



## What to do for a Sustainable trade fair stand construction

"A well functioning circular economy is one of the keys to solving the three existential crises we humans have caused, climate crisis, pollution crisis and the species extinction crisis." German Environment Minister Steffi Lemke at the COP27 World Climate Conference in Sharm El-Sheik on November 16, 2022.

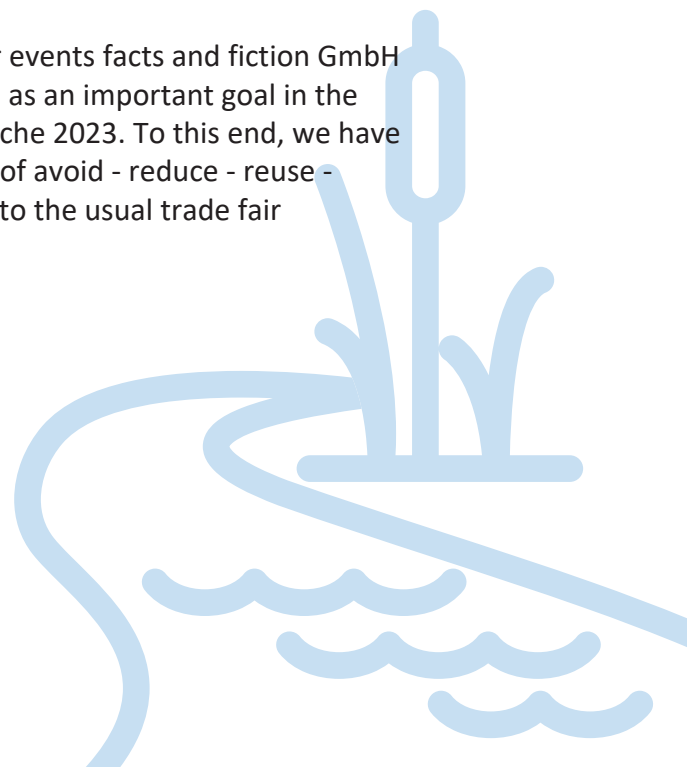
The basis for the actions of the Federal Ministry for the Environment and Consumer Protection is the **Guideline for the Sustainable Organization of Events** as part of the **Federal Government's Program of Measures for Sustainability for the Federal Administration** (latest version dated August 25, 2021).

The guideline states with regard to trade fairs: For smaller events and appearances at trade fairs, the main focus is on setups and booths. These are to be implemented in such a way that reuse can be ensured. Especially in the case of individually manufactured stands, reuse at further trade fairs should be ensured. Wood used for exhibition stands either comes from sustainable forestry or recycled wood is used. Components that can no longer be used are to be fed into a recycling system; materials that cannot be recycled are to be disposed of properly. Stand operation shall be as energy- and waste-saving as possible.

## Resource conservation at the BMUV stand at Grüne Woche 2023

According to calculations by the World Resources Council, around half of global greenhouse gas emissions and 90 percent of biodiversity loss and water scarcity are attributable to resource extraction and processing.

Knowing this, we sat down with the contract agency for events facts and fiction GmbH (faf), and set ourselves the task of conserving resources as an important goal in the development of the trade fair appearance at Grüne Woche 2023. To this end, we have built up a network of partners and, true to the concept of avoid - reduce - reuse - recycle and repurpose, have jointly sought alternatives to the usual trade fair production.





In the conception and production process, we were guided primarily by the following guiding principles:

### 1 Rent furniture:

When renting existing furniture, there are no additional production materials. We have therefore worked as much as possible with existing furniture and components without special constructions.

- **The scaffolding of the stand was made of existing materials and did not require any special constructions.**
- **The stage consisted of modular elements from the stand construction company's inventory - all technical installations were subsequently reused and the lighting was provided by energy-efficient LEDs.**

### 2 Select sensible materials

For the stand, we used materials that were recycled to a large extent and could also be returned to the cycle by the manufacturer.

- **Wall coverings and banners were made of recycled material and were subsequently 100% recycled afterwards.**
- **The flower beds in the urban nature area were made from old exhibit boxes.**
- **The floor of the ResourceWorkshop was made from leftover materials from the exhibition for which there was no longer any use.**
- **The carpet was largely made of recycled recycled material and was 100% recycled again.**

### 3 Connecting materials correctly:

How individual elements are joined together is crucial to the possibility of further use. We therefore refrained from using glued and stapled connections, which make further use more difficult.

### 4 Organize further use in advance:

As early as the conception phase, we discussed possible forms of continued use in our network and initiated them.

- **After Grüne Woche, the bedding boxes were passed on to a neighborhood initiative in Berlin.**
- **The wall structure is made of aluminum and is used again and again by the stand builder.**
- **The marine exhibition is designed as a traveling exhibition and will make stops at other stations.**

### 5 Use upcycling:

The resource workshop pursued the idea of upcycling. Instead of short-lived giveaways, visitors could make their own takeaways. The workshop contained only materials that would otherwise have ended up in the trash.

- **The materials used in the workshop for example were secondhand stage back walls of the BMUV.**

