



UFI Research: An Overview



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.

Freeman is the world's leading brand experience company. They help their clients design, plan, and deliver immersive experiences for their most important audiences. Through comprehensive solutions including strategy, creative, logistics, digital solutions, and event technology, Freeman helps increase engagement and drive business results. What makes them different is their collaborative culture, intuitive knowledge, global perspective, and personalized approach.



Research is available at www. ufi.org/research

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Welcome





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

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".

- 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"
 - 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"

Key findings



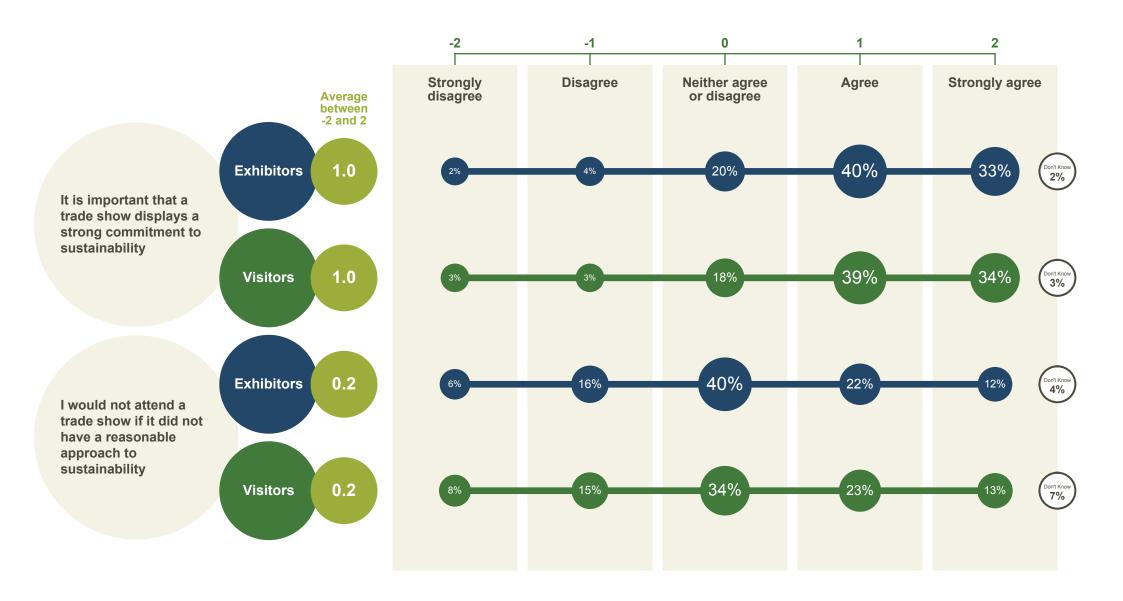
- Most importantly, "fundamentals remain" for exhibition participants. In 2021, 86% of exhibitors and 87% of visitors say that travelling to an exhibition helps them save time, while 84% of exhibitors and 83% of visitors say it helps save money. Meanwhile, 67% of exhibitors and 64% of visitors believe 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

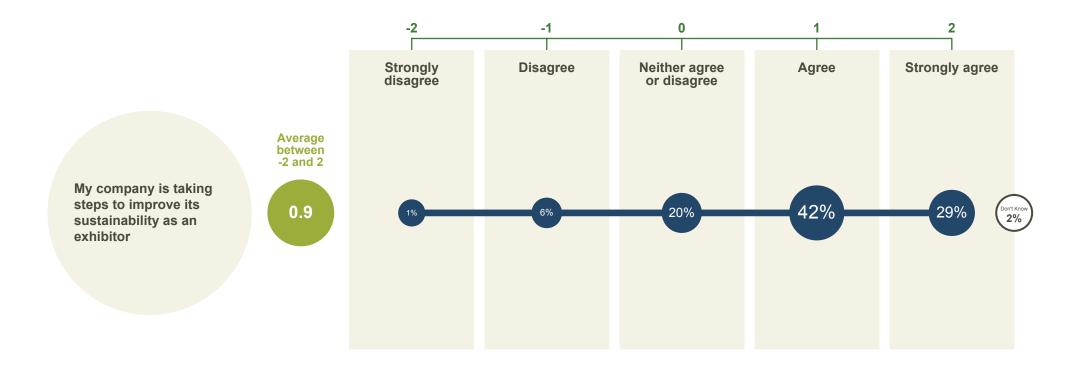
Expectations from participants pre Covid-19







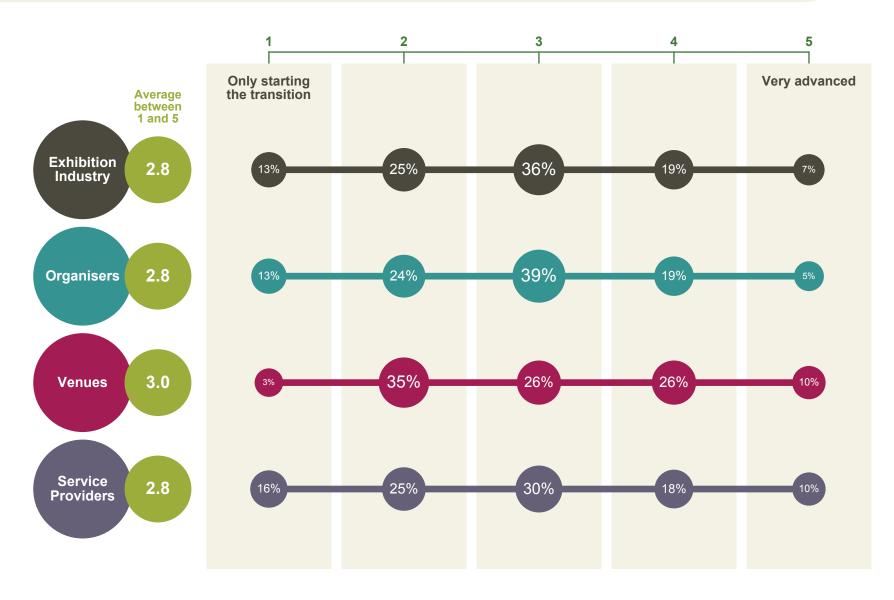




Perception of the rate of transition by the exhibition industry



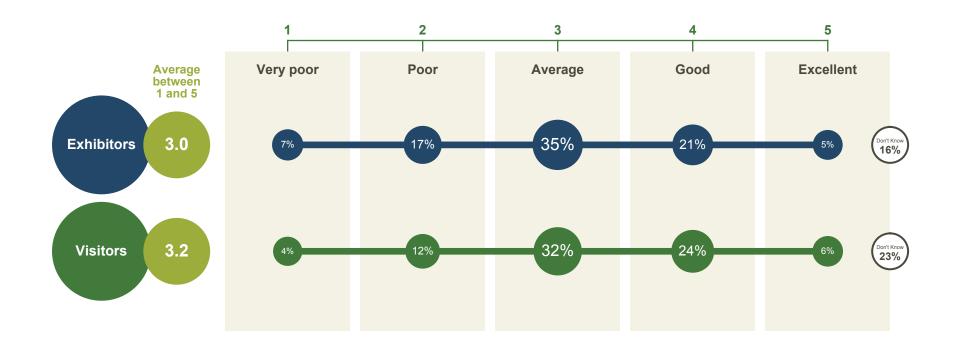
How would you rate the transition of the exhibition industry in Sustainability?



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?

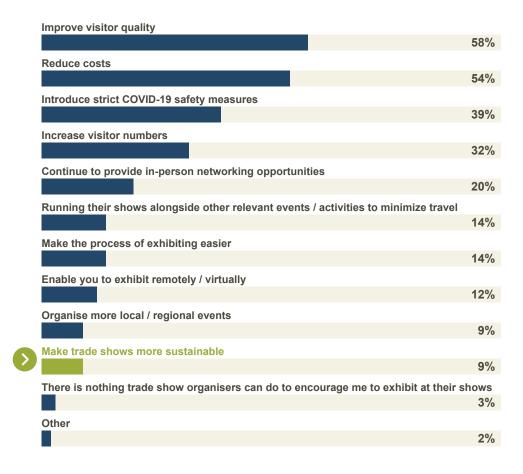


Recommended priorities – Exhibitors

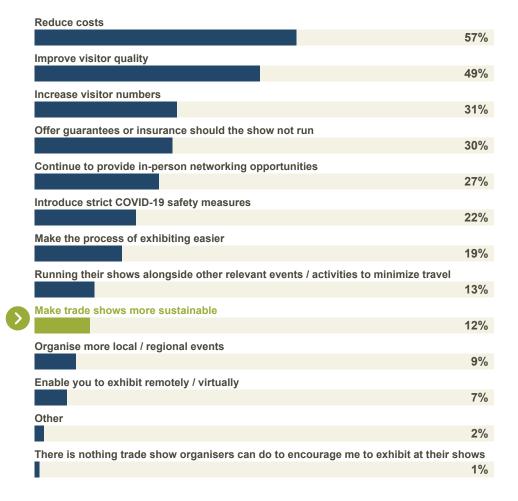


What are the main things trade show organisers should focus on to encourage you to attend their shows?

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

Introduce strict COVID-19 safety measures 45% Improve exhibitor quality 37% Reduce costs associated with attending 33% Increase exhibitor numbers 22% Enable you to attend remotely / virtually 17% Make the process of attending easier (registration, queues etc.) 17% Continue to provide in-person networking opportunities 17% Organise more local / regional events 15% Provide better learning opportunities 15% Make their shows more relevant to your business 14% Make their shows more innovative 13% Make attending their shows more enjoyable 10% Make their shows more sustainable 7% Other 2%

In 2021

Reduce costs associated with attending

Reduce costs associated with attending	
	38%
Continue to provide in-person networking opportunities	
	27%
Introduce strict COVID-19 safety measures	
	26%
Make their shows more relevant to your business	
	22%
Improve exhibitor quality	
	22%
Make the process of attending easier (registration, queues etc.)	
	21%
Make their shows more innovative	
	18%
Increase exhibitor numbers	400/
	18%
Make attending their shows more enjoyable	470/
	17%
Provide better learning opportunities	17%
	17%
Organise more local / regional events	17%
	1770
Enable you to attend remotely / virtually	15%
	15%
Make better use of technology (for matchmaking, navigation etc.)	12%
	12/0
Make their shows more sustainable	7%
Others	1 70
Other	2%
	∠ /0

Impact of Covid-19 on investments from the exhibition industry



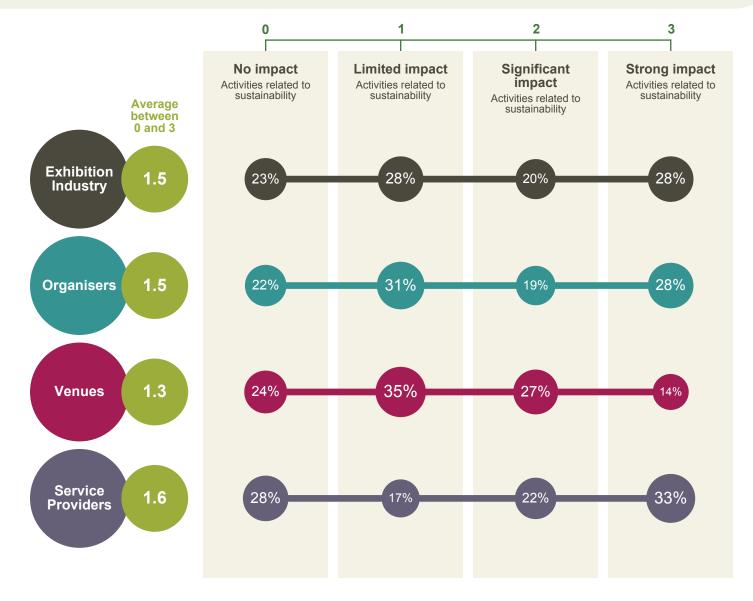
How is the Covid-19 crisis affecting the level of investment of your company in sustainability in 2020, overall and more specifically for programmes related to Sustainability?







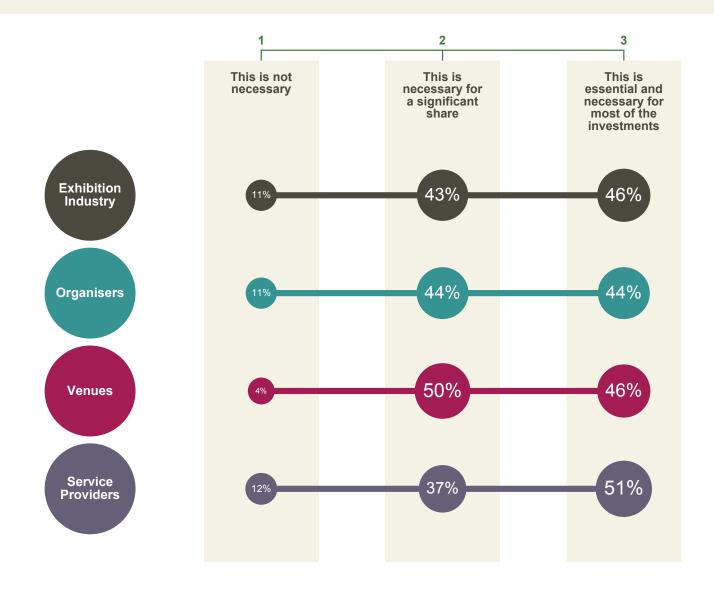
To what extend has Covid-19 impacted your company activities in sustainability?



Public investments



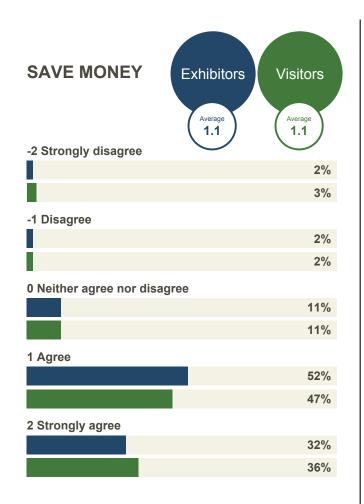
To what degree would you welcome some public investments in sustainability?

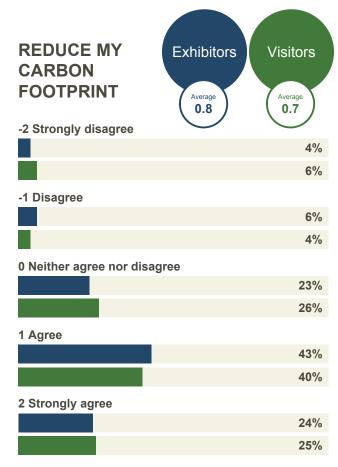


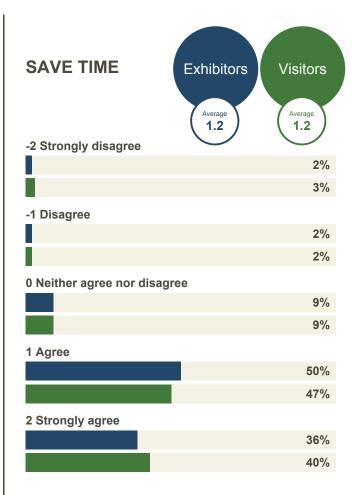
What about the fundamentals?



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

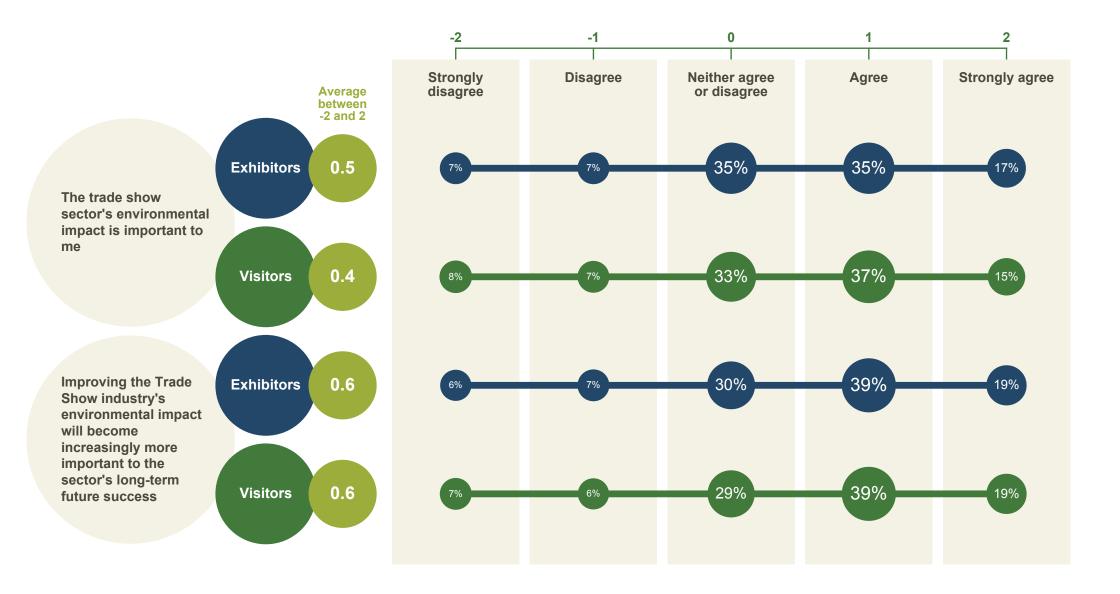






How important is the trade show's environmental impact for exhibitors and visitors?

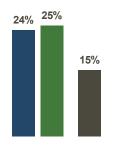




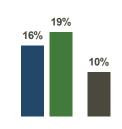
Priorities according to Exhibitors, Visitors and the Exhibition Industry



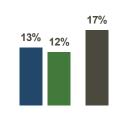
In which of the following areas, if any, should trade show organisers prioritise introducing or enhancing sustainability measures?



