

OutDoor by ISPO 2019

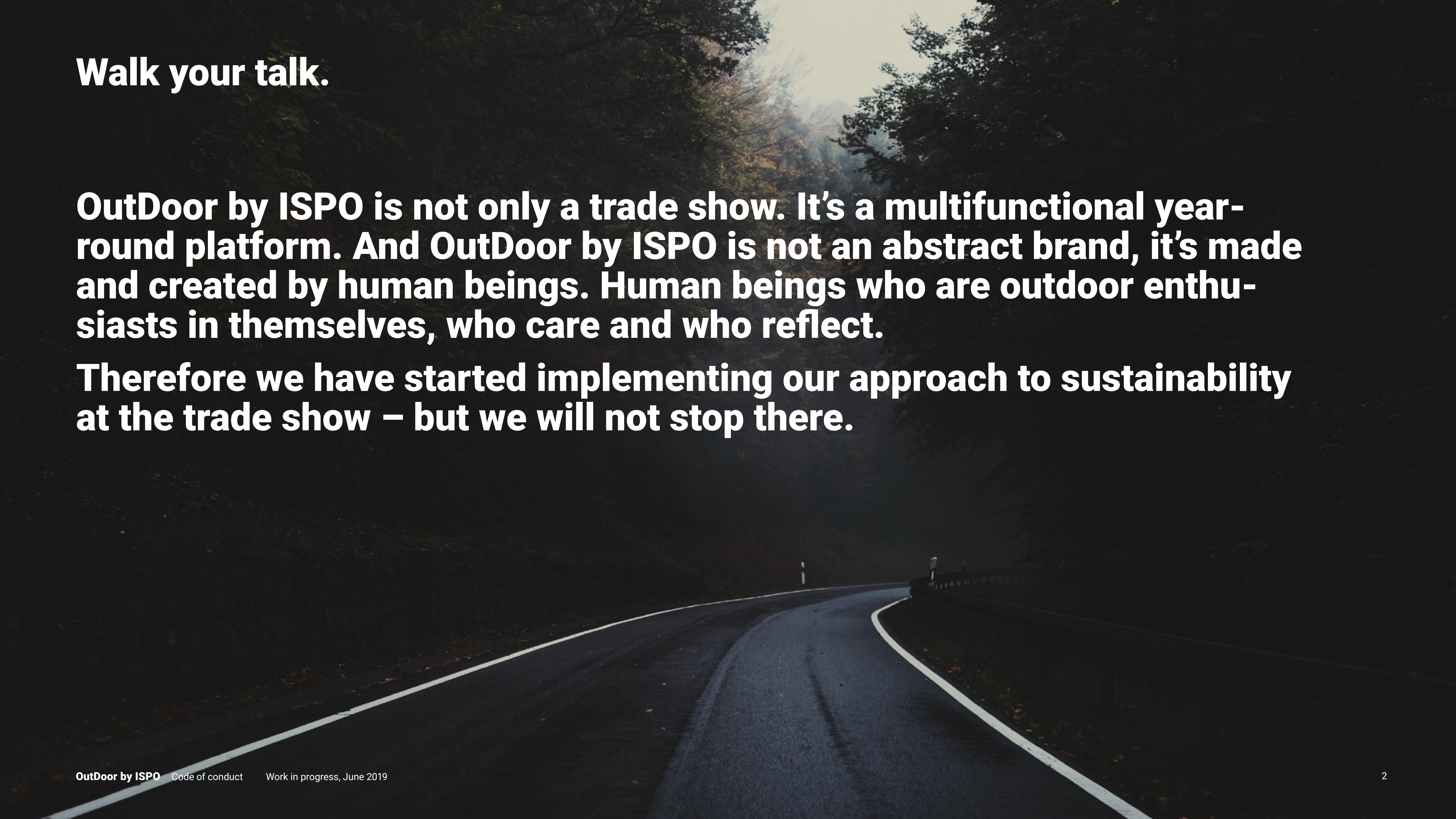
Code of conduct

Sustainable exhibition guidelines
Work in progress, June 2019

In close collaboration with



OutDoor
by ISPO



Walk your talk.

