

Better Stands Communications Update: Elaborating and Substantiating Claims

Background

In preparation for the implementation of the EU Empowering Consumers Directive (EmpCo), we have reviewed how we communicate the benefits of Better Stands. Across our website and materials, we have updated how we describe the programme, with a focus on using consistent language, making claims specific, transparent and easy to understand and, where appropriate, supported by explanations. We believe these principles can help make communications clearer, more precise and easier to understand.

This document shares some examples of updates we have made and observations that members may find useful when reviewing their own communications.

Using Consistent Language

We now use the same terms consistently across the website, programme materials and supporting resources. Consistent terminology helps ensure that audiences understand what is being assessed, what outcome is being awarded, and what documentation is being issued and reduces the potential for different interpretations.

Assessment	the process through which a stand is evaluated
Rating	the outcome of that assessment
Certificate	the document on which that rating is presented
Reusable stand	stands designed for multiple uses rather than disposal after a single event

Find the full glossary on our website: <https://betterstands.org/about-better-stands/faqs/>

Moving from Broad Claims to Clear Explanations

A common theme within discussions around the EmpCo Directive is the importance of clearly explaining what is being claimed and why a particular benefit occurs. In practice, this often means moving beyond short, generic statements and providing additional context. Across the Better Stands website, many of the updates we have made focus on helping readers understand not only what the benefit is, but also how it is achieved.

Specific focus areas in the review were:

- **Reusability:** explaining what reusable stands are and how they differ from single-use stands
- **Embedded emissions:** explaining the underlying logic behind emissions-related claims
- **Safety benefits:** explaining why reusable stand systems can present fewer risks

Reusability

Reusing stand materials reduces waste by allowing components to be used multiple times, rather than being disposed of after a single event.

Before

Better Stands helps improve the efficiency, appearance, safety and sustainability of your events.

Updated

Better Stands supports reusable stand construction, designed for multiple uses rather than disposal after a single use, helping to reduce waste and improve resource efficiency at events.

The benefit is now linked directly to the underlying practice of reuse, helping readers understand how the outcome is achieved.

Embedded Emissions

Rather than referring generally to carbon reductions, we refer to embedded emissions and explain the underlying logic.

The embedded emissions of a material arise during its production and manufacture. When materials are reused multiple times, those embedded emissions are spread across multiple uses, resulting in lower emissions per use than if the material were used only once.

Adding this context helps readers understand the basis of the claim rather than simply presenting the outcome.

Safety Benefits

We identified opportunities to explain why reusable stand systems can present fewer risks during build-up and breakdown.

Before

Reusable stands are often safer, which means better contractor welfare

Updated

Reusable stands create less risk of accidents during build and dismantle due to the reduced use of power tools, sawing and working at height, also creating a safer working environment for staff onsite

Adding this context explains why reusable stands can result in better safety.

We hope the principles of consistent language and of elaborating and substantiating claims may provide a useful lens through which to consider your communications about Better Stands.