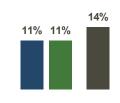
Plastic bottles, lanyards, bags, give aways and swag



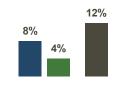
Producing food for the event / food waste



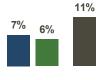
Booth construction & disposal



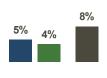
Attendee travel & transport / accommodation



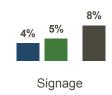
Booths material & freight



Venue energy use

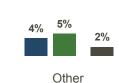


Carpet



Visitors

Exhibitors



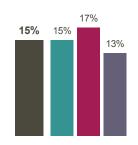
Exhibition Industry



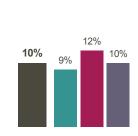
I don't know

Priorities for the different segments of the Exhibition Industry

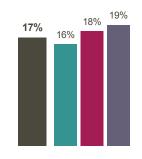




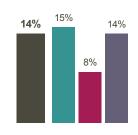
Plastic bottles, lanyards, bags, give aways and swag



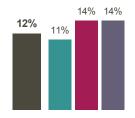
Producing food for the event / food waste



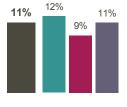
Booth construction & disposal



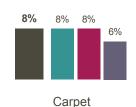
Attendee travel & transport / accommodation



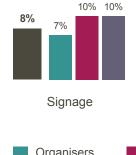
Booths material & freight



Venue energy use



Exhibition Industry

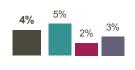






Service Providers

Venues



I don't know

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





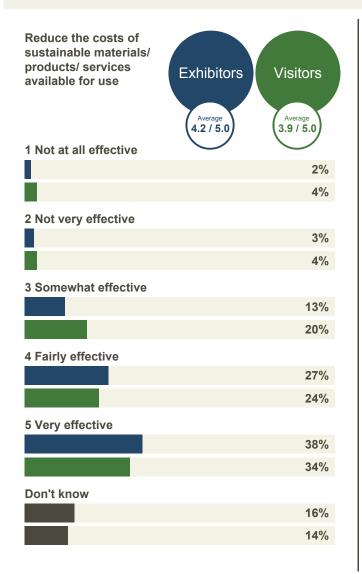


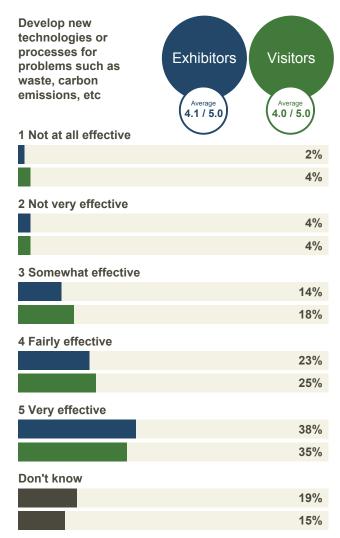
Reduce the costs of sustainable materials/ products/ services available for use	
	4.2 / 5
	3.9 / 5
Develop new technologies or processes for problems such as waste, carbon emissions, etc	
	4.1 / 5
	4.0 / 5
Develop education about sustainable events at all levels of the value chain (including visitors exhibitors)	and
	4.0 / 5
	3.8 / 5
Identify and share best practices among the value chain of events (including exhibitors)	
	3.7 / 5
	3.9 / 5
Use, and improve whenever necessary, sustainability standards (management system standar checklists, reporting frameworks)	rds,
	3.8 / 5
	3.8 / 5
Develop and use metrics for measurement of environmental impact across the value chain of	events
	3.7 / 5
	3.7 / 5

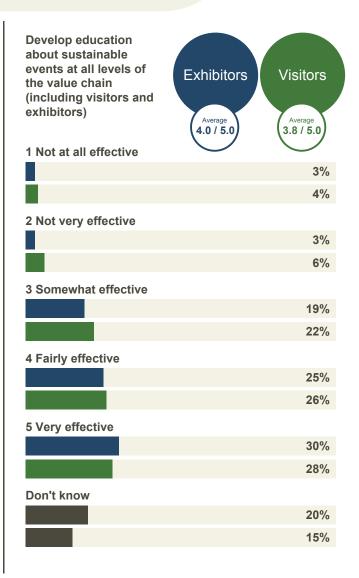
Effectiveness



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



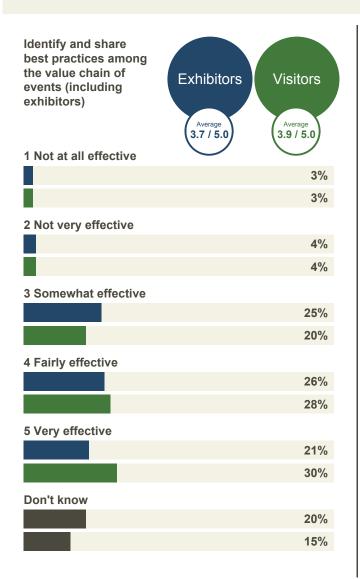


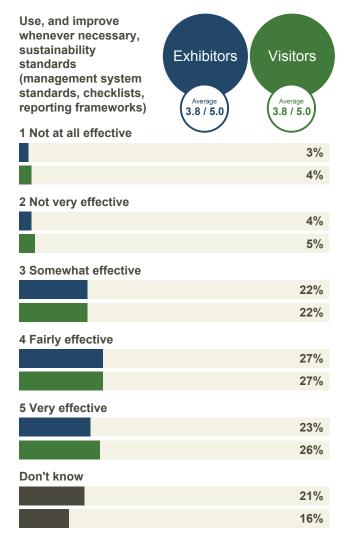


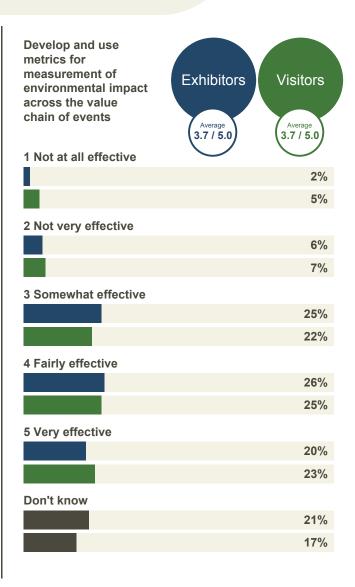
Effectiveness



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



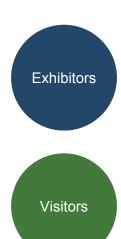


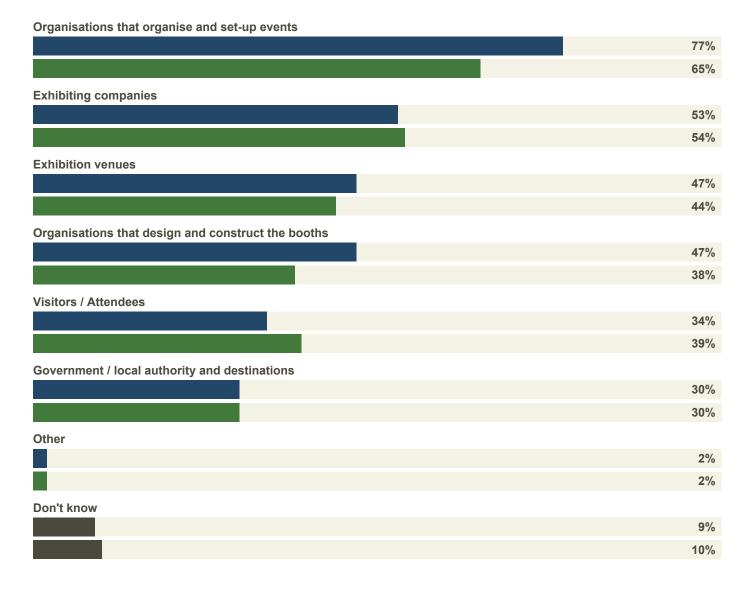


Responsibilities



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

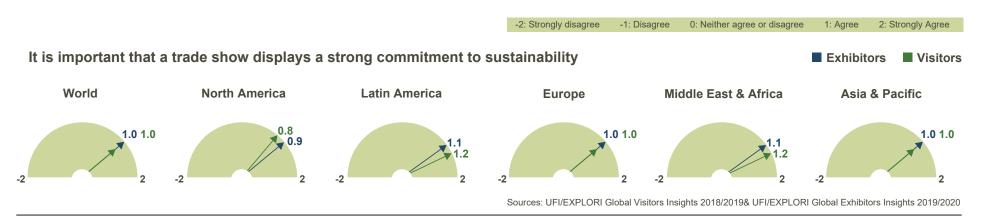




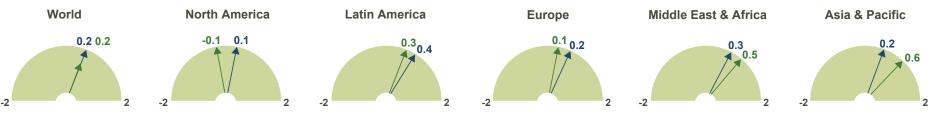
REGIONAL DATA

Expectations and perceptions from participants pre Covid-19



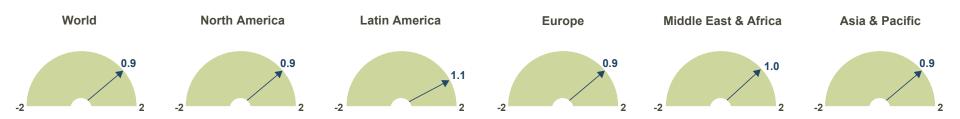


I would not exhibit at a trade show if it did not have a responsible approach to sustainability



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

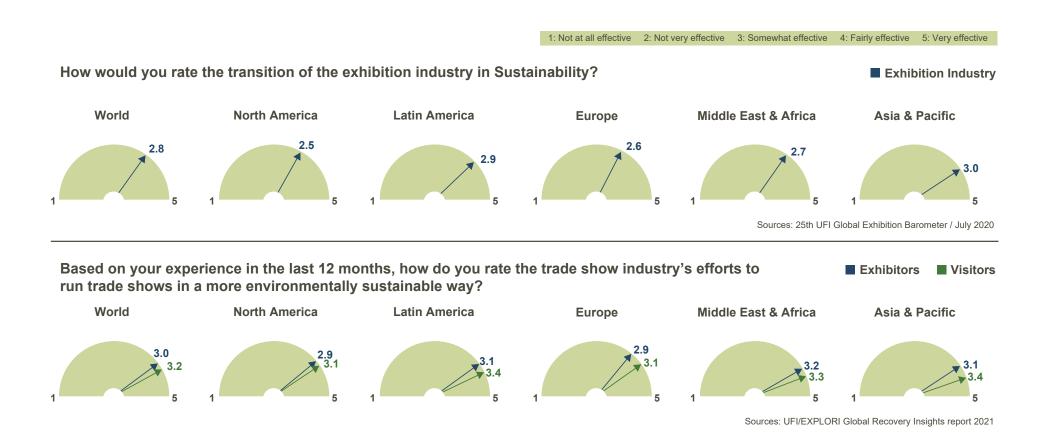
My company is taking steps to improve its sustainability as an exhibitor



Sources: UFI/EXPLORI Global Exhibitors Insights 2019/2020

Perceptions of the efforts and the rate of transition



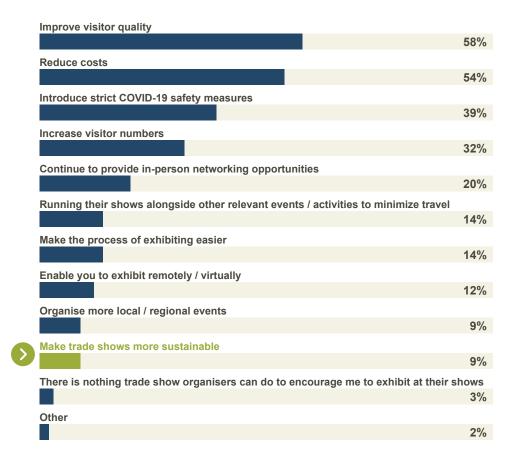


Recommended priorities – Exhibitors - in 2020

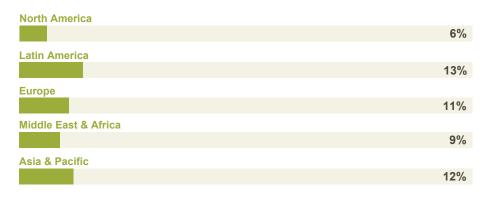


What are the main things trade show organisers should focus on to encourage you to attend their shows?

World: In 2020



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

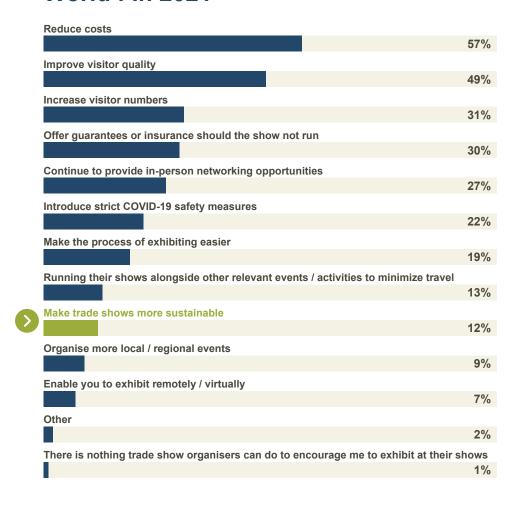


Recommended priorities – Exhibitors - in 2021

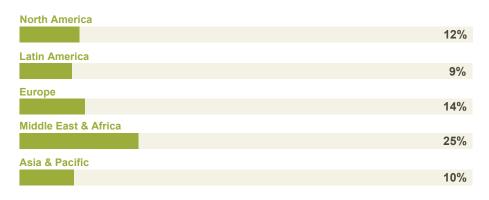


What are the main things trade show organisers should focus on to encourage you to attend their shows?

World: In 2021



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

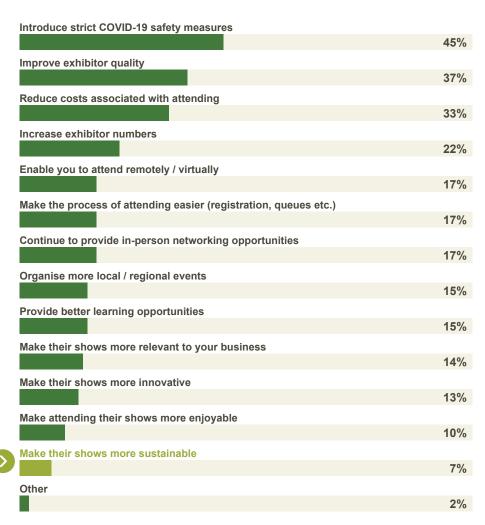




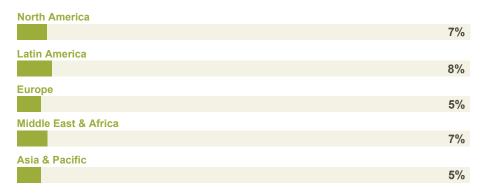


What are the main things trade show organisers should focus on to encourage you to attend their shows?

World: In 2020



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



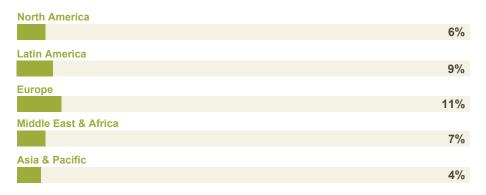
Recommended priorities – Visitors – in 2021



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

World: In 2021

Reduce costs associated with attending 38% Continue to provide in-person networking opportunities 27% Introduce strict COVID-19 safety measures 26% Make their shows more relevant to your business 22% Improve exhibitor quality 22% Make the process of attending easier (registration, queues etc.) 21% Make their shows more innovative 18% Increase exhibitor numbers 18% Make attending their shows more enjoyable 17% Provide better learning opportunities 17% Organise more local / regional events 17% Enable you to attend remotely / virtually 15% Make better use of technology (for matchmaking, navigation etc.) 12% Make their shows more sustainable 7% Other 2% Details per region of following category: "Make trade shows more sustainable"



Impact of Covid-19 on investments from the exhibition industry



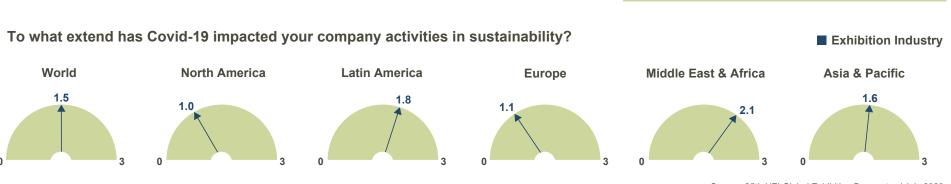
How is the Covid-19 crisis affecting the level of investment of your company in sustainability in 2020, overall and more specifically for programmes related to Sustainability?



Impact of Covid-19 for the Exhibition Industry



Extend of Covid-19 impact on company activities in sustainability



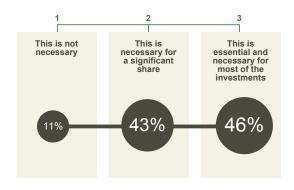
0: No impact 1: Limited impact 2: Significant impact 3: Strong impact

Public investments

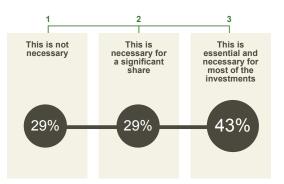


To what degree would you welcome some public investments in sustainability?

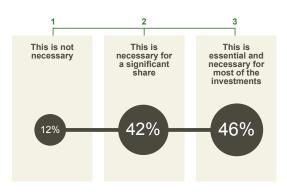
World



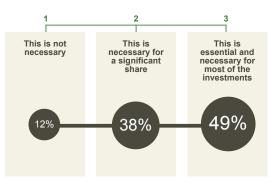
North America



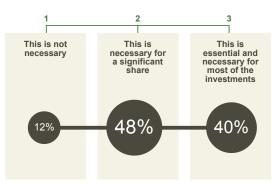
Latin America



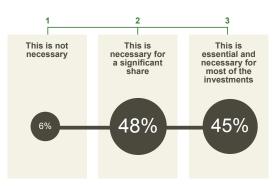
Europe



Middle East & Africa



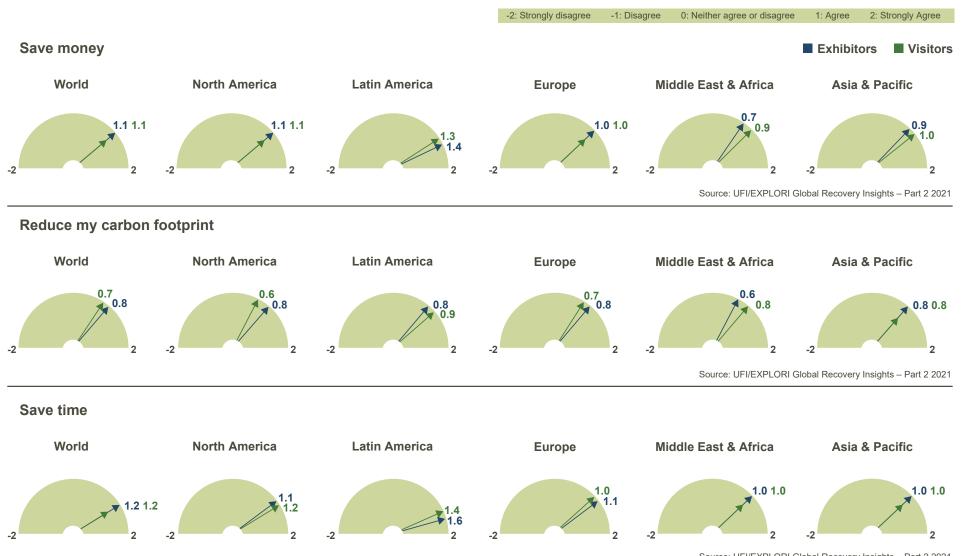
Asia & Pacific



What about the fundamentals?



