

Presentation for



Brief Introduction:

Bruno Meißner, Dipl.Kfm.

... more than 30 years
in the exhibition and
display business.



"This company believes in sustainable development. We don't think yours is."

Brief Introduction:

Bruno Meißner, Dipl.Kfm.

- President / CEO of MEISSNER EXPO GmbH, Hamburg, Germany
- Shareholder in MEISSNER+GARREIS GmbH&Co.KG
- President Elect in the Presidium / Board of Directors of IFES – International Federation of Exhibition and Event Services , Brussels, B
- President of FMA – Forum Messe und Ausstellung (trade fairs and exhibitions) within FAMAB – Association of Live Communication
- Owner MEISSNER EXPO CONSULT – Exhibition – Congress – Event
- Co-Author of the book: “Das ABC des Messeauftritts – Messen optimal planen und durchführen”.

Green Design – Cost vs. Environment

What is the difference that green design can make to the society?

How can one balance the cost difference with social gain?

Can the design industry aim to claim carbon credits?

Green Design – Cost vs. Environment

Content:

- What is „Green“ Design?
- Principles of Sustainable Design
- Historical Background
- Environmental Issues
- Sustainable Strategies in the Exhibition Industry
- Practical Approach in the Exhibition Industry
- Conclusions

What is „Green“ Design?

MEISSNER EXPO

Green Design – Cost vs. Environment

The reliable partner for your perfect presentation

What is

Green Design ?



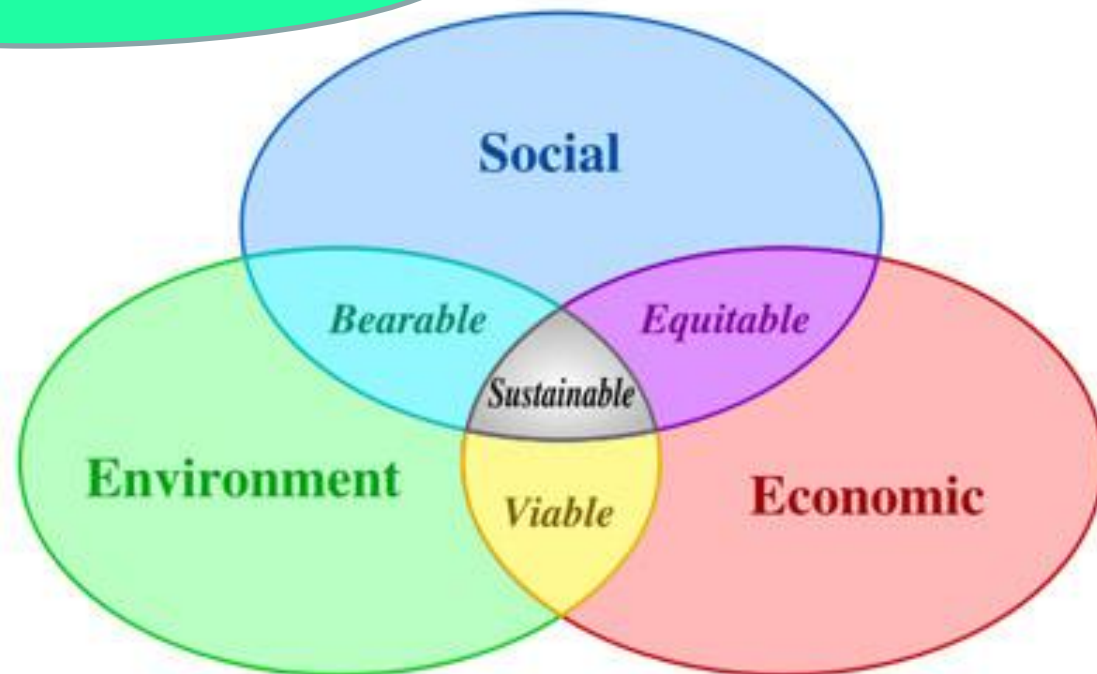
Sustainability ?

„Today not at the expense of tomorrow
and here not at the expense of elsewhere!“

„meeting the needs of the present
without compromising the ability of future generations
to meet their own needs“

(Bruntland Commission, MacKenzie, 1991)

Sustainability ?



Three Pillars / Spheres of Sustainable Development

Principles of Sustainable Design



1. Minimizing Resource Consumption

re-duce

re-use

re-cycle

(so called „waste disposal hierarchy“)

2. Reducing Pollution



Major Contributor

Global Warming

Ozone Depletion

Destruction of Habitats

Reduce Production of Pollutants

in

Energy Generation

Manufacturing Industries

Energy Use

Service Industries

Waste Management

Historical Background



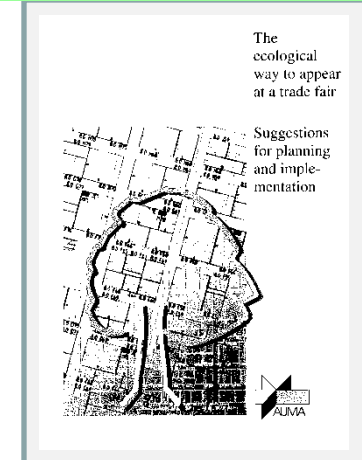
- ❖ **1972 UN Conference on Human Environment in Stockholm**
- ❖ **1987 Bruntland Commission's Definition of Sustainable Development**
- ❖ **1992 Rio Earth Summit: Agenda 21**
- ❖ **1994 AUMA: Environmentally orientated Exhibition Conditions**
- ❖ **2000 EXPO 2000 Hanover: Human Kind, Nature and Technology**
- ❖ **2005 Kyoto Protocol**
- ❖ **2009 Conference in Copenhagen**



