

SEXI

The Sustainable Exhibition Industry Project



A waste focused first step towards sustainable development
by the UK's exhibition industry

SEXI



“SEXI Objectives” sets the scene for this report and includes a welcomed letter of support from the Rt. Hon. Michael Meacher, MP, Minister of State for the Environment. Peter Jones from Biffa, widely regarded as one of the most authoritative experts on the subject of waste, says why he believes the UK exhibition industry is right to do what SEXI is leading it to do. The three Chairmen of the industry’s trade associations and the Chairman of the SEXI Project Advisory Group, give their support to SEXI. The origins of SEXI are explained, as is the process within the exhibition industry that creates waste.

Preface

SEXI is the somewhat eye-catching acronym for what is a very important attempt to address sustainability issues, initially through waste, in the exhibition industry. The SEXI report has been funded by Biffaward, a multi-million pound environmental fund, which utilises landfill tax credits donated by Biffa Waste Services.

The Midlands Environmental Business Club (MEBC) has been providing information and support to businesses for over ten years and has strived to make sustainability a central business issue. The exhibition industry is on the first rungs of the sustainability ladder and an obvious place to start was the problem of waste generated by the industry. The nature of the industry, particularly with respect to time pressures, contractual relationships, extremely tight margins and need for the “WOW” factor results in some difficult, possibly unique, waste management problems.

It has been a real pleasure for the project management team of SEXI to engage with this exciting, dynamic industry to address sustainability issues and to set a clear path forward for the future. An early conclusion from the project team was that too little is known by government, business and the public at large about the exhibition industry and its contribution to the UK economy.

From the authors of the report

This project is a culmination of an in depth survey of the UK exhibitions industry’s response to the issue of waste arising from its activities. The report is written for a wide and diversified readership, particularly those who are deeply involved with the exhibition industry but also for those who know little about it but perhaps interface with it now and again as exhibitors or visitors to exhibitions. We hope it will attract political interest and support to the commitments made by the industry as a result of the SEXI project. The ongoing process of change that will see the industry adopt new methods of working has already started and is working towards minimising resources by significantly reducing the amount of waste it currently produces and thereby enhancing its competitiveness.

The first part of the report gives some headline responses from politicians, the industry and an external assessment of pressures and trends from Peter Jones of Biffa. In addition it provides an overview of the industry for those who are not familiar and describes how SEXI originated. The following part concentrates on the research findings that were undertaken at the outset of the SEXI project including a diagrammatic flow of waste and responsibilities in the industry and detailed findings of a telephone survey conducted in July 2001 ... before SEXI began to bite! In addition to the telephone survey, waste audits were conducted on three separate exhibitions at three separate locations.

Via the three exhibition trade associations the results of the survey were made known and the beginnings of the industry response became evident. A combined industry workshop was held followed by individual,

though connected, responses from each of the industry sectors. These industry responses are getting to grips with supply line pressures from some (not enough!) exhibitors and regulatory controls such as Duty of Care. The industry is in a much better position now to address the waste problem. It now has a sustainable development policy and an action programme on waste upon which all the trade associations have agreed.

The SEXI project has not remained within the confines of the UK. Both via European connections and looking at the subject of carbon offsets SEXI has reached out to examine subjects of harmonisation and good practice throughout Europe. The SEXI newsletter has even found its way ‘down under’ and has received an admiring response from Australia.

Finally there are a series of recommendations, several of which are already included in the policy and action plan, upon which the industry could act together with sources of further help and advice for the industry.

Awareness raising throughout the industry brought about by SEXI has led to commitment to action and adoption of new standards and practices that will drive waste out of the industry in the future. A measure of the achievement of the SEXI project and evidence of real change and action has been the announcement of a change of policy on waste by the largest UK venue (see the NEC case study). Whilst acknowledging this report is just a beginning for the exhibition industry in addressing sustainability issues we, nevertheless, believe there has been some huge strides forward during the period of the project.

Peter Laybourn

SEXI Project – August 2002

Quotations

The quotations scattered through this report are taken from the original industry survey. They therefore represent the situation before any influence of SEXI and show how widely differing are attitudes and actions in the industry

Quotation from DataBuild SEXI market research - Summer 2001

“We feel it is an economic rather than moral issue. Awareness about environmental issues is certainly increasing but it will only become a priority when married with economic objectives.” – contractor.



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**From the Rt Hon Michael Meacher MP
Minister for the Environment**

DEFRA

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Our ref: 172408/MY

2 August 2002

Dear David

Thank you for your letter of 26 June to the Prime Minister on the final report of the Sustainable Exhibition Industry (SEXI) – to be launched on 10 September. I am sorry for the delay in replying.

I was pleased to see that as a way of showing your commitment to the values of sustainable development, you have decided to focus on waste. As you will appreciate, waste is one of the main challenges facing this country over the next few years as we strive to change long-term habits in waste management and move towards an agenda of waste minimisation, re-use and recycling.

I have noted the actions you are taking as a result of SEXI and am pleased to offer my support and encouragement. It is vital that we move away from the landfill option and your organisation is to be commended for the efforts you are making to do so.

Yours sincerely

MICHAEL MEACHER

From the Chairmen of the industry's trade associations

"Businesses within the UK exhibition industry as represented by the three trade associations, AEO (Association of Exhibition Organisers), BECA (British Exhibition Contractors Association), and EVA (Exhibition Venues Association), support the findings of the Sustainable Exhibition Industry project (**SEXI**). The three associations are intent upon adopting an industry Policy Statement as recommended by **SEXI**, together with an Action Plan to be delivered over time."



Peter Osbourne - Chairman
Association of Exhibition
Organisers



Cris Criscione - Chairman
British Exhibition Contracts
Association



Mike Closier - Chairman
Exhibition Venues
Association

EXCEL Case Study

Quotation from DataBuild **SEXI**
market research - Summer 2001

"All the waste we produce is necessary to the way we work - it cannot be reduced further without changing the way we conduct business." – contractor.

Quotation from DataBuild **SEXI**
market research - Summer 2001

"Waste Management Consultants have just been called in to decide a Waste Management Policy. The ideas will be related back to organisers and exhibitors, to make them more accountable for the waste that they produce as they are the main producers of waste." – venue.

Soon after opening, ExCeL, London in conjunction with ISS (Cleaning & Waste service provider), quickly realised that the site's 'unreasonable waste' policy was completely different to the industry's status quo. The policy states:

"waste that cannot be placed into a refuse sack and easily manually lifted is deemed as unreasonable" and a charge could be incurred to dispose of said items.

Many Organisers, Exhibitors and Stand Contractors were sceptical and felt this was just another profiteering scheme. To alleviate fears we employed a Waste Manager to monitor and identify potential unreasonable waste therefore avoiding large quantities of waste building up. Where possible he would also advise and encourage ownership of stand and exhibition by-products. Leafleting in many languages, French, Italian etc and being present throughout the build and breakdown period helped to achieve this. Skips are allocated to individual shows and all waste placed within logged into a daily report. The report is then agreed and signed by both the Organiser and Waste Manager.

Some shows have seen a marked decrease in their historical waste bills, with some of the larger shows seeing a reduction of nearly fifty percent.

ExCeL now plan to train ISS Team Leaders in Waste Management which will hopefully provide better coverage for larger shows.

“Industry Grasps Major Challenge”

Quotation from DataBuild **SEXI** market research - Summer 2001

“We feel we are one of the best performers in our field in terms of waste management in this country - obviously, if there are ways to reduce our waste further we will adopt them as this will lower costs.” – contractor.

“**SEXI** has really challenged the UK exhibition industry”, says John Cole of the National Exhibition Centre, Birmingham, former Chairman of EVA and Chairman of the **SEXI** Project Advisory Group. “Clearly we have to do something. Waste costs will only go up. Legislation forces us to ensure we manage waste properly. Increasingly our customers will expect us to perform to high standards of environmental management. It is sensible business practice to manage the changes we need to make rather than wait until external forces oblige us to make changes.”

The three trade associations joining forces to respond means we have the opportunity to undertake change in a united and not fragmented way. Not only will this enable us to drive waste out of our businesses, but also we will be able to show our customers, the regulator and government that we are responding. Further, through the sheer size of the UK exhibition industry, we will also be able to show how we are creating a positive knock-on impact into other business sectors and to the general public.”

Quotation from DataBuild **SEXI** market research - Summer 2001

“We looked into recycling carpet, and contacted various organisations about it, no one wanted to take the carpet.”



Gardeners World Live Case Study



BBC Gardeners World Live (GWL) is an annual public show held each June at the NEC. Anyone who has the experience of exhibiting in this environment will have sympathy with the tight build-up and breakdown schedules and the reckless abandon this encourages when it comes to trying to organise a feasibility recycling policy. GWL has the advantage of an outside garden build with a tenancy four days longer than the rest of the show. Not surprisingly too, it is the sort of event which generates a great deal of building and to a much lesser extent, plant waste.

In 2001 the organisers dipped their toe in the water and put the word out that a few local charities on site to help themselves during breakdown. Not surprisingly, we were swamped with requests, many of which were ill prepared for the amount of organisation they would need to take material away. They persisted and in 2002 were more successful with recipients including Groundwork Black Country, who came back four times. CSV (Community Service Volunteers) and the Martineau Gardens, a local organic teaching garden.

If any organisations want to try some aspect of recycling in this way, the Royal Horticulture Society is happy to talk to you. Contact 01454 33200

Why Bother? - Asks Peter Jones, Director, Development & External Relations Biffa Waste Services Limited

For the past 200 years society has become used to quantifying and understanding efficiency in two broad dimensions:

- labour and people input
- financial costs

Few have paused to think about the efficiency of the way we deliver goods and services in terms of total resource inputs and outputs. This publication is an attempt to refocus our thoughts in that direction. Why bother? After all, the environment is “free”. We can use air or relatively low cost raw materials such as minerals, carbon or energy at will – it is the application and conversion of those resources that comes expensive sometimes.

We are now coming to terms with reality – that the profligate use of low financially priced resources has resulted in the introduction of large quantities of liquid, gaseous or solid waste into the world at a rate faster than the eco-system can return it to its original state – if at all. The consequences of this may not necessarily be as cheap as we thought – indeed we are yet to count the future cost.

Few in society recognise that our developed economy is consuming in excess of 10 tonnes of raw material resources for every one tonne of output which ends up being purchased at the point of sale by private individuals. Much the same ratios apply to specific sectors – and the exhibition industry is no exception. In 1998 the Government introduced the means by which Biffa could fund work undertaken by those keen to explore the implications of this level of inefficiency. The Landfill Tax Credit Scheme has allowed Biffaward to commit over £6m in the last 4 years to more than 40 such sector studies which look at the dynamic of resource flows through different regions, industry sectors and resource lifecycles.

All in the exhibition industry have long been aware of the transience and short lifecycle of your “output”, at least in its physical sense in the form of stands, lighting equipment and other consumables that go with it. At the heart of your business lies knowledge and information as a product rather than tangible goods and services. The so-called “internality” economics (direct financial costs) are all directed to the most expensive element in setting up and taking down – labour. At a time when end life disposal of scrap exhibition material is incredibly cheap – it can go to landfill for £11 per tonne in the UK compared to 7 times that in mainland Europe – it is hardly surprising that the emphasis has been on fast turnaround with little thought to the “externality” environmental impact. That environmental impact comes in the form of widespread use of non-renewable materials sourced and disposed of in ways that don’t necessarily represent the best deal for society in the long run. For the cynics among us, the dictum that it will be financial costs that drive the process is probably the right one and those costs are set to rise. Landfill Tax has risen at a mere £1 per tonne over the last 5 years but the odds on the Chancellor announcing £5 annual escalators are shortening considerably – driven by higher levels of awareness on the workings of environmental taxation in the Government as well as increased pressures resulting from the recent Budget 2002 spending round. Additionally, a much wider range of materials being used in the exhibitions sector are about to be reclassified as hazardous waste with the consequence that they will be banned from landfill and, of necessity, treated in ways which recover their constituent elements for reuse in other product cycles.

The industry is going to have to learn how to trade-off these new economic as well as environmental realities. Apart from the cost push, pressures driven by European and UK legislation and regulation, there are also the expectations of your market place. As with most other industry sectors, the big prestige events operate to the 80/20 rule where major plcs are significant contributors to revenue flows and

space. Those companies are themselves under increasing pressure to develop internal reporting guidelines on all aspects of their environmental track record. Pressures originating in turn from their customers (private consumers) as well as a small but vocal group in the City and the financial sectors. As those customers of the exhibitions industry review their environmental strategies, they will be exploring all aspects of their supply chain – from materials suppliers through to exhibitions and communications in general. It is always possible to stand back from an acceptance of these trends or decide that we’ve got another 10 years – feel free to reflect that mood if you wish but is your competitor seeing it quite that way?

This publication is designed to present the wider picture and inform the debate. If you wish to explore the issues outside your own industry, then find out more about the Biffaward Programme on Sustainable Resource Use on www.massbalance.org

So how did the Sustainable Exhibition Industry project come about, leading to the results already achieved, an on-going process that might change the way this industry operates, and which challenges the industry to reduce the waste it generates. The following section recalls the start.

The origins of SEXI

In 2000, John Cole, a director of the National Exhibition Group was Chairman of the Exhibition Venues Association (EVA) the representative body for UK exhibition venues.

EVA members meet on a regular basis to exchange information and experience, and at each meeting to focus on a subject of topical interest. It was Mike Closier, General Manager of the Scottish Exhibition and Conference Centre (SECC) and who succeeded John Cole as Chairman of EVA, who suggested an EVA meeting should consider the subject of sustainable development.

David Middleton from Environmental Business Communication Limited was invited to an EVA meeting in Dublin to make a presentation about sustainable development as a business issue. This meeting ended with a vigorous discussion about waste within the UK exhibition industry. It quickly became apparent that there was no uniform or consistent approach to the issue of waste within the industry.

EBC developed proposals for MEBC to submit to Biffaward who ultimately agreed to support the project to the sum of £131,592. Part of the regulations of the Landfill Tax Credit Scheme is that 10% of the cost of the project has to be obtained from a third party organisation that will not take direct commercial gain from the project. The three exhibition industry trade associations, AEO, BECA and EVA provided that 10%.

MEBC formed a Project Advisory Group (PAG) under the Chairmanship of John Cole with David Middleton as Project Director and Peter Laybourn of EBC as Project Manager. The title for the project – **SEXI** – the Sustainable Exhibition Industry project was accepted by the PAG and unquestionably succeeded in raising the profile of the project! The PAG met for the first time in April 2001.

Quotation from DataBuild **SEXI**
market research - Summer 2001

“We re-use paper as much as possible. We used to re-cycle paper about 5 years ago, but it was difficult to get the council involved and it was taking up too much time to organise it all.”

The Exhibition Industry

Before **SEXI**, the UK exhibition industry as a whole had no real understanding of how much waste it produces, what it is, where it goes, and why it is produced. The following section considers how an exhibition works, who the participants are, and why time and money dominate thinking.

..... and so to the end

There can be few things that contrast so sharply as an exhibition that is happening compared to one that has ended. The narrative of this section considers an imaginary but typical event. Our exhibition has been an overwhelming success! It has positively vibrated with energy, buzzed with noise, and been packed with people. It has been colourful, bright and exciting. It has been a pot-pourri of market, bazaar, funfair and theatre mixed into one. Everything about it was new and shown at its best - pristine and polished.

The exhibition was presented to the best style and panache of the organisers, professionally anxious and keen to meet their obligations but also with a mind to attracting back the exhibitors and visitors to the same event when next it is held. The organisers will have made a major investment in the event including the cost of hiring from the venue owners space in which to hold the exhibition for the time needed for its construction, for the event itself, and for breaking it down, clearing it away and returning the space to the condition it was in before the event happened. The organiser will have spent considerable money in organising the event, promoting it and staging it. For large, international events, the budget will be measured in millions of pounds. But the expenditure, though always proportional to the size of the event and the depth of the organiser's pocket, will be to the maximum affordable. There is no point in jeopardising the potential profit of an exhibition by under-spending on its promotion and staging.

