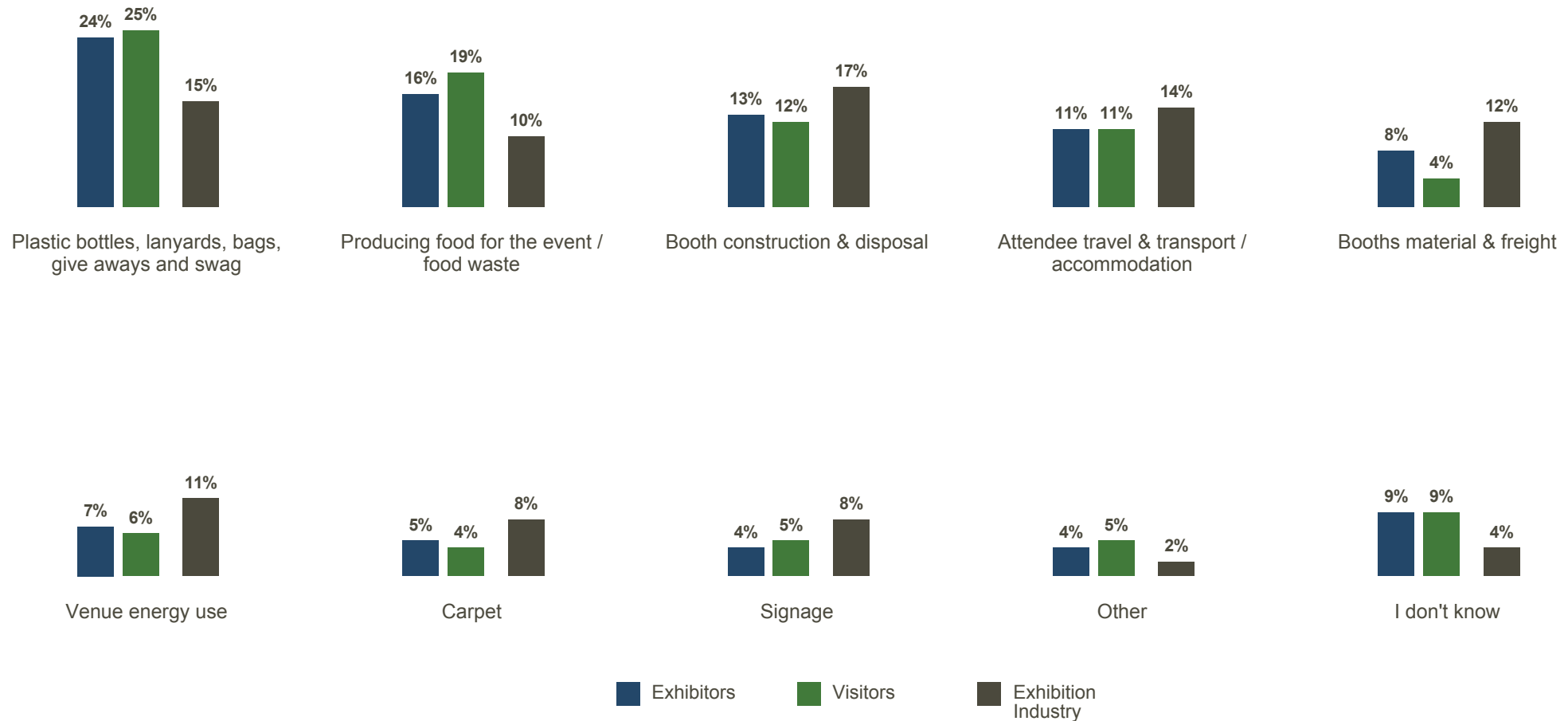


How important is the trade show's environmental impact for exhibitors and visitors?



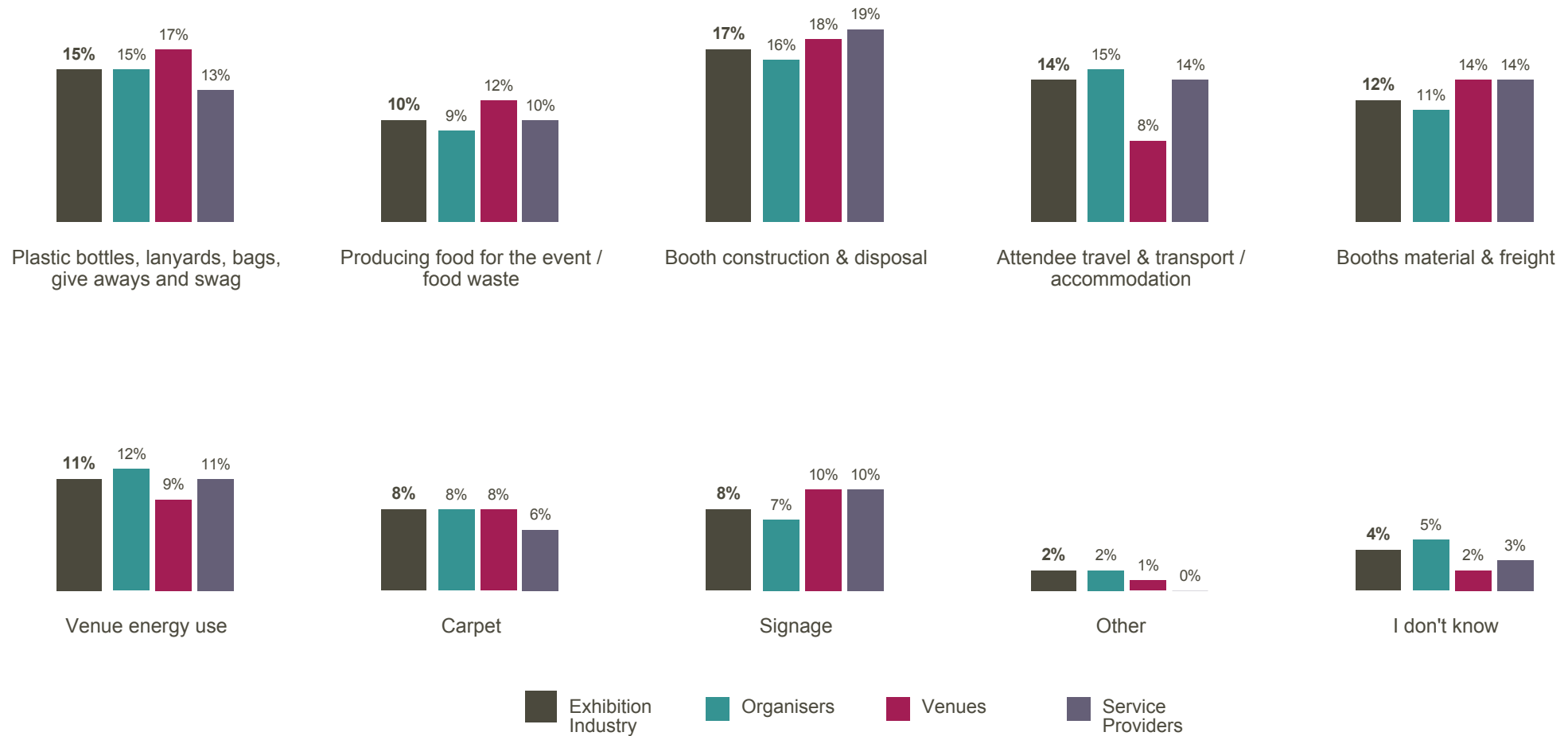
Priorities according to Exhibitors, Visitors and the Exhibition Industry

In which of the following areas, if any, should trade show organisers prioritise introducing or enhancing sustainability measures?



Sources: UFI/EXPLORI Global Visitors Insights 2018/2019
UFI/EXPLORI Global Exhibitors Insights 2019/2020
26th UFI Global Exhibition Barometer (January 2021)

Priorities for the different segments of the Exhibition Industry



Which actions are effective to make the trade show industry environmentally sustainable?

Exhibitors

Visitors

Reduce the costs of sustainable materials/ products/ services available for use



Develop new technologies or processes for problems such as waste, carbon emissions, etc



Develop education about sustainable events at all levels of the value chain (including visitors and exhibitors)



Identify and share best practices among the value chain of events (including exhibitors)



Use, and improve whenever necessary, sustainability standards (management system standards, checklists, reporting frameworks)



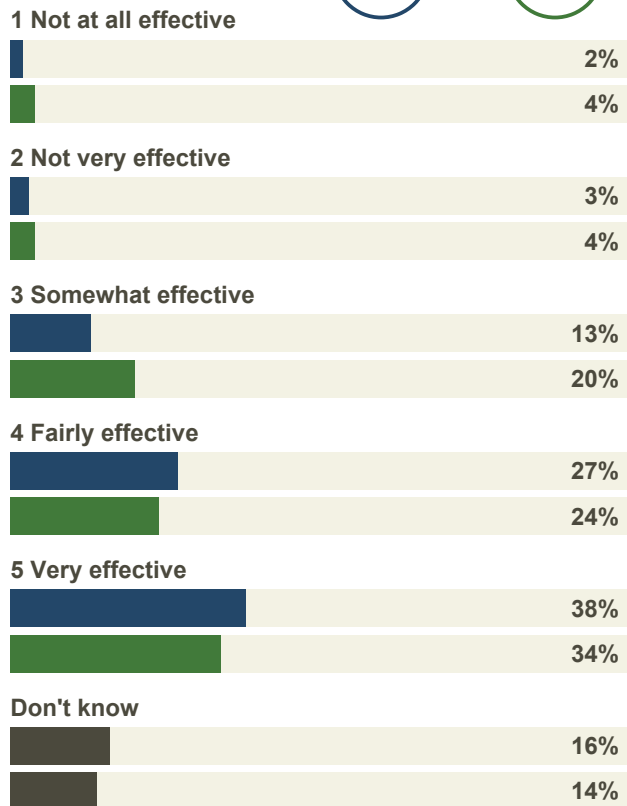
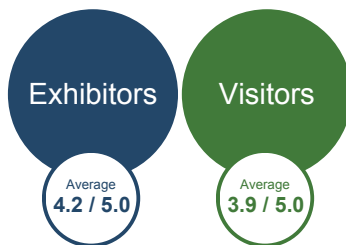
Develop and use metrics for measurement of environmental impact across the value chain of events



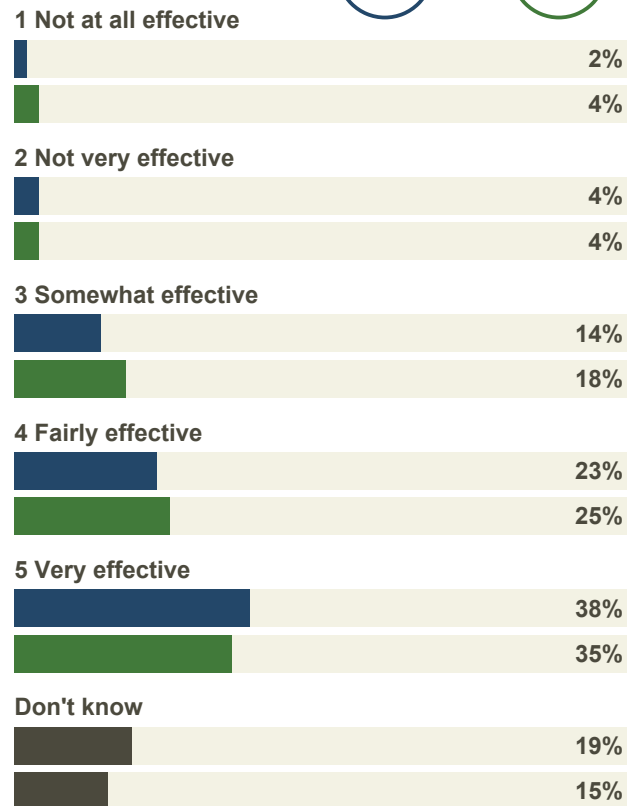
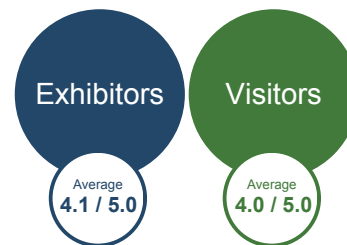
Effectiveness

How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?

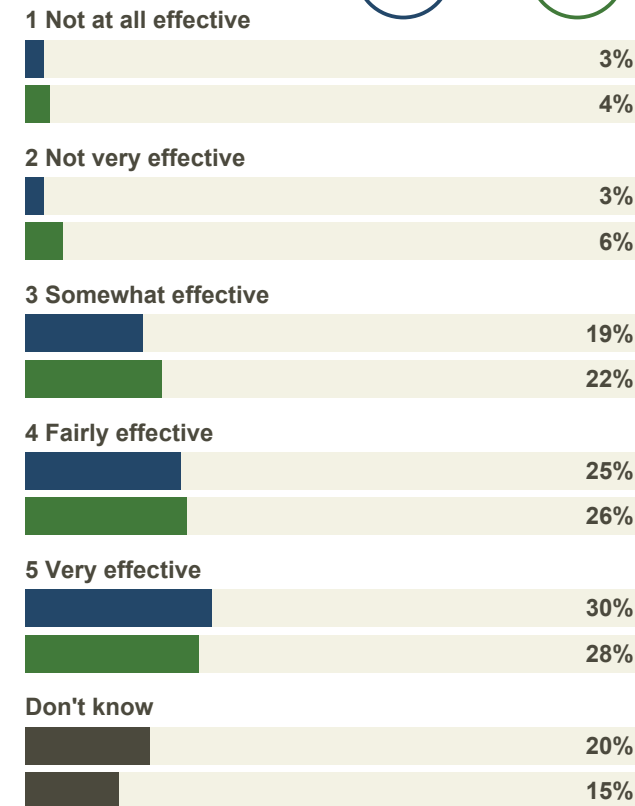
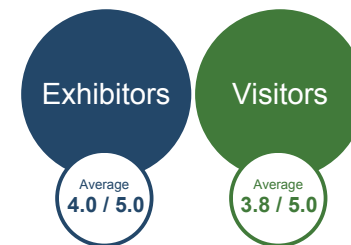
Reduce the costs of sustainable materials/ products/ services available for use



Develop new technologies or processes for problems such as waste, carbon emissions, etc



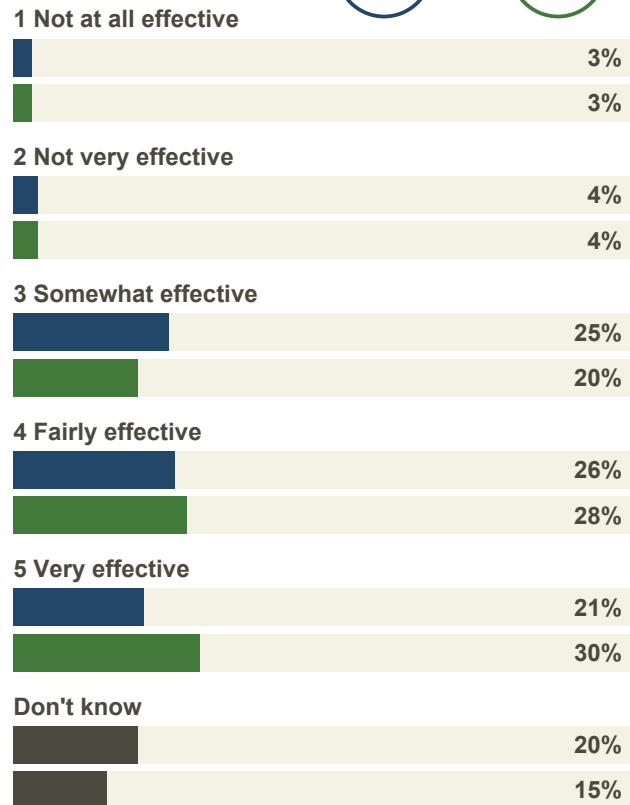
Develop education about sustainable events at all levels of the value chain (including visitors and exhibitors)



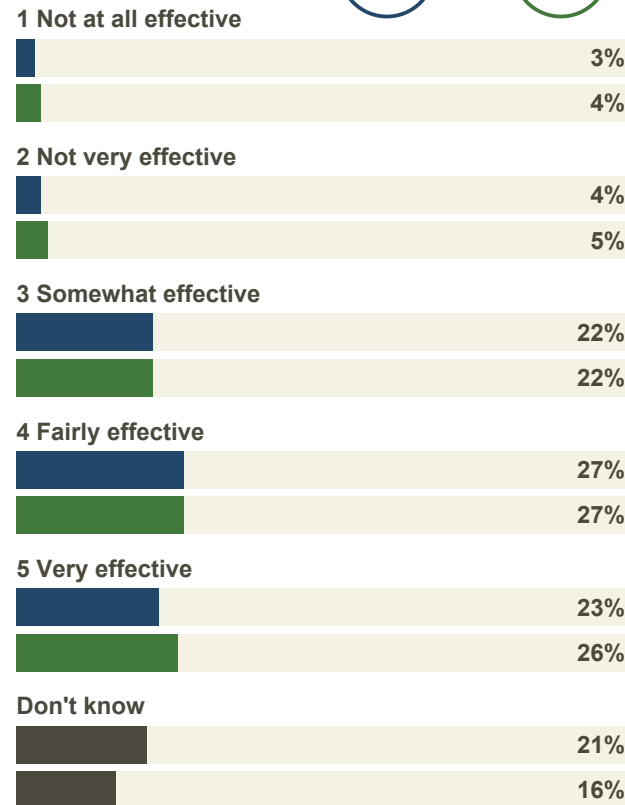
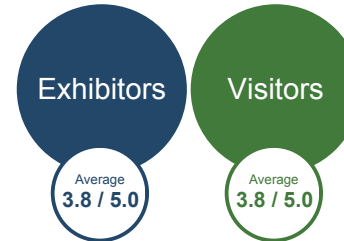
Effectiveness

How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?

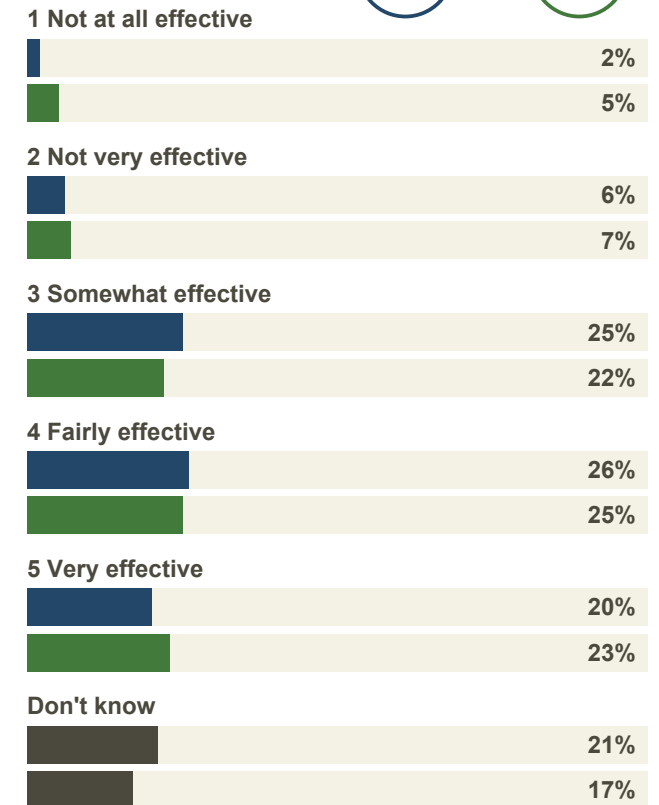
Identify and share best practices among the value chain of events (including exhibitors)



Use, and improve whenever necessary, sustainability standards (management system standards, checklists, reporting frameworks)

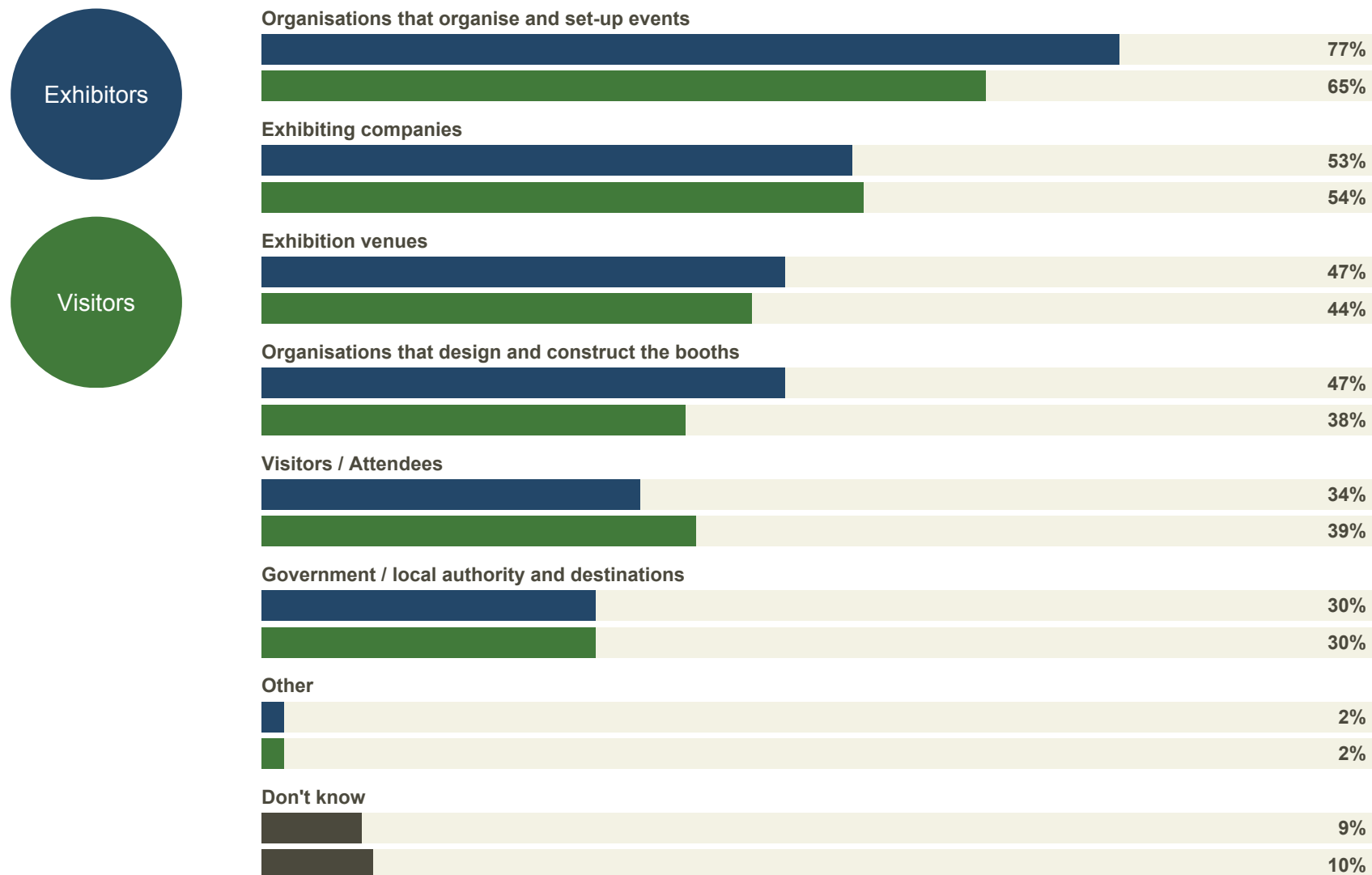


Develop and use metrics for measurement of environmental impact across the value chain of events



Responsibilities

Who is responsible for helping the trade show industry improve its environmental impact?



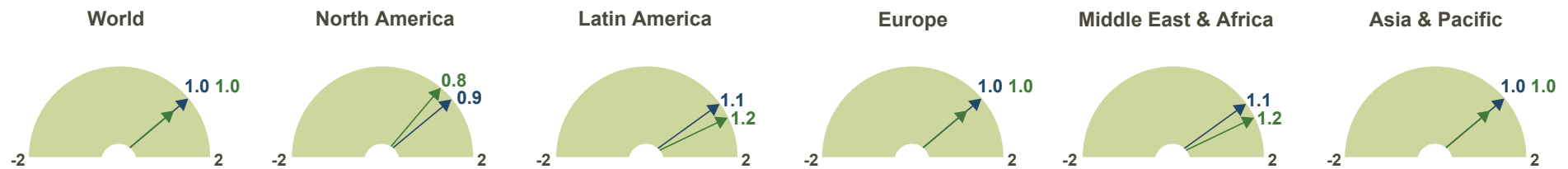
REGIONAL DATA

Expectations and perceptions from participants pre Covid-19

-2: Strongly disagree -1: Disagree 0: Neither agree or disagree 1: Agree 2: Strongly Agree

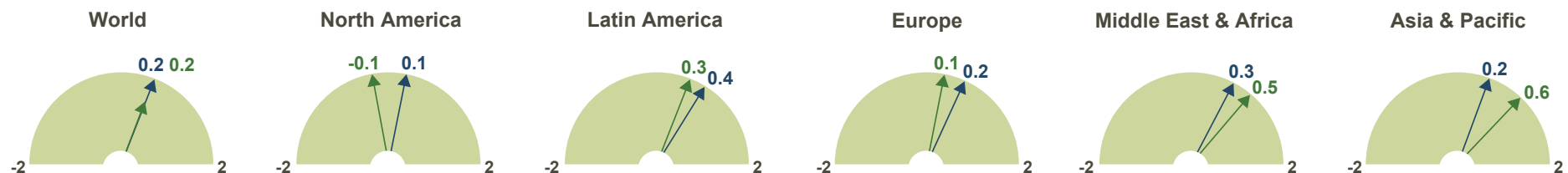
It is important that a trade show displays a strong commitment to sustainability

■ Exhibitors ■ Visitors



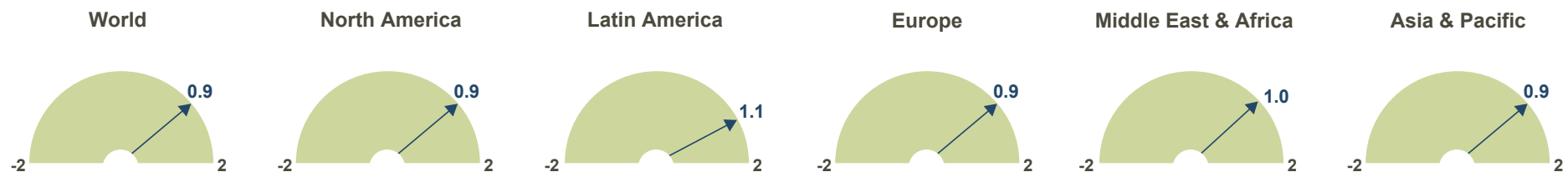
Sources: UFI/EXPLORI Global Visitors Insights 2018/2019 & UFI/EXPLORI Global Exhibitors Insights 2019/2020

I would not exhibit at a trade show if it did not have a responsible approach to sustainability



Sources: UFI/EXPLORI Global Visitors Insights 2018/2019 & UFI/EXPLORI Global Exhibitors Insights 2019/2020

My company is taking steps to improve its sustainability as an exhibitor



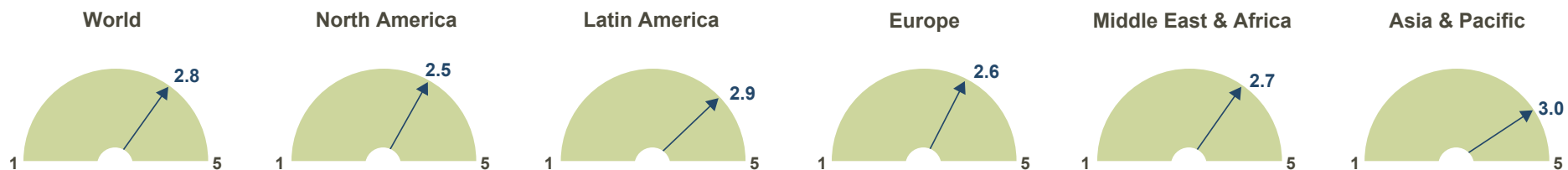
Sources: UFI/EXPLORI Global Exhibitors Insights 2019/2020

Perceptions of the efforts and the rate of transition

1: Not at all effective 2: Not very effective 3: Somewhat effective 4: Fairly effective 5: Very effective

How would you rate the transition of the exhibition industry in Sustainability?

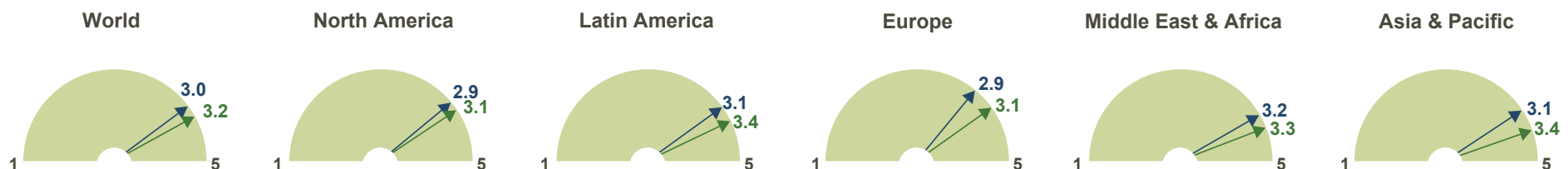
■ Exhibition Industry



Sources: 25th UFI Global Exhibition Barometer / July 2020

Based on your experience in the last 12 months, how do you rate the trade show industry's efforts to run trade shows in a more environmentally sustainable way?

■ Exhibitors ■ Visitors

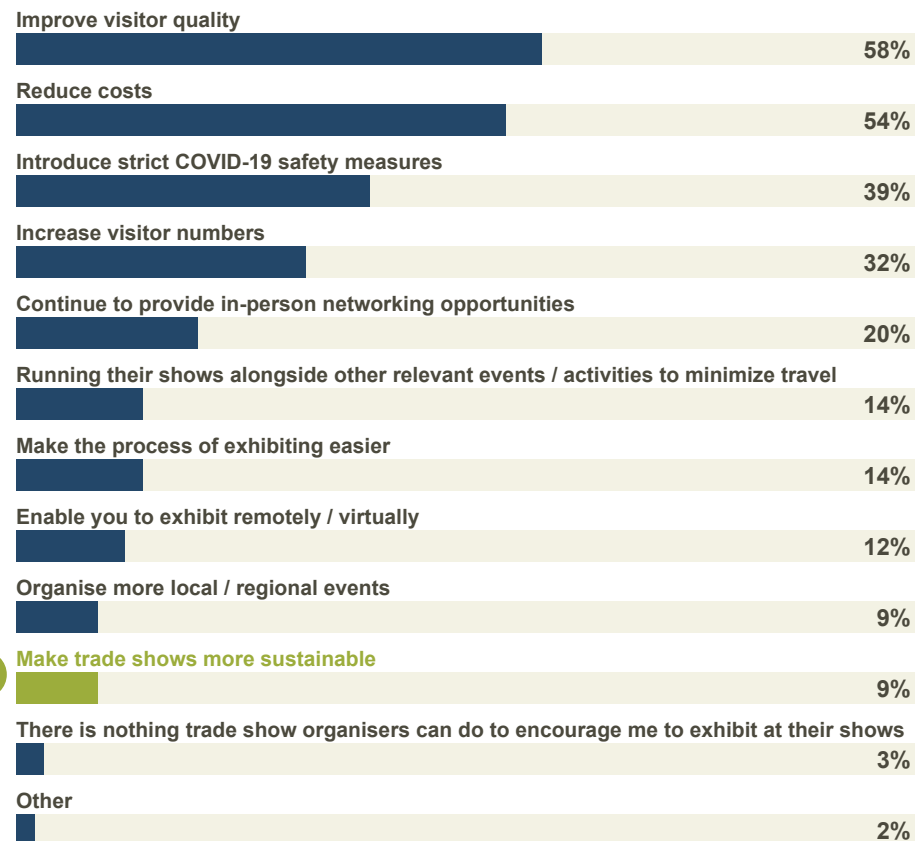


Sources: UFI/EXPLORI Global Recovery Insights report 2021

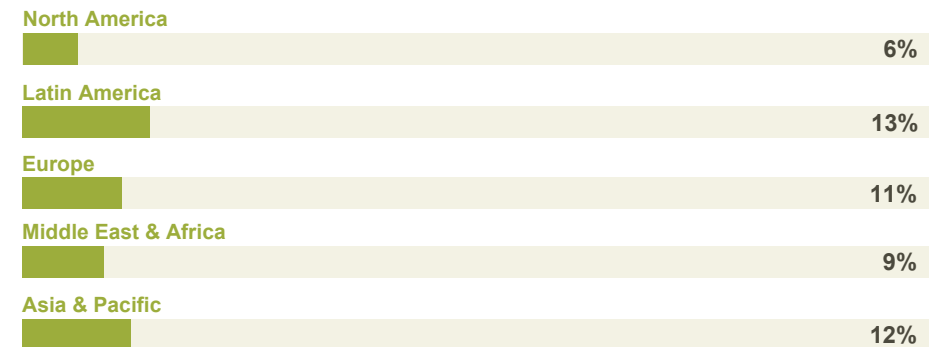
Recommended priorities – Exhibitors - in 2020

What are the main things trade show organisers should focus on to encourage you to attend their shows?

World : In 2020



Details per region of following category: "Make trade shows more sustainable"

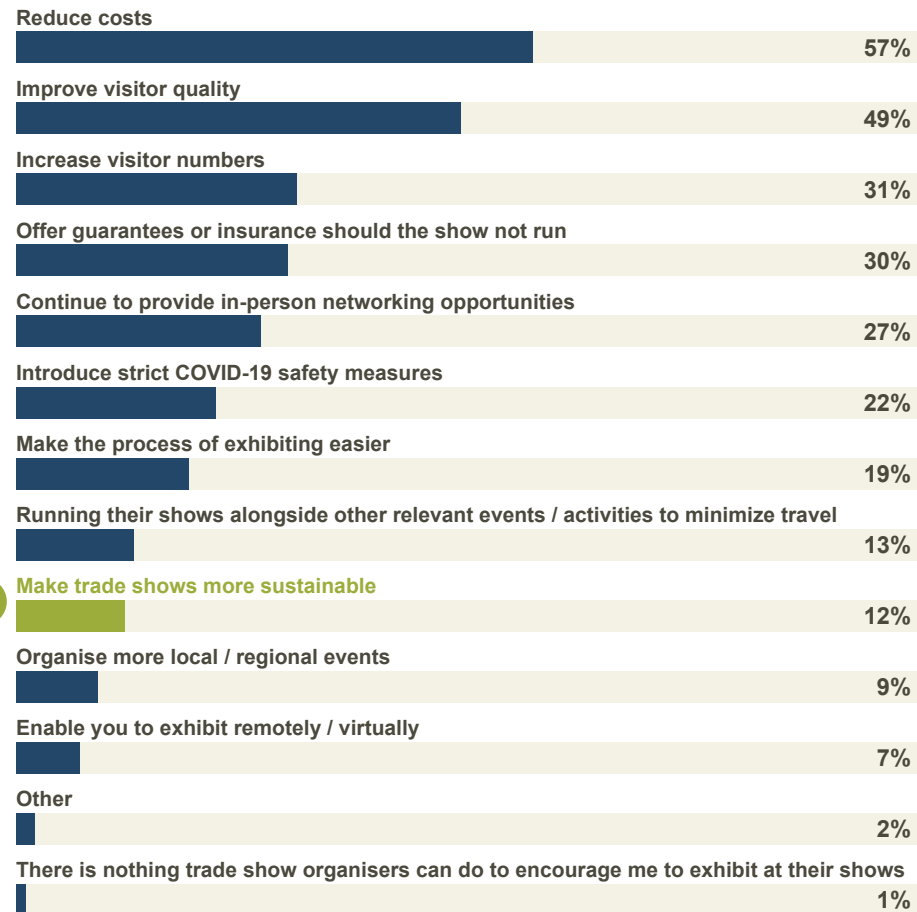


Source: UFI/EXPLORI Global Recovery Insights – Part 1 2020 & Part 2 2021

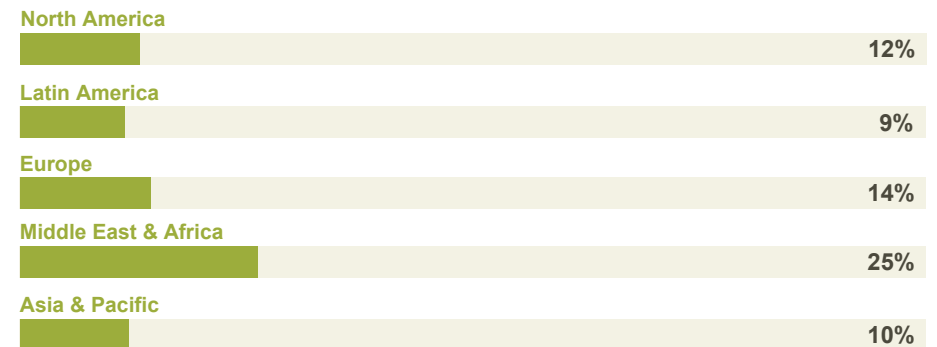
Recommended priorities – Exhibitors - in 2021

What are the main things trade show organisers should focus on to encourage you to attend their shows?

World : In 2021



Details per region of following category: "Make trade shows more sustainable"

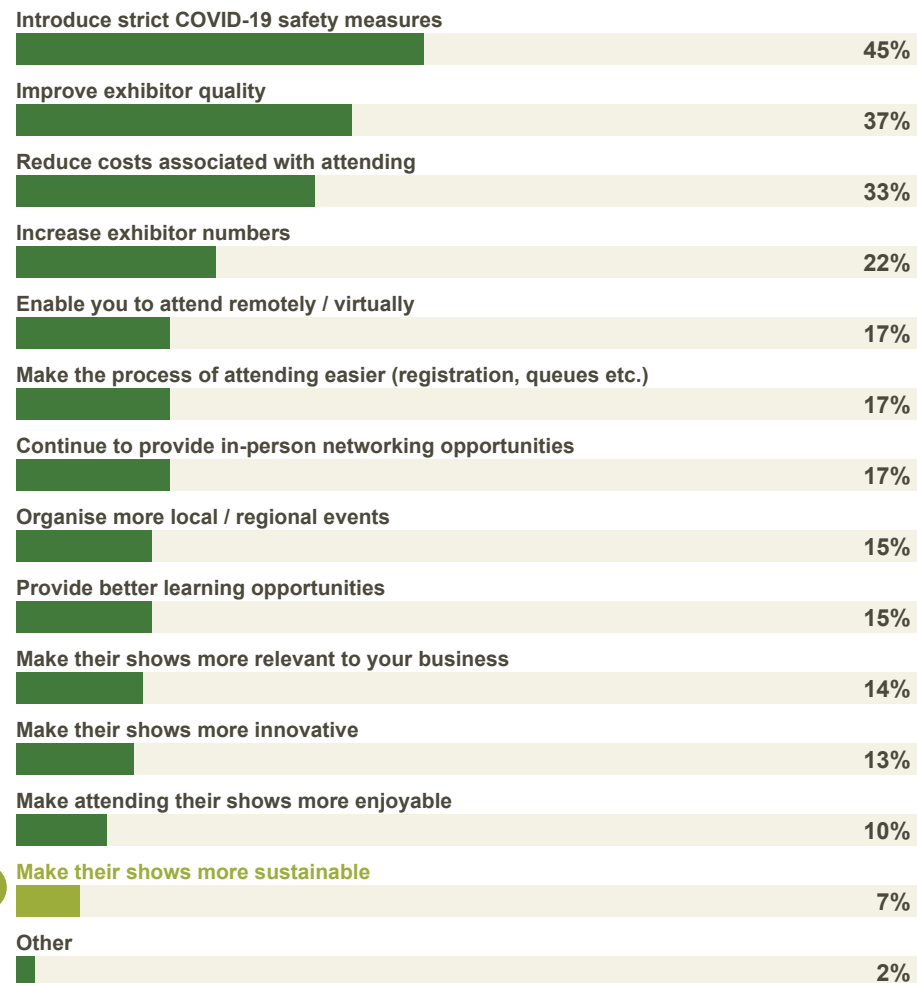


Source: UFI/EXPLORI Global Recovery Insights – Part 1 2020 & Part 2 2021

Recommended priorities – Visitors – in 2020

What are the main things trade show organisers should focus on to encourage you to attend their shows?

World : In 2020



Details per region of following category: "Make trade shows more sustainable"

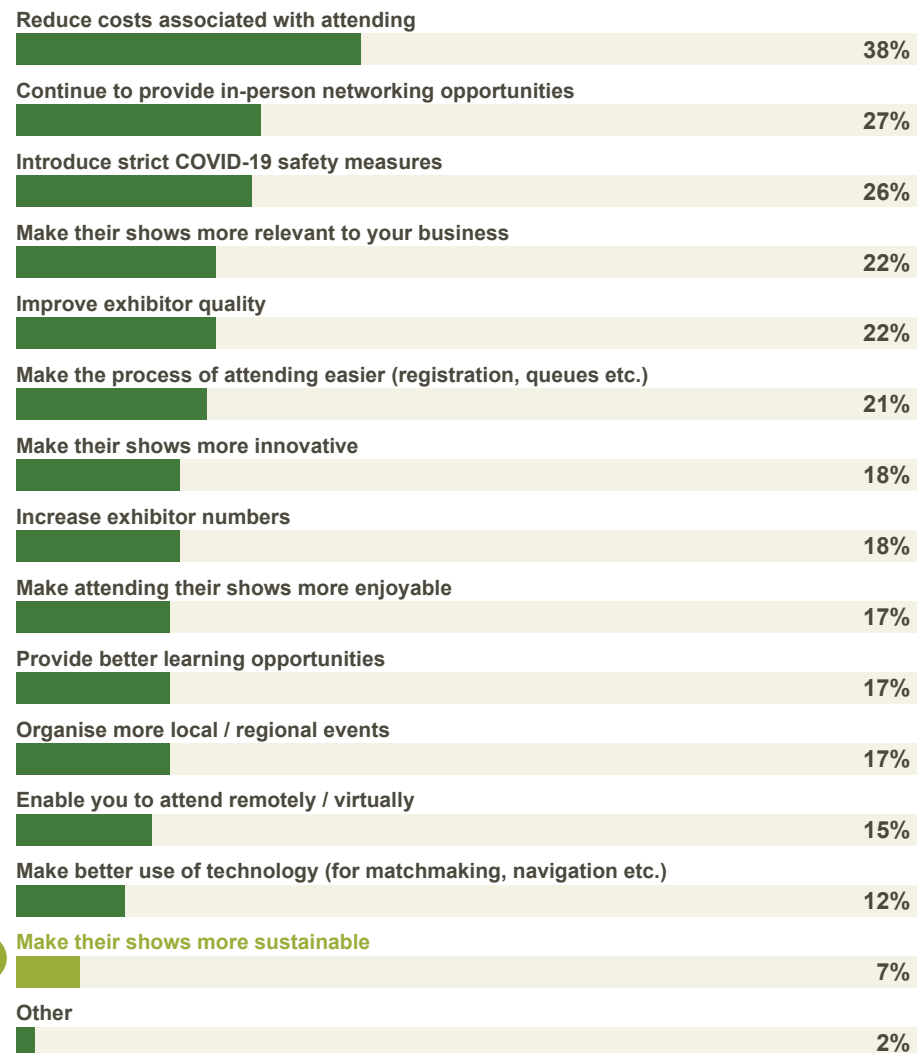


Source: UFI/EXPLORI Global Recovery Insights – Part 1 2020 & Part 2 2021

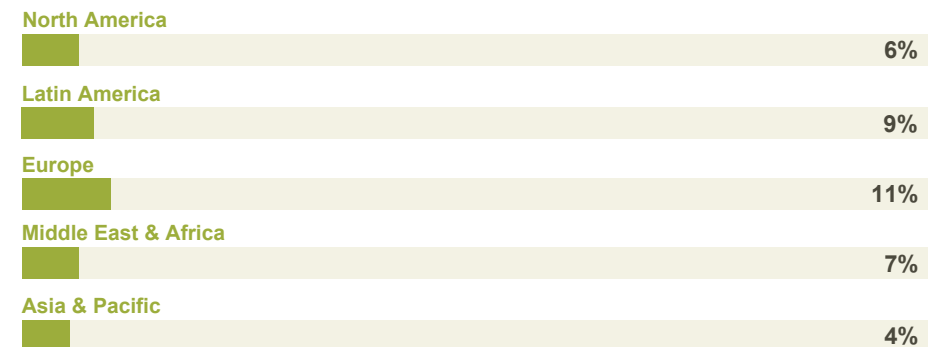
Recommended priorities – Visitors – in 2021

What are the main things trade show organisers should focus on to encourage you to attend their shows?