❖ 1994 AUMA: Environmentally orientated Exhibition Conditions

Brochure: „The ecological way to appear at a trade fair
– Suggestions for Planning and Implementation“

1. Protecting the Environment
– Challenge and Benefits
1. Avoidance – Reduction – Recycling
2. The ecological exhibition stand
3. Setting up
4. During the exhibition
5. Dismantling
6. Checklists



http://www.auma.de/_pages/e/12_Download/download/GermanTradeFairIndustry/The_ecological_way_to_appear_at_a_trade_fair.pdf

Environmental Issues

1. Global Warming
2. Ozone Layer Depletion
3. Tropical Deforestation
4. Waste
5. Water Pollution
6. Resource Depletion

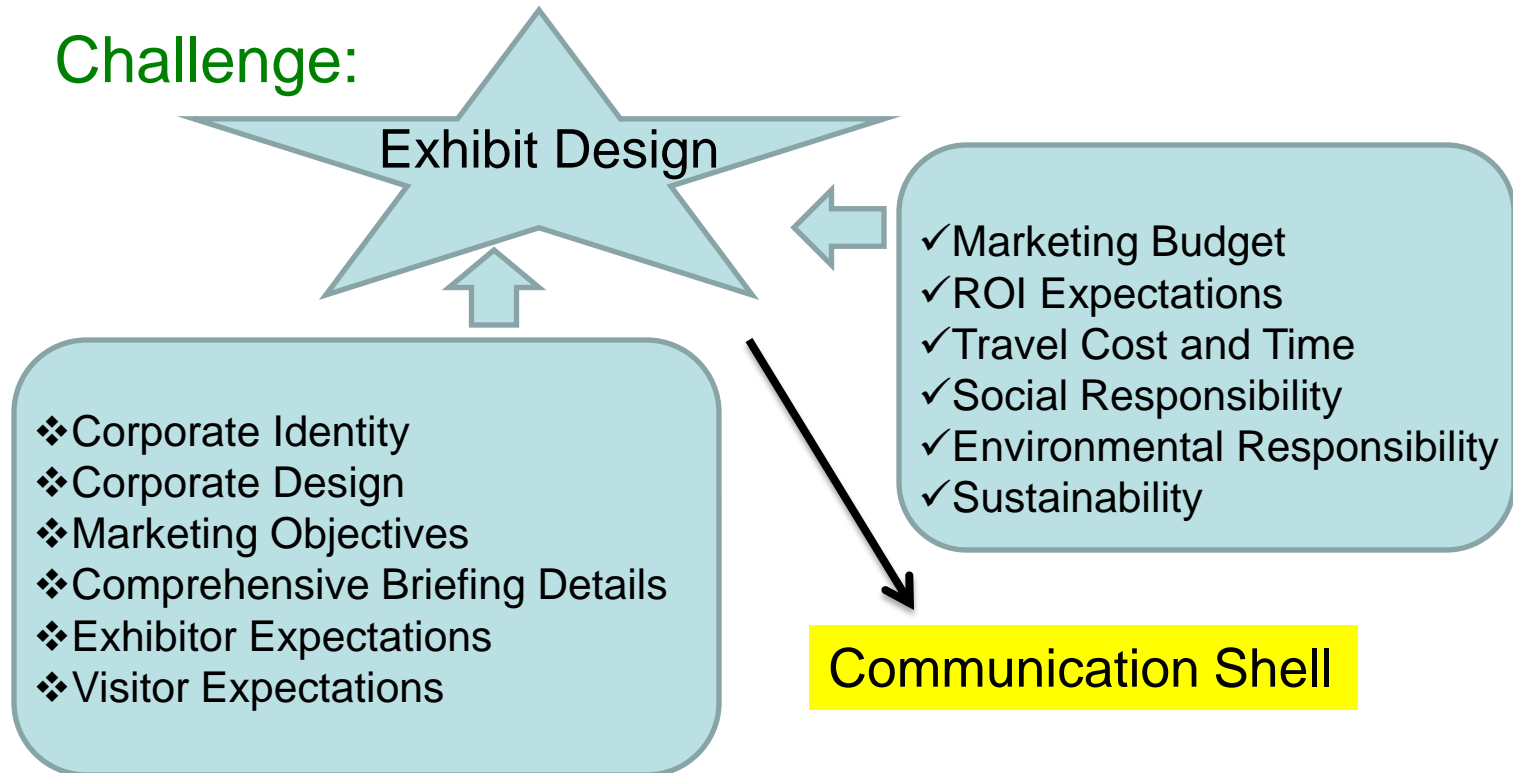


Sustainable Strategies in the Exhibition Industry

1. The Stand Briefing
2. Cradle-to-Grave Analysis
3. Dematerialisation - Avoidance
4. Energy Use
5. Transport
6. Design for Disassembly
7. Waste Management
8. Specification of Materials



Challenge:

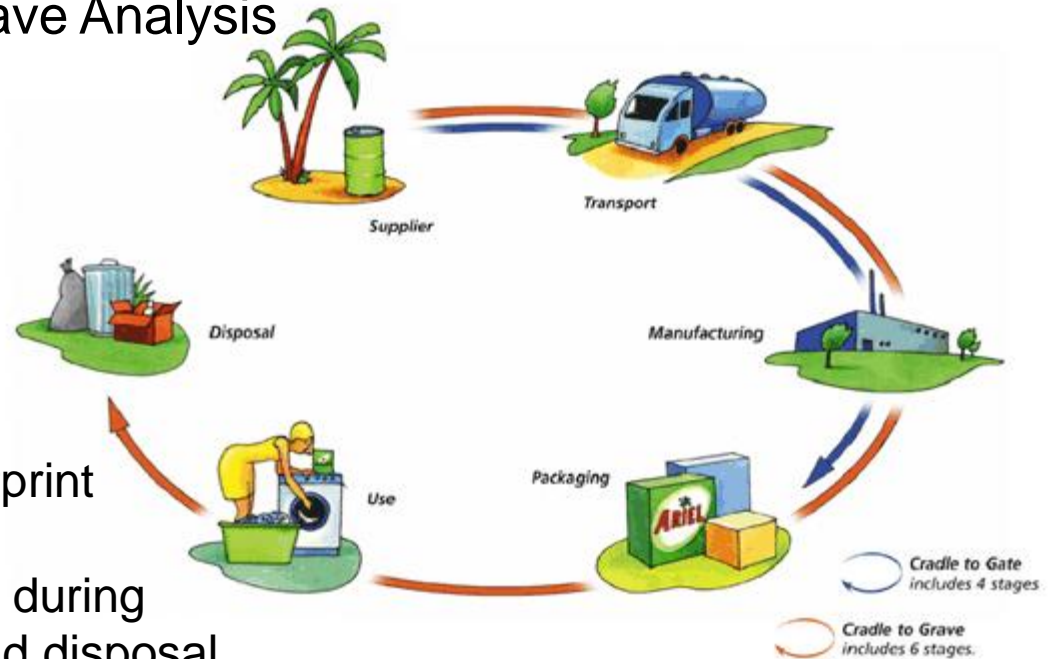


1. The Stand Briefing

- Design a „Communication Shell“
- Architectural „Piece of Desire“
- Desire for Sustainable Solutions
- Environmentally sound Exhibits