OutDoor by ISPO is not only a trade show. It's a multifunctional year-round platform. And OutDoor by ISPO is not an abstract brand, it's made and created by human beings. Human beings who are outdoor enthusiasts in themselves, who care and who reflect.

Therefore we have started implementing our approach to sustainability at the trade show – but we will not stop there.

Our approach to sustainability

Agenda setting:

Driving a platform for sustainable change means: activities and agenda setting at the show (4 days a year) and impact on the entire outdoor mindset (365 days a year).

Initiatives for the short-, mid- & long-term:

Short term: First step is a code of conduct for the show itself: reduction, reuse and offerings to assist in tackling key challenges. This will include a call to action (in the form of pledges) to our stakeholders. We include the whole industry and take them up on their promise: show organisers, exhibitors, visitors, booth builders, caterers and suppliers.

Mid and long term: A clear vision including goals and a general roadmap to develop fact-based solutions on emissions, water and waste management. These goals include measurements and transparent monitoring.

Multiplied impact by affecting the sector

You can be an active part of the solution. Take ambitious roles, communicate, involve, motivate. Yourself. Your company. Your network.



Challenge: create a climate-neutral trade show

Where there's a will there's a way – our route to success includes the whole industry.

1 Declaration

Think big

A trade show doesn't seem very eco-friendly to an individual. But if we consider it from a macro perspective, it's much more sustainable than if all participants were to travel and meet individually.

2 Visitor Assist

Green travel tips

- To Munich and back
- Within Munich
- Overnight stay
- Food and drink
- Active request

3 Exhibitor Appeal

Contribute to our challenge

It's hard to keep an eye on every aspect of a sustainable appearance. Therefore we are happy to share our expertise and hear about yours.

4 Trade Show Execution

Implementing our approach to sustainability

- Agencies
- Booth builders
- Catering
- Service partners

5 Messe München Contribution

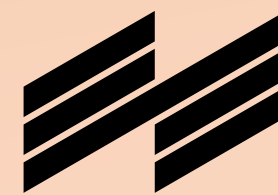
Approach by company

- Environment
- Society
- Sectors
- Human Resources

6 Sector & Society

Our collective impact

Become an ambassador in your field of business and help us accomplish our challenge.



Messe München

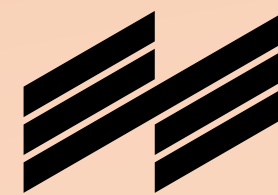
Connecting Global Competence

1 Declaration

Think big

A trade show doesn't seem very eco-friendly to an individual. But on a big scale it is much more sustainable than the alternative. Think about the CO² emissions alone, if retailers had to fly around the world to visit each sports brand's headquarters for individual meetings.

Beyond trade show. We aren't yet where we want to be: a year-round network that affects industry and society for the better, with a climate-neutral trade show in its heart. But we are taking first of many steps on the journey.



Messe München

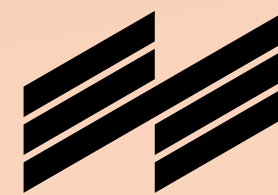
Connecting Global Competence

2 **Visitor Assist** Green Travel Tips

Where we take action

Visitors:

- // Let's try to explore the world with respect to our planet by making smarter choices and travel greener.
- // Check our following tips to make your next trip (for example to join OutDoor by ISPO in Munich) more consciously.
- // Did you know that flying is the main cause of global warming in industrialised nations? Consider taking the train to your next destination. Or how about asking colleagues from your area to carpool together to Munich?
- // If flying is the only option to get you to your destination: try to book a non-stop flight to keep carbon emissions low. Also look out for options to „neutralise“ your carbon footprint by donating to programmes like atmosfair, myclimate or Plant-for-the-Planet to support projects lowering carbon emissions worldwide.
- // Bike, walk or use public transportation in Munich: it's fast, get's you everywhere and is environmentally friendly. Include car/bike sharing or e- mobility solutions in your planing.
- // Ask for digital marketing materials & accept eco-friendly give aways
- // Important tip - not only while travelling: try to avoid single-use plastic. For example use your own water bottle instead of buying several plastic ones.



