



# **SUSTAINABLE LOOK AND OVERLAY**

**Market Review**

## **Issue review and industry scan**

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# OVERVIEW

**The events and sports sector globally uses an immeasurable volume of single-use, mostly plastic, materials to dress their live event sites, and there is very little in the way of stewardship of those materials on their journey from manufacturing to ‘disposal’.**



Whether it be predominantly outdoor events such as music festivals and sports events, or indoor events such as exhibitions and conferences, there is a requirement to build immersive but temporary settings that are physically dressed to bring an event site to life and to carry the event and sponsor's messages.

The inherent creativity in the global events industry constantly demands everything from new designs for assets at existing events, to innovative physical solutions for 'hero-piece' ideas for new events.

This could be covering all of the fence lines and exterior walls of the venue, elaborate sets inside the venue, the way-finding, and scenic installations.

Much of the material used for the branding, dressing, overlay and signage is not made from recycled content, not recyclable, or simply not handled correctly

and recycled. Landfill or incineration is the end-of-life.

We must together find solutions to dress and message our sites and venues, in a way that **reduces volume** of single-use, ensures **full stewardship** of materials to circular systems, and **ignites innovation** in sustainable materials, production methods, alternatives to business as usual.

This report shows the current state of affairs in the value chain of the event look, overlay and signage industries, highlighting the principal materials used and for what purpose, and the sustainable solutions that are already available on the market. It also details the challenges that the industry faces, along with the opportunities it has to find circularity. The outcomes of the Innovation Workshop held with 80 industry leaders is included in throughout this report.

## INNOVATION WORKSHOP #3

**On 26th May, The Ocean Race hosted an Innovation Workshop with 80 event leaders from the sports and events industries who are committed to a sustainable future.**



While our events are on a time out, we are taking this moment to focus on the most obvious of single-use plastics in our industry – the way we dress and brand our event sites.

This gathering and workshop gave us the opportunity to ignite industry-wide materials stewardship, and to look at how to spark innovation.

Together we can make a huge positive impact, and together we will find solutions to reduce resource use, ensure stewardship of materials to circular systems, and inspire innovation in our supply chain.

This workshop was an extension of the workshop group convened by the IOC to bring industry stakeholders together to work on this critical topic.

A who's who of sports and events

representatives attended the Innovation Workshop.

Joining these industry representatives were critical members of the value chain: materials manufacturers, designers, production companies, design agencies, recyclers, and innovators

**Together we are working to map a pathway for global industry and collaboration and solutions.**



# INNOVATION WORKSHOP #3

## WORKSHOP ATTENDEES

International Olympic Committee  
UEFA  
Formula E  
FIFA  
CSM Live  
Freeman  
George P Johnson  
IMG  
World Economic Forum  
Herry Conseil  
London Marathon Events  
Festival Republic  
World Sailing  
World Surf League  
Global Destination Sustainability Index  
International Sponsor Council  
Sustainable Green Printing Partnership  
Sustainable Event Alliance  
A Greener Festival  
British Association for Sustainable Sport  
Positive Impact Events  
Sport Positive Summit  
Green Events International  
Green Sports Alliance  
Revolution Foundation  
Greener Events Foundation  
Global Inheritance  
Sports and Sustainability International

The Rubbish Project  
The Textile Review  
PRomotor Special Events  
AD'HOC MEDIA  
T T Design  
Drees and Sommer  
GAC  
Sail Newport  
Faber Audiovisual  
Worldperfect  
11th Hour Racing  
11th Hour Racing Team  
TIG Sport  
ITAJAI STOPOVER  
Stena Recycling  
World Sailing  
CSM Live  
Eco Booth  
Dow  
Les Connexions  
The Look Company  
Network Visuals  
The Sustainable Signage Co  
BlockTexx  
Focus Banners  
Edge Environment  
Legacy Events  
Suber Consulting  
EPEA  
The Rubbish Project  
The Textile Review

INNOVATION WORKSHOP #3 | GLOBAL | ONLINE


Taking action to protect our blue planet

## INVITATION

**Sports and events**  
**Sustainable look and overlay**

Industry workshop and solutions collaboration

**26 May 2020**  
**14:30 - 17:30 CEST**



In this gathering of leaders in sports, events and entire value chain, we will focus our attention on the most obvious of single-use plastic in our industry - the way we dress and brand our event sites.

PREMIER PARTNERS

11TH HOUR RACING

WOLFGANG

OFFICIAL PARTNERS

BLUMHILF

# THE WORKSHOP

**The workshop was held on 26th May 2020, and ran via Zoom Webinar. Attendees broke into nine separate teams for a deeper dive into the topic assigned that team.**

The workshop commenced with a review of the preliminary working document and key identified pain points and opportunities. The motivation behind pulling together the IOC working group was explained.

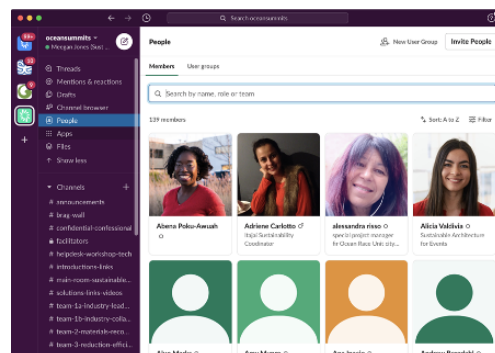
The teams used MURAL. Firstly they chose their top three from the twelve identified pain points. Then they worked through a large volume of issues, narrowing to solutions, action and final stairway to sustainability. See each team's final stairway in the appendix.

During the break there was a live cross to [GEM Tower](#) (1 hr 27 mins in on the video!)

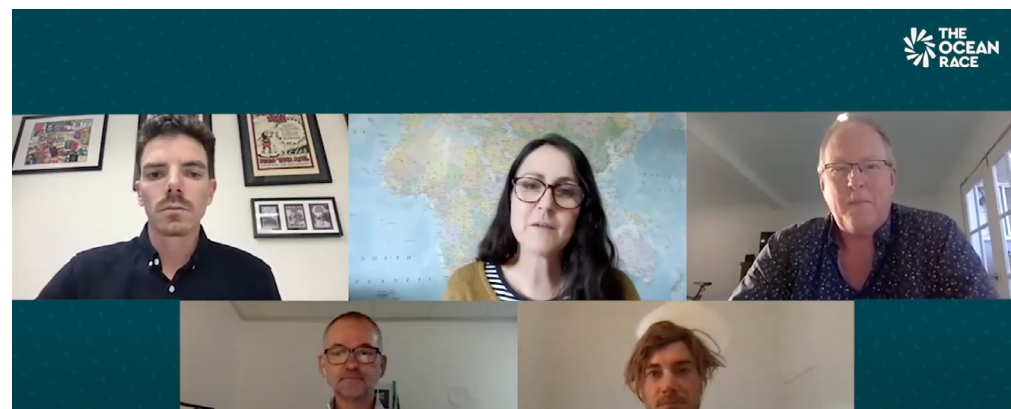
The teams regrouped and presented their top takeaways. These can be viewed in upcoming

pages of this report also.