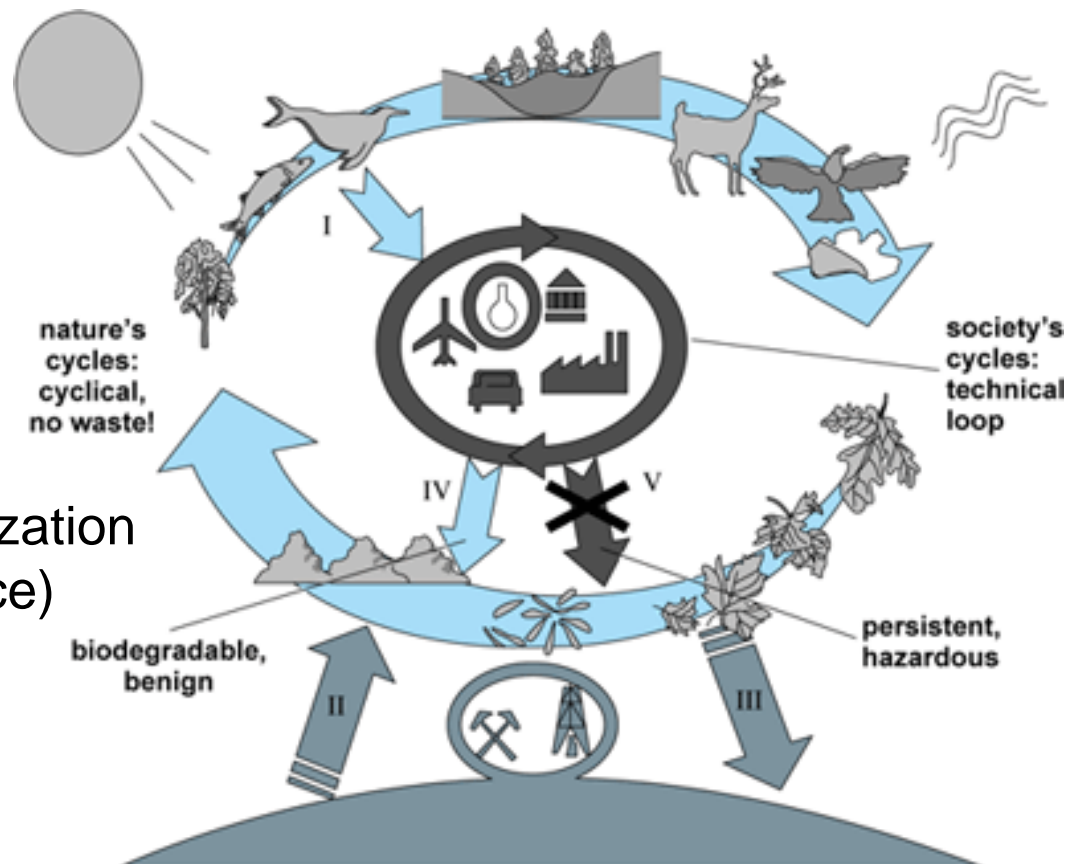


2. Cradle-to-Grave Analysis



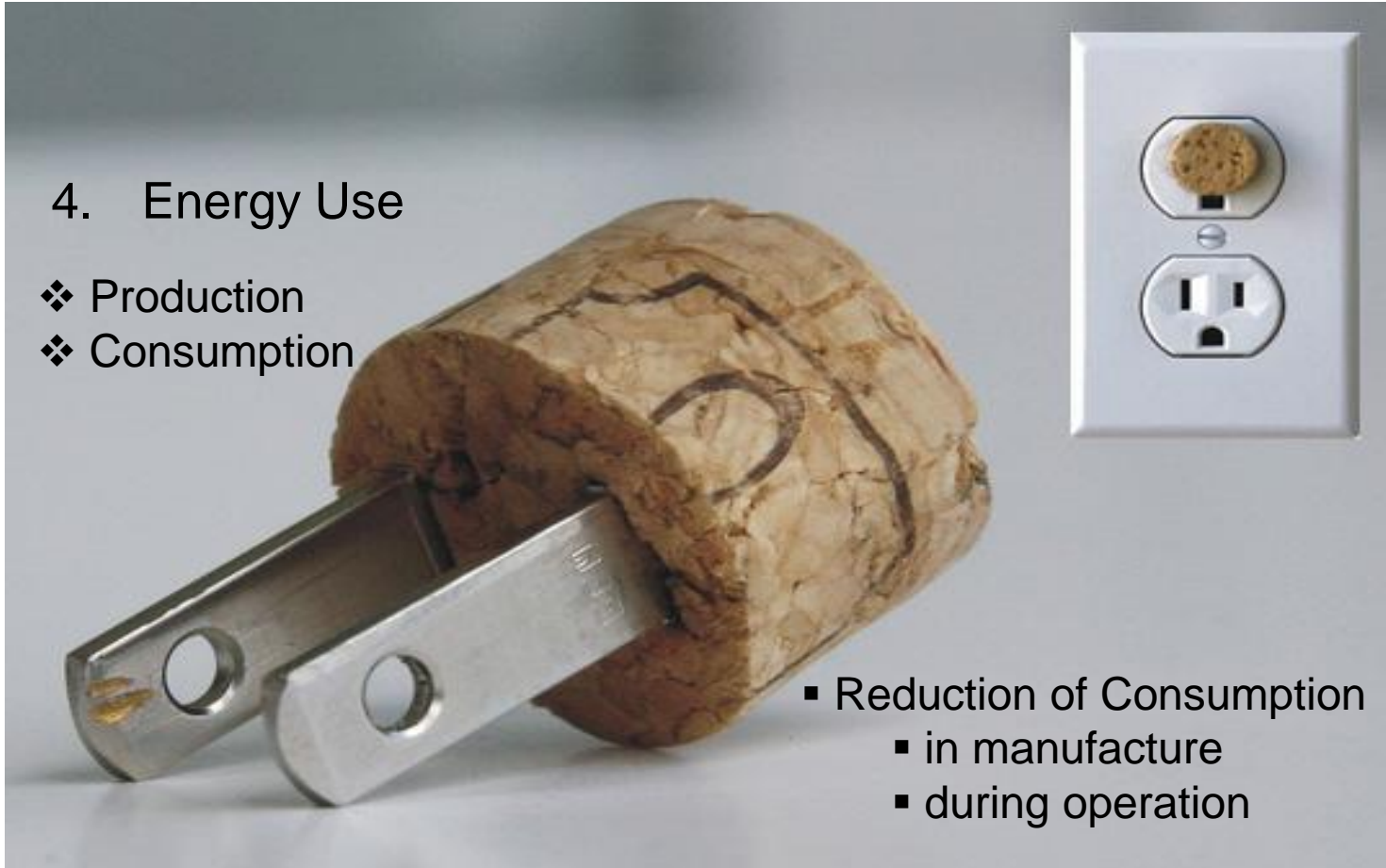
- environmental footprint judged on detrimental effects during production, use and disposal

3. Dematerialization (– Avoidance)



4. Energy Use

- ❖ Production
- ❖ Consumption

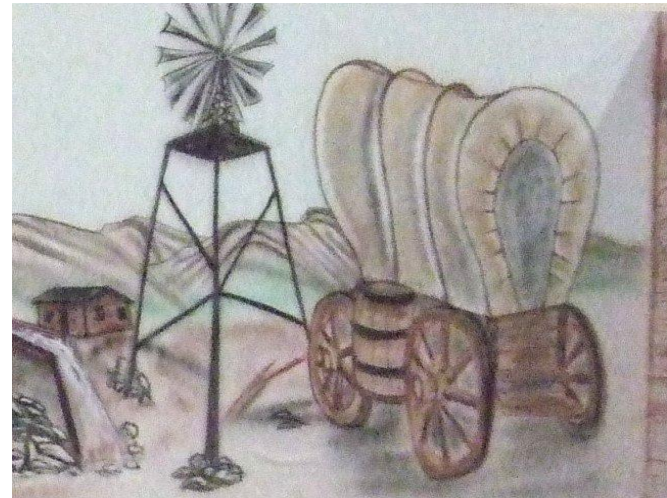


- Reduction of Consumption
 - in manufacture
 - during operation

5. Transport

Reduce Transport Use

- Locally produced Materials
- Locally offered Services



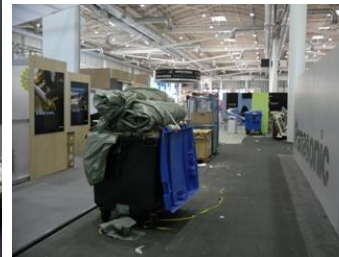
6. Design for Disassembly



- Dismantle – Disassemble
- Don't Tear Down
- Use Systems and Modules
- Design for Re-use of Materials

7. Waste Management

- Reduce Waste
- Reduce Waste Pollution
- Waste recycling



8. Specification of Materials

List of sustainable Materials

Assessment Criteria:

- ❖ Aesthetic appeal
- ❖ Availability
- ❖ Cost
- ❖ Performance
- ❖ Renewability
- ❖ Embodied Energy
- ❖ Recyclability
- ❖ True Cost
- ❖ Resource Scarcity
- ❖ Toxicity

8. Specification of Materials

List of sustainable Materials

Two Key Principles as Basic Guideline:

- Minimizing Resource Consumption
- Reducing Pollution

Practical Approach in the Exhibition Industry

1. Methods of evaluating sustainability
2. Environmental Accreditations and Carbon Credits
3. Sustainability Policies



1. Methods of evaluating sustainability

- LEED / USA – Leadership in Energy and Environmental Design
- LCA / ecobalance – Life Cycle Assessment
- EAS – Environmental Accounting Method
- EPM – Environmental Preference Method
- Ecoscarcity Method / CH

