



**5<sup>e</sup>** CONGRÈS MONDIAL D'ÉDUCATION  
RELATIVE À L'ENVIRONNEMENT

*Vivre ensemble, sur Terre*  
**Montréal 2009**

## **5<sup>th</sup> World Environmental Education Congress**

# **A GREEN EXHIBITION FOR A GREEN CONGRESS!**

[www.5weec.uqam.ca](http://www.5weec.uqam.ca)

## Exhibitors' Services Manual - Addendum on eco-responsibility

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Montréal, April 13, 2009



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Dear 5WEEC exhibitor,

As announced, it is with a strong sense of conviction that we are sending you this addendum to the Exhibitors' Services Manual on eco-responsibility.

Many long months have gone into the organization and planning of the 5<sup>th</sup> World Environmental Education Congress and we are pleased to announce that numerous measures have been put in place to ensure that this is a truly eco-responsible event. However, the success of our strategy rests largely on the cooperation of all participants, especially exhibitors. With the exhibition a major part of the Congress program, we urge you to join in this collective effort by paying special attention to the principles outlined in this document.

Exhibitions, by their very nature (transportation of people and equipment, production and distribution of promotional materials, ad hoc nature of the event, etc.) leave a considerable ecological footprint. But they can also serve as an ideal opportunity to make concrete, socially-responsible gestures, such as promoting greater awareness about the environment and sustainable development. To that end, we have put together this guide for an eco-responsible exhibition in the hope that you will join with us in reducing the negative and enhancing the positive impacts of this Congress.

Until we have the pleasure of meeting in person, please feel free to contact us with any questions you may have concerning the organization and logistics of your participation in the Congress.

Exhibition coordinator: [abessette@jpdL.com](mailto:abessette@jpdL.com)

Happy reading!

Eco-responsibility Committee – 5<sup>th</sup> World Environmental Education Congress Secretariat

## Introduction to the principles of eco-responsibility

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### Reducing our ecological footprint – Remembering the 4 “Rs”:

- **Reduce:** the first basic principle for making any project more eco-responsible is to reduce the ecological footprint at source by reflecting first on what is really necessary;
- **Reuse:** by reusing, you can reduce the amount of waste produced;
- **Recycle:** where there is a real need and reusing is not an option, be sure to opt for items made from recyclable materials and to recycle them;
- **Re-think:** when it is impossible to reduce, reuse or recycle, be sure to dispose of your waste and trash responsibly.

A good way to reduce this exhibition's ecological footprint is to rent equipment and materials, whenever possible, so as to avoid them having to be produced solely for a one-time event. This will also reduce the need for transportation and promote reuse. See the exhibition manual for a list of potential suppliers.

**Social involvement and the sharing of best practices:** participation in an exhibition offers opportunities to make suppliers, delegates and other exhibitors aware of better, more responsible practices and to offer any surplus documents and materials to organizations or schools.

## Tips and suggestions for an eco-responsible exhibition

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### 1. Prior to the event

- Plan in an overall sense to reduce the amount of materials used for your booth;
- In designing your booth, opt for materials that are recycled and produced from renewable resources. Use materials from an identifiable source that are easily recyclable;
- Reduce packaging by having crates made that can be reused;
- Use recyclable or compostable packing materials;
- Generally avoid the use of plastic materials;
- Choose lighter-weight display cases and booth components in order to reduce the greenhouse gases produced by their transportation;
- Roughly calculate the amount of documents you will need by verifying the number of participants anticipated. Bring and/or produce only the quantity needed and thereby limit the surplus materials to be returned and/or disposed of. As things presently stand, we expect some 2,000 participants at the Congress.
- Avoid putting dates or other time-sensitive information on your materials in order that they may be used and reused for a longer period;

- If you plan on having any promotional items produced, make sure that these can be reused and try to ensure your choice reflects the eco-responsible nature of the Congress: e.g. products made from recycled or recyclable materials by eco-responsible suppliers, etc.