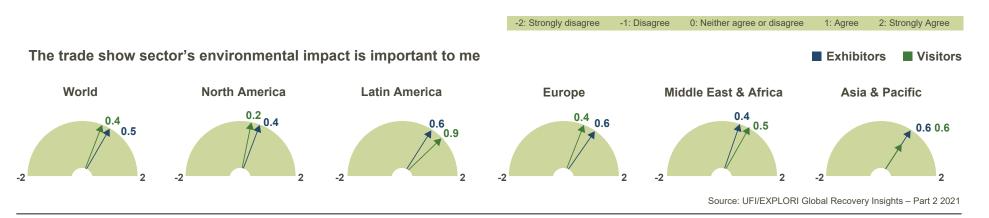
How much do you agree with these statements: Travelling to an exhibition helps me:



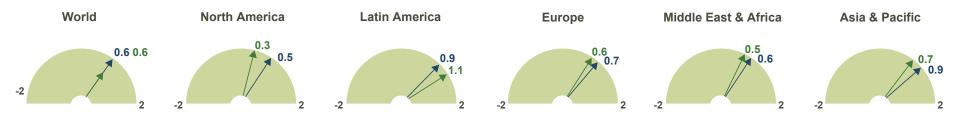
Source: UFI/EXPLORI Global Recovery Insights - Part 2 2021

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



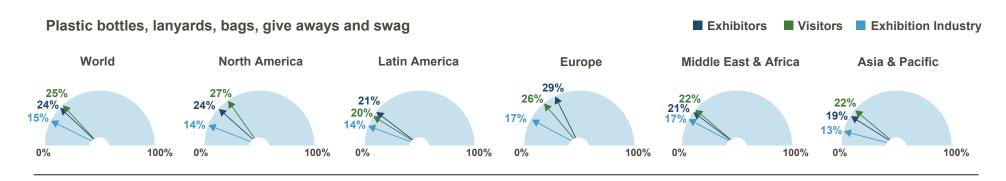


Improving the trade show industry's environmental impact will become increasingly more important to the sector's long-term future success

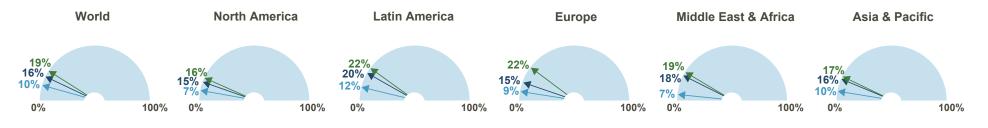


Source: UFI/EXPLORI Global Recovery Insights - Part 2 2021





Producing food for the event / food waste



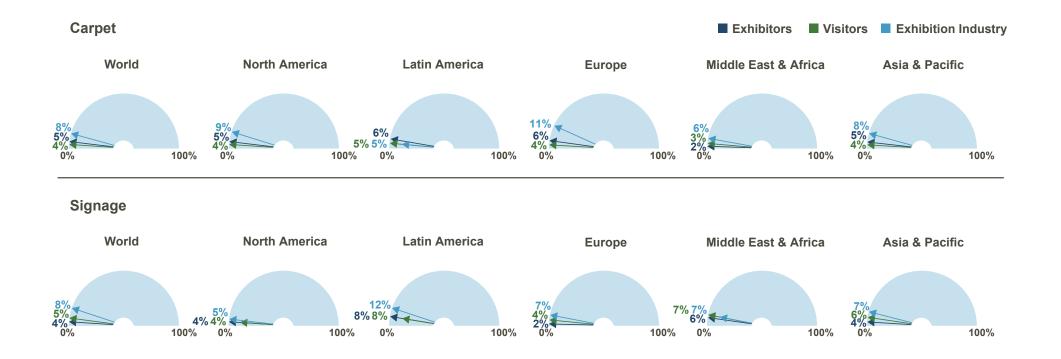
Booth construction & disposal







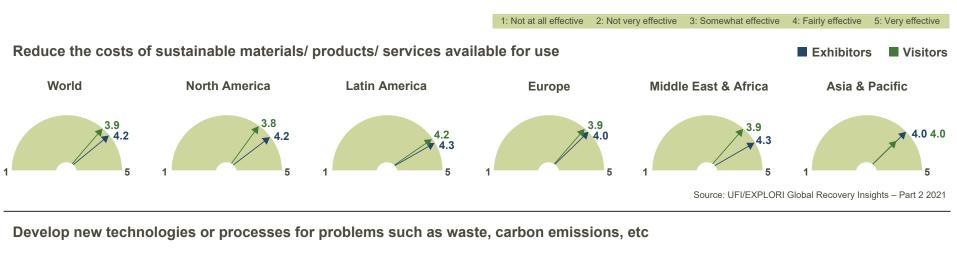


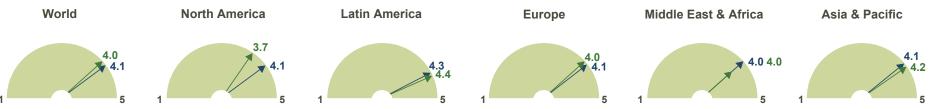


Effectiveness. Which actions are effective to make the trade show industry environmentally sustainable?



How much do you agree with these statement?





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

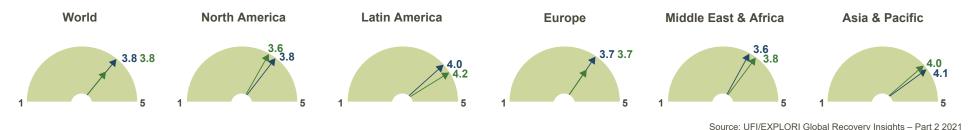
Effectiveness. Which actions are effective to make the trade show industry environmentally sustainable?



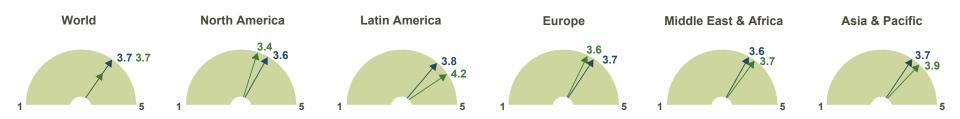
How much do you agree with these statement?



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



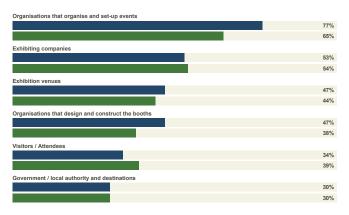
Source: UFI/EXPLORI Global Recovery Insights - Part 2 2021

Responsibilities

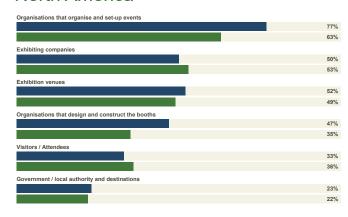


Who is responsible for helping the trade show industry improve its environmental impact?

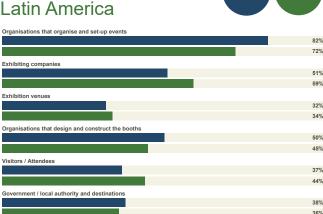
World



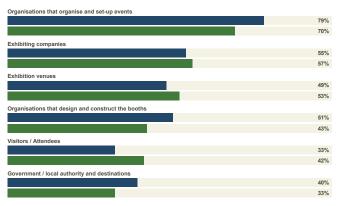
North America



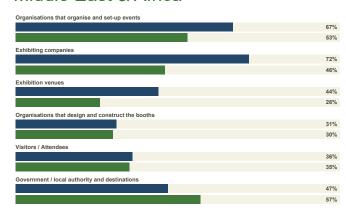
Latin America



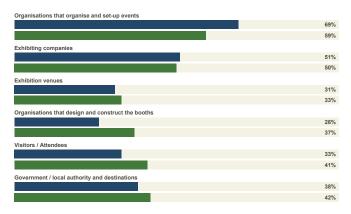
Europe



Middle East & Africa



Asia & Pacific



ONGOING PROJECTS

Ongoing projects and next steps



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%.

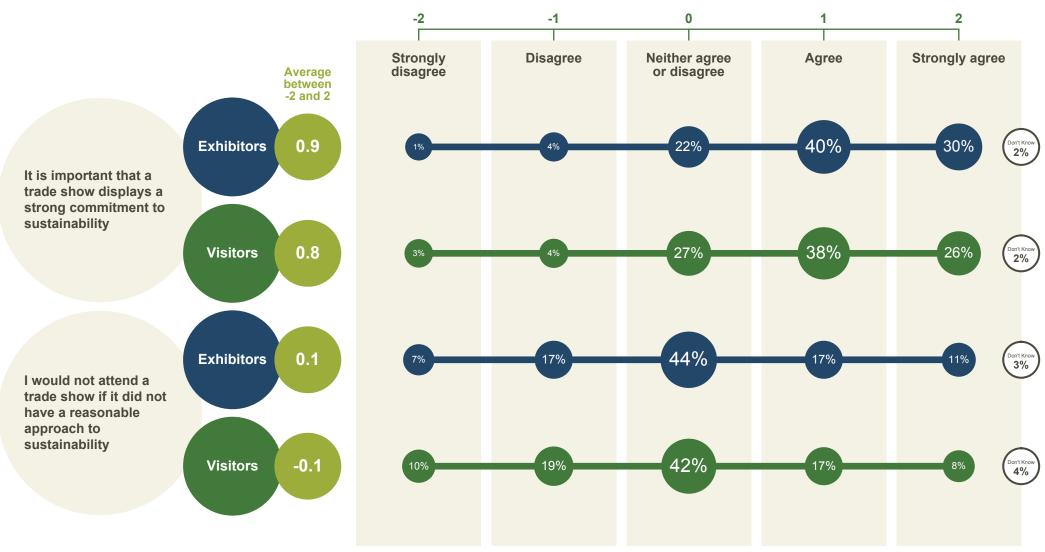
APPENDIX 2.1

NORTH AMERICA

Expectations from participants pre Covid-19



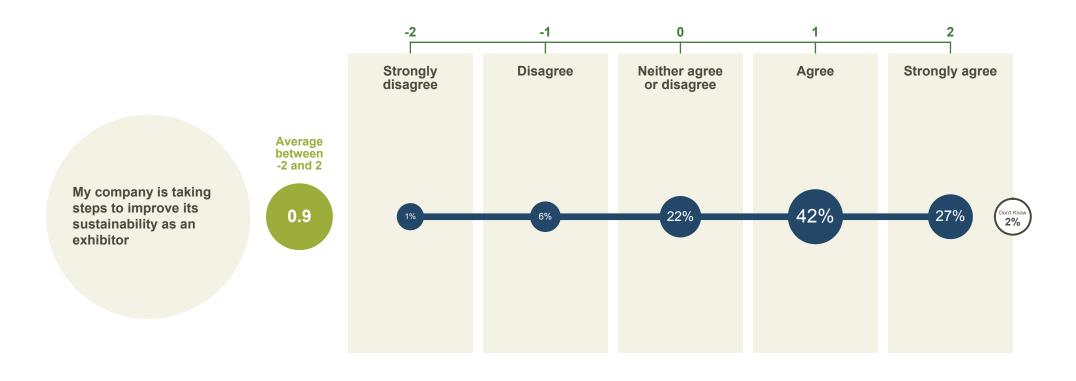




Perceptions of exhibitors as to their own efforts





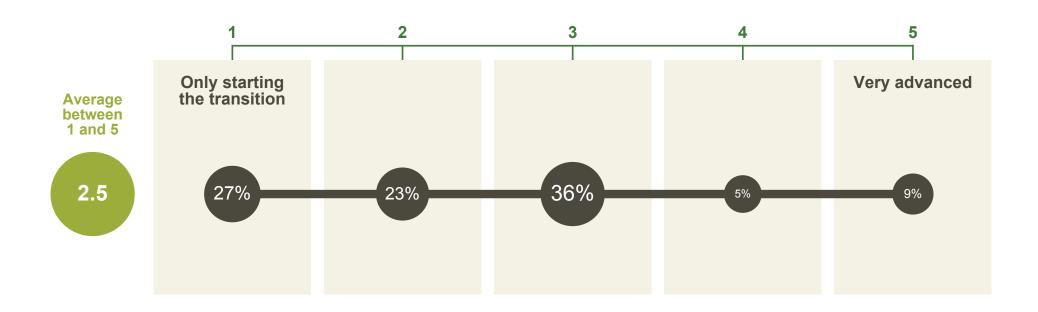


Perception of the rate of transition by the exhibition industry



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



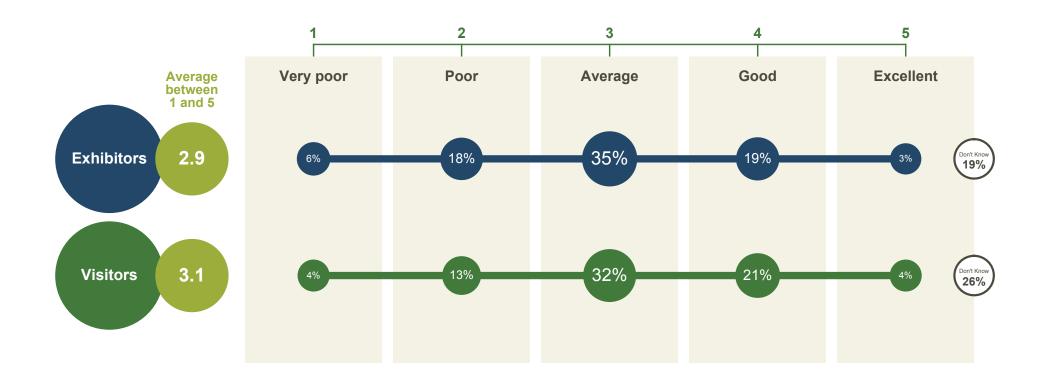


Perception of the efforts made by the exhibition industry



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?





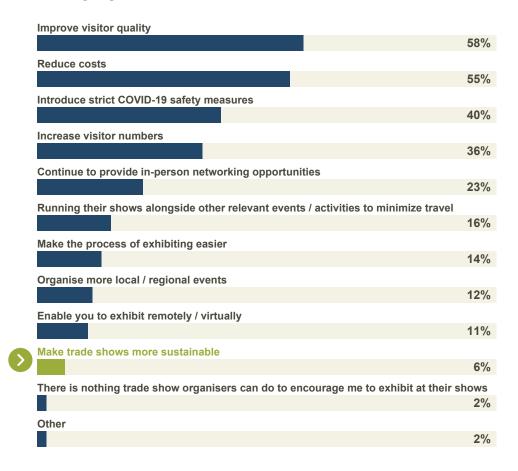
Recommended priorities – Exhibitors



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



In 2020



In 2021

Reduce costs

	62%
Improve visitor quality	
	50%
Increase visitor numbers	
	39%
Offer guarantees or insurance should the show not run	
	29%
Continue to provide in-person networking opportunities	
	25%
Make the process of exhibiting easier	
	23%
Introduce strict COVID-19 safety measures	
	17%
Running their shows alongside other relevant events / activities to minimize trave	
	12%
Make trade shows more sustainable	400/
	12%
Organise more local / regional events	00/
	9%
Enable you to exhibit remotely / virtually	5 0/
	5%
Other	40/
	1%
There is nothing trade show organisers can do to encourage me to exhibit at the	
	1%

Recommended priorities – Visitors



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



In 2020

	Introduce strict COVID-19 safety measures	
		49%
	Reduce costs associated with attending	
		40%
	Improve exhibitor quality	
		32%
	Increase exhibitor numbers	
		21%
	Continue to provide in-person networking opportunities	
		21%
	Enable you to attend remotely / virtually	
		19%
	Organise more local / regional events	
		19%
	Make the process of attending easier (registration, queues etc.)	
		16%
	Provide better learning opportunities	
		15%
	Make their shows more relevant to your business	
		11%
	Make their shows more innovative	
		11%
	Make attending their shows more enjoyable	
		9%
5	Make their shows more sustainable	
		7%
	Other	
		2%

In 2021

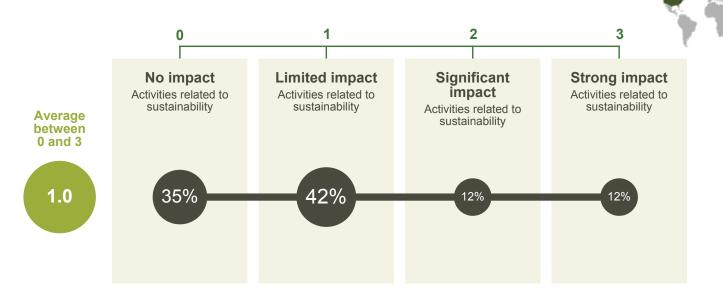
Reduce costs associated with attending

Reduce costs associated with attending	
	42%
Continue to provide in-person networking opportunities	
	29%
Improve exhibitor quality	
	25%
Introduce strict COVID-19 safety measures	
	22%
Increase exhibitor numbers	
	22%
Make the process of attending easier (registration, queues etc.)	
	21%
Make their shows more relevant to your business	400/
	19%
Organise more local / regional events	400/
	19%
Make attending their shows more enjoyable	18%
	10 70
Provide better learning opportunities	18%
Make the lands were transcription	10 /0
Make their shows more innovative	14%
Englis you to attend remarkly / virtually	1-70
Enable you to attend remotely / virtually	13%
Make better use of technology (for matchmaking, navigation etc.)	1070
make better use of technology (for matchinaking, havigation etc.)	10%
Make their shows more sustainable	1070
mane their energy filete adatamasis	6%
Other	
	3%

Impact of Covid-19 for the Exhibition Industry



To what extend 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

Sustainability

Sustainability

69%

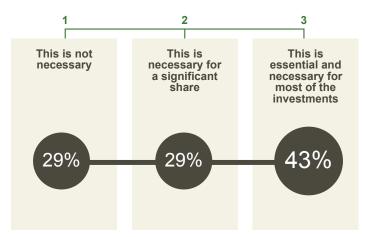
Overall

68%

Overall

32%

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

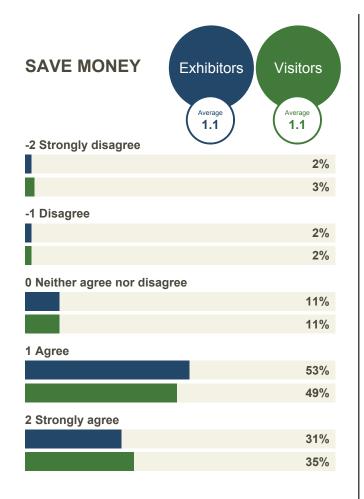


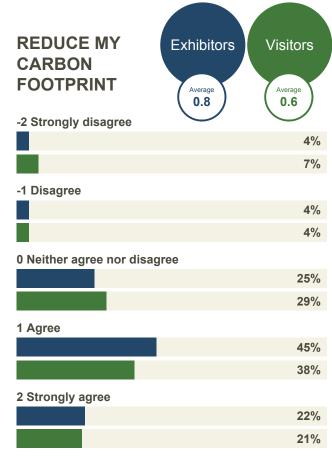
What about the fundamentals?