But the difference between profit and loss can be a knife-edge. It is thought that 5% of exhibitions staged in the UK make what can be described as a significant profit. 85% of exhibitions in the UK make a profit that could easily turn into a loss if the budget goes wrong - if the number of exhibitors buying space does not materialise or if costs go up. 10% of exhibitions are thought to make a loss.

So the exhibition organiser is highly mindful of budget considerations - and operating margins.

The contractors will have designed and built the exhibition stands to high standards of professionalism. These companies are full of specialist designers, engineers and craftsmen who take a client's vision of what he wants at an exhibition and turn it into reality. It can vary from providing simple graphics and pictures to hang on walls, to ultra-complex areas involving sophisticated design and complex computerised, electronic and structural engineering. Some exhibitions - such as those related to print and textiles, involve transferring production from factories to exhibitions - at costs of hundreds of thousands of pounds.

The exhibitors will have endeavoured to maximise the cost of the space they have purchased at the exhibition. That can be interpreted from simple graphics and pictures, a desk and chair, or an extravaganza more akin to a theatrical event that may have cost hundreds of thousands of pounds. Apart from the cost of the stand space, the exhibitor's budget will have covered producing what goes into that space, the staff that man it, their travel and accommodation, and the cost of entertaining guests and customers. Experienced exhibitors will know that buying the exhibition space and building the stand is the start of a process. A lot more expensive support is needed to maximise that initial investment.

However big or small, complex or simple an exhibitor's involvement with an exhibition is, the investment is aimed at achieving a positive result. All



exhibitors will want to ensure their investment is fully and properly maximised. The venue owner too is under pressure. The exhibition organiser has an increasing variety of venues to which to take his event. So the venue owners compete for the business of the exhibition organisers. So the venue owner will have made sure that the venue is well presented to the organiser and his customers - the exhibitors and visitors. The venue owner will have made maximum available investment in the facilities to ensure, as far as possible, that the exhibition's organisers and visitors alike are happy with the experience of visiting the venue. But to balance the investment, the venue organiser needs to gain the ultimate revenue from the space he has available. Therefore the contract with the organiser is for a period of time that is likely to be followed immediately by a similar arrangement with another customer - another organiser. It is imperative, therefore, that each organiser works to the timescales of the tenancy arrangement. In a nut-shell each organiser is more than welcomed - but when he is scheduled to go - go he must!

So, our exhibition has ended. The visitors have gone and the doors have closed. Now there is only one priority in everyone's mind. To get out!

The organiser is under pressure to leave the venue as soon as possible. The tenancy contracted with the venue owner will have been as tight as possible to avoid eroding the profits generated by the exhibition. So the pressure will be on to get out. It may have taken four days to build the event, but the target may well be to dismantle and remove it in one. If the show takes longer to remove than the time that has been contracted for the "get out", there will be penalties to pay.

The contractors are under pressure. They know the deadlines set by the organiser and they will be under threat of penalties if in the time allocated they do not remove the stands for which they are responsible. The pressure on the venue owner will be based on his expectation of being able to rent the venue space again immediately after the closure of the exhibition, starting as soon as our exhibition now ended has cleared the venue.

So the only demands on everyone's minds from the time the exhibition ends, the visitors have gone, and the doors have closed is - get out as fast as possible. This includes the exhibitors too. With his customers and potential customers - the exhibition visitors - now gone, there is no point in staying. The contractors who build the stands will be anxious to dismantle them, so the exhibitor is only in the way. Most exhibition staff will be keen to depart anyway. Manning exhibition stands tends to be an exhausting activity. Our exhibition has been for three days, and though



that is not a long period of time, stand personnel will have been made weary by the amount of standing and talking done over the period of the exhibition. And there will be trains and planes to catch, or cars to retrieve from distant car parks – and sometimes long journeys ahead to reach home. So the exhibitor staff themselves are in a hurry to get away too. To see our exhibition being demolished and swept away in readiness for the next is amazing. The wonder is the speed at which everything is dismantled and how quickly the pristine exhibition is transformed into a battlefield, albeit a well-organised battlefield. The dominant pressure is speed. Stands are disassembled or demolished depending upon whether they are to be reused or not.

Explanation of Stands

Our exhibition has consisted of a mix of stands. There has been shell scheme, self build and modular stands.

Shell scheme stands are “kit stands” made available to the exhibitors by the organisers. They consist of aluminium sections and infill panels. Exhibitors are able to display material on the stand walls. At the end of



the exhibition, the exhibitor removes his display material and the supplying shell scheme contractor retrieves the stand structure – an elementary example of reuse.

Self build stands are whatever the exhibitors wish them to be – within the rules of the exhibitions. They are what the exhibitor’s marketing team believes offers them the best chance of maximising the opportunity presented by the exhibition. It is a balance of cost versus impact. Some business sectors are renowned for the expenditure of exhibitors in creating as big an impact as possible. This can be seen not only as a sales requirement but also as a way of stating market positioning, promoting brand and corporate strength, and gaining “one over” the competition. This sort of corporate mentality can see stand expenditure measured in hundreds of thousands of pounds. The chances are that a self-build stand will be “rubbished” the instant the exhibition is declared closed. It will be sledge hammered – demolished in the bat of an eyelid.

Modular stands are self-build stands designed for re-use. Major international exhibitions for industrial sectors such as, for example, medical, automotive and aerospace, today often move around the world like circuses. They take with them major corporate organisations within the industry. Within this report, the case study interview with Rolls-Royce shows how that company attends up to 30 exhibitions a year, some being massive, international events, some being smaller, national events. Rolls-Royce, like others, has seen the need to design and build an exhibition stand that can move around the exhibitions. It is designed and constructed on a modular basis so that at the end of an exhibition it is carefully dismantled and re-crated for onward delivery to the next event. It is another example of reuse.

So, as our exhibition is demolished, the shell scheme stands and those built on a modular basis for re-use, will be taken away. The rest becomes waste. That includes all stands that are not to be re-used, the carpet off the stands, the carpet in the aisles of the exhibition, signage, electrical waste and surplus print. As the demolition process gains in momentum, so the amount of waste will grow. The aisles will disappear and a mountain of rubbish will materialise, to be taken away by the waste contractors. How much waste there is, what it consists of, and where it goes, is reported later.

ATE Make Serious Attack On Waste Case Study

Dawn Millroy is a mother, someone who sees waste as being objectionable, and someone committed to making things happen. She is also Group Operations Manager for King’s Cross based Amusement Trades Exhibitions Limited, one of the world’s leading providers of exhibitions, conferences, events and training for the amusement, gaming, gambling and attractions industries and who additionally publish the industry’s weekly newspaper, Coinslot International.

That is why the Earls Court, London based Amusement Trades Exhibition is set on a course of reducing the waste it creates. The actions in hand and being developed by ATE include segregating all their electrical collection boxes. They only measure about 3”x3”x1” but when you have 10,000 of them or more as ATE do at their exhibition, that is a lot of boxes, a lot of plastic, and potentially a lot of waste. Now ATE are ensuring they are recovered to be recycled.

ATE are also working with Melville who re-use the plastic covering that covers furniture and the like at the event. Dawn and her team are also talking to their exhibitors to develop a waste reduction plan that will include a fine for those who default, any money raised going to charity.

Colour coded waste bins are liberally scattered around the event, a waste paper “dump area”, and a campaign that encourages their exhibitors not to bring waste with them to the event, or anything that will become waste, are part of the campaign.

Dawn says “I think waste is stupid. I think it is wrong that we dump waste in landfills. We must start doing things differently and I want to progress what we are doing to cover more and more things – like wood-chip, for example. The majority of our customers have been exhibiting with us for 20 years and more. We know them very well and we are working with them to make waste reduction happen. There is great support. Last year we recycled 33% of our waste. I am looking for this to be 50% this year”.

Economics and Visitor Numbers

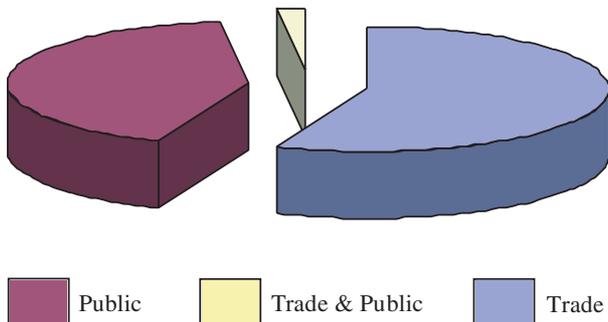
The UK exhibition industry is large, diverse but often not recognised or appreciated. It plays an important role in the life of the nation's business community and makes a serious contribution to the national coffers. Yet few see it as a cohesive industry, or as a business sector, or understand how important the industry is in terms of how much revenue it generates for UK plc and how many people it employs.

Exhibitions are a mix of shop window, market, bazaar, and funfair with a touch of circus. Certainly they are colourful and often glitzy, and have the nomadic feel of the circus with similarities in the way they are built in a hurry, are noisy and exciting when they are open, then close and are knocked down in next to no time.

Perhaps it is the colourful nature that characterises exhibitions that cause too little consideration of their collective worth and their contribution to the economy. It is estimated the industry employs 27,000 people full time and creates over 5,000 part-time jobs.

In financial terms, the direct and indirect spend by exhibition organisers, exhibitors, and visitors to exhibitions create substantial economic benefits to the regions. **Research conducted in 2001 estimated total exhibitor expenditure alone in the UK to be £2.04 billion.**

The average daily spend of international business visitors attending trade exhibitions in the UK is £157. On average they attend a show for four days. It can therefore be calculated that a UK exhibition that attracts 1,500 international business visitors contributes almost £250,000 in direct spend to the economy.



823 Major Exhibitions in 2001

In 2001, 823 exhibitions were held at venues that had at least 2,000 square metres of continuous permanently covered indoor exhibition space. Of these 56% were trade exhibitions, 42% were public (consumer) exhibitions, and 2% were both trade and public

Over nine million visitors were attracted to these events with 27% attending trade exhibitions, 69% to the public (consumer) exhibitions, and 4% to exhibitions that were both trade and public. In addition, more than 3.1 million visitors attended 48 exhibitions held at outdoor venues of which 1% were trade exhibitions, 94% public (consumer) exhibitions, and 5% both trade and public exhibitions.

More than 17 million visitors to events in 2001

A further five million people are estimated to have visited the further 1,000 plus exhibition events recorded in the Exhibition Bulletin additional to the 823 major events. These smaller events were held at nearly 400 venues across the UK and were often in the antique, arts and craft sectors.

Therefore in 2001 it can be seen that an estimated 17.1 million visitors attended exhibition type events in the UK.

Quotation from DataBuild **SEXI** market research - Summer 2001

“We have not monitored the amount of waste we produce up until now. We are gathering figures this year to create a history for next year, in order to then create some targets.” – venue.

Bournemouth Builds on Green Globe Award

Quotation from DataBuild **SEXI** market research - Summer 2001

“We just do what the client (i.e. the exhibitor) wants. It is not really in our control to reduce the amount of waste produced.” – contractor.

Bournemouth International Centre, having won a Green Globe Award from the World Travel & Tourist Council for its energy conservation activity, has turned its attention to waste and called in Bournemouth University to help.

Concerned both to save money and to meet legal obligations, the Centre was pleased to be able to use the help of a university undergraduate who produced a detailed analysis of waste within the organisation. That formed the basis for the Centre to instigate changes of policy and practices.

Chris Warren, Head of Engineering and Technical Services at the Centre said: "Having a fresh pair of eyes look at waste management from a different angle has enabled us to make revisions to existing practices and show to other people that the Centre takes its environmental obligations seriously."

Research Findings

Where does waste come from in the exhibition industry, who is responsible for it, and where does it go? Supply lines within the industry are complex, with no simple tiered structure. That complexity follows through to the contractual arrangements between all the various parties involved. In turn, that follows on to who is responsible for the generation of waste, and its disposal. The diagram that follows attempts to provide a mapped overview, that should help in understanding the detailed research and waste audit data that follow. The research data is a snapshot of where the industry was with regards to waste in July 2001.

Waste Flows

Exhibition venues generate their own waste, a by-product of their own actions. They are often responsible for the removal of all waste from their sites but some venues share this responsibility with the exhibition organisers.

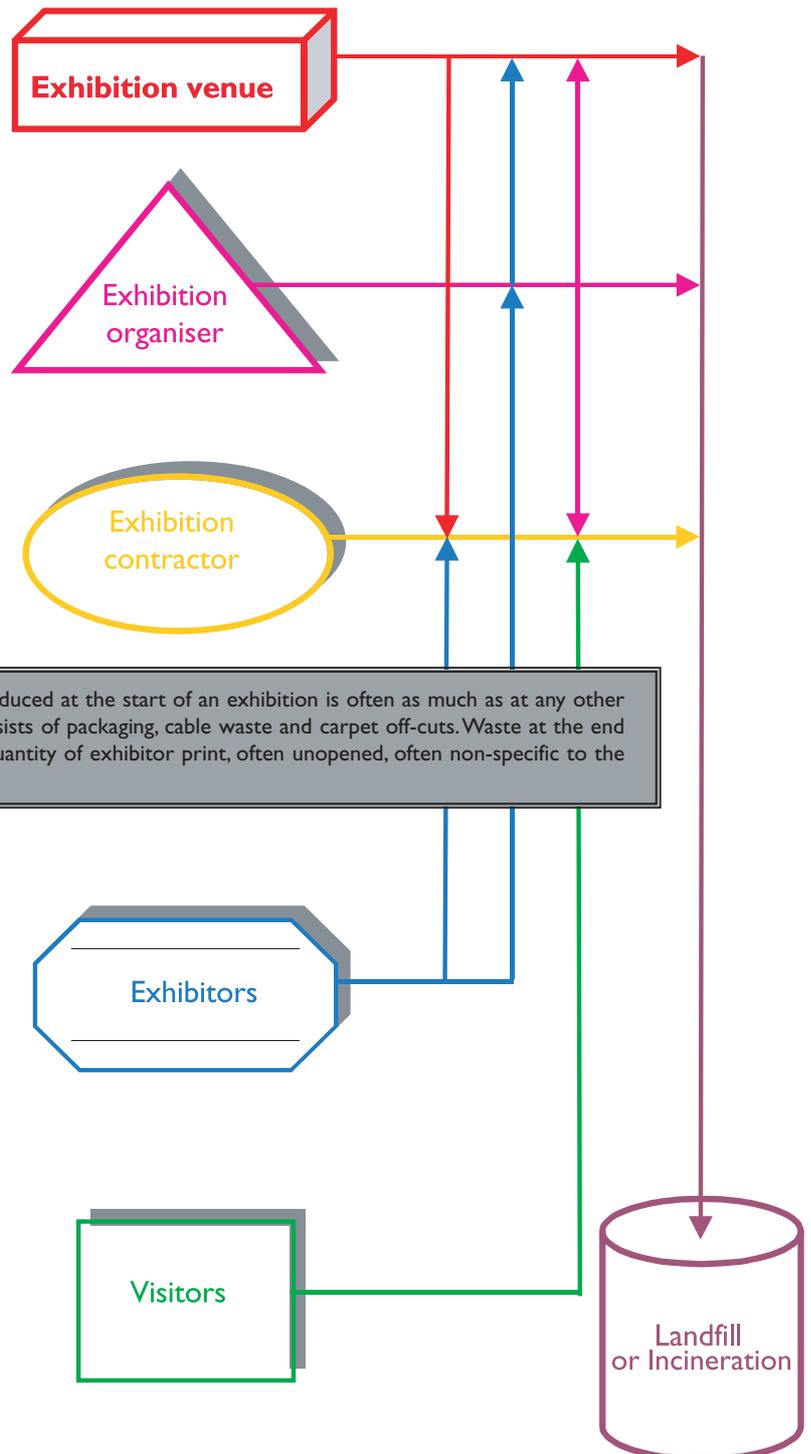
SEXI has shown that waste produced at the start of an exhibition is often as much as at any other time in its life span, and mostly consists of packaging, cable waste and carpet off-cuts. Waste at the end of an exhibition often has a large quantity of exhibitor print, often unopened, often non-specific to the exhibition.