In the months leading up to the workshop, we undertook a market review, issues scan and stakeholder interviews to reveal the common issues or 'pain points' along with the overarching opportunities identified - reduction, circularity and innovation. Prior to the workshop, we also invited participants to join our Slack group, where they could review the various identified issues and meet team members.



Watch the introduction, Team 1b Industry Leadership, the GEM Tower live cross and summary of all the teams. [Watch the workshop.](#)



Prior to the workshop, a panel discussion was held on materials stewardship through the value chain. Joining Meegan Jones - The Ocean Race, were Graham Ross - Blocktess (textile recycling), Andrew Mc Arthur - Clean Vibes (event waste contractor), Marcus Bawden - Focus Banners (created a polyester stewardship programme) and Blake Lindley - Australasian Circular Textile Association and exhibition industry sector representative. [Watch the panel discussion.](#)

# KEY OPPORTUNITIES

**Prior to the workshop we conducted a market review, industry scan and interviews with members of the value chain to understand the key pain points in preventing sustainable look and overlay for events and the preeminent solutions or opportunity themes.**

REDUCTION

CIRCULARITY

INNOVATION

## Reduction

- Reduce the impact of manufacturing (energy, material inputs, transport, chemical use, waste, water, emissions).
- Become more efficient in production processes.
- Reduce the volume of materials used, and design this in from the outset.
- Dampen expectation for an excessively branded site
- Reduce wastages through poor planning or last-minute changes.
- Increase knowledge throughout the value chain of the waste impacts of decisions and the consequences for waste generation along the value chain.

## Circularity

- Build circularity into manufacturing by sourcing material inputs from the circular economy.
- Design-in sustainable end of life solutions.
- All members of the value chain take a Materials Stewardship model for the product life cycle. Create a model all can feed into (materials flow and traceability).
- Ensure time, resources and processes are made available to optimise materials stewardship.
- Look for gaps and opportunities to ensure circularity - logistics, existence of facilities, technical solutions, competency or resources.
- Set ambitious zero waste intentions.
- Increase knowledge throughout the value chain about the opportunities for circularity.

## Innovation

- Reinvent how to get our messages and brand experience across without relying on single-use materials, especially plastic.
- Make a commitment to be experimental. Offer events and venues as a testing ground.
- Build demand in the industry for innovation, to enable investment in R&D by manufacturers and producers.
- Actively seek out innovators and their solutions through the supply chain. Support them. Be willing to pay in these early stages to help them become viable and competitive.
- Challenge those along the value chain to innovate and not rest on business as usual.

# KEY SUSTAINABILITY PAIN POINTS

## Prior to the workshop we conducted a market review and industry scan to understand the key pain points in preventing sustainable look and overlay for events.

At the workshop a total of 100 industry leaders split into nine teams, each with a theme to their teams. They went through a process to vote on the three most important pain points to focus on, identified issues, solutions and actions and finally created three key actions, takeaways or a road-map. Most voted pain points were:

TEMPORARY NATURE

LACK OF LEADERSHIP

BUDGET

### Temporary Nature

Events are temporary by definition and therefore much of the elements that comprise them are too. This means that many aspects are designed for single-use. The location and event profile are major contributors to what is possible to achieve.

The weather, length of event, indoor or outdoor - all have an impact on the types of materials required and possible options. Materials are often over-specified, with those designed to endure, being used for only several days.

Everything from the sponsors to the overlay can change from one event to the next, even if the event is part of a series.

The fast-paced nature of events, in the production lead up, can mean last minute changes and additions, which can render signage and branding redundant before it is even used. Tight deadlines and short timelines can mean there is no room for detailed sustainable solutions sourcing, or the extra effort needed to ensure recovery is effective.

Lack of options for storage (price of storage often outweighs price of recreating or ease of accessing).

### Lack of Leadership

Many along the value chain are reliant on the commitment of those higher up and closer to the event owner or ultimate brand and budget steward.

The challenge comes when they are 100% committed and capable of delivering the best sustainable solutions, but those further up the value chain are not requesting or resourcing it and those further along are disinterested in helping it to happen.

### Budget

Event organisers and branding/signage delivery companies, agencies and production houses can only work with the budgets that are provided. If more time, systems or money are needed to explore or deploy the most sustainable options, then this is often sidelined if the budget line item is not available.



# KEY SUSTAINABILITY PAIN POINTS

## EVENTS

### TEMPORARY NATURE

EVENTS ARE TEMPORARY BY DEFINITION AND THEREFORE MUCH OF THE ELEMENTS THAT COMPRISE THEM ARE TOO. THIS MEANS THAT MANY ASPECTS ARE DESIGNED FOR SINGLE-USE.

### LOCATION AND EVENT TYPE

THE LOCATION AND EVENT PROFILE ARE MAJOR CONTRIBUTORS TO WHAT IS POSSIBLE TO ACHIEVE. THE WEATHER, LENGTH OF EVENT, INDOOR OR OUTDOOR - ALL HAVE AN IMPACT ON THE TYPES OF MATERIALS REQUIRED AND POSSIBLE OPTIONS.

MATERIALS ARE OFTEN OVER-SPECIFIED, WITH THOSE DESIGNED TO ENDURE, BEING USED FOR ONLY SEVERAL DAYS.

## PEOPLE

### LACK OF LEADERSHIP

MANY ALONG THE VALUE CHAIN ARE RELIANT ON THE COMMITMENT OF THOSE HIGHER UP AND CLOSER TO THE EVENT OWNER OR ULTIMATE BRAND AND BUDGET STEWARD. THE CHALLENGE COMES WHEN THEY ARE 100% COMMITTED AND CAPABLE OF DELIVERING THE BEST SUSTAINABLE SOLUTIONS, BUT THOSE FURTHER UP THE VALUE CHAIN ARE NOT REQUESTING OR RESOURCING IT AND THOSE FURTHER ALONG ARE DISINTERESTED IN HELPING IT TO HAPPEN.