3 **Exhibitor Approach**

Contribute to our challenge

Where we take action

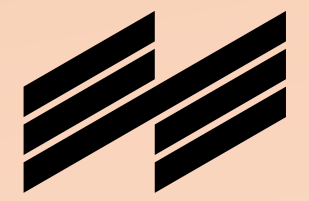
Exhibitors:

- // Use less material, provide proper plans for carpet, electricity, lighting.
- // Use regional food suppliers and offer less but higher quality.
- // Use climate-neutral travel options, e.g. through offsetting for staff travel.
- // Bring your own mug or bottle – valid for all exhibitor staff members.
- // No offering single-use plastic bottled drinks during the show.
- // Do not use single-use plastic food or drink items* on the stand such as cups, glasses, cutlery, crockery, food wraps, straws, stirrers, single portions of milk, sugar, sweets etc.
- // Use eco friendly cleaning products.
- // Use fewer marketing materials/giveaways but if needed use eco-friendly options.
- // Produce materials, if needed, timeless so they can be reused (without specific dates).
- // Avoid printing.
- // Reuse booth structure, donate if not needed.
- // Donate usable items (products, office products etc.)

The whole is more than the sum of its parts. Only together are we able to start first steps in this challenge. To help you contribute to our shared mission and to initiate an alliance of change, here are some fields of action to plan your next exhibition:

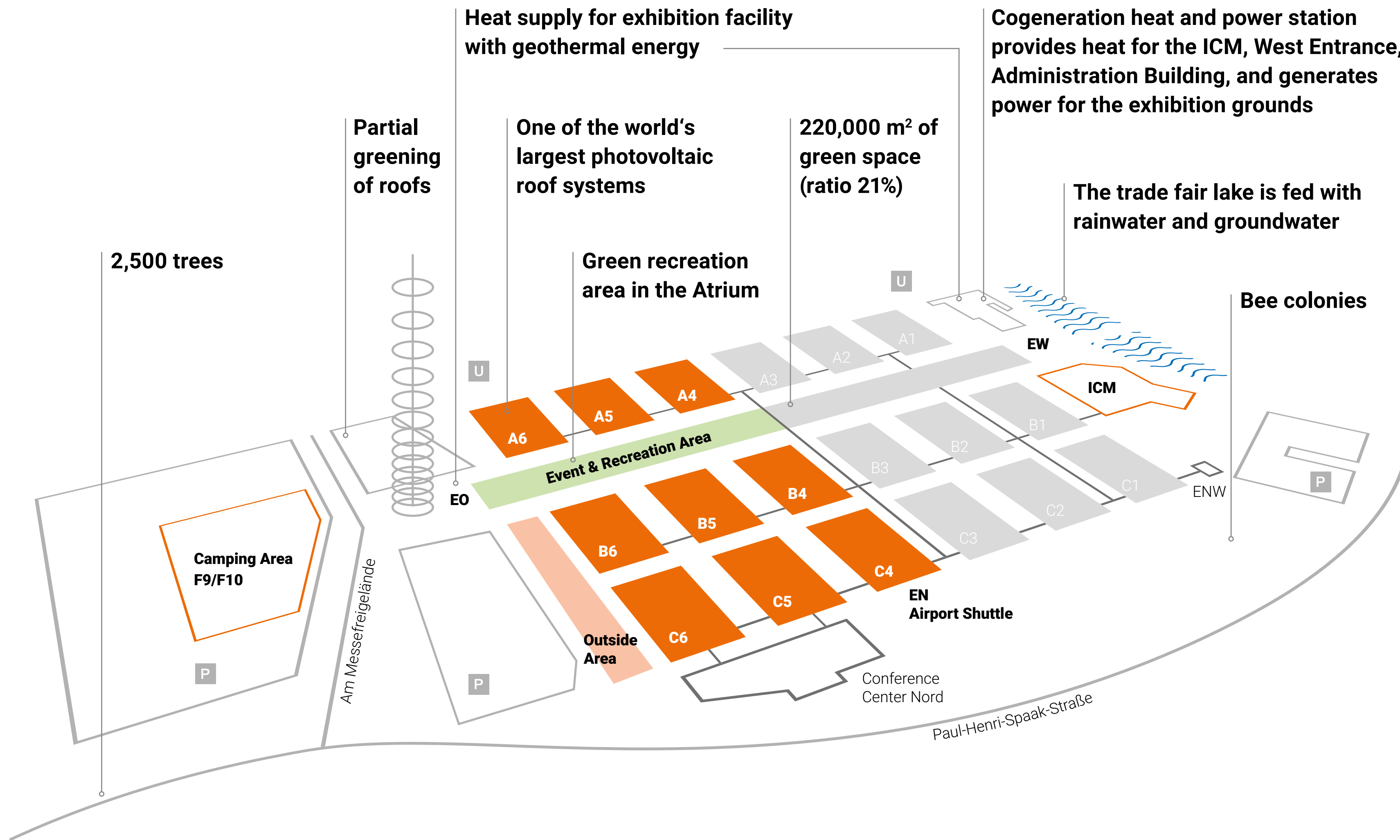
- // Partner Pledge for Agencies to make communication sustainable.
- // Partner Pledge for Booth Builders to help use fewer resources.
- // Partner Pledge for Catering to support regional food. Unpacked.
- // Partner Pledge for Printers to incentivise green printing.
- // Partner Pledge for other Service Partners to fill gaps in the sustainability chain.