Exhibition organisers produce waste at their own offices and workshops in the running of their businesses. At the exhibition venue they also produce waste such as signage, print and carpet. At some venues the venue owner will be responsible for the disposal of this waste. At others it is the organisers themselves.

Exhibition contractors are involved in every element of the business and may be suppliers to the venue, the exhibition organiser or the exhibitors. Contractors will also generate their own waste at their own place of business.

The exhibitors produce waste, though most of this is managed for them by their contractors. Other waste left by exhibitors after an exhibition tends to be print and this will be disposed of by the organiser's contractors or the venue's contractors. The responsibility of exhibitors is a matter covered by the contract between the exhibitor and the organiser but often does not make major clarification of the exhibitor's responsibilities concerning waste.

Visitors have no contractual arrangement with anyone. They will dispose of their waste anywhere – on exhibition stands, anywhere in the exhibition – anywhere in the exhibition venue – in adjacent hotels – in public transport. The amount of waste generated has a proportional connection to the quality and value of the material that has been given to them, mainly by exhibitors.



SEXI has been an action based programme. Because nothing has ever been done in a collective sense about waste across the exhibition industry before, the first action was an extensive survey of the industry to try and benchmark its current position. This section reports that action, and a variety of other actions, taken during the life of SEXI.

Research into Attitudes and Practices

Objectives of the study

The purpose of the study was to establish current practice (as at July 2001) and attitudes towards waste specifically to find...

- Awareness of, and attitudes towards, waste, waste management and environmental issues in general
- The quantity and composition of waste generated
- Cost of waste generated by the industry
- Who pays for waste
- The relationship between exhibition venues, exhibition organisers and exhibition contractors in so far as waste is concerned
- Opportunities for savings through waste minimisation
- Steps to reduce waste and waste costs
- Benefits of waste reduction
- Barriers and obstacles to waste reduction
- A benchmark against which future progress could be measured

On the recommendation of Envirowise, Databuild Limited was contracted to conduct a telephone questionnaire. Throughout the course of the research confidentiality was observed, as some sensitive commercial data was involved. The telephone survey was limited to members of the three principal trade associations, namely, AEO, EVA and BECA.

Key findings

Most of the survey findings, particularly the qualitative inputs, provided an excellent snapshot of the industry with regard to waste issues. Some of the estimates of waste arisings, however, had to be adjusted due to either the inclusion or exclusion of figures provided by 'big players' in the industry and the sheer lack of data available at the time of the survey.

The adjusted estimates of total waste and total cost of that waste to the industry are as follows:-

Conservatively estimated total cost to the industry (including the cost of designing, producing and ultimately disposing of exhibitor literature) is in excess of £40 million per annum.

Conservatively estimated waste arisings are in excess of 60,000 tonnes per annum.

As the estimate was only based on the sample of trade association members, the above figures do not include significant costs and tonnage generated by non trade association venues, organisers and contractors.

The key findings below illustrate how much scope there is for waste minimisation and indicates some immediate areas for action.

36% of venues monitored their wastes
 12% of contractors monitored their wastes
 virtually no organisers monitored their wastes

9% of venues had a target for waste reduction
 6% of contractors
 0% of organisers

41% venues had named individuals responsible for waste management
 11% exhibition organisers
 17% contractors

32% venues had an environmental policy
 6% organisers
 17% contractors

3 venues were working towards an environmental management system
 1 organiser
 8 contractors

There was very little pressure within industry to reduce waste:-
 Venue to organisers and contractors
 Organisers to contractors and venues
 Organisers to exhibitors

91% of respondents said that top management would always support a waste reduction initiative!

AEO, BECA and EVA were not seen as a source of advice on the issue of waste minimisation

Methodology

Sample

MEBC provided a database of organisations in the three industry sectors as follows:

- 24 venues – from EVA
- 58 organisers – from AEO
- 362 contractors – from 2001 BECA Members Directory Exhibition Services

Face-to-face interviews were carried out with several companies from the exhibition industry. 27 interviews (mainly with venues) were carried out during a pilot study to establish overall attitudes towards waste and to find out the person with direct responsibility for waste issues in the organisation. 19 of these organisations were re-contacted during the main survey.

In total 202 interviews were conducted. The respondents to the survey were categorised by industry sector.

The graph below shows the proportion of each sector that was interviewed:

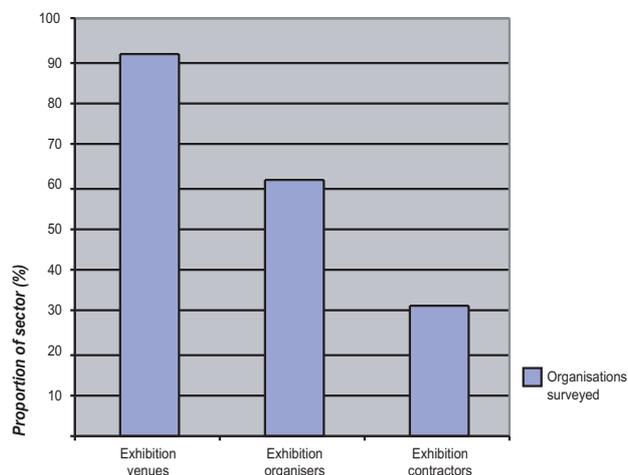


Figure 1: Proportion of the sector surveyed

The profile of exhibition contractors contacted for the survey is shown by sub-sector in the chart below:

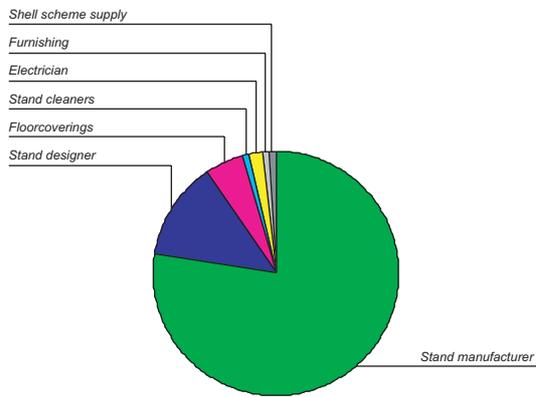


Figure 2 Profile of exhibition contractors

The proportion of respondents in each of the categories was:

- 77% were stand manufacturers
- 13% were stand designers only
- 5% were flooring contractors
- 2% were electrical contractors
- 1 respondent was a furnishing contractor
- 1 respondent was a cleaning contractor
- 1 respondent was a shell scheme supplier

Profile of interviewees

The profile of the participants in the study is given in the chart below:

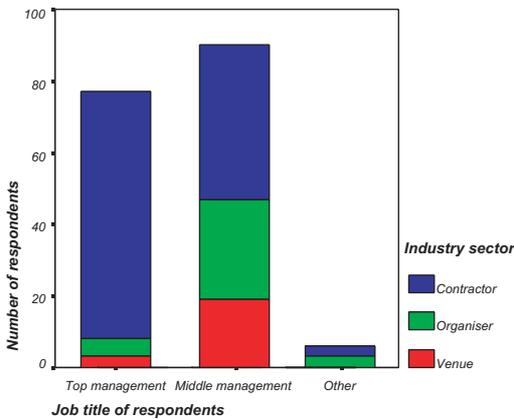


Figure 3: Job title of interviewees

Top management includes:

- Managing Director
- General Manager
- Chief Executive Officer
- Director/Partner

Middle management includes:

- Operations/Technical Manager
- Exhibition/Conference/Events Manager
- Cleaning and Waste Manager
- Finance Manager
- Sales/Marketing Manager
- Project Manager
- Chief Designer

The other category consists of:

- Logistics Co-ordinator
- Technical Sales Representative

Cost and Quantity of Waste

Respondents were asked if they knew the cost of waste disposal per year and the quantity of waste produced per year. The results showed that there was a low awareness of both the amount and cost of waste disposal. The highest awareness was among contractors with 75% of contractor respondents knowing either the amount or the cost of waste disposal. The lowest awareness was among organisers – only 27% could cite amount or cost of waste disposal.

For exhibition venues:

- 9 respondents could cite the annual cost of waste disposal paid by the venue
- 2 of the respondents that could cite the cost of waste disposal could also cite the amount of waste disposed by the venue in tonnes
- 3 respondents could cite only the amount of waste disposed of
- 8 respondents could not provide any data because they did not know the cost of waste disposal
- 2 respondents were unwilling to provide the information

Exhibition organisers were more aware of costs paid at venues (7 respondents) than at their own premises (2 respondents). 26 (72%) respondents could not provide any data.

Exhibition contractors were more aware of waste costs paid at their own premises (80 respondents). 12 contractors knew the quantity of waste produced at venues, and 10 were able to provide the annual quantity produced at their own premises. 8 respondents could cite the amount and cost of waste disposal at their own premises. 29 respondents could not provide any data.

True cost of waste to the industry

In order to derive an estimate of true cost of waste for the exhibition industry, the following assumptions were used:

- Average cost of paper/board packaging: £1,250/tonne¹
- Average cost of wood: £200/tonne²
- Average cost of printed/promotional material: £1,026/tonne³

An estimate of the breakdown of wastes was as follows:-

- 29% packaging
- 26% paper and promotional literature
- 18% carpet
- 17% wood
- 10% other

How is waste paid for?

Venues pay a cost of waste disposal to waste contractors and then charge organisers for waste at an exhibition. Different venues charge for waste in different ways:

- 13 (59%) respondents charge for waste disposal within the tenancy agreement
- At 4 (18%) venues waste disposal is charged according to the amount of waste produced after the exhibition has taken place
- 5 (23%) venues have a waste allowance for organisers in the form of skips or cost. Any extra waste produced during the exhibition is then charged back to organisers after the event

¹ ENVIROWISE for Packaging Industry

² ENVIROWISE for Packaging Industry

³ ENVIROWISE GG107 "Cost-Effective Substrate Management for Printers"

Managing Waste

Waste monitoring

The graph below shows the number of respondents that monitored waste at their organisation:

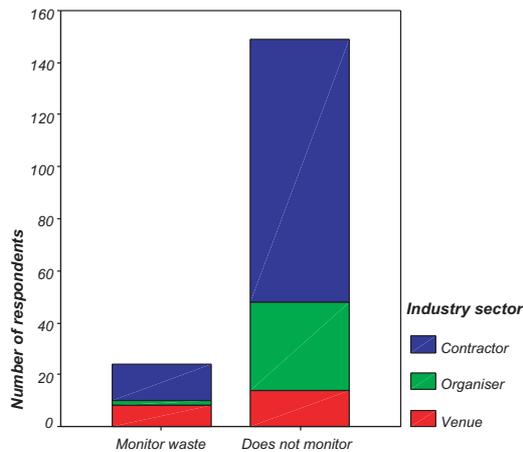


Figure 4: Waste monitoring

36% of venues monitored the amount of waste produced at their own premises. Only two exhibition organisers monitored waste produced at their sites and at venues. 12% of exhibition contractors monitored waste produced at their sites and at venues.

Waste targets

9% of the exhibition venues and 6% of the contractors had targets for waste reduction. None of the exhibition organisers had targets for waste reduction.

The graph below shows the number of respondents with targets for waste reduction:

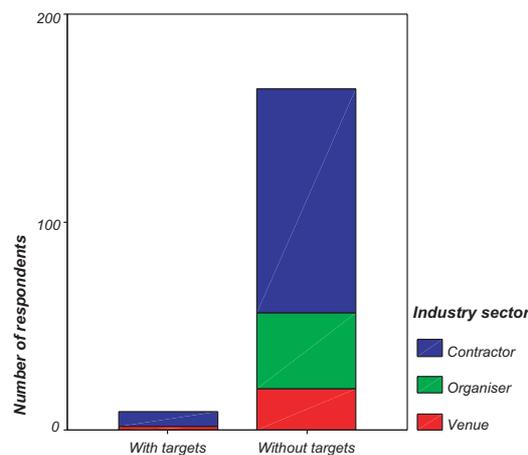


Figure 5: Respondents with/without targets
Individual responsible for waste

Respondents were asked if they had an individual responsible for waste in their organisation.

- 41% of exhibition venues had an individual responsible for waste management
- 11% of exhibition organisers had an individual responsible for waste management
- 17% of exhibition contractors had an individual responsible for waste management

The job title of the individual responsible for waste varied for the three sectors of the industry:

- 9 exhibition venues reported that they had a person responsible for waste management. Their job title could be Operations Manager, Facilities Manager, Hall Manager, Events Manager, General Site Manager. The person reports to the Chief Executive Officer or to a Director of the organisation
- 4 exhibition organisers reported having an individual responsible for waste whose job title is either Operations Manager or Facilities Manager. They report to the Chief Executive Officer or to a Director of the organisation
- 20 exhibition contractors had an individual responsible for waste whose job title could be Production Director, Project Manager, Floor Manager or Quality Assurance Manager. They report to a Manager or to a Director of the organisation

The table below shows the amount of time spent on waste management issues:

	Average time (person days per month)	Minimum time (person days per month)	Maximum time (person days per month)
Exhibition venue (n=22)	3	1	20
Exhibition organiser (n=36)	2	1	2
Exhibition organiser (n=115)	3	1	20

Table 1: Time spent on waste management

Exhibition venues and exhibition contractors spend an equal amount of time on average. If these figures are extrapolated and priced then on these figures alone £12 million is being incurred as a cost to the industry to handle waste. This is an underestimate as most respondents were only reporting against the 'visible' time costs of managing waste.

Environmental policy

Respondents were asked whether they had an environmental policy or environmental statement for the organisation. The graph below shows the number of respondents with and without an environmental policy:

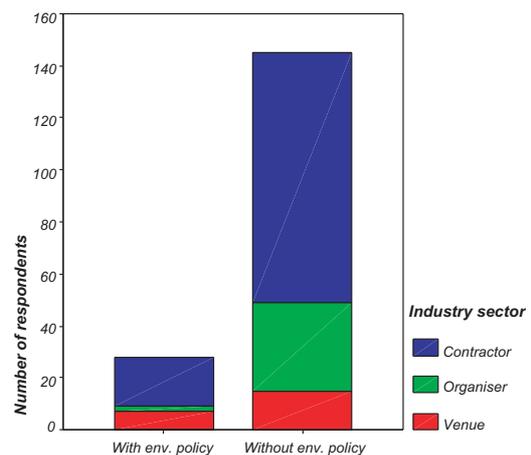


Figure 6: Respondents with/without an environmental policy

- 32% of the exhibition venues had an environmental policy or environmental statement
- 6% of the exhibition organisers had an environmental policy or environmental statement
- 17% of the exhibition contractors had an environmental policy or environmental statement in their organisations

Environmental Management System

Respondents were asked if they had adopted or were working towards an Environmental Management System, such as ISO 14001 and EMS:

- 3 exhibition venues were working towards an Environmental Management System
- 1 exhibition organiser was considering adopting an Environmental Management System
- 2 exhibition contractors had already adopted an Environmental Management System, and 6 are working towards an EMS

Waste minimisation

- 13% of the respondents had taken some steps to reduce waste
- 15% said that they were planning to take some steps
- 69% of respondents had not considered any waste reduction steps
- 3% had considered a particular step and rejected it

The table below shows the number of organisations that had already taken or considered steps for waste minimisation:

	Exhibition venue	Exhibition organiser	Exhibition contractor
Steps taken	5 (23%)	1 (3%)	17 (15%)
Planning to take steps	7 (32%)	3 (8%)	16 (14%)
Not considered	10 (45%)	29 (81%)	79 (69%)
Steps rejected	-	3 (8%)	3 (2%)
TOTAL	22 (100%)	36 (100%)	115 (100%)

The majority of the respondents had not considered any measures to reduce waste. Most of the respondents said they did not consider waste to be an issue for their business:

- 20 of respondents said they did not think of waste as an issue
- 15 respondents felt there was no time to consider waste issues
- 10 respondents cited financial reasons for not considering waste minimisation, such as lack of financial benefits from reducing waste, no finance available for investing in waste minimisation
- One respondent said that their management would not support waste minimisation measures

Waste recycling

The graph below illustrates the number of respondents that recycled waste themselves or that have a waste contractor that recycled/reused waste:

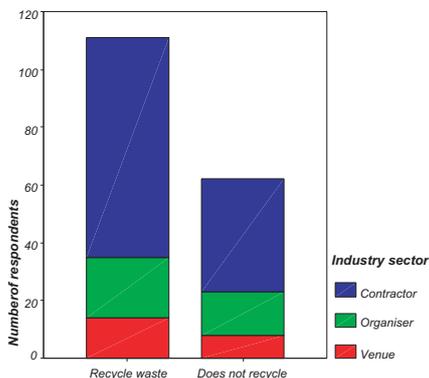


Figure 7: Respondents recycling waste

64% of the exhibition venues recycle or reuse some waste themselves or have a waste contractor that recycles/reuses some waste. 58% of the exhibition organisers recycle/reuse some waste, and 66% of the exhibition contractors recycle or reuse some waste in their organisation or have a waste contractor that recycles/reuses some waste. The extent of the recycling is very small by volume and only happens on a very few materials (e.g. wood and paper).

