



Checklist for a more sustainable trade fair appearance

How to make your event sustainable

A more sustainable trade fair presence not only helps to reduce your environmental impact, but also shows your sense of responsibility and commitment to a more sustainable future. The realisation of more sustainable trade fair appearances offers many opportunities. Every aspect - whether before, during or after the trade fair - is important. Use this checklist for your preparation and evaluate your implementation levels. #sustainabletogether!

To what extent do you implement the following sustainability measures?
Enter the degree of implementation in the relevant field:

4	3	2	1	0
implemented	rather implemented	partially implemented	rather not implemented	not implemented

1 TRAVEL

1.1 Do you pay attention to the lowest possible emissions in travelling to and from the location?

Recommended measures

- Environmentally friendly means of transport
- Alternative drives
- Optimised routes

4	3	2	1	0
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Examples of implementation at Messe Stuttgart

- Event ticket [by train](#)
- Charging stations [by car](#)
- [Parking](#)

1.2 Do you only use public transport on location?

Recommended measures

- Urban railway
- Tram
- Bus

4	3	2	1	0
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Public transport stations at Messe Stuttgart

- Urban rail lines S3 and S2
- Tram line U6
- Bus terminal SAB

2 ACCOMMODATION

2.1 Do you use hotels conveniently located to the exhibition grounds and accessible by public transport?

Recommended measures

- Walking distance
- Public transport connections

4	3	2	1	0
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Hotels in the immediate vicinity of Messe Stuttgart

- Wyndham Stuttgart Airport/Messe
- Mövenpick Hotel Stuttgart Messe
- Mövenpick Stuttgart Flughafen
- Parkhotel (near urban rail station)
- Parkhotel Stuttgart Messe-Airport
- Premier Inn Stuttgart Airport/Messe Hotel
- Hotel ibis Stuttgart Airport Messe

2.2 Do you prefer sustainable accommodation?

Recommended measures

- [Sustainability-certified accommodation](#), e.g. ISO 14001
- Accommodation by BookDifferent!

4	3	2	1	0
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3. LOGISTICS

3.1 Do you avoid long distance transports and unnecessary journeys?

Recommended measures

- Regional service providers
- Groupage transports for partial loads
- Efficient utilisation of transport resources



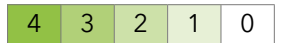
Examples of implementation at Messe Stuttgart

- For regional service partners, contact Stuttgart Messe Service (sms@messe-stuttgart.de)
- [Deliveries](#)

3.2 Do you rely on reusable, environmentally friendly packaging material?

Recommended measures

- Renewable, recycled or biodegradable resources
- Reusable materials
- Durable and robust systems

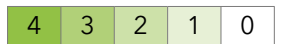


4 PROCUREMENT

4.1 Do you refrain from unnecessary procurement processes?

Recommended measures

- No printed products
- No give-aways



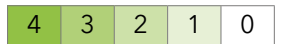
Examples of implementation at Messe Stuttgart

- Digital Signage
(Find digital advertising options in the Marketing Services section of the Service Portal)

4.2 Do you make demands on the environmental and social responsibility of your suppliers?

Recommended measures

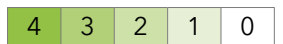
- Environmental standards e.g. EMAS, ISO 14001, ISO 50001
- Social standards e.g. ISO 45001, OHSAS 18001, SA 8000, FLA
- Product labels e.g. Fairtrade, Blue Angel, EU Ecolabel etc.



4.3 Do you pay attention to sustainable and climate-friendly procurement?

Recommended measures

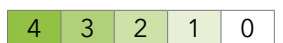
- Regional products
- Recycled materials
- Reusable products



4.4 Do you prefer climate-friendly catering?

Recommended measures

- Regional
- Seasonal
- Plant based
- Biological
- Fair trade



5. STAND CONSTRUCTION

5.1 Have you requested an environmentally friendly stand offer from your stand construction service provider?

Recommended measures

- Certified materials
- Recyclable stand structures

4 3 2 1 0

5.2 Do you consider reusability?

Recommended measures

- System stands made of durable materials
- Reusable decoration materials
- Banner branding independent of time and place

