

Less is more




Guide to waste prevention

A trade fair presence is a valuable stage for your business model. However, a lot of waste is produced as a side effect, which consumes natural resources and impacts the climate. But together we can avoid large amounts of waste.

Waste is produced before, during and after the trade fair. To reduce the amount of waste you produce, it is crucial to consider important factors as early as possible in the planning stage. **We know that you are already making a lot of effort. With this guide we want to create a common understanding and show you how you can avoid waste through careful design and planning.** This is necessary in order to achieve two key sustainability goals: Conserving resources and reducing CO₂ emissions. As a company, we are obliged to do this by current and future regulations.

Your contributions to these two sustainability goals may be relevant for the reduction targets of your company's CSRD report and for your ISO certification for Sustainable Event Management (ISO 20121). Particular achievements in terms of reduction are also an excellent topic for your sustainability communication.

With this guide, we would like to create a framework for your trade fair presence that will help you to implement your own sustainability efforts in the best possible way.



As a cooperation partner, the **ecosign institute** provided us with advice and expertise during the creation of the guidelines. We would like to thank them very much for their cooperation.

Before the trade fair

1. Planning the stand

Most waste is produced when a stand is only used once and then disposed of.

- Plan and design your presence in such a way that all or most of your stand can be reused.
- Talk to your stand builder at an early stage about adapting your stand to the criteria in this guide.
- Plan the exhibition stand so that all materials can be separated by type.
- If possible, work together with a local stand builder.

2. Equipping the stand

- When equipping your stand, choose elements and furniture that you can use several times.
- Rent furniture and other furnishings from local partners.

During the trade fair

3. Giveaways, communication tools

- Avoid promotional materials without a real function, as these are quickly thrown away.
- Replace printed material with digital media wherever possible.

4. Catering

- Avoid wasting food.
- Disposable dishes and cutlery are prohibited by the state capital of Munich. Please refrain from using disposable products.
- Collect returnable bottles and encourage your guests to take advantage of the deposit system.

After the trade fair

5. Dismantling the stand

- Waste is unavoidable when dismantling an exhibition stand. Simply by sorting, most waste can be recycled.

The waste flat rate covers the costs of waste generated during the trade fair, but not the disposal of the exhibition stand or waste from machine demonstrations.

You can find further information and details here:

<https://messe-muenchen.de/en/services/waste-prevention-guide/>

We would like to thank all exhibitors, visitors, guest organizers and service providers who have worked in partnership on this guide.

