CHOICE OF STAND AND DECORATION

Ephemeral décor is often a feature of events... To reconcile ephemerality and sustainable development, here are a few ideas: **eco-design** the décor, like the furniture, to minimise the impact of its manufacture on the environment, as well as its use and disposal at the end of its life,

- ✓ Choose to hire: many local suppliers offer this option, and there is a vast choice of natural and renewable materials or recyclable synthetics.
- ✓ Choose a sober style and colours, which generally go out of fashion less quickly (if the imposed graphic charter allows).

➢ **Design:**
- ✓ If you want to reuse it for several events, the stand can be designed from the outset to evolve: to be repainted, adapted, stored and easily assembled/dismantled... and to be modular (adaptable to different surfaces).
- ✓ Design built-in elements to reduce the volume to be transported (this costs less and is less risky).Manufacture using less material and reducing the distances involved in the various stages of transport.
- ✓ Choose equipment that is robust, reusable and repairable, to extend its lifespan.
- ✓ Ask the organiser about the environmental recommendations in place (e.g. waste sorting) so that you can design your stand in line with these solutions.

➢ **Materials:**
- ✓ Select materials with care (local or nearby origin, collection and eventual recycling, construction waste).
- ✓ Think about PEFC or FSC labelled, renewable or recycled materials, while remaining very careful about safety (e.g. cardboard furniture must be fireproof).
- ✓ Avoid harmful glues, paints and solvents (explosive, corrosive, flammable or poisonous). There are now eco-labelled paints.Choose panels for which treatments and adhesives using dangerous products are limited: formaldehyde-free, OSB (Oriented Strand Board).Prefer sturdy floor coverings in colours that don't stain, in modular tiles.
- ✓ Choose more durable, solid carpets that are easy to maintain, sometimes even made from recycled materials (from tyres, for example) so that they can be reused. Some suppliers offer recyclable carpets with the same range of colours, but at a slightly higher price (+15%). In this case, you'll need to find a local collection channel, with a skip provided and the waste processed. Find out more from the organiser.

➢ **Recycling:**
- ✓ Reuse, reduce and recycle packaging and protective materials.
- ✓ Think about recycling all disposable decorations (donation, school collection, association or selective skip).
- ✓ Identify the waste and recoverable parts of your stand beforehand. Even if dismantling is often carried out in a hurry and there are numerous safety constraints, remember to clarify this point beforehand.

SPL Occitanie Events has teamed up with MAS Réemploi to collect materials destined for landfill sites for re-use (page 48).

ECO-RESPONSIBLE ACTIONS

➢ **LIGHTING AND SOUND**

The use of halogen spotlights, which consume a lot of energy, is still often perceived, wrongly, as a must if stands are to be well lit.

    ✓ Opt for low-consumption electrical equipment and light-emitting diodes (LEDs).

    ✓ Install a master switch for each stand to ensure that consumption stops completely when the stand is closed to the public.

➢ **ELECTRICAL AND ELECTRONIC EQUIPMENT**

Audiovisual and information technology equipment is subject to the same principle of economy as all electrical equipment. The more they operate, the more energy they consume and the more they wear out.

    ✓ Choose equipment that consumes as little energy as possible.

    ✓ Don't forget that behind the virtual world are machines that consume a lot of resources in production and generate very harmful waste.

➢ **ENERGY / FLUIDS**

    ✓ During the set-up, operation and dismantling periods, make sure that when you close your stands, you switch off all lighting and machines that are in operation (except fridges and freezers).

    ✓ Close the access doors to the halls after you have left (to limit heat loss).

➢ **GREEN SPACES**

    ✓ Plants contribute to the artistic atmosphere of the event. Above all, they contribute to everyone's well-being by making the space more welcoming. But their origin, if they are exotic, and their cultivation, particularly for cut flowers, can have a significant environmental impact (pesticides, fertilisers, CO_2 emissions from heating the greenhouse, transport, cold storage, etc.).

    ✓ Opt for plants and flowers grown in France and hired locally.

    ✓ As soon as you have designed the décor and chosen the species, check which ones can withstand the conditions (draughts, etc.) and plan for their watering.

    ✓ Make sure they are disposed of after the event.

Lack of sound info (decibel).

ECO-RESPONSIBLE STAND: ADEME SHARES ITS BEST PRACTICES!

It's perfectly possible to combine a professional stand with eco-responsibility!

The Agence de la Transition Ecologique (ADEME) stand has been designed and conceived with the environment in mind, with the aim of reducing its environmental footprint to a minimum, thanks to the choice of sustainable and recyclable materials and the search for solutions for recovery or secondary use beyond the EnerGaïa exhibition.

- **STRUCTURE AND FURNITURE**

All the elements of the stand are made from a metal structure and untreated wood from the Cévennes.
Coffee tables: recycled drums.
Benches: recycled pallets and raw wood planks.

- **FLOORING**

Sea rush - natural fibre.

- **THE PAINT**

Solvent-free, water-based paint and varnish.

- **LIGHTING**

Low consumption LED.

- **TV SCREEN**

LED display, on hire.

- **PRINTING**

Printing on tarpaulins and fabrics using natural inks by a company with the lmprim'vert label. These materials, as well as the flooring, will be reused for a second life by the Association ERCA Initiative-Ressourcerie 34.

- **CONSUMABLES**

Cardboard or glass crockery, no plastic on the stand.

- **SELECTIVE SORTING**

A selective sorting bin on the stand to separate recyclables from other waste.

- **STAND REUSE**

Structures and furniture in good condition will be reused for another event. Benches and coffee tables will be reused by ADEME or donated to associations.

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