World : In 2021



Details per region of following category: "Make trade shows more sustainable"



Source: UFI/EXPLORI Global Recovery Insights – Part 1 2020 & Part 2 2021

Impact of Covid-19 on investments from the exhibition industry

How is the Covid-19 crisis affecting the level of investment of your company in sustainability in 2020, overall and more specifically for programmes related to Sustainability?

World

Stopped or decreased



Stable or increased

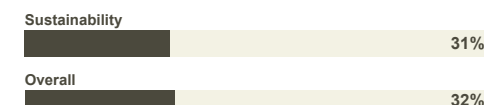


North America

Stopped or decreased



Stable or increased

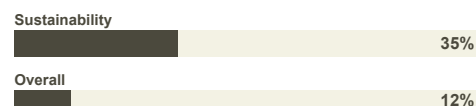


Latin America

Stopped or decreased



Stable or increased

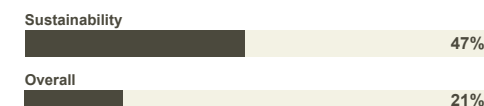


Europe

Stopped or decreased



Stable or increased



Middle East & Africa

Stopped or decreased



Stable or increased



Asia & Pacific

Stopped or decreased



Stable or increased



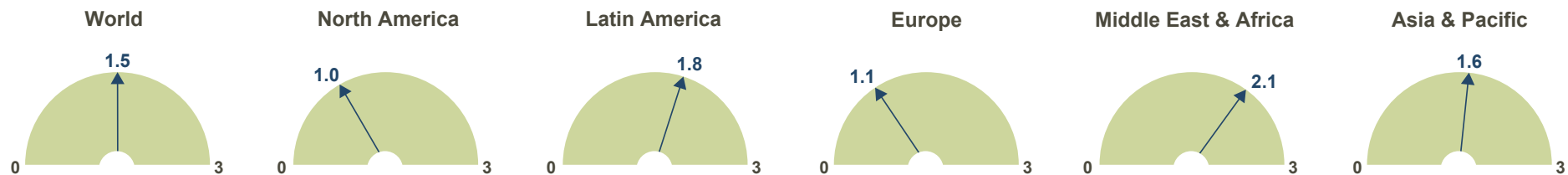
Impact of Covid-19 for the Exhibition Industry

Extend of Covid-19 impact on company activities in sustainability

0: No impact 1: Limited impact 2: Significant impact 3: Strong impact

To what extend has Covid-19 impacted your company activities in sustainability?

■ Exhibition Industry

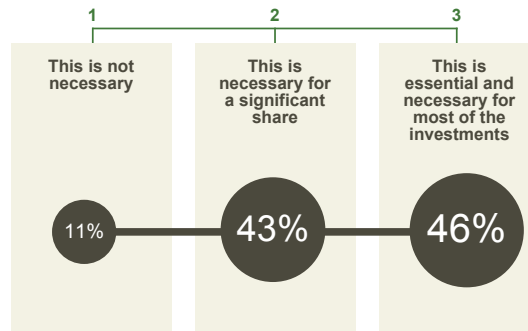


Source: 25th UFI Global Exhibition Barometer / July 2020

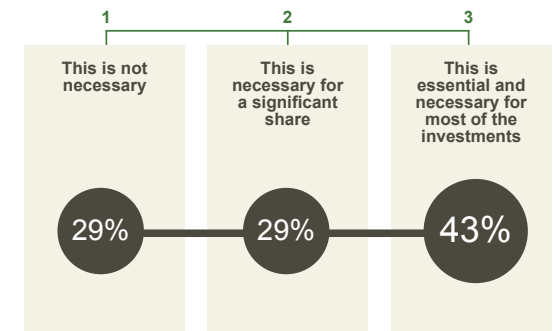
Public investments

To what degree would you welcome some public investments in sustainability?

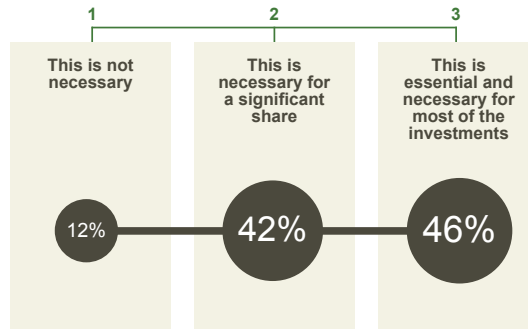
World



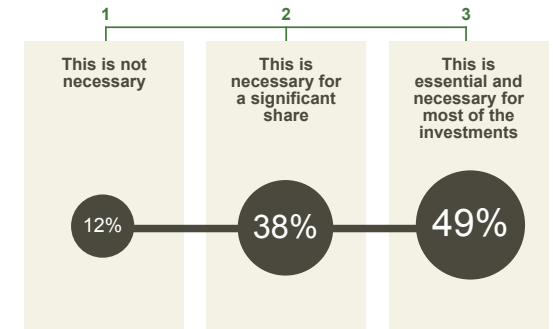
North America



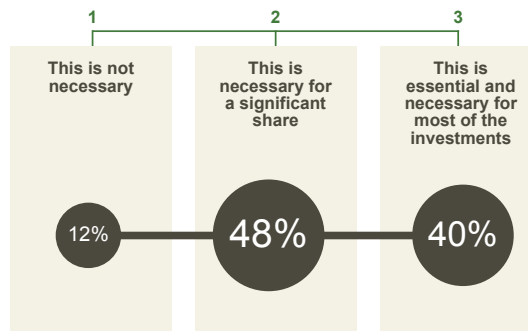
Latin America



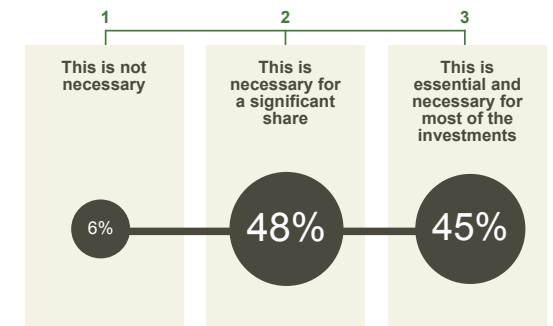
Europe



Middle East & Africa



Asia & Pacific



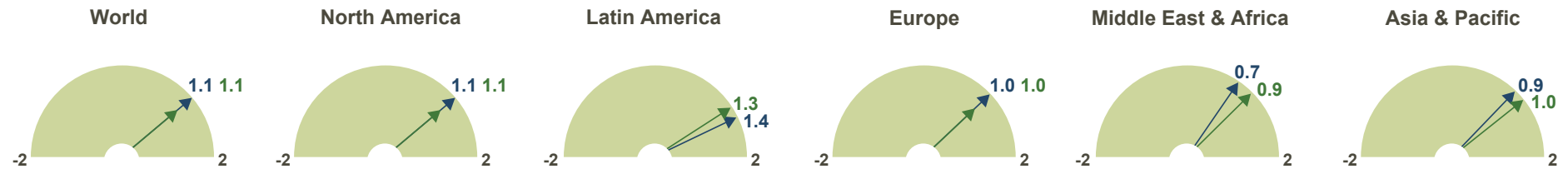
What about the fundamentals?

How much do you agree with these statements: Travelling to an exhibition helps me:

-2: Strongly disagree -1: Disagree 0: Neither agree or disagree 1: Agree 2: Strongly Agree

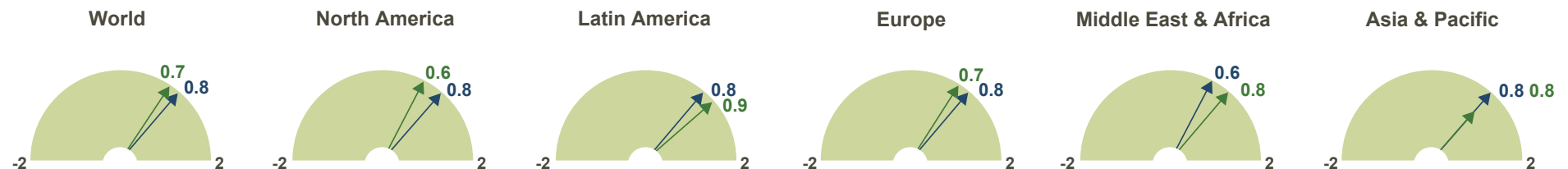
■ Exhibitors ■ Visitors

Save money



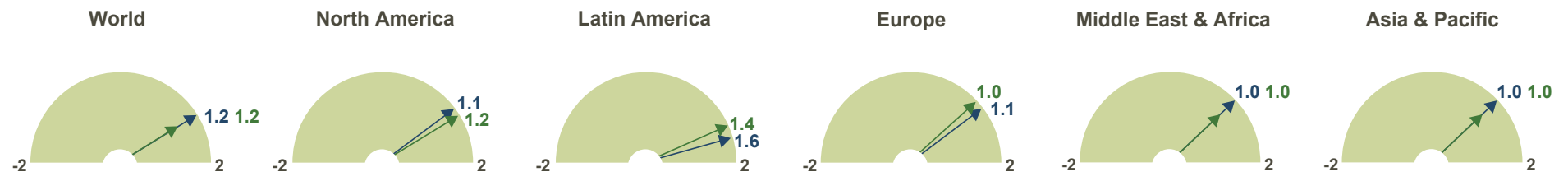
Source: UFI/EXPLORI Global Recovery Insights – Part 2 2021

Reduce my carbon footprint



Source: UFI/EXPLORI Global Recovery Insights – Part 2 2021

Save time



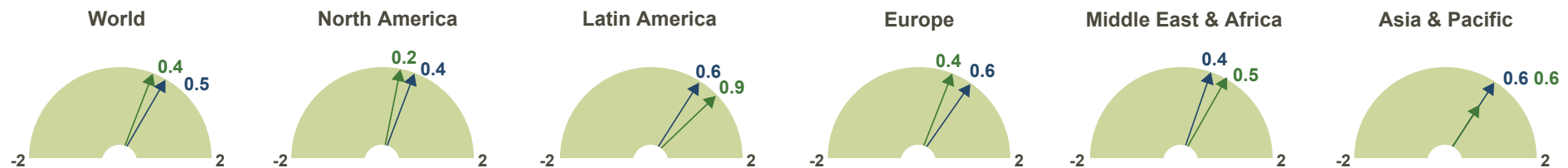
Source: UFI/EXPLORI Global Recovery Insights – Part 2 2021

How important is the trade show's environmental impact for exhibitors and visitors?

-2: Strongly disagree -1: Disagree 0: Neither agree or disagree 1: Agree 2: Strongly Agree

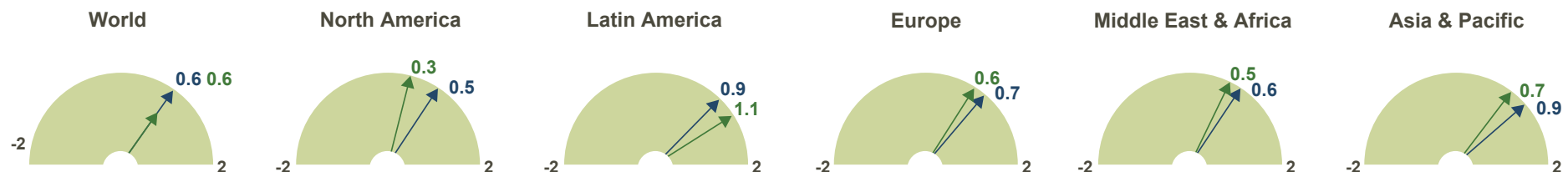
The trade show sector's environmental impact is important to me

■ Exhibitors ■ Visitors



Source: UFI/EXPLORI Global Recovery Insights – Part 2 2021

Improving the trade show industry's environmental impact will become increasingly more important to the sector's long-term future success

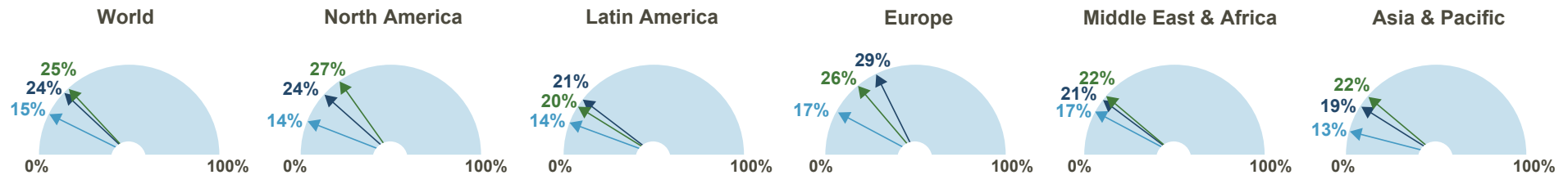


Source: UFI/EXPLORI Global Recovery Insights – Part 2 2021

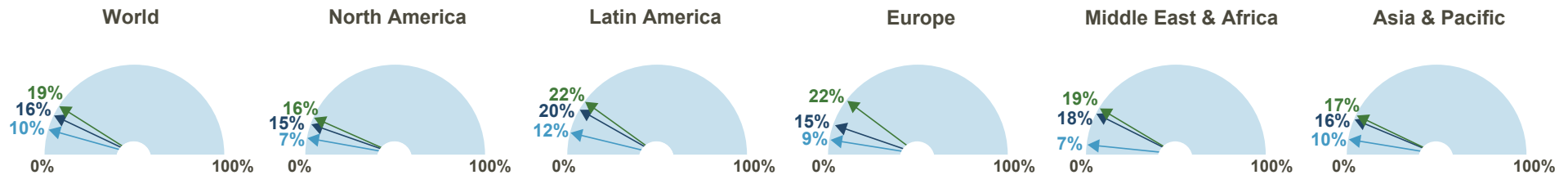
Priorities according to Exhibitors, Visitors and the Exhibition Industry

Plastic bottles, lanyards, bags, give aways and swag

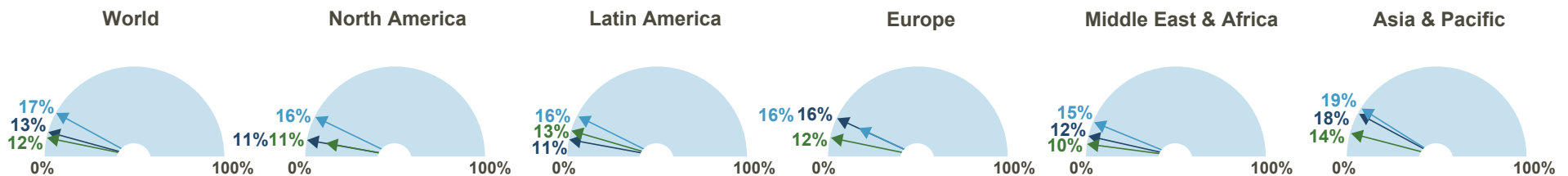
■ Exhibitors
 ■ Visitors
 ■ Exhibition Industry



Producing food for the event / food waste



Booth construction & disposal

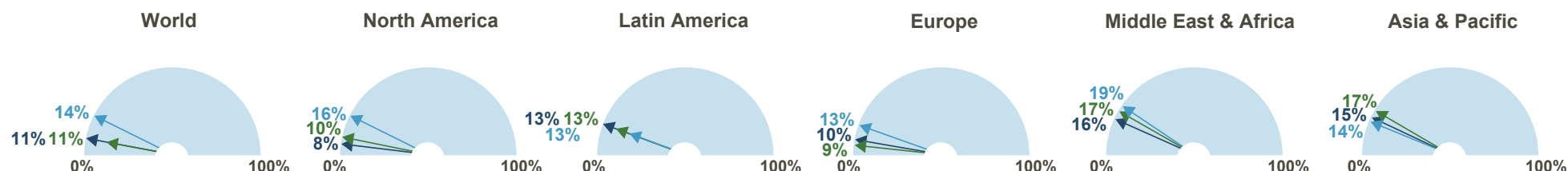


"sources: UFI/EXPLORI Global Visitors Insights 2018/2019
 UFI/EXPLORI Global Exhibitors Insights 2019/2020
 26th UFI Global Exhibition Barometer (January 2021)"

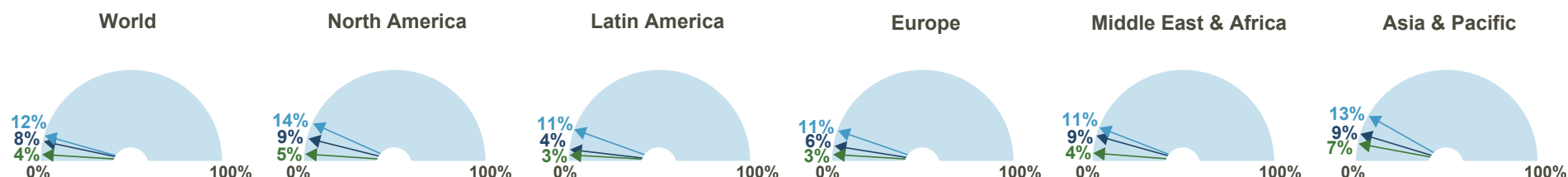
Priorities according to Exhibitors, Visitors and the Exhibition Industry

Attendee travel & transport / accommodation

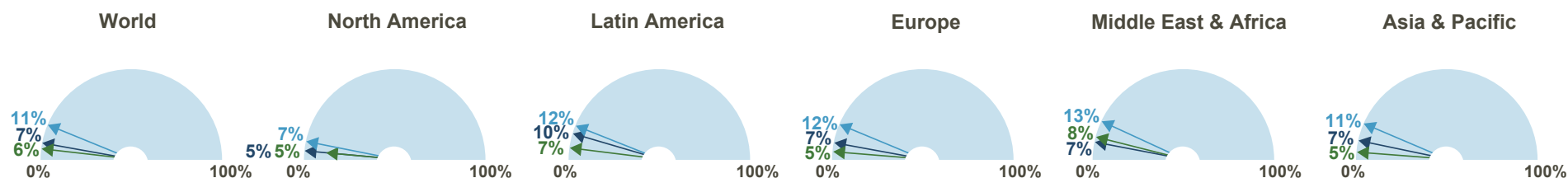
■ Exhibitors
 ■ Visitors
 ■ Exhibition Industry



Booths material & freight



Venue energy use

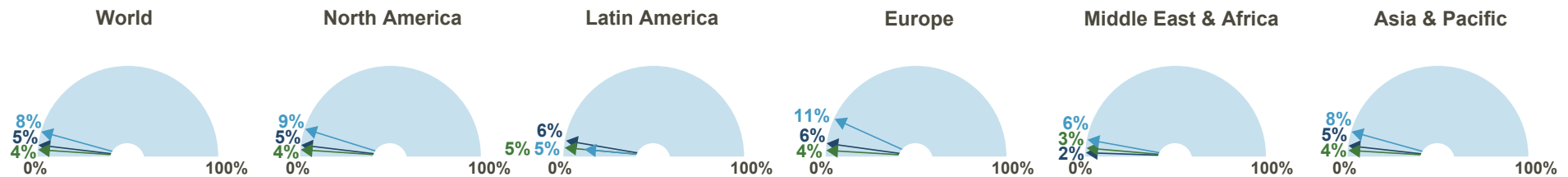


"sources: UFI/EXPLORI Global Visitors Insights 2018/2019
 UFI/EXPLORI Global Exhibitors Insights 2019/2020
 26th UFI Global Exhibition Barometer (January 2021)"

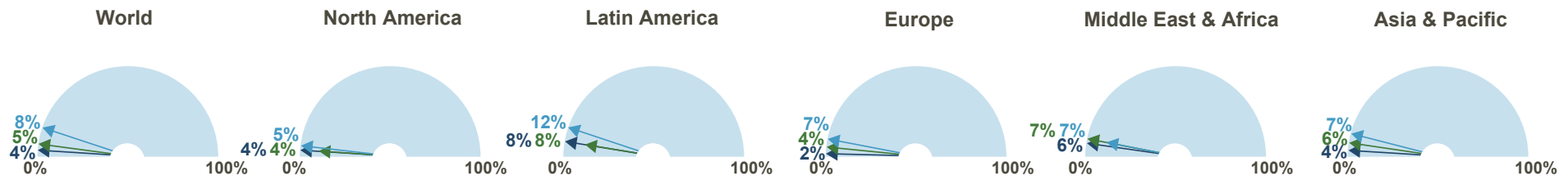
Priorities according to Exhibitors, Visitors and the Exhibition Industry

Carpet

■ Exhibitors ■ Visitors ■ Exhibition Industry



Signage

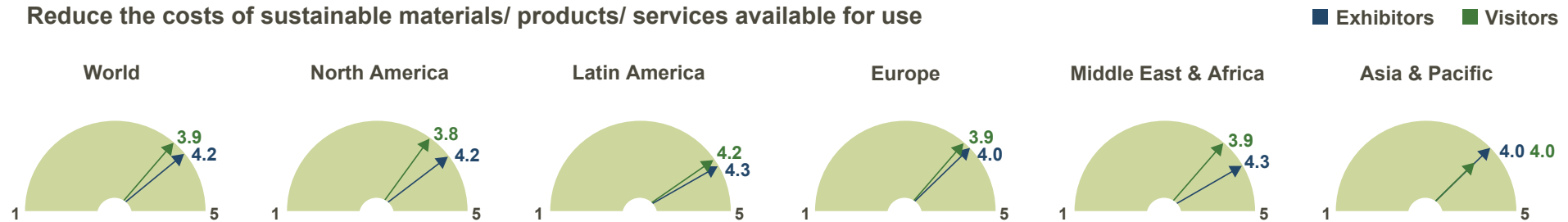


Effectiveness. Which actions are effective to make the trade show industry environmentally sustainable?

How much do you agree with these statement?

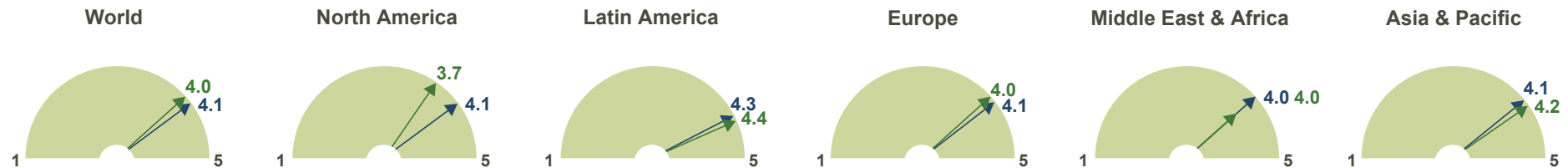
1: Not at all effective 2: Not very effective 3: Somewhat effective 4: Fairly effective 5: Very effective

■ Exhibitors ■ Visitors



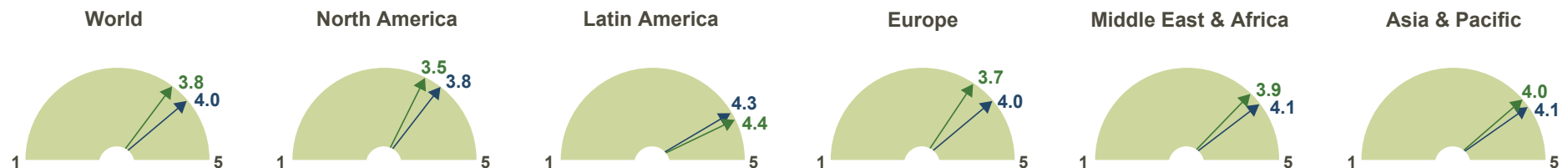
Source: UFI/EXPLORI Global Recovery Insights – Part 2 2021

Develop new technologies or processes for problems such as waste, carbon emissions, etc



Source: UFI/EXPLORI Global Recovery Insights – Part 2 2021

Develop education about sustainable events at all levels of the value chain (including visitors and exhibitors)



Source: UFI/EXPLORI Global Recovery Insights – Part 2 2021

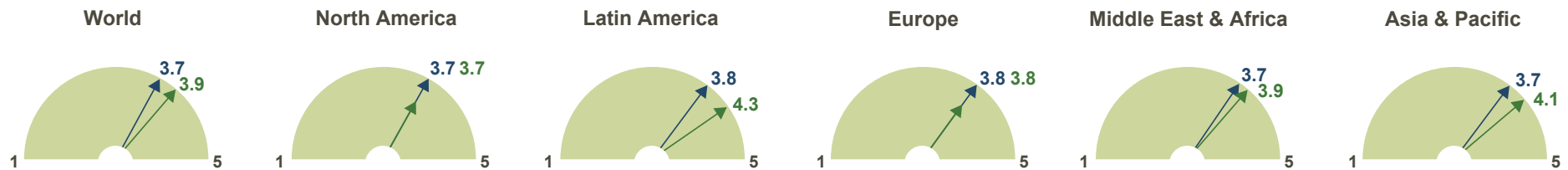
Effectiveness. Which actions are effective to make the trade show industry environmentally sustainable?

How much do you agree with these statement?

1: Not at all effective 2: Not very effective 3: Somewhat effective 4: Fairly effective 5: Very effective

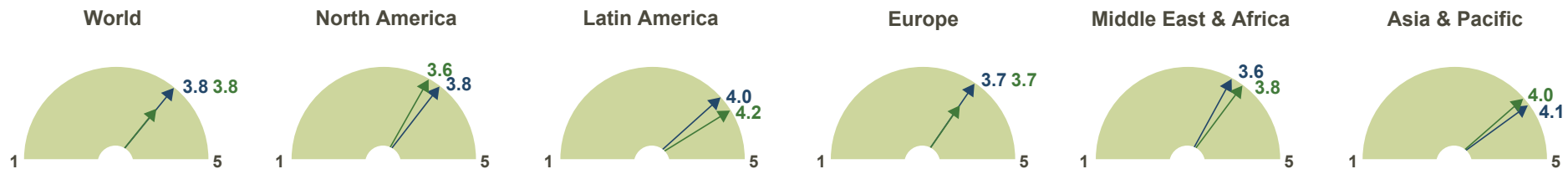
Identify and share best practices among the value chain of events (including exhibitors)

■ Exhibitors ■ Visitors



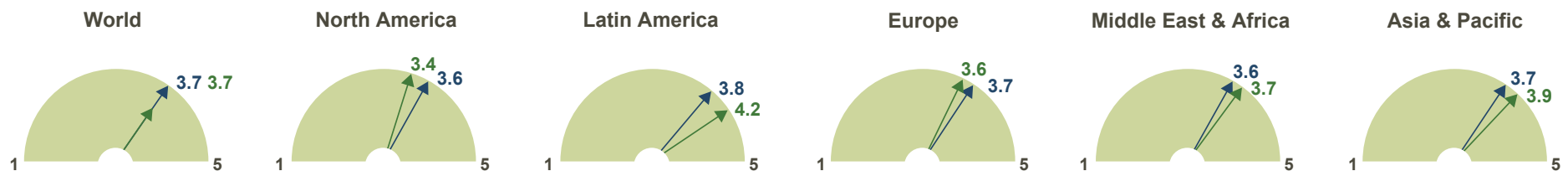
Source: UFI/EXPLORI Global Recovery Insights – Part 2 2021

Use, and improve whenever necessary, sustainability standards (management system standards, checklists, reporting frameworks)



Source: UFI/EXPLORI Global Recovery Insights – Part 2 2021

Develop and use metrics for measurement of environmental impact across the value chain of events



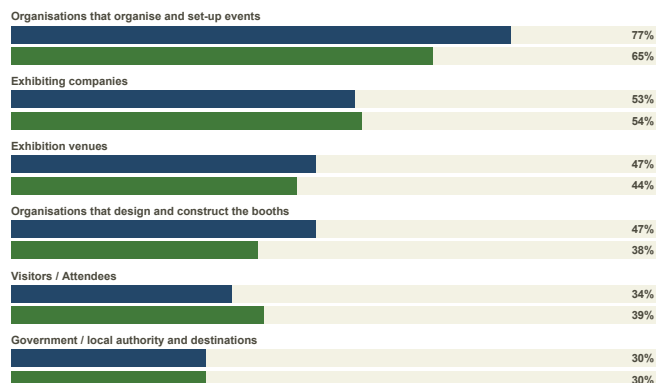
Source: UFI/EXPLORI Global Recovery Insights – Part 2 2021

Responsibilities

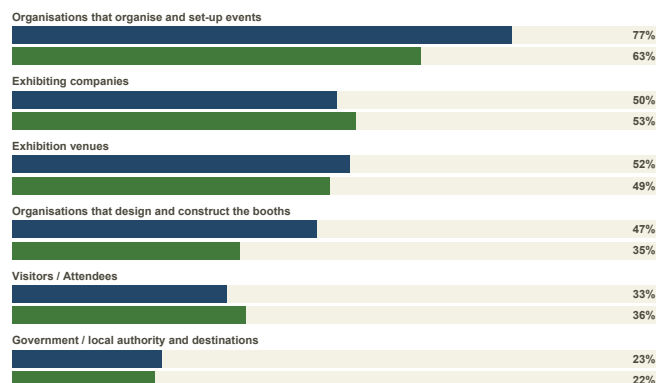
Who is responsible for helping the trade show industry improve its environmental impact?



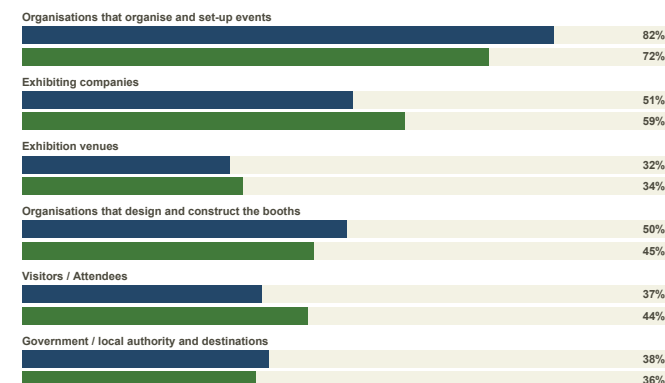
World



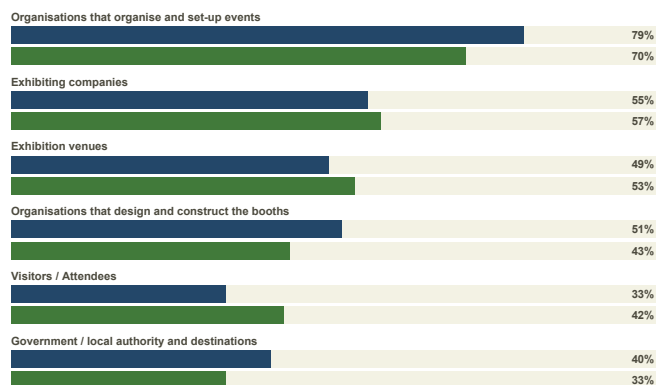
North America



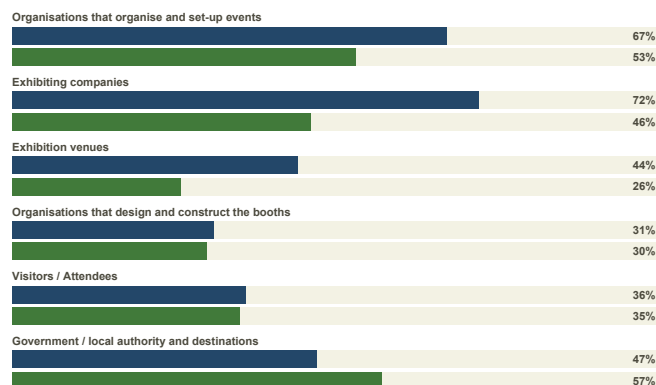
Latin America



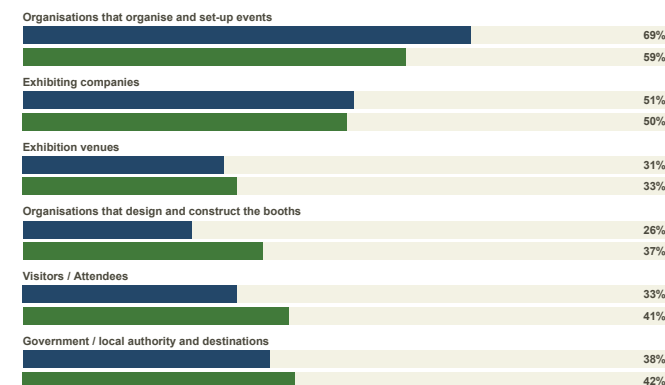
Europe



Middle East & Africa



Asia & Pacific



ONGOING PROJECTS

UFI develops, with the support of its “Sustainable Development Working Group”, several actions to serve its members by promoting, encouraging and supporting sustainability within the Exhibition Industry, thus becoming a reference point for best practice, tools, standards and learning.

UFI’s activities around Sustainable Development can be grouped under 4 main areas:

1. Assess the situation, raise awareness, provide general guidance
2. Identify and share best practices
3. Educate, primarily thanks to face to face and online events
4. Facilitate implementation at global scale (identify existing initiatives and tools, support collaborative approaches, liaise and develop convergence when relevant).

Current projects include:

- The permanent identification and sharing of best practices (90 best practices identified so far, for 11 specific themes – see Appendix 3)
- The reporting on how the exhibition industry can contribute to the UNSDGs
- The materiality mapping (with participation into a regional project) and the overall carbon footprint measurement issue (methodologies and tools)

- The focus on waste management and the look into “sustainable booths” and “sustainable exhibition logistics”
- The reporting landscape, including Environmental, Social, and Governance (ESG) criteria
- Last but not least, the definition of the roadmap to a net zero carbon events industry, conducted under the umbrella of the Joint Meetings Industry Council (JMIC).

This last project is key to address the carbon issue in the global event industry, and to facilitate the adoption of an industry wide “net zero emission program” to be launched in connection with the COP26 climate conference towards the end of the year. Its launch was facilitated following the setup by UFI, AIPC and ICCA, in June this year, of a small cross-industry taskforce that validated the project, that also involves the UNFCCC body from the United Nations (see <https://netzerocarbonevents.org> for more information and support).

The next release of this report will detail this section. In the meantime, for any information, please contact research@ufi.org.

APPENDICES

Appendix 1: Sources and methodology

The following research studies are used in this report:

- Surveys towards Exhibitors & Visitors, as part of the following UFI / EXPLORI reports, produced with the support of SISO: Global Visitors Insights 2018/2019, Global Exhibitors Insights 2019/2020, Global Recovery Insights – Part 1 2020 & Global Recovery Insights – Part 2 2021
- Surveys toward the Exhibition Industry (organisers, venues and service providers), ran by UFI and for the following reports: 25th UFI Global Exhibition Barometer (July 2020) & 26th UFI Global Exhibition Barometer (January 2021).

For all results, the following regions are considered North America (US & Canada), Latin America (including Mexico), Europe (including Turkey and Russia), Middle East & Africa and Asia & Pacific.

- Exhibitors and Visitors are allocated to the region they are based in, except for the “Global Exhibitors Insights 2019/2020” where exhibitors refer to the region they exhibit in
- For both Global Visitors Insights 2018/2019 & Global Exhibitors Insights 2019/2020, the respondent defined themselves under a region (and not a country) so some may have been allocated to North America and others to Latin America.

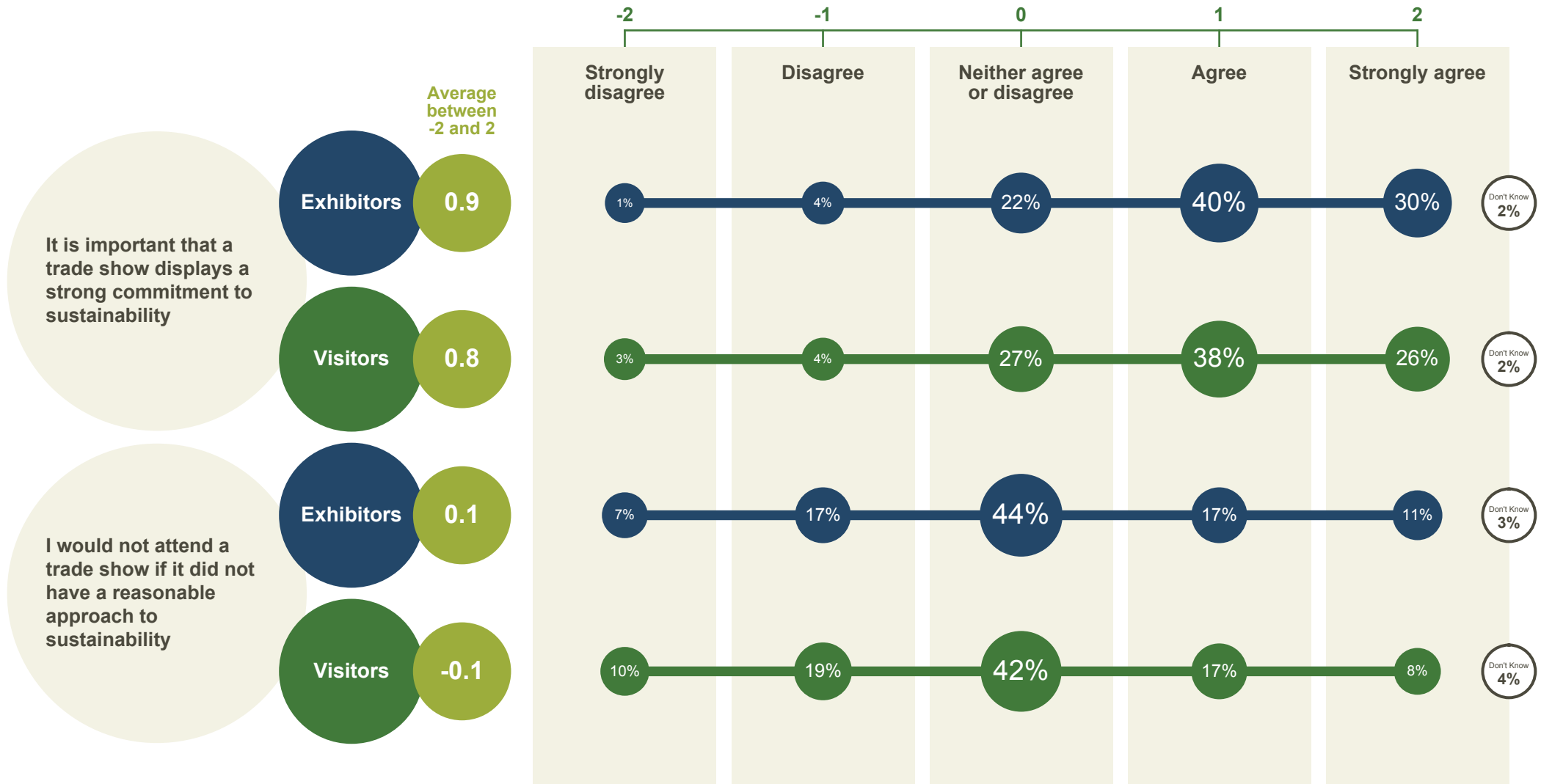
For all results for the UFI Global Exhibition Barometer, respondents are allocated the “Venue” category if they are “venue only” (and not if they also organise events), “Service provider” if they only have that activity. All other companies are considered as Organisers (even if they also are “venues” and/or “service provider”).

Due to decimal rounding, the percentage values indicated in some charts may not exactly sum up to 100%.