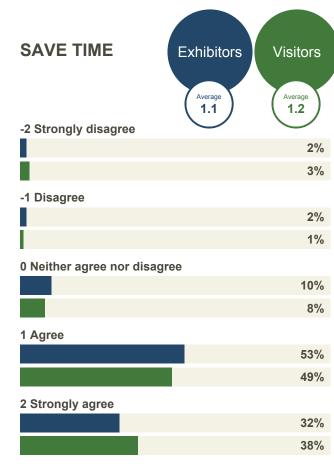


How much do you agree with these statements: Travelling to an exhibition helps me:



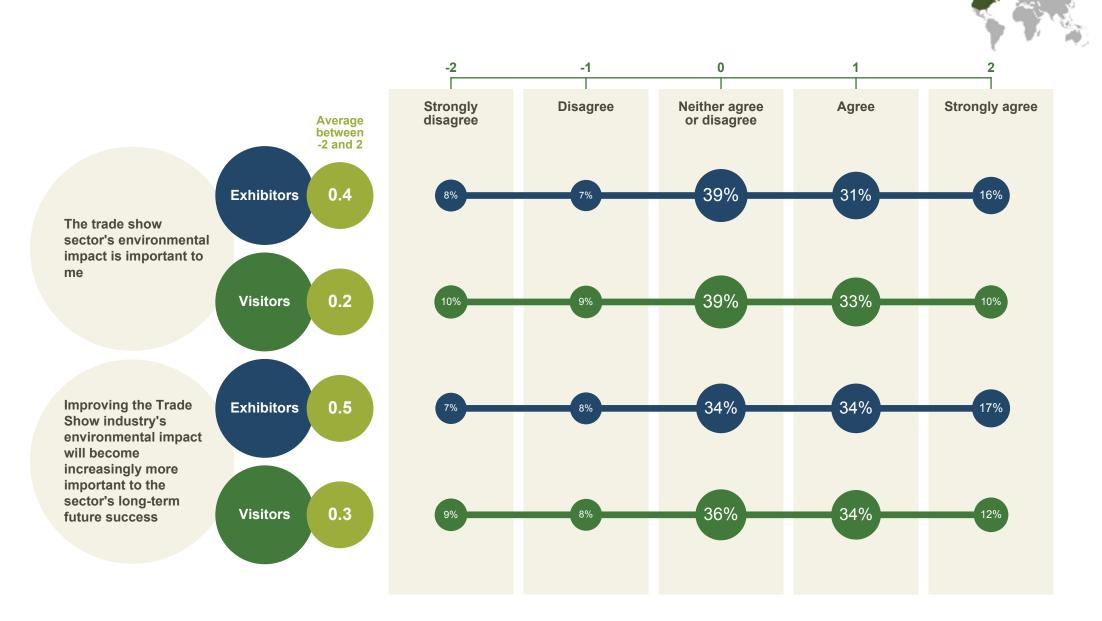






How important is the trade show's environmental impact for exhibitors and visitors?

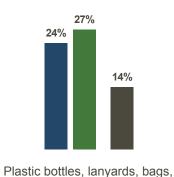


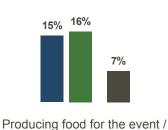




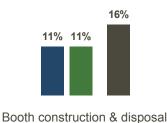
In which of the following areas, if any, should trade show organisers prioritise introducing or enhancing sustainability measures?



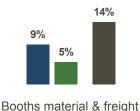




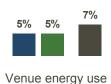
food waste

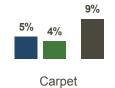


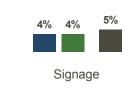


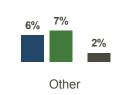


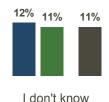
give aways and swag











Exhibitors

Visitors

Exhibition Industry

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









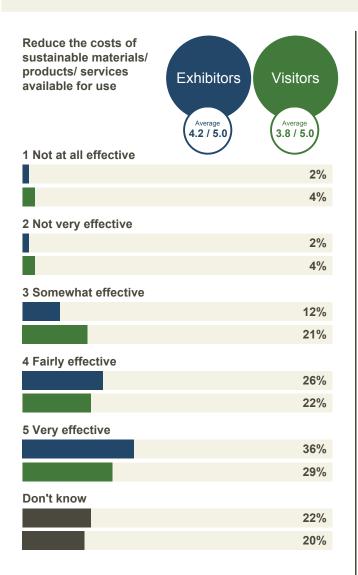
Reduce the costs of sustainable materials/ products/ services available for use	
	4.2 / 5
	3.8 / 5
Develop new technologies or processes for problems such as waste, carbon emissions, etc	
	4.1 / 5
	3.7 / 5
Develop education about sustainable events at all levels of the value chain (including visitors and exhibitors)	I
	3.8 / 5
	3.5 / 5
dentify and share best practices among the value chain of events (including exhibitors)	
	3.7 / 5
	3.7 / 5
Use, and improve whenever necessary, sustainability standards (management system standards, checklists, reporting frameworks)	
	3.8 / 5
	3.6 / 5
Develop and use metrics for measurement of environmental impact across the value chain of ever	nts
	3.6 / 5
	3.4 / 5

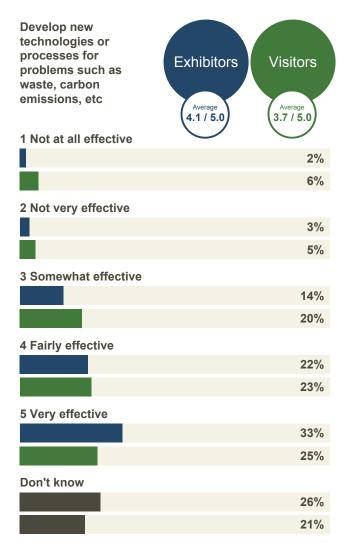
Effectiveness

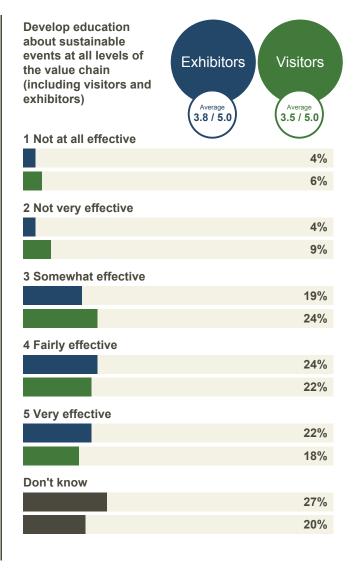


How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?







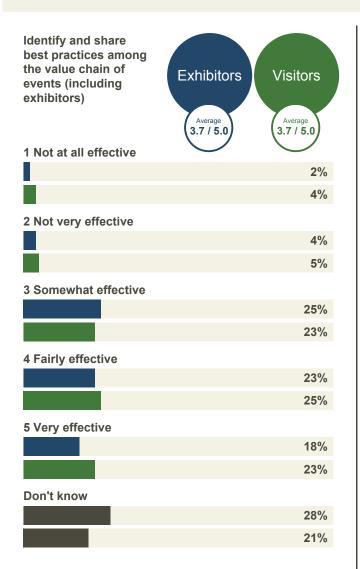


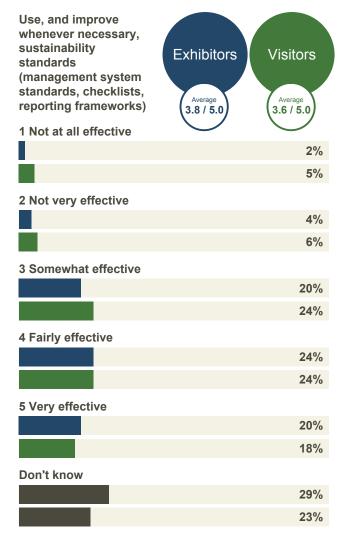
Effectiveness

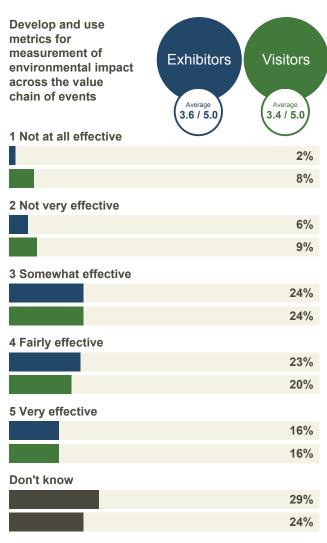


How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?









Responsibilities

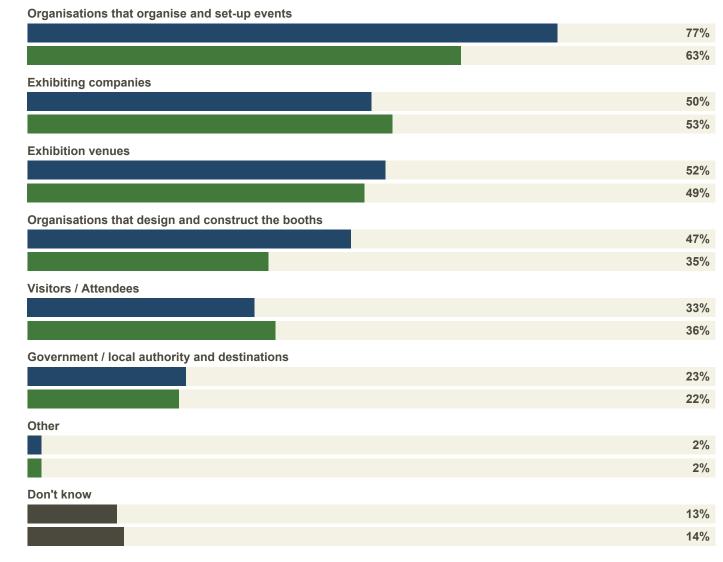


Who is responsible for helping the trade show industry improve its environmental impact?







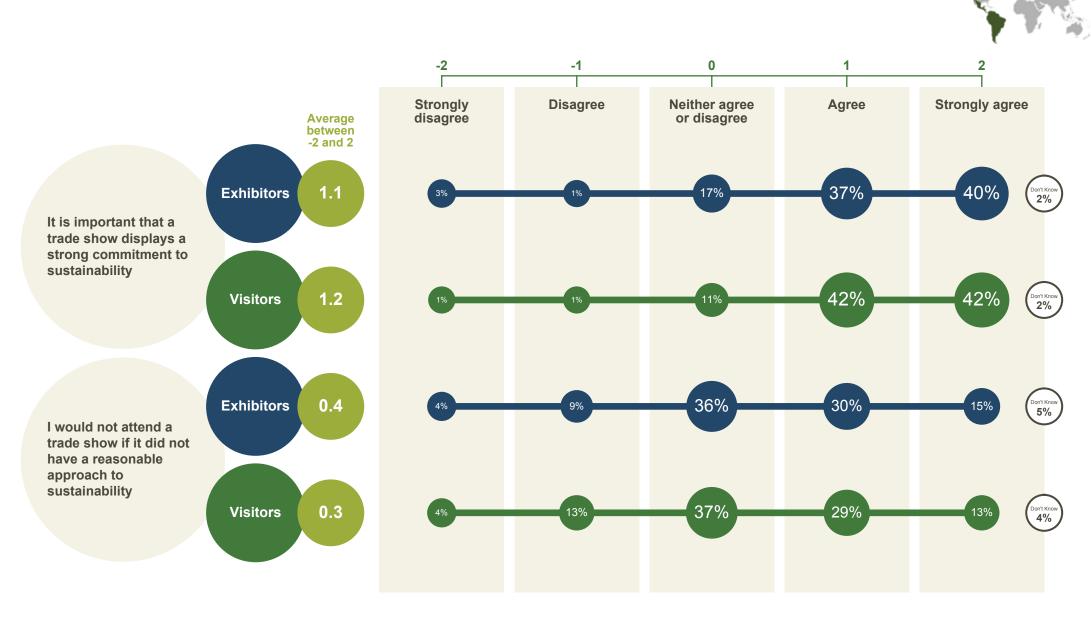


APPENDIX 2.2

LATIN AMERICA

Expectations from participants pre Covid-19

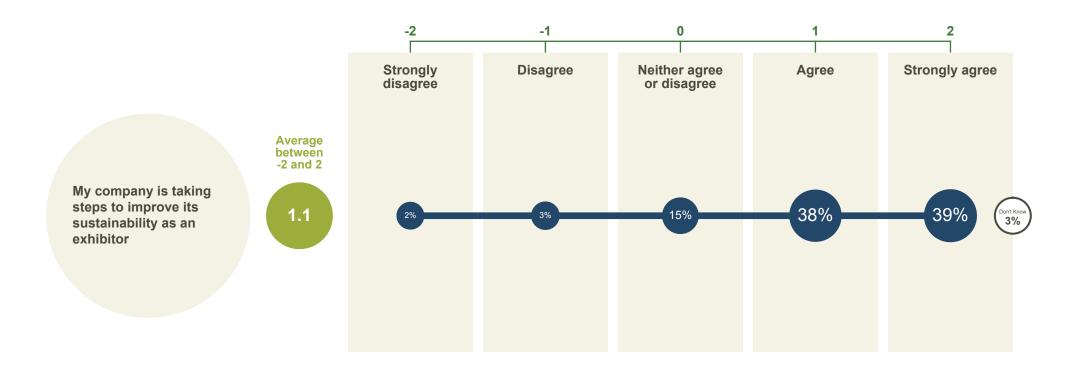




Perceptions of exhibitors as to their own efforts





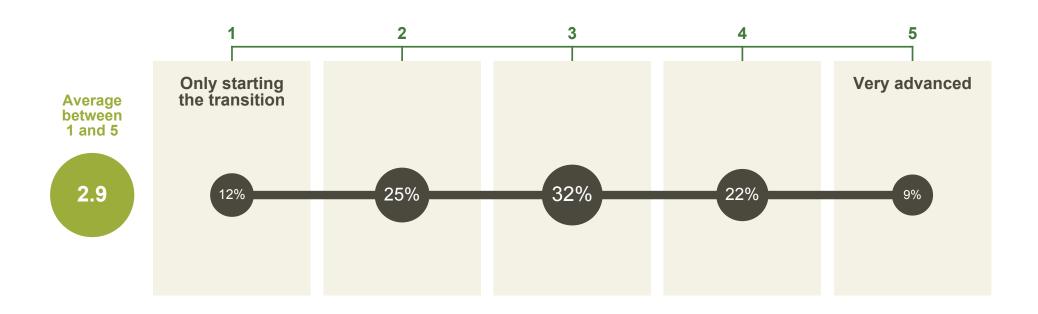


Perception of the rate of transition by the exhibition industry



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



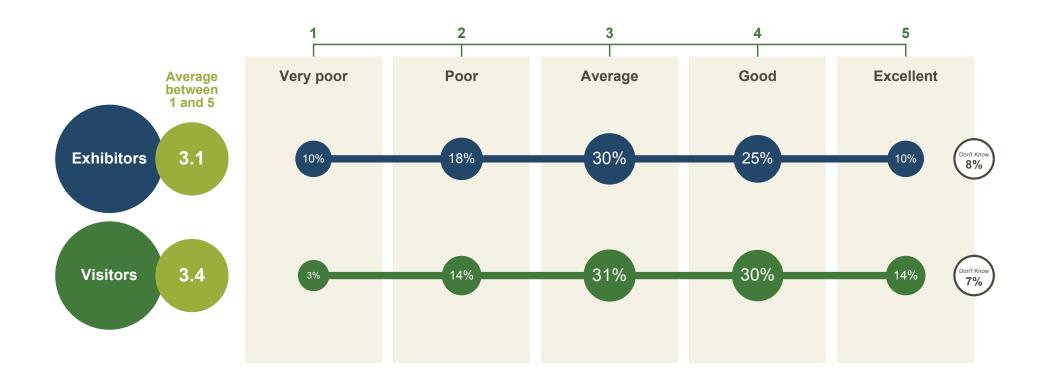


Perception of the efforts made by the exhibition industry



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?





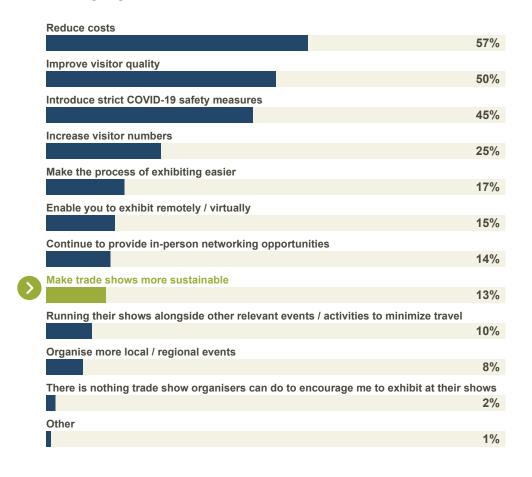
Recommended priorities – Exhibitors



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



In 2020



In 2021

Reduce costs	
	61%
Improve visitor quality	
	48%
Continue to provide in-person networking opportunities	
	31%
Offer guarantees or insurance should the show not run	
	28%
Introduce strict COVID-19 safety measures	0=0/
	27%
Increase visitor numbers	0=0/
	25%
Running their shows alongside other relevant events / activities to minimize travel	18%
	10%
Make the process of exhibiting easier	11%
English and the subtlett new state (satisface).	11/0
Enable you to exhibit remotely / virtually	11%
Overanica mara local / regional events	1170
Organise more local / regional events	10%
Make trade shows more sustainable	1070
make trade shows more sustainable	9%
Other	
	1%
There is nothing trade show organisers can do to encourage me to exhibit at their s	shows
	1%
-	

Recommended priorities – Visitors



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



In 2020

Introduce strict COVID-19 safety measures	
	53%
Reduce costs associated with attending	
	41%
Improve exhibitor quality	000/
	33%
Make the process of attending easier (registration, queues etc.)	22%
	2270
Enable you to attend remotely / virtually	20%
Outlines to secretarity in some sectional in some set with a	20 /
Continue to provide in-person networking opportunities	15%
Make their shows more innovative	1070
make their snows more innovative	15%
Provide better learning opportunities	
Trovide Sector rearring opportunities	13%
Organise more local / regional events	
	12%
Make their shows more relevant to your business	
	12%
Increase exhibitor numbers	
	10%
Make their shows more sustainable	
	8%
Make attending their shows more enjoyable	
	6%
Other	
	1%

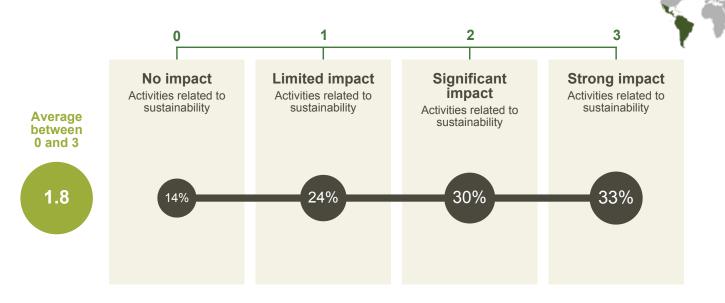
In 2021

Introduce strict COVID-19 safety measures	
	36%
Reduce costs associated with attending	
	34%
Make their shows more innovative	
	27%
Make their shows more relevant to your business	
	25%
Continue to provide in-person networking opportunities	222/
	23%
Make the process of attending easier (registration, queues etc.)	000/
	22%
Enable you to attend remotely / virtually	19%
	19%
Improve exhibitor quality	17%
Duranida hattan laamina annantunitiaa	17 /0
Provide better learning opportunities	16%
Make attending their shows more enjoyable	1070
wake attending their shows more enjoyable	14%
Make better use of technology (for matchmaking, navigation etc.)	
make select use of teermotogy (for materimaking, navigation etc.)	14%
Organise more local / regional events	
	13%
Make their shows more sustainable	
	9%
Increase exhibitor numbers	
	8%
Other	
	1%

Impact of Covid-19 for the Exhibition Industry



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



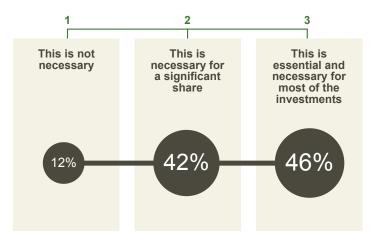
How is the Covid-19 crisis affecting the level of investment of your company in sustainability in 2020, overall and more specifically for programmes related to Sustainability?