By the way – OutDoor by ISPO is using these pledges for all suppliers and service providers we make sure to make the first move.



4 **Trade show execution**

Implementing our approach to sustainability where it all comes together.



- EO** Eingang Ost / Entrance East
 - EW** Eingang West / Entrance West
 - EN** Eingang Nord / Entrance North
Airport Shuttle
-
- Inside Exhibition Area
 - Outside Exhibition Area
 - F9/F10** Camping & Glamping Area
 - ICM** Internationales Congress Center München
- ISPO Digitize Summit:
3.-4. Juli 2019 / July 3-4, 2019**

Messe München GmbH is switching its standard mailing service to ‚GoGreen‘.

The GOGREEN products are based on establishing the total CO₂ emissions generated along the production chain, i.e. from preparation to delivery. These emissions are neutralised by being offset against emissions certificates from environmental protection projects, which creates a climate-neutral outcome. The environmental protection projects are certified.

Action overview for 2019

Exhibitors:

- // Use less material, provide effective and downscaled plans for carpet, electricity, lighting.
- // Produce materials, if needed, timeless so they can be reused (without specific dates).
- // Offer regional food suppliers and offer less but higher quality – include a caterer pledge.
- // Offer free water stations.
- // Do not offer single-use plastic bottled drinks during the show
Avoid single-use plastic food or drink items* such as cups, glasses, cutlery, crockery, food wraps, straws, stirrers, single portions of milk, sugar, sweets etc.
- // Use eco-friendly cleaning products for maintenance.
- // Use fewer marketing materials/giveaways but if needed use eco-friendly options.
- // Avoid printing.
- // Recommend public transport and support usage.
- // Offer climate-neutral traveling.
- // Offer new mobility solutions (bike offers, e-mobility solutions)
- // Support projects for reducing single-use plastic such as EOCA: Bring It. Use It. Repeat!