Waste generation

Time of waste generation

Respondents were asked to estimate whether waste is mostly generated during:

- Build up days
- Exhibition days, or
- Breakdown days

The graph below shows the attitude of the respondents that generate waste at venues:

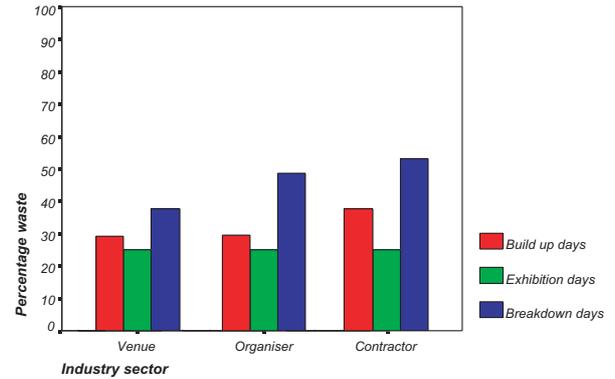


Figure 8: Generation of waste

The three industry sectors agreed that waste is generated mostly during build up and breakdown days, with waste during exhibition days being between 2% and 12% of the total. Waste generated during breakdown days is 48% according to organisers, 45% according to contractors and 44% according to venues.

Sources of waste

Respondents were asked to estimate to what extent waste at venues comes from:

- Visitors
- Contractors
- Exhibitors
- Organisers
- Caterers
- Other

The graph below illustrates the opinion of the respondents⁴:

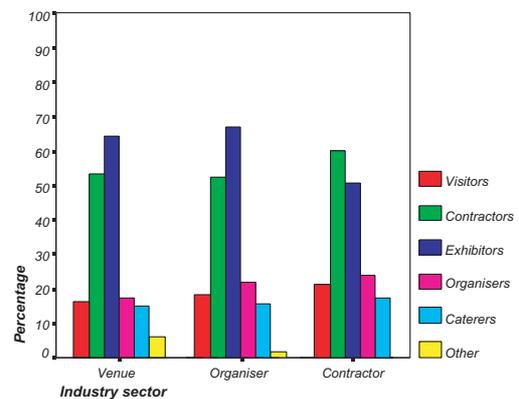


Figure 9: Sources of waste

Venues and organisers pointed at exhibitors as the biggest producer of waste at venues, followed by contractors. Contractors correctly pointed at themselves as being the largest generators of waste at venues (this is verified by the waste audits).

⁴ Respondents' estimates were provided in bands; the mid points of the bands were used to generate this data, and therefore the total does not add up to 100%.

Types of waste

Respondents to the survey were asked to estimate to what extent waste at venues consisted of:

- Paper, like leaflets, promotional literature, etc
- Packaging/Cardboard/Bubblewrap/Shrinkwrap, etc
- Wood/MDF/Chipboard, etc
- Plastic
- Carpet and other fabric
- Glass
- Other

Respondents' estimates were provided in bands; the mid points of the bands were used to generate this data, and therefore the total does not add up to 100%.

The graph below shows the different types of waste⁵:

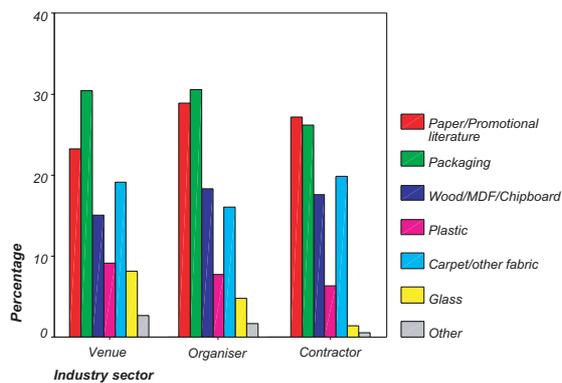


Figure 10: Types of waste

The three industry elements agreed that packaging and promotional literature constituted the majority of waste at venues. Exhibition contractors and exhibition venues put carpet third, whereas, according to exhibition organisers, the third type of waste is wood.

Other types of waste included:

- Wiring, cabling and electrics
- Metal
- Signage and offcuts from signs
- Paint and thinners
- Nails and screws
- Fabric ceilings

The waste audit carried out at the NEC, Birmingham after ET2001 (see Waste Audits) showed that the majority of waste left after an uncarpeted exhibition, with predominantly shell scheme, consists of promotional literature, followed by carpet and cardboard. These three, along with wood, were considered by respondents to be the main types of waste. At the same exhibition the **SEXI** team looked at the content of hospitality wastes. A random examination of skips outside the hospitality/catering areas produced the anticipated content of general waste including:- packaging cartons – card & plastic / paper cups – printed, colour, plain / paper and plastic plates – with food residues / aluminium cans / plastic bottles / glass bottles / crisp packets / brochures / coffee granule residues / cardboard boxes / plastic sacks / bubble wrap / food residues / polystyrene cups / plastic straws / newspapers / milk cartons / drinks cartons / cigarette ends / plastic (mixed) / paper (mixed) / Metals (cans).

Notes:-

No recycling facilities were found within the body of the exhibition hall. Waste was only from within the hall (many visitors were entertained outside the hall area).

There was no space constraint on bins/skips.

Kitchen waste was macerated and flushed away using hot water.

⁵ Respondents' estimates were provided in bands; the mid points of the bands were used to generate this data, and therefore the total does not add up to 100%.

Supply Chain Pressure and Exhibitors Survey

Respondents were asked if they had experienced any pressure from within the industry over waste disposal and waste minimisation.

Pressure on exhibition venues

Exhibition venues were asked if organisers put any pressure on them on dealing with waste in an environmentally friendly way:

- One venue said that there were some organisers that put pressure on
- 18% said that there were few organisers that had put pressure on
- 77% of venues had not experienced any pressure from exhibition organisers

Venues were asked if their waste disposal arrangements were checked by organisers to comply with the relevant legislation:

- One organiser has checked waste disposal arrangements at one of the venues
- 95% of venues were not asked by organisers about waste disposal arrangements at all

Pressure on exhibition organisers

Exhibition organisers were asked if they had been encouraged by venues to produce less waste:

- Two organisers had been encouraged by venues to produce less waste
- 94% of organisers said that venues did not encourage them to produce less waste

Organisers were asked if their waste disposal arrangements were checked by contractors to comply with the relevant legislation:

- Two respondents said that some of the contractors checked the organiser's waste disposal arrangements
- Two respondents said that few contractors checked waste disposal arrangements
- 89% said contractors had not checked waste disposal arrangements

No organisers reported that exhibitors had put any pressure on them to deal with waste in an environmentally friendly way

Pressure on exhibition contractors

Exhibition contractors were asked whether they were encouraged by organisers to produce less waste:

- 3 respondents said that all organisers encouraged them to produce less waste
- 7% of respondents were encouraged by some organisers to produce less waste
- 5% of respondents were encouraged by few organisers to produce less waste
- 85% of the contractors said that organisers did not encourage them to produce less waste

Contractors were asked if they experienced pressure from exhibitors to deal with waste in an environmentally friendly way:

- 4% of respondents said that there were some exhibitors that checked the contractor's waste arrangements
- 4% of respondents said that there were few exhibitors that checked the contractor's waste arrangements
- 92% said that exhibitors did not check the contractor's waste arrangements

Environmental attitudes

Issues regarding the value of waste were discussed with all participants to the survey.

The opinion of the respondents of the benefits from waste minimisation is shown in the table below:

	Number of respondents	
	Agree	Disagree
Reducing waste helps my organisation comply with regulations	118 (68%)	55 (32%)
There is currently no benefit to our company in reducing waste	108 (62%)	65 (38%)
The cost of waste disposal is high	119 (69%)	54 (31%)
Waste disposal costs will increase in the next few years	145 (84%)	28 (16%)
Reducing waste will improve our image with customers	68 (39%)	105 (61%)
The views of our employees and the local community motivates us to reduce waste	70 (40%)	103 (60%)

Table 2: Benefits from waste minimisation

- Most of the respondents thought that reducing waste would help the organisation to comply with regulations
- 62% of respondents thought that there is no commercial benefit to reducing waste, although 69% agreed that cost of waste disposal is high at present and 84% thought that it would increase in the next few years
- Less than half of the respondents thought that improving their image with customers, employees or the local community would motivate the organisation to reduce waste

The opinion of the respondents of the obstacles to waste minimisation is shown in the table below:

	Number of respondents	
	Agree	Disagree
Waste reduction is not considered a priority in my organisation	108 (62%)	65 (38%)
The design of venues is an obstacle to reducing waste	81 (47%)	92 (53%)
We have enough information about the possible ways to reduce waste	70 (40%)	103 (60%)
There is not enough time between exhibitions or at the end of an exhibition to dispose of waste	115 (66%)	58 (34%)
Staff awareness and attitudes are obstacles to reducing waste in the organisation	87 (50%)	86 (50%)
There are no suitable alternative methods and materials for producing less waste	101 (58%)	72 (42%)
Top management would always support a waste reduction initiative	157 (91%)	16 (9%)
No finance is available for investment	122 (71%)	51 (29%)

Table 3: Obstacles to waste minimisation

Sources of advice

Respondents were asked about the sources of advice that they use regarding waste management.

77% of respondents said they did not use any source of advice regarding waste issues.

Local authorities and waste contractors were referred to most often without prompting.

Waste Audits

With no quality information available to **SEXI** as to what waste the UK exhibition industry was producing, it was decided to take the waste from a selection of events and analyse its content. With the launch of **SEXI** being at the 2001 Environmental Technology Exhibition at the National Exhibition Centre, it was felt appropriate to audit this event. Agreement was gained from the exhibition organisers, Reed Exhibitions, and the NEC's own waste contractors, Onyx UK, agreed to take the waste off-site, weigh it and provide an analysis of the constituent parts. Further it was agreed to do this in three stages – during the build, during the duration of the event, and during its break down.

Most waste generated during the build of an exhibition

One of the immediate surprises was the **amount of waste generated during the construction of the show**. There had been some expectation that the break down period would have generated the most waste. In the event, Onyx's report showed that more waste was generated in the build up stage, much of it being packaging.

A further surprise was the large amount of carpet waste. The Environmental Technology Exhibition was a "non-carpeted show" meaning the aisles were not carpeted. It transpired that the waste was produced in the form of off cuts as the exhibition stands themselves were carpeted.



Left, Rosemary Hughes & Neal Smallwood from Onyx Birmingham and **SEXI** Project Manager, Peter Laybourn, examine waste from ET.

To achieve a good mix of exhibitions both in terms of the type of event but also their geographic location, the Northern Ireland Ideal Home Show was selected for an audit of its waste. Permission was gained from the event organisers, Robinson Exhibitions, and the audit was conducted by Waste-Beater, waste contractors to Kings Hall, Belfast where the event is held annually. This annual event is a major date in the Northern Ireland diary, attracting 66,300 visitors and 130 exhibitors.

Left - David Middleton of the Midlands Environmental Business Club, with Peter Byrne from Waste-Beater and some of the waste from the show.



The Great Scottish Bike Show was the third event to be analysed. Held at the Scottish Exhibition and Conference Centre in Glasgow, this event attracts over 120 exhibitors and over 8000 visitors. Permission was granted for the audit to take place by Inside Communications Ltd and the audit was conducted by Enviros Scot Ltd. Some of the waste arising from the event can be seen on the right.



Audit Reports

Waste Analysis Report Environmental Technology Exhibition NEC, Birmingham

Thanks are due to Reed Exhibitions and to Onyx UK for their help in this exercise. The Environmental Technology Exhibition moved into Hall 3a on Saturday 2nd June 2001. The nearest waste collection area was a static waste compaction unit sited outside Hall 1. The unit was emptied prior to the show moving in to ensure all waste collected from Hall 3a was kept separate.

The container was taken to Onyx Recycling Centre and Transfer Station at Armoury Road, Small Heath, Birmingham on the day of opening, 5th June 2001, and tipped away from all other wastes. The total tonnage for the build up and pre clean was 2.40 tonnes.

Open Days

During the open days of the exhibition, waste collected from the hall and catering areas was taken to the outside REL container. This was serviced twice totalling 0.60 tonnes.

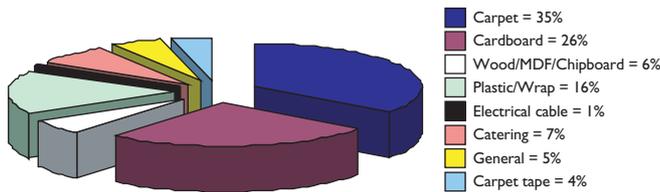
Breakdown

The waste from the breakdown was collected from the hall on Friday 8th June 2001 and again taken to Onyx at Armoury Road for segregation and audit. The total waste collected on that day was 1.58 tonnes.

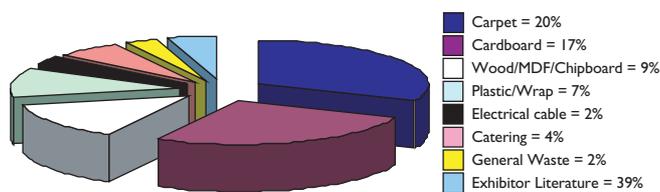
Total tonnage = 4.58 tonnes

Waste by materials =

Build and show days



Breakdown



Summary

The majority of waste was found to be from the assembly of stands and was therefore waste produced by contractors. The exhibition was a non-carpeted show and all carpet or flooring remnants will have come from stand assembly. The cardboard waste was made up of a large quantity of rolls from the inside of carpet. There was a large percentage of backing from carpet tape, once again associated with the assembly of stands. The majority of the plastic/wrap had contractors' names printed on.

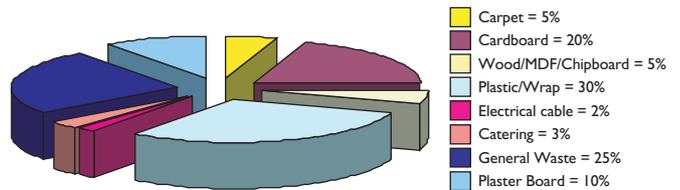
At breakdown, the waste was typical from a show of its kind; a small shell scheme exhibition. Carpet and flooring from the stands, along with some packaging from exhibitors, was typical of waste left but the largest percentage of waste was exhibitors' literature. The majority of literature was general customer leaflets and was not solely printed for the ET exhibition. Some unopened boxes of literature were found from several exhibitors which could have been taken and reused elsewhere.