Stopped or decreased

Sustainability
Sustainability
65%
Overall
88%
Stable or increased

Overall
12%

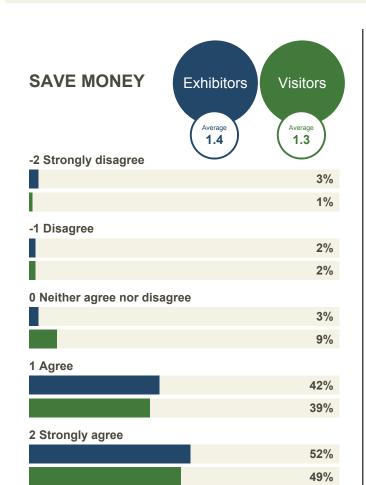
To what degree would you welcome some public investments in sustainability?

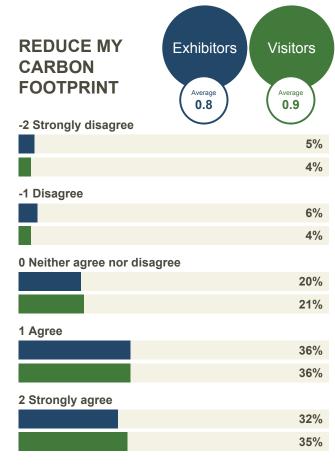


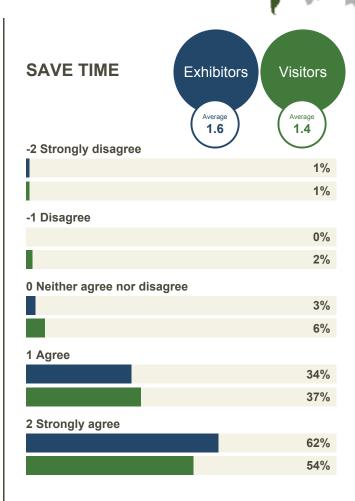
What about the fundamentals?



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

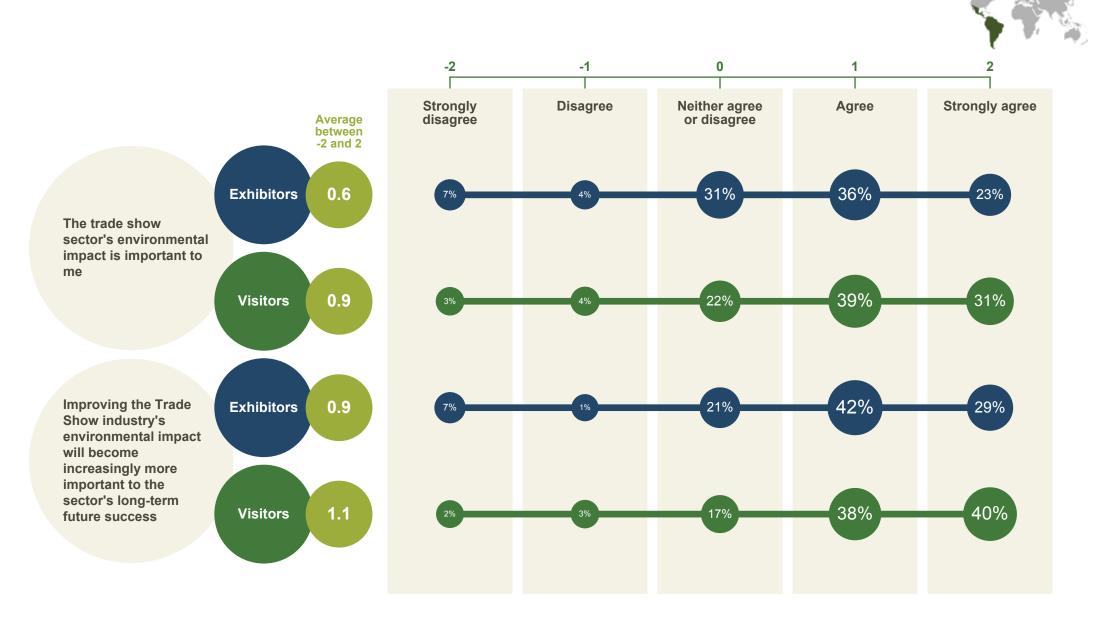






How important is the trade show's environmental impact for exhibitors and visitors?



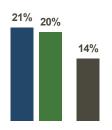


Priorities according to Exhibitors, Visitors and the Exhibition Industry

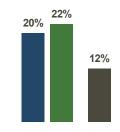


In which of the following areas, if any, should trade show organisers prioritise introducing or enhancing sustainability measures?

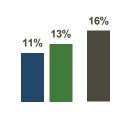




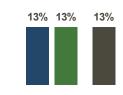
Plastic bottles, lanyards, bags, give aways and swag



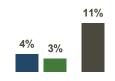
Producing food for the event / food waste



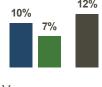
Booth construction & disposal



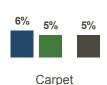
Attendee travel & transport / accommodation



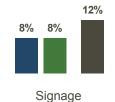
Booths material & freight



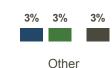
Venue energy use



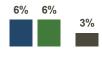
Exhibit



Exhibitors Visitors



Exhibition Industry



I don't know

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









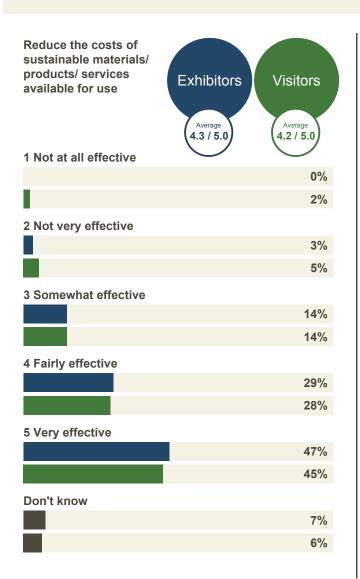
Reduce the costs of sustainable materials/ products/ services available for use	
	4.3 / 5
	4.2 / 5
Develop new technologies or processes for problems such as waste, carbon emissions, etc	
	4.3 / 5
	4.4 / 5
Develop education about sustainable events at all levels of the value chain (including visitors and exhibitors)	
	4.3 / 5
	4.4 / 5
Identify and share best practices among the value chain of events (including exhibitors)	3.8 / 5
	4.3 / 5
	4.575
Use, and improve whenever necessary, sustainability standards (management system standards, checklists, reporting frameworks)	
	4.0 / 5
	4.2 / 5
Develop and use metrics for measurement of environmental impact across the value chain of events	
·	
	3.8 / 5

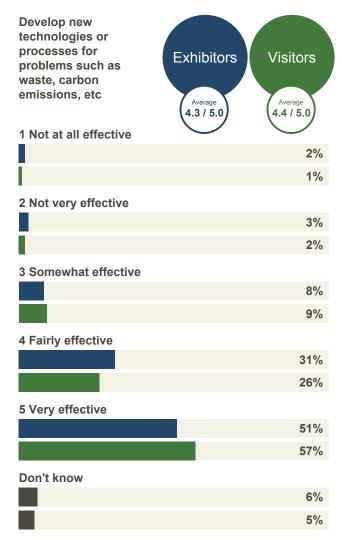
Effectiveness

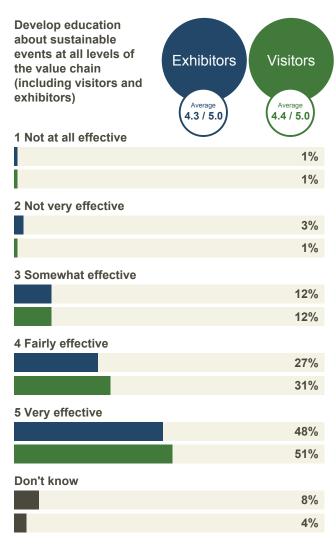


How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?







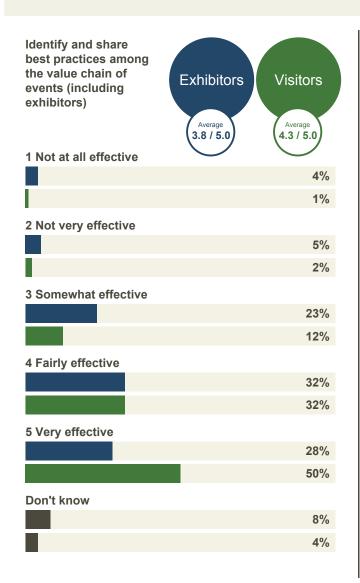


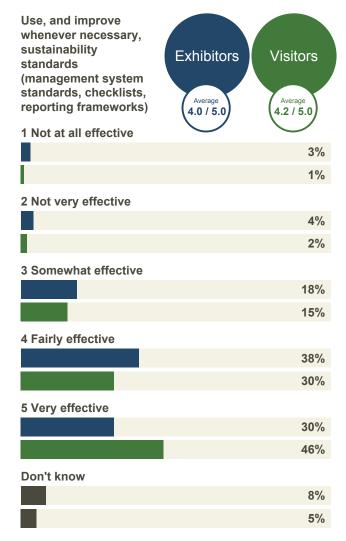
Effectiveness



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







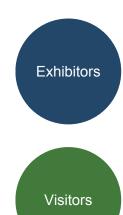
Develop and use metrics for measurement of environmental impact across the value chain of events	Exhibitors Average 3.8 / 5.0	Visitors Average 4.2 / 5.0
1 Not at all effective		00/
		3%
		1%
2 Not very effective		
		5%
		5%
3 Somewhat effective		
		25%
		15%
4 Fairly effective		
		29%
		31%
5 Very effective		
		31%
		42%
Don't know		
		7%
		6%

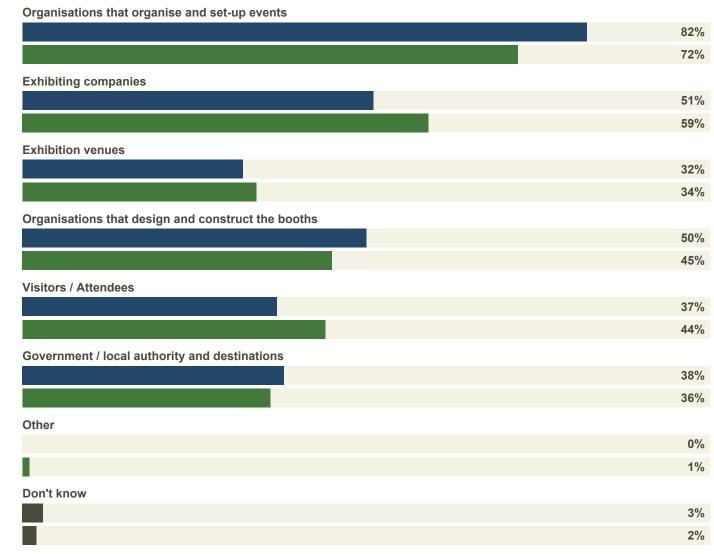
Responsibilities



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







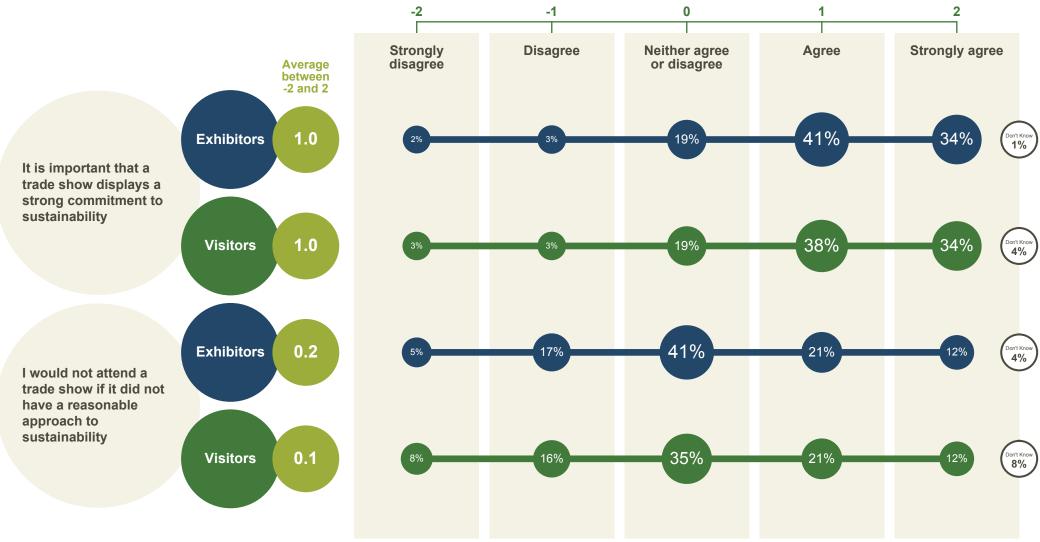
APPENDIX 2.3

EUROPE

Expectations from participants pre Covid-19



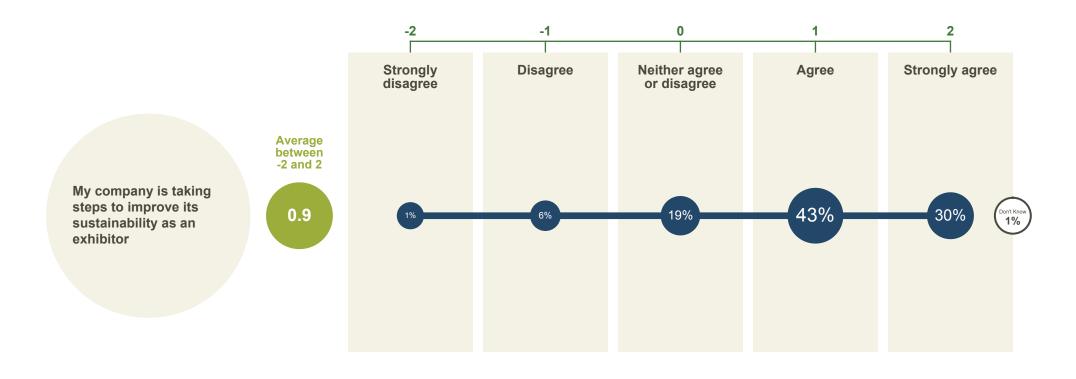




Perceptions of exhibitors as to their own efforts





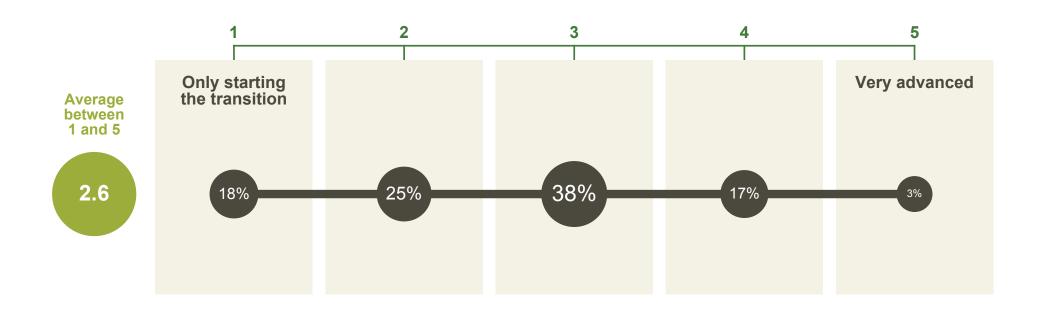


Perception of the rate of transition by the exhibition industry



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



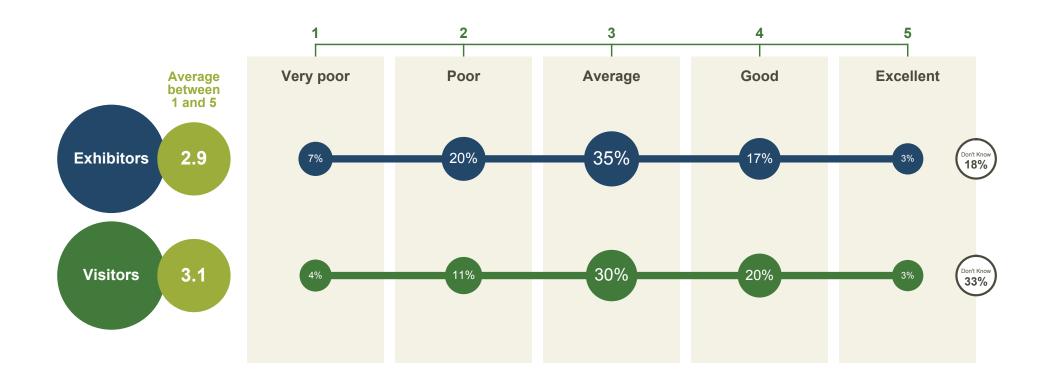


Perception of the efforts made by the exhibition industry



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?