### SILO-ISM

WITHOUT EACH KNOWING THE FLOW-ON CONSEQUENCE OF THEIR DESIGN AND DECISIONS, THEY CAN'T WORK IN HARMONY TO OPTIMISE REDUCTION, CIRCULARITY OR INNOVATION. WITHOUT SOMEONE CONNECTING ALL THE PLAYERS, THIS CAN LEAD TO THE WRONG MATERIALS BEING CHOSEN, NO COLLECTION SYSTEMS ONSITE, INCORRECT HANDLING OF MATERIALS AND NO LOCAL MATERIALS RECOVERY FACILITIES THAT CAN HANDLE THE PRODUCTS CHOSEN!

## BUSINESS

### BUDGET

EVENT ORGANISERS AND BRANDING/ SIGNAGE DELIVERY COMPANIES, AGENCIES AND PRODUCTION HOUSES CAN ONLY WORK WITH THE BUDGETS THAT ARE PROVIDED. IF MORE TIME, SYSTEMS OR MONEY ARE NEEDED TO EXPLORE OR DEPLOY THE MOST SUSTAINABLE OPTIONS, THEN THIS IS OFTEN SIDELINED IF THE BUDGET LINE ITEM IS NOT AVAILABLE.

### LACK OF VOLUME AND COST COMPETITIVENESS

AS THESE INNOVATORS ARE ENTERING THE MARKET, THEIR RELATIVELY LOWER VOLUMES, AND HIGHER OVERHEAD AND R&D INVESTMENTS MAY COST THEM OUT OF CONTENTION.

THERE IS CURRENTLY A LACK OF KNOWN OPTIONS FOR FUNDING OF RESEARCH AND DEVELOPMENT INTO SUSTAINABLE ALTERNATIVES.

# KEY SUSTAINABILITY PAIN POINTS

## EVENTS

### TIME AND TIMELINES

TIGHT DEADLINES AND SHORT TIMELINES CAN MEAN THERE IS NO ROOM FOR DETAILED SUSTAINABLE SOLUTIONS SOURCING, OR THE EXTRA EFFORT NEEDED TO ENSURE RECOVERY IS EFFECTIVE.

### CHANGING LANDSCAPE

EVERYTHING FROM THE SPONSORS TO THE OVERLAY CAN CHANGE FROM ONE EVENT TO THE NEXT, EVEN IF THE EVENT IS PART OF A SERIES.

THE FAST-PACED NATURE OF EVENTS, IN THE PRODUCTION LEAD UP, CAN MEAN LAST MINUTE CHANGES AND ADDITIONS, WHICH CAN RENDER SIGNAGE AND BRANDING REDUNDANT BEFORE IT IS EVEN USED.

## PEOPLE

### LACK OF KNOWLEDGE

A LACK OF KNOWLEDGE OF THE BEST OPTIONS OR MATERIALS TO CHOOSE. LACK OF UNDERSTANDING OF THE COMPLEX UPSTREAM (MANUFACTURING AND TRANSPORT IMPACTS), AND DOWNSTREAM IMPACTS (WASTE AND RESOURCE RECOVERY SYSTEMS) OF MATERIALS CHOICES.

### LACK OF POST-EVENT OWNERSHIP

IN MANY SITUATIONS EVENT ORGANISERS ARE TEMPORARY TEAMS (SUCH AS LOCS) WHICH DISBAND QUICKLY POST-EVENT. THIS IMPACTS THE RESPONSIBILITY FOR POST-EVENT WRAP UP INCLUDING ENSURING MATERIALS STEWARDSHIP. THIS IS ALSO EXACERBATED BY NO BUDGET ALLOCATION OR DISSOLUTION PLAN.

## BUSINESS

### BUDGET

EVENT ORGANISERS AND BRANDING/ SIGNAGE DELIVERY COMPANIES, AGENCIES AND PRODUCTION HOUSES CAN ONLY WORK WITH THE BUDGETS THAT ARE PROVIDED. IF MORE TIME, SYSTEMS OR MONEY ARE NEEDED TO EXPLORE OR DEPLOY THE MOST SUSTAINABLE OPTIONS, THEN THIS IS OFTEN SIDELINED IF THE BUDGET LINE ITEM IS NOT AVAILABLE.

### MATERIALS STEWARDSHIP

NO ONE SEEMS TO BE TAKING ULTIMATE RESPONSIBILITY FOR THE IMPACTS OF THE CHOSEN MATERIALS OR THEIR FULL LIFE CYCLE. MATERIALS STEWARDSHIP NEEDS CONCERTED EFFORT AND LEADERSHIP BY ONE OR MORE PLAYERS IN THE VALUE CHAIN. LACK OF KNOWLEDGE, NON-EXISTENCE OF SOLUTIONS AND SILO-ISM EXACERBATES EFFECTIVE MATERIALS STEWARDSHIP.

# SUMMARY OF KEY ACTIONS

## LEADERS GOTTA LEAD

SEEK OUT OTHER INDUSTRIES SUCH AS THE CONSTRUCTION SECTOR (LEED, GREEN BUILDING ASSOCIATIONS?), CITY MANAGEMENT (ICLIE?) AND TEXTILES INDUSTRY TO COLLABORATE ON THIS COMMON ISSUE.

## SPONSORS AND BRANDS CAN SHINE

CREATE AN INNOVATION WORKSHOP WITH LEADING BRANDS TO EXPLORE CREATIVE WAYS TO ACTIVATE THAT IS NOT RELIANT ON SINGLE-USE BRANDING MATERIALS.

## CREATE THE BRIDGES

COORDINATED CONNECTION ALONG THE CHAIN, INSTIGATED BY SUSTAINABILITY TEAMS AND RESOURCED BY EVENT LEADERS.

## FIND WHAT'S ALREADY OUT THERE

EVENTS AND SUPPLIERS TO GET LISTED IN EXISTING SUPPLIER DATABASES. SHARING OF EXISTING SUPPLIER DATABASES. INDUSTRY GLOBAL NGO FOR EVENTS SECTOR TO ATTEND ALL MATERIAL INNOVATION SUMMITS.

## PRODUCER RESPONSIBILITY & STEWARDSHIP

ESTABLISH A BEST PRACTICE PROTOCOL FOR ENSURING MATERIALS STEWARDSHIP THROUGHOUT THE VALUE CHAIN. DESCRIBE EACH MEMBER OF THE VALUE CHAIN'S ROLE.