- Extraction of Raw Materials , Processing and Transportation
- Re-use and Re-cycling Potential
- National and International Limits
for Pollutants Released



2. Environmental Accreditations and Carbon Credits

1. CO₂OL / Forest Finance Group
2. Forest Stewardship Council – FSC
3. Environmental Audit and Management Systems – EMS
4. Green Mark Award Scheme
5. European Community Ecolabel
6. Green Seal
7. Institut für Energie, Ökologie und Ökonomie



2. Carbon Credits

CO₂OL

The Questionnaire:

CO₂OL - Erhebungsbogen - Klimaneutraler Messestand

Hinweise zum Ausfüllen:

gelb = von Kunde auszufüllen

blau = Hinweis umweltfreundliche Maßnahme

Antwort im Feld "Bitte Wählen" bezieht sich auf Frage im Feld "umweltfreundliche Maßnahme"

Angaben zur Messe <small>(Bitte berücksichtigen Sie auch Prozesse der Vor- und Nachbereitung der Messe)</small>	umweltfreundliche Maßnahmen	Bitte Wählen	Bitte hier Werte eingeben
Titel der Messe	COOL*		
Dauer der Messe <small>(in Tagen)</small>	COOL*		
Messedatum <small>(TT.MM.JJJJ)</small>	COOL*		
Messe-Standort <small>(Land, Ortsname, Strasse, PLZ)</small>	Ist die Messe gut mit öffentlichen Verkehrsmitteln erreichbar? <small>(Prinzip der kurzen Wege)</small>	ja nein <small>(bitte ankreuzen)</small>	
Ansprechpartner <small>(Für Rückfragen zur Organisation bitte mit Telefonnummer und E-Mail-Adresse)</small>	COOL*		
Ist der Messestand zum ersten Mal klimaneutral?	<small>(wenn nein, liegen Informationen aus der Vergangenheit bzgl. standbezogener Emissions-Kennzahlen etc. vor?)</small>	ja nein <small>(bitte ankreuzen)</small>	Bitte Angaben anbringen

Angaben zur Mobilität des Messestandpersonals <small>(zum Messestandpersonal zählen Aussteller/Standbetreiber und Hostessen)</small>	umweltfreundliche Maßnahmen	Bitte Wählen	Bitte hier Werte eingeben
Messestandpersonal <small>(Anzahl der Personen)</small>	Wird bereits bei der Messeplanung versucht, den messebezogenen CO ₂ -Ausstoß zu reduzieren bzw. CO ₂ -Emission zu vermeiden ?	ja nein <small>(bitte ankreuzen)</small>	
Summe gefahrene km mit ÖPNV <small>(Stadtbus, Straßenbahn, U-Bahn)</small>	Bieten Sie Ihrem Standpersonal die kostenlose Nutzung des ÖPNV im Zeitraum der Messe an?	ja nein <small>(bitte ankreuzen)</small>	
Summe gefahrene km mit dem PKW <small>(wenn möglich, bitte Angabe der Art der PKW z.B. Kleinwagen, Mittelklasse, Oberklasse bzw. Modell und deren gefahrene Kilometer)</small>	Bildet das Messestandpersonal Mitfahrergemeinschaften für die Anreise/den Transfer zum Messegelände?	ja nein <small>(bitte ankreuzen)</small>	

2. Carbon Credits

CO₂OL

The Certificate:



CO₂-Bilanz Ihres Unternehmens

CO₂OL hat für Sie nach einer durch das DFGE-Institut validierten Methodik den CO₂-Fußabdruck Ihres Unternehmens:

Meissner Expo GmbH

Durch Ihr Unternehmen entstehen klimaschädliche CO₂-Emissionen in Höhe von

108,57 t CO₂

Die CO₂-Bilanz Ihres Unternehmens setzt sich wie folgt zusammen:

Bereich	CO ₂ -Emissionen
Mobilität Mitarbeiter	7,945 t
Mobilität Geschäftsreisen	16,426 t
Mobilität Transporte	31,083 t
Gebäude	27,040 t
Übernachtungen	1,470 t
Verpflegung	6,250 t
Print	0,195 t
Müll	0,038 t
Wasser	0,026 t
Sicherheitsaufschlag	18,100 t

108,57 t CO₂



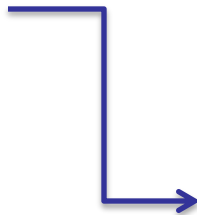
ForesFinance Service GmbH
 Eisenstraße 20
 D-53119 Bonn
 Tel. +49 (0)22894 27 79-0
 Fax. +49 (0)22894 27 79-20
 Internet: <http://www.co2ol.de>



2. Carbon Credits

CO₂OL / Forest Finance Group :

What can we offer through CO₂OL to our exhibitors?



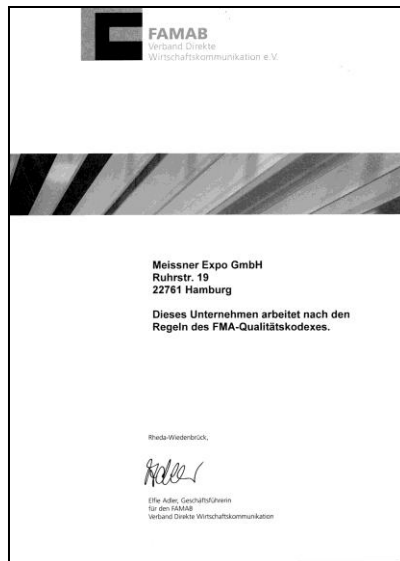
Analysis
Reduction
Compensation
Documentation

Sample of a certificate for an event ...