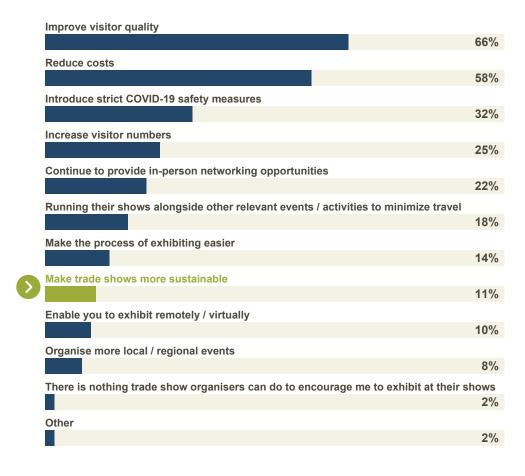
Recommended priorities – Exhibitors



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



In 2020



In 2021

Improve visitor quality

improve visitor quanty	
	48%
Reduce costs	
	43%
Offer guarantees or insurance should the show not run	
	39%
Continue to provide in-person networking opportunities	
	32%
Introduce strict COVID-19 safety measures	
	31%
Increase visitor numbers	
	21%
Make trade shows more sustainable	
	14%
Make the process of exhibiting easier	
	13%
Running their shows alongside other relevant events / activities to minimize travel	
	12%
Enable you to exhibit remotely / virtually	00/
	9%
Organise more local / regional events	00/
	8%
Other	20/
	3%
There is nothing trade show organisers can do to encourage me to exhibit at their	
	2%

Recommended priorities – Visitors



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



In 2020

Introduce strict COVID-19 safety measures 33 Increase exhibitor numbers 31 Reduce costs associated with attending 20 Provide better learning opportunities 17 Make their shows more relevant to your business 17 Make the process of attending easier (registration, queues etc.) Enable you to attend remotely / virtually 15 Make attending their shows more enjoyable 16 Make their shows more innovative 17 Organise more local / regional events 18 Continue to provide in-person networking opportunities 19 Make their shows more sustainable 20 Other	Improve exhibitor quality	43
Increase exhibitor numbers Reduce costs associated with attending Provide better learning opportunities 17 Make their shows more relevant to your business 17 Make the process of attending easier (registration, queues etc.) Enable you to attend remotely / virtually Enable you to attend remotely / virtually Make attending their shows more enjoyable 18 Make their shows more innovative 19 Organise more local / regional events 13 Continue to provide in-person networking opportunities 11 Make their shows more sustainable Sother	Introduce at int OOVID 40 as fat a management	70
Increase exhibitor numbers 31 Reduce costs associated with attending 20 Provide better learning opportunities 17 Make their shows more relevant to your business 17 Make the process of attending easier (registration, queues etc.) Enable you to attend remotely / virtually 18 Make attending their shows more enjoyable 19 Make their shows more innovative 10 Organise more local / regional events 11 Continue to provide in-person networking opportunities 11 Make their shows more sustainable 5 Other	Introduce strict COVID-19 safety measures	22
Reduce costs associated with attending 20 Provide better learning opportunities 17 Make their shows more relevant to your business 17 Make the process of attending easier (registration, queues etc.) Enable you to attend remotely / virtually 18 Make attending their shows more enjoyable 19 Make their shows more innovative 10 Organise more local / regional events 11 Continue to provide in-person networking opportunities 11 Make their shows more sustainable 5 Other		33
Reduce costs associated with attending 20 Provide better learning opportunities 17 Make their shows more relevant to your business 17 Make the process of attending easier (registration, queues etc.) Enable you to attend remotely / virtually 18 Make attending their shows more enjoyable 19 Make their shows more innovative 10 Organise more local / regional events 13 Continue to provide in-person networking opportunities 14 Make their shows more sustainable 50 Other	Increase exhibitor numbers	24
Provide better learning opportunities 17 Make their shows more relevant to your business 17 Make the process of attending easier (registration, queues etc.) Enable you to attend remotely / virtually 18 Make attending their shows more enjoyable 19 Make their shows more innovative 10 Organise more local / regional events 11 Make their shows more sustainable 12 Make their shows more sustainable 50 Other		31
Provide better learning opportunities 17 Make their shows more relevant to your business 17 Make the process of attending easier (registration, queues etc.) Enable you to attend remotely / virtually 18 Make attending their shows more enjoyable 19 Make their shows more innovative 10 Organise more local / regional events 11 Continue to provide in-person networking opportunities 11 Make their shows more sustainable 12 Make their shows more sustainable	Reduce costs associated with attending	20
Make their shows more relevant to your business 17 Make the process of attending easier (registration, queues etc.) Enable you to attend remotely / virtually 18 Make attending their shows more enjoyable 19 Make their shows more innovative 10 Organise more local / regional events 11 Continue to provide in-person networking opportunities 12 Make their shows more sustainable 13 Make their shows more sustainable		20
Make their shows more relevant to your business 17 Make the process of attending easier (registration, queues etc.) Enable you to attend remotely / virtually 18 Make attending their shows more enjoyable 19 Make their shows more innovative 10 Organise more local / regional events 11 Continue to provide in-person networking opportunities 11 Make their shows more sustainable Other	Provide better learning opportunities	
Make the process of attending easier (registration, queues etc.) Enable you to attend remotely / virtually Make attending their shows more enjoyable Make their shows more innovative 14 Organise more local / regional events 13 Continue to provide in-person networking opportunities 14 Make their shows more sustainable Other		17
Make the process of attending easier (registration, queues etc.) Enable you to attend remotely / virtually 15 Make attending their shows more enjoyable 15 Make their shows more innovative 14 Organise more local / regional events 13 Continue to provide in-person networking opportunities 11 Make their shows more sustainable Other	Make their shows more relevant to your business	
Enable you to attend remotely / virtually Make attending their shows more enjoyable 15 Make their shows more innovative 14 Organise more local / regional events 13 Continue to provide in-person networking opportunities 11 Make their shows more sustainable Other		17
Enable you to attend remotely / virtually Make attending their shows more enjoyable 15 Make their shows more innovative 14 Organise more local / regional events 13 Continue to provide in-person networking opportunities 11 Make their shows more sustainable 5 Other	Make the process of attending easier (registration, queues etc.)	
Make attending their shows more enjoyable 15 Make their shows more innovative 14 Organise more local / regional events 13 Continue to provide in-person networking opportunities 11 Make their shows more sustainable Other		16
Make attending their shows more enjoyable 15 Make their shows more innovative 14 Organise more local / regional events 13 Continue to provide in-person networking opportunities 11 Make their shows more sustainable Other	Enable you to attend remotely / virtually	
Make their shows more innovative 14 Organise more local / regional events 13 Continue to provide in-person networking opportunities 11 Make their shows more sustainable Other		15
Make their shows more innovative 14 Organise more local / regional events 13 Continue to provide in-person networking opportunities 11 Make their shows more sustainable Other	Make attending their shows more enjoyable	
Organise more local / regional events 13 Continue to provide in-person networking opportunities 11 Make their shows more sustainable Other		15
Organise more local / regional events 13 Continue to provide in-person networking opportunities 11 Make their shows more sustainable Other	Make their shows more innovative	
Continue to provide in-person networking opportunities 11 Make their shows more sustainable Other		14
Continue to provide in-person networking opportunities 11 Make their shows more sustainable Other	Organise more local / regional events	
Make their shows more sustainable Other		13
Make their shows more sustainable Other	Continue to provide in-person networking opportunities	
Other	Sold of the state	11
Other	Make their shows more sustainable	
Other	The state of the s	5
	Other	
	Outer State of the Control of the Co	2

In 2021

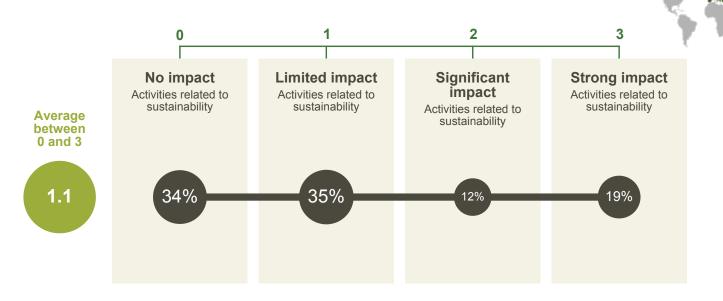
Reduce costs associated with attending

Reduce costs associated with attending	
	34%
Continue to provide in-person networking opportunities	
	28%
Introduce strict COVID-19 safety measures	
	26%
Make their shows more relevant to your business	
	23%
Improve exhibitor quality	
	22%
Make the process of attending easier (registration, queues etc.)	
	21%
Make their shows more innovative	
	20%
Make attending their shows more enjoyable	220/
	20%
Increase exhibitor numbers	400/
	18%
Organise more local / regional events	15%
	15%
Enable you to attend remotely / virtually	13%
	1370
Make better use of technology (for matchmaking, navigation etc.)	13%
Paradala hattar la surla u anna atautita	13 /0
Provide better learning opportunities	11%
Make their shows more sustainable	1170
wake their snows more sustainable	11%
Other	1 1 /0
Other	3%
	3 /0

Impact of Covid-19 for the Exhibition Industry



To what extend 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

Sustainability

Sustainability

Sustainability

Overall

Overall

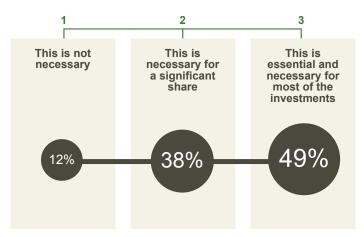
79%

Sustainability

Overall

21%

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

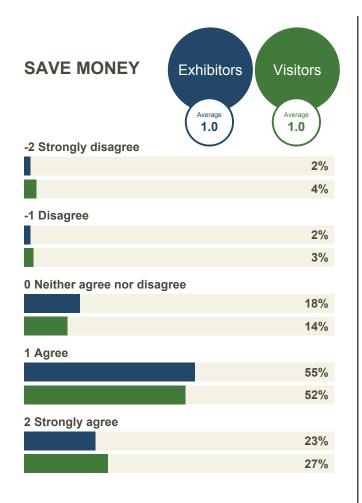


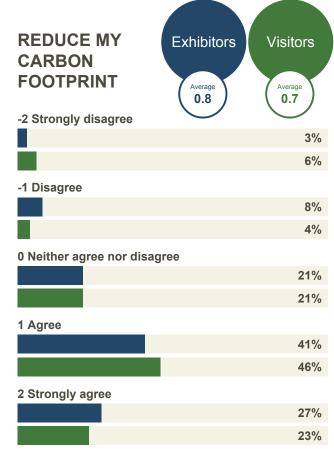
What about the fundamentals?

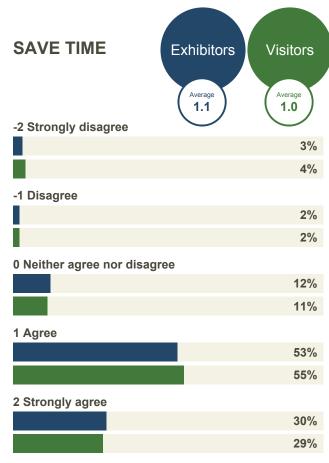


How much do you agree with these statements: Travelling to an exhibition helps me:



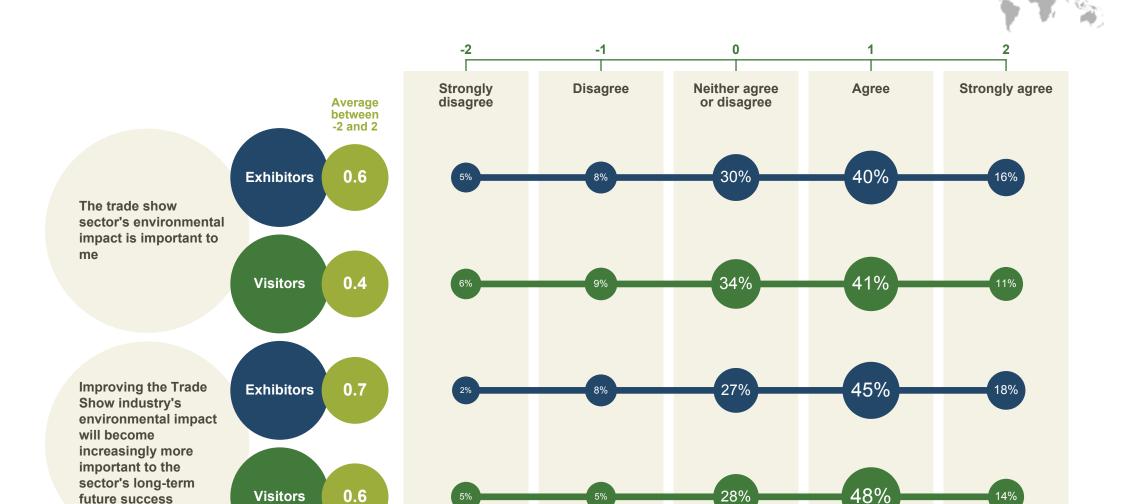






How important is the trade show's environmental impact for exhibitors and visitors?



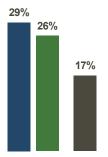


Priorities according to Exhibitors, Visitors and the Exhibition Industry

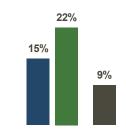


In which of the following areas, if any, should trade show organisers prioritise introducing or enhancing sustainability measures?

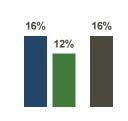




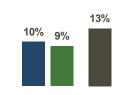
Plastic bottles, lanyards, bags, give aways and swag



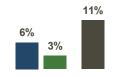
Producing food for the event / food waste



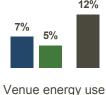
Booth construction & disposal



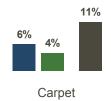
Attendee travel & transport / accommodation



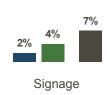
Booths material & freight



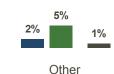




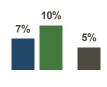








Exhibition Industry



I don't know

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





Exhibitors	



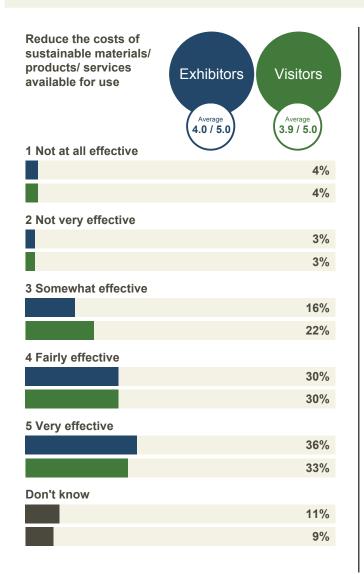
Reduce the costs of sustainable materials/ products/ services available for use	
	4.0 / 5
	3.9 / 5
Develop new technologies or processes for problems such as waste, carbon emissions, etc	
	4.1 / 5
	4.0 / 5
Develop education about sustainable events at all levels of the value chain (including visitors and exhibitors)	
	4.0 / 5
	3.7 / 5
dentify and share best practices among the value chain of events (including exhibitors)	
	3.8 / 5
	3.8 / 5
Use, and improve whenever necessary, sustainability standards (management system standards, checklists, reporting frameworks)	
	3.7 / 5
	3.7 / 5
Develop and use metrics for measurement of environmental impact across the value chain of events	
	3.7 / 5
	3.6 / 5

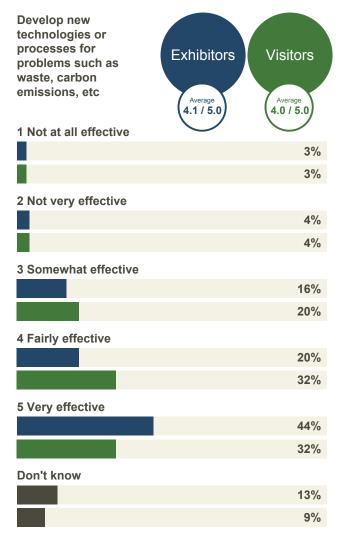
Effectiveness

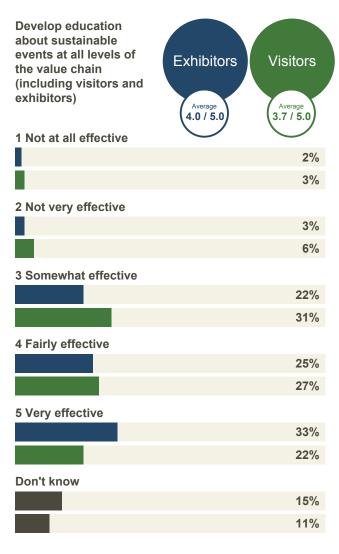


How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?







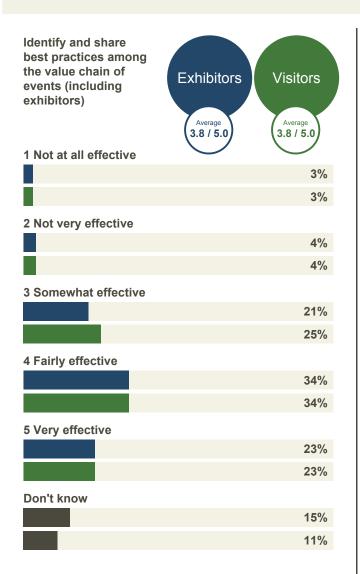


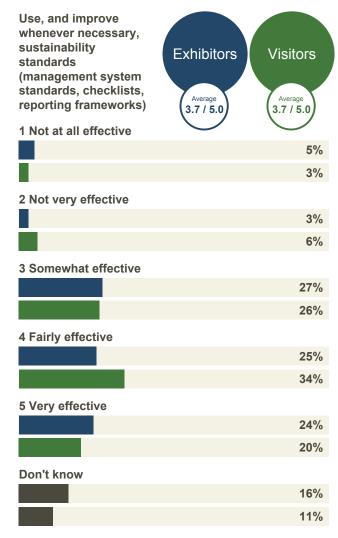
Effectiveness

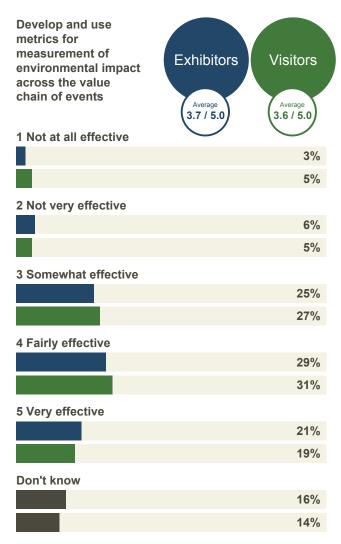


How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?









Responsibilities

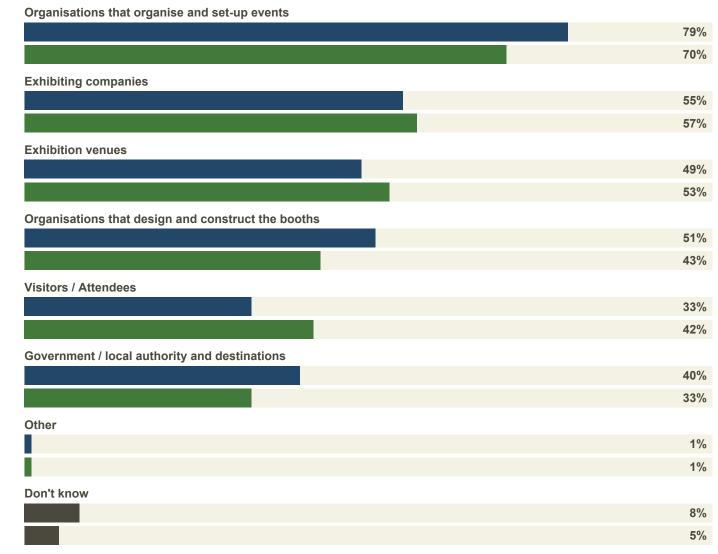


Who is responsible for helping the trade show industry improve its environmental impact?