## CIRCULARITY AND DISCLOSURE IS KEY

MAP MATERIALS FLOW AND REPORT OUTCOMES. IDENTIFY METRICS THAT PRIORITISE REUSE AND RECOVERY. MEASURE AND DISCLOSE PERFORMANCE. TRIP ADVISOR STYLE RATING OF EXPERIENCE WITH WASTE COMPANIES.

## VARIETY IS NOT THE SPICE OF LIFE

WORK WITH SUPPLIERS, VENUES, DESIGNERS AND EVENT PRODUCERS TO IDENTIFY STANDARD SIZES, AND UNIFORMITY OF CONSTRUCTION SYSTEMS, AND ENCOURAGE THEIR USE.

PRODUCE ITEMS MADE FROM A SINGLE TYPE OF PLASTIC.

## GET THE INFO WE NEED

CREATE OPEN SOURCE INDUSTRY MANUALS AND GUIDANCE. COMMON DATABASE OF MATERIALS ALL EVALUATED AGAINST A SET OF BENCHMARKS THE INDUSTRY DEFINES AS IMPORTANT.

## BUILD THE BUSINESS CASE

ATTRACT SUSTAINABILITY SPONSORS. BUILD DEMAND TO LOWER COSTS. MEASURE THE TRUE COST. WEIGH THE REPUTATION RISK AND VALUE.

## ENCOURAGE INNOVATION

CREATE A SUSTAINABLE EVENT MATERIALS ACCELERATOR. CREATE A SUSTAINABLE MATERIAL INSTITUTE / BY A GROUP OF KEY STAKEHOLDERS ACROSS THE WHOLE VALUE CHAIN.

FOLLOW UP WITH THE EUROPEAN GREEN DEAL. ALLOW YOUR EVENT, OR PURPOSEFULLY DESIGN-IN, THE IDEA OF IT BEING A LIVING LAB. ACTIVELY SEEK INNOVATIONS TO BE TESTED AND TRIALLED AT YOUR EVENT OR VENUE.

## VARIETY IS NOT THE SPICE OF LIFE

SHARE CASE STUDIES/EXAMPLES/ INFORMATION THAT OTHERS IN THE INDUSTRY CAN LEARN FROM, INCLUDING DESIGN INTERVENTION, ADJUSTING PRIORITIES, SPONSOR SUPPORT, AND TRUE COST.

## GET THE INFO WE NEED

THIS COULD BE A SHARED RESOURCE AMONGST THE INDUSTRY ASSOCIATIONS AND AVAILABLE TO ACCESS FOR ALL. CELEBRATE LEADERS IN THE SECTOR, ACTIVELY SEEK OUT EXAMPLES, AND INCLUDE AS A FEATURE IN AWARDS.

CREATE A HASHTAG WE CAN ALL AMPLIFY SO WE CAN FIND CASE STUDIES EASILY

FULL TABLE OF ACTIONS IS AT THE END OF THE DOCUMENT. [GO THERE NOW](#)

# SUMMARY OF KEY ACTIONS

## Team 1A - INDUSTRY & LEADERSHIP Graham Ross, Blocktexx



“Our starting point is the need to clarify what sustainability means in different circumstances and especially regarding materials and their impact on the environment. What is the hierarchy and what are the priorities for CO2 emissions, landfill, resource recovery & reuse? That is challenging. From these definitions and priorities we can set new work flows, policies and budget. We all need to be leaders within our own events, then our events can take a leadership position within our countries, and we can then influence events on global scale.”

[Visit this team's MURAL](#)

### Top 3 takeaways

An understanding of what 'sustainability' is or means in different circumstances.  
How do we balance or prioritise the various issues?

Events could be set as Living Labs to test and showcase branding and signage solutions.

Leadership starts as an individual in our own organisations. We can then lead as events or suppliers in our own country and then influence on a global level.



# SUMMARY OF KEY ACTIONS

## Team 1B - INDUSTRY & LEADERSHIP Fiona Pelham, Positive Impact



“Now is the time for industry leaders and collaborators to innovate and build back better. Firstly by understanding how events can speak a language that business and governments will understand. The UN SDGs provides this language and the theme ‘Build Back Better’ is one being championed by business, governments and the United Nations. Secondly as new ideas emerge, transparency, best practice sharing, storytelling will be vital. In our workshop we explored how advocacy for the role of human connection and engagement with all stakeholders (event attendees, suppliers, local communities) will create a foundation for the role of events in advancing the UN SDGS and creating the sustainable world we all want to live in.”

[Visit this team's MURAL](#)

### Top 3 takeaways

Keep an eye on ingenuity so we can 'build back better'

Help the rest of the team communicate their stories. Give a voice to the rest of the industry's initiatives

Focus on transparency, sharing best practice, creating stories, communicating initiatives and sharing knowledge accross the whole industry working groups. And to fans and attendees - this can amplify solutions and knowledge to other industries

# SUMMARY OF KEY ACTIONS

## Team 2 - MATERIALS RECOVERY AND CIRCULARITY Conner Bryant, The Rubbish Project



“Phase 1; We need to design products, services and systems for circular materials, if this isn’t done in the design stage, it is impossible to implement later. Create common language on what needs to be designed. The role for events is to define what products and specifications they allow. The suppliers should know the rules they should follow. Phase 2: Education of stakeholders, create a proper second life for materials. Phase 3: Look into how suppliers move towards new systems, where they retain ownership; such as leasing products, instead of disposal being the responsibility of the event, the supplier is responsible because they are best equipped, this gives them control over the entire lifecycle of products.”

[Visit this team’s MURAL](#)

### Top 3 takeaways

Design-in circularity and traceability.  
Create expectations of circularity as default. Ensure producer responsibility approach.

Undergo full traceability and track the entire lifecycle of the materials. Opportunity for companies to offer these services as it may be beyond the event producers (but who will pay!?)

Less variety of materials being used - make it simpler and easier for recovery and systems onsite.

# SUMMARY OF KEY ACTIONS

## Team 3 - REDUCTION AND EFFICIENCY

**Claudia G. van't Hullenaar** - Sustained Impact



“Phase 1; start with education of the buyers, on the positive benefits of using sustainable products to produce an event or festival. Their choices have big impact on people, society and economies. We could host supplier innovation days to exchange knowledge and technologies. Phase 2: the need to place sustainability into the budget and make it the events owners responsibility. Also develop budget for recycling in tenders. Phase 3: Be transparent as event owners and event organisers should reduce branding, and be creative with establishing a sense of place.”