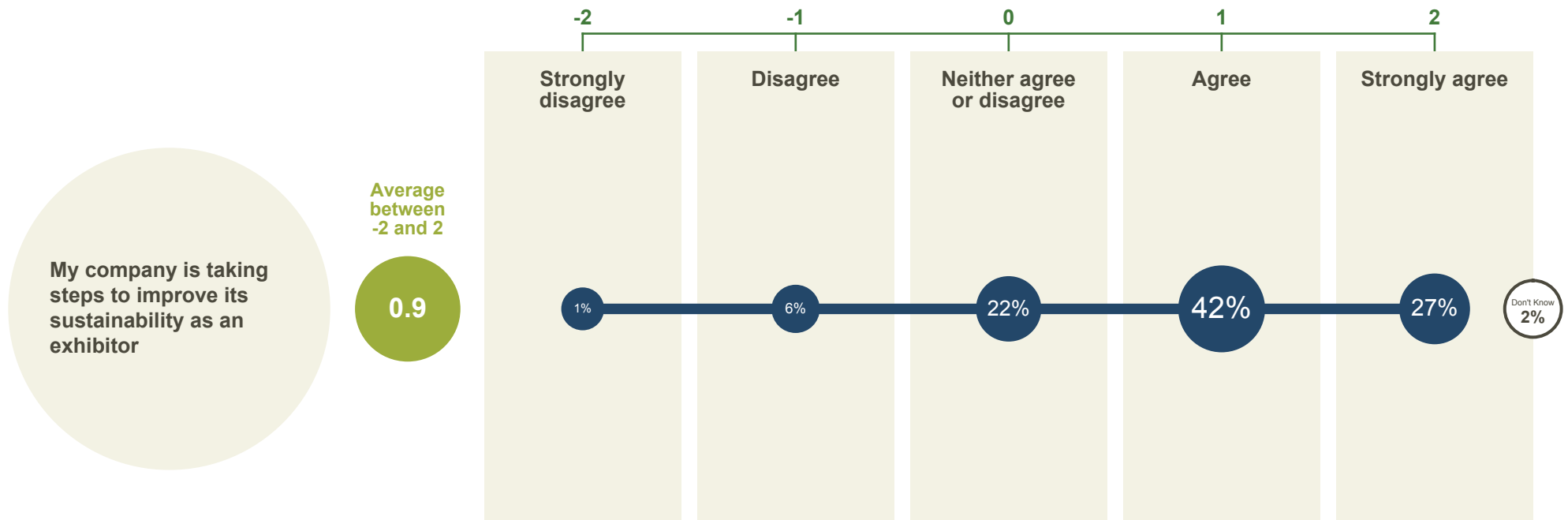
APPENDIX 2.1

NORTH AMERICA

Expectations from participants pre Covid-19

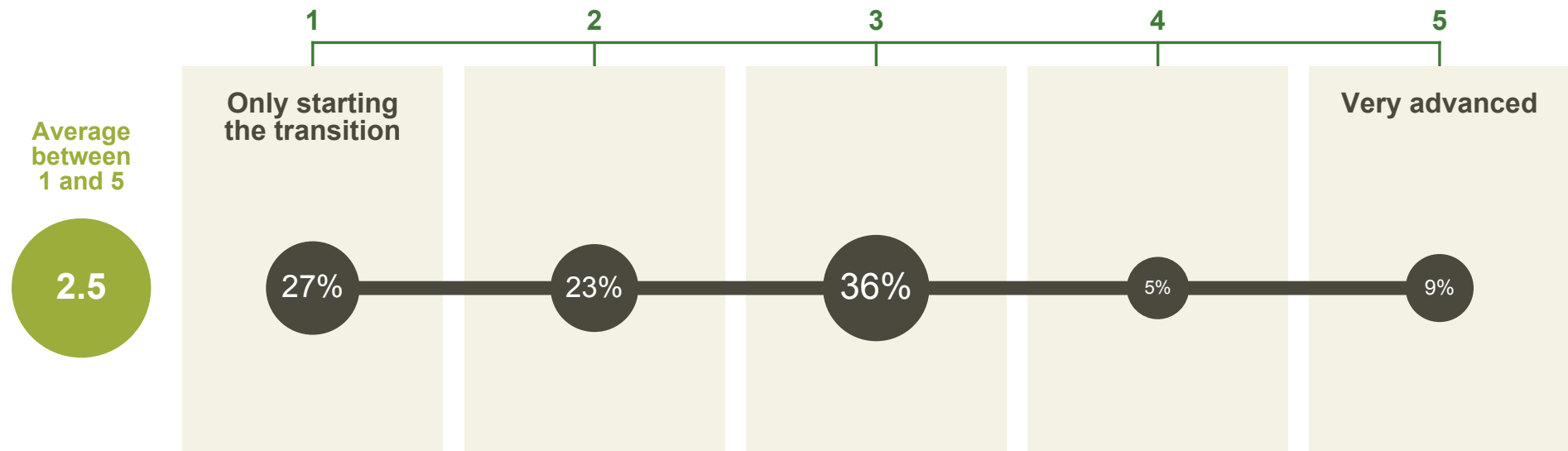


Perceptions of exhibitors as to their own efforts



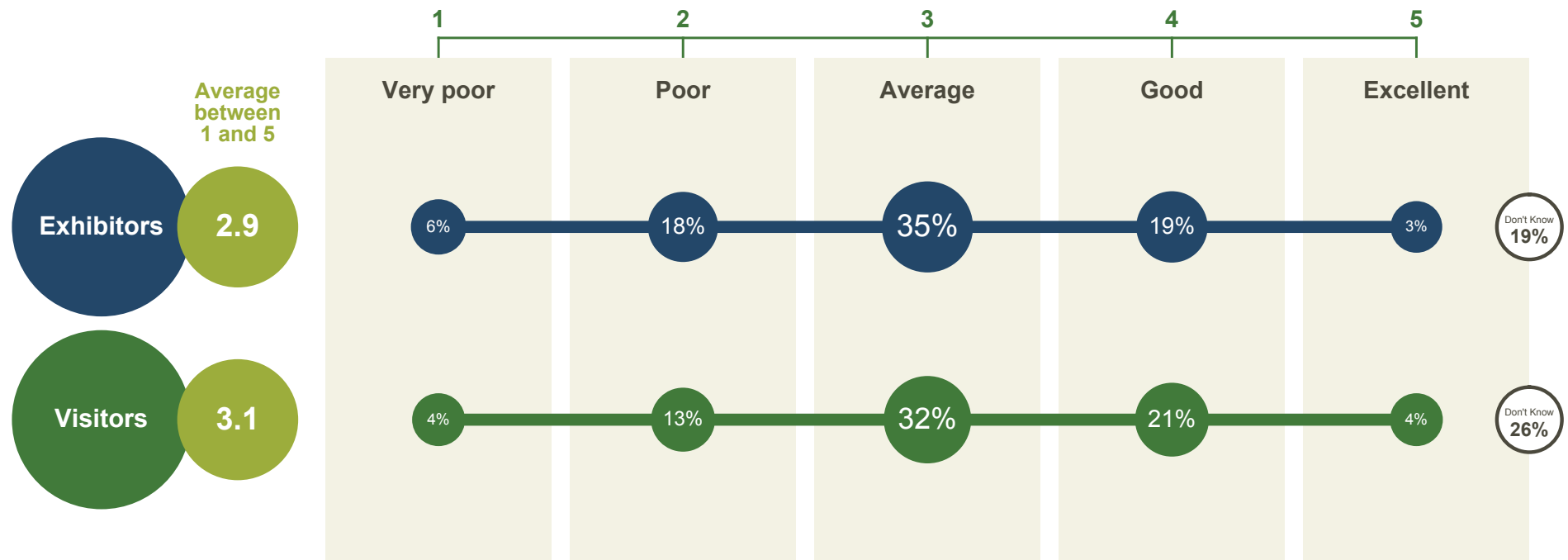
Perception of the rate of transition by the exhibition industry

How would you rate the transition of the exhibition industry in Sustainability?



Perception of the efforts made by the exhibition industry

Based on your experience in the last 12 months, how do you rate the trade show industry's efforts to run trade shows in a more environmentally sustainable way?

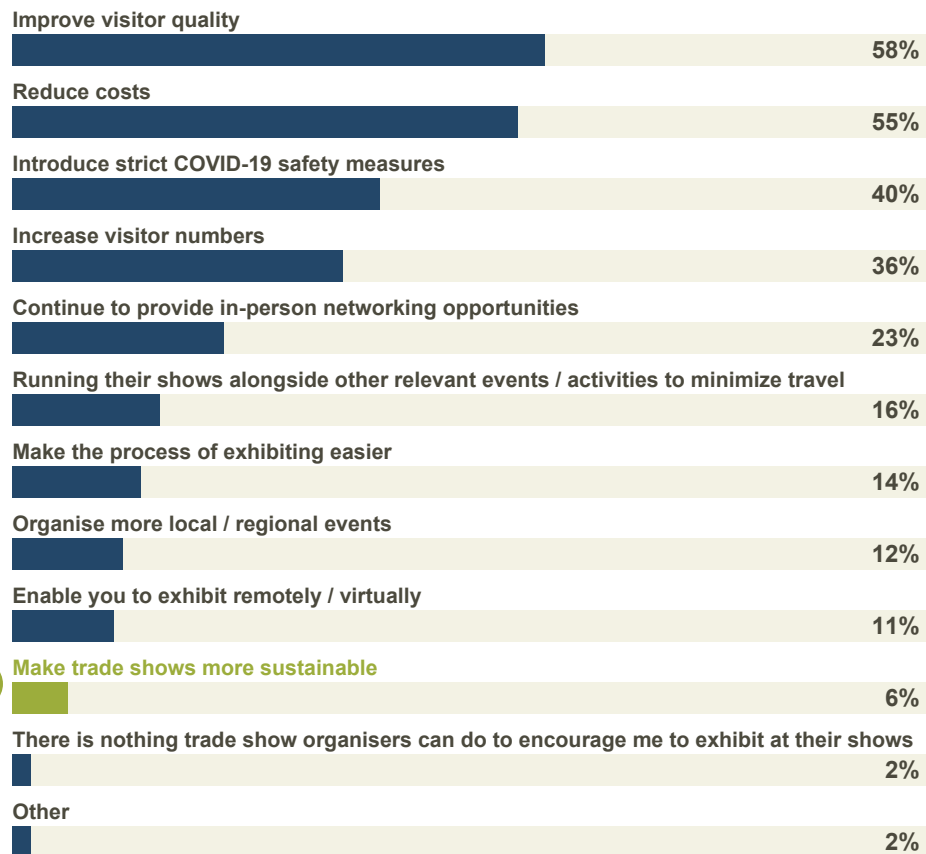


Recommended priorities – Exhibitors

What are the main things trade show organisers should focus on to encourage you to attend their shows?



In 2020



In 2021

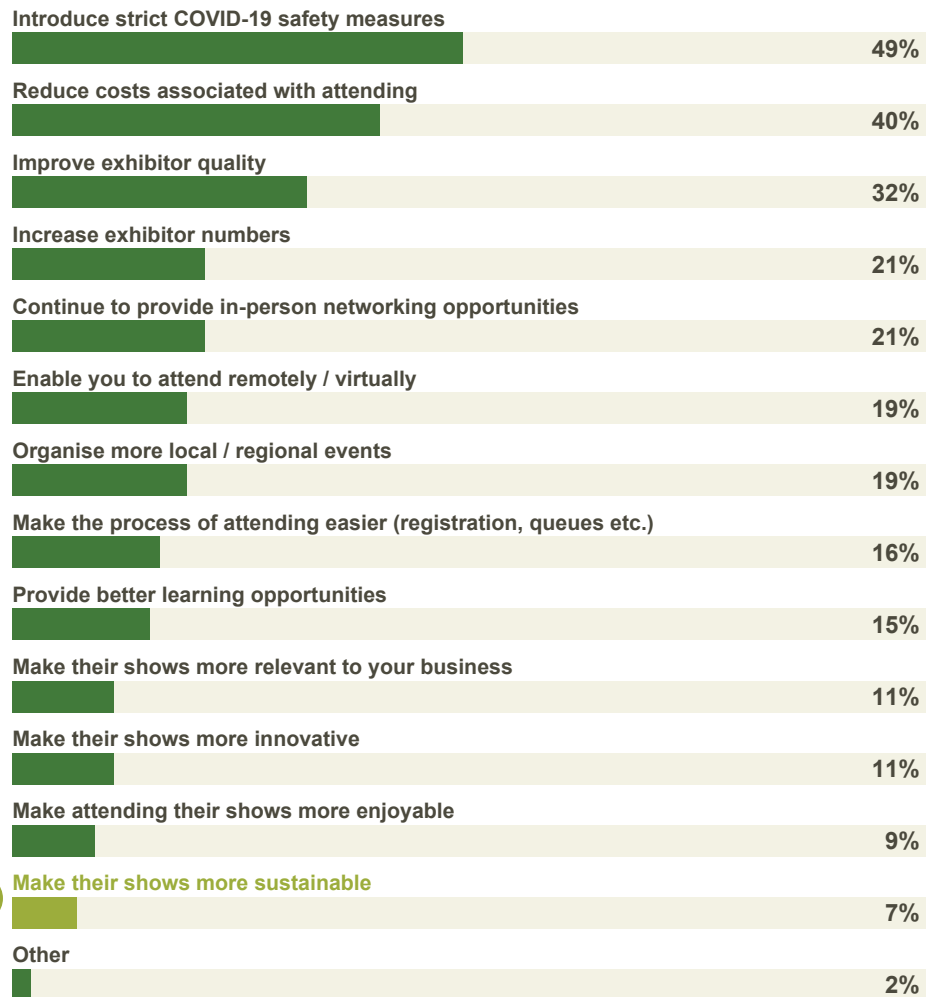


Recommended priorities – Visitors

What are the main things trade show organisers should focus on to encourage you to attend their shows?



In 2020

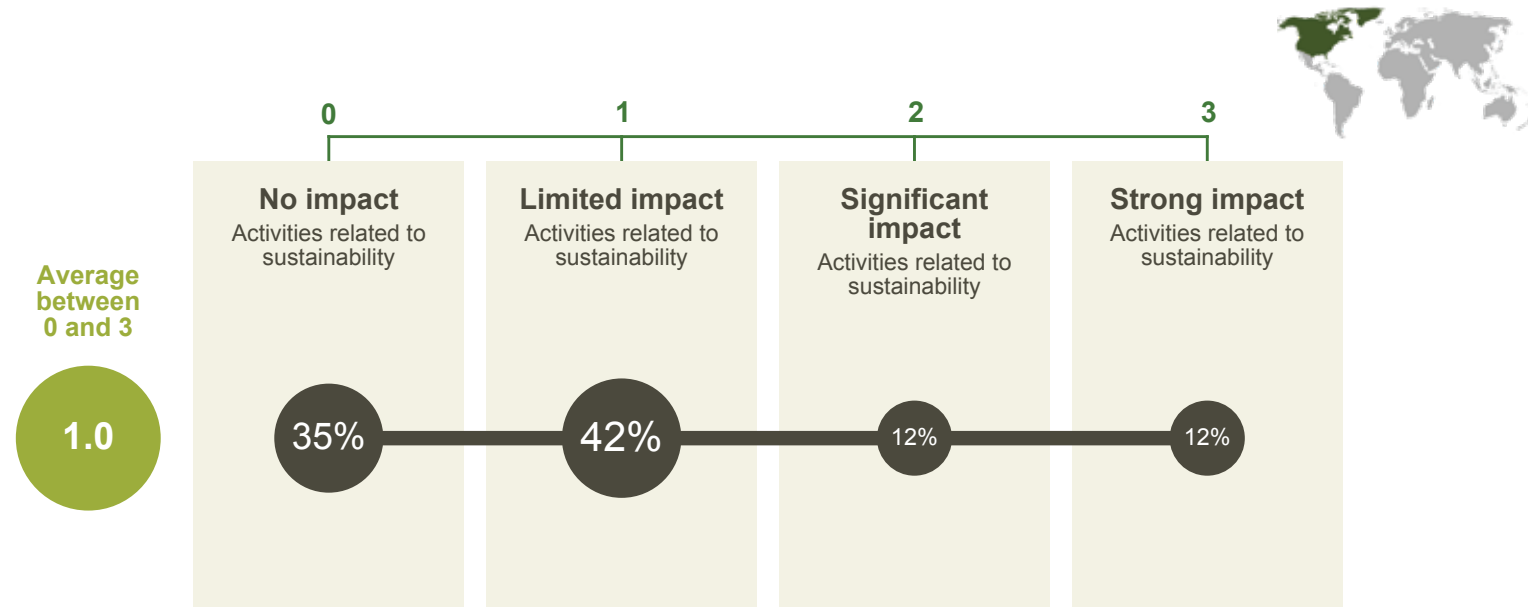


In 2021



Impact of Covid-19 for the Exhibition Industry

To what extent has Covid-19 impacted your company activities in sustainability?

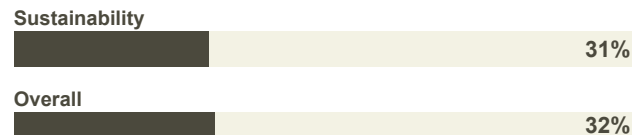


How is the Covid-19 crisis affecting the level of investment of your company in sustainability in 2020, overall and more specifically for programmes related to Sustainability?

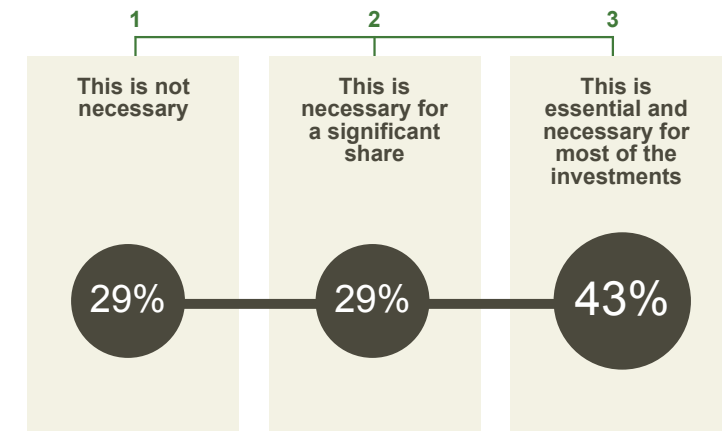
Stopped or decreased



Stable or increased



To what degree would you welcome some public investments in sustainability?

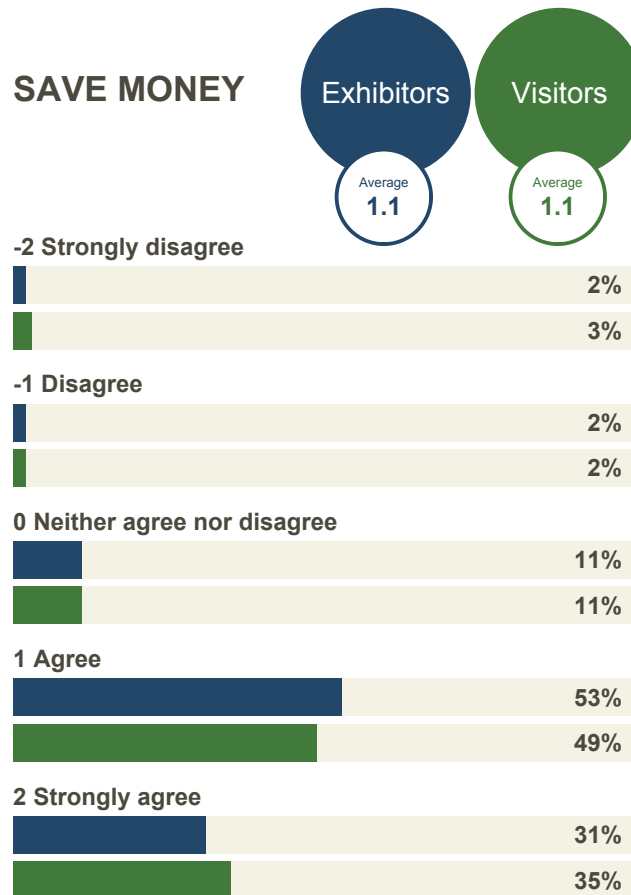


What about the fundamentals?

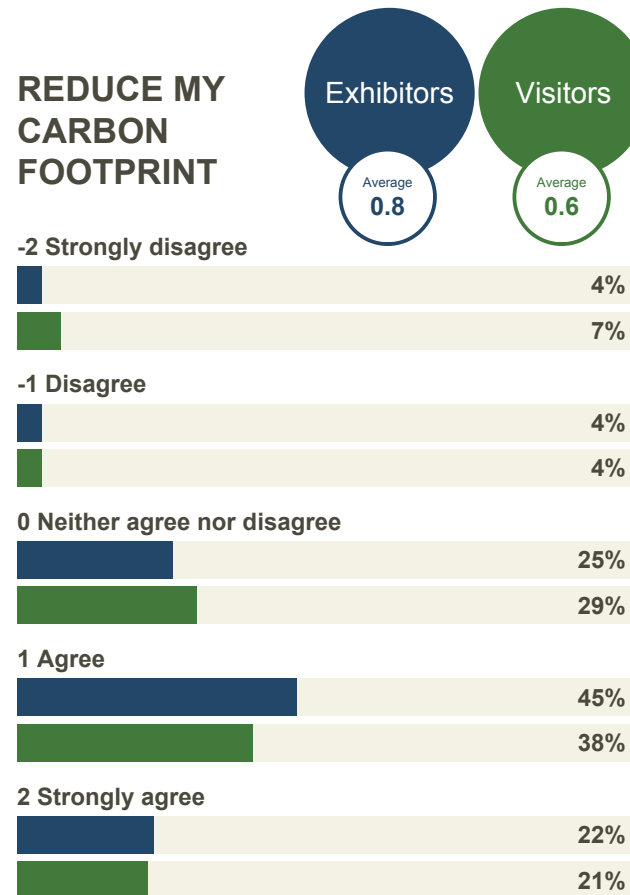
How much do you agree with these statements: Travelling to an exhibition helps me:



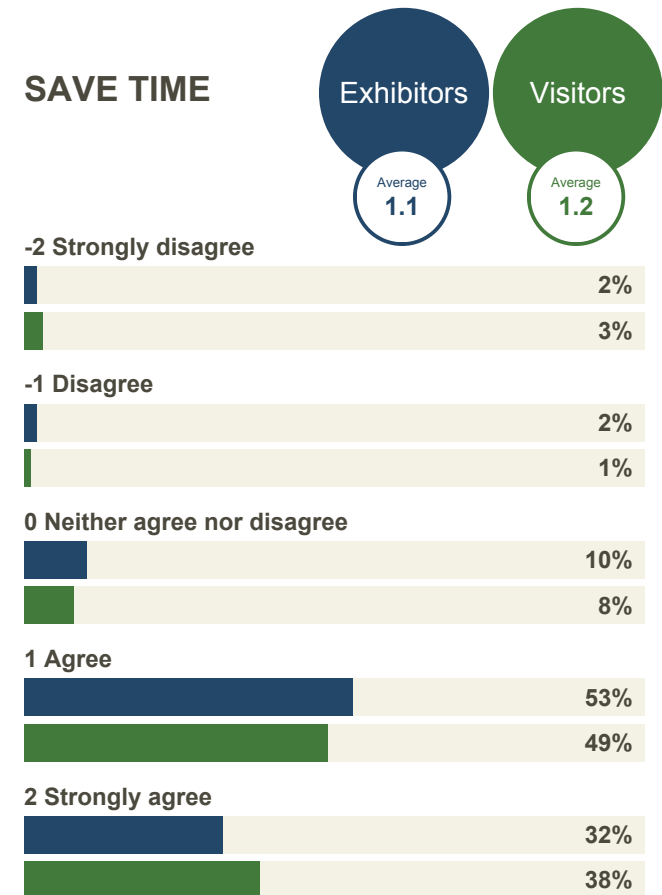
SAVE MONEY



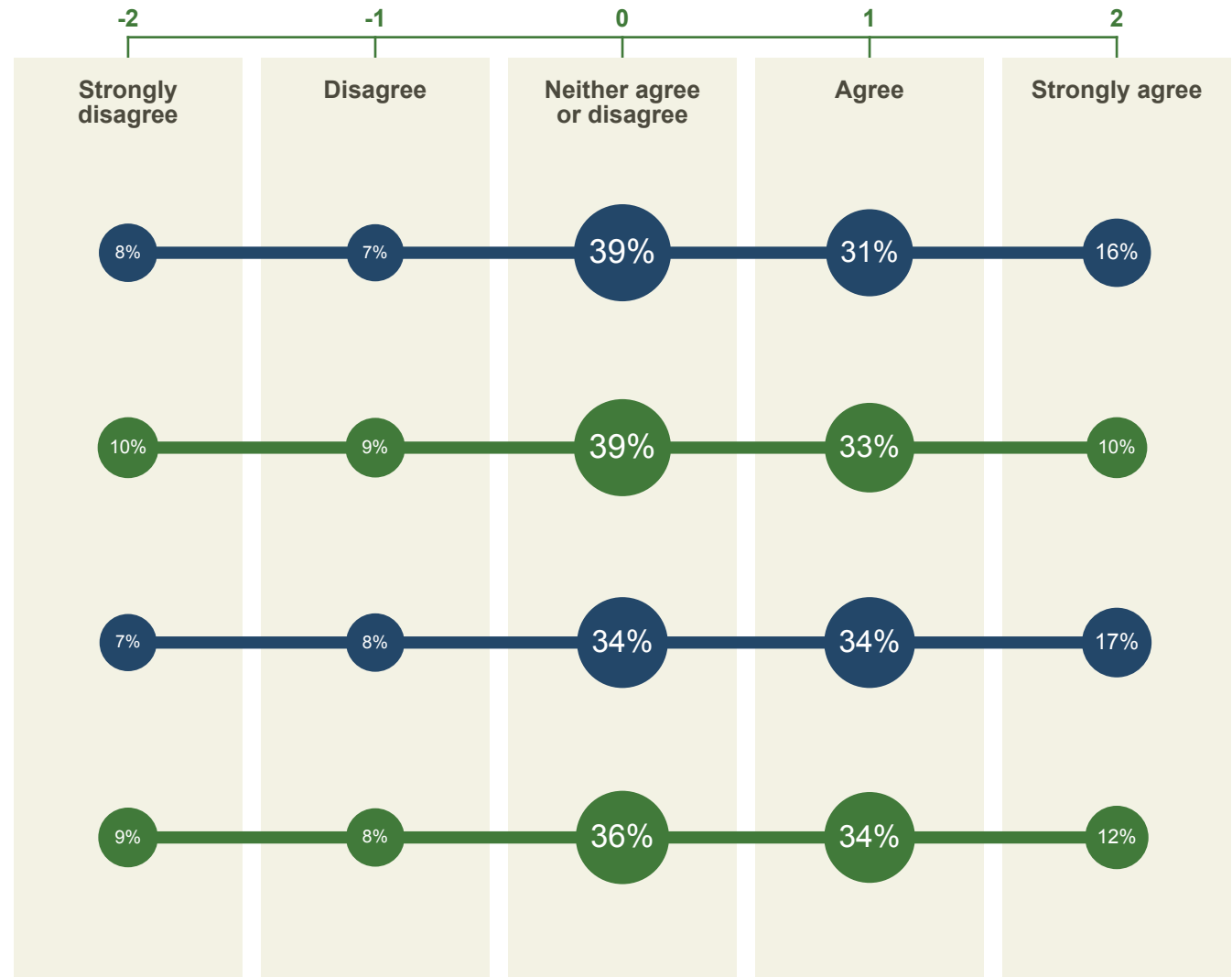
REDUCE MY CARBON FOOTPRINT



SAVE TIME

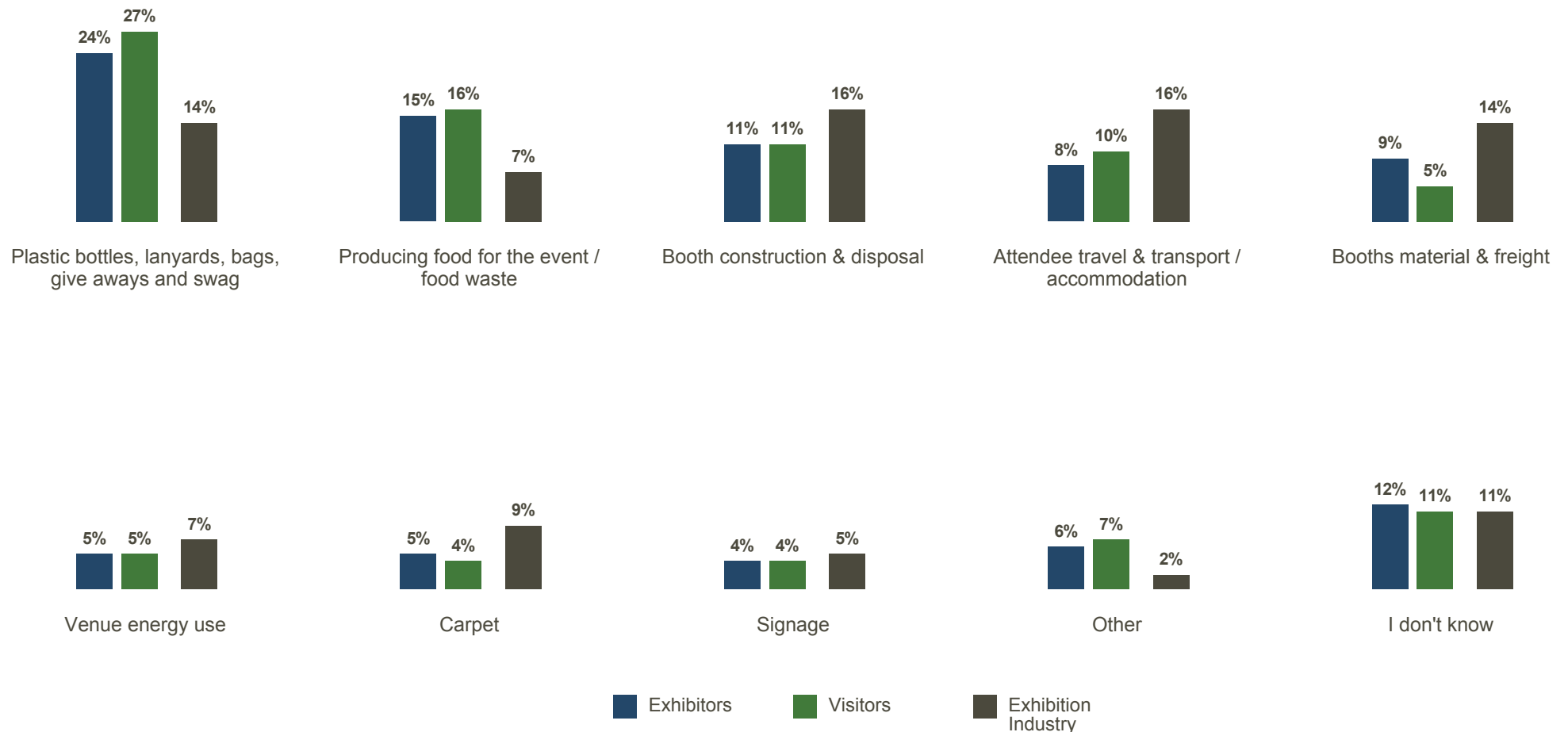


How important is the trade show's environmental impact for exhibitors and visitors?



Priorities according to Exhibitors, Visitors and the Exhibition Industry

In which of the following areas, if any, should trade show organisers prioritise introducing or enhancing sustainability measures?



Sources: UFI/EXPLORI Global Visitors Insights 2018/2019
UFI/EXPLORI Global Exhibitors Insights 2019/2020
26th UFI Global Exhibition Barometer (January 2021)

Which actions are effective to make the trade show industry environmentally sustainable?



Exhibitors

Visitors

Reduce the costs of sustainable materials/ products/ services available for use



Develop new technologies or processes for problems such as waste, carbon emissions, etc



Develop education about sustainable events at all levels of the value chain (including visitors and exhibitors)



Identify and share best practices among the value chain of events (including exhibitors)



Use, and improve whenever necessary, sustainability standards (management system standards, checklists, reporting frameworks)



Develop and use metrics for measurement of environmental impact across the value chain of events

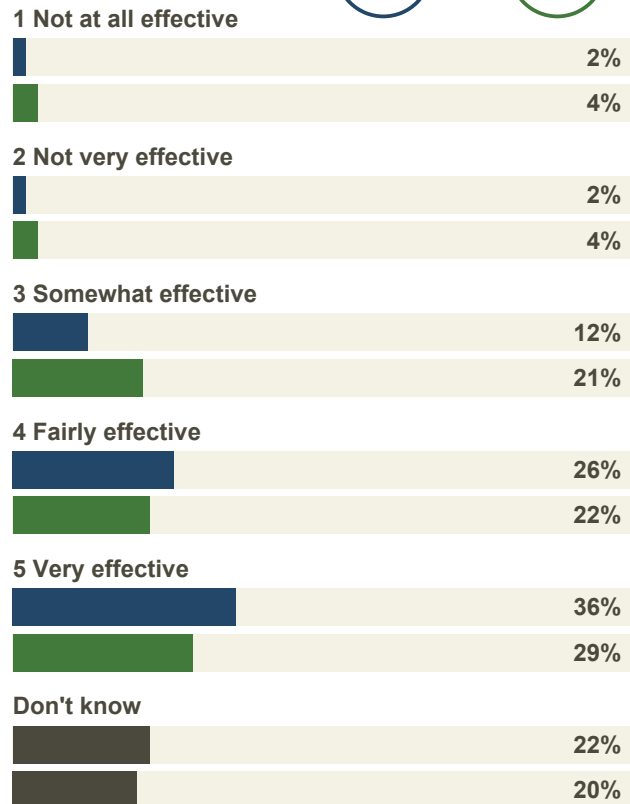


Effectiveness

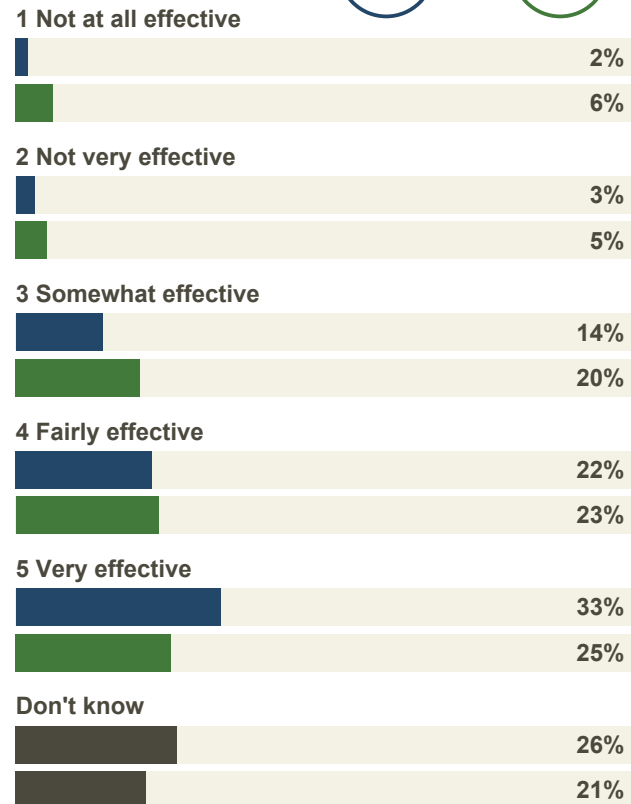
How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?



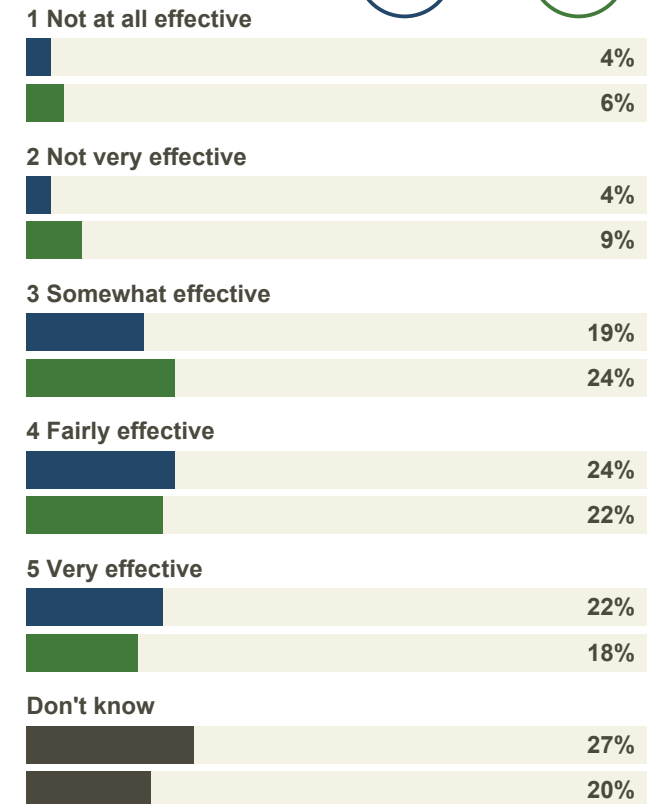
Reduce the costs of sustainable materials/ products/ services available for use



Develop new technologies or processes for problems such as waste, carbon emissions, etc



Develop education about sustainable events at all levels of the value chain (including visitors and exhibitors)

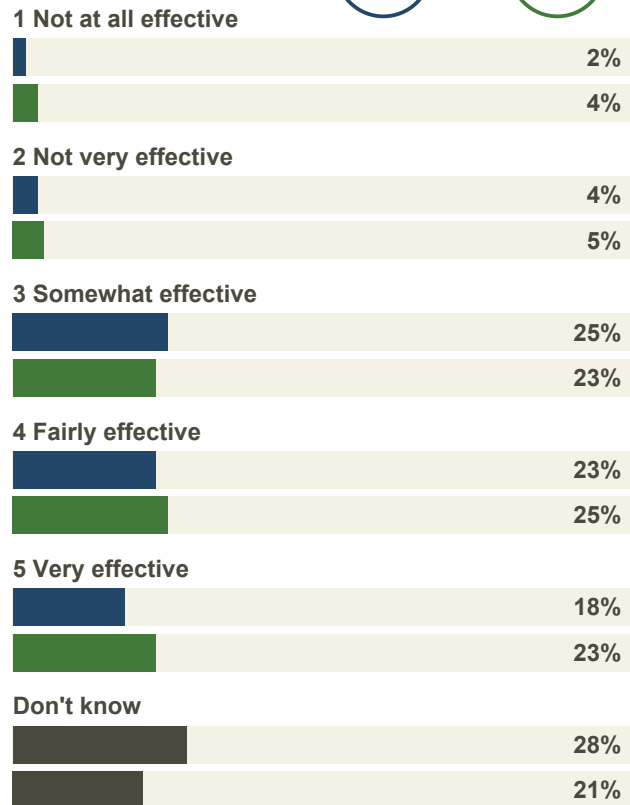


Effectiveness

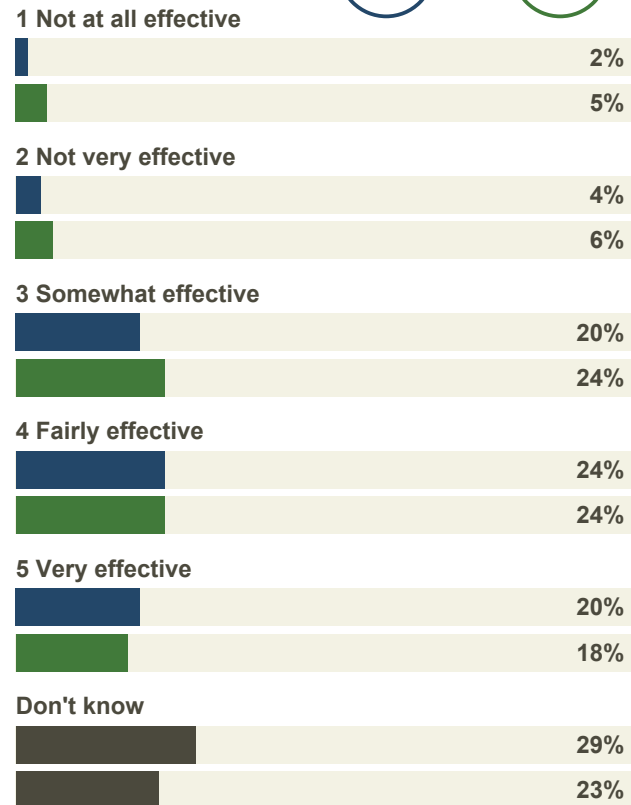
How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?



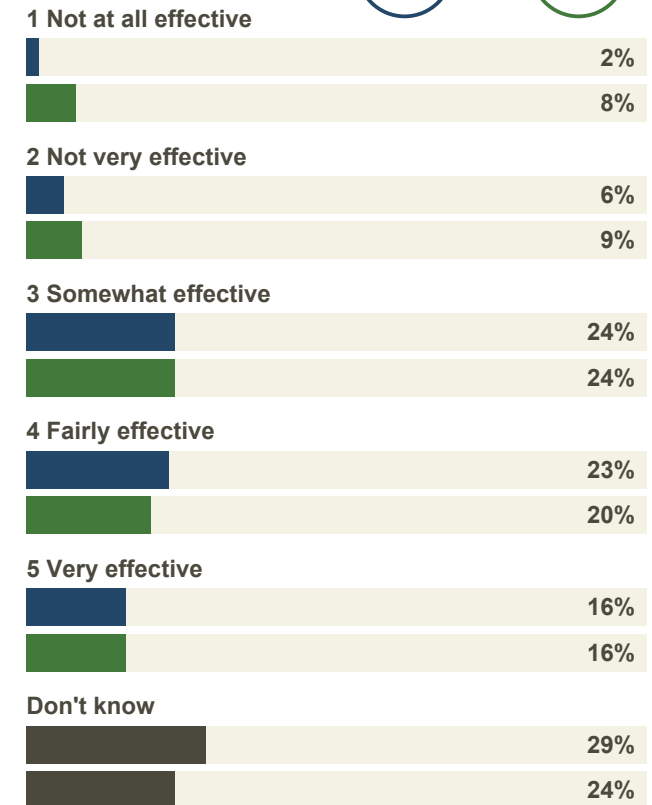
Identify and share best practices among the value chain of events (including exhibitors)



Use, and improve whenever necessary, sustainability standards (management system standards, checklists, reporting frameworks)



Develop and use metrics for measurement of environmental impact across the value chain of events



Responsibilities

Who is responsible for helping the trade show industry improve its environmental impact?



