

in-cosmetics® global

Paris • 16 - 18 April 2024



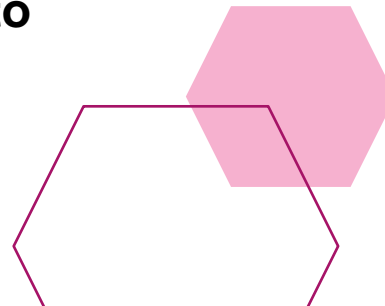
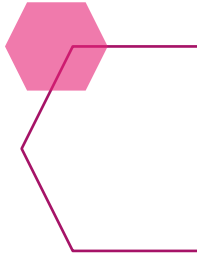
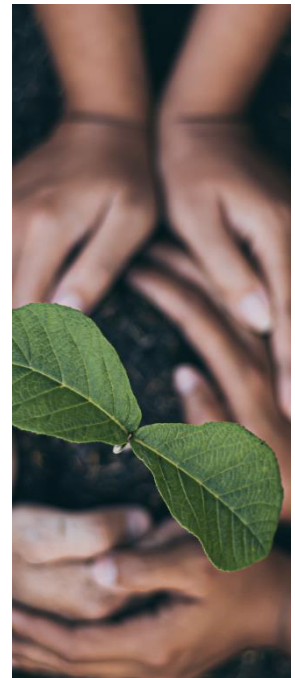
Sustainable Stand Award

Judging Criteria

What is this award?

A new award category for 2024, this award will be judged by a separate panel of relevant experts. Given the complexity of this category, we have produced an in-depth guide on how stands will be assessed and the specific criteria that will be analysed. The judging process will take place before the show, based on individual submissions, with the awards being presented at the show itself in April.

Please note: All submissions must be received by **Tuesday, 27th February 2024 (5 pm GMT)** to be considered. This award is open to exhibitors with space-only stands.



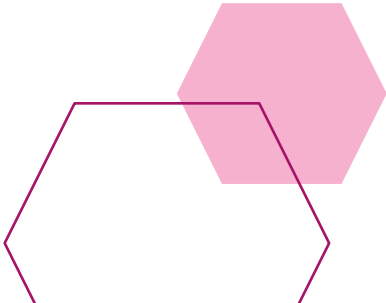
What does in-cosmetics Global believe a sustainable stand looks like?



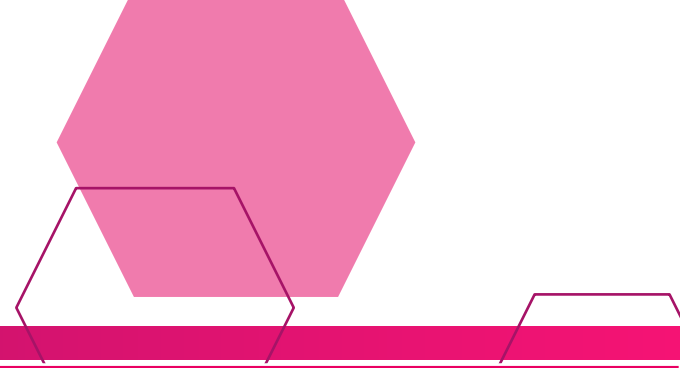
With the support and guidance of independent specialists in the sustainability field, we have identified the different aspects that each stand will be judged on. Below you will find some guidance and weighting of each category - totalling up to 100% and what you need to consider when designing and building your stand. This is not an exhaustive list and is only intended to be a simple guide to support your entry.

We recognise that some aspects, for example, accurate measurement of emissions, will be challenging because we are facing the same challenges across the wider show. However, we believe that the details are important, as is transparency, and we would encourage entries to make their best attempts.

As well as rewarding those striving to make a change, we also want to use successful entries as case studies to inspire and inform others to make more sustainable choices in the future. As a result, all entries are submitted on the understanding that the details may be shared publicly post-event.

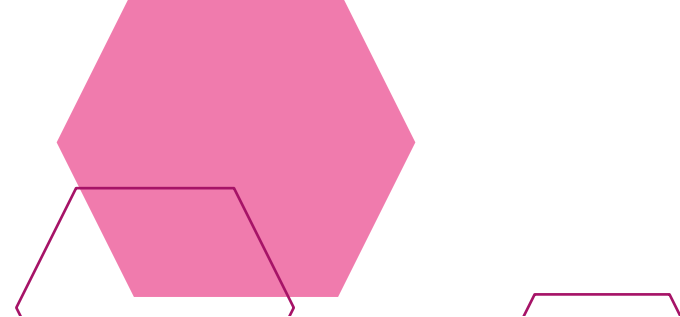


Sustainable Stand Award criteria and weightings



Category and Scoring	in-cosmetics Global sustainable stand criteria and guidance
1. Supplier Choices (5%)	
a) Supplier Choices	Sustainability has been a clear factor in choosing suppliers, and suppliers have been assessed on their sustainability credentials/actions.
2. Stand Production (40%)	
a) Material Usage	<p>Sustainability has been built into good design at the earliest possible stage to minimise emissions in production, operation, and post-event.</p> <p>Avoid - the use of new materials has been avoided as much as possible</p> <p>Reuse – wherever possible, materials have been taken out of existing supplier stocks and will go back into stock to be reused after the event</p> <p>Recycle – whether they are existing or new materials for the stand, all materials are recyclable and there is a plan to guarantee recycling at the end of their life.</p> <p>*Include the estimated % of reused and recyclable material as part of the measurement in the fourth category.</p>
b) Packaging	Packaging for all construction materials is reusable/recyclable and there is a plan to ensure they are reused/recycled.
c) Energy Consumption	The stand and its operation are planned to minimise energy consumption.
d) Transport	Transport for the construction and dismantling of the stand is minimised through local supply where possible, consolidated in full loads and efficient vehicles.
e) Waste	Minimising waste is built into the design of the stand through the choices and reuse of materials and eventually recycling at the end of life. Where possible, landfill is reduced to 0%. There is a plan to separate waste streams where waste is produced to support recycling.

Sustainable Stand Award criteria and weightings



3. Stand Operation (20%)

a) Food & Beverage

If customers and staff need to be catered for on your stand, you have worked with the catering team to make menu choices that are lower emission by minimising food waste and packaging - ensuring it will be recycled.

b) Marketing Materials

Product information can be provided to potential buyers without the need to produce and transport printed material. Remember buyers, find it easier to share material with colleagues if they have it electronically.

c) Promotional Giveaways

The need for any giveaway items (e.g. promotional items or bags) has been robustly assessed and if unavoidable, choices have been made that support sustainable goals. Same for staff uniforms if required.

d) Staff Travel Choices

Only necessary staff attend. Assessments have been done on hotel and transport choices to support your sustainable goals.

4. Measurement (20%)

a) Measurement

The impacts (CO2 and GHG emissions) of the production, transport, construction, operation and dismantling of the stand have been clearly measured, using a transparent methodology and the best available data.

Please also include the estimated % of reused and recyclable material as part of the measurement.

5. Governance (15%)

a) Legacy

There is a clear and agreed plan for what happens to everything related to the stand after the event. Are there any choices that you would like to make next time that you weren't able to this year?

b) Impacts

Consider how the choices made support your brand, reputation, and engagement with customers. Consider whether the stand supports sustainable economic growth and decent work and wages for suppliers. Consider if there are social or other benefits that will directly and positively impact communities in need.

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