[Visit this team's MURAL](#)

### Top 3 takeaways

Engender and encourage transparency and discussion between clients, events and suppliers to allow for creative solutions to reduce branding volumes

Include a line item in budgets that addresses more sustainable solutions for branding, to include alternatives to allow reduced volumes, ensuring recovery, creative solutions.

Educate - Educate - Educate  
Supplier Innovation Days or at least exchange knowledge and information to advance innovation

# SUMMARY OF KEY ACTIONS

## Team 4 - THE DESIGN IMPERATIVE

Hannah O'Donovan - Lovedey



“We believe the way forward is through sharing the industry’s best practices driven by designers; creating buy-in for less temporary design; design with postevent use in mind; and involving stakeholders from the beginning. Education and empowerment should be a split-level approach; education within the organisations to promote leadership, but also in the wider industry. The resulting empowerment would increase buy-in, ability to create strategic policy and engage with stakeholders and partners. We believe the spread needs to be through entire organisations and events, not just people and departments. Playbooks for specific locations could be developed, so touring events can have contacts within the cities.”

[Visit this team’s MURAL](#)

### Top 3 takeaways

Create holistic management teams in house to combat silo-ism and keep consistency

As designers we need to educate ourselves first on the best processes and materials in our regions, so we can in turn educate our organizations, clients and suppliers.

Create a designer-led sustainability group to create alignment in best sustainable practices across the industry



# SUMMARY OF KEY ACTIONS

## Team 5 - SOLVING SILO-ISM David Broere - UEFA



“There are many silos within silos in the events industry; there is generally a lack of legislation, definition, leadership. To solve this we need top-down leadership and bottom-up market innovation, driving from the industry itself on having environmentally friendly signage. It is about incentives to have people within organisations and the signage value chain to work across departments and barriers. Share knowledge; independent research to build trust, sharing product details and patents reducing incentive to work independently. Top down from leadership and legislation and bottom up from industry and departments; there is a good chance to do something long lasting!”

[Visit this team's MURAL](#)

### Top 3 takeaways

Often you have to make substitutions on site due to delivery requirements - if the 'why' behind the sustainability choices can trickle down then that can inform choices better... Sharing the 'whys' to help people make the correct choices for the overall outcome all parties want.

Cross departmental and organisational workshops - like this!

The event organiser must have a team member or team who are responsible for the cohesive approach. It cannot be left to individual players.

# SUMMARY OF KEY ACTIONS

## Team 6 - IGNITING INNOVATION

**Christopher Pleydell** - Hybrid Events



“We need consensus on what is meant by sustainable materials. A step in this direction is the analysis of branding elements. Sharing this information with all relevant stakeholders and having organisers of megaevents come together to urge for changes in the branding industry will ignite the innovation that is needed.”

[Visit this team's MURAL](#)

### Top 3 takeaways

At industry level, agree on type of materials / resources needed and launch an innovation challenge to find suppliers. This would decrease the innovation risk for suppliers and promote good-value for money solutions.

Partnership between academics, industry and consumers

Create industry framework advisory team to collaborate across industries

# SUMMARY OF KEY ACTIONS

## Team 7 - MOVING GOALPOSTS

**Julia Pallé** - Formula E



“Use the strength as an industry, group and even re-group, to get demand for sustainable signage and prices to decrease. Building business cases, with the use of sponsorships, and use the engagement to show leaders it is also in their interest. Plan for sustainable options at the beginning, thinking circular and not having it as an extra option in the budget; What if, in a dream world we were only able to create sustainable solutions and the leaders were always following us?”

[Visit this team's MURAL](#)

### Top 3 takeaways

Focus on a few sustainable solutions and do them right and not try to focus on everything at the same time and act on it poorly

Looking at integrating the use of more reusable “system build technology” into scenic design.

Assess what items are reusable, the cost saving or implication for the first event, then savings for following event

# SUMMARY OF KEY ACTIONS

## Team 8 - THE SCIENCE OF ACTION

**Lize van Long - IOC / Anne Cecile Turner - The Ocean Race**



“Phase 1; Start with transparency of producers about the components of the material, to facilitate circularity at the end of the chain. Creating innovation for all, take innovations from bigger industries with the means to fund R&D, because the event industry is not sufficiently funded. We should find a (co-)founder and leader for this. The IOC, in partnership with the UEFA is contributing to gather the elements on life cycle impact of the key materials for branding and any new materials that are developed recently. We hope we can challenge the supply chain on how they market and communicate on the benefits of their products.”

[Visit this team's MURAL](#)

### Top 3 takeaways

The need for better information on environmental benefits for new materials that are put on the market, to make informed decisions.

Delivery agencies: investigate new solutions, challenge the supply chain on a regular basis

Create the institute of sustainable materials...

by a group of key stakeholders across the whole value chain (from NGO to academia, from event organisers to manufacturers), so innovation, scientific input, testing and transparency can be fostered. Key challenge is funding of it - who should be in charge?





# THE VALUE CHAIN

**There are numerous stakeholders involved in the delivery of branding and signage at events and they all have different roles to play in ensuring that true sustainable practice can be carried out.**

Each has a critical part to play in the team, working together to ultimately shift to the most sustainable solutions. Each player must find their own position in the team and take a leadership role in Reduction, Circularity and Innovation.

This section has been compiled following conversations with leading professionals from across the value chain and highlights the challenges they face and the opportunities available to them.

It should be noted that there are many occasions where organisations may actually play multiple roles in the value chain. For instance, the event owners may be the event organisers and the branding and signage delivery companies may be the manufacturers.

At larger events there is likely to be a full version of the value chain in operation, but this can be condensed depending on the scale, and some other areas of the chain would take on more responsibility for delivery.

An example of this may be the event organiser also acting as the branding and signage delivery company.



# THE VALUE CHAIN

## Manufacturers

Buoyed by our demand, manufacturers are major innovators in materials and technology, providing solutions to the sector

## Venues

Through providing permanent infrastructure and being available to test out innovative solutions, venues play an important role in advancing the sector's sustainability performance

## Event Organisers

They are responsible for ensuring responsible stewardship of the branding and signage assets responsible for the final execution of the branding and signage assets at events, and ultimately many of the sustainability performance results

## Event Owners

Ultimately responsible for the responsible stewardship of the branding and signage assets.

## Delivery Companies

Branding, signage, look and overlay 'delivery' companies are ultimately

## Designers

Designing-in or -out the ultimate sustainability criteria and outcomes for the event's look and feel.

## Materials Recovery and Circularity

Circular systems are perhaps the most important option for event branding and signage to become a truly sustainable industry.