Exhibitors

Visitors

Organisations that organise and set-up events



Exhibiting companies



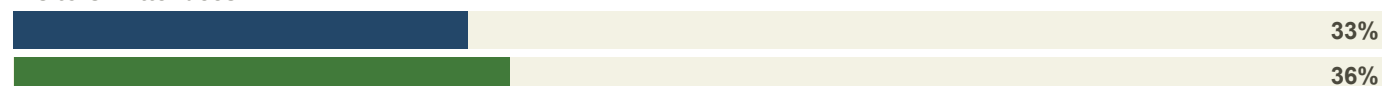
Exhibition venues



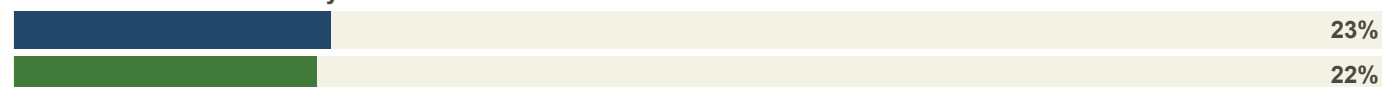
Organisations that design and construct the booths



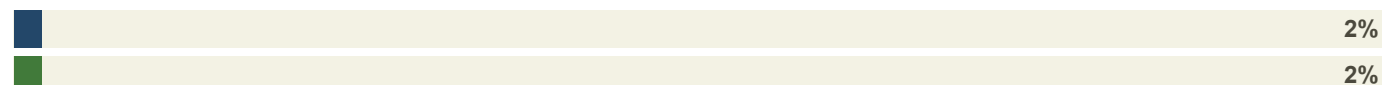
Visitors / Attendees



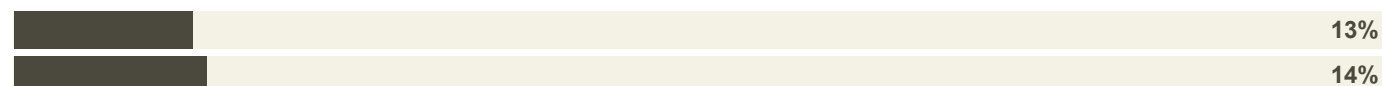
Government / local authority and destinations



Other



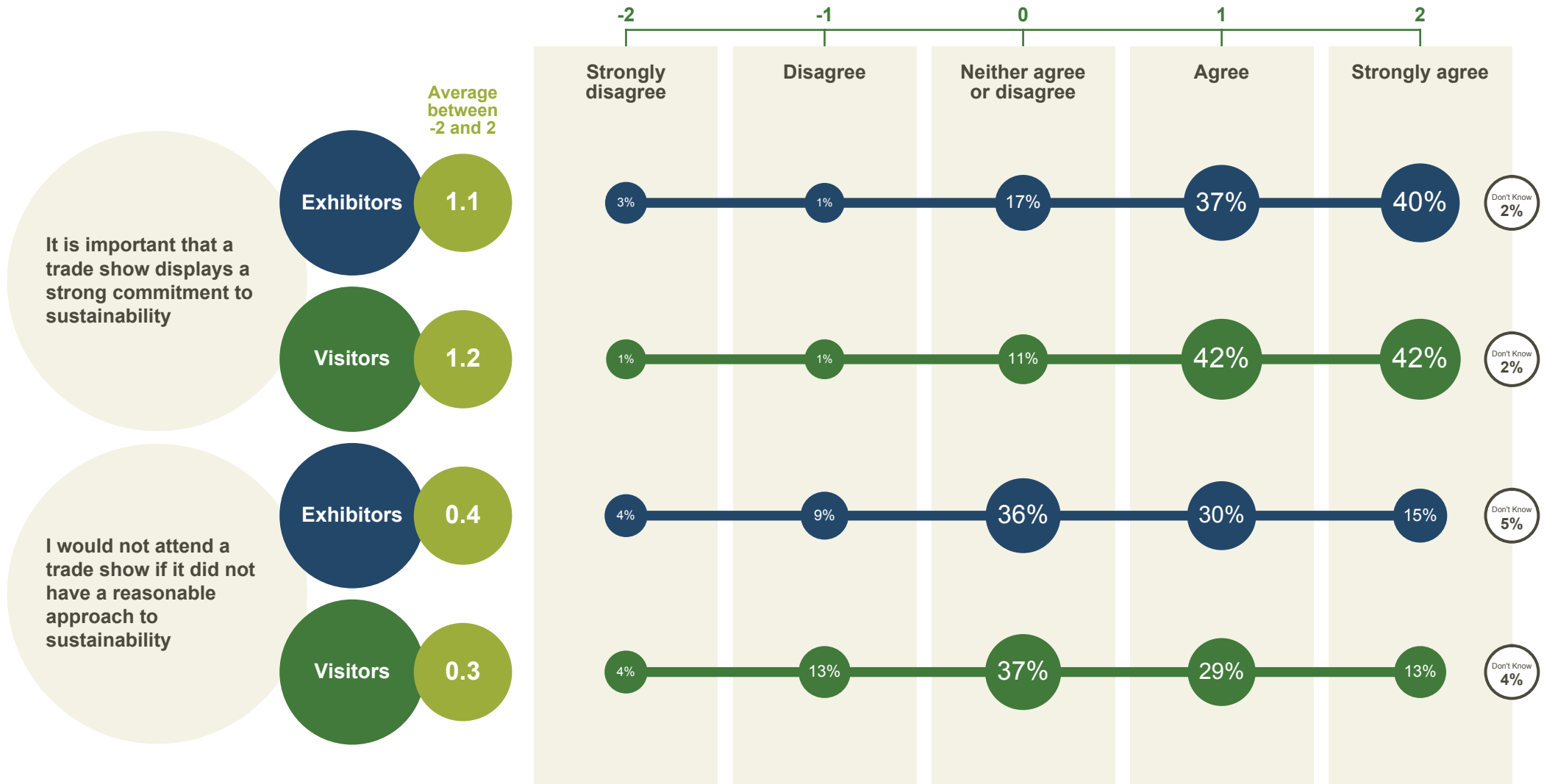
Don't know



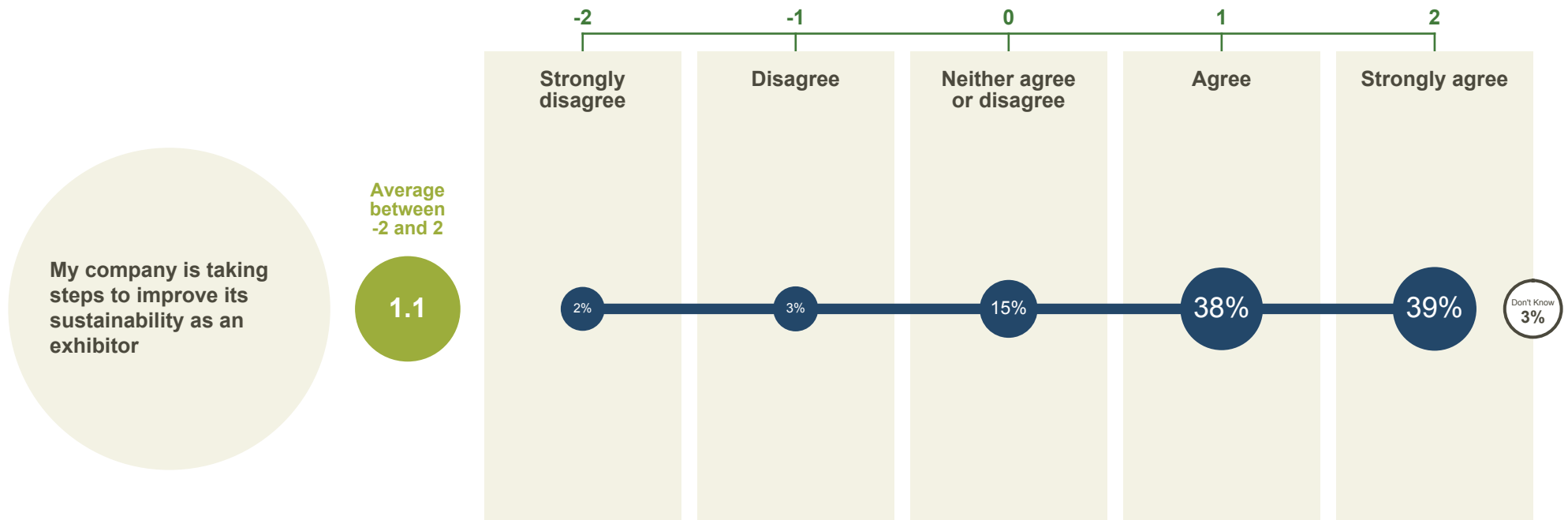
APPENDIX 2.2

LATIN AMERICA

Expectations from participants pre Covid-19

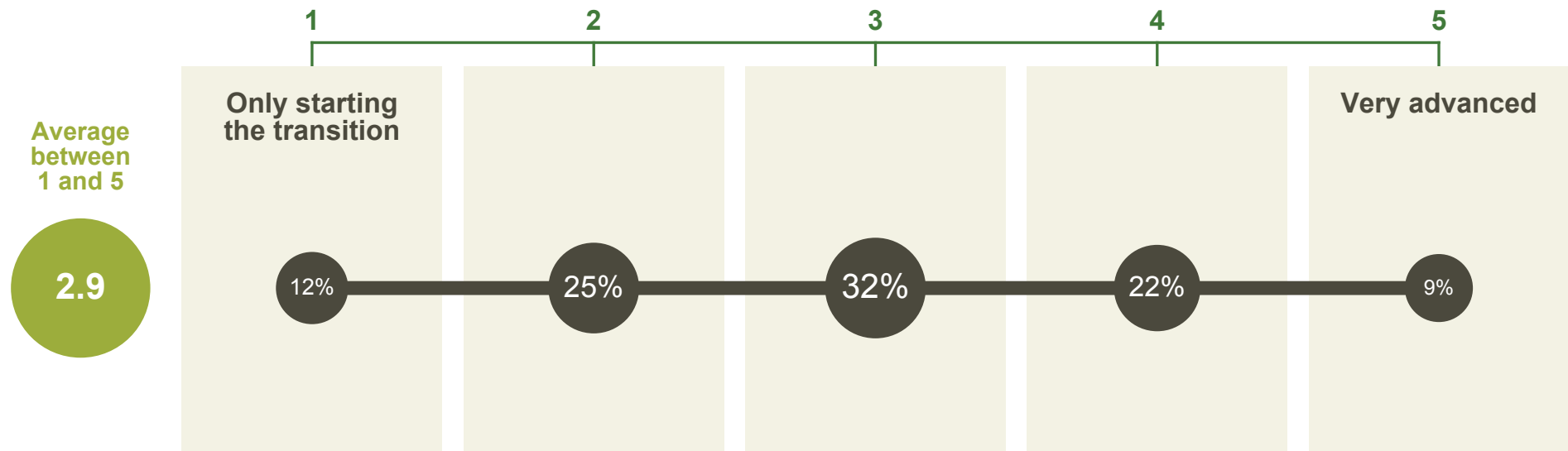


Perceptions of exhibitors as to their own efforts



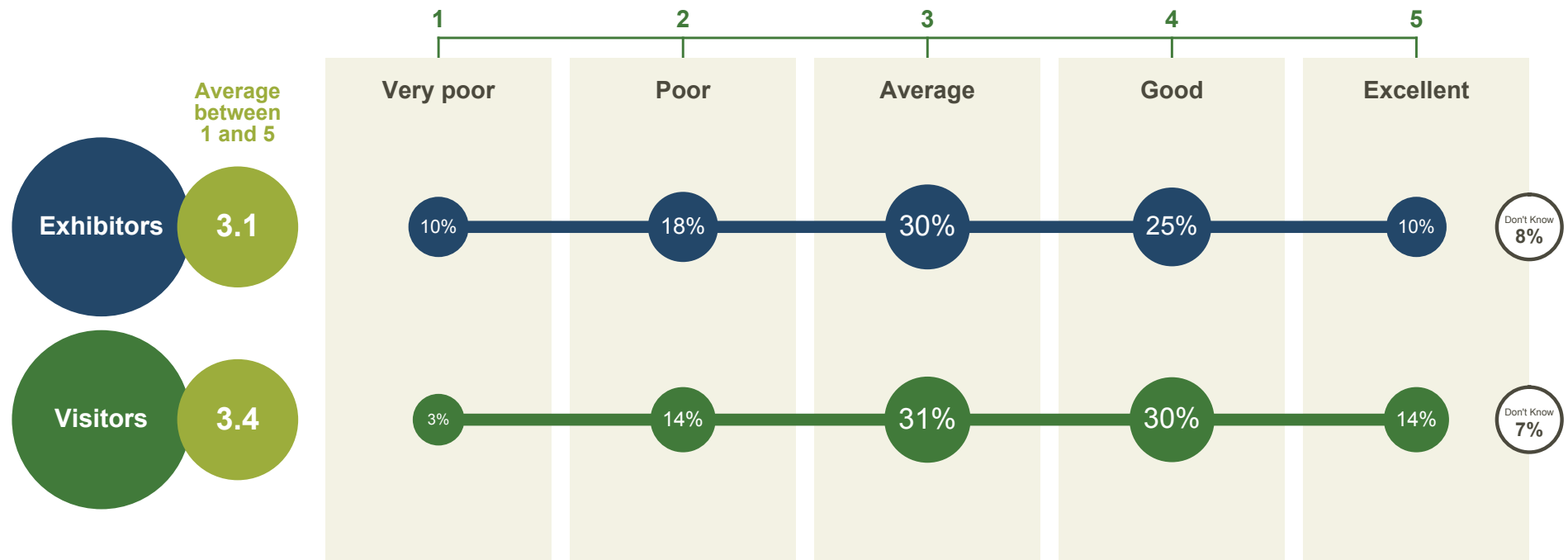
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How would you rate the transition of the exhibition industry in Sustainability?



Perception of the efforts made by the exhibition industry

Based on your experience in the last 12 months, how do you rate the trade show industry's efforts to run trade shows in a more environmentally sustainable way?

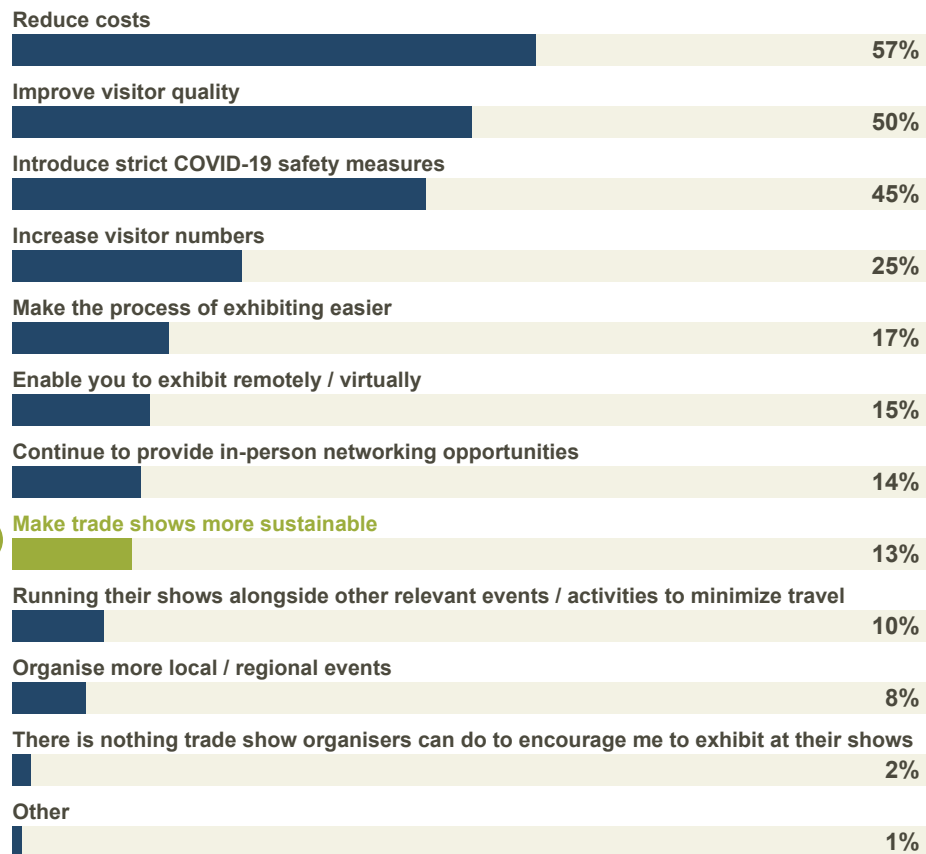


Recommended priorities – Exhibitors

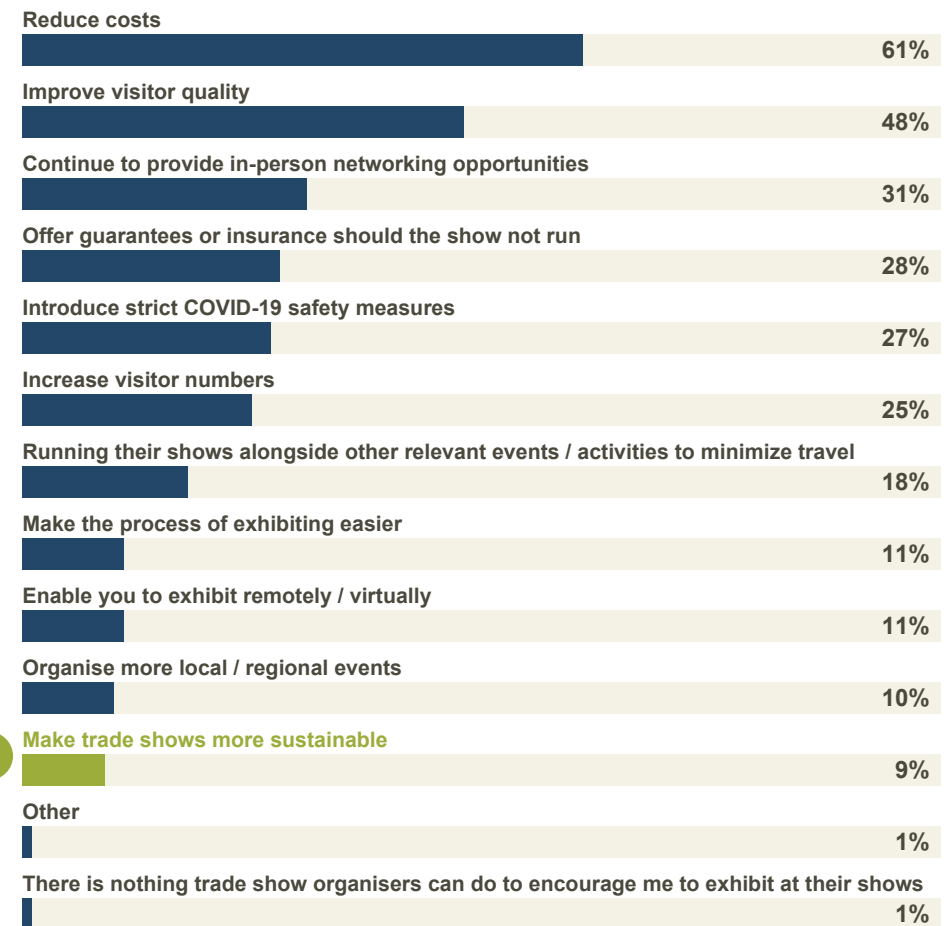
What are the main things trade show organisers should focus on to encourage you to attend their shows?



In 2020



In 2021

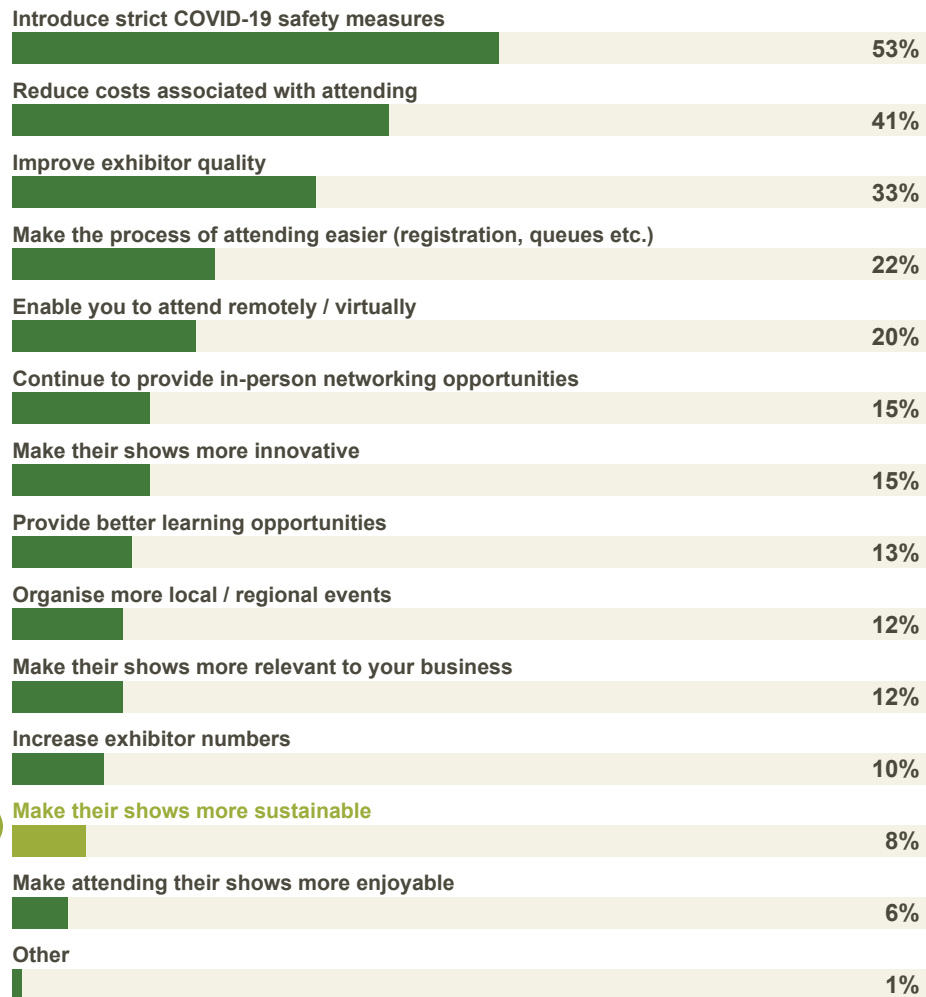


Recommended priorities – Visitors

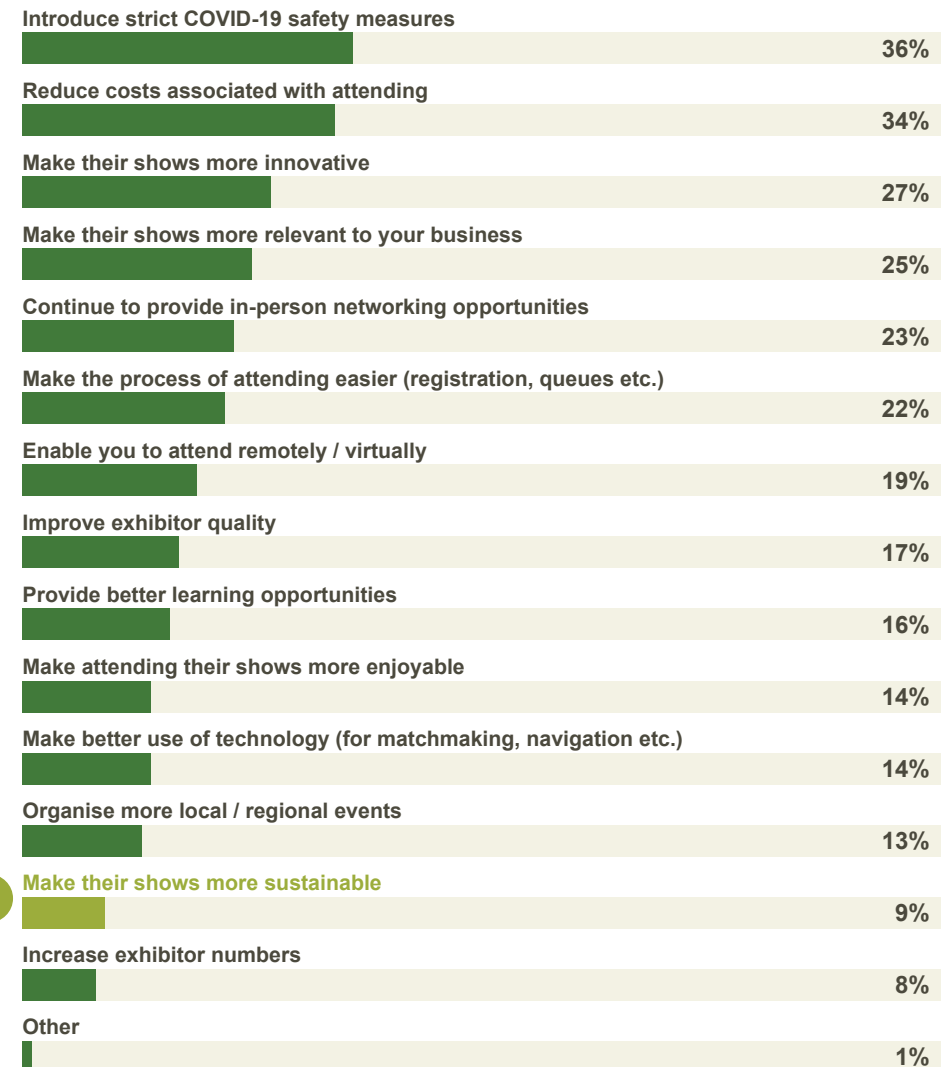
What are the main things trade show organisers should focus on to encourage you to attend their shows?



In 2020

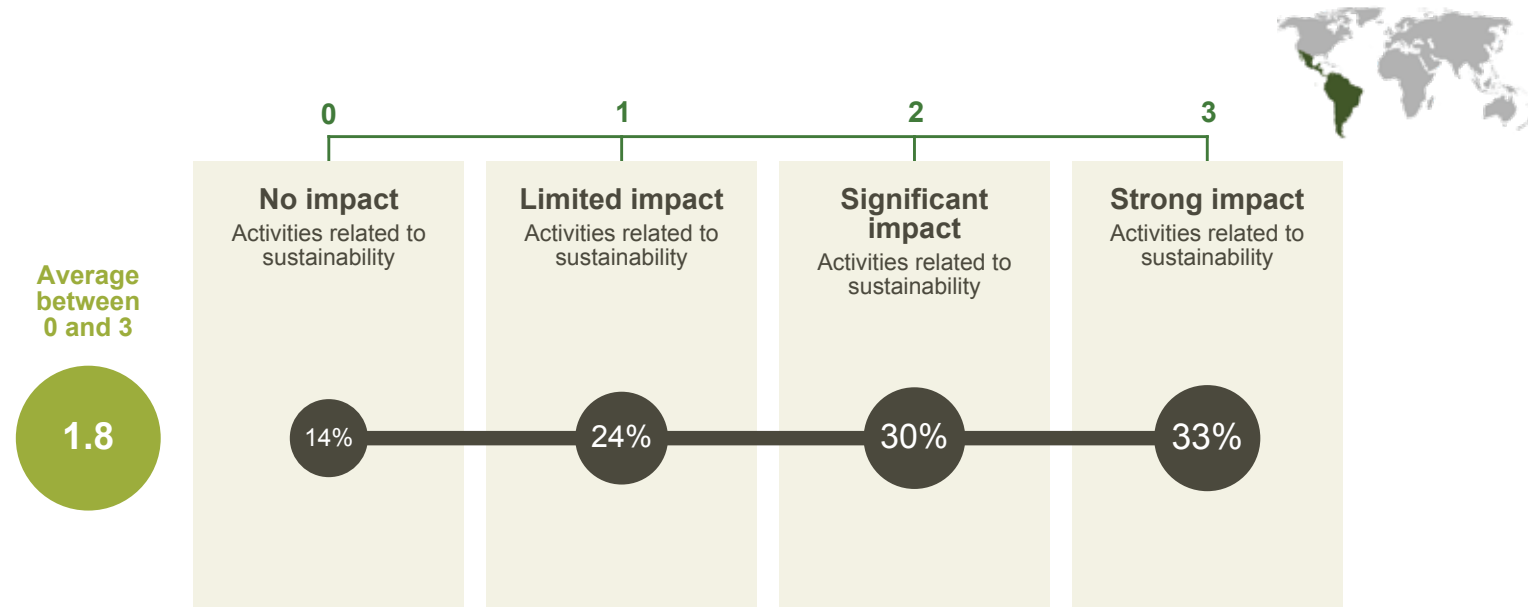


In 2021



Impact of Covid-19 for the Exhibition Industry

To what extent has Covid-19 impacted your company activities in sustainability?

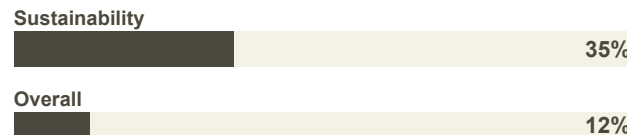


How is the Covid-19 crisis affecting the level of investment of your company in sustainability in 2020, overall and more specifically for programmes related to Sustainability?

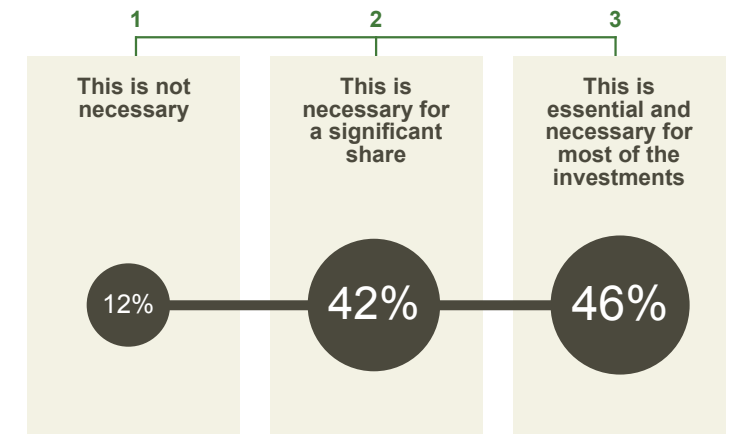
Stopped or decreased



Stable or increased



To what degree would you welcome some public investments in sustainability?

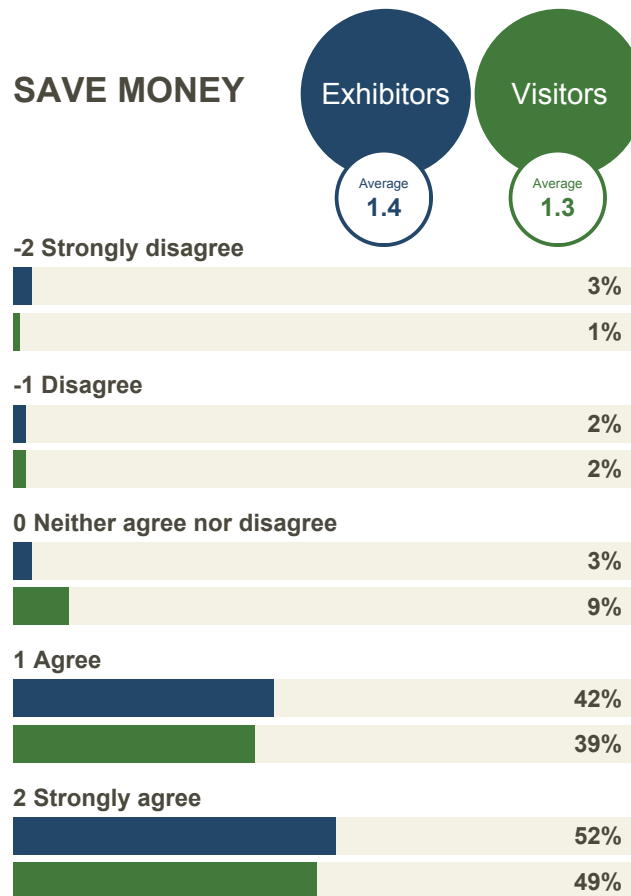


What about the fundamentals?

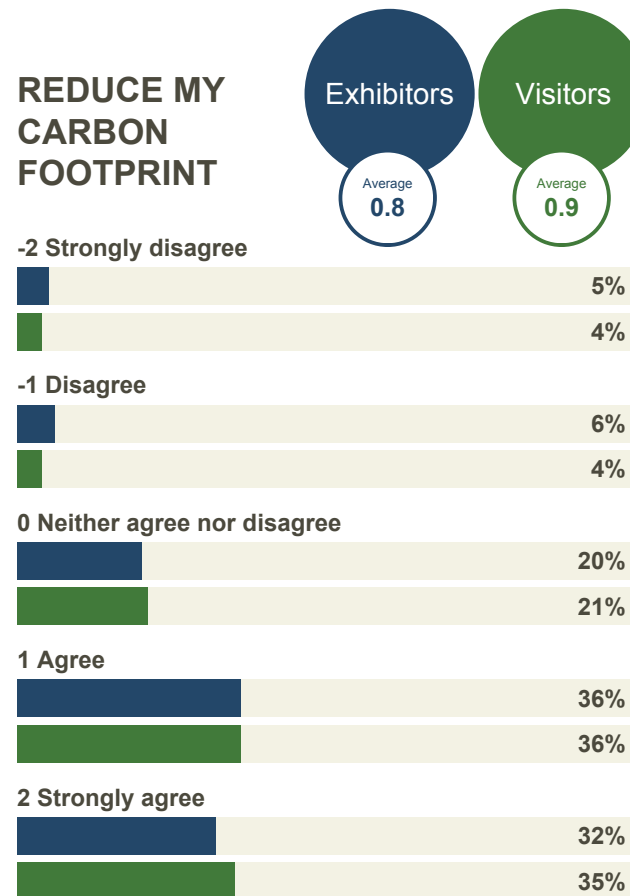
How much do you agree with these statements: Travelling to an exhibition helps me:



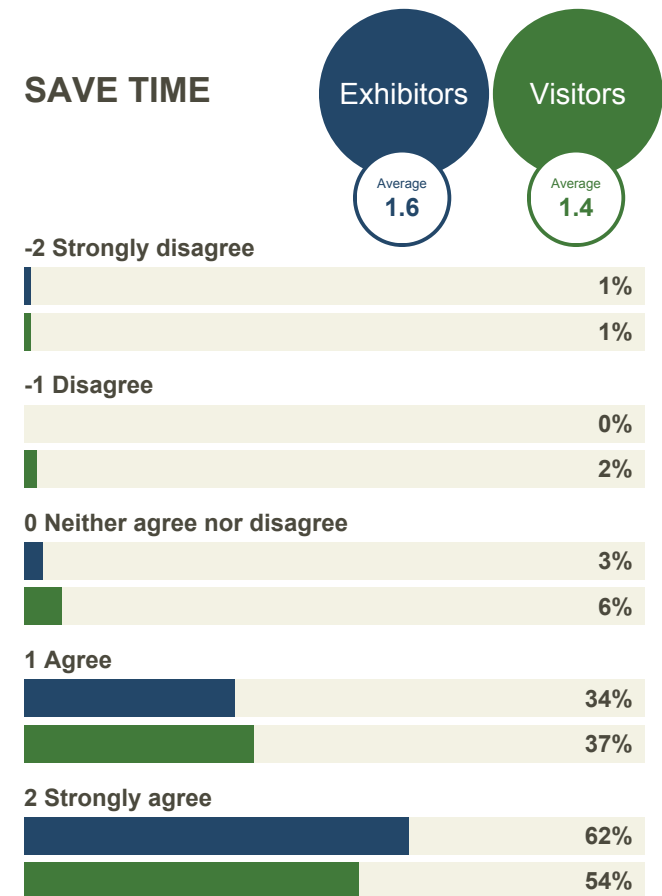
SAVE MONEY



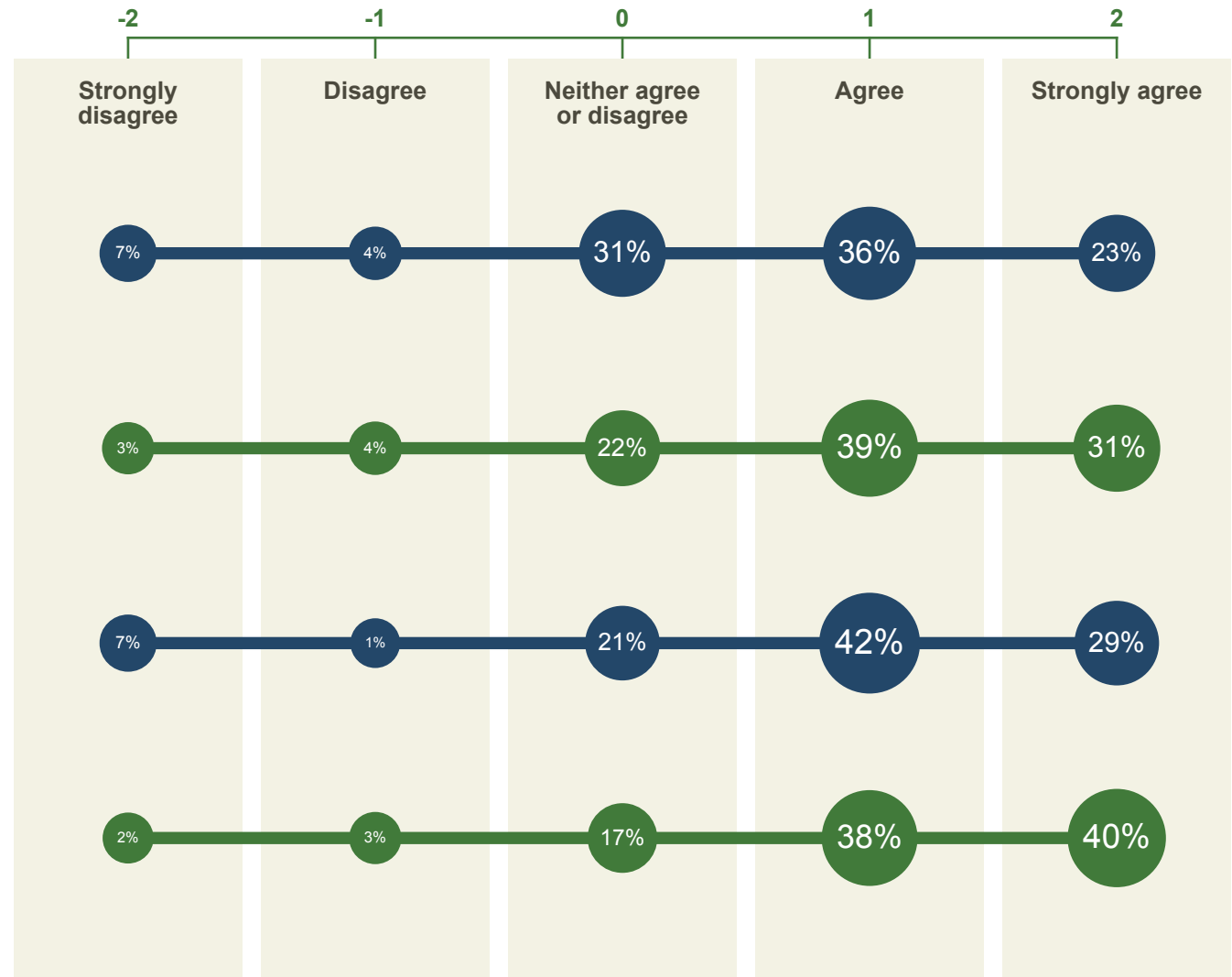
REDUCE MY CARBON FOOTPRINT



SAVE TIME

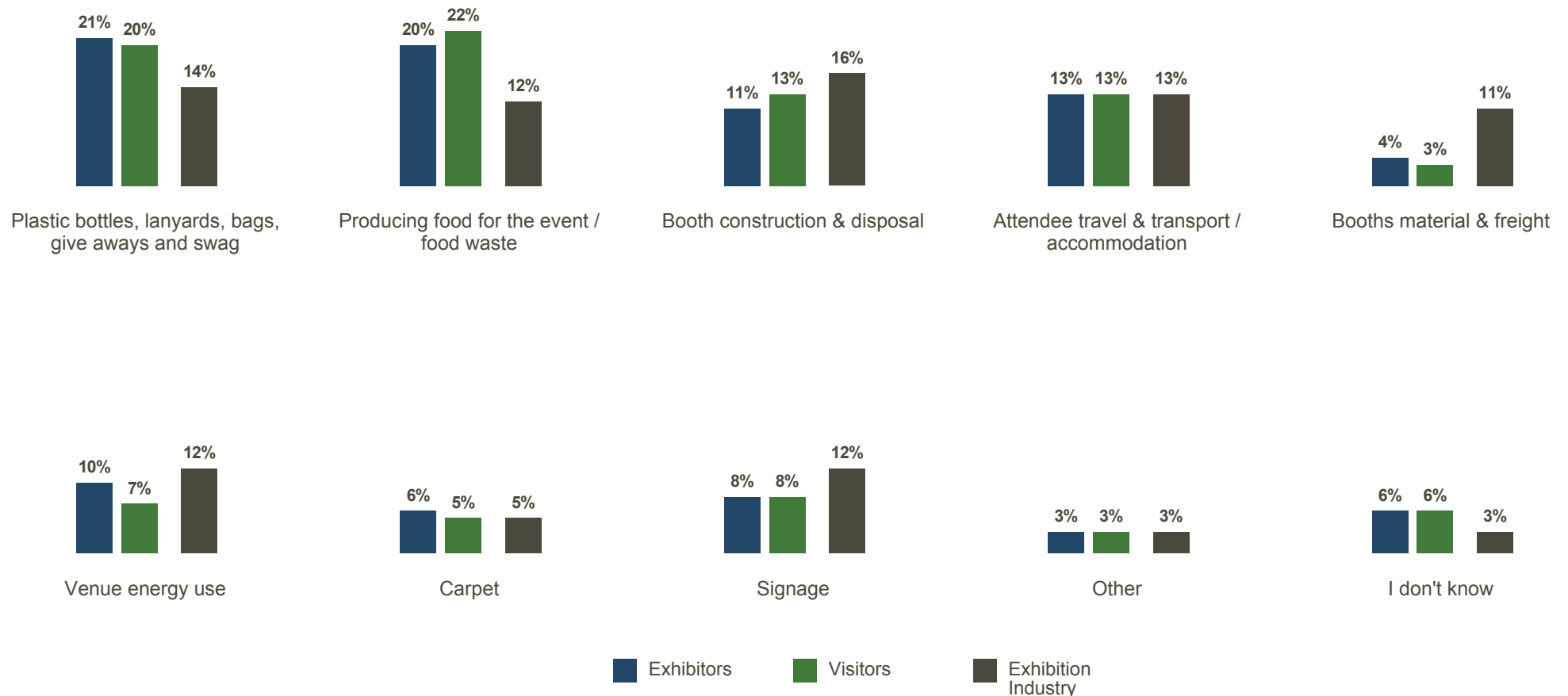


How important is the trade show's environmental impact for exhibitors and visitors?



Priorities according to Exhibitors, Visitors and the Exhibition Industry

In which of the following areas, if any, should trade show organisers prioritise introducing or enhancing sustainability measures?



Which actions are effective to make the trade show industry environmentally sustainable?



Exhibitors

Visitors

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Develop education about sustainable events at all levels of the value chain (including visitors and exhibitors)



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Use, and improve whenever necessary, sustainability standards (management system standards, checklists, reporting frameworks)



Develop and use metrics for measurement of environmental impact across the value chain of events

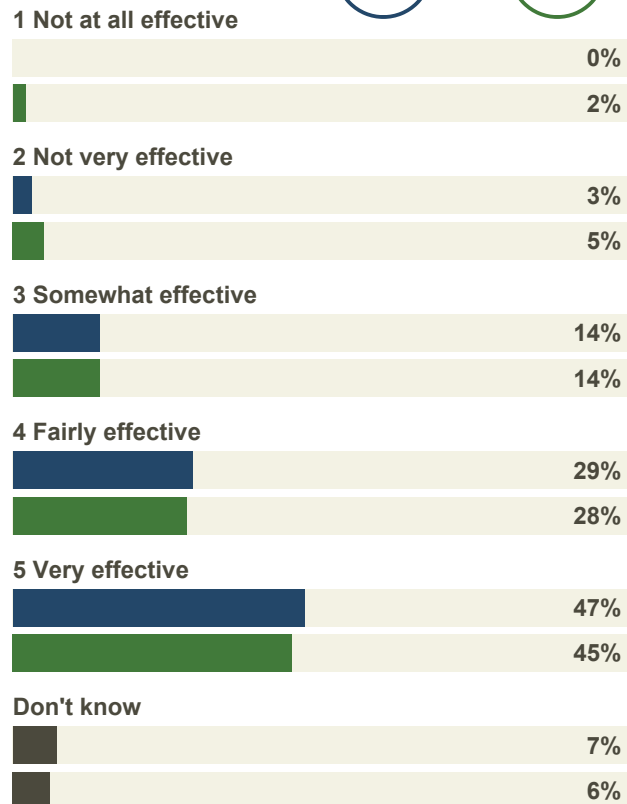


Effectiveness

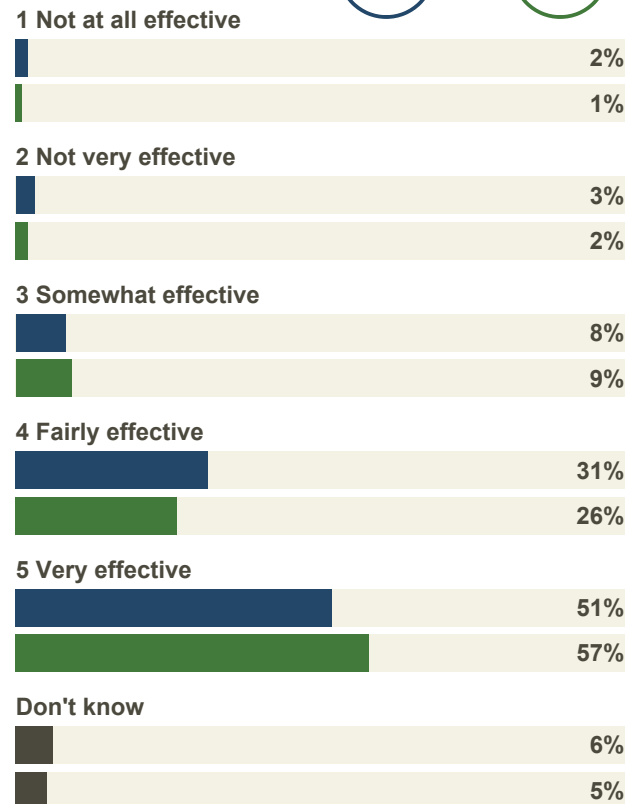
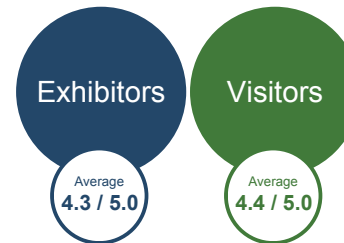
How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?