Waste Audit at the Ideal Home Exhibition in Belfast, September 2001

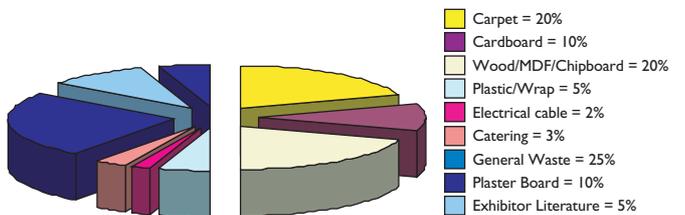
Many thanks to Robinson Exhibitions, Kings Hall Belfast and Waste-Beater for the following analysis of waste arising from the Northern Ireland Ideal Home Show:-

Build-up and Pre Clean	5.36 tonnes
Exhibition Days	9.92 tonnes
Closure-Clean-up	23.94 tonnes
Total:-	39.22 tonnes

Build up



Exhibition and breakdown

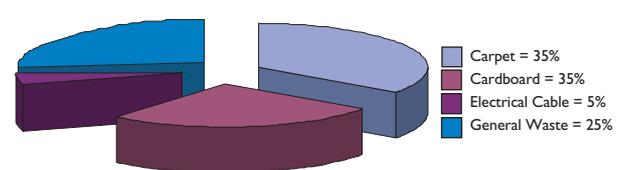


Waste Audit of the 2002 Scottish Motorcycle Show

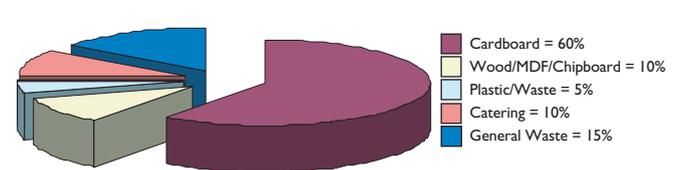
We are grateful to Inside Communications Limited, the organisers of the Scottish Motorcycle Show held at the Scottish Exhibition and Conference Centre, who gave their permission for the waste arising from the event to be taken off-site for analysis. The audit was undertaken at very short notice by Enviroscot Ltd.

Carpet and cardboard dominated waste collected during the build up where waste weighing .90 tonnes was generated. A second collection weighing 1.040 tonnes made during the event was more than 50% made up of cardboard. Waste from the break down of the show and weighing 1.020 tonnes was more than half made up of carpet.

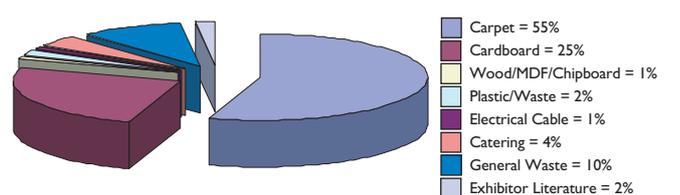
Build up



Exhibition



Breakdown



Audit anecdotes

- Actually physically seeing waste arising from exhibitions only serves to add to the frustration of realising so much material that could be reused is going to waste – in fact mainly going straight to landfill sites.
- Time and time again the audits produced packages of print, unopened, generic and not event specific, and on several occasions from government and private sector organisations involved in the promotion of environmental best practice! Clearly there is a culture that suggests that for people managing exhibition stands to return with unused print is a mark of failure. That coupled to weary exhibitors not wishing to carry heavy loads of print to their distanced cars! So unused, costly print is often unceremoniously dumped.
- Auditing waste can only be done off-site, away from the exhibition venue. The same applies to waste segregation. If there is to be a move towards the reuse of waste arising from exhibitions rather than simply sending it to landfill, off-site segregation may well be an essential route to be taken. Ironically this seems to be a problem for some of the local authorities that both own exhibition venues and provide the waste disposal service. At least two major local authorities in the UK in this situation have no such facilities. As most local authorities are running well short on their recycling targets, this seems to be an area they might look at closely. It is certainly one that might give them quick wins with the large volumes involved.

Supply Line Pressure

In most industrial sectors, clear lines of authority can be seen based on customer and supplier relationships. These often start with the OEM (original equipment manufacturer) and cascade down the supply chain. This has been used to good effect in promulgating best practice and encouraging suppliers to, for instance, adopt ISO 14001. Indeed, some OEMs have made it a prerequisite of the continuing relationships. It has become an accepted practice over some considerable time for customers to seek to ensure their suppliers are conforming to various standards – often audited – of performance.

In the exhibition industry it is harder to find such a supply line. Perhaps it is difficult to determine where the equivalent of the OEM lies. The product development and delivery – the exhibition – falls to the organisers. Yet the contractual arrangements more often than not start with the venues. The venues provide a contractual arrangement with the organisers. The organisers will then have contractual arrangements with exhibition contractors, but so will the venue, and so will the exhibitors. So the supply line becomes impossible to track and therefore lines of influence become less certain and more confused.

As part of **SEXI** one hundred major companies were approached to find out if they extended environmental/sustainability criteria to their procurement of products and services related to exhibitions. The response in terms of replies was disappointing but of those received (27) several said that they did and the remainder said that they were likely to be reviewing the situation in the near future.

One major OEM that pursues a corporate responsibility for sustainable development – and extends that into their exhibition activity, is Rolls-Royce.

The Rolls-Royce Interview

The following interview first appeared in a **SEXI** Newsletter. It was staged in the London offices of aerospace company, Rolls-Royce and involved Linda Johnson (Head of Exhibitions & Events, Rolls-Royce plc); Barrie Hope and Chris Couzins-Short (Directors of the RTH Group, exhibition contractors to Rolls-Royce); and David Middleton (MEBC and the **SEXI** project).

Rolls-Royce exhibits all over the world every year, attending around 40 events. Linda took the helm of its exhibitions operation some seven years ago. RTH is based in Bristol and also has an American office. It was established 21 years ago, is privately owned and has about 40 employees. It is a member of the British Exhibition Contractors Association.

LJ When Rolls-Royce participates at an exhibition, the main objective is to tell people about our latest technology. We are increasingly driven by our customers and they are becoming more environmentally concerned. In “powering a better world”, Rolls-Royce has defined targets to meet on noise reduction, fuel consumption and engine emissions. This must also be reflected in how we design our exhibition stands and the products displayed on them.

A few years ago we outsourced the exhibition function as a non-core activity. We are not experts in exhibiting – so we engaged consultants to research the market to find a supplier that would reach the standards we were looking for. Environmental awareness was also to be an important issue.

We have varying categories of exhibitions – Class A – like the Farnborough Air Show and the Paris Air Show - where we will always design a customised, self build stand. We also have a number of other exhibitions around the world where we either build a stand using our kit system, or buy a shell scheme stand from the organisers.

I wanted to design and build a quality kit, representative of Rolls-Royce standards, to use at an average of 40 or so exhibitions each year. It had to project the Rolls-Royce image and branding in the correct way. We wanted to save money and felt we could do that by reusing the stand as much as possible – and that would also be an environmentally sound thing to do.

We eventually commissioned the RTH Group in Bristol who came up with a good quality kit in glass and steel. Aerospace is a steel related industry and we wanted to project a high-technology look. We don't throw any of it away. It's reused time and time again. We occasionally add to it, enhance it and change its appearance but always with a view to reuse.

DM You must get to a time when normal wear and tear will mean bits of it need to be replaced.

RTH We have developed a cascade method by which we first use a system new at the larger shows for a period of two years. The system then moves down to the next stage of shows and is replaced with new materials. As the A-shows are every two years it means we can change the looks for those and achieve a use for the main framework over many years. The cascade then goes from B-shows down to smaller events – and we can also use it for some of the Rolls-Royce in-house events. It's a long-term plan, which is probably a bit unusual in the exhibition industry.

We aim to throw away as little as possible. Carpets have a fairly short life span but the remainder is reused – over and over.

LJ It seems that many companies prefer to go out to tender every time an exhibition is coming up for the design and build, and the various contractors for electrics, plumbing, and so on. It means a new stand every time! If they pulled together say a programme of 6 to 10 events they could do what we do. They would both save money and waste less.

DM Exhibitors who can start a process in the way you have can create a recognisable supply chain pressure that is found in most other industries, but is less easy to find in the exhibition industry.

LJ What we do is also encouraged by our procurement department, which does have a concern for environmental standards. They also recently undertook a routine audit of RTH to ensure their competitiveness in the wider marketplace.

RTH We work closely with the Rolls-Royce procurement department in the same way we work closely with Linda. It really has grown to become a partnership arrangement.

Our client base tends to be the blue chip companies and they share a certain way of going about business – and we follow that with a similar way of managing our business. It's something we try and specialise in – to differentiate ourselves from other contractors. That's why we have an Environmental Policy to sit alongside that of our clients. We recognise that in our work – within our own business and on site, we are representing our clients so have to work to the standards they work to. This pressure comes not only from Rolls-Royce but others in our client list, like United Technologies for example. They also require us to work to their standards.

LJ As Rolls-Royce learns more about environmental standards and performance, so we pass it onto our contractors and make clear to them what we expect them to aspire to. That helps us to meet our obligations to raise awareness and standards.

RTH We try to encourage our suppliers in the same way, particularly by extending our long term agreement with Rolls-Royce, downwards into agreements with our suppliers.

DM **SEXI**, inevitably in taking a first step for the industry, has looked at waste arising at the end of the process. That is very reactionary. A more proactive approach is to design waste out of the industry. Are you doing anything like that already?

RTH In the design of stands we do try and minimise the amount of on-site work and the amount of cutting of timber and decorating on site. We want the stand to be as self contained and as complete as possible. Establishing a long term contract with Rolls-Royce has enabled us to look at the long-term utilisation of a modular system. Mind you, we are not alone in that, and more and more people are using modular systems

Our designers do look at how much we can re-use materials. That's driven more by cost than anything else, because we need to design stands to be less bulky as it has become so expensive to move things around the world nowadays. So the focus is on light weight, flat pack sections that will fold up.

DM Ultimately you must throw stuff away?

RTH Yes of course we do, like any other company. When we cut wall coverings and panels we have off-cuts that are waste. I suppose the most difficult thing to re-use is floor coverings.

LR I have been discussing with RTH not to use carpet, and we are trying to introduce slate, or tiled flooring that we can reuse time and time again.

RTH Even though we might create carpet waste, I cannot remember the last time we threw any away. We normally give it away to schools and voluntary organisations, sporting organisations and so on. We do the same with furniture. We really do try and minimise what goes into our skips, but it does also bring benefits in our relationship with our local community.

DM In talking about designing out the problem, we mean investigating alternate materials, ensuring that what is used is environmentally friendly throughout its life-cycle. Has Rolls-Royce done anything like that?

LJ Not specifically. It's an interesting point and one we can look at more closely.

DM One of things that has been a worrying output from **SEXI** has been the widespread lack of knowledge in the industry about statutory duties concerning the disposal of waste by those who produce it. It's Section 33 of the Environmental Protection Act. Are you aware of it?

RTH We most certainly are and we have tracked waste back to the sites of our contractors to ensure it is being handled properly. Our local contractor is Perry's and we have worked with them to ensure we are compliant. SITA manage our Euro-bins. But we do try and minimise what goes to the skips – and that includes having a recycling programme.

DM Are the contractual laws that you come up against in the UK different, more stringent and demanding than elsewhere, or less?

RTH Not that we have noticed, but then we don't leave much waste at all. The system comes in crates and goes onto the next destination in the same crates. There is very little packaging and what there is can normally be reused.

DM What do you do about print? We have been appalled at the volume of print that is thrown away at exhibitions, and who throws it away. What do you do?

LJ We don't throw away our literature. We're very proud of what we produce but it's an expensive item, so we don't want to throw it away. If for any reason we don't need to take it back to the UK, we will leave it with our local office in the area so they can make use of it and it will further save us costs in shipping material to them.

RTH Much of the information on a stand is electronic. Nowhere near as much literature is used as there used to be. At some shows we also use business card scanners which are very useful.

LJ We are increasingly less dependant on print and tend more and more to use inter-active a/v displays on our stands to communicate our messages. We can print literature off the displays on the stand if a customer wants it. Customers don't always want a full glossy brochure, they often just need the technical spec of an engine and we can print that off for them instantly. Our marketing people have also said to me that they prefer to talk to people, not have them pick up a brochure and walk away. So we talk to people who visit the stand, find out what they want, then give them the right literature. And anyway, I think literature lying around on stands looks untidy.

Conclusion – whilst the global activity of Rolls-Royce might be exceptional, the lessons from the interview are of general value. They show:

- How this major manufacturer is responding to customer/market pressure concerning environmental best practice and protecting its interests by ensuring its suppliers do likewise
- That though it is difficult to identify traditional supply lines in the exhibition industry, clearly Rolls-Royce creates one here with the supply chain responding to the lead of the customer's needs and demands
- That the objectives of cost saving and environmental best practice are often one and the same
- That having an Environmental Policy can enhance competitive advantage
- That print is costly and should not be wasted. Anyway it is not always the best way of communicating information at exhibitions

Duty Of Care

One of the reasons to investigate the supply chain relationship within the exhibition industry was to see how the legal requirements of Section 34 of the Environmental Protection Act function within the industry. "Duty of Care" relates to the statutory requirements of those who produce waste to ensure its disposal is properly and legally conducted. In industries where supply line relationships have seen customers expectant of suppliers achieving certain professional levels of performance, Duty of Care has been incorporated within that, as with, for example, ISO 14001.

It might have been expected, therefore, that those within the exhibition industry responsible for the disposal of their waste, would have ensured that this was reflected in contractual arrangements. As a means of risk management, one might have expected that the contract between a venue and an exhibition organiser, and between an exhibition organiser and an exhibitor, and between all three parties and their contractors, would have covered the issue of Duty of Care.

SEXI found little evidence of this although unquestionably it does exist. A further complication is that there is no uniformity of contractual arrangements and practices.

Duty of Care starts when a Transfer of Waste Note is signed by whoever is getting rid of the waste and whoever is disposing of it. In the case of the National Exhibition Centre this arrangement is between the NEC and Onyx UK. In contrast, Wembley Conference Centre places the onus on the organisers. Wembley contracts to lease space to an organiser who is then responsible for what happens within that space and for handing it back to Wembley in the condition in which it was received. The Transfer of Waste Note is therefore between each organiser and whichever waste contractor he contracts with. There is no such responsibility on Wembley except for the waste that it generates in its day to day corporate activity.

SEXI felt it would be helpful to the UK exhibition industry if the Regulator of Duty of Care, the Environment Agency, gave clear guidance. In his response, Philip Burns of the Environment Agency and a member of the **SEXI** Project Advisory Group, makes reference to the difference between the NEC and Wembley situations.

All people who produce waste or handle it along the disposal route to its final disposal point have legal responsibility under Section 34 of the Environment Protection Act. These 'Duty of Care' responsibilities require everyone in charge of the waste at any point in the chain to ensure that it is correctly handled until it arrives at a disposal point suitably licensed to deal with it.

The **SEXI** initiative has clearly identified that most people did not know until **SEXI** highlighted it, that the Duty of Care regulations concerns virtually everyone in the exhibition industry – because virtually everyone creates waste.

Any waste management company contracted to take waste away from an exhibition venue has a 'Duty of Care' to the final disposal site operator to ensure that the material is as described on the delivery or transfer note and can be legally handled at the disposal facility. Similarly whoever contracts with the waste management company has a 'Duty of Care' to correctly describe their waste so that it can be properly handled and disposed of. They also need to assure themselves that the waste is being properly disposed of.

As an example at the National Exhibition Centre the waste company is Onyx and the Duty of Care requirement is part of the contract between NEC and Onyx. Like most major corporates, the NEC has followed the guidance on Duty of Care and tracked the process so that they can be assured their waste is being properly managed all the way to the point of disposal. For NEC to satisfy their Duty of Care to Onyx, the NEC must be able to correctly describe the waste it is providing for disposal. It is critical therefore that everyone who produces waste which feeds into the NEC disposal system has a way of clearly confirming their Duty of Care to NEC in ensuring that their waste falls within the description of the waste supplied by NEC to Onyx.