## Sponsors & Partners

They may not be direct decision-makers, but their knowledge, actions and assets can steer event owners towards sustainable processes.

## Sustainability Specialists

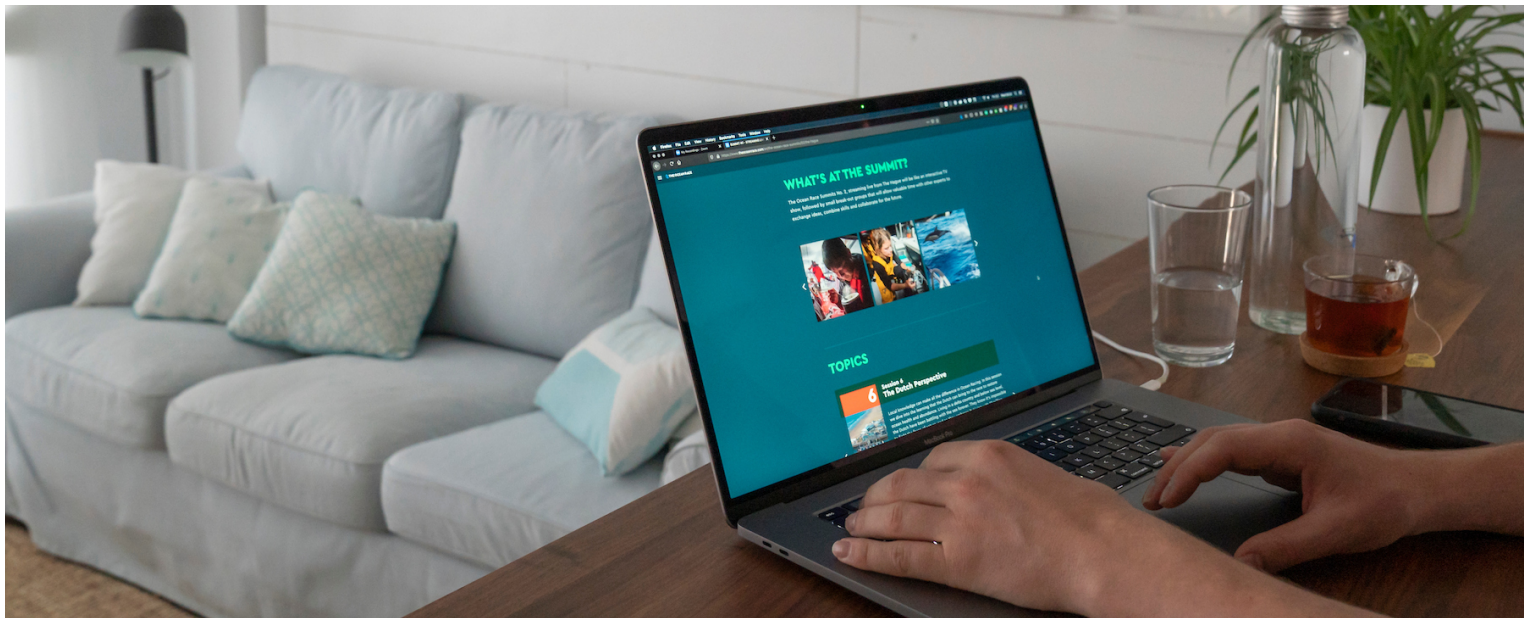
Either in-house staff, companies or consultants that support organisations in the value chain. They should have statistical, scientific and analytical evidence to support the best decisions.

# LOOK, OVERLAY AND SIGNAGE

**Branding and signage are an essential part of the vast majority of events. Branding, often referred to as 'look', is a key tool in the heightening of event experience levels for all participants.**

It will often begin from the moment they arrive at a transport hub such as an airport or train station, and will frame their journey right through to the moment they arrive at their event destination – whether that be the conference or exhibition hall, festival grounds or the 'Field of Play' at a sports event.

Sponsorship is one of the biggest revenue sources of events, and branding is deemed essential to promote the relationship with these sponsors and partners. It provides them with exposure for their relationship with the event across different platforms and mediums, such as broadcast and attendance, and helps satisfy their perception of return on investment.



# LOOK, OVERLAY AND SIGNAGE



## Look

The look aspect of branding is more focussed on the decoration of venues and cities and frames the experience of all attendees, visitors and spectators. Look brings the event brand to life and is the pinnacle of the event marketing campaign, attracting positive attention for the event. It can be used to help differentiate between areas of events or the journeys of different client groups - VIPs may have a dedicated event look for example. It is used to accentuate beauty in venues and where necessary it can be utilised to hide eyesores. It also gives all important 'time and place' to an event helping it to achieve a lasting legacy.



## Signage

Signage performs an operational role at an event, often across all event venues and the host city as a whole. Signage is a crucial element of positive event experiences for all client groups including attendees, participants, spectators, media and VIPs as it guides them throughout their journey. Poor signage will often lead to negative feedback for an event and its sponsors, reflecting badly on their brands.