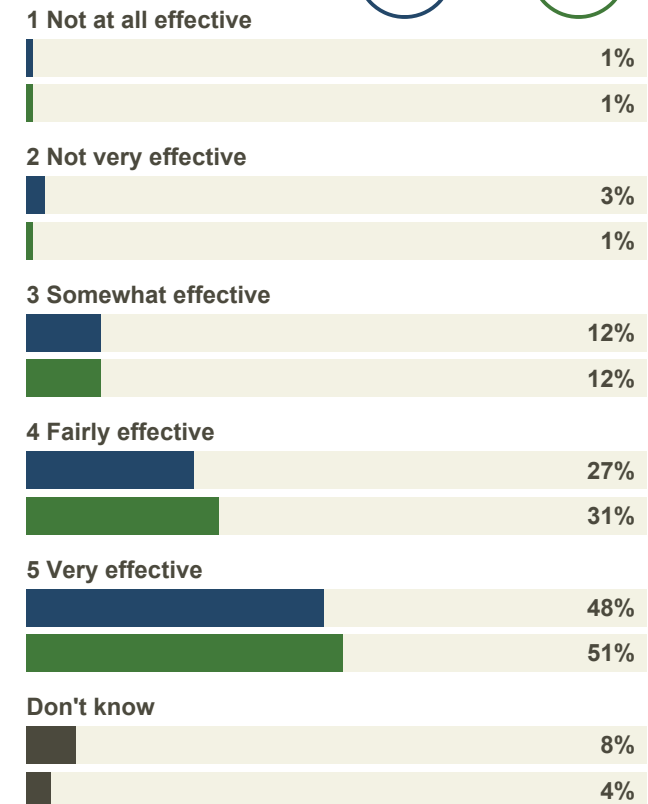
Reduce the costs of sustainable materials/ products/ services available for use



Develop new technologies or processes for problems such as waste, carbon emissions, etc



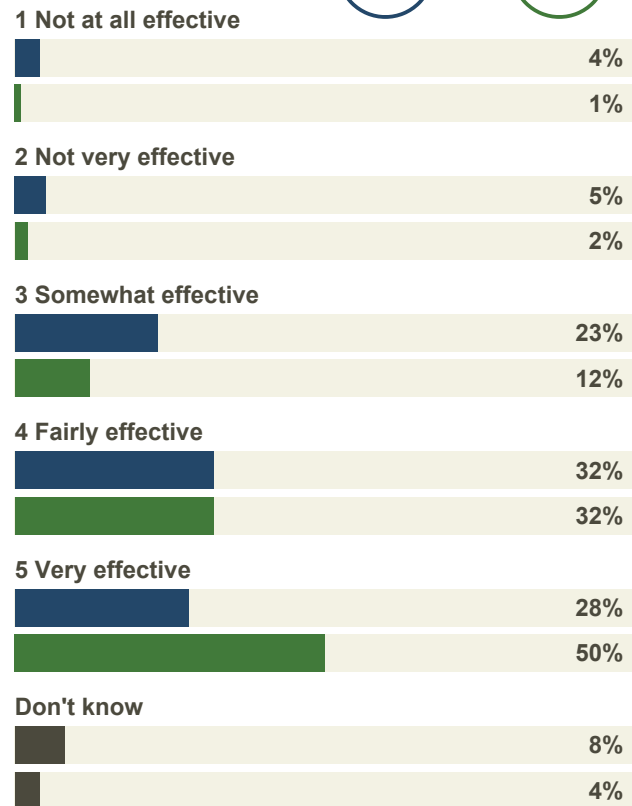
Develop education about sustainable events at all levels of the value chain (including visitors and exhibitors)



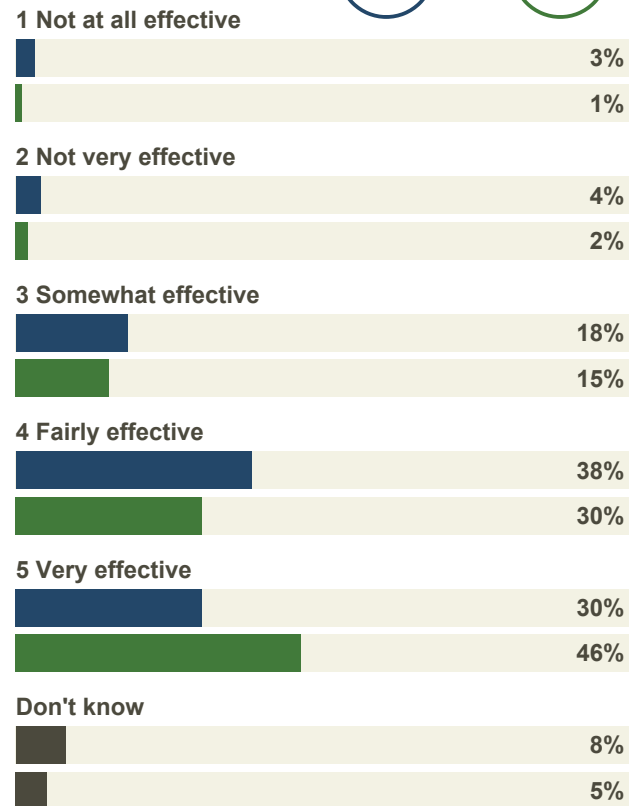
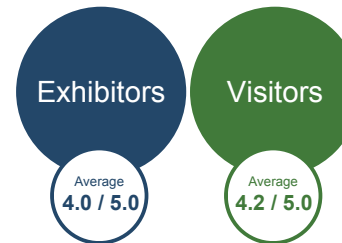
How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?



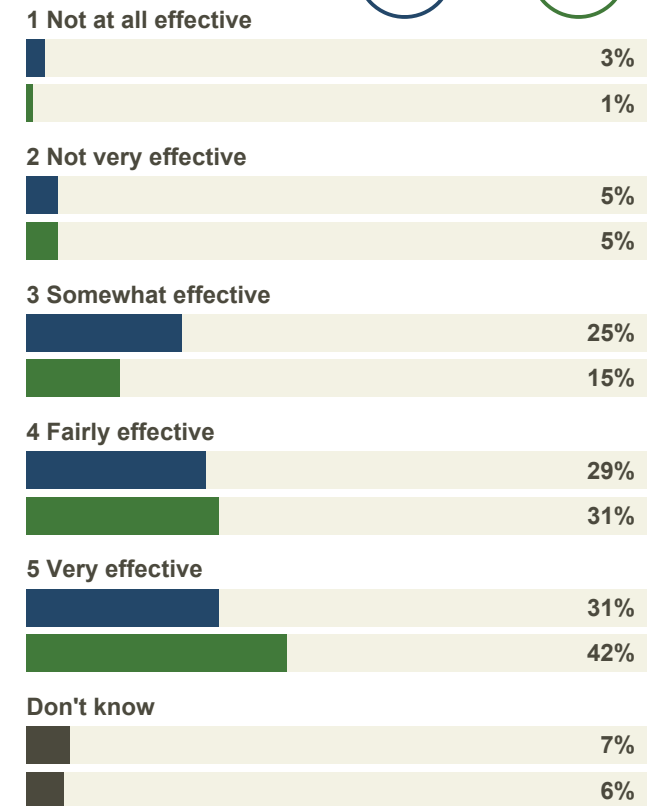
Identify and share best practices among the value chain of events (including exhibitors)



Use, and improve whenever necessary, sustainability standards (management system standards, checklists, reporting frameworks)



Develop and use metrics for measurement of environmental impact across the value chain of events



Responsibilities

Who is responsible for helping the trade show industry improve its environmental impact?



Exhibitors

Visitors

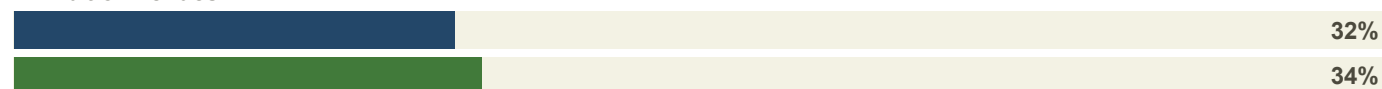
Organisations that organise and set-up events



Exhibiting companies



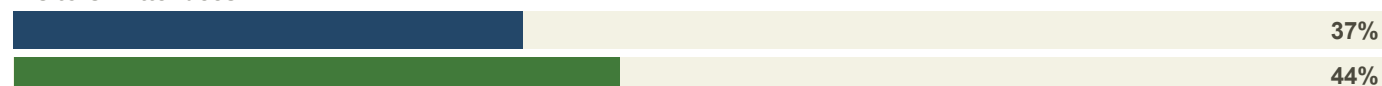
Exhibition venues



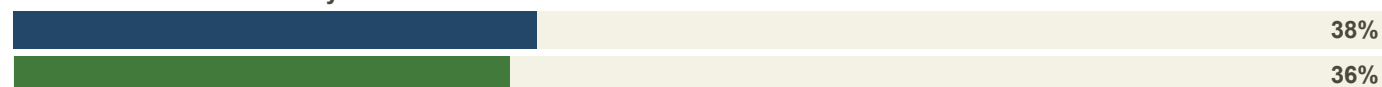
Organisations that design and construct the booths



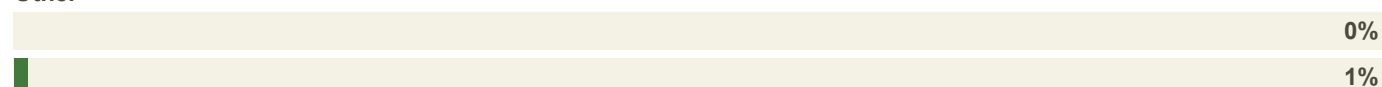
Visitors / Attendees



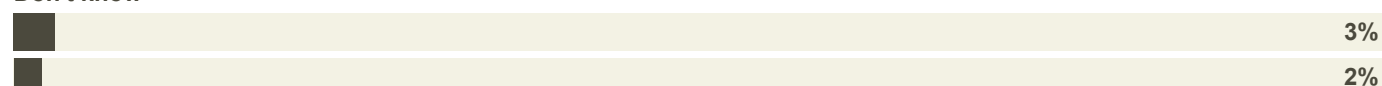
Government / local authority and destinations



Other



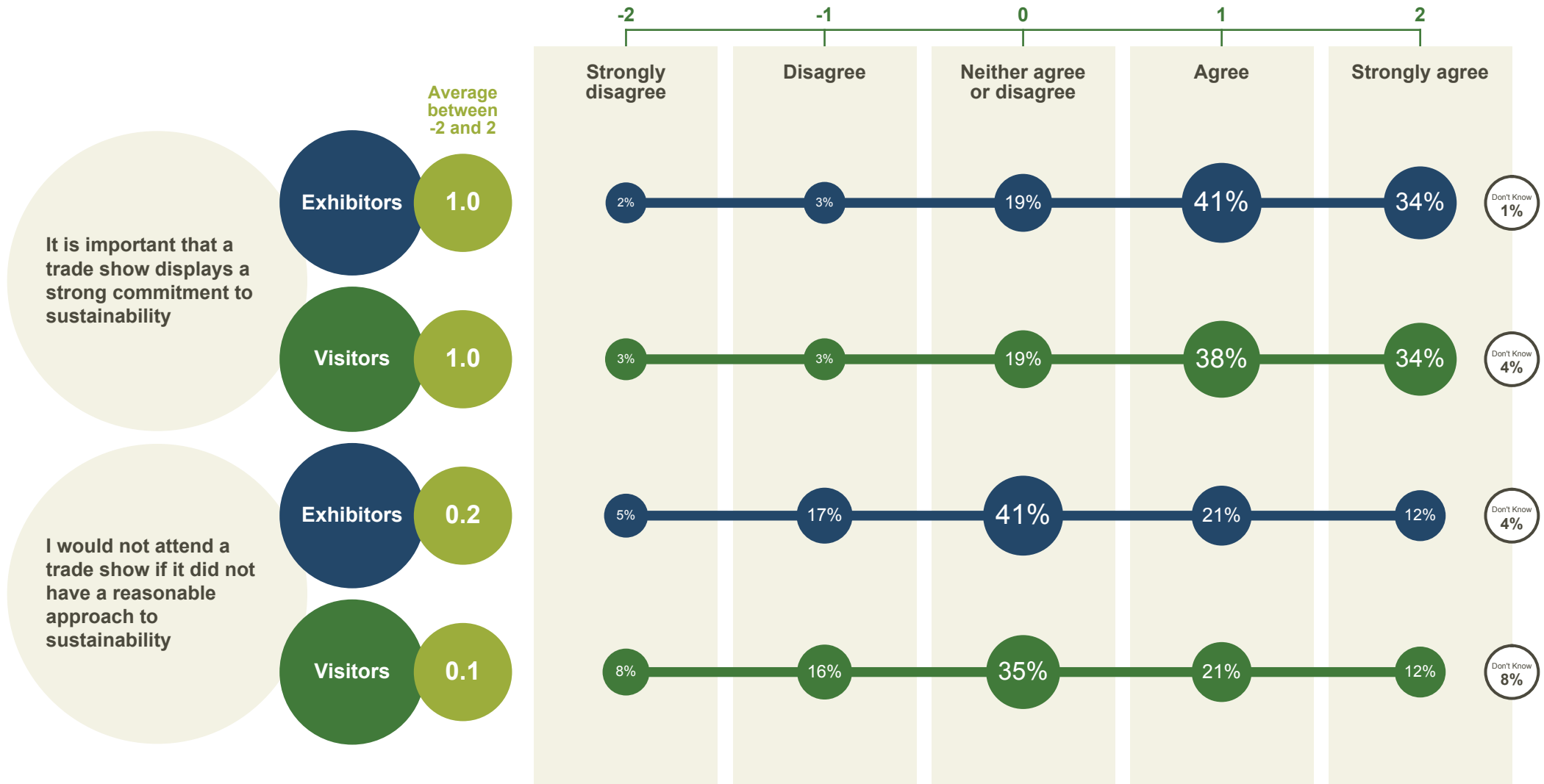
Don't know



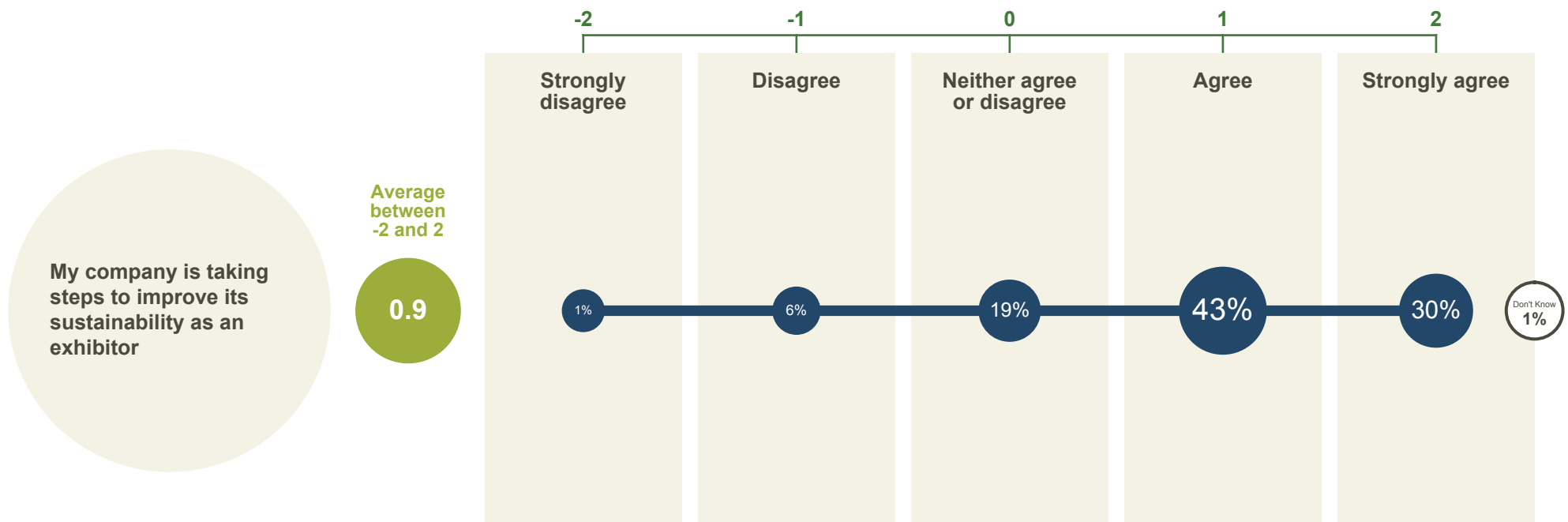
APPENDIX 2.3

EUROPE

Expectations from participants pre Covid-19

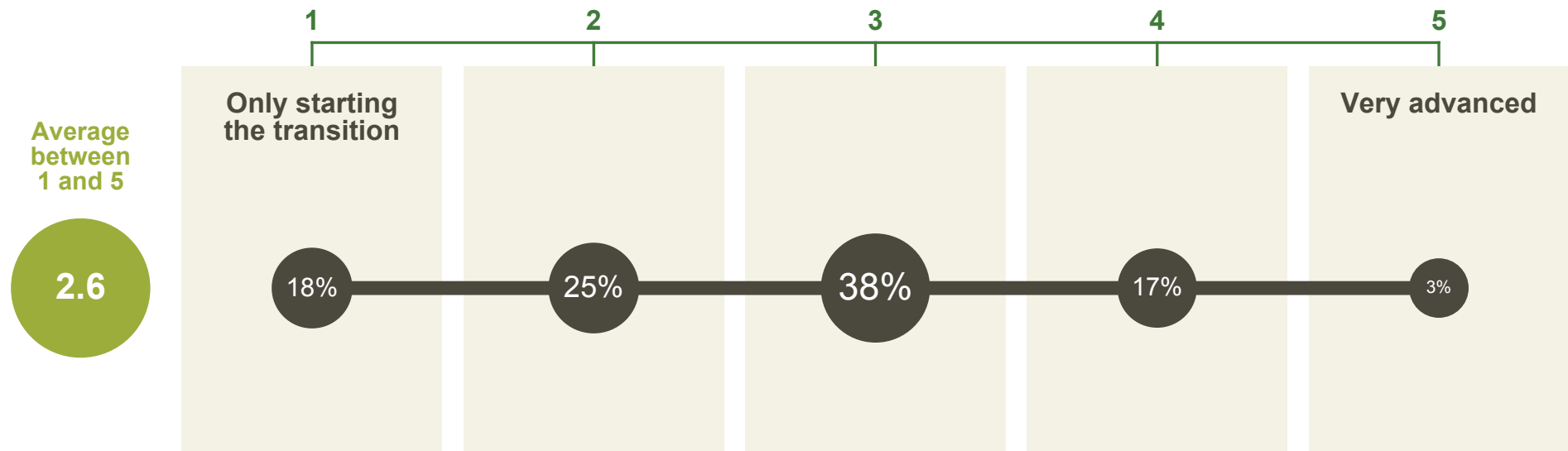


Perceptions of exhibitors as to their own efforts



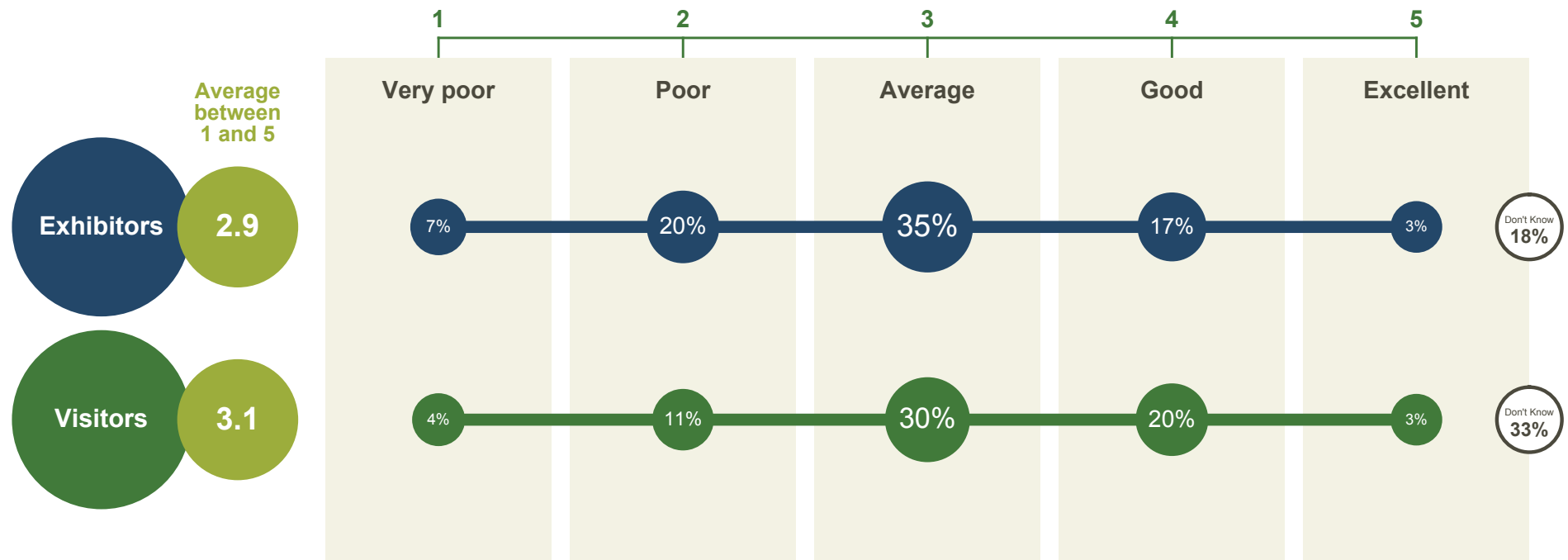
Perception of the rate of transition by the exhibition industry

How would you rate the transition of the exhibition industry in Sustainability?



Perception of the efforts made by the exhibition industry

Based on your experience in the last 12 months, how do you rate the trade show industry's efforts to run trade shows in a more environmentally sustainable way?

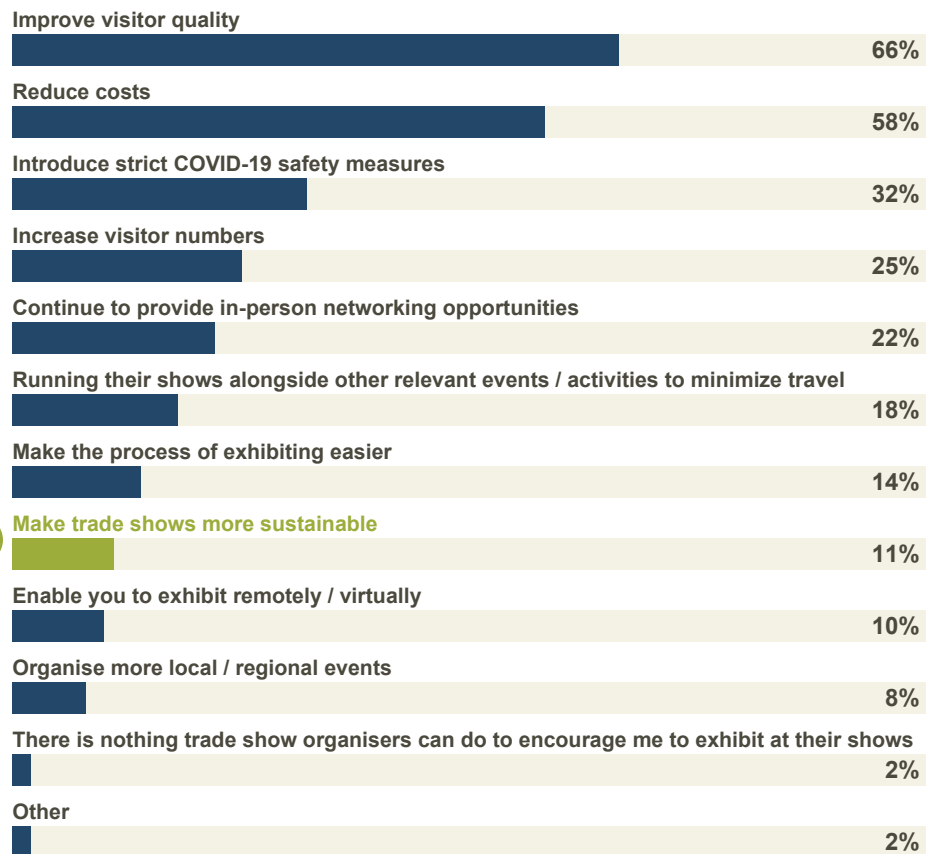


Recommended priorities – Exhibitors

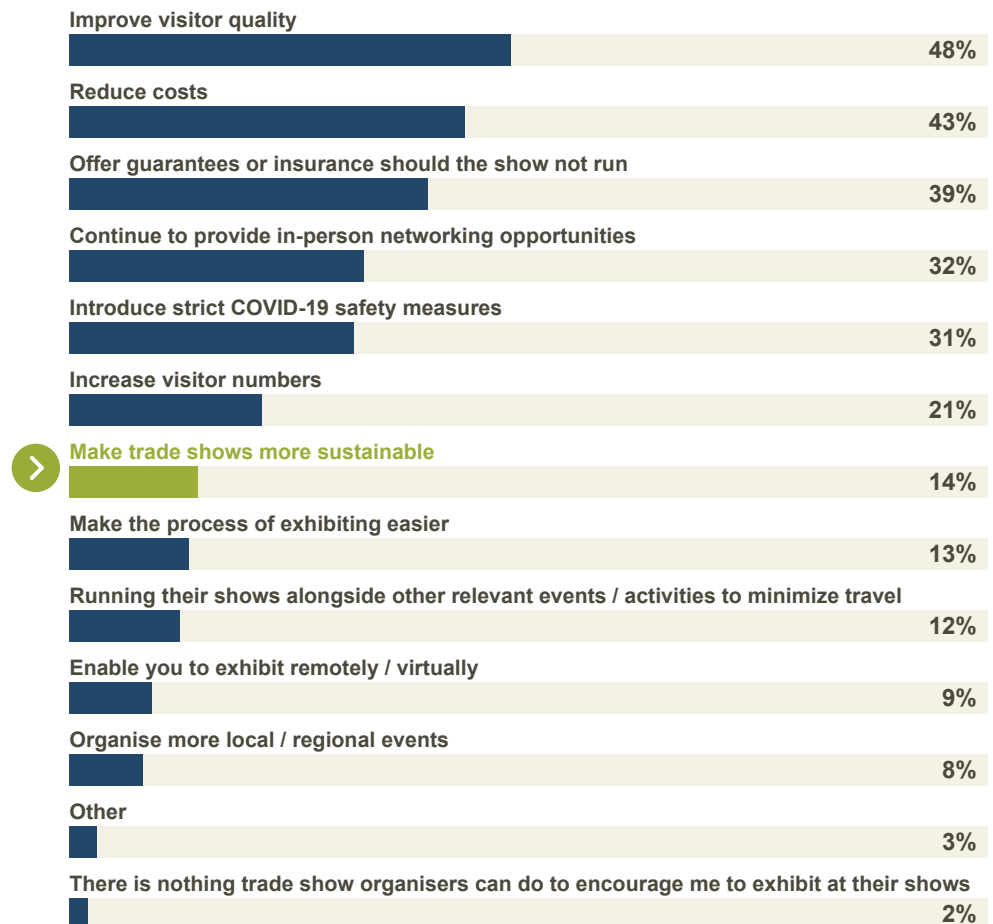
What are the main things trade show organisers should focus on to encourage you to attend their shows?



In 2020



In 2021

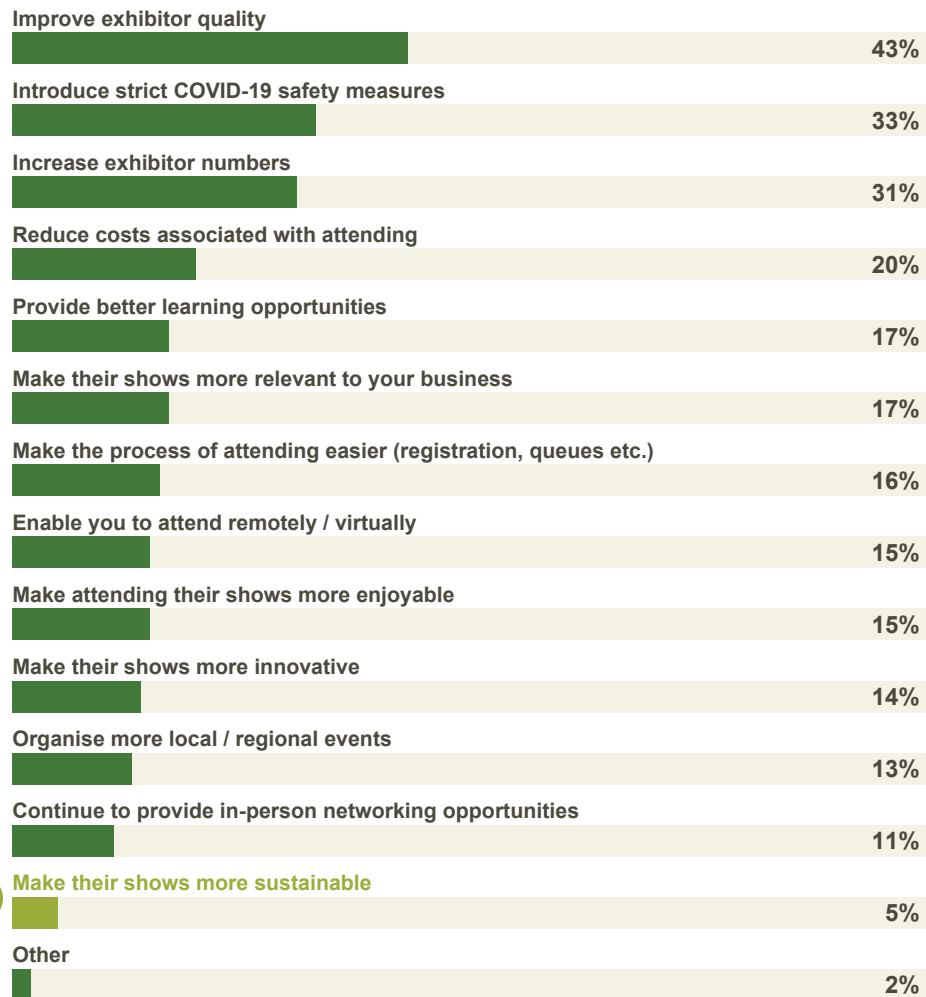


Recommended priorities – Visitors

What are the main things trade show organisers should focus on to encourage you to attend their shows?



In 2020

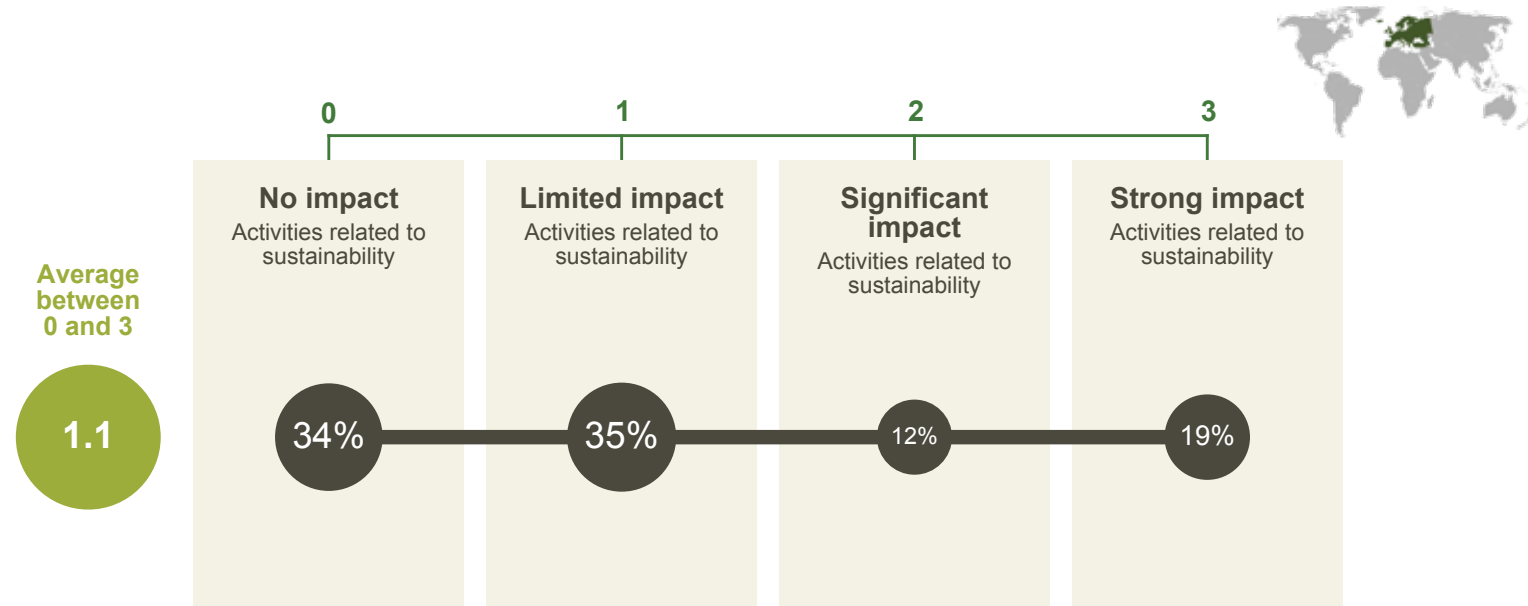


In 2021



Impact of Covid-19 for the Exhibition Industry

To what extent has Covid-19 impacted your company activities in sustainability?

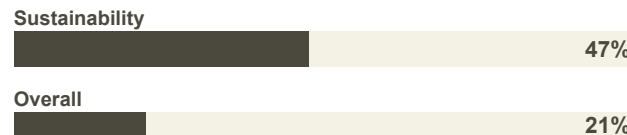


How is the Covid-19 crisis affecting the level of investment of your company in sustainability in 2020, overall and more specifically for programmes related to Sustainability?

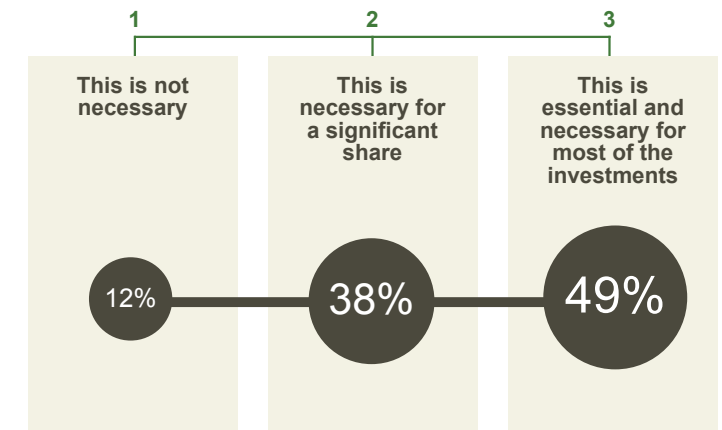
Stopped or decreased



Stable or increased



To what degree would you welcome some public investments in sustainability?

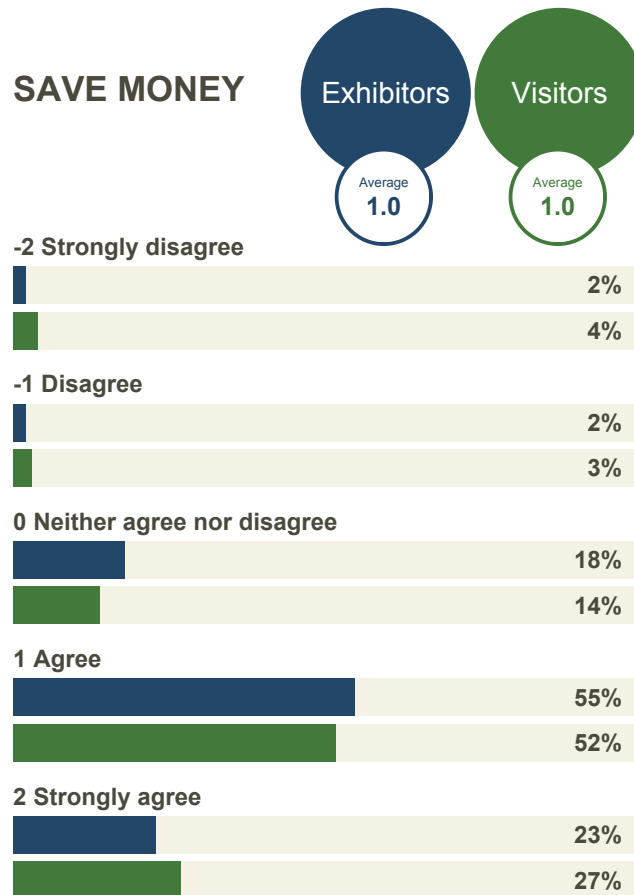


What about the fundamentals?