Other venues handle waste arrangements differently. At the Wembley Exhibition Centre, organisers buy space and are responsible for it. Therefore the organisers employ the waste disposal companies and the Duty of Care shifts to them to follow the same procedures.

Clearly the vital part of all this is that the legal contracts between organisations working together in staging exhibitions – such as the venue and the organiser – properly reflect the legal requirements of Section 34.

Industry response to SEXI

The All Industry Workshop

Notes from a workshop "WASTE MANAGEMENT IN THE EXHIBITION INDUSTRY" staged on MARCH 13th, 2002 at the National Exhibition Centre, Birmingham. Speakers were Philip Burns, Environment Agency; Martin Key, EnviroWise; and Peter Laybourn, **SEXI** Project Manager. Key issues debated were:

- Publishing a Policy is a good idea. Equally, the project should identify and publicise some "quick wins", practical steps that can be taken immediately
- Recycling: Melbourne (big scheme, with local authority investment) has a target of 77% of waste moved away from landfill. Turnkey Australian operators now developing business in UK
- Carpets are difficult: Stoneleigh has tried a scheme where for successive organisers shared cost of same (but better quality) hire carpet. Could we develop a recyclable cord carpet?
- Encouragement of more modular stands. Limit to progress as each stand has to be tailor-fitted at each event
- Education of exhibitors is important, but regulations in the rest of Europe are so different, it is difficult to standardise
- Big challenge – can more consistency be achieved?
- ExCel employs a Waste Manager who advises contractors and exhibitors and advises what will be the charge if they don't change next time. They have also explored re-use schemes for carpets, shipping them to Africa
- Off-site recycling with initial segregation on-site – the best way forward. As an example of on-site equipment, Lille has 2 compactors, 6 skips. But, sometimes, off-site segregation of waste into recycling streams is the only option because of

limitations of space and time as well as limitations of some waste contractors

- Contractors could be accredited to work at venues – with contractual obligations, to outwit a possible black market. Potential role for trade association
- Similarity between environmental responsibility and health and safety. In H & S, it is clearly identifiable who is responsible for every action. Notably this is not so in regard to environmental issues
- Data collection is important: most venues already collect relevant information
- Recycling facilities are often inadequate; some existing ones need improvement

Although it will take time for the UK exhibition industry to fully respond to SEXI, it is heartening to see actions already happening. In what is a rapidly developing situation, this section takes a snap-shot view of what is happening at the time this report is being published. The SEXI project team is confident this is just the start of a major programme of change for the UK exhibition industry.

Trade Associations Response to SEXI

AEO – Association of Exhibition Organisers Organisers taking SEXI "seriously"

The AEO (Association of Exhibition Organisers) has taken the **SEXI**

project very seriously. A third of the AEO March 2002 Exhibition Issue magazine was designated to the **SEXI** project to raise the awareness of its members to the fact that this is an important industry issue.

There are some very interesting results in the research conducted by Databuild on the exhibition industry, which need to be acted upon.

AEO has responded by setting up a working group of organiser experts to review and recommend how the AEO and industry should react. The first meeting was hosted by AEO member Amusement Trades Exhibitions Ltd.

There are many other AEO members who are interested in participating in the group for future meetings. The response from the first meeting was extremely positive. They want to see action throughout the industry and have asked venues and their waste contractor representatives to be present at the next group meeting, so positive action can be taken in all areas.

Exhibition organisers are keen to see environmental improvements in our industry and have reacted by asking for an environmental award to be set up as part of our annual awards event. The consensus among the group is that everyone within the industry needs to be made fully aware of the issues. The meeting revealed that organisers are already acting; Grahame Jones of Haymarket has trialled biodegradable carpet at the Gardeners World Live exhibition. Mirabelle Chatterjee of CMP explained how they have been involved in designing stands to be re-useable on various shows. This is only a small example of what organisers are doing, but everyone present admitted more could and should be done.

AEO is committing to improve on the overall waste generated by companies, by suggesting that everyone self audits their waste, using the help and advice of the government funded Envirowise. The audit will help the industry be more aware of its waste in terms of cost, type and volume. Organisers want to see an improvement in the facilities available for waste management. They want to have the ability to segregate the waste at source, making both auditing and recycling easier. Many have experienced these facilities abroad and would like to see similar amenities available in the UK. The entire group are fully supportive of what the **SEXI** project is aiming to achieve and are happy to commit time and resource alongside their industry colleagues to improve on the industry's waste strategies.

BECA – British Exhibition Contractors Association

The **SEXI** Project has given the UK Exhibition Industry food for thought. Sustainability within the industry can not be achieved overnight. However, this project is a fine start - it has highlighted areas of concern to all sectors and has outlined the long-term goals for the industry.

For our part, The British Exhibition Contractors Association is committed to looking for achievable, shorter term goals that Members will find not only cost-effective but of use to their business and easy to put into practice. We are also working on a standard format for Members Environmental Policies, to ensure that Members are able to address their clients' green issues.

EVA – Exhibition Venues Association

EVA, the Exhibition Venues Association, comprises 26 venues in the UK and the Republic of Ireland. Each has over 2,000 square metres of exhibition space and meets international standards of presentation and service. All members of EVA have engaged with the **SEXI** study. They have reviewed each aspect of the waste management process - contractual issues, in the light of 'Duty of Care' obligations, and the physical arrangements for collecting and (where possible) segregating the different types of waste that are generated by exhibitions and events. In some cases, it has been possible to make quick improvements in performance, with modest investment and changes to arrangements with sub-contractors. More substantial progress is targeted in action plans for future years and longer-term negotiations with waste contractors.

EVA members are also committed to collecting and reporting the scale and costs of venue waste- management in future years, to contribute to a continuing industry-wide assessment. This will, of course, reflect the

cyclical pattern of activity – often with biennial peaks - at many venues. Venues are also pledged to work with Organisers and Contractors in the huge task of educating exhibitors and visitors to be more responsible over the use and abuse of literature stocks. Encouragement will also be given to the introduction of innovative ideas for displays and hall dressing. Contact has also been established with other European venues - through a benchmarking exercise with the Associations, UFI and EMECA –to learn from their practical experience of responding to European Union regulations and guidelines.

Industry Policy Statement

The three trade associations of the UK exhibition industry, AEO (Association of Exhibition Organisers); BECA (British Exhibition Contractors Association), and EVA (Exhibition Venues Association), recognise they have the lead role, the influence, and the responsibility to ensure the industry they represent is seeking to attain the highest possible sustainable development performance as represented by economic growth, social responsibility, environmental protection, and the prudent use of non renewable resources as per the UK Strategy on Sustainable Development.

The associations recognise the commitment will enhance the image of the industry with its stakeholders including government, regulators, shareholders and customers, and help businesses within the industry improve their efficiency and competitiveness.

Further, it is appreciated that as the exhibition industry of the UK achieves higher standards, so it will impact positively on other areas of the environment and community. The business community that is directly or indirectly linked, such as the business tourist industry embracing transport and hotels, exhibitors that come from virtually every business sector, the broader business community and the general public who visit exhibitions. By this process, the actions of the UK exhibition industry will make a major contribution to the nation's commitment to sustainability and to its international obligations.

The three organisations jointly agree to:

- Enhance the reputation and stature of the industry in the perception of its stakeholders including customers, staff, shareholders, other business sectors, regulators and government by committing to a long term, continuous sustainable development programme.
- Commitment to an Action Plan, divided into phases and delivered over time. The Action Plan will consist of a set of Objectives, a set of Actions to show how each objective will be achieved, an allocation of responsibility for the action, and a report against each action including a time-scale. Phase 1 will concentrate on issues of waste but will not prevent progress on other areas contributing to sustainability. Future phases will consider other sustainable development performance criteria such as social responsibility, energy and water use, and so on, and will be modified as is considered necessary without diluting the overall commitment.
- Establish a Sustainable Development Industry Panel consisting of representatives of the industry plus a suitable independent body to act as an adjudicator and advisor. The Panel will be responsible for:
 - i) Publishing an Annual Sustainable Development Report similar to those published already by individual businesses and industrial sectors. The Annual Report to include performance and comparative statistics and case study examples of best practice.
 - ii) Review and amend as appropriate the Action Plan.

Action Programme

Exhibition Industry 8-Point Action Plan			
Objective	Action	Responsibility	Reporting
1 Measure, monitor and report	Establish a joint AEO, BECA, EVA Annual Sustainability Report that year on year reports actions taken, compares them with actions taken in the previous year, and thereby demonstrates improvement, highlights areas of weakness and enables future plans of action to be formulated.	All	Annually published and distributed to key stakeholders, partners, the regulator and government.
	Establish a methodology in conjunction with waste contractors of recording how much waste is generated by the industry. This to utilise existing data, but gathered centrally, performing under strict confidentiality rules. Data to be gathered from which annual figures can be extracted and reported.	All	Establish methodology and central resource to gather and analyse data Report annually
	Investigate how contractors can best account for exhibition waste when their business includes other than exhibition activity.	BECA	Report methodology agreed and recommended to all BECA members
2 Raise awareness within the industry and with exhibitors, promulgate best practice and report bad practice	Inject the subject into the established programme of meetings staged for members	All	Number of meetings held in the year
	Case studies and good and bad practice examples to be reported in "house mags" and on web sites.	All	Number of articles in house mags
	Produce an industry "Good Practice Guide" for distribution to exhibitors	All	Confirm action taken
	Jointly produce a quarterly newsletter for distribution throughout industry, to stakeholders, government, regulator etc	All	X 4 newsletters published
	Report through the newsletter exhibitor best practice activity	All	X 8 case studies in the year
	Establish sections related to the subject on association web sites as a facility to report activity and promote best practice	AEO	Report web sites established
3 Improve environmental performance throughout the industry	Establish a practice in which those exhibitors who have audited environmental management schemes can be easily identified by visitors	AEO	Report how many exhibitions have adopted practice
	Undertake free Envirowise audits	All	Report number of audits
	Provide members with signposting to help services (free and paid for) via the "house mags" and web site	All	Confirm action taken
	Inject into the membership programme of events, presentations from help organisations	All	Report number of events
	Stage special events to focus on issue and improve performance based on experience such as BECA staging "Contractor Clinics" in which a best practice example involving exhibitor customer and its contractor explain why they did what they did, how, and the results	All	Report number of events
4 Ensure that all areas of the industry are compliant with Duty of Care	In conjunction with the Regulator, form a definitive interpretation of how Duty of Care relates to the industry, covering all variations of practice ie when waste is part of an overall "package" between a venue and an organiser, and when it is not.	All	Publish definitive interpretation of Duty of Care
	Develop an industry wide practice that ensures contracts between all parties involved in the process of staging exhibitions incorporates appropriate reference to the requirements of Duty of Care.	All	Report action taken
	Make recommendations to all members that they adopt suitable reference to Duty of Care in all contracts. Ask for confirmation of action and record and report how many have done so	All	Record and report numbers of members that have taken the action
5 Undertake research into how to improve applied practice and promote outputs and encourage adaptation throughout the industry	Continuously research practice elsewhere and use best practice as a benchmark for improvement	All	Report actions taken
	Undertake analysis of materials and methods currently used and investigate if alternates exist or could be created that would improve performance from the front end of the process	All (but especially BECA)	Report actions taken
6 Reduce waste to landfill with zero as the ultimate target	Follow waste hierarchy:-	All	Report number of projects and what they are and their results
	Research methodologies to reduce waste arising from exhibitions that currently goes to landfill. This to include, for example, off-site segregation; pilot projects for new waste to energy or bio-waste systems, etc	All	Report how many projects joined
	Link to industrial symbiosis projects where appropriate	EVA / BECA	Report action taken
	Monitor materials values to encourage actions that create value from the waste streams	All	Report action taken
7 Offset carbon dioxide emissions associated with exhibitions	Establish a scheme which makes clearly identifiable the benefits arising from carbon offset within the industry	All	Report action taken
	Adopt carbon offset to UK exhibitions	AEO	List exhibitions that take the action

Action Programme

Exhibition Industry 8-Point Action Plan

8

Objective	Action	Responsibility	Reporting
Education and Training	Stage training courses for the industry in waste management, energy efficiency, environmental management etc.	All	Nos. of courses
	Stage eco-design courses for stand designers/constructors	BECA	Courses held
	Add environment to existing health and safety courses	All	New course format
	Provide pro forma for the following - HSE manager - Basic Environmental Management System	All	Pro forma on web sites
	Provide exhibitor training courses on waste minimisation at exhibitions	AEO/BECA	Incorporation of sustainable development issues in exhibitor courses
	Have exploratory talks with public education bodies such as the National Waste Awareness Initiative and the Energy Saving Trust	AEO/EVA	Report action taken
	Amend induction courses into the industry to include sustainable development	All	Report action taken

SEXI goes Continental

SEXI Goes Continental

At the June meeting of the European Major Exhibition Centres Association (EMECA), there was a useful discussion on the paper presented by John Cole from Birmingham's National Exhibition Centre and Chairman of the **SEXI** Project Advisory Group. His presentation was based on the **SEXI** project. As a result, a working party is being formed involving representatives from Birmingham, Rimini, Barcelona, Lyon, Lisbon, Munich and Utrecht - to work through the issues in more detail.

Key points arising from the meeting were:

The Germans are further advanced in implementing practices in line with current and anticipated EU directives. But Frankfurt Messe has still been finding that quantity of abandoned waste has been growing. They have allocated trainees to go round halls, labelling waste - so it could be charged to individual exhibitors. The Messe believes exhibitors are now talking to them much more seriously about waste reduction. On-site separation takes place.

Other nations are aware that they are not fully complying and need to progress, without losing their customer base. They believe considerable investment will be needed. In Italy, waste is charged differently in each venue - they will see whether this can be harmonised.

The EMECA venue managers' study will integrate with the bigger questionnaire of UFI, overseen by Lisbon and Munich, to avoid duplication.

Utrecht's experience relates to their geography but the venue ensures that the costs of waste are fully covered.

Comparison to exhibitions abroad (the survey)

As part of the **SEXI** telephone survey exhibition contractors were asked if they had worked on exhibitions outside the UK, and if yes, how the arrangements about waste vary from the UK (e.g. disposal costs, facilities for recycling, terms of payment, etc)

93% of contractors have said that they work on exhibitions abroad.

- 5% of these respondents said they didn't know what the arrangements for waste abroad are;
- 30% of those respondents thought that the arrangements abroad are the same as those in the UK;

The rest of the contractors working on exhibitions abroad thought that there was a higher awareness of environmental issues. Countries from the European Union appear to be better organised; waste separation is more common as there is more space at the venue for dealing with waste, and facilities are provided on site. Waste is charged for separately

and the fines for waste left behind are considerable to the extent that contractors often bring their waste back to dispose of in the UK. Respondents also feel that contractors have greater responsibility for waste on the continent.