## Overlay

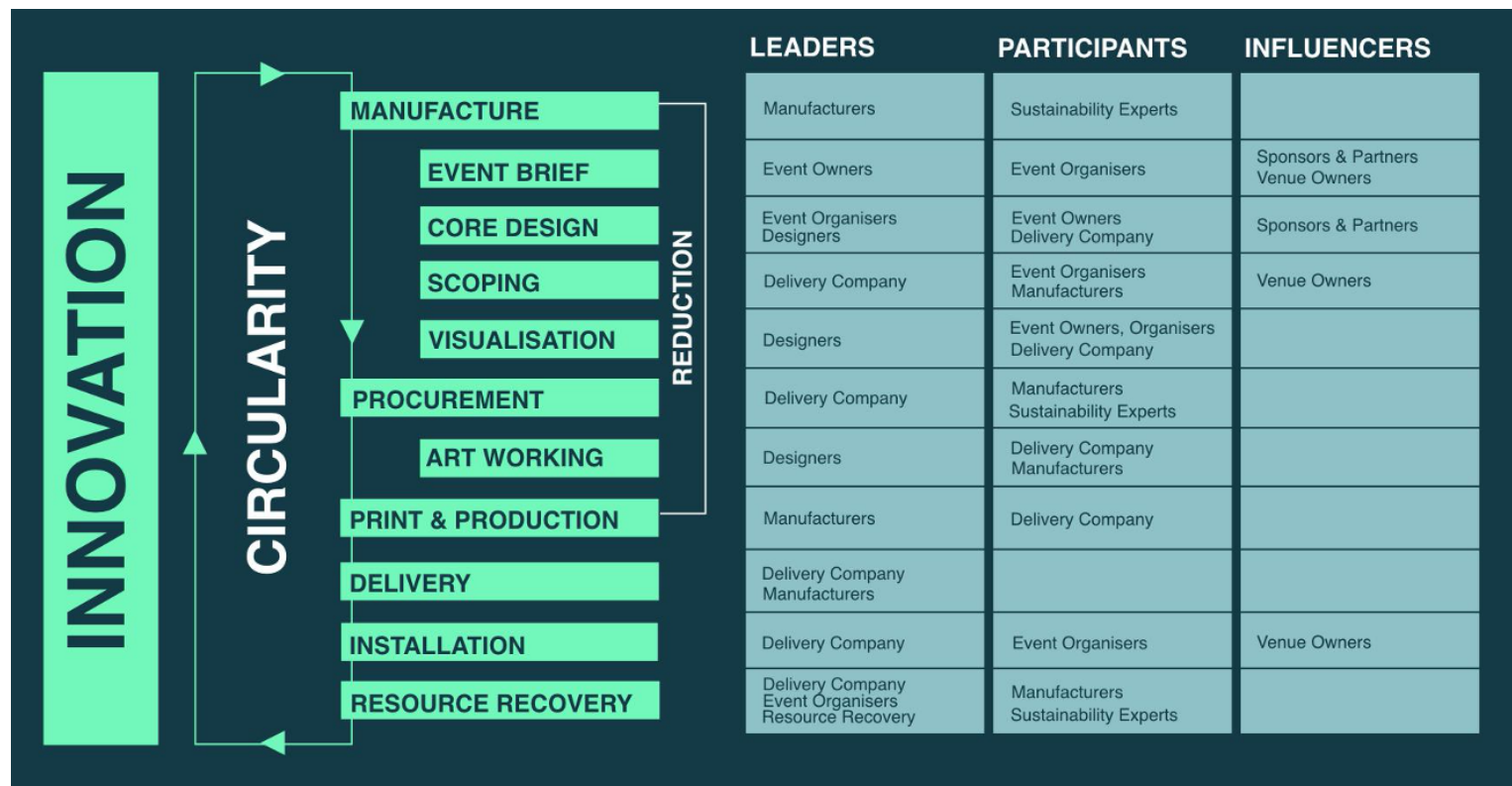
Event branding and signage also incorporates some temporary overlay structures that are used for framing and showcasing purposes. These structures can be bespoke or off-the-shelf depending on the requirements and are widely used across events. They include exhibition stands, flagpoles, lamp post banner brackets, backdrop frames, wayfinding totems and towers, screen surrounds and small brandable tents amongst many others. These assets tend to be more sustainable than printed branding and signage assets due to their potential for re-use but in some cases they can be one-off installations.



## PRODUCTION PHASES

The production of signage, look and overlay has several phases and moves through many members of the value chain. Various parties play blended roles, making ownership of ‘sustainability oversight’ challenging. In fact, silo-ism is one of the biggest hurdles to success. The following diagram shows the steps in the process and who could take a leadership role, who participates in that phase and who can influence sustainability performance.

The three overarching opportunities REDUCTION | CIRCULARITY | INNOVATION are also highlighted.





# MANUFACTURERS

**Buoyed by our demand, manufacturers must innovate and provide cost-effective sustainable solutions.**

## LEADERSHIP

Whilst the rest of the value chain creates the demand for innovation, it is the manufacturers that are responsible for delivering it. This dynamic has already proven successful in reducing PVC waste in the industry through recycling and repurposing initiatives, but there is considerable innovation required.

They must lead on the research and development of new products and initiatives gathering data on the sustainability requirements from throughout the value chain and understanding the existing products and innovation in the market. This should be executed with a vision to deliver cost-effective sustainable solutions to the marketplace.

Manufacturers are also responsible for ensuring they run an entirely sustainable operation, with considerations for their production, print, packaging and logistics processes.

## CHALLENGES

### **Getting noticed**

Sustainable manufacturers and suppliers face difficulties marketing themselves as credible alternatives to more established suppliers. This is where branding and signage delivery companies are required to constantly review and update their roster to ensure they are embracing sustainable innovation in the market. Once identified, they should work with the manufacturers to ensure their products are fit for the marketplace.

### **Lack of volume and cost competitiveness**

As these innovators are entering the market, their relatively lower volumes, and higher overhead and R&D investments may cost them out of contention.

There is currently a lack of known options for funding of research and development into sustainable alternatives in the industry to support these innovators the sector needs.



# MANUFACTURERS

## REDUCTION

### EFFICIENT MANUFACTURING PROCESSES

ENSURE THE MOST EFFICIENT AND RESPONSIBLE MANUFACTURING PROCESSES ARE USED TO MINIMISE RESOURCE CONSUMPTION AND MINIMISE OR ELIMINATE EMISSIONS, WASTE AND CHEMICAL USE. USE ONLY ENVIRONMENTALLY RESPONSIBLE INKS AND PROCESSES, AND TRANSITION OFF CHEMICAL INKS AND DYES AND THE NEED FOR SOLVENTS. MINIMISE PLASTIC PACKAGING ON FINISHED PRODUCTS E.G. PACK IN GROUPS NOT INDIVIDUALLY. PROVISION OF MATERIAL SHEET SIZES AND OPTIMAL PATTERNS TO DESIGNERS TO WORK TO, WHICH WILL REDUCE THE AMOUNT OF UNUSABLE MATERIAL THAT IS DISCARDED.

## CIRCULARITY

### USING RECOVERED MATERIALS AS INPUTS

BUILDING CIRCULARITY INTO MANUFACTURING BY SOURCING MATERIAL INPUTS FROM THE CIRCULAR ECONOMY. ENSURING EVERY 'WASTE' RESOURCE IS RECOVERED AS A MATERIAL INPUT INTO THE CIRCULAR ECONOMY - A ZERO WASTE APPROACH.

## INNOVATION

### RESEARCH AND DEVELOPMENT OF NEW MATERIALS AND MANUFACTURING PROCESSES

DEVELOP PRODUCTS THAT ARE MADE FROM RECYCLED MATERIAL INPUTS OR NEW/SUSTAINABLE SOURCES. DEVELOP PRODUCTS THAT ARE EASILY ABLE TO ENTER CIRCULAR RESOURCE RECOVERY SYSTEMS. DEVELOP PRODUCTS THAT ARE BIODEGRADABLE/COMPOSTABLE. INNOVATE 'OFF THE SHELF' REUSABLE PRODUCTS, SUCH AS STANDARD SIZED BLANKS AND TEMPLATES. TAKE A PRODUCER RESPONSIBILITY APPROACH. MEET MINIMUM ENVIRONMENTAL AND RESPONSIBLE BUSINESS STANDARDS. E.G. SUSTAINABLE GREEN PRINT, ISO 14001.



