



Event Greening Case Study:

Meetings Africa

&

Tips on How to Win a Green Stand Award

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Agenda

- Why Green
- The Green Stand Awards
- Greening Criteria
- Adjudication Process
- Tips for Winning
- Previous Winners



The Case for Greening

- Green is the new Black
- Impact of Meetings Industry
- Climate Action
- Sustainable Meetings
- Behaviour Change





Green Stand Award

- The Meetings Africa Green Stand Awards seek to recognize examples of **sustainable stands** on display at the event.
- The stands are judged against the Event Greening Forum (EGF) **stand award criteria**
- Exhibitors are encouraged to submit a **written motivation** explaining why their stand is green. The submission should include knowledge about the greening principles and practical implementation thereof at the event. All stands will however be reviewed.
- Awards issued under 3 main **categories** – small, medium and large

Award Criteria

- Design (5)
- Materials (10)
- Operations (10)
- Transport (5)
- Communication and policy (10)
- Beyond Green (5)
- Innovation (5)
- **TOTAL: 50 points**



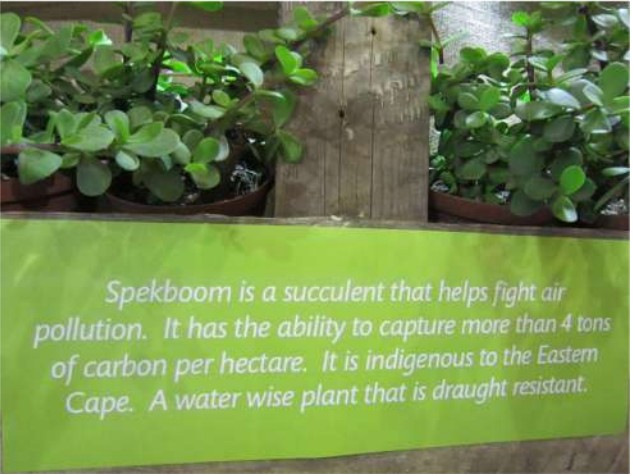
Design Criteria (5)

Demonstrate the extent to which the stand has incorporated environmentally sustainable principles in the design and design process.

- Modular design that can be set up in different configurations for different stand sizes
- Taken apart and assembled easily, in such a way as unlikely to get damaged
- Designed to be re-usable (and reused!)
- Robust design that will last well

No-Nos

- Single Use Materials



Material Criteria (10)

Demonstrate to which extent the stand has incorporated environmentally sustainable principles in the material selection for both the stand structure and branding substrates.

- Use of light weight recycled materials such as Xanita
- Fabric that can be used multiple times
- Natural and untreated wood
- Locally sourced materials

No-Nos

- Heavy treated wood structures



Operations Criteria (10)

Demonstrate to what extent the stand has incorporated environmentally sustainable principles in the stand operations. This includes energy efficiency, waste reduction and water conservation.

- Use of energy efficient lights (LED) and energy efficient appliances (TV, Fridge, Computer)
- Reducing/ eliminating printed collateral
- Use of water coolers and reusable bottles
- Avoiding plastic packaging
- **No-Nos**
 - Big Coffee Machines
 - Bottled Water/ disposable cups
 - Too many paper brochures



Transport Criteria (5)

Demonstrate to which extent the stand design and delivery has minimised transport related impacts on the environment.

- Sourcing locally to minimize transportation
- Light-weight materials
- Modular and easy to transport materials
- Use locally based staff and encourage lift-share
- Transport minimum people to man the stand

No-Nos

- Heavy rigid structures
- Need for a large truck for transport



Communication & Policy Criteria (10)



Demonstrate & communicate what is being done to green your stand. Are staff aware of greening of the stand and can they answer questions outline here? Is there clear policy or guidance from the client around the greening or is it just once off? Is greening implemented at the office?

- Informed, knowledgeable and aware staff
- Displaying information about the green elements
- Demonstrate greening as an organisational value
- **No-Nos**
 - **Staff at the stand that don't understand**



Beyond Green Criteria (5)

Demonstrate the scale of the broader impact of the project on the local community - social impact.

- Incorporating the local community in the stand elements/ décor
- Creating awareness/ exposure for community projects at the event
- Donating used event materials to a community based cause
- Showcasing community impact
- Offering locally procured gifts
- **No-Nos**
 - **Presenting a project not linked to the event**



Innovation Criteria (5)

Innovation: Demonstrate the innovative practices, technologies or processes developed and utilised.

- Procuring carbon footprint off-set instruments (RECs, Trees, etc)
- Go beyond the normal
- Embrace technology

No-Nos

- Presenting practices not at the event
- Same old same old...



Adjudication



- Judges
 - 3 Independent Sustainability & Event Practitioners
 - 1 SAT representative - Moderator
- Exclusions
 - Main Sponsors
- Advantage
 - Submission of motivation
 - Offsetting of impact – RECs & trees

- Adjudication Process
 - Scoresheet with point system
 - Review of written motivation
 - Stand observation
 - Stand team interviews

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Tips for Winning

- Plan to win - brief the design team
- Submit a motivation
- Have an informed stand team
- Display greening information
- Purchase offset instruments
 - Mini RECs
 - Trees
- Involve your local community
- Offer sustainable gift options
- Avoid printed collateral - go digital
- Utilise un-dated banners
- Consider reusable material – fabric banners
- Re-use the stand infrastructure
- Use local suppliers
- Avoid bottled water
- Avoid heavy electronic devices
- Travel light
- Keep it natural & authentic
- Be creative

What next?

1.PLAN to win - brief the design team

2.ACT - purchase mini RECs and trees via manual

3.TALK about it

a.submit a motivation and display what you doing

b.ask questions if unsure

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2019 Winners

- ***Large Stand Category***

- Winner - Cape Town and Western Cape Convention Bureau

- ***Medium Stand Category***

- Winner - Cape Town International Convention Center (CTICC)
- Runner Up - Legend Hospitality Group

- ***Small Stand Award***

- Winner - Resource Design
 - Runner Up - Two Oceans Aquarium
- Awarded with framed certificates



Happy greening & all the best

**Check your event manual for details or
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