Partner Pledges

Partner Pledge for Agencies

As OutDoor by ISPO suppliers we are committed to delivering products and services focused on transparency in our activities and the reduction of valuable resources. This includes:

- // Reduce material, energy and resources wherever possible.
- // Use eco-friendly materials and provide transparency on usage.
- // Multiple use through signs instead of foil.
- // Saving laminate for waste reduction.
- // Use local deliveries, provide short transportation routes.
- // No use of single-use plastic.
- // Delivery service packed in cardboard or to use multiple times.
- // Less electricity usage through reduced ceilings and light installations.
- // Fewer branding materials on spaces (banners).
- // Paper reduction through digitized processes.

Partner Pledges

Partner Pledge for Booth Builders

As OutDoor by ISPO suppliers we are committed to delivering products and services focused on transparency in our activities and the reduction of valuable resources. This includes:

- // Reduce material, energy and resources wherever possible.
- // Use eco-friendly materials and provide transparency on usage.
- // Use of 100% PVC-free films, free from plasticizers and chlorine, water-based adhesive, B1 certified
- // Multiple use through signs instead of foil.
- // Saving laminate for waste reduction.
- // Local deliveries.
- // No single-use plastic.
- // Delivery service packed in cardboard or to use multiple times. Less electricity usage through reduced ceilings and light installations.
- // Fewer branding materials on spaces (banners).
- // Paper reduction through digitized processes.

Partner Pledges

Partner Pledge for Catering

As OutDoor by ISPO suppliers we are committed to delivering products and services focused on transparency in our activities and the reduction of valuable resources. This includes:

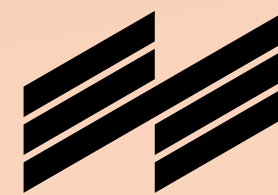
- // We use local deliveries.
- // No single-use plastics (plastic stirring sticks, plastic lids, portions of cream).
- // No prepackaged salads, fruit salads, coconuts etc. but individual fruits like apples and pears.
- // Demand catering only compostable or reusable dishes. No plastic!
- // Delivery service packed in cardboard to use multiple times.
- // Offer the possibility of filling in reused boxes supplied by the visitors.

Partner Pledges

Partner Pledge for Service Partners

As OutDoor by ISPO suppliers we are committed to delivering products and services focused on transparency in our activities and the reduction of valuable resources. This includes:

- // Reduce material, energy and resources wherever possible.
- // Use eco-friendly materials and provide transparency on usage.
- // Use of 100% PVC-free films, free from plasticizers and chlorine, water-based adhesive, B1 certified
- // Multiple use through signs instead of foil.
- // Care for waste reduction.
- // Local deliveries.
- // No single-use plastic.
- // Delivery service packed in cardboard or to use multiple times.
- // Less electricity usage through reduced ceilings and light installations.
- // Fewer branding materials on spaces (banners).
- // Paper reduction through digitized processes.



5 **Messe München Contribution** Approach by company.

Environment

Ressource
management

Energy-efficient
company (TÜV)

Transparency

Charging station
for electric
vehicles

AFB
making electrical
devices reusable

Society

Business
location

Assistance in need

Use of outreach
and impact

Association work

Digital
scholarship

Industry

Multiplication

Employees

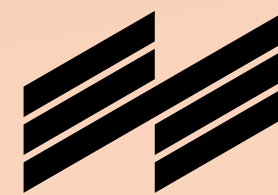
Corporate
values

Fairness
and diversity

HR management

Code of conduct

Corporate
culture



Messe München

Connecting Global Competence

6 Sector & Society

Our collective impact

We are only guests on this blue planet.

So let's act responsibly, rethink our businesses and spread the message!
Together can shape the mindset of a whole industry.

You can be part of it! Take action and inspire the people around you:
employees, customers, followers, partners.

Be the change you want to see in the world. Be an influencer – for the
good cause and the foundation of our business-models. And a planet
worth discovering.

#challengeaccepted

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