

Messeforum Oy

Carbon neutral exhibitions stand

Carbon footprint management report 2023

1. Emissions

In 2023, Messeforum produced a total of 106 carbon neutral exhibition stands. Following our own emission reduction measures, their

- remaining verified total emissions were 253 tonnes CO₂e.
- average emissions per built m² of stand were 0.048 tonnes (48 kg) CO₂e.
 - in 2022, the equivalent emissions / m² were 0.052 tonnes (52 kg) CO₂e.

2. Offsetting emissions

We offset the emissions remaining after our own emission mitigation measures using [CO2Esto](#)'s emissions calculator. CO2Esto acquires and offsets emission allowances from the [EU Emissions Trading System \(EU ETS\)](#), an officially monitored system. Buying emission allowances from the Emissions Trading System genuinely reduces emissions as it reduces the total amount of emission allowances available in the market, meaning that another actor in Europe dependent on emission allowances will have to reduce their own emissions and invest in new, lower-emission technologies, for example.

Messeforum calculates the amount of emissions to be offset for each exhibition stand using a carbon footprint calculator developed for the purpose and checks its calculations with [OpenCO2net Oy](#), which verifies that the remaining emissions are offset. Our verified calculations are awarded the OpenCO2.net Carbon Neutral label.

3. What we are doing ourselves to reduce emissions

In 2023, we have reduced the emissions arising from our production of exhibition stands ourselves, through measures including choosing as low-emission materials as possible, optimising the use of materials and advocating the circular economy.

Flooring materials

For stand flooring materials, for example, rather than stand carpeting, we have preferred, and also recommend to our customers, lower-emission laminate, which also gives the stand a more finished look. A sustainable material, we have re-used laminate as much as possible. For the structure below the laminate floor, we have made use of wall materials saved from previous projects.

Wall materials and graphics

Using Viscom panels has seen us achieve lower emissions than, for example, using the chipboard or plywood we would otherwise use. Viscom doesn't need puttying, painting or other surface treatment, which means we can easily use it again and thus reach lower emissions. Although single-use Viscom as such produces higher emissions than wood-based materials, it is considerably easier to re-use and it can be used so many times that, in practice, its emission burden is much lower. In addition, we have researched the suitability of fully recyclable Re-board for our exhibition projects.

For separate graphic printing, we have favoured printed fabric banners, which are easier to re-use than printing on paper or vinyl and we recommend this to our customers.

Furniture

When appropriate and worthwhile in terms of the impact on reducing emissions, we have stored our customers' furniture so that it can be used again in their next stand.

Storage areas

We have adopted the Octanorm system for all our stands for kitchens and storage areas and their furnishing. It does not look elegant enough for exhibition stands, but because it is made up of 100% reusable aluminium, it makes sense to use it for all the invisible structures, such as storage areas.

Electricity for stands

We always obtain renewable electricity for our stands wherever this is available. European trade fair organisers generally tend to offer renewable electricity. In Germany, for example, where the majority of our projects are located, all the major trade fair organisers offer the option of ordering renewable electricity at their exhibition centres.

Lighting

For stand lighting we only use low-energy, and thus low-emission, LED bulbs, which are retained and used again on the next projects.

Waste

After dismantling the stand, any waste is sorted in line with the exhibition centre's recycling guidelines. All the major exhibition centres have signed up to advanced sorting and recycling systems.

Travel and transport

We have sought to optimise transport and accommodation routes in terms of the logistics involved in travelling and transporting stand materials. We prefer to fly direct routes and for short routes we seek to travel overland. Besides offsetting our travel costs

as part of our carbon neutral stand concept, in 2023 we also joined the Lufthansa Group's offsetting programme in which the business benefit points collected from our flights are used to buy Sustainable Aviation Fuel (SAF).

New lower-emission joint stand concept

In 2023, we started to develop a new lower-emission joint stand concept in which the recyclability and re-use of materials is more multi-faceted and more efficient. We have made good progress in planning the concept and in 2024 we intend to publicise and pilot it in some of our customer projects. The concept will be further fine-tuned in the future on the basis of the experience gained.

Committed subcontractors

The new concept is being developed in partnership with some of our subcontractors, which means we have been able to gain a solid commitment on their part to planning to reduce emissions with us. In 2024, we intend to continue getting subcontractors on board and providing training in lower emissions, encouraging them to adopt an even better lower-emission approach.

New materials

In 2023, we also sought out and surveyed new lower-emission materials. The survey continues and we intend to make use of the results by offering our customers guidance and tips on how material choices can impact on emissions.

Ultimately it will be our customers who make the decisions on the kinds of materials they want us to use in their stands. However, we want to continue to recommend the use of low-emission materials to our customers even more strongly than before, and here it is important for us to offer our customers different options and educate customers on their climate impacts.

This document was updated on 12.1.2024.

It will next be updated on 12.1.2025 at the latest.

Further information about Messeforum's carbon neutral exhibition stands:

<https://www.carbonneutralstand.eu>