Visitors



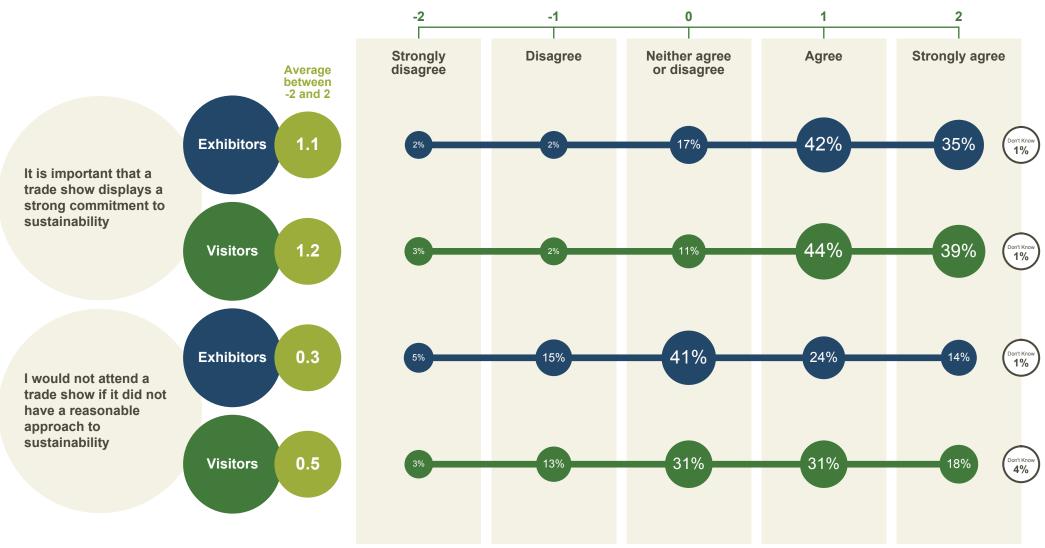
APPENDIX 2.4

MIDDLE EAST & AFRICA

Expectations from participants pre Covid-19



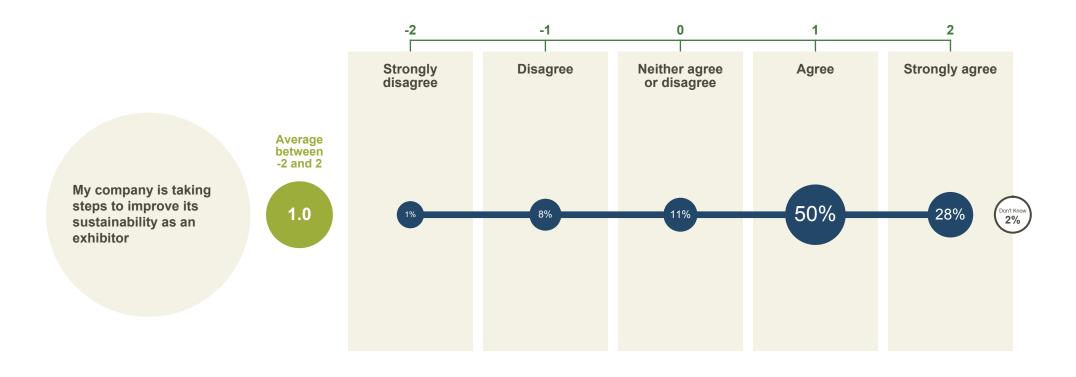




Perceptions of exhibitors as to their own efforts





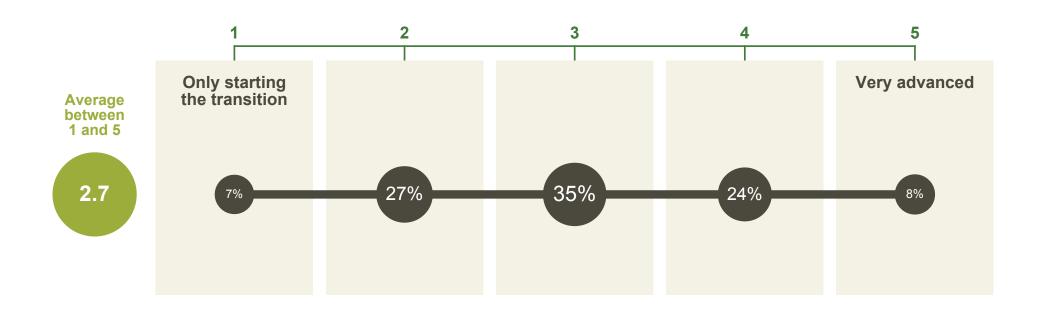


Perception of the rate of transition by the exhibition industry



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?





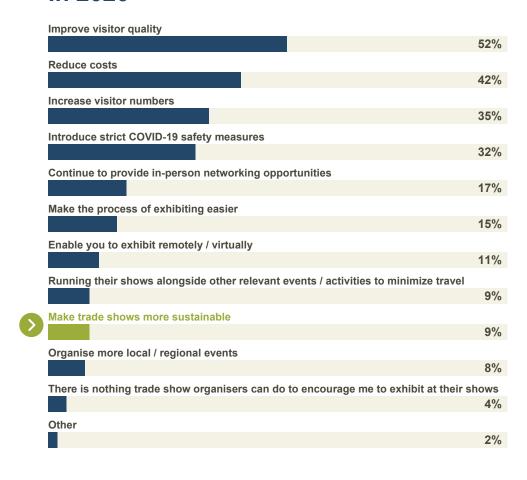
Recommended priorities – Exhibitors



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



In 2020



In 2021

Reduce costs

	Reduce costs	
		53%
	Improve visitor quality	
		50%
	Continue to provide in-person networking opportunities	
		28%
	Introduce strict COVID-19 safety measures	
		28%
	Make trade shows more sustainable	
		25%
	Increase visitor numbers	
		17%
	Organise more local / regional events	
		17%
	Offer guarantees or insurance should the show not run	4.407
		14%
	Make the process of exhibiting easier	4.407
		14%
	Enable you to exhibit remotely / virtually	4.40/
		14%
	Running their shows alongside other relevant events / activities to minimize travel	00/
		6%
	There is nothing trade show organisers can do to encourage me to exhibit at their s	
		3%
	Other	00/
		0%

Recommended priorities – Visitors



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



In 2020

Introduce strict COVID-19 safety measures	
	46%
Improve exhibitor quality	
	41%
Reduce costs associated with attending	2221
	32%
Increase exhibitor numbers	400/
	19%
Continue to provide in-person networking opportunities	17%
Make the leaders are an arranged to see the leaders	17/0
Make their shows more relevant to your business	16%
Make the process of attending easier (registration, queues etc.)	1070
make the process of attending easier (registration, queues etc.)	16%
Make their shows more innovative	
	15%
Provide better learning opportunities	
	13%
Organise more local / regional events	
	13%
Enable you to attend remotely / virtually	
	12%
Make attending their shows more enjoyable	=0/
	7%
Make their shows more sustainable	7%
	1 %
Other	1%
	1 70

In 2021

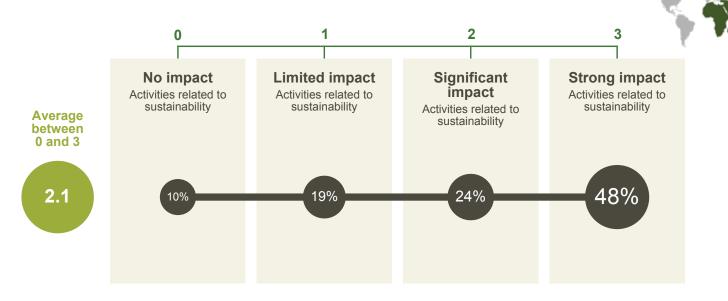
Reduce costs associated with attending

Reduce costs associated with attending	
	33%
Introduce strict COVID-19 safety measures	
	26%
Make their shows more relevant to your business	
	24%
Make the process of attending easier (registration, queues etc.)	
	24%
Continue to provide in-person networking opportunities	0.40/
	21%
Make better use of technology (for matchmaking, navigation etc.)	400/
	18%
Make their shows more innovative	17%
	17 70
Provide better learning opportunities	17%
Make attending their chause may aniquels	17 /0
Make attending their shows more enjoyable	16%
Improve exhibitor quality	1070
This is a second to the second	14%
Enable you to attend remotely / virtually	
	14%
Increase exhibitor numbers	
	12%
Organise more local / regional events	
	12%
Make their shows more sustainable	
	7%
Other	
	2%

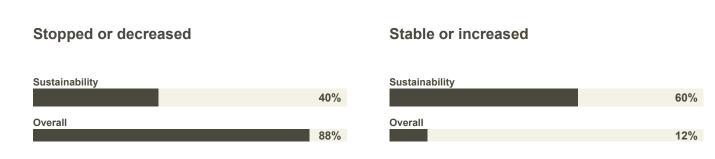
Impact of Covid-19 for the Exhibition Industry



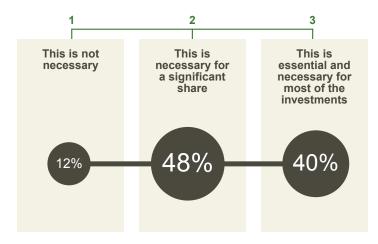
To what extend has Covid-19 impacted your company activities in sustainability?



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?



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

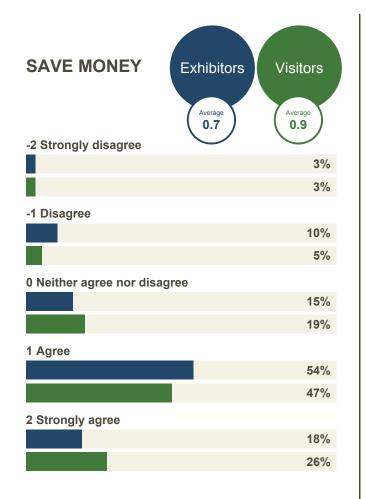


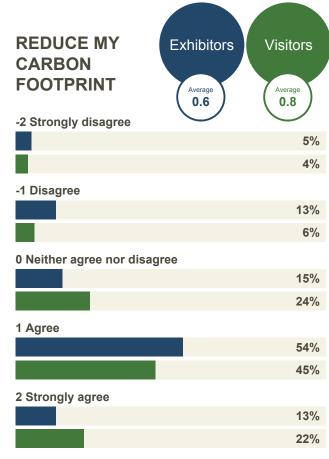
What about the fundamentals?

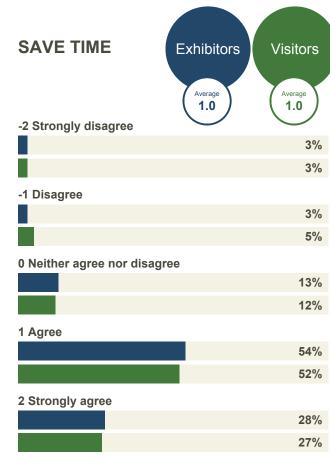


How much do you agree with these statements: Travelling to an exhibition helps me:





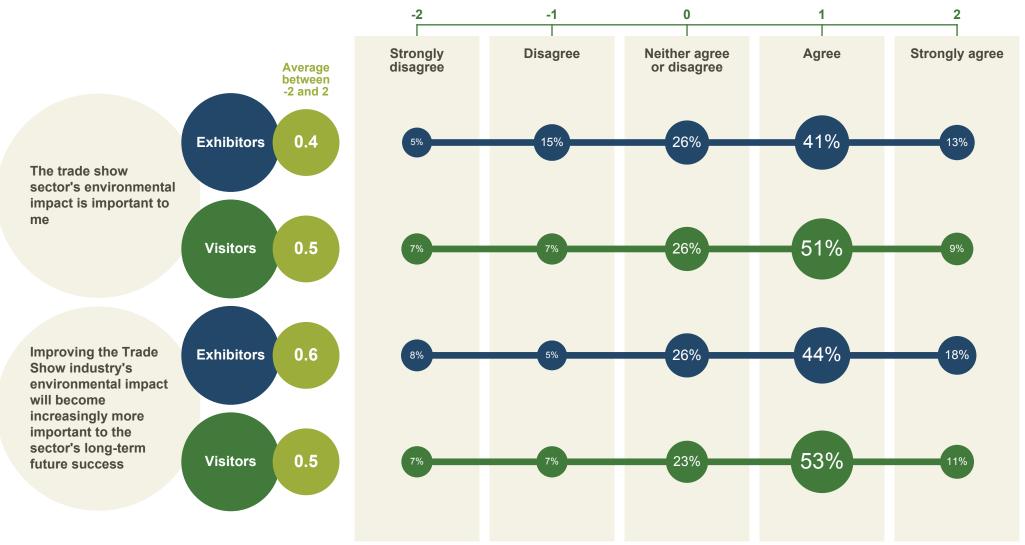




How important is the trade show's environmental impact for exhibitors and visitors?





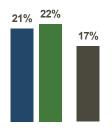


Priorities according to Exhibitors, Visitors and the Exhibition Industry

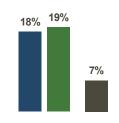


In which of the following areas, if any, should trade show organisers prioritise introducing or enhancing sustainability measures?

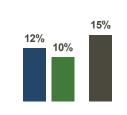




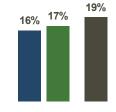
Plastic bottles, lanyards, bags, give aways and swag



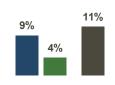
Producing food for the event / food waste



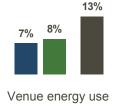
Booth construction & disposal

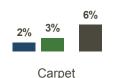


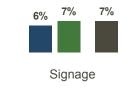
Attendee travel & transport / accommodation

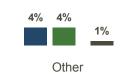


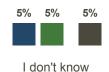
Booths material & freight











Exhibitors



Exhibition Industry

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









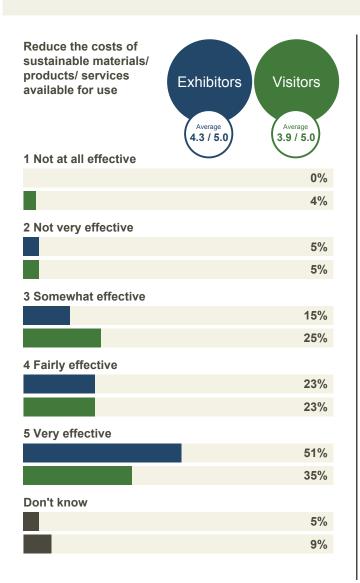
Reduce the costs of sustainable materials/ products/ services available for use	
	4.3 / 5
	3.9 / 5
Develop new technologies or processes for problems such as waste, carbon emissions, etc	
	4.0 / 5
	4.0 / 5
Develop education about sustainable events at all levels of the value chain (including visitors and	
exhibitors)	
	4.1 / 5
	3.9 / 5
Identify and share best practices among the value chain of events (including exhibitors)	
	3.7 / 5
	3.9 / 5
Use, and improve whenever necessary, sustainability standards (management system standards, checklists, reporting frameworks)	
	3.6 / 5
	3.8 / 5
Develop and use metrics for measurement of environmental impact across the value chain of events	
	3.6 / 5
	3.7 / 5

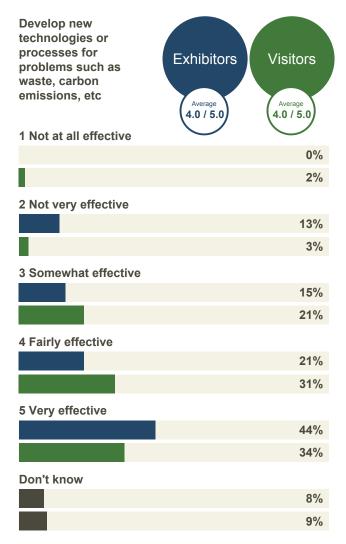
Effectiveness

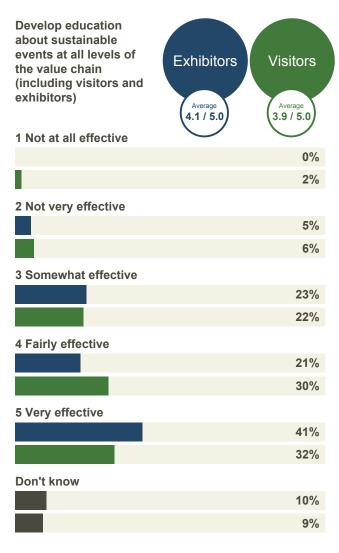


How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?







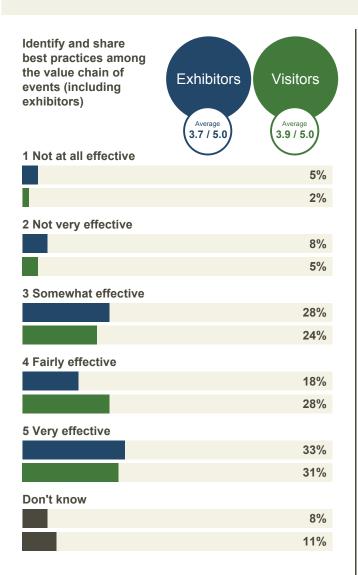


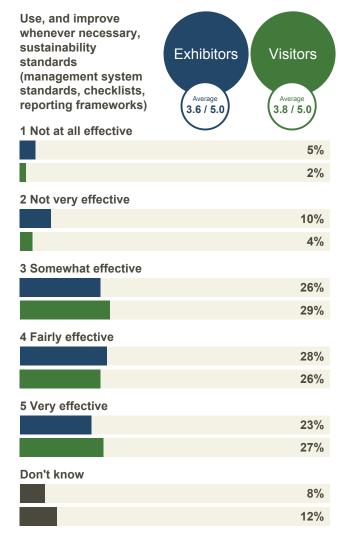
Effectiveness

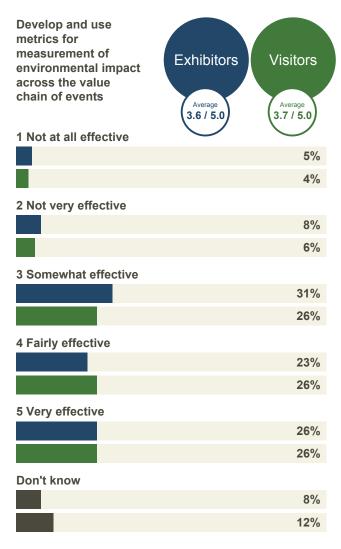


How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?









Responsibilities

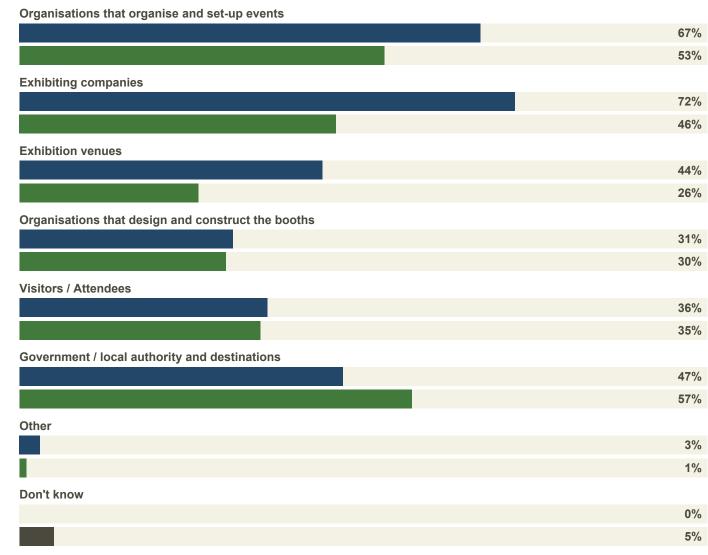


Who is responsible for helping the trade show industry improve its environmental impact?