Some of the comments from respondents:

- "It is a lot stricter in Germany and Sweden. You have to sign up for a waste skip on site, and are therefore forced to use it. Thus we keep the walk ways clear"
- "Build up and pullout periods are much longer. Bins provided. Cleaners are hired. The aisles are wider. Contractors are financially liable for their own waste disposal. Fire safety certificates and materials are checked. None of this is true in the UK"
- "Firstly, waste disposal is in fact much cheaper in England than in Holland, for example (where landfill is illegal since the country is below sea level.) Facilities for waste separation are much, much better on the continent"
- "France is expensive (after the Paris Air show we brought back waste to skip it in England)"
- "In Germany 'waste space' must be purchased from the venue by the cubic metre. Separation of waste is also enforced"
- "In Germany the philosophy of the exhibition industry is entirely different, being geared towards a modular system; whereby individual stands (not shell schemes) can be produced entirely from reusable components. A similar attitude is prevalent in the USA and in France to some extent"
- "The USA reuses more in terms of modular stands and their equivalent of shell schemes"
- "In Germany, for instance, the contractors pay for a mini skip or various containers while in the UK the organisers deal with the waste"
- "Germany, Holland and Switzerland charge contractors at the venue for waste. However there are problems - e.g. if someone puts a little bit of waste on the floor, everyone will pile on their waste also so they don't have to pay for it"
- "In Germany, Paris and USA, halls are immaculate. They have dedicated people for cleaning who are paid well and proud of their work - that is not the case in the UK"
- "In Sweden contractors cannot use PVC"
- "In North America and Southern Europe the waste is cleared during build up, not as in the UK, where it is cleared at the end"

A few respondents thought that arrangements in the UK were better than abroad. Their comments are given below:

- "Europeans are more aware of waste and of the need to separate it but the UK is more concerned with Health and Safety (keeping aisles clear) and cost effectiveness"
- "Brussels is a waste of time because they do not provide any skips during exhibitions"
- "France is in fact worse than the UK - they do not make their policies clear"

SEXI was a new venture for the exhibition industry, attacking a subject it had not collectively approached before. As can be seen in the final section of the report, it generated a wide range of publicity, identified new, and to the industry, some radical approaches such as the carbon offset of events, and suggested a variety of steps for the industry to take – some simple and easy, some more complex, challenging and long-term. Indeed, since SEXI, some are already being taken, as noted elsewhere in this report.

SEXI - PUBLICITY

Quotation from DataBuild SEXI market research - Summer 2001

“It used to be that the stands were dismantled at exhibitions straight into a skip. Nowadays, the stands are brought back to our premises once they have been finished with at exhibitions. They are dismantled and we re-use what we can.” – contractor.

Quotation from DataBuild SEXI market research - Summer 2001

“It is not in our power to reduce the amount of waste produced. The exhibitors create the waste. We've just got to clear it.” – organiser.

Publicity

During the 18 months life of SEXI so far, the project produced its own newsletter, starting off as a single A4 publication that was widely distributed by e-mail throughout the industry but also to senior politicians and other influential contacts. Its final, 8-page edition featured an interview with the Exhibition Manager of Rolls-Royce and their contractor. SEXI also achieved unprecedented featured coverage in an edition of the magazine of the Association of Exhibition Organisers, appeared in popular press such as the Belfast Telegraph, Birmingham Post, and in specialist press such as SUSTAIN.

SEXI The Sustainable Exhibition Industry Project NEWSLETTER

Industry Can Only Do Better

Verdict on findings from survey

The UK's exhibition industry can only improve its current management of waste and, without great difficulty or expense, take some first, easy steps to achieve early wins on the road to making things better.

The results and conclusions from the industry wide survey conducted by Databuild for SEXI, the Sustainable Exhibition Industry project, will be published at the end of October at a workshop event. People from across the industry will be invited to join the start of a process, which will examine and recommend ways the industry can improve the current position.

COSTS & VOLUMES

The estimated overall cost to the industry of its current poor management of waste, what waste it produces and to what volume will all be reported at the end of October. However it is clear from early analysis of the data from the survey that there is much room for improvement.

RESPONSIBILITIES

Of particular interest to the project management team is where the industry thinks responsibility for waste management lies. So far, SEXI has found little evidence of "supply line" pressure or understanding or application of "Duty of Care".

In the manufacturing sector, major corporates are increasingly protecting their own positions by insisting suppliers function to high standards of sustainable development. There seems to be little or no such activity in the UK exhibition industry - yet!

Similarly, Duty of Care seems to be largely ignored by the industry. This is legal requirement on business directors to know waste from their businesses is properly and legally managed. Duty of Care is enforced by the Environment Agency which is represented on the SEXI Project Advisory Group. The Agency is now considering with the project's team how best and appropriately to respond to this finding.

SEXI is funded through the Landfill Tax Credit Scheme via Biffaward and run by Midlands Environmental Business Club Limited.



NORTHERN IRELAND GOES SEXI

The SEXI project has become even more of a true UK exercise with the waste arising from the Northern Ireland Ideal Home Show being weighed and analysed. Robinson Exhibitions, organisers of the event, joined with the Kings Hall venue in Belfast and contractors Waste Beater to extend the project to the exhibition which had 200 exhibitors and more than 66,000 visitors over eight days.

Project Director David Middleton is seen with Waste Beater's Proprietor Peter Burn examining some of the waste coming from the exhibition. Nearly 40 tonnes of waste currently goes from the show to landfill.



SEXI AT RWM EXHIBITION

A wide variety of people visited the SEXI stand at the Recycling & Waste Management Exhibition staged by EMAP at the NEC. Main feature was a large plasma screen donated by Plasma Screens Limited on which was displayed eye-catching statistics lifted from the project's survey of industry waste management. Good contacts were made and several new ideas explored. The stand was kindly sponsored by EMAP.

Quotation from DataBuild SEXI market research - Summer 2001

“Above all we are a commercial enterprise and there is no commercial benefit to us in reducing waste, despite all our individual good intentions.” – organiser.

Quotation from DataBuild SEXI market research - Summer 2001

“On several occasions we have attempted on-site separation of waste. Unfortunately shrinking breakdown and build up times have meant that this is simply not viable. Usually the venue or the organiser intervened and instructed us to discontinue the procedure and throw away all waste unseparated, in the usual manner.” – contractor.

SEXI EVERYWHERE



SEXI has been well reported in the media, thanks possibly to its eye-catching acronym! The organisers always hoped that the exhibition industry's specialist press would be interested, and this has proved to be the case. But it has also appeared in non-specialist media such as the Birmingham Post and the Belfast Telegraph. The picture left is from the latter and printed with their permission. Kathryn Towner of the Belfast based PR consultants Anderson Spratt, is seen helping deposit more rubbish into a Waste Beater's skip. The project title certainly seems to be working with 40% of the industry saying they knew of it after only a few months.

SEXI is approved by ENTRUST, regulators of the Landfill Tax Credit Scheme, funded by Biffaward, and managed by the Midlands Environmental Business Club Limited

Climate Care

Counterbalancing Environmental Damage

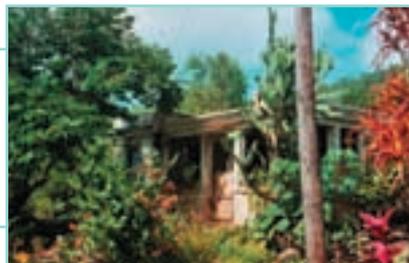


The **SEXI** project has been focusing on reducing waste streams within the exhibition industry. So far most of the work has been on quantifying the amount of solid waste and looking at how this can be reduced.

But there is another type of waste that is easily overlooked, one that we can neither see nor smell. This is the global warming gas carbon dioxide (CO₂) that is produced when we burn fossil fuels. The most significant source of CO₂ emissions from events tends to be from visitors' travel by car and train, followed by gas and electricity used on site. We recently did a CO₂ audit for an event and the CO₂ emissions weighed 10 times more than the solid waste!

Of course it would be ludicrous to suggest that the exhibition industry stopped people going to exhibitions so that the CO₂ emissions arising from that activity could be reduced. Visitors are the lifeblood of the industry. Climate Care is a service that allows you to repair the damage that these emissions do to the environment. Climate Care takes a small charge on pollution and uses this to fund projects that reduce CO₂ by the same amount as clients emit.

The Midlands Environmental Business Club and Climate Care have the ambition to see **SEXI** produce a "Carbon Neutral Exhibition" and discussions have been held with some organisers – and are continuing. A proposal is being formulated that would see the carbon created by an exhibition being counterbalanced by an offset project in the UK which the UK exhibition industry could find pertinent and relate to. Overseas, Climate Care has recently given low energy light bulbs to communities in Mauritius and have paid for the restoration of an area of rainforest in Uganda. The ambition is to perhaps link a carbon offset programme to a project related to social responsibility, thereby giving the UK exhibition industry two tangible wins from one commitment.



In Mauritius, a Climate Care programme has provided low energy light bulb to these sorts of houses.

Case Study – The NEC, Birmingham

Contractual Changes At UK's Largest Venue Aim To Stimulate Waste Reduction

SEXI has caused elements of the UK exhibition industry to review their relationships with other businesses in the way they deal with the matter of waste. The project has highlighted how those relationships should often be covered by contractual arrangements to satisfy the Environmental Protection Act.

The National Exhibition Centre in Birmingham, has advised its exhibition organising customers of a change of procedure concerning waste that will become operational from 2003. This is being implemented after the NEC realised that their existing procedures did little to encourage waste reduction.

The NEC Group has issued the following letter to customers:

"Environmental issues have a high priority in the exhibition industry at present – in line with other business sectors. In this context, I am writing to advise you of a change in practice, over which we would like to work closely with you.

At the NEC, we have been reviewing our approach to waste management through the **SEXI** project, supported by the AEO, BECA and EVA. Arrangements for waste management at the NEC have been in place for many years. We believe the time is now right to make a change that will focus the attention of each sector of the industry on reducing the volume of waste.

For exhibitions held from January 2003, we will advise you of the base element of cost for waste removal and disposal that will continue to be absorbed in your tenancy package. This will relate to actual costs incurred at the previous (or a comparable) show and will be expressed as a square metre cost.

Actual costs of waste removal at each future event will be monitored and reported to you. All additional costs incurred will be charged to you. We firmly believe these costs can be actively reduced, through organisers' strong 'hands-on' management of contractors and exhibitors. The NEC Group and its sub-contractors will work closely with all our organisers to help achieve this target.

This change in charging arrangements for waste removal is compatible with the present Licence Agreement and Schedule of Services. We will also liaise closely with individual organisers and are ready to help in the task of educating and encouraging contractors, exhibitors and visitors to respond. The background context to this initiative is well documented through the AEO and industry publications. A short note of key points is attached, for information.

Accompanying background note

Sustainability in the Exhibition Industry

1. Amongst various issues for a sustainable economy, improved waste management is the major current task for the UK exhibition industry. The **SEXI** report on Sustainability in the Exhibition Industry, sets out the estimated scale of waste currently generated, its cost and an industry-wide Policy and Action Plan to drive down waste. The study has been commissioned jointly by AEO, BECA and EVA, the industry associations. The Environment Agency and other environmental specialists have assisted industry representatives to formulate a way forward.
2. European and UK legislation and regulation will lead to substantial increases in waste disposal costs and constraints in the coming years – as tough targets for overall reduction are pursued. Access to landfill sites, in particular, will be more controlled and more expensive. In the foreseeable future, they will also cease to be available.
3. Minimisation of waste – through better design and greater discipline in stand management – can be matched by greater efforts on recycling and re-use of materials. The standards achieved at some Continental venues are the result of both regulation and 'hearts and mind' ownership of environmental and social responsibilities. The NEC, as a major UK venue, seeks to encourage best practice.
4. Major exhibiting companies, increasingly, adopt stringent environmental standards for all activities in which they participate. The exhibition industry needs to respond in positive fashion.
5. Implementing EU guidelines, the Environmental Protection Act 1990 sets out the legal responsibilities for each sector of the industry under 'Duty of Care'. In essence the 'producer' of the waste has obligations of awareness and waste minimisation. The Environment Agency monitor progress. Organisers, venues and contractors need to ensure that their contractual documentation reflect each parties' obligations and the responsibilities of exhibitors.

Conclusion

Recommendations - the way forward

Awareness of the **SEXI** project in the industry is high and can be capitalised upon by tapping into the enthusiasm of companies and individuals that have a commitment to the reduction of waste in particular and the environment in general. Some early suggestions and issues for the industry to address (NB a few have already been taken up in the Action Plan adopted by the Industry) are detailed below.

1) Waste hierarchy as applied to the exhibition industry

Waste is a very visible problem for the exhibition industry ... mountains of waste at the end of the exhibition (and during build up) ... but this represents the lower end of the waste hierarchy. There is much that could be done further up the hierarchy by exhibitors, venues, organisers and contractors. A series of questions should be asked by all those involved in exhibitions such as ... is the material necessary e.g. over production of programmes (organisers)? Is there too much literature and too many 'give-aways' (exhibitors)? Is there overuse of materials and environmentally 'unfriendly' materials in exhibition stands (contractors)? Do tenancy agreements discourage production of waste (venues)? These questions can be incorporated in the following waste reduction hierarchy for the exhibition industry.

- Research (e.g. the facts and the options)
- Remove (e.g. design out excess of materials and environmentally 'unfriendly' materials)
- Reduce (e.g. programmes, literature, 'give-aways')
- Reuse (e.g. stand materials, stands)
- Recycle (e.g. useable materials from waste streams)
- Reclaim materials (e.g. avoid contamination where possible)
- Residue (e.g. safe disposal – duty of care observed)

Throughout all the stages of the waste reduction hierarchy there should be education, commitment and promotion of good practice.

2) Monitoring, recording and reporting

A baseline is required against which progress can be reported. It is essential that data be recorded to provide a benchmark year at 2002. Several levels of reporting are required. Venues need to know from their waste contractors both the total waste volumes (tonnes equivalent – where only skip movements are available) and an estimate of how much is recycled. A monitoring system is also required to measure waste volumes from directly employed waste contractors by organisers/contractors.

For contractors the situation is more complex as the activities of many contractors are not exclusive to the exhibition industry. For these contractors only a proportion of their waste should be included.

It is important, however, acknowledging the difficulties, that contractor waste is monitored as changes in working practices over time may alter the balance of exhibition waste being disposed of at venues and that disposed of at contractors' own premises. No progress is being made if waste normally disposed of at venues is disposed of by contractors or vice versa. In certain circumstances it may even be beneficial for contractors to leave some materials for disposal at venues e.g. when amounts of certain materials have some value/re-use but only when collected in sufficient quantity.

Because the exhibition industry has traditionally recorded much information (see UK Exhibition Facts) regarding square metres occupied, capacity, visitors and visitor movements it is very easy to establish reporting criteria regarding waste issues e.g. waste per metre occupied, per visitor, % recycled. There is no problem, therefore, in finding adequate metrics.

Often there can be short payback periods for relatively modest investments in technology improvements and grant support may be available. AEO, BECA and EVA should be instrumental in alerting their members to some of these possibilities.

3) Culture change

Clearly many of the practices encountered by **SEXI** are well embedded throughout the process of developing, staging and dismantling an exhibition. All participating parties are responsible for the collective outputs from exhibitions - including waste. This is where the nub of the challenge probably lies and the most difficult task to achieve - a cultural shift by everyone involved. A simple but prime example of this is the responsibility (or otherwise) of the exhibitor. Examination of waste arising from exhibitions has shown how much prime, often unopened, non-event specific promotional print is discarded at the end of an event. **SEXI** research has shown this too often originates from organisations (private and public) that exist for the purpose of promoting environmental best practice! Taking back printed material is not only an inconvenience and often a discomfort but also a perceived measure of failure. Promotional literature is taken to an event to be distributed, not returned. To return it is often deemed a measure of failure - and typifies an embedded culture that needs to change throughout the industry.

Change in attitude

The telephone survey in July 2001 showed that waste was an issue with low priority in the exhibition industry:

- 62% of respondents think that waste reduction is not considered a priority in the organisation
- 62% of respondents think that there is no commercial benefit to the company in reducing waste
- 68% of respondents have not considered taking any waste minimisation steps
- 86% of respondents do not monitor the waste generated by their organisation
- 81% of respondents do not have an individual with explicit responsibility for waste
- 84% of respondents do not have an environmental policy

The attitude of the exhibition industry towards waste could be changed by taking steps to:

- Increase supply chain pressure
- Raise awareness of the true cost of waste
- Increase information about waste

At the end of the day, the costs of exhibitions are paid by exhibitors. These are often major firms with concerns about their environmental performance and their image with stakeholders. Although exhibitors contract out stand design and often staffing, it is their name on the waste materials. Exhibitors could be encouraged to ask their exhibition contractors to reduce the waste they generate and to require them to provide information about the environmental impact of their activities. This could be stimulated by:

- a) Targeting major exhibitors with information to raise their awareness of the waste implications of their exhibitions
- b) Providing standard specifications that could be used to introduce waste reduction and reusability
- c) Developing best practice guidance and benchmarks

Conclusion

4) Profitability

Although the cost of waste disposal for the industry is significant, the true cost of waste (i.e. the cost of buying the products that are subsequently thrown away) is more than 20 times greater. Reducing waste has the potential to improve considerably the profitability of the industry.

