



IFES · Berliner Strasse 26 · 33378 Rheda-Wiedenbrück Germany

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The Benefits of Efficient Waste Management- Best Practices for Cost Effective Environmental Protection

Clean air and minerals have always been considered a free resource.

The waste created from non-recyclable materials have contributed to cause large amounts of liquids, gases, and waste materials to enter the world at a faster rate than the eco-system can return them to its original state, if at all. The exposition industry must come to terms with the reality that waste resulting from exposition activities must be monitored. We need to do our small part and act responsibly to creating a clean environment, now and into the future.

All expositions, worldwide, create an enormous amount of waste at the conclusion of each event.

Removing waste after each show has been the responsibility of the show organizer and the exposition hall or hotel. Most fairground owners provide waste containers or bins to remove or recycle trash.

The cost to do this is most often built into the price of renting the space, or a fee is charged to the exhibitor from the show organizer. The fairground owner relies on the show organizer/contractor, or a private outside disposal company, to deal with the trash afterwards. The type of materials used for expositions can be controlled. Exposition designers and producers can contribute by using materials and design styles that reduce waste at the conclusion of an event. Exhibit designs can be fabricated as systems, modular, or custom. Each has a different impact on the issue of waste management. Although exhibitors make the ultimate decision with design style, exhibit designers play a strong role as expert consultants in the process. Today's economic pressures are demanding that exhibit managers do more for less. All costs are of concern. If exhibitors are charged more for waste removal due to design, than they will demand less waste, thus lowering their cost. Exhibitor pressures regarding exhibition waste have not reached this point yet.

The issue of responsible waste management in Europe is not a new issue. The subject was strongly approached in the late 90's, and continues to be of concern today. Three major industry leaders, AUMA (Confederation of German Tradefair and Exposition Industries), MEBC (UK's Exposition Industry), and UFI (World Union of International Fairs) published extensive study reports on the subject of "waste management".

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IFES (International Federation of Exposition Services) was recently asked to speak on the subject at UFI's annual meeting, this year in Gothenburg, Sweden on June 11-12, 2003.

IFES Vice President, and General Manager of Massa, Spain- Jose Maria Perez de Olacochea, presented an extensive report on how exhibit manufacturers can think differently when building an exhibit. "Waste management requirements can be an opportunity for innovation", says Jose Maria Perez de Olacochea. His presentation was most welcomed by the group. Slides on his report, as well as a copy of an interesting short video can be available through the IFES office upon request.

Some interesting statistics-

Source of Exposition Waste-

- 34% Setting Up
- 22% During the Fair
- 44% Dismantling

In Europe-

- 22% Purchase and re-use their exhibit
- 60% Rent the stand and re-use graphics
- 11% Purchase and Rent combined

Does your country financially encourage companies to manage their waste?

- 40%- Yes
- 60%- No

Has your country set up rules and/or laws regarding waste management?

- 91% -Yes
- 9% -No

Do you separate waste on your fairground?

27% -Yes
49% -Yes, but only in part
20% - No

How do you charge exhibitors/stand builders?

33% -Individual fee
38% - Flat rate
29% - Other

Do you require waste registration before the exposition?

33% -Yes
67% -No

*** Statistics from UFI Waste Management survey conducted in 2002 from 42 countries**

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