Visitors



APPENDIX 2.5

ASIA & PACIFIC

Expectations from participants pre Covid-19



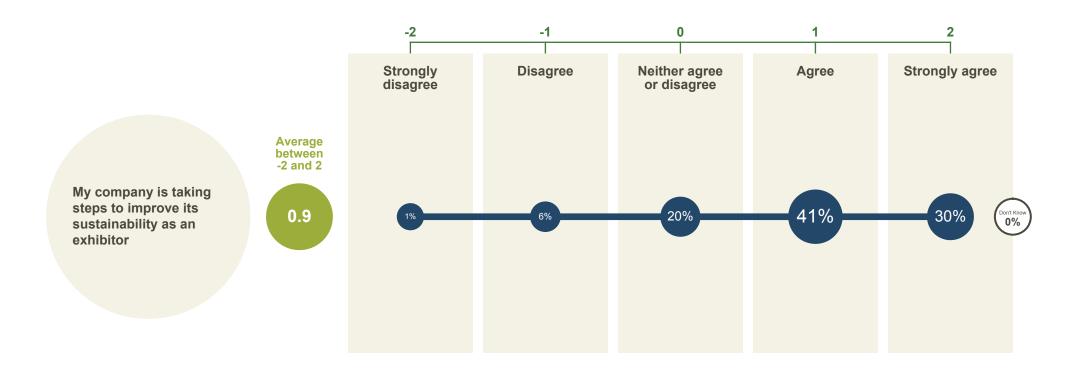




Perceptions of exhibitors as to their own efforts





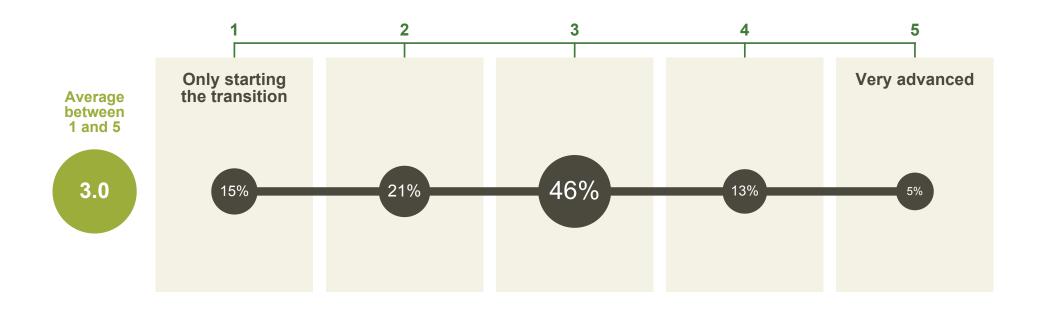


Perception of the rate of transition by the exhibition industry



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



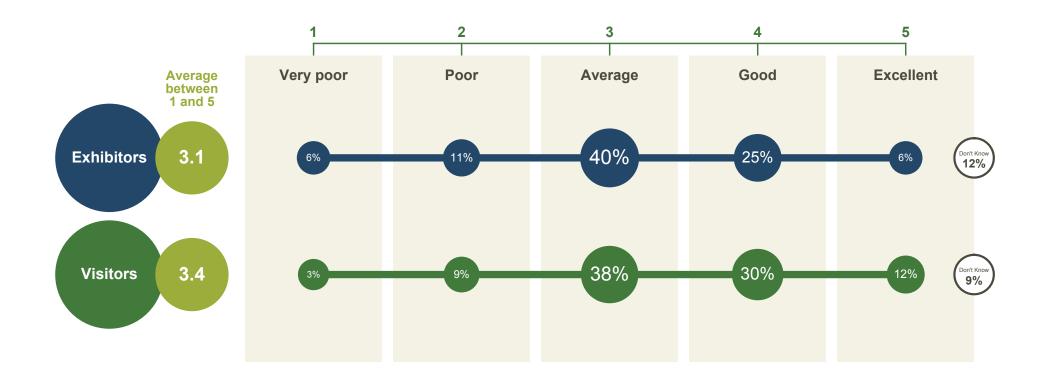


Perception of the efforts made by the exhibition industry



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?





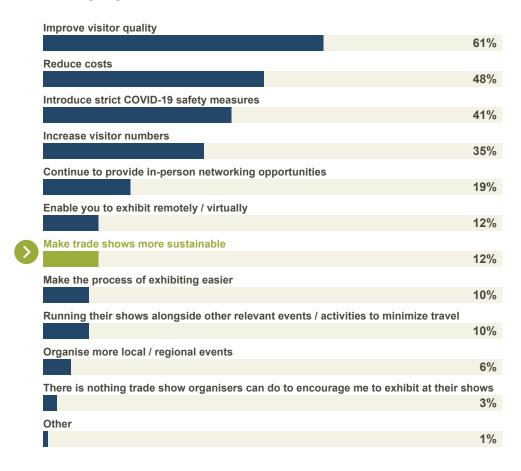
Recommended priorities – Exhibitors



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



In 2020



In 2021

Improve visitor quality

	improve visitor quality	
		44%
	Reduce costs	
		41%
	Offer guarantees or insurance should the show not run	
		28%
	Make the process of exhibiting easier	
		23%
	Introduce strict COVID-19 safety measures	
		21%
	Increase visitor numbers	
		21%
	Continue to provide in-person networking opportunities	
		18%
	Running their shows alongside other relevant events / activities to minimize travel	4 = 0 /
		15%
	Make trade shows more sustainable	400/
		10%
	Enable you to exhibit remotely / virtually	00/
		8%
	Organise more local / regional events	5%
		5%
	Other	5%
		- 7 -
	There is nothing trade show organisers can do to encourage me to exhibit at their s	hows 3%
		J /0

Recommended priorities – Visitors



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



In 2020

Introduce strict COVID-19 safety measures	
	48%
Improve exhibitor quality	
	43%
Reduce costs associated with attending	
	28%
Increase exhibitor numbers	
	21%
Make the process of attending easier (registration, queues etc.)	
	19%
Make their shows more relevant to your business	
	17%
Enable you to attend remotely / virtually	
	16%
Continue to provide in-person networking opportunities	
	14%
Make their shows more innovative	
	14%
Provide better learning opportunities	
	14%
Make attending their shows more enjoyable	
	12%
Organise more local / regional events	
	10%
Make their shows more sustainable	
	5%
Other	
	1%

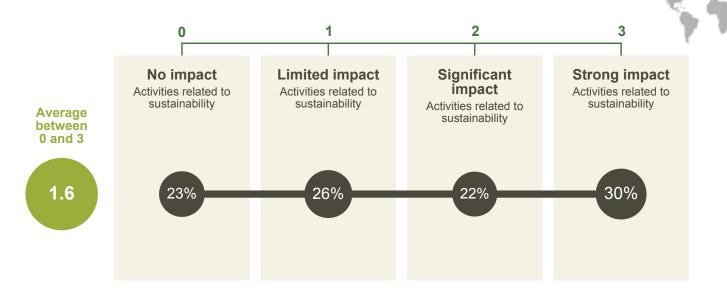
In 2021

Reduce costs associated with attending	
	37%
Make their shows more relevant to your business	
	26%
Introduce strict COVID-19 safety measures	
	24%
Continue to provide in-person networking opportunities	
	24%
Make better use of technology (for matchmaking, navigation etc.)	
	23%
Provide better learning opportunities	
	23%
Enable you to attend remotely / virtually	
	22%
Make their shows more innovative	2221
	20%
Make attending their shows more enjoyable	4=0/
	17%
Make the process of attending easier (registration, queues etc.)	400/
	16%
Improve exhibitor quality	400/
	16%
Increase exhibitor numbers	13%
	13%
Organise more local / regional events	13%
	13/0
Make their shows more sustainable	4%
Others	4 /0
Other	1%
	1 /0

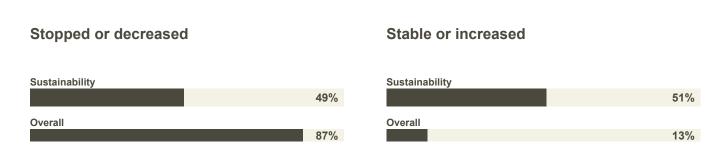
Impact of Covid-19 for the Exhibition Industry



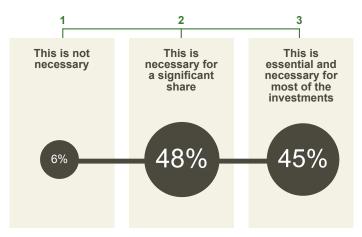
To what extend has Covid-19 impacted your company activities in sustainability?



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?



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

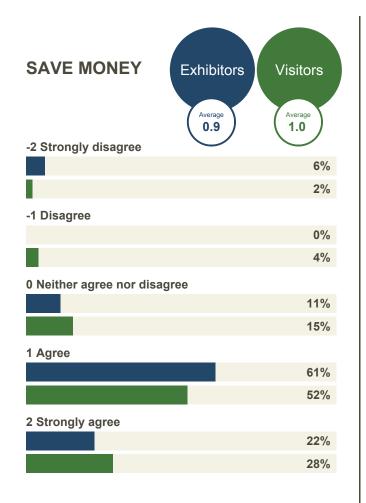


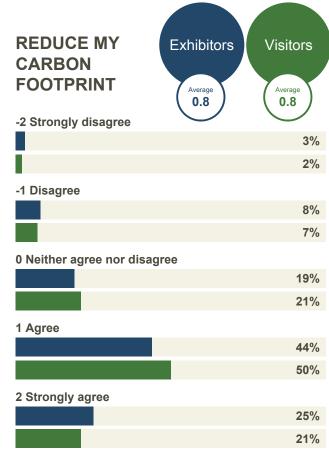
What about the fundamentals?

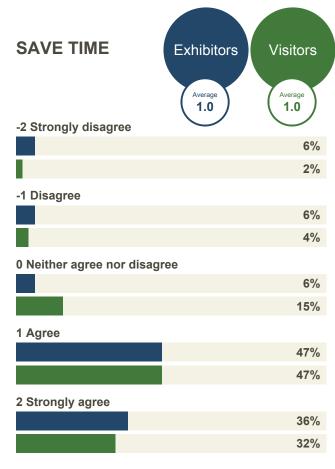


How much do you agree with these statements: Travelling to an exhibition helps me:





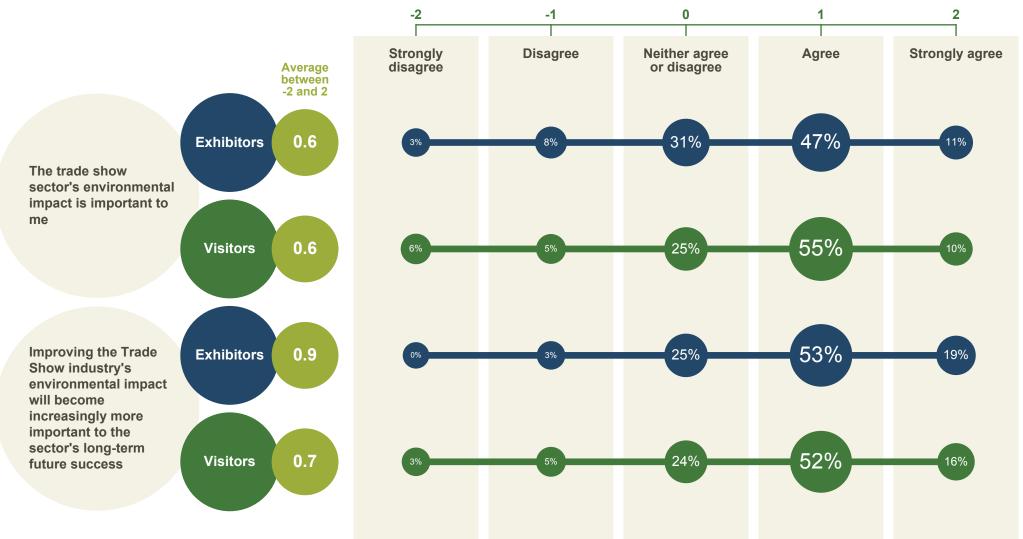




How important is the trade show's environmental impact for exhibitors and visitors?





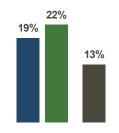


Priorities according to Exhibitors, Visitors and the Exhibition Industry

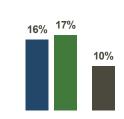


In which of the following areas, if any, should trade show organisers prioritise introducing or enhancing sustainability measures?

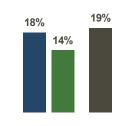




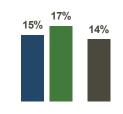
Plastic bottles, lanyards, bags, give aways and swag



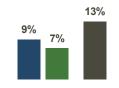
Producing food for the event / food waste



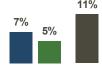
Booth construction & disposal



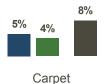
Attendee travel & transport / accommodation



Booths material & freight



Venue energy use

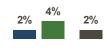




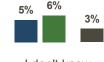
Exhibitors



Visitors



Other



I don't know

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









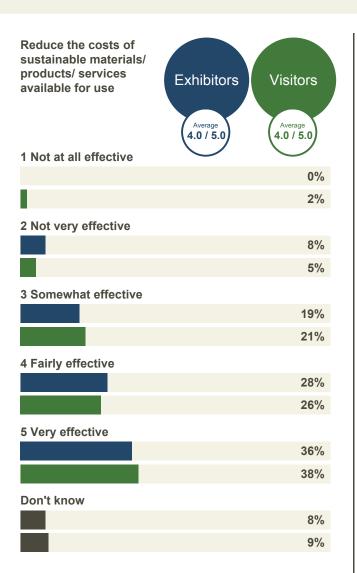
Reduce the costs of sustainable materials/ products/ services available for use	
	4.0 / 5
	4.0 / 5
Develop new technologies or processes for problems such as waste, carbon emissions, etc	
	4.1 / 5
	4.2 / 5
Develop education about sustainable events at all levels of the value chain (including visitors and exhibitors)	
	4.1 / 5
	4.0 / 5
Identify and share best practices among the value chain of events (including exhibitors)	
	3.7 / 5
	4.1 / 5
Use, and improve whenever necessary, sustainability standards (management system standards, checklists, reporting frameworks)	
	4.1 / 5
	4.0 / 5
Develop and use metrics for measurement of environmental impact across the value chain of events	
	3.7 / 5
	3.9 / 5

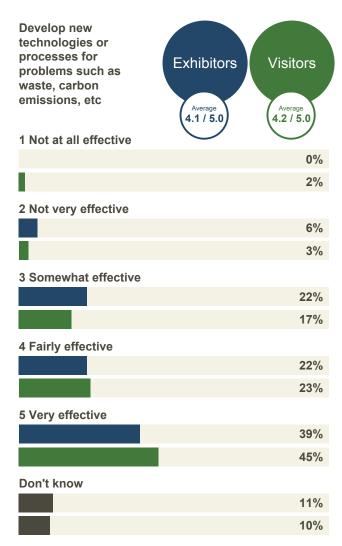
Effectiveness

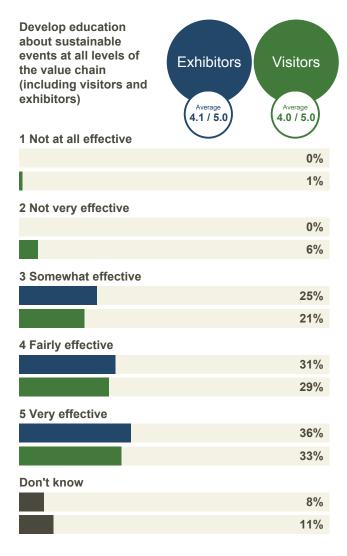


How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?







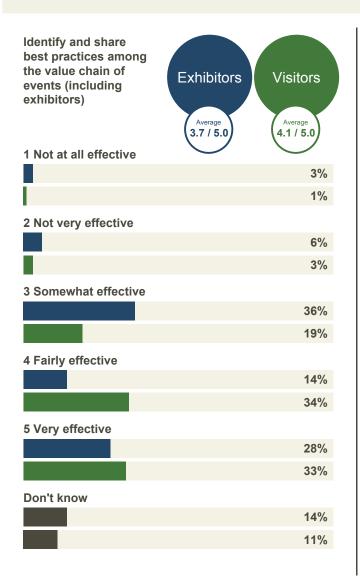


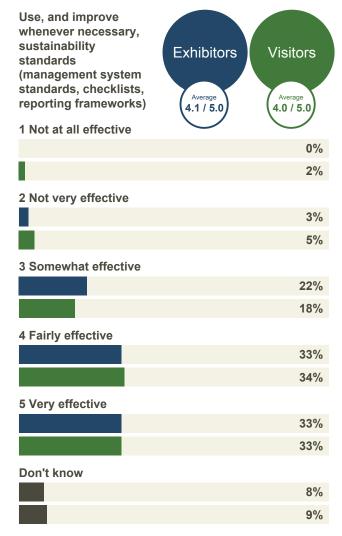
Effectiveness

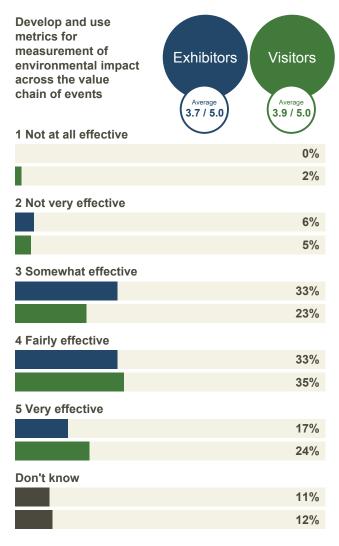


How effective would be – or is, when already existing – each of the following domain of actions in making the trade show industry environmentally sustainable?









Responsibilities

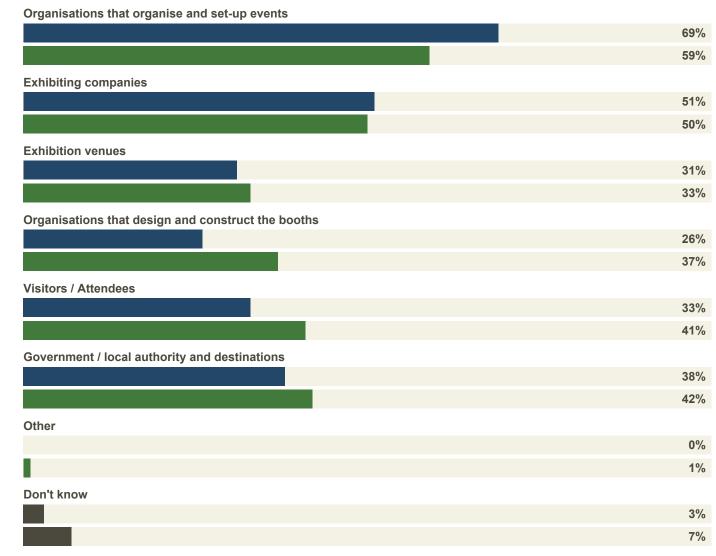


Who is responsible for helping the trade show industry improve its environmental impact?









Appendix 3



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)





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



90 best practices identified so far

About Explori



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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