## 2. Transportation

- Choose a low-carbon method of transportation. For example, avoid air transport, where possible;
- Use the event's official carrier service;
- Offset the greenhouse gas emissions produced by your travel by following some of the suggestions on these sites:

<http://zeroco2.com/welcome.php>

[http://www.climatmundi.fr/Ing\\_FR\\_srub\\_10-compensation-carbone.html](http://www.climatmundi.fr/Ing_FR_srub_10-compensation-carbone.html)

<http://www.co2calc.co.uk/co2calculator/calculator/index.aspx>

## 3. On site

- Avoid distributing paper: why not bring along a few printed copies as samples and take note of the e-mail addresses of delegates interested in receiving them electronically? A winning ecological solution!
- Or have a portable computer on hand and copy the documents directly on to visitors' USB keys;
- If hard copies are unavoidable, print the documents using these helpful guidelines: reduced format (2 pages per side), recycled paper, double-sided printing, documents published in accordance with responsible principles and certifications: e.g. FSC, organic ink, post-consumer paper, etc.
- Avoid handing out promotional gifts and give-aways. Did you know that every kilo of consumer product manufactured generates 5 kilos of waste?
- Reduce the electrical consumption (lighting) of your booth. Use energy-efficient LED lights;
- Join the recycling and composting effort by using the bins provided for the purpose. See the Green Team if you have any questions during the Congress about the event's eco-responsibility measures, notably regarding the waste sorting stations;
- During set-up and pull-down, take care with your packing materials. Many of these can be reused and should be kept for that purpose. Non-reusable materials may be recyclable or not, so be sure to use the right sorting bins when disposing of these materials. Be careful not to mix up plastics and cardboard and to make proper use of the sorting bins!
- Keep surplus materials and reuse packaging and packing materials: a storage service is be made available to you for this purpose.

#### **4. When leaving and post-event**

- Bring home and reuse any left-over promotional tools and materials;
- Reuse any of the parts of your booth that you can;
- If you cannot reuse your materials, offer them to other exhibitors or to a school or library that might be able to use them<sup>1</sup>.

#### **5. An eco-responsible exhibition reference site**

For further information on eco-responsible exhibitions, visit the following site (in English only): [http:// www.exhibitoronline.com/topics/greenexhibiting.asp](http://www.exhibitoronline.com/topics/greenexhibiting.asp)

### **Contest for the most eco-responsible booth**

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#### **Aims**

- To highlight and recognize innovative or particularly creative initiatives for an eco-responsible exhibition;
- To promote actions and practices that could serve as models for other exhibitions or situations;
- To promote 5WEEC's commitment to eco-responsibility and encourage Congress exhibitors and participants to further that commitment.

#### **Conditions of participation**

The contest is open to all exhibitors.

#### **Judging**

A jury composed of members of the Eco-responsibility Committee will visit and evaluate all of the exhibition booths.

#### **Prizes**

Three prizes will be awarded during the Tuesday morning break (10:00 a.m. to 10:30 a.m.) in the Exhibition Hall, after which delegates will be given the opportunity to visit the winning booths. Details on the winners will be posted on the Congress Website.

Each winner will receive a gift basket containing a selection of energy-efficient products, publications on Quebec ecology and local products.

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<sup>1</sup> These suggestions come from the OCEANS BLUE FOUNDATION (2004) and NATIONAL RECYCLING COALITION (2001) guides.  
Recycling Coalition's Green Meetings Policy.

### **Evaluation criteria**

- Source reduction efforts for the booth and its content:
  - Reduction of products presented and documents handed out
  - No distribution of documents or promotional items
  - Water and energy use
  - Other
  
- Originality and innovativeness of booth features (the booth itself, documents and other elements used);
- Potential for being reproduced and environmental education impact;
- Environmental impact of the measures taken for the booth;
- Materials and raw materials used for the booth: materials reused, reusable, recycled, recyclable or from renewable sources (i.e. no plastics);
- Methods used to facilitate recycling of booth and booth contents, including reuse and recycling of packaging and packing materials.

### **We look forward to visiting your booth!**

Eco-responsibility Committee – 5<sup>th</sup> World Environmental Education Congress Secretariat

**Think green!**