3. Sustainability Policies

Ethical Codes of Practice:



FAMAB:

- Sustainability Report
- Quality Code of Conduct

IFES:

- Code of Conduct



FAMAB
Verband Direkte
Wirtschaftskommunikation e.V.

Guidelines for a Sustainability Report

I. Introduction

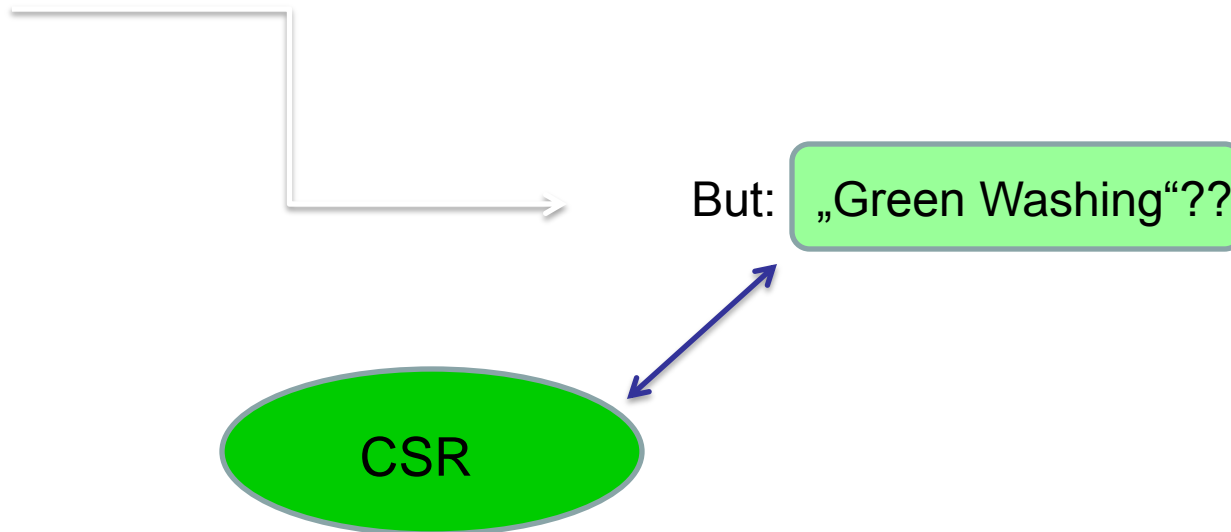
II. Advantages of a Sustainability Report?

III. 5 Steps to develop a Sustainability Report

1. Step: Form the team and define the Objectives
2. Step: Analysis of Situation
 - View from outside – view from inside company
 - Check resources
3. Step: Develop Checklist
 - Corporate Identity
 - View from outside: clients / suppliers / subcontractors / finance / authorities
 - View from inside: communication / staff and workforce
 - Operational business: organisation / design and planning / sustainability in production, logistics, installation and purchasing
4. Step: Write and Develop the Report
5. Step: Distribution of Report

3. Sustainability Policies

Ethical Codes of Practice:

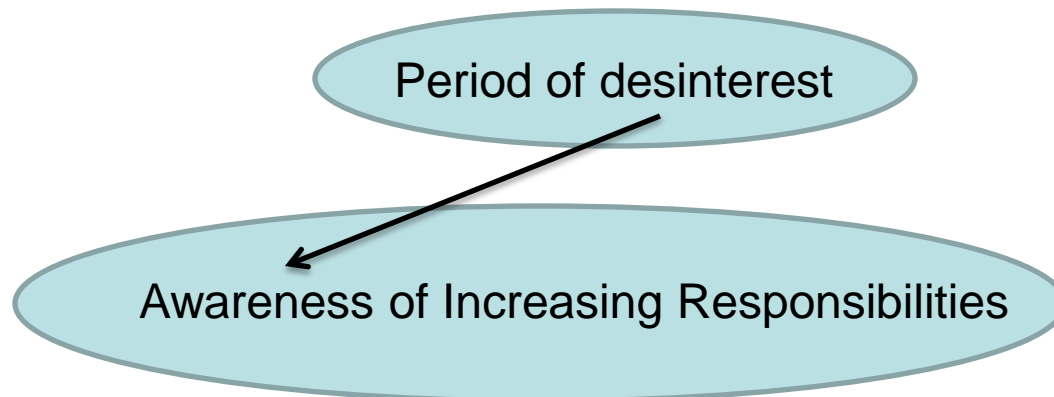


Conclusions

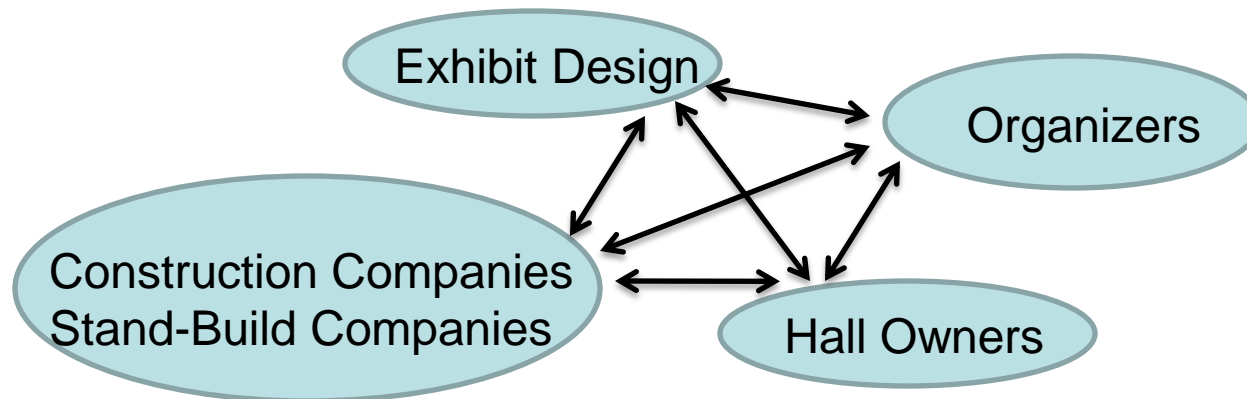
1. Further Cooperation
and Integration of Knowledge needed
2. Cooperation and Balance of Concerns
3. Communication and Technology
4. Business Environment for Sustainable Design
or: „How can one balance the cost difference
with social gain?“
5. Concluding Remarks