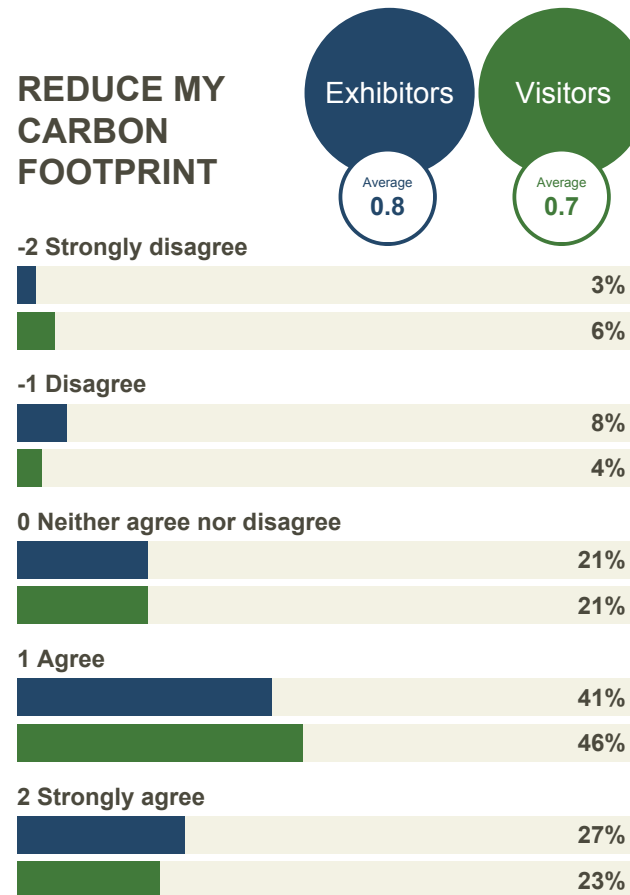
How much do you agree with these statements: Travelling to an exhibition helps me:



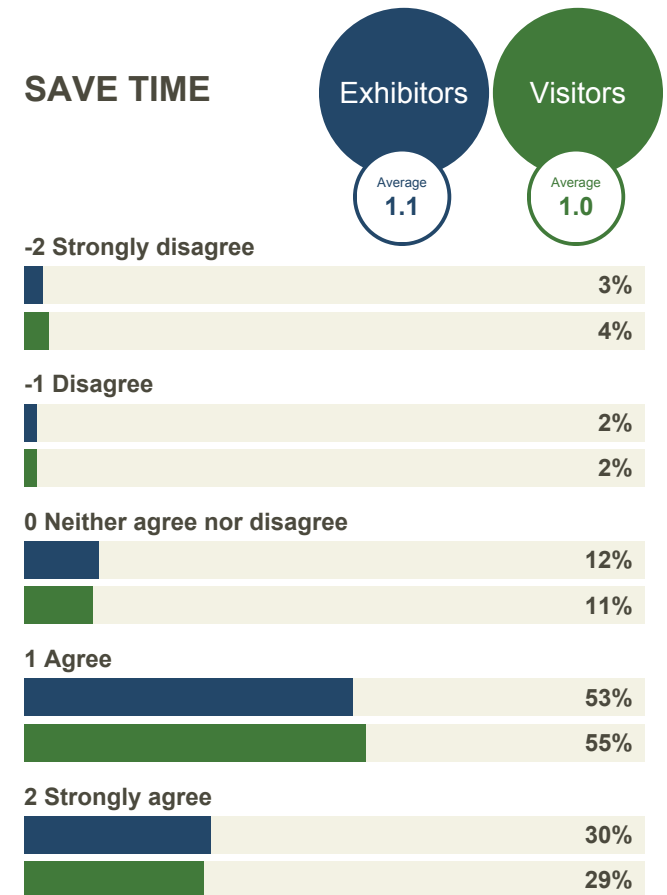
SAVE MONEY



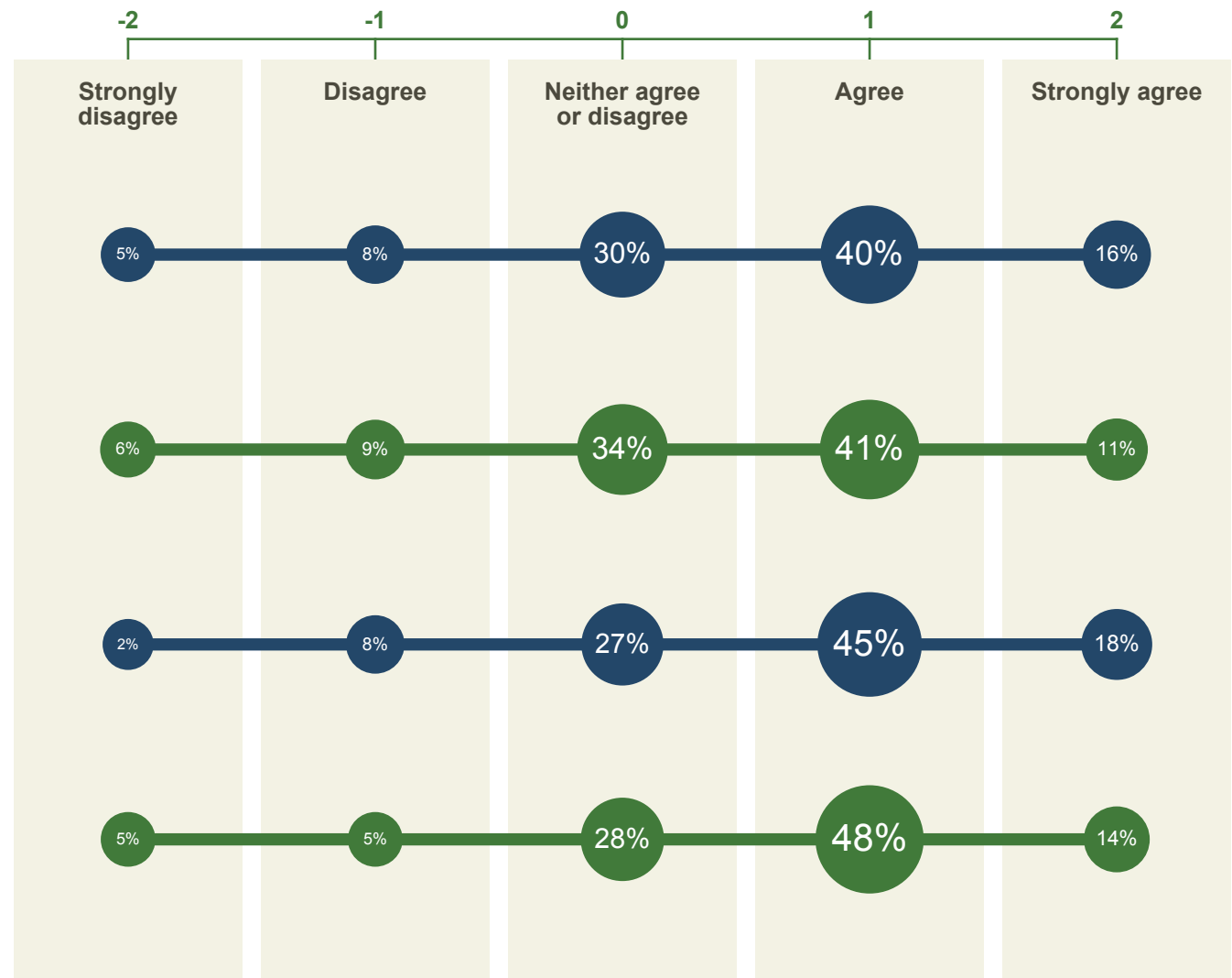
REDUCE MY CARBON FOOTPRINT



SAVE TIME

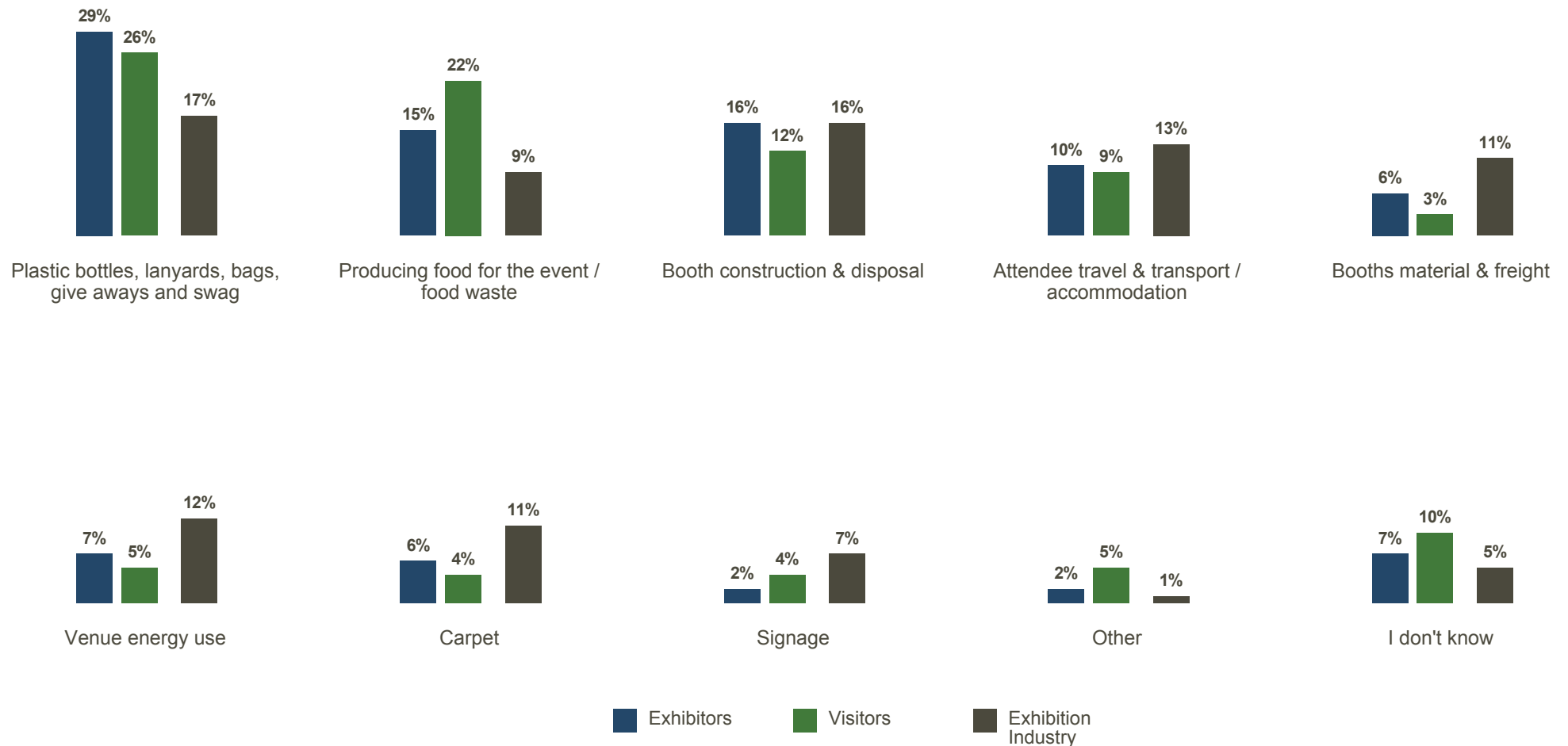


How important is the trade show's environmental impact for exhibitors and visitors?



Priorities according to Exhibitors, Visitors and the Exhibition Industry

In which of the following areas, if any, should trade show organisers prioritise introducing or enhancing sustainability measures?



Sources: UFI/EXPLORI Global Visitors Insights 2018/2019
 UFI/EXPLORI Global Exhibitors Insights 2019/2020
 26th UFI Global Exhibition Barometer (January 2021)

Which actions are effective to make the trade show industry environmentally sustainable?



Exhibitors

Visitors

Reduce the costs of sustainable materials/ products/ services available for use



Develop new technologies or processes for problems such as waste, carbon emissions, etc



Develop education about sustainable events at all levels of the value chain (including visitors and exhibitors)



Identify and share best practices among the value chain of events (including exhibitors)



Use, and improve whenever necessary, sustainability standards (management system standards, checklists, reporting frameworks)



Develop and use metrics for measurement of environmental impact across the value chain of events

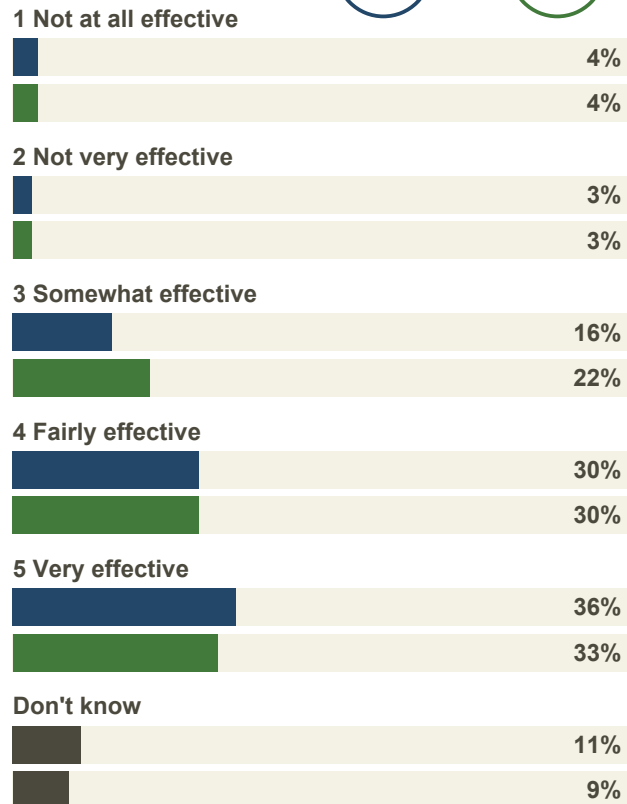


Effectiveness

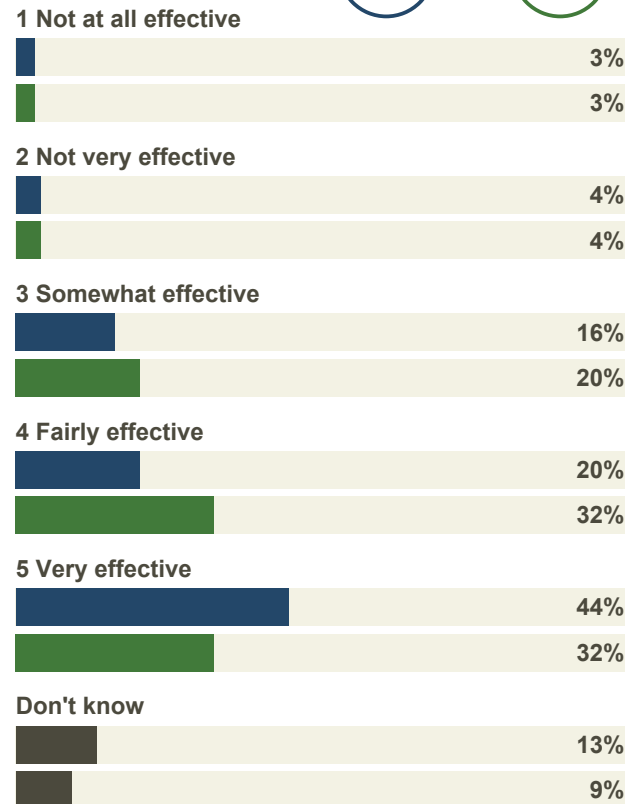
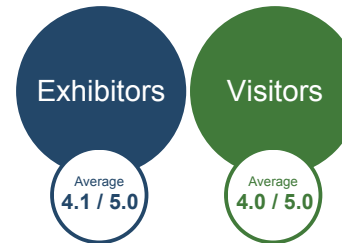
How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?



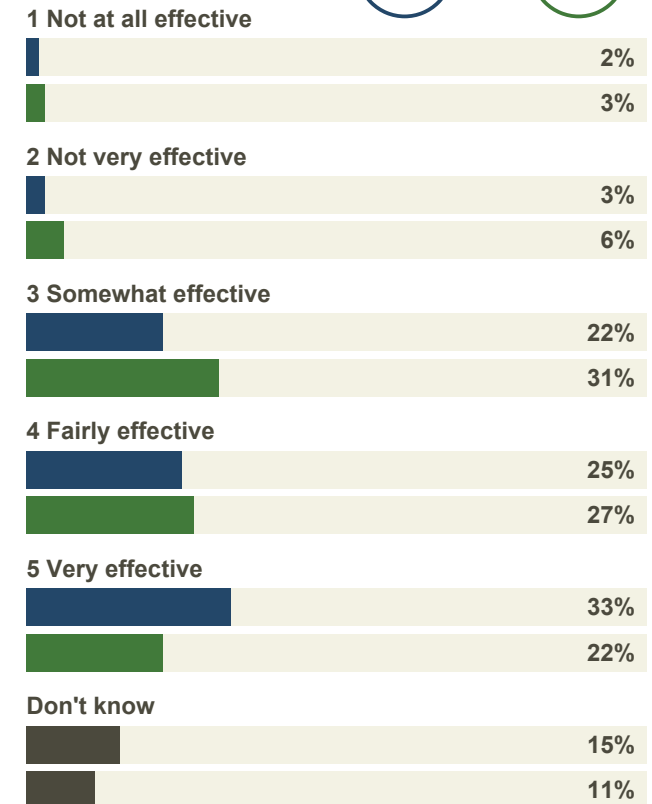
Reduce the costs of sustainable materials/ products/ services available for use



Develop new technologies or processes for problems such as waste, carbon emissions, etc



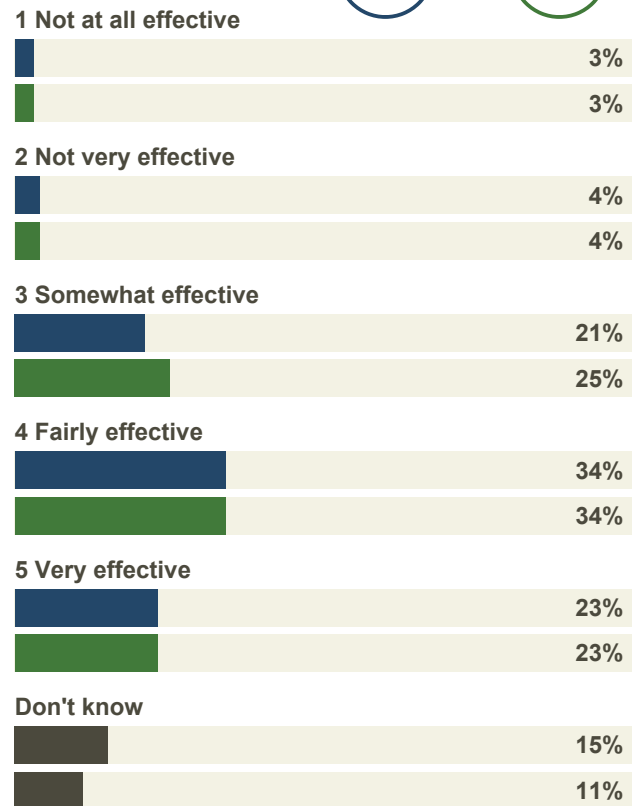
Develop education about sustainable events at all levels of the value chain (including visitors and exhibitors)



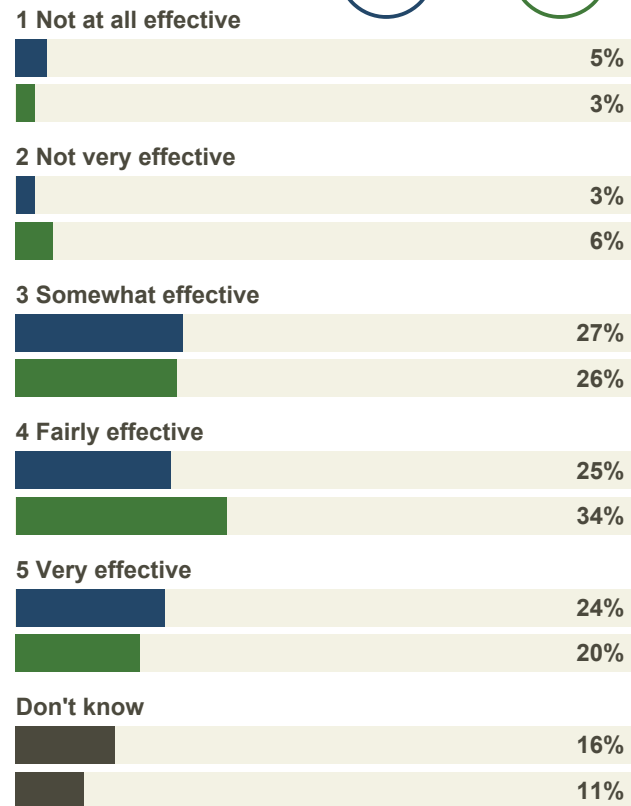
How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?



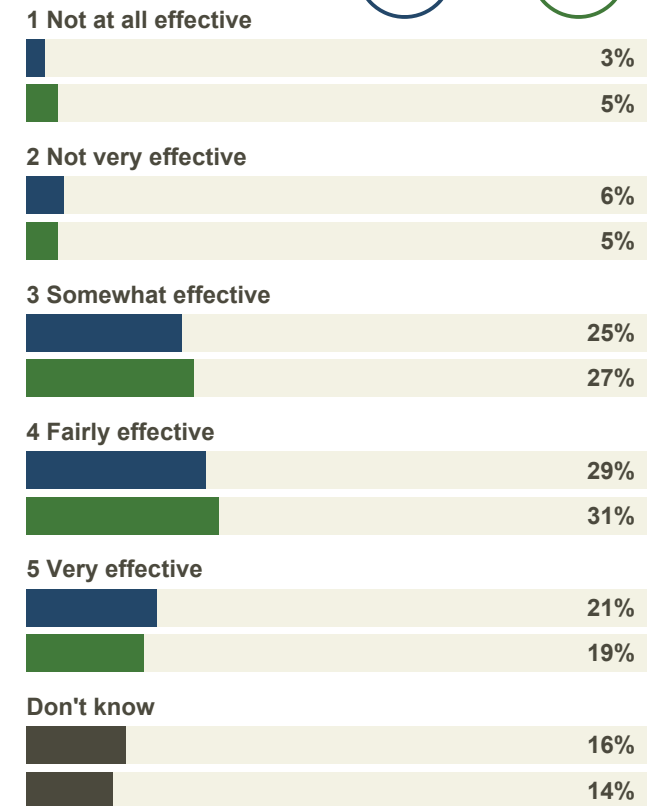
Identify and share best practices among the value chain of events (including exhibitors)



Use, and improve whenever necessary, sustainability standards (management system standards, checklists, reporting frameworks)



Develop and use metrics for measurement of environmental impact across the value chain of events



Who is responsible for helping the trade show industry improve its environmental impact?



Exhibitors

Visitors

Organisations that organise and set-up events



Exhibiting companies



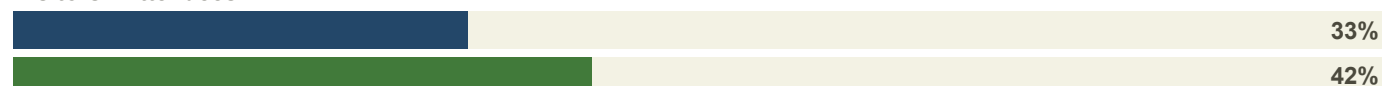
Exhibition venues



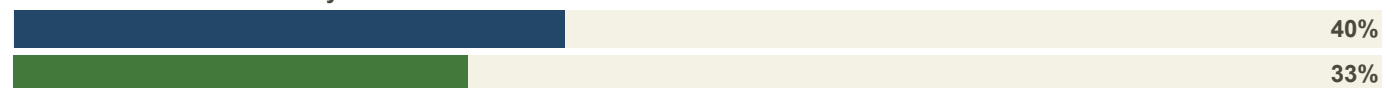
Organisations that design and construct the booths



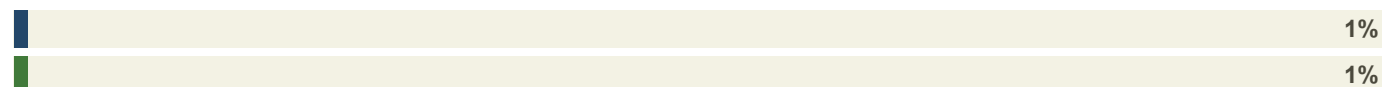
Visitors / Attendees



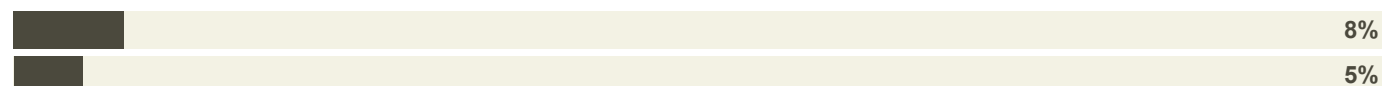
Government / local authority and destinations



Other



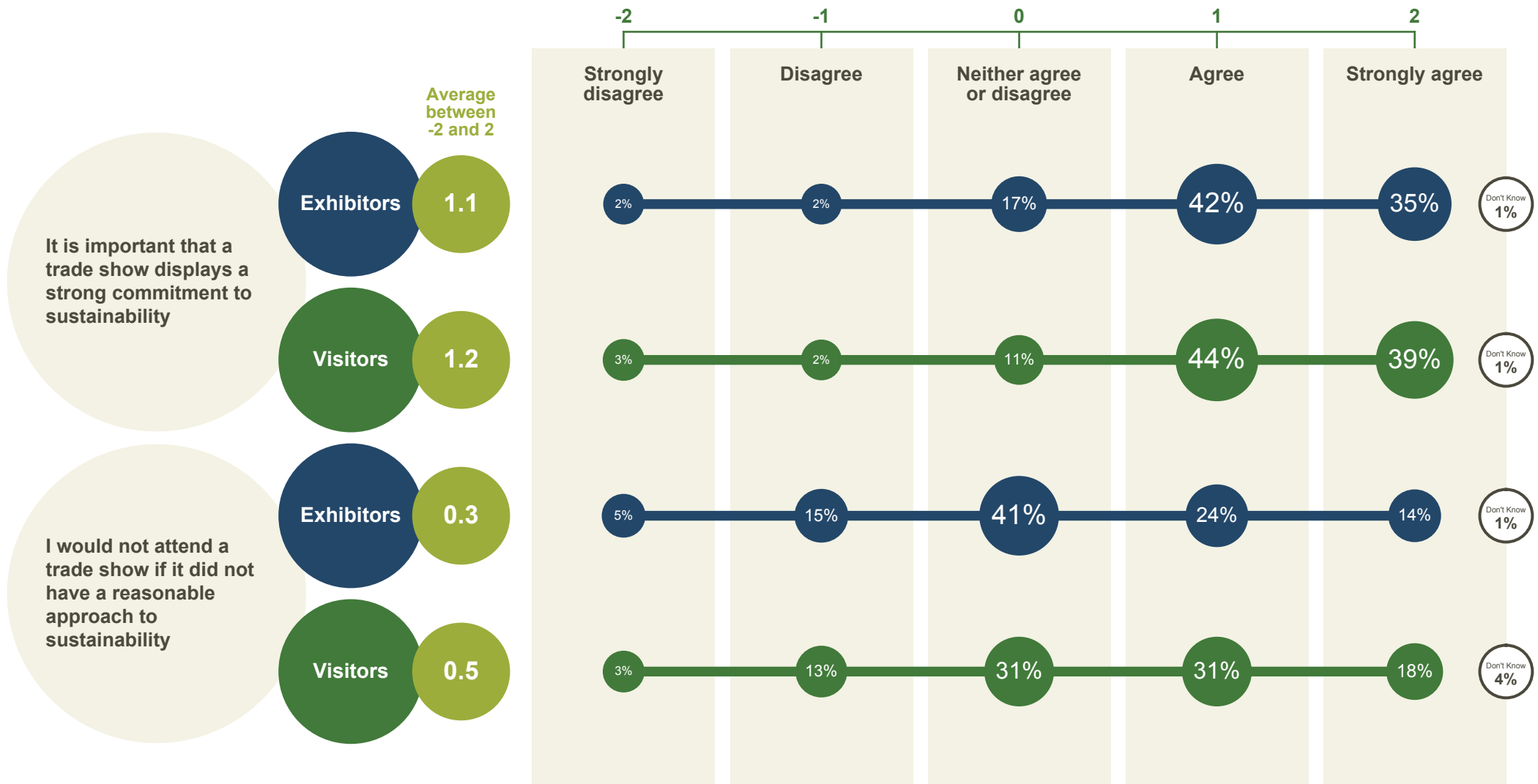
Don't know



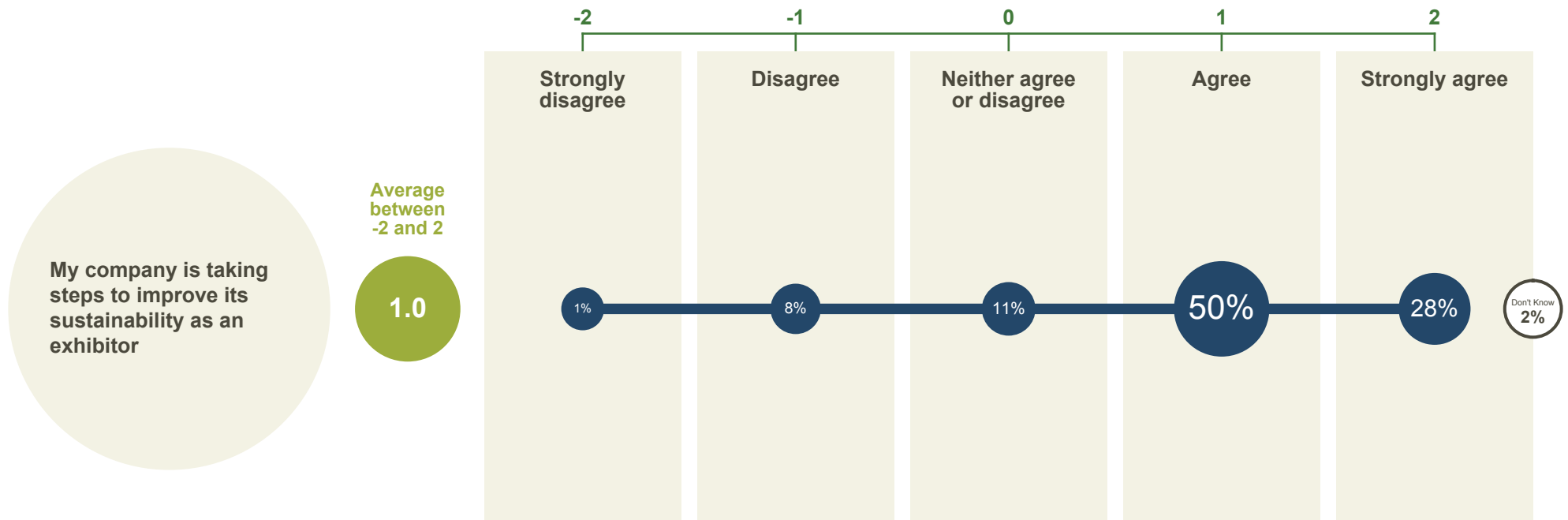
APPENDIX 2.4

MIDDLE EAST & AFRICA

Expectations from participants pre Covid-19

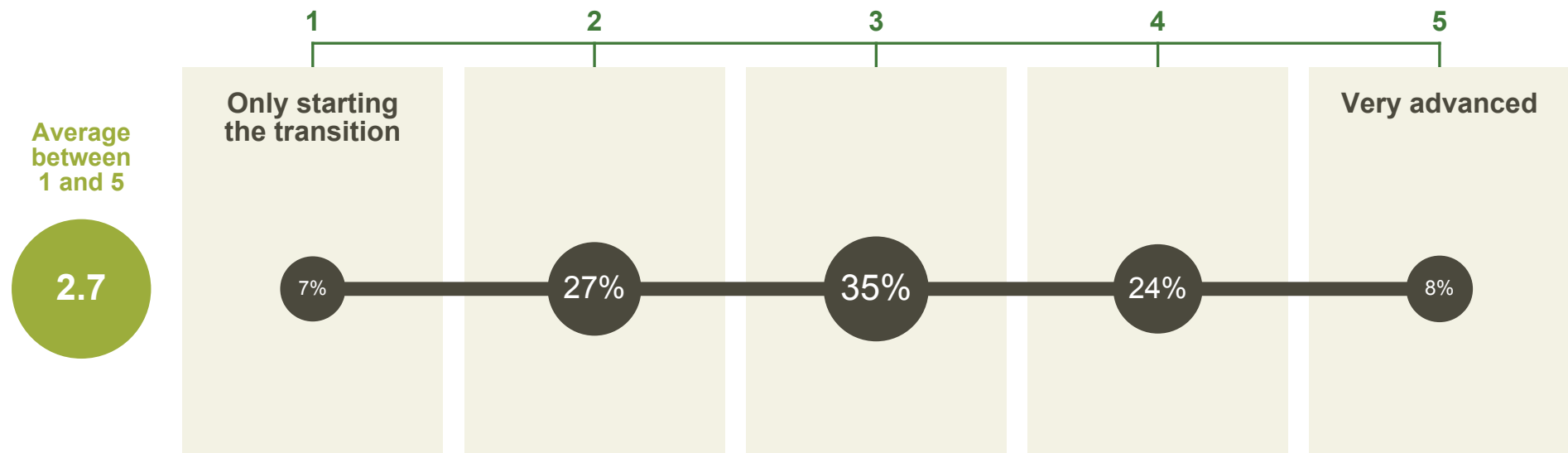


Perceptions of exhibitors as to their own efforts



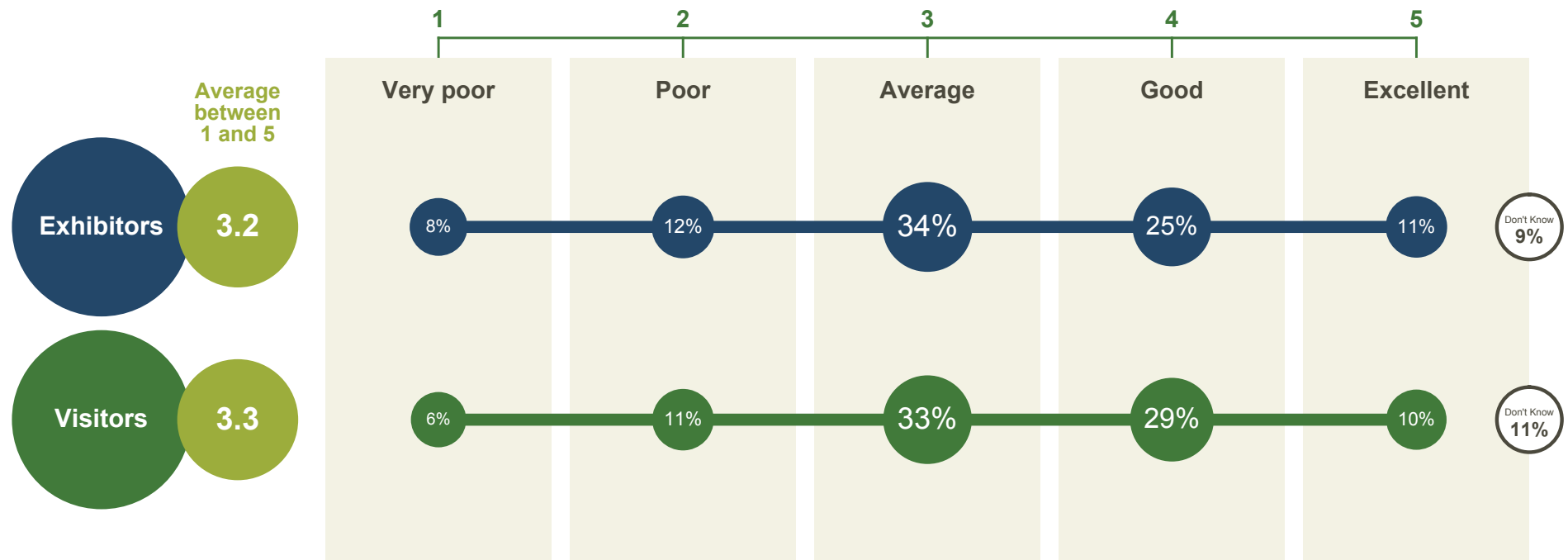
Perception of the rate of transition by the exhibition industry

How would you rate the transition of the exhibition industry in Sustainability?



Perception of the efforts made by the exhibition industry

Based on your experience in the last 12 months, how do you rate the trade show industry's efforts to run trade shows in a more environmentally sustainable way?

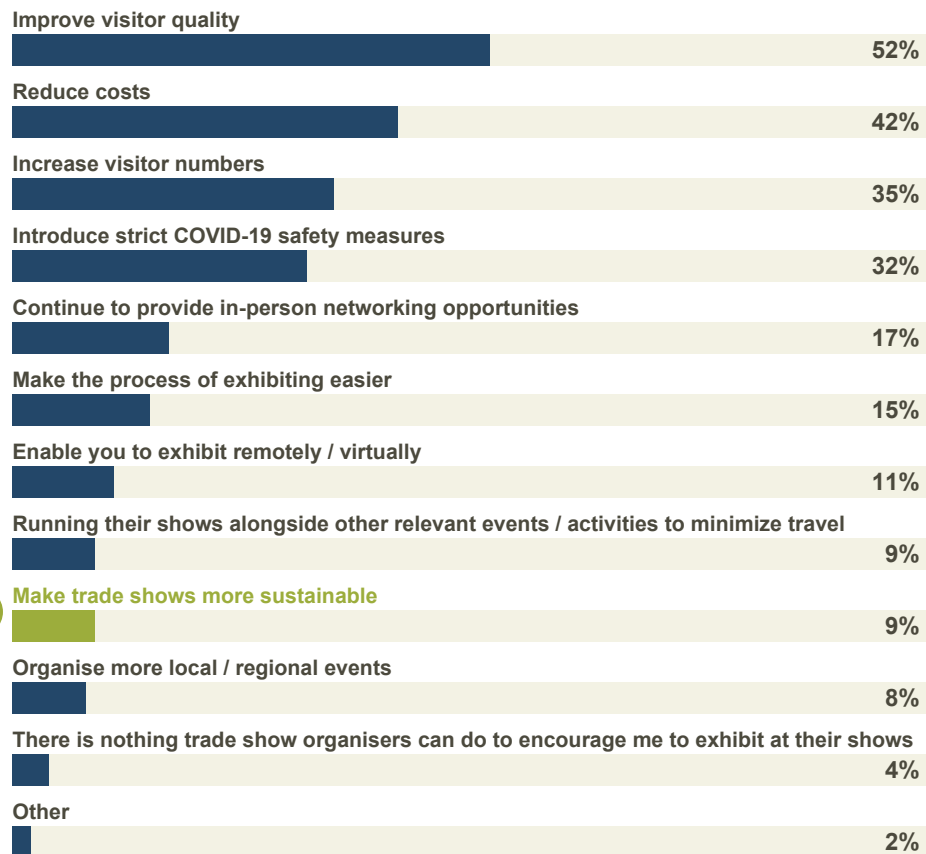


Recommended priorities – Exhibitors

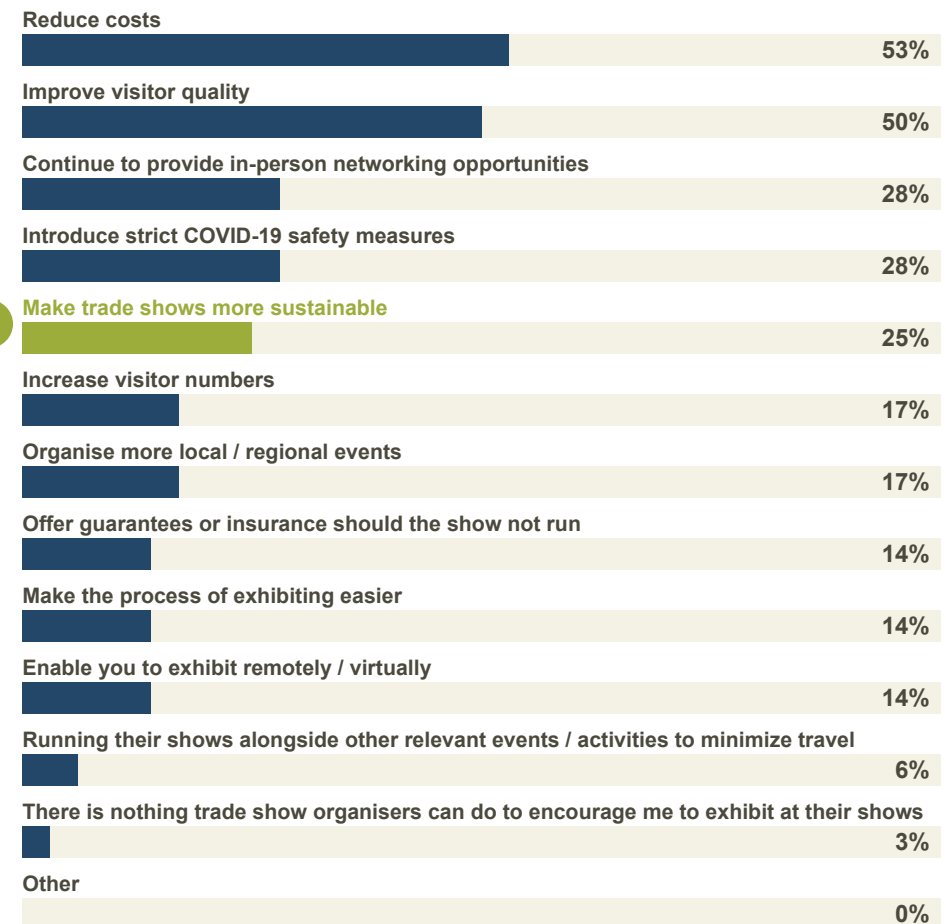
What are the main things trade show organisers should focus on to encourage you to attend their shows?



In 2020



In 2021

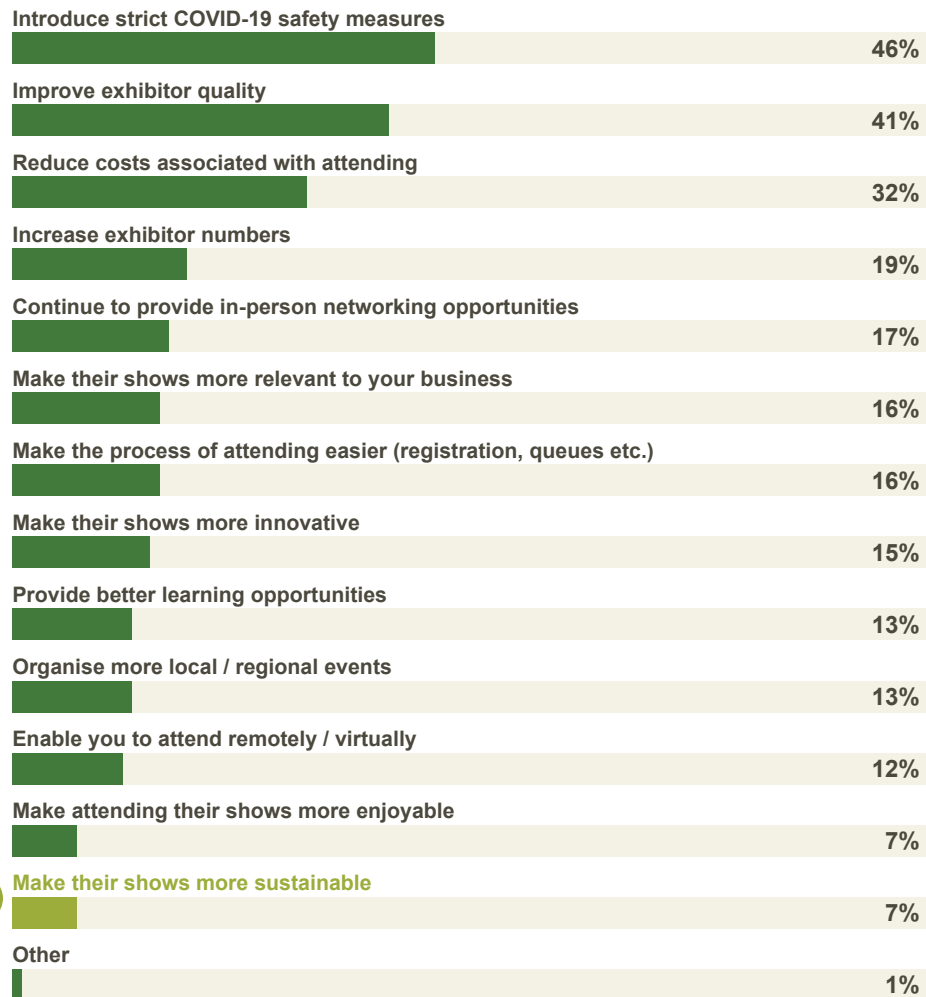


Recommended priorities – Visitors

What are the main things trade show organisers should focus on to encourage you to attend their shows?



In 2020

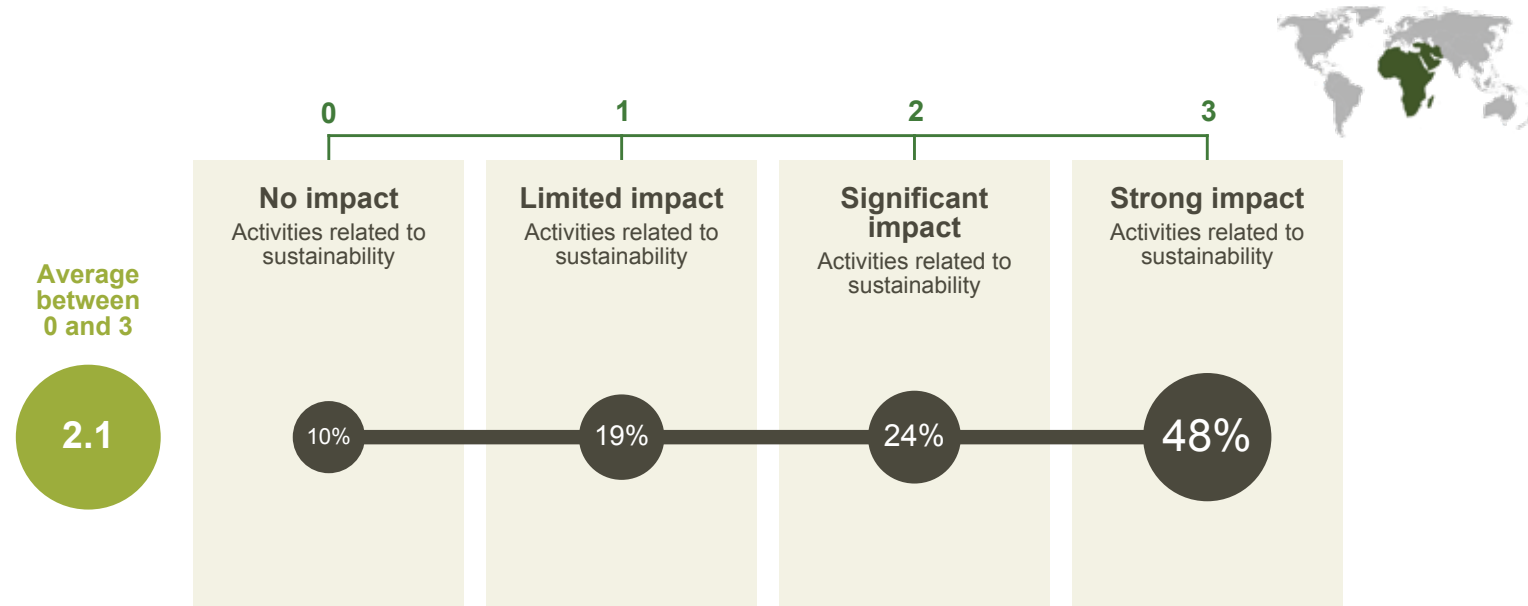


In 2021



Impact of Covid-19 for the Exhibition Industry

To what extent has Covid-19 impacted your company activities in sustainability?

