



SUSTANDABLE TIPS

A sustainable experience at the WCD2023



1 MARKET YOURSELF

Promoting yourself as a green company gives your brand broader appeal and provides an opportunity to approach sustainability-conscious people. In terms of sustainability, congresses and exhibitions can be a real challenge. Adopting an eco-friendly mindset for your company is good for the environment and shows visitors to your stand that you are a company that values the environment rather than just profit.



2 DEBATE

Justify your green choices and explain the scientific reasoning behind them. Highlight the positive impact of your green actions and explain why they are positive, even if they are "limited" to a stand and your presence at the WCD2023.



3 BE CONSCIOUS

Know the impact of your company's presence at a congress before you act to improve it. If you have never considered the environmental impact of your exhibition stand, the WCD2023 is a good place to start. This will provide you with a foundation from which to work and improve. It is not necessary to tackle everything at once; instead, pick the element with the greatest impact and set realistic goals to reduce it.



4 LESS IS MORE

Consider whether something is truly necessary in your stand before proceeding. Reduce materials and use digital technologies and formats to provide visitors with the information they require. For day-to-day information, interactive displays are a great way to increase visitor engagement and provide information in a more lively and interesting manner.



5 BE SINCERE

Not all recyclable materials can be recycled, and recycling generates emissions. If going plastic-free means offering drinks in aluminium cans, remember that while they are 70% recyclable, their production involves many environmentally damaging processes. Similarly, if you are planning to use dozens of disposable paper coffee cups, remember that ceramic ones are preferable. Consider the number of guests you expect, and the impact they will have



6 RENT

You do not have to buy everything you will need for your stand. Consider other possibilities. You can rent stand decoration elements that can be easily reused for future exhibitions, such as general props, furniture, and flooring. In addition, instead of standard carpeting, you can choose mixed fibre materials or coconut matting, which is completely natural and biodegradable. Floral decorations, such as potted plants and trees, can also be rented and returned to the florist.



7 RE-USE

Customised, one-of-a-kind, eye-catching, and creative graphics with the WCD2023 date and title can be appealing, but they are limited to a single use. If, on the other hand, you invest in graphics printed on fabric with your logo, the materials can be reused for future events. When building something for your stand make sure it is made of high-quality materials to be durable and reusable.



8 RETHINK

If you have chosen to project a sustainable image with your stand, why not provide an environmentally friendly gift? Freebies are a great way to spread the word about a brand and to continue interacting with it afterward. Sustainable gifts, both in terms of the materials used and the behaviour they encourage, help to round out your company's image as a responsible and sustainable one.



9 DONATE LEFTOVERS

Donating surpluses means giving things twice their value. Rather than dumping perfectly edible food, donate it to a food bank or a local shelter. You will not only be providing meals to those in need, but you will also be helping to reduce post-consumer food waste. If, on the other hand, you have leftover items, such as notepads, pens, or banners, there are several charities in Singapore that will gladly accept them.



10 INVOLVE

Sustainability is only real when shared. Involve participants in green activities in Singapore, such as volunteering or challenges, that go beyond visiting your stand during the WCD2023. This way, you can convey and sustain the contact experience with your brand.



11 SHARE

The more you give the more you receive: share good practises to learn and inspire others. Every successful action or activity can be replicated or improved upon, so share your story, knowledge, and experience, with unique elements and a strong educational charge to raise awareness



12 TELL THE STORY

Tell the story of the materials on your stand and how they will be used in the future. Install a panel on the stand that explains the purpose and future use of all materials. This is an exercise in openness.



13 USE SOCIAL MEDIA

Tell your sustainability story and share your green initiatives on your social media channels and the ones belonging to the Congress. Assisting the WCD2023 with making a green event that is also 'Instagrammable' is another way to market your green philosophy.