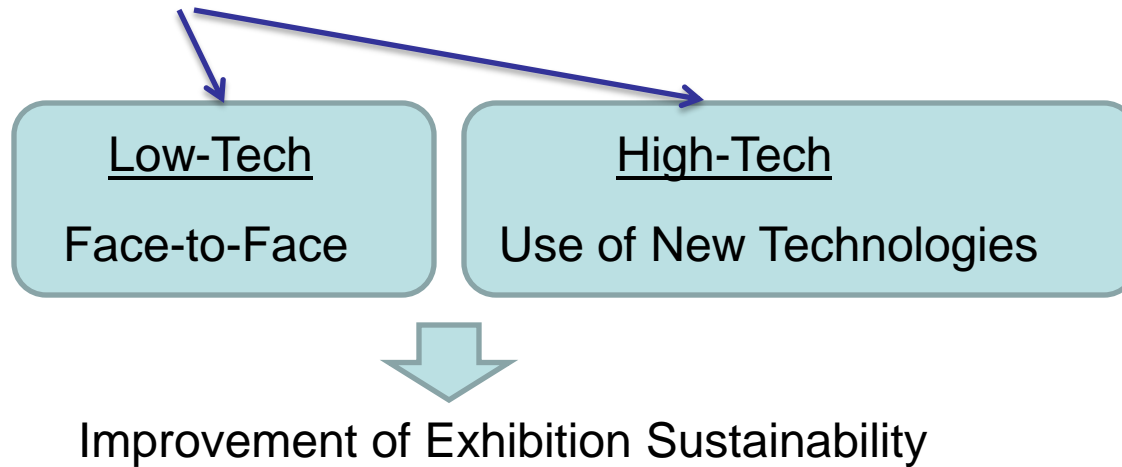
1. Further Cooperation and Integration of Knowledge needed



2. Cooperation and Balance of Concerns



3. Communication and Technology



4. Business Environment for Sustainable Design

or: „How can one balance the cost difference with social gain?



- „Boom-Subject“ or Social Necessity?

Three good reasons to strive for Sustainability:

- Money: .. is economically worthwhile!
- Money: .. is reducing cost!
- Money: .. Consumer-group is growing!

5. Concluding Remarks

Join us in



IFES

sharing knowledge



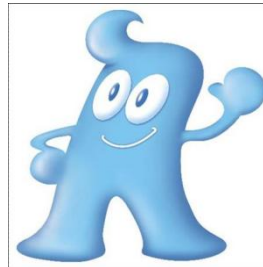
www.ifesnet.com



Join us for EXPO 2010 in Shanghai:



IFES AGM in Shanghai



- Meet us and see for yourself the value in our network!
Join us at the IFES Annual General Meeting
20-26 June 2010- Shanghai
Join us at Euroshop
26 February – 3 March 2011 – Dusseldorf

Green Design – Cost vs. Environment

The reliable partner for your perfect presentation



Good success
and
best of luck
for your
sustainable exhibit designs!



What is Exhibit Design?

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Green Design – Cost vs. Environment

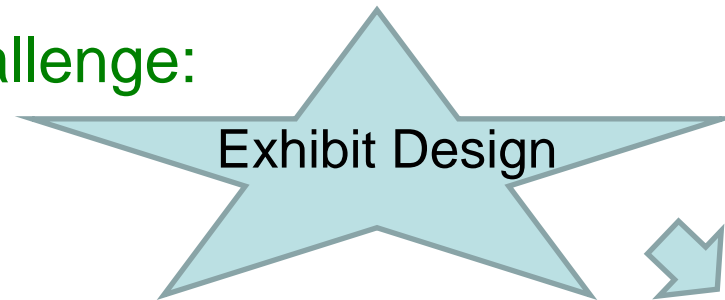
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Challenge:

What is Exhibit Design ?



Challenge:



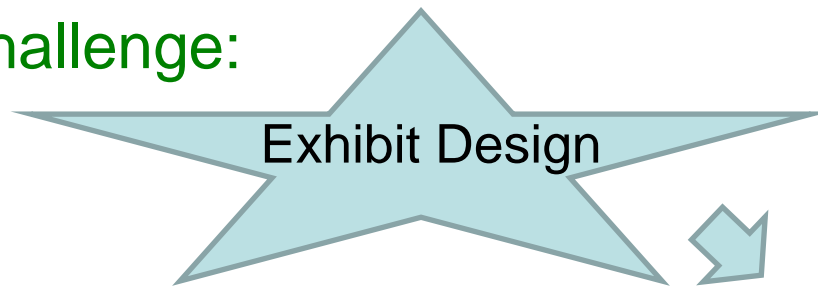
„Designare“ = indicate by means of distinctive signs