# EVENT OWNERS/RIGHTS HOLDERS

Ultimately responsible for the responsible stewardship of the branding and signage assets.

## LEADERSHIP

As the stewards of their brand, event owners must take responsibility for the material impacts of the branding and signage decisions, and put controls in place for those making design, purchasing, production and logistics decisions on their behalf.

They must ensure sufficient budget is included for additional time for the sourcing process, additional costs for materials, and for enabling responsible recovery of material resources.

Event owners should appoint organisers, agencies or branding/signage companies who have a proven roster of sustainable suppliers.

If assigning decision-making control to host cities or LOCs, event owners or rights holders must discuss sustainability requirements and expectations from the outset and have this embedded in all bid documents and final agreements.

## CHALLENGES

### **Lack of integration**

The sustainability function is an add-on and not integrated into day to day by the team responsible for decision-making.

### **Lack of knowledge**

A lack of knowledge of the best options or materials to choose. Lack of understanding on the complex upstream (manufacturing and transport impacts), and downstream impacts (waste and resource recovery systems) of materials choices.

### **Budget constraints and competition**

Budgets constraints coupled with a highly competitive events market limits the most sustainable options being chosen if they are not cost competitive.

### **Lack of continuity in process, knowledge and legacy learning**

Many events move from one event organiser to the next and with that comes change throughout the value chain.

# EVENT OWNERS/RIGHTS HOLDERS

## REDUCTION

### SETS THE REDUCTION IMPERATIVE

DECIDE THE LEVEL OF BRANDING RIGHTS AND ASSETS TO BE GIVEN TO SPONSORS AND PARTNERS. THIS ULTIMATELY AFFECTS THE VOLUME OF SINGLE-USE MATERIALS USED.  
PUT REQUIREMENTS IN PLACE TO REQUEST REDUCTION OF IMPACTS AND TO SYSTEMATICALLY APPLY INITIATIVES TO ENSURE REDUCTIONS OCCUR.

## CIRCULARITY

### SETS THE CIRCULARITY IMPERATIVE

REQUIRE MATERIAL STEWARDSHIP AND PLANS TO ENABLE THIS OF ALL CONTRACTORS AND SUPPLIERS.  
PROVIDE AN ADEQUATE BUDGET TO ALLOW FOR EXCELLENCE.

## INNOVATION

### ENABLES INNOVATION BY REQUIRING IT

ENABLES INNOVATION BY REQUIRING IT  
CREATE A DESIGN BRIEF THAT REQUIRES INNOVATION AND SUSTAINABLE SOLUTIONS.  
REQUEST ALTERNATIVES AND INNOVATIONS TO REDUCE SINGLE-USE VOLUMES.  
REQUIRE SUSTAINABLE MATERIAL OPTIONS TO BE PRESENTED.



# EVENT ORGANISERS

**They are responsible for ensuring responsible stewardship of the branding and signage assets.**

## LEADERSHIP

Event organisers are in a powerful position to take the reins on this issue. They can manage upstream to the event owners and sponsors, and manage downstream to their stable of suppliers, agencies and contractors.

If the event organiser is 100% committed and capable of delivering the best sustainable solutions, but the event owner is not requesting or resourcing it, then they may not be competitive when responding to tenders. And so to optimise success, they must be in harmony.

Event organisers are in a good place to inspire innovation and request new approaches from their subcontractors and suppliers. They are the main player in the value chain that will hold the helicopter view of the system and its interactions and how to break down the silos.

## CHALLENGES

### **Lack of commitment by event owners**

Event organisers are reliant on educated and committed event owners that have included the requirement and enabled it through lead time and budget. If not requested, but still provided, the 'sustainable option' may not be a viable contender to win the contract.

### **Out of their hands**

Event organisers are heavily reliant on key decision-makers from other parts of the value chain, such as event owners, venue owners, sponsors and partners.

If these stakeholders delay decisions, change plans or miss deadlines (particularly in design sign-off), this can lead to a time-out on the production of sustainable branding and signage assets and a 'quick-fix' alternative is found instead.

# EVENT ORGANISERS

## REDUCTION

### DELIVERS THE REDUCTION IMPERATIVE

ENSURE ALL KEY DECISION MAKERS WITHIN THE PROJECT AND DESIGN TEAMS UNDERSTAND THE EVENTS VISION FOR REDUCTION.

ACCURATELY SCOPE VENUES.

CREATE CONCISE LEVELS OF SERVICE FOR THE WAYFINDING AND SIGNAGE REQUIREMENTS FOR EACH CLIENT GROUP AND FUNCTION.

## CIRCULARITY

### ENSURES CIRCULARITY IS ENABLED

BUILD MATERIALS STEWARDSHIP INTO THE POST-EVENTS DISSOLUTION PLANNING.

ENSURE THAT THE DELIVERY COMPANY HAS DEVELOPED SUITABLE POST-EVENT PROCESSES FOR ALL PRODUCTS AND MATERIALS AND BUDGET ACCORDINGLY FOR ITS SUCCESSFUL EXECUTION.

LOOK FOR CROSS-EVENT REUSE OPPORTUNITIES FOR BRANDING AND SIGNAGE ASSETS ACROSS THEIR PORTFOLIO.

## INNOVATION

### INSPIRES AND REQUESTS INNOVATION

PUT BEING INDUSTRY LEADERS IN SUSTAINABILITY AT THE CORE OF THEIR VALUES.

INFORM THE VALUE CHAIN OF SPACES FOR INNOVATION IN THE BRANDING AND SIGNAGE MARKET...

...AND DEMAND ACTION TO BE TAKEN BY ENFORCING SUSTAINABILITY STANDARDS AT THEIR EVENTS.



# DESIGNERS

## Designing-in or -out the ultimate sustainability criteria and outcomes for the event's look and feel

### LEADERSHIP

#### Designing it in

Designers can be pushing concepts which ultimately support rather than hinder sustainability performance.

#### Brand guardians

Designers can work closely with the end delivery companies and the event planning cycle as a whole, to ensure the brand they have created, with sustainability embedded, is followed through