This improvement could be achieved by:

- Designing out waste in the first place
- Reusing rather than disposing of products

The environmental attitudes highlighted in this report could also be re-evaluated after a period to establish how far attitudes in the industry have been changed by **SEXI**.

The quantity of waste produced by the exhibition industry will only change dramatically if the process can be changed to:

- Reduce waste publications
- Reduce packaging use
- Increase reuse of stands, components and carpets

5) Environmental Policies/responsibilities

In comparison with many industries there has not been much progress in the areas of environmental policy, management systems or allocation of responsibilities on waste issues. In manufacturing there has typically been health, safety, and environment personnel for 15 years and many companies have environmental policies and progressed to a formal environmental management system (EMS) such as ISO 14001.

Any EMS needs to be appropriate for the size of operation and the level of risk posed to the environment. Formal and accredited environmental management systems are not recommended at this stage for all but the largest contractors and venues but these systems can be copied, reduced and made appropriate without formal accreditation. Allocation of responsibility is vital and that is where measurement starts. Organisers are predominantly office based and can adopt office based solutions such as 'greening your office' etc. However, although their own operations may not have significant environmental impact, their position within the industry as communicators means exercising influence on venues, contractors and exhibitors thus contributing to the solution.

6) Sustainability Reporting

Having embraced **SEXI**, it is a logical step for the industry to commence some form of sustainability reporting for its stakeholders. This could be some form of simple addendum to UK Exhibition Facts or a separate publication.

In common with many other industries there are many firms who are working outside the trade association framework. Sustainability, or environmental performance, can be used as an issue to bring more companies into the trade association fold and can be a differentiating item in a competitive environment.

7) Specific problems

The opportunity to recycle (recover nylon) from carpet has been explored and thought not to be economic to pursue in the UK although there is a massive carpet recycling plant in Germany. Some 2,500,000 square metres of carpet is thought to be land filled each year from the exhibition industry.

Surprisingly, even "non carpeted exhibitions" produce carpet waste. A second surprise is that carpet waste is produced at the start of the exhibition process – in the build up – as well as at the end when the exhibition is being "trashed". "Non carpeted exhibitions" in which the exhibition aisles are not carpeted do, of course, have carpet on the stands and it is off-cut from fitting these out during the build process that creates the waste in the very early stages of an exhibition's life.

Several different schemes exist that are trying to combat this problem, and others are maturing. At Stoneleigh, multi-use of carpet is now happening and research is being undertaken to consider if the constituent parts of carpets can have a value in other applications. Tests are also being conducted to see if a biodegradable carpet can stand the rigours of exhibition use.

Another specific problem appears to be over the legality of using connectors for wiring applications at venues that has resulted in a lot of wiring waste. This is an issue that could be clarified by the industry's own technical committees.

In general, where specific technical problems arise that are an obstacle to waste minimisation, then assistance from outside bodies should be sought.

8) Awards

Some recognition to those companies and individuals that make a contribution towards **SEXI** would be appropriate and an industry award scheme could be developed to reflect this. It would be preferable if this was integrated into the general industry awards so it is seen as part of mainstream business activity and can be witnessed and applauded by the whole industry.

9) Offsetting emissions of carbon dioxide

This is clearly an area where the exhibition industry could take a major lead. There are enough 'players' i.e. venues, organisers, exhibitors and visitors to distribute the costs of offsetting carbon dioxide emissions so that not one area of the industry bears the entire cost. Indeed, given adequate explanation and promotion the move may well be welcomed by exhibitors concerned about their own sustainability profile. Similarly there may be companies willing to sponsor carbon neutrality of specific exhibitions. Action of this type will demonstrate environmental leadership to all industries who cause directly or indirectly the production of carbon dioxide through the generation of travel - **SEXI** research has shown that the cost of an offset could be as little as £10 per exhibitor!

10) Off-site sorting

On the assumption that time and space pressures will continue to exist for many venues, then sorting offsite would seem to be the best way of maximising re-use, reclamation and recycling possibilities. However, some degree of pre sort/separation is possible at all venues to lessen the task of offsite work and would minimise contamination of materials.

11) Infrastructure

Most of the venues were not designed with waste management in mind and consequently suffer from poor onsite facilities and working procedures. It is suggested that when any new facilities are being planned, or refurbishment work undertaken, the needs of proper waste management are incorporated at the design phase. Senior management, particularly at venues, should ensure waste management is included in all design briefs.

12) Community Groups

Much of the industry supports charitable causes and has raised significant sums of money for them. The industry has found problems, however, in interfacing with community groups, charities, NGOs etc when it comes to making useable materials available. Problems with transport, volume and minor contamination have all been mentioned. It is clear that a holding or collection area is required to overcome these difficulties. Similarly trying to find a single organisation such as a Scrap-store (the Beneficial Foundation in Portsmouth is a good model) which has available transport and storage facilities would be advantageous. Co-ordination of these activities may be achieved through a co-ordinating body such as the local authority or the Council for Voluntary Services (CVS).

13) Project champions

The Exhibition Industry needs organisations and individuals from all sectors of the industry to take the lead and demonstrate good practice, and for these to be rewarded by publicity. The case studies in this report represent a good start and demonstration projects that are replicable are needed to help maintain progress on **SEXI**.

14) Industrial Symbiosis

Industrial Symbiosis (IS) is a modern practice under trial and development that brings together businesses from different sectors to examine what synergies exist between them in the utilisation of resources. It is hoped that some major players from within the industry could be linked to the IS programmes being developed across the UK on a region by region basis. A potential spin-off project from **SEXI**, currently under consideration with other participants, is a geographical cluster arrangement in which an exhibition venue links to physically close neighbours (such as an airport, hotels etc) to see if emerging technology can utilise residual collective waste streams to generate energy.

15) Training

A clear role is emerging for the industry trade associations to offer its members training by utilising expert outside bodies. This could take the form of bespoke training for the industry or more generalised training. There are many organisations that offer training on waste minimisation, or run waste minimisation clubs throughout the country such as environmental business clubs, the Environment Agency, Groundwork Associations etc. Many of these courses are free or subsidised. For the largest of venues and contractors there may be a limited role for professional waste consultants. Similarly waste contractors ought to be able to offer more advice in this area. In addition to courses there are many excellent generic waste minimisation guides available that ought to be of particular interest to contractors.

Organisers could train exhibitors in waste management at exhibitions and the whole exhibition process (in much the same way that Melville already offers courses to exhibitors to have an effective presence at an exhibition). Similarly visitors could be made more aware – trade and public (this could be achieved in conjunction with the National Waste Awareness Initiative for example). Health and Safety courses currently being run by BECA could be extended to include an environmental and waste management content.

The industry can influence all newcomers to its ranks by looking at the way it advertises for personnel, the material sent out prior to interview and any induction into the company.

Some specialist training may be appropriate for contractors in the area of eco-design. There is a good introductory booklet on the subject from 'Shot in the Dark'. This could be supplemented by some eco-design seminars where the trainers had been fully briefed on the industry. There is some free support now available from Envirowise on this subject.

16) Materials and technology

There are many new 'environmentally friendly' products and processes being taken up by the industry such as the use of electronic communications rather than print, new printing techniques and inks, use of recycled papers and other materials. There is no sign of any substitution of the experience of face to face meetings and contact at an exhibition by 'virtual' exhibitions. However, this does not imply that the industry could not be further enhanced or damaged by perceptions of the industry's environmental performance. The industry could amend their own purchasing policies accordingly without sacrificing on cost or quality.

17) Sustainability of SEXI beyond September 2002

September 2002 represents a notional end date of the Biffaward funded **SEXI** programme. To deliver on its potential **SEXI** needs to continue into the future both to ensure the waste issue is dealt with and to take on other sustainability issues.

The sustainability agenda is very holistic in nature and continuing to address waste as a single issue will eventually become limiting for the industry. It will be important to embrace the full sustainability agenda looking at issues such as energy, social inclusion, and wider environmental benefits.

The three trade associations already are jointly represented on several industry committees. There ought to be some successor to the **SEXI** Project Advisory Group, maintaining some outside representation.

Quotation from DataBuild **SEXI**
market research - Summer 2001

“We monitor waste, only in as much as we are aware of the cost through the invoices that we receive from waste contractors.”
– venue.

Quotation from DataBuild **SEXI**
market research - Summer 2001

“Our own waste is not significant enough to be an issue (besides, we recycle all our paper) and it is not our business to check the practices of our clients at the shows.”
– organiser.

Appendix I

Some sources of further help and advice

The following contacts are sources of help and advice for companies working in the exhibition industry to assist in increasing their efforts to reduce waste.

Environment Agency

A free waste minimisation guide "Waste Minimisation – An Environmental Good Practice Guide for Industry"
A free video called "Money for nothing and waste tips for free"
Both available by ringing 0845 7337700
www.environment-agency.gov.uk

Environmental Technology Best Practice Programme (ETBPP)

0800 585794. The Green Efficiency Handbook ... publication GG256

Envirowise

Envirowise offers a range of free services including:

- Free advice from Envirowise experts through the Environment and Energy Helpline 0800 585784
- A variety of publications that provide up to date information on waste minimisation issues, methods and successes
- Free, on site waste reviews from Envirowise consultants, called Fast Track Visits, that help businesses identify and realise savings
- Guidance to Waste Minimisation Clubs across the UK that provide a chance for local companies to meet regularly and share best practices in waste minimisation
- Best practice seminars and practical workshops that offer an ideal way to examine waste minimisation issues and discuss opportunities and methodologies

E-mail: helpline@envirowise.co.uk
Internet: <http://www.envirowise.gov.uk>

Action Energy

0800 58 57 94
www.actionenergy.org.uk

Potential for capital investment help such as interest free loans and Enhanced Capital Allowances. Free advice on energy, waste, transport and water issues. Particularly see
<http://www.actionenergy.org.uk/c04small.asp>

Energy Saving Trust

The Powershift programme offers grant support for clean fuel vehicles
<http://www.est-powershift.org.uk/>

For small business advice visit

<http://www.est.co.uk/business/index.html>
Particularly look out for progress on Small and Medium Enterprise Energy Efficiency Advice Centres (SMEEACs)

Local Green Clubs/Environmental Business Clubs e.g. SIEA, MEBC

There are over 100 local green clubs/environmental business clubs operating in the UK. Your local authority or local chamber of commerce ought to be able to inform you of the nearest to you. These clubs often offer free or subsidised advice on a whole range of issues, including waste and recycling, and operate a range of active regional and sub regional programmes.

National Waste Awareness Initiative

A Nation-wide waste awareness campaign targeted predominantly at the general public.
www.nwai.org.uk email: nwai@wastewatch.org.uk Tel: 020 7089 2100

Materials Recycling Handbook is available from EMAP Business Publications on 0208 688 7788

Climate Care

Will arrange high quality carbon offsets (that help combat global warming) for the carbon dioxide that is generated from energy use at exhibitions and from fuel use by exhibitors and visitors alike travelling to and from exhibitions.
www.co2.org
tel. 01865 777770

Introduction to Ecodesign

"ECODESIGN From the Ground Up" ISBN 0-9541154-0-6 Copies available from Shot in the Dark, Centre for Environmental Communications Tel: 01484 400008 Fax: 01484 401224

Waste Minimisation Clubs

Details of waste minimisation clubs that are operating can be obtained from the Environment Agency on 0845 933 3111 or ETBPP on 0800 585 794

Other useful local contacts include waste contractors, Chambers of Commerce, Local Authorities, regional electricity companies and water companies.

Quotation from DataBuild **SEXI**
market research - Summer 2001

"We asked the council to supply us with different coloured bags so that we could separate materials for recycling. They couldn't supply them."

Acknowledgements

MEBC acknowledges the support and work of a large number of people and organisations, including our sponsors Biffaward and all contributors. They include:

Our sponsors

Biffaward
Association of Exhibition Organisers (AEO)
British Exhibition Contractors Association (BECA)
Exhibition Venues Association (EVA)

Individual Contributions

David Middleton and Peter Laybourn from Environmental Business Communications Limited – appointed by MEBC as programme managers for **SEXI**

The Project Advisory Group

Chair of the Group - John Cole from the NEC and also representing EVA
Tom Morton – Climate Care
Hilary McNeil – Envirowise
Gillian Neville – DEFRA
Paul Jenkins – NEC
Steve Crowhurst – EMAP
Debbie Greenfield – Royal Horticultural Society
Lynn Felton – BECA
Trevor Foley – AEO
David McAlister – AEO
Philip Burns – Environment Agency
Dr Geoff Matthews – Hull School of Architecture

Plus people from many other organisations and those who deputised for the above

A special thank you to Rob Dickson from the Energy Saving Trust for providing a central London location for the PAG meetings and refreshments.

All AEO, BECA and EVA member organisations from the exhibition industry who contributed to the survey, face to face interviews and case studies.

The Business Council for Sustainable Development – North Sea Region for contacting their members as part of the Exhibitor Survey.

Charles Michaelis and Elena Argirova from Databuild Ltd and their team who conducted the telephone survey.

Onyx UK Ltd, Waste-Beater and Enviroscoot Ltd for conducting exhibition waste audits together with exhibition organisers Reed Exhibitions, Robinson Exhibitions and Inside Communications Limited who gave their permission for the audits to take place.

Ted Edwards for the photographs of waste at the exhibitions.

SEXI was supported by Biffaward. In December 1997 Biffa Waste Services agreed to donate landfill tax credits to the Royal Society for Nature Conservation (RSNC) to administer under the fund name Biffaward. The fund is currently worth more than £14 million a year and supports many worthwhile environmental projects involving local communities, education, biodiversity and research into sustainable waste management.

Biffa, part of Severn Trent plc, is one of the UK's largest waste management companies providing environmentally advanced waste recycling, handling and disposal services for industry, commerce and local government.

The full Databuild survey results and survey forms have not been included in the report but are available on request from MEBC. Please e-mail:- jenniemebc@btconnect.com

Selection of Printer

As there is so much printed material used in the exhibition industry the **SEXI** project team wanted to demonstrate via the **SEXI** report that more environmentally friendly printing techniques can be used without sacrificing on either quality or cost. In selection of the printer for the **SEXI** report MEBC used a preferred printer survey that had been developed by the Solent Industry Industry and Environment Association (SIEnA).

The selection was based around the responses to various questions including:

What types of ink are you able to use?

What ink delivery systems do you use?

What drying/curing methods do you use?

What paper are you able to offer customers?

What methods do you use to apply screen cleaner?

What methods, if any, do you use for reclaiming and recycling used screen cleaner?

What storage methods do you use for screen cleaner?

How are solvent-laden rags managed?

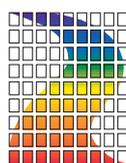
Do you have an energy efficiency programme?

Do you have an Environmental Policy and/or Management System?

Do you require your suppliers to have an Environmental Policy and/or Management System?

Do you review your energy consumption regularly?

This process helped MEBC select Riverside Printing Company as our preferred printer.



Riverside Printing Company
Colour and Commercial Printers

Unit 6 Budds Lane Romsey
Hampshire SO51 0HA
Tel: 01794 830344
Fax: 01794 830315
Email: info@riversideprint.co.uk

Printed on Revive Gloss which is made from 100% waste paper. No chlorine or chlorine compounds are used in the paper's production. The paper is also free of OBA's (Optical Brightening Agents).

(UK) Price where sold £40.00 plus VAT

SEXI

For more information contact:

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