- Forms
- Graphic signs
- Symbols
- Words / Story Telling
- Sounds
- Colours

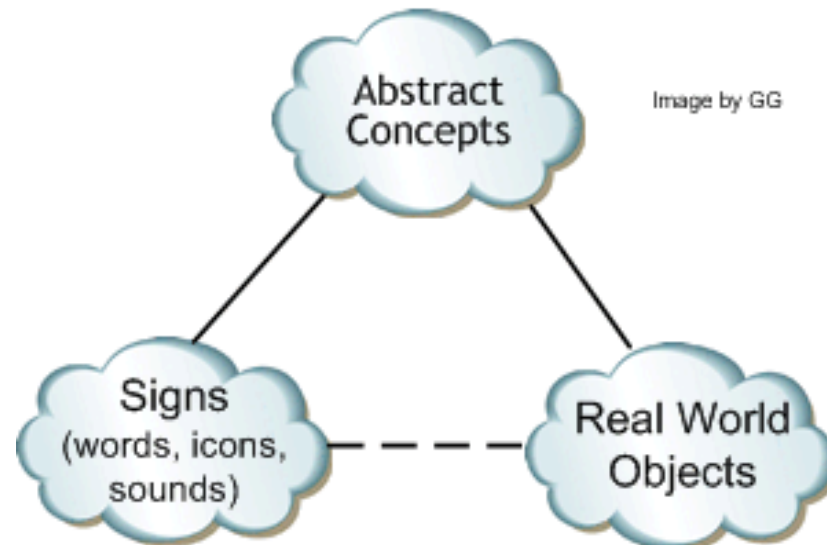
Touching all five (?) senses

Creation of Marketing Experiences

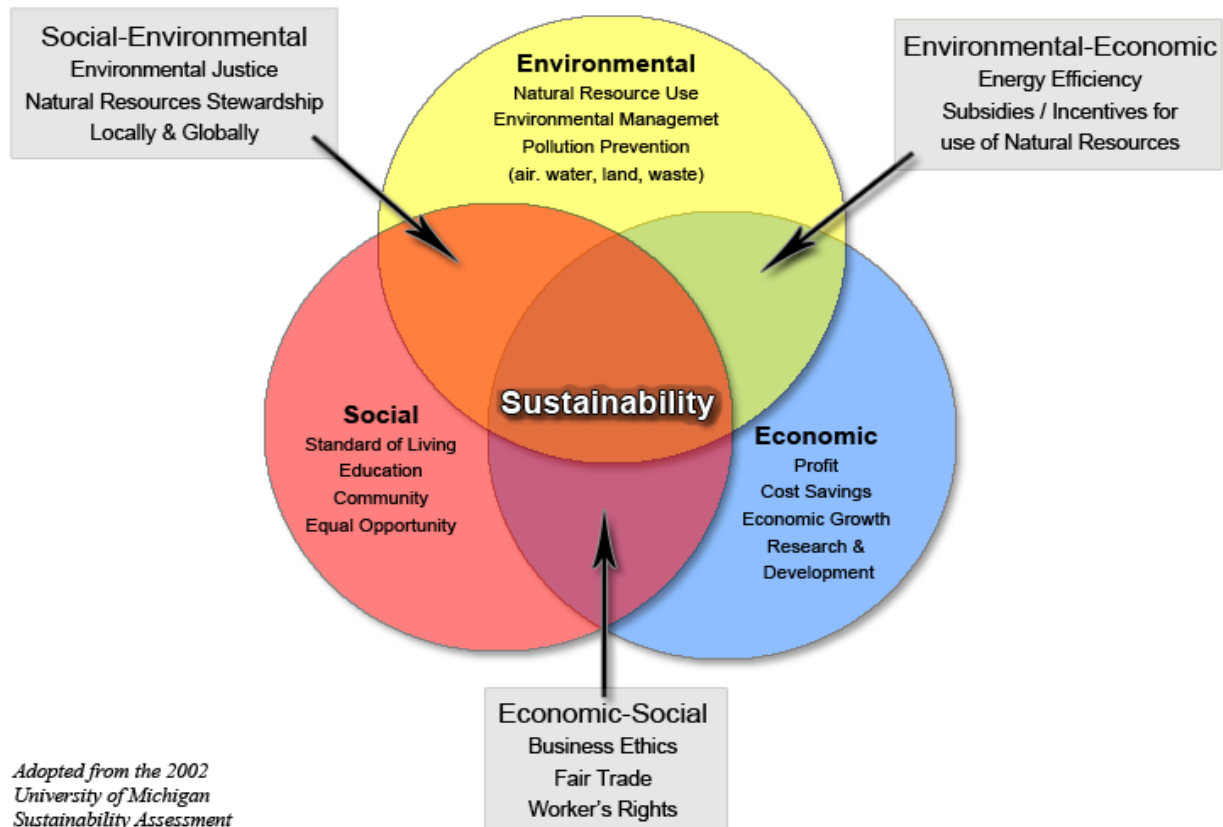
Challenge:



Concept of the
Semantic Triangle



The Three Spheres of Sustainability



*Adopted from the 2002
University of Michigan
Sustainability Assessment*

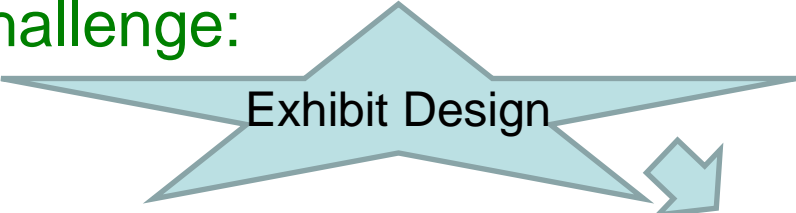
What is Exhibit Design?

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Challenge:



Thought



Object



Symbol - Word

Tissue for Europe