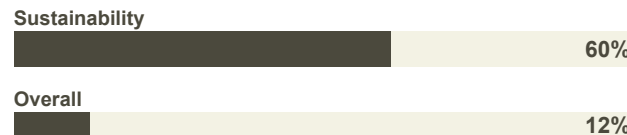


How is the Covid-19 crisis affecting the level of investment of your company in sustainability in 2020, overall and more specifically for programmes related to Sustainability?

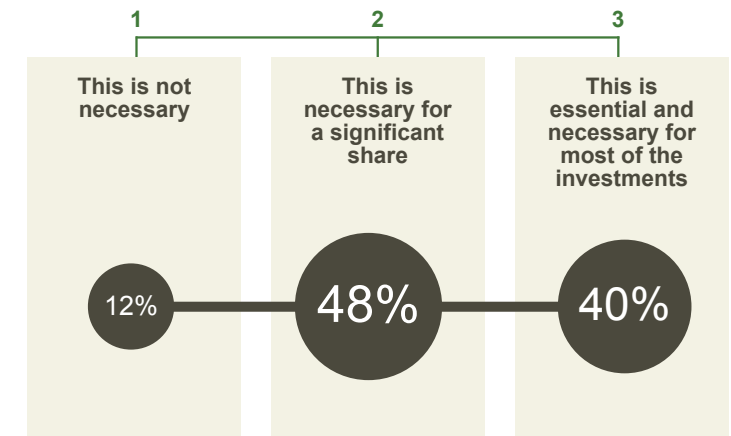
Stopped or decreased



Stable or increased



To what degree would you welcome some public investments in sustainability?

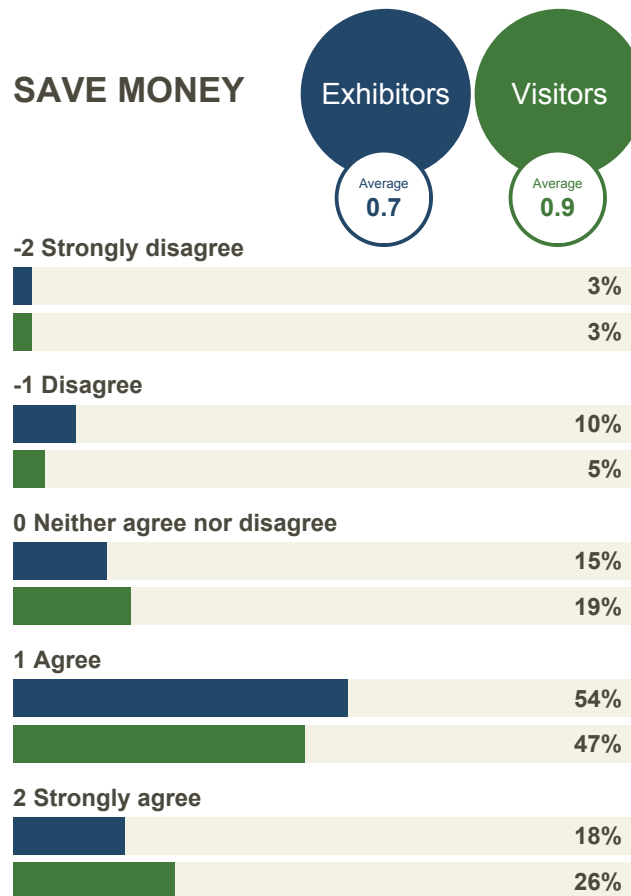


What about the fundamentals?

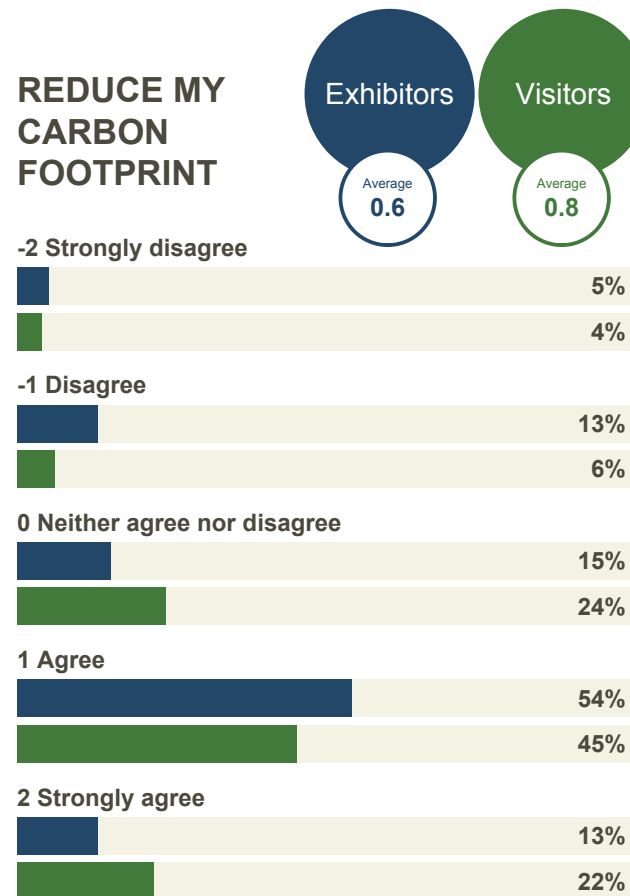
How much do you agree with these statements: Travelling to an exhibition helps me:



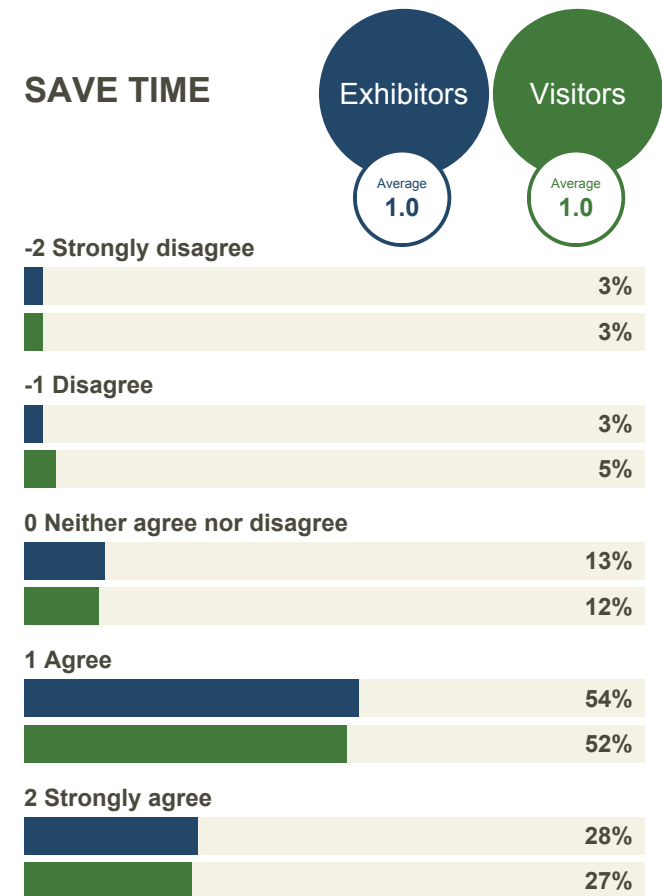
SAVE MONEY



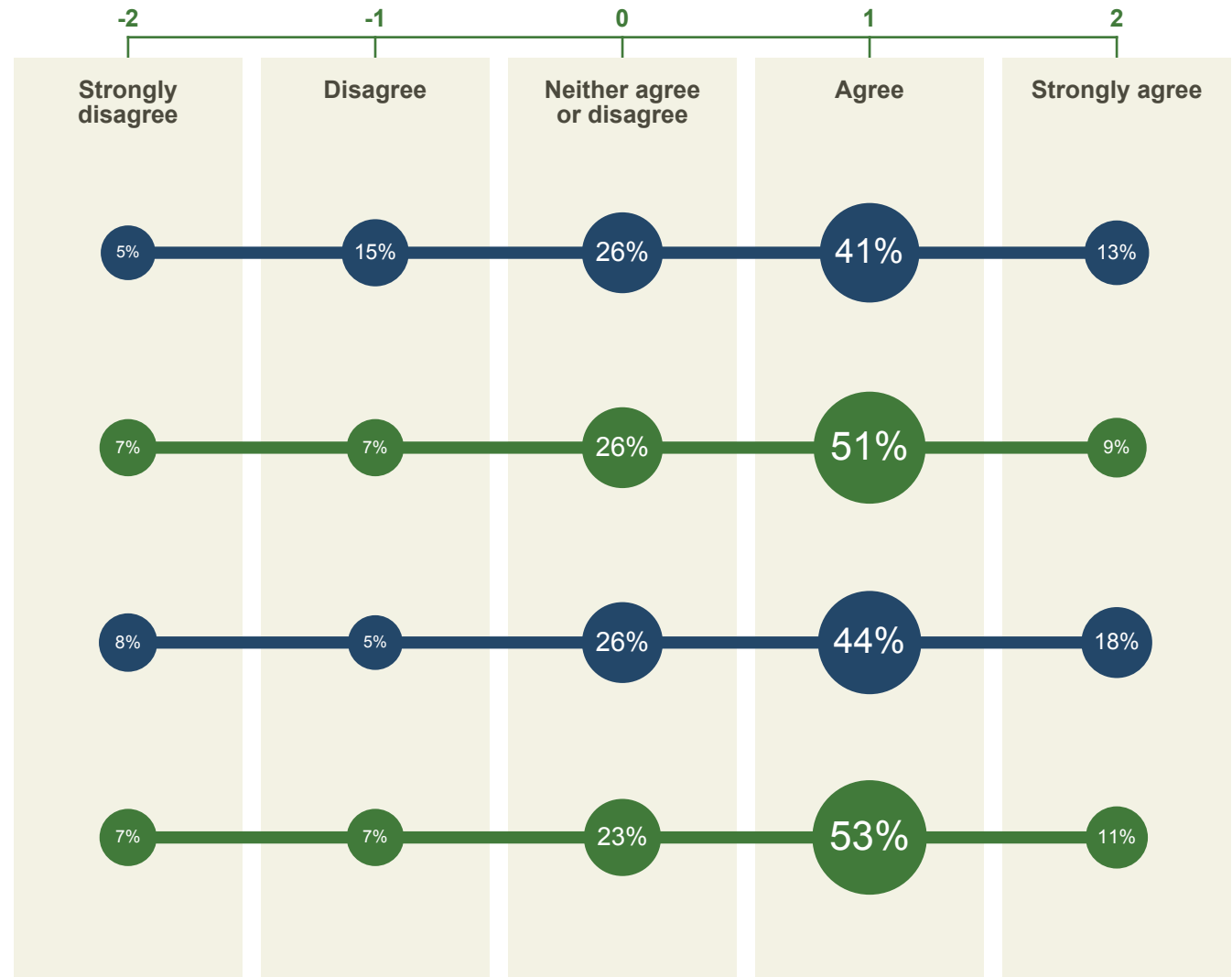
REDUCE MY CARBON FOOTPRINT



SAVE TIME

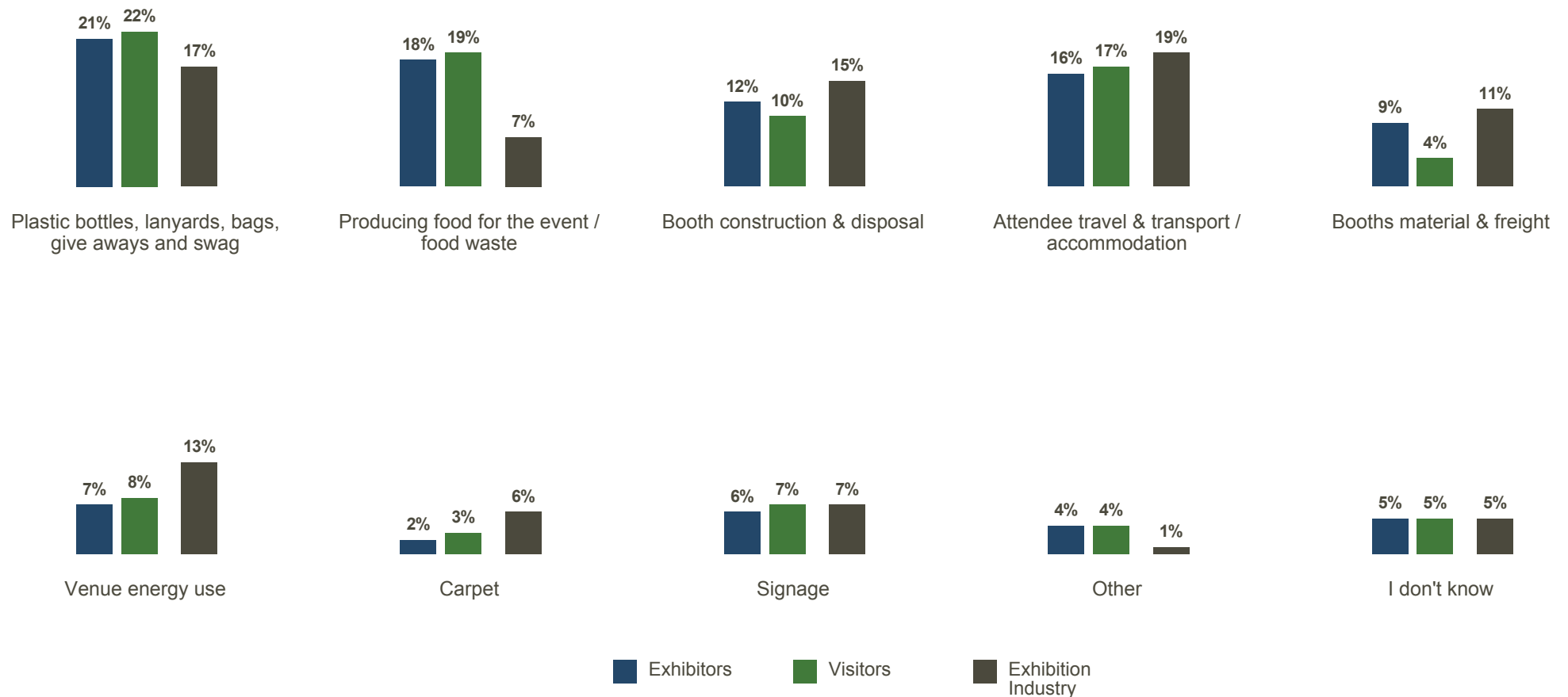


How important is the trade show's environmental impact for exhibitors and visitors?



Priorities according to Exhibitors, Visitors and the Exhibition Industry

In which of the following areas, if any, should trade show organisers prioritise introducing or enhancing sustainability measures?



Sources: UFI/EXPLORI Global Visitors Insights 2018/2019
 UFI/EXPLORI Global Exhibitors Insights 2019/2020
 26th UFI Global Exhibition Barometer (January 2021)

Which actions are effective to make the trade show industry environmentally sustainable?



Exhibitors

Visitors

Reduce the costs of sustainable materials/ products/ services available for use



Develop new technologies or processes for problems such as waste, carbon emissions, etc



Develop education about sustainable events at all levels of the value chain (including visitors and exhibitors)



Identify and share best practices among the value chain of events (including exhibitors)



Use, and improve whenever necessary, sustainability standards (management system standards, checklists, reporting frameworks)



Develop and use metrics for measurement of environmental impact across the value chain of events

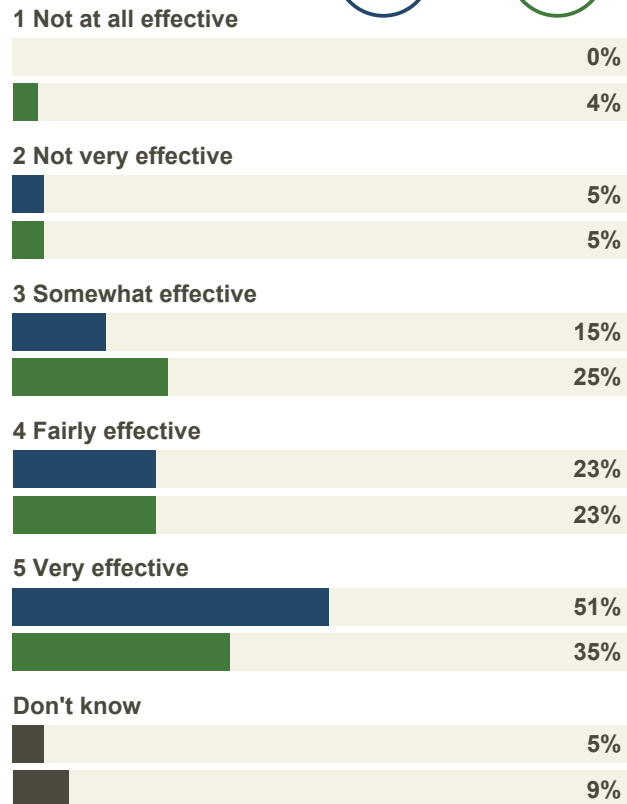


Effectiveness

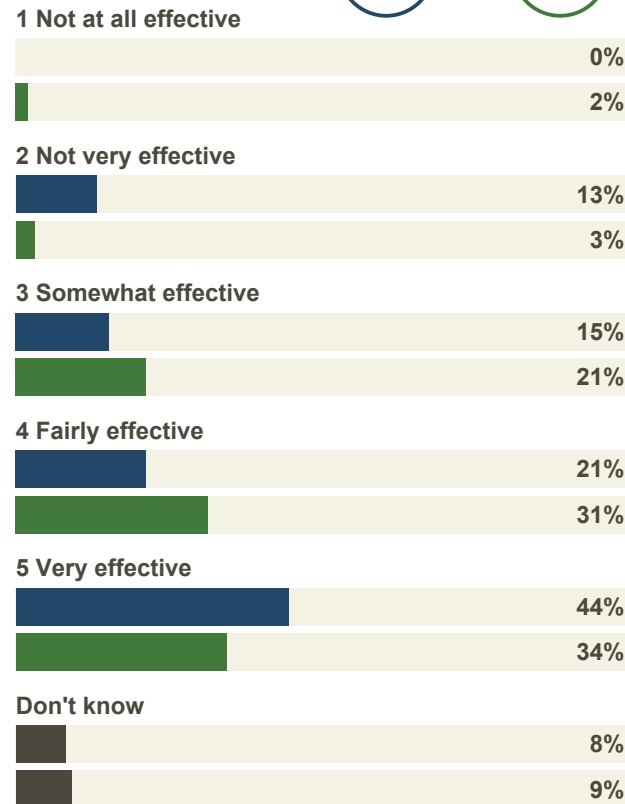
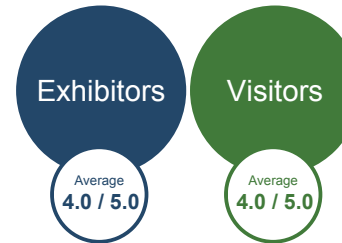
How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?



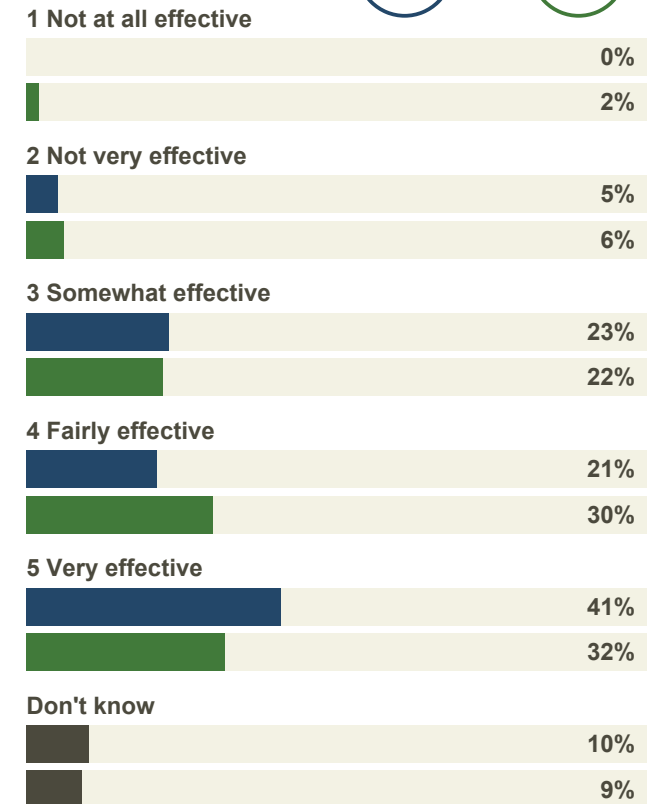
Reduce the costs of sustainable materials/ products/ services available for use



Develop new technologies or processes for problems such as waste, carbon emissions, etc



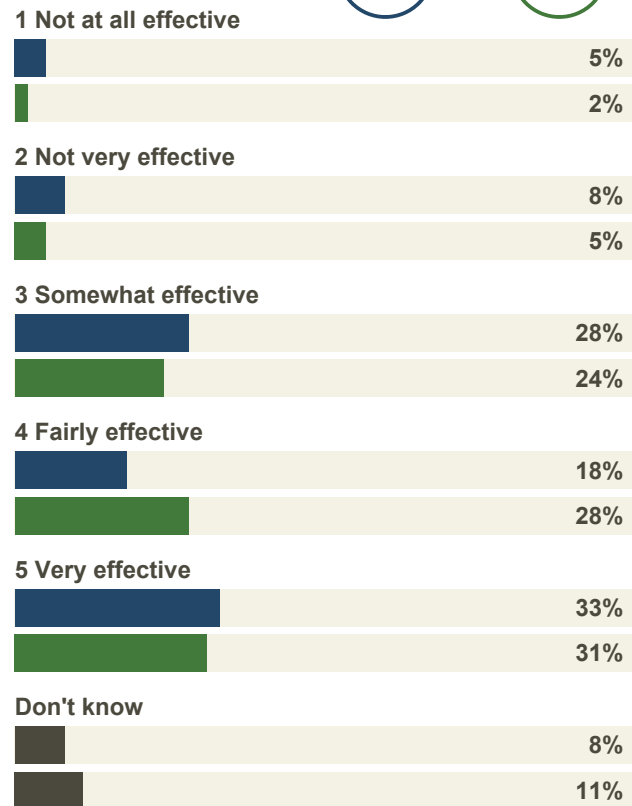
Develop education about sustainable events at all levels of the value chain (including visitors and exhibitors)



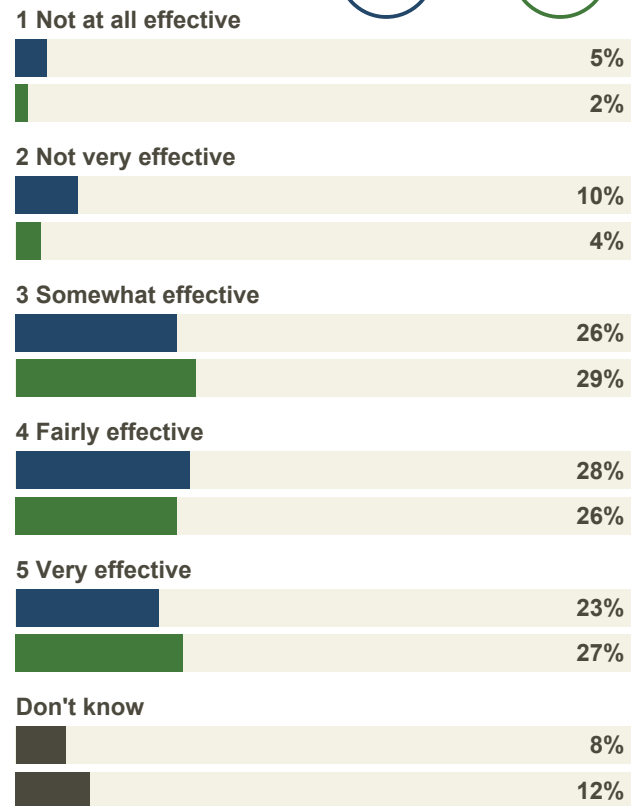
How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?



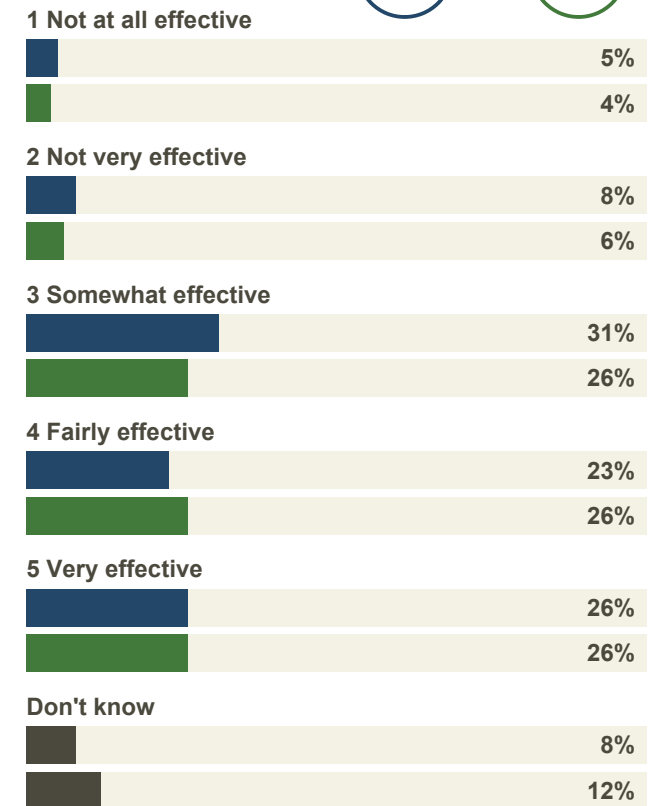
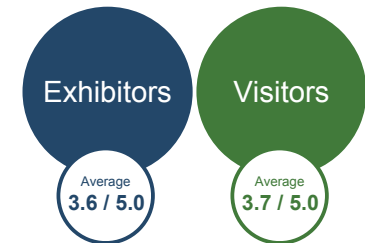
Identify and share best practices among the value chain of events (including exhibitors)



Use, and improve whenever necessary, sustainability standards (management system standards, checklists, reporting frameworks)



Develop and use metrics for measurement of environmental impact across the value chain of events



Who is responsible for helping the trade show industry improve its environmental impact?



Exhibitors

Visitors

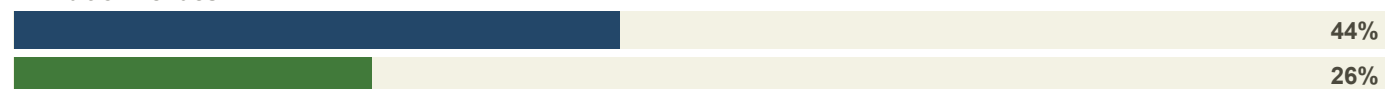
Organisations that organise and set-up events



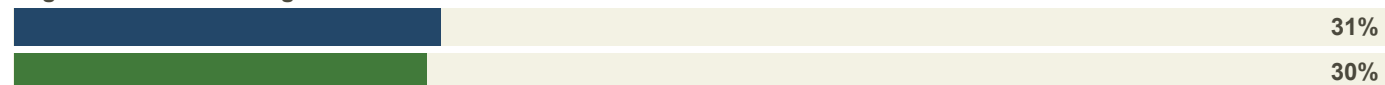
Exhibiting companies



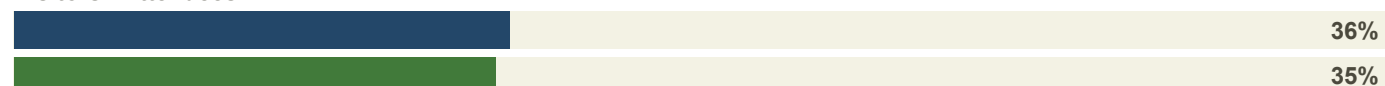
Exhibition venues



Organisations that design and construct the booths



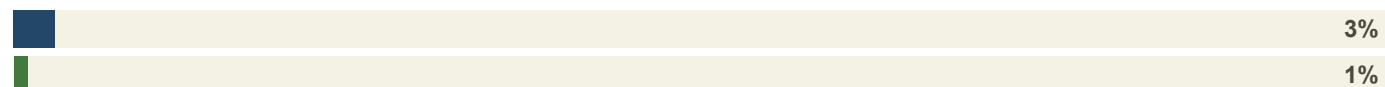
Visitors / Attendees



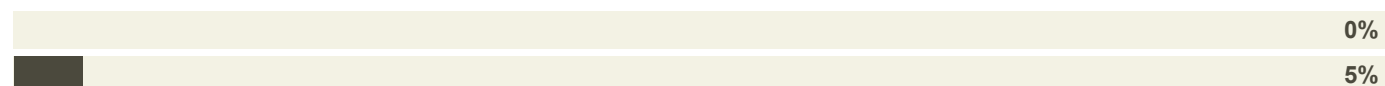
Government / local authority and destinations



Other



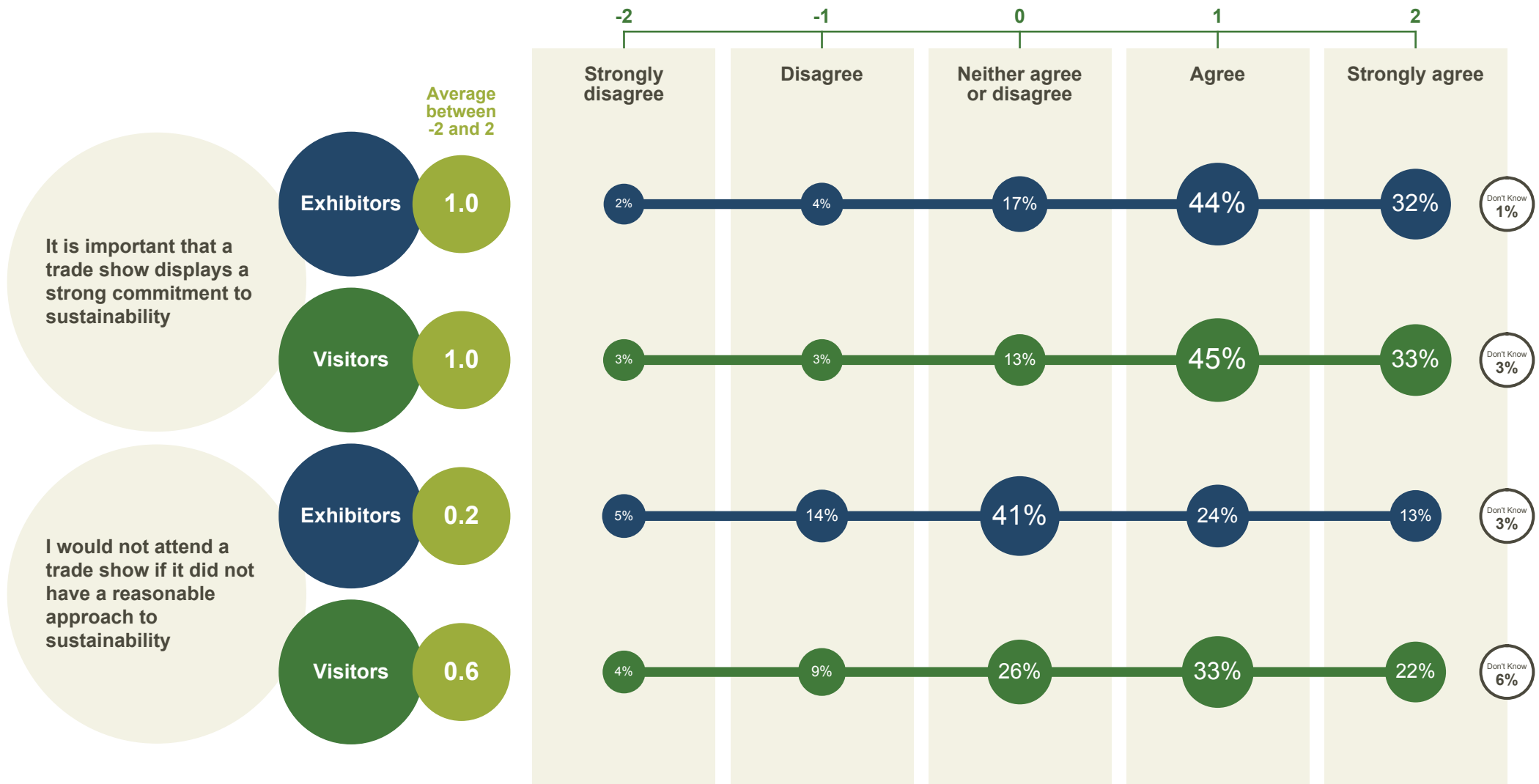
Don't know



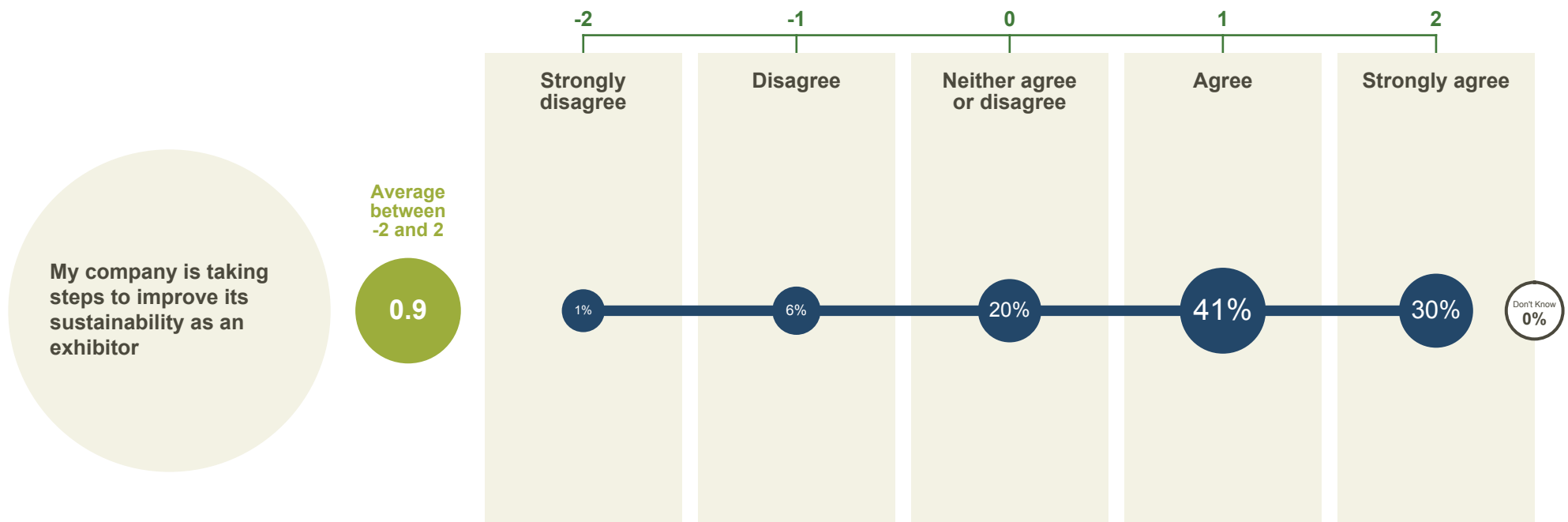
APPENDIX 2.5

ASIA & PACIFIC

Expectations from participants pre Covid-19

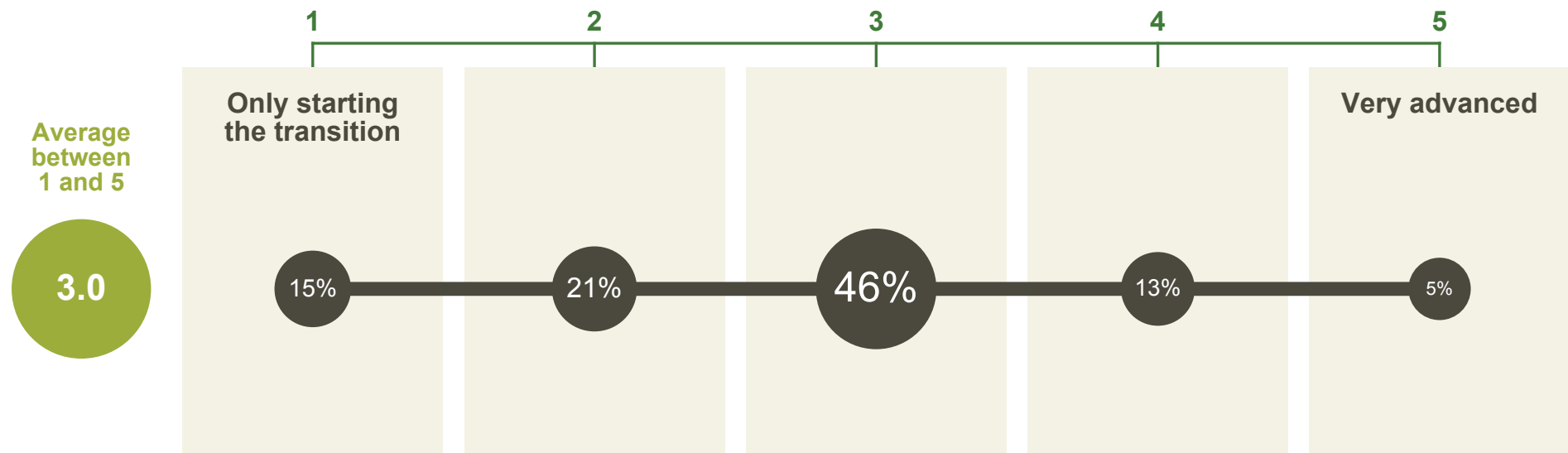


Perceptions of exhibitors as to their own efforts



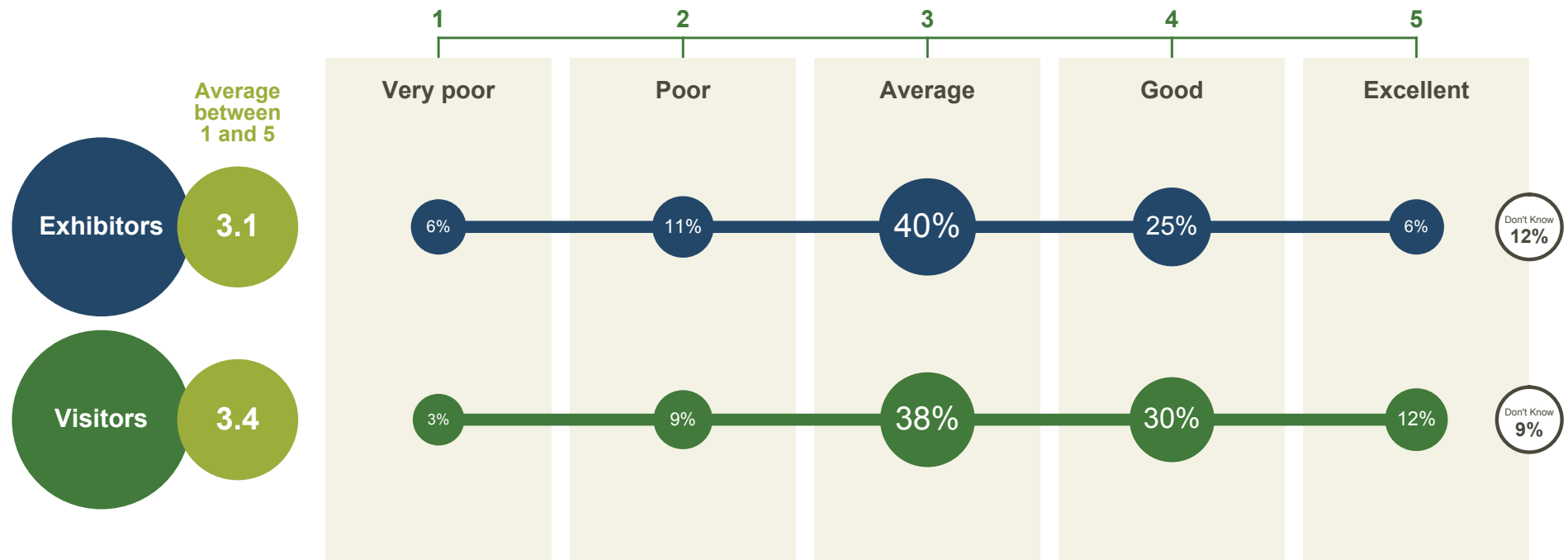
Perception of the rate of transition by the exhibition industry

How would you rate the transition of the exhibition industry in Sustainability?



Perception of the efforts made by the exhibition industry

Based on your experience in the last 12 months, how do you rate the trade show industry's efforts to run trade shows in a more environmentally sustainable way?