4 3 2 1 0

5.3 Do you use energy-efficient devices and lighting technology?

Recommended measures

- LED lighting
- Power-saving electronics

4 3 2 1 0

5.4 Are you paying attention to accessible stand construction?

Recommended measures

- Flat flooring without steps and thresholds
- Height-adjustable tables and accessible seating
- Override options and accessible controls
- Sufficient light sources
- Accessible information boards and communication systems

4 3 2 1 0

6. WASTE & RECYCLABLE MATERIALS MANAGEMENT

6.1 Have you taken steps to produce as little waste as possible?

Recommended measures

- No unnecessary single-use packaging
- Reusable products
- Donation of food residues

4 3 2 1 0

Examples of implementation at Messe Stuttgart

- Swabian Tafel (donation food distributor)

6.2 Do you make sure your waste is sorted by type?

Recommended measures

- Order containers for all required waste fractions
- Raise awareness of employees

4 3 2 1 0

Examples of implementation at Messe Stuttgart

- Deposit collection containers of Trott-war e.V. in the East and West entrances
- Waste fractioning containers in the public areas

7. CLIMATE CHANGE MITIGATION

7.1 Do you calculate your CO₂ footprint after your trade fair appearance?

Recommended measures

- Data collection
- Calculation of CO₂ footprint

4	3	2	1	0
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7.2 Do you derive potential for improvement from your CO₂ footprint?

Recommended measures

- Identification of emission hotspots
- Deriving important measures
- Implementation of the strategy

4	3	2	1	0
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7.3 Do you compensate for unavoidable emissions through certified climate protection projects?

Recommended measures

- Collaboration with professional compensation service providers
- Paying attention to certifications such as VCS (Verified Carbon Standard) or GS (Gold Standard)
- Exclusion of double counts

4	3	2	1	0
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8. COMMUNICATION

8.1 Do you consider gender mainstreaming and aspects of diversity?

Recommended measures

- Gender-appropriate and diversity-sensitive formulations
- Translations and Multilingualism

4	3	2	1	0
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8.2 Do you consider the aspects of barrier-free communication?

Recommended measures

- User-friendly and light language, Braille-script if necessary
- High contrast and large font
- Adequate signage
- Sign language interpreters and written interpreters

4	3	2	1	0
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8.3 Do you have a transparent communication and information strategy?

Recommended measures

- Openness and honesty
- Clear and consistent messages
- Feedback mechanisms

4	3	2	1	0
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9. PEOPLE

9.1 Do you comply with the legal regulations for working hours?

Recommended measures

- Compliance with the maximum working time
- Sufficient breaks

4	3	2	1	0
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Examples of implementation at Messe Stuttgart

- "Room of silence" (opportunity for rest, a short pause, a prayer)
(adapted to different rituals of different religions)

9.2 Do you pay attention to appropriate remuneration?

Recommended measures

- Fairness and equality
- Consideration of qualifications and experience

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9.3 Do you take diversity into account when implementing it?

Recommended measures

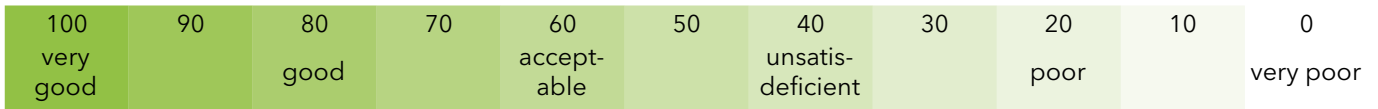
- Gender balance and diverse composition
- Consideration of various diets, e.g. Kosher, Halal

4	3	2	1	0
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Total sum

2. What sustainability assessment is achieved?

Compare the sum of step 1 to the rating scale:



3. Not yet in the green? We invite you to identify the sustainability measures that still require action by entering the number, status quo and improvement needs of the worst-rated measures:

No.	Status Quo	Need for improvement

You can find out more about Messe Stuttgart's commitment to sustainability here:
<https://www.messe-stuttgart.de/en/company/sustainability/our-commitment>



Let us walk the road together!

Thank you for your commitment to a more sustainable exhibition world.

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