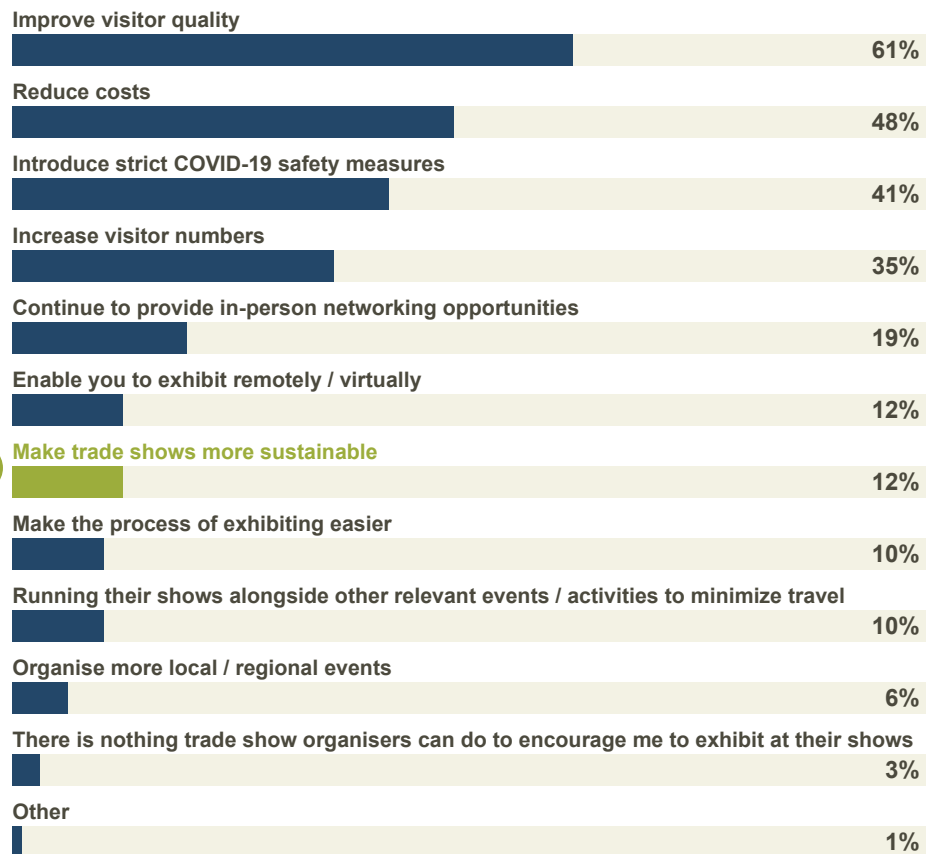


Recommended priorities – Exhibitors

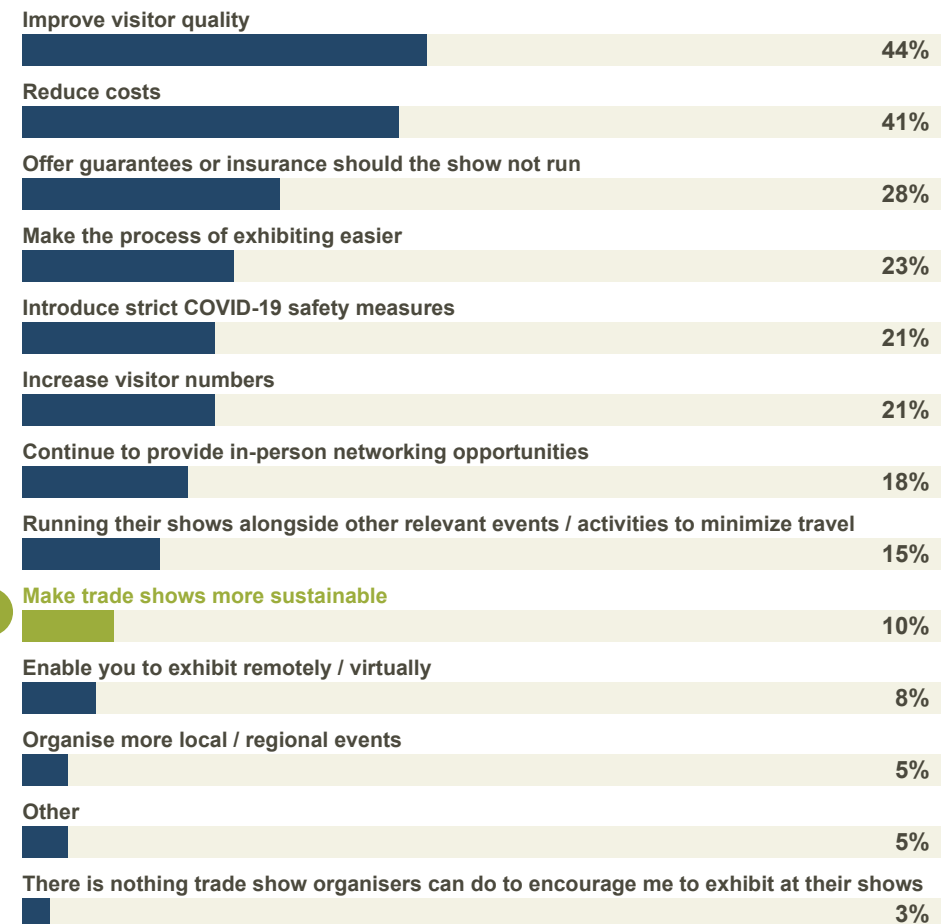
What are the main things trade show organisers should focus on to encourage you to attend their shows?



In 2020



In 2021

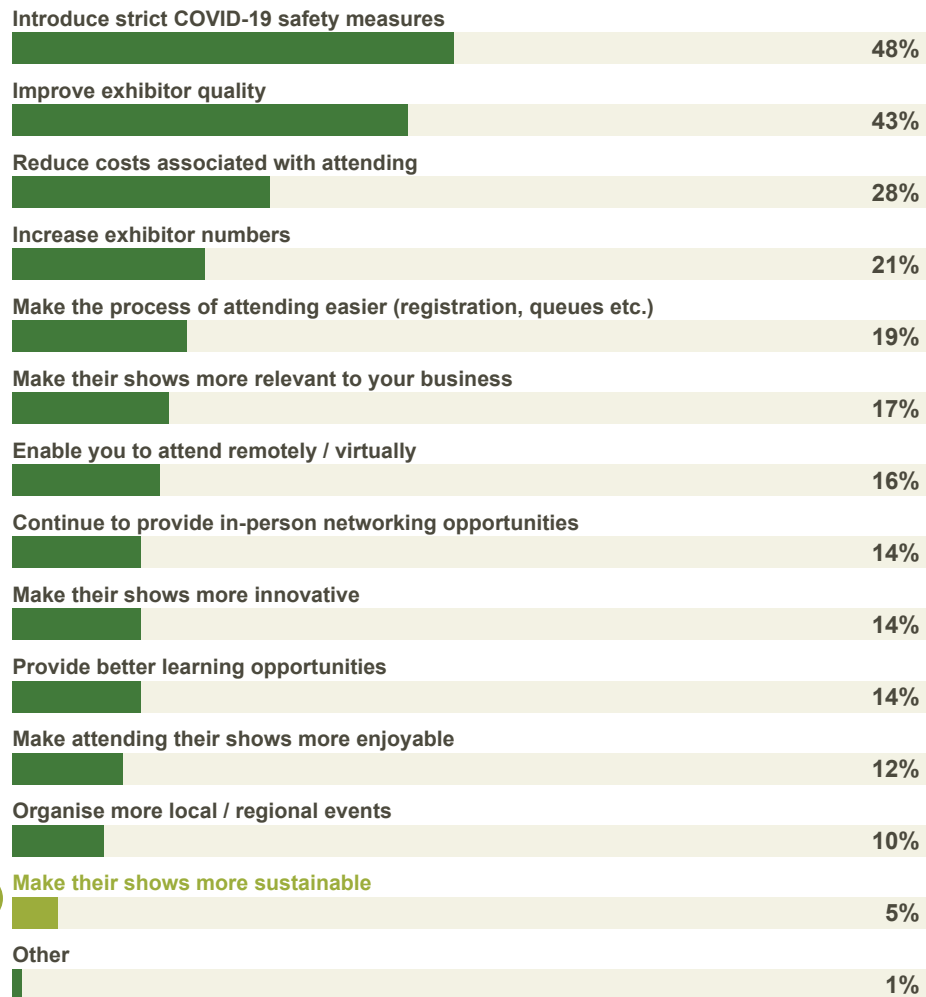


Recommended priorities – Visitors

What are the main things trade show organisers should focus on to encourage you to attend their shows?



In 2020

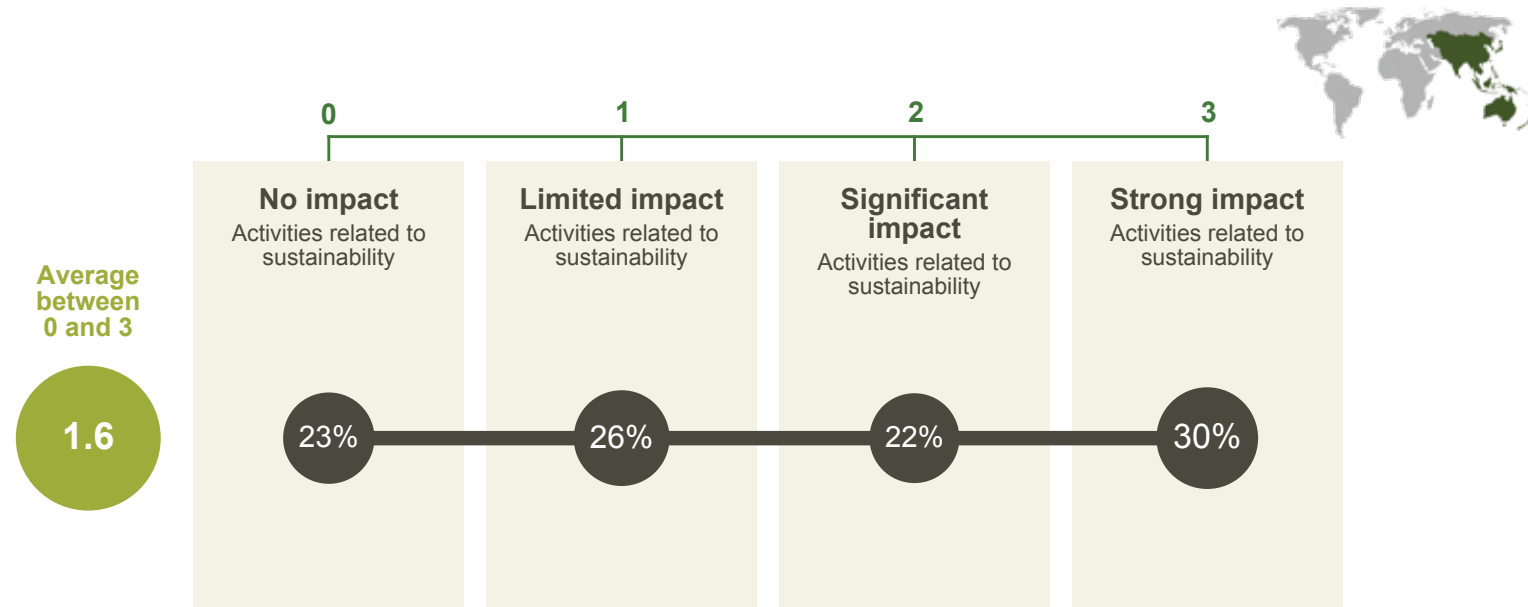


In 2021



Impact of Covid-19 for the Exhibition Industry

To what extent has Covid-19 impacted your company activities in sustainability?



How is the Covid-19 crisis affecting the level of investment of your company in sustainability in 2020, overall and more specifically for programmes related to Sustainability?

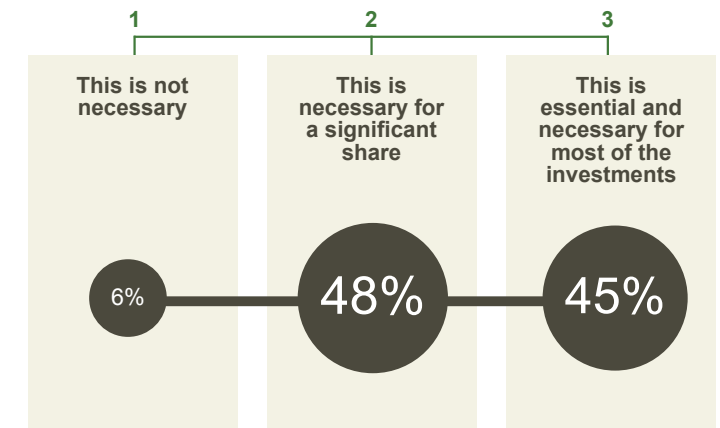
Stopped or decreased



Stable or increased



To what degree would you welcome some public investments in sustainability?

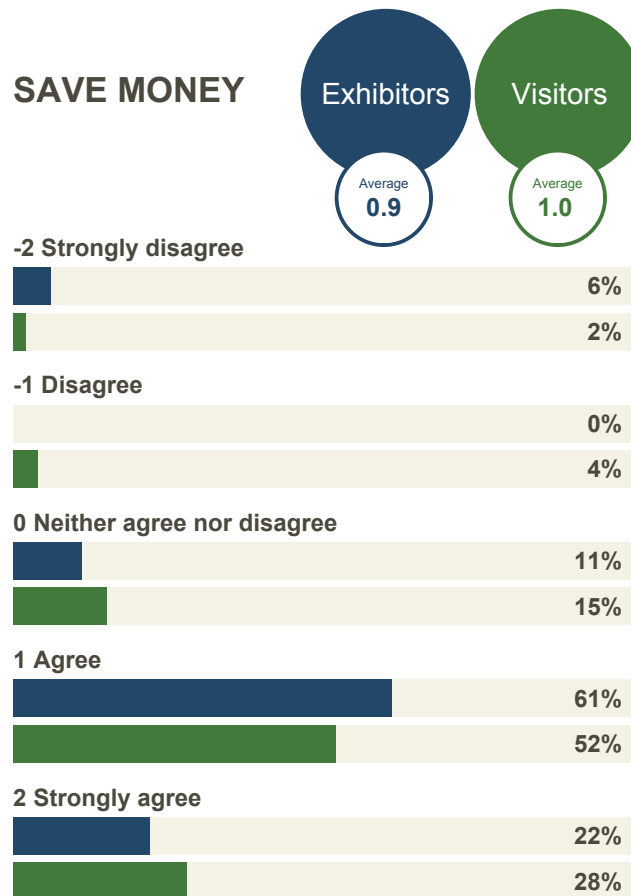


What about the fundamentals?

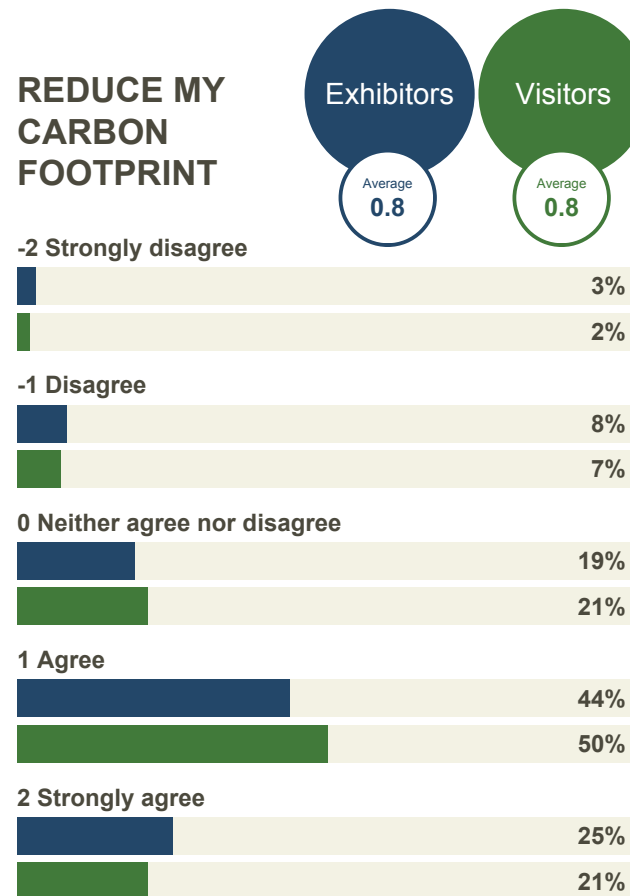
How much do you agree with these statements: Travelling to an exhibition helps me:



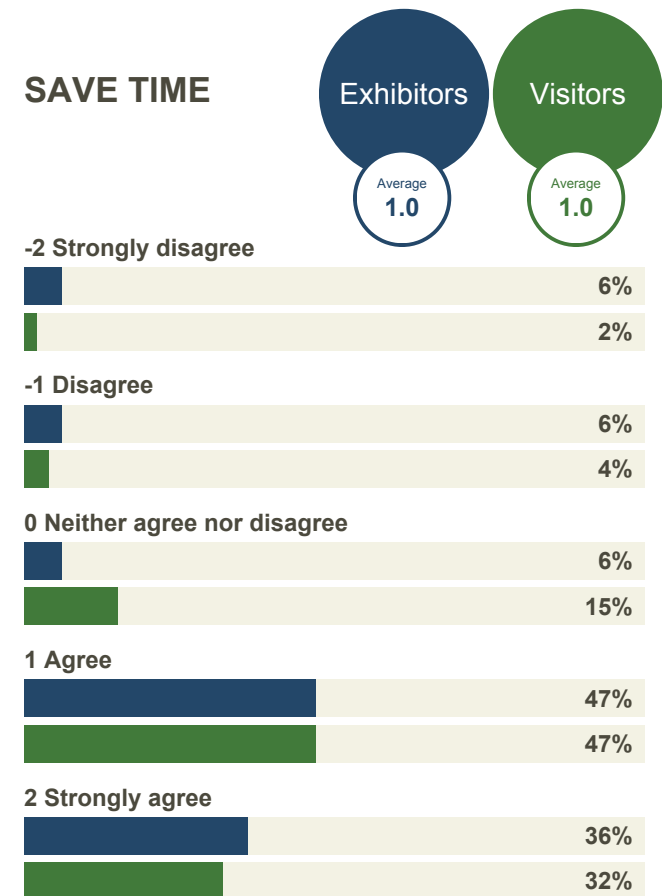
SAVE MONEY



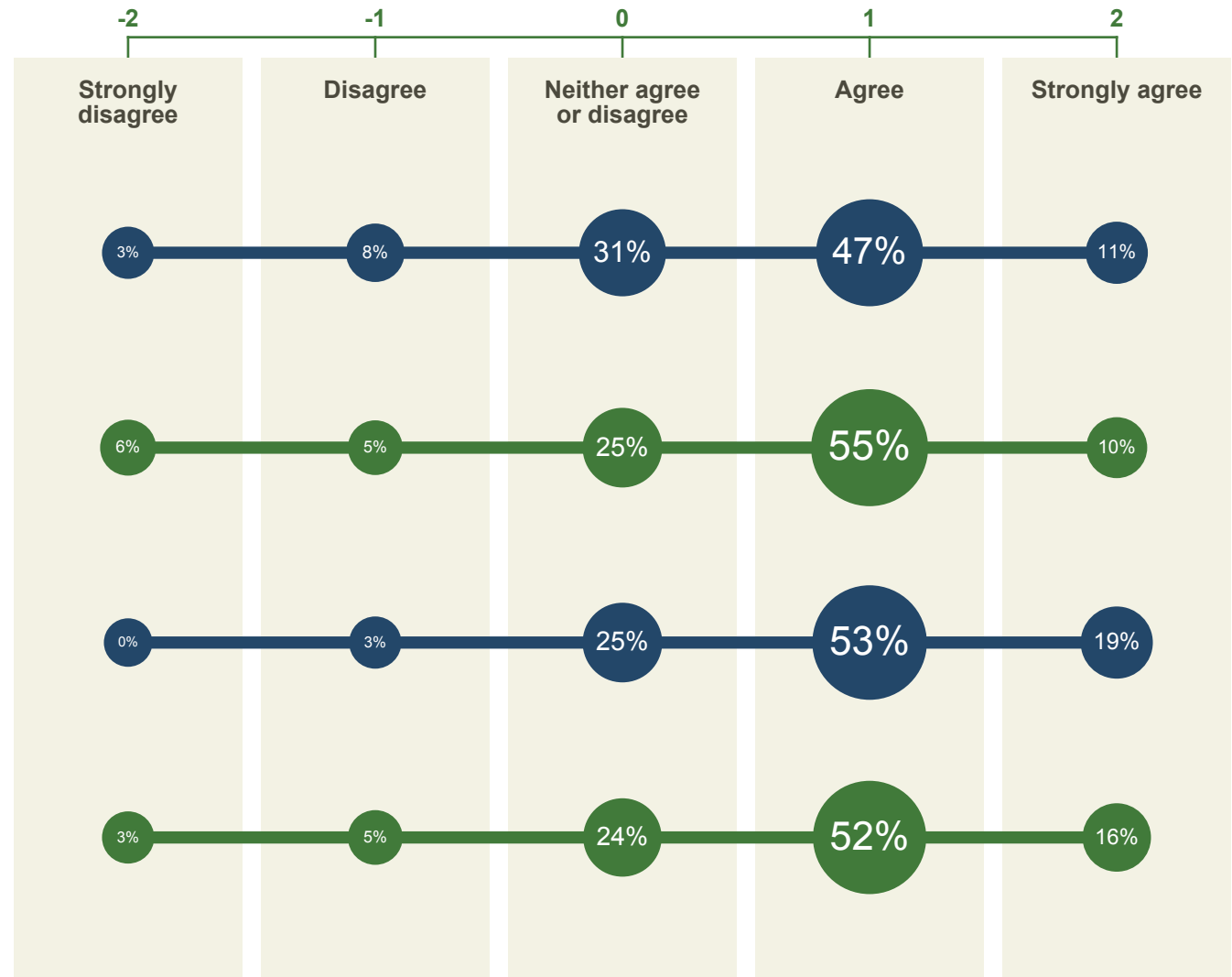
REDUCE MY CARBON FOOTPRINT



SAVE TIME

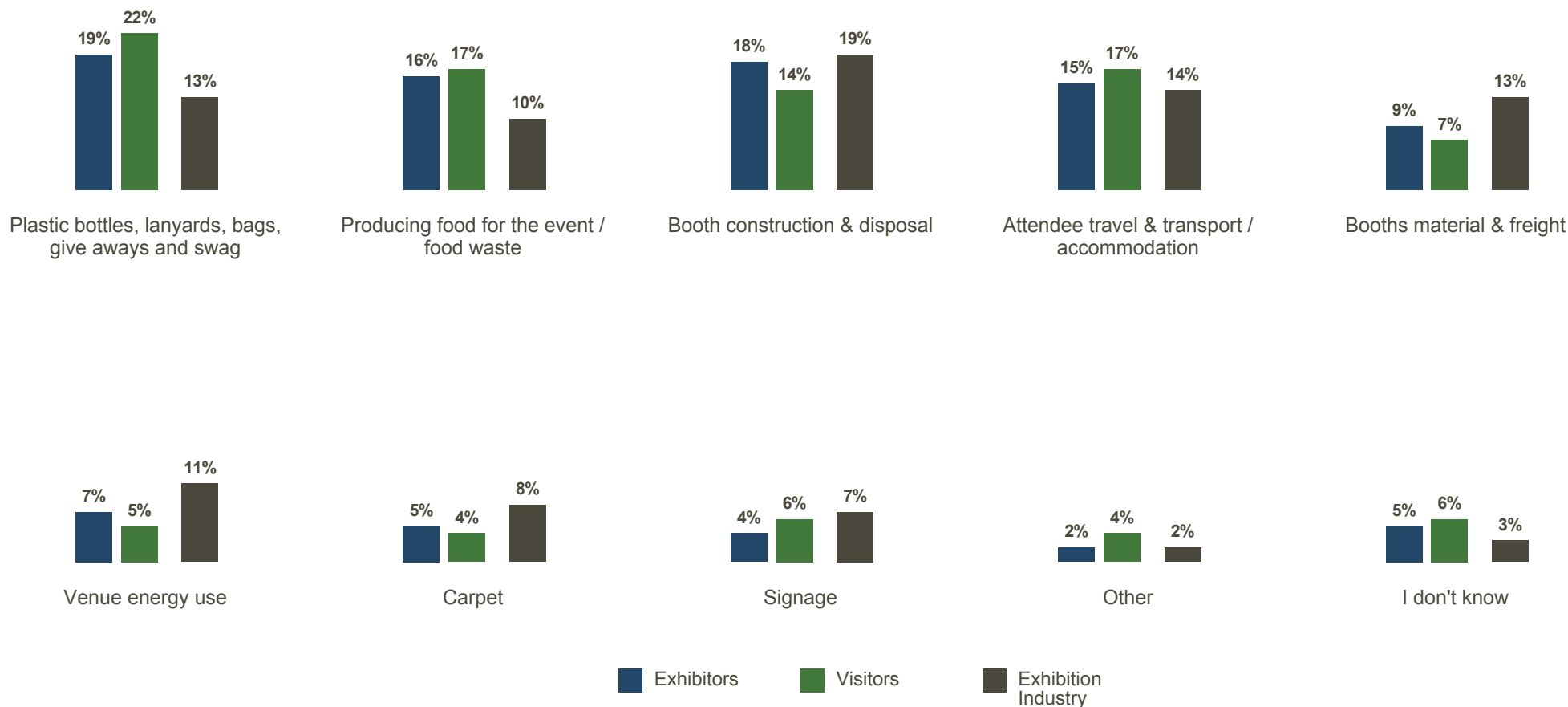


How important is the trade show's environmental impact for exhibitors and visitors?



Priorities according to Exhibitors, Visitors and the Exhibition Industry

In which of the following areas, if any, should trade show organisers prioritise introducing or enhancing sustainability measures?



Sources: UFI/EXPLORI Global Visitors Insights 2018/2019
 UFI/EXPLORI Global Exhibitors Insights 2019/2020
 26th UFI Global Exhibition Barometer (January 2021)

Which actions are effective to make the trade show industry environmentally sustainable?



Exhibitors

Visitors

Reduce the costs of sustainable materials/ products/ services available for use



Develop new technologies or processes for problems such as waste, carbon emissions, etc



Develop education about sustainable events at all levels of the value chain (including visitors and exhibitors)



Identify and share best practices among the value chain of events (including exhibitors)



Use, and improve whenever necessary, sustainability standards (management system standards, checklists, reporting frameworks)



Develop and use metrics for measurement of environmental impact across the value chain of events

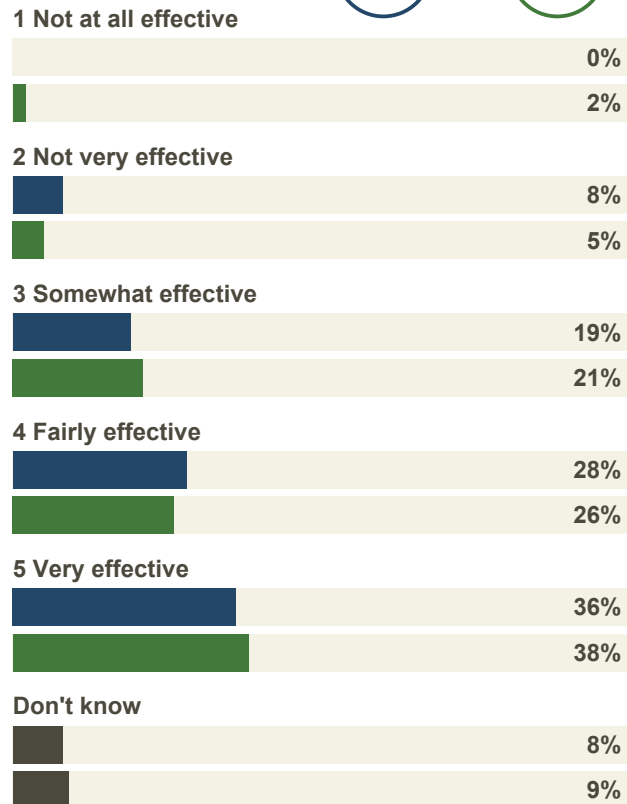


Effectiveness

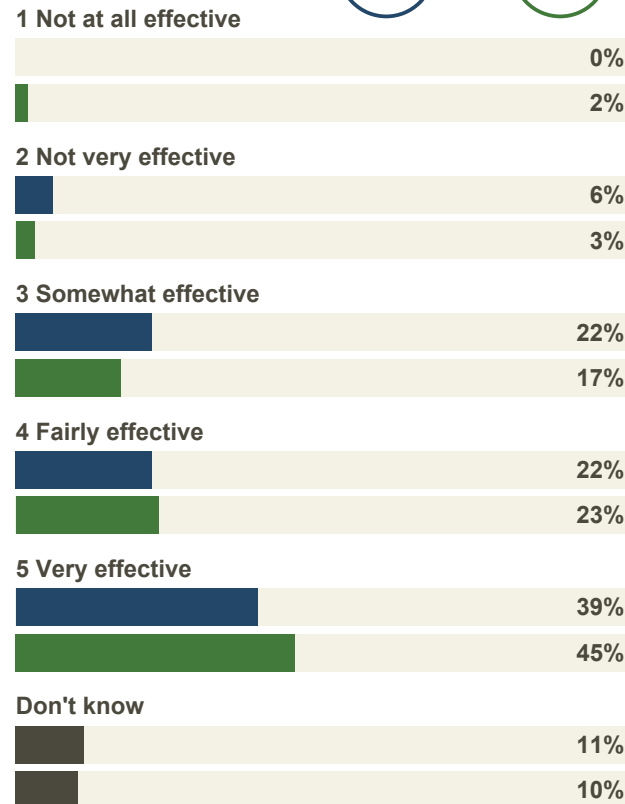
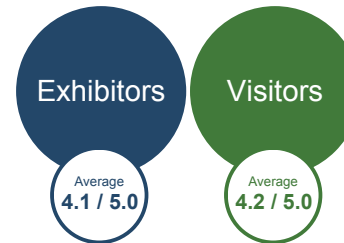
How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?



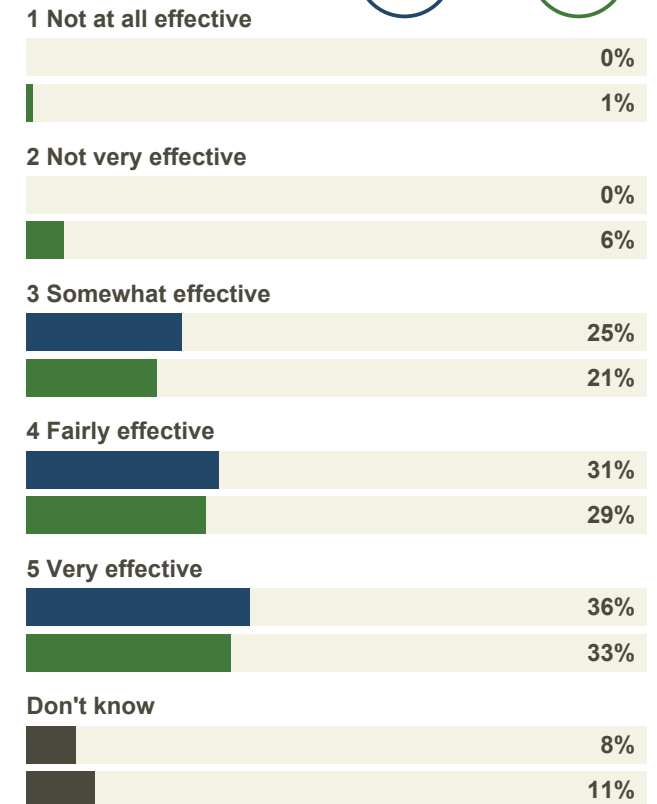
Reduce the costs of sustainable materials/ products/ services available for use



Develop new technologies or processes for problems such as waste, carbon emissions, etc



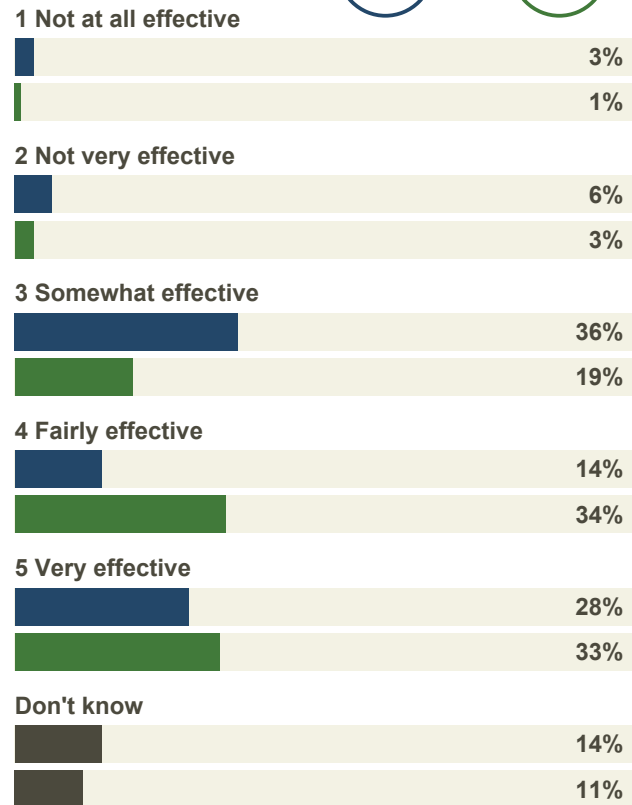
Develop education about sustainable events at all levels of the value chain (including visitors and exhibitors)



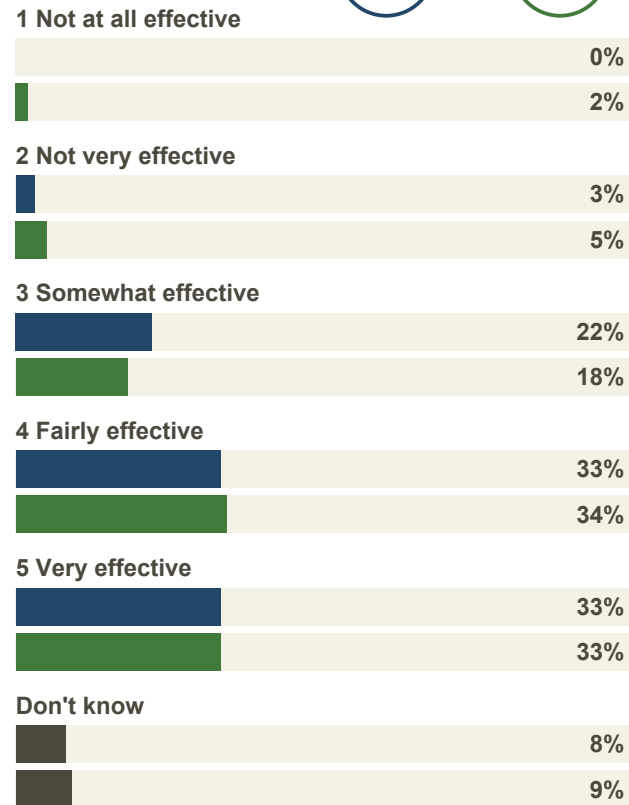
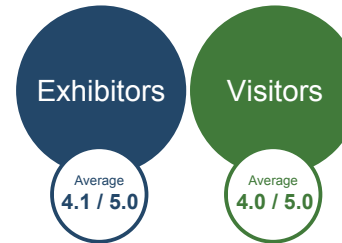
How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?



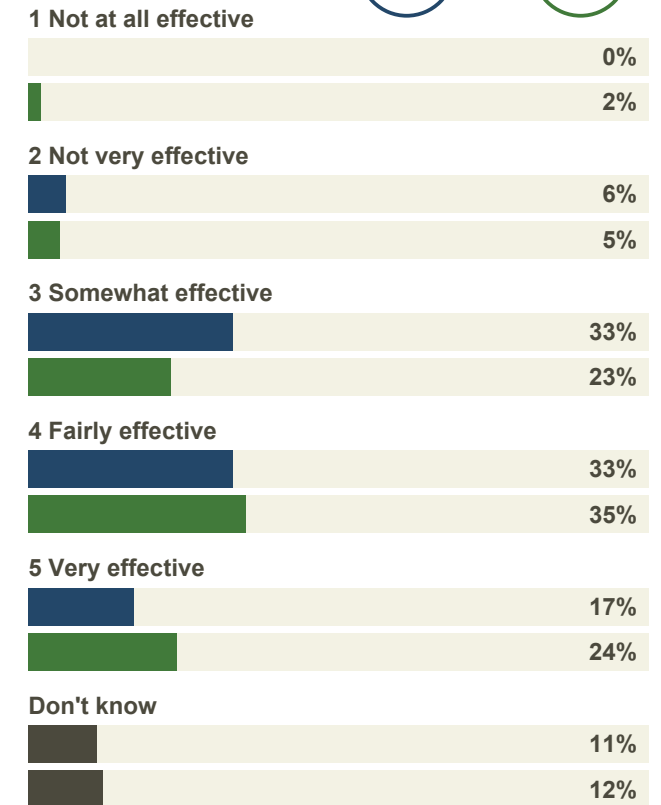
Identify and share best practices among the value chain of events (including exhibitors)



Use, and improve whenever necessary, sustainability standards (management system standards, checklists, reporting frameworks)



Develop and use metrics for measurement of environmental impact across the value chain of events



Responsibilities

Who is responsible for helping the trade show industry improve its environmental impact?



Exhibitors

Visitors

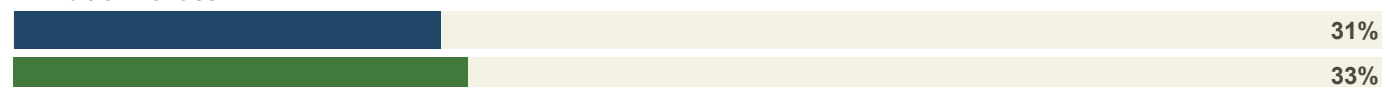
Organisations that organise and set-up events



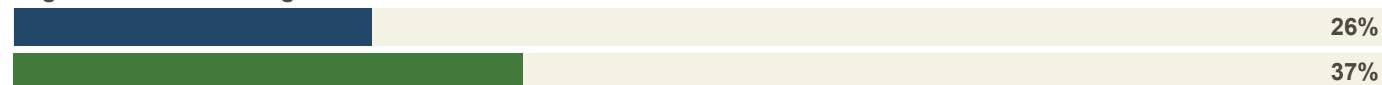
Exhibiting companies



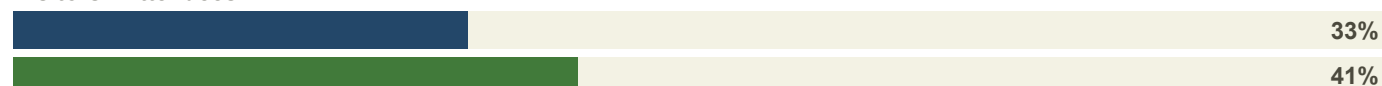
Exhibition venues



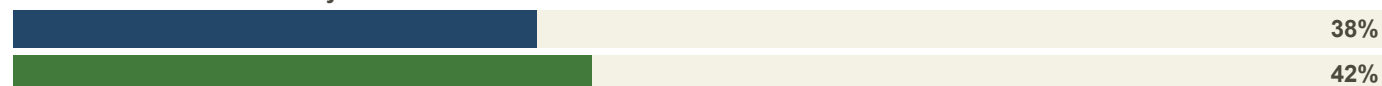
Organisations that design and construct the booths



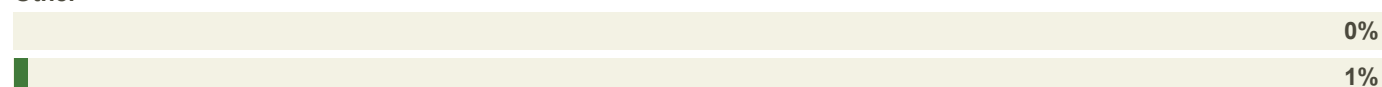
Visitors / Attendees



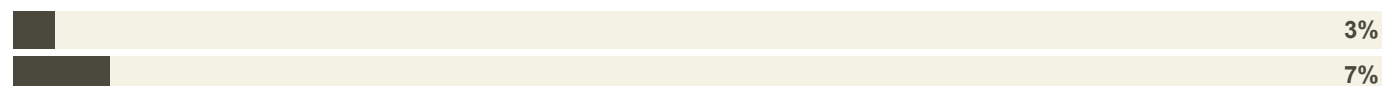
Government / local authority and destinations



Other



Don't know



UFI Sustainable Development Award programme initiated 10 years ago

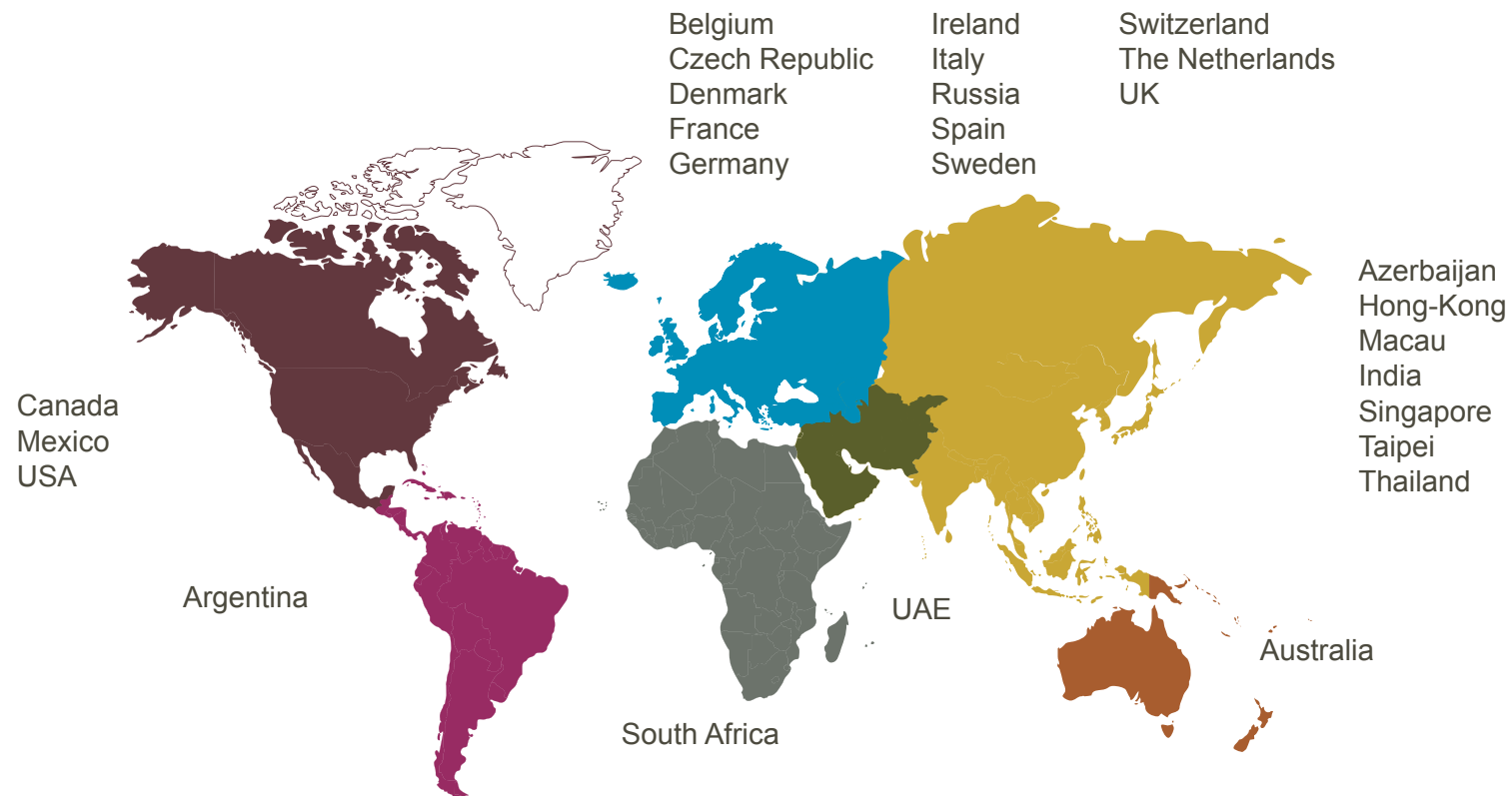
11 themes covered so far

Strategy (2012)
Reporting (2013)
Innovative environmental initiative (2013)
Measurement tool for effective results (2014)
Innovative cost-saving in the value chain (2015)
Actions to engage participants (2016)
Destination approach (2017)
Sustainable exhibiting (2018)
Communication (2019)
Waste Management (2020)
Partnership for Sustainability in and after Covid-19 time (2021)

**Sustainable
Development
Award**

ufi

All selected entries available at
www.ufi.org/sdaward



90 best practices identified so far

Explori is a uniquely scalable platform allowing event organizers to capture high-quality visitor and exhibitor feedback from any market, in any language. Combining an online survey platform designed for the live event industry, with research support and consultancy from event experts, Explori allows organizers to easily and cost-effectively create robust audience insight year after year. With offices and support partners in London, Dubai and Italy, Explori serves exhibition organizers in every market in the world. They currently support events in 50 countries in 30 languages with more being added all the time.

Explori has grown to become the industry's biggest source of event benchmarking data and insight with over 2,700 shows participating and 3 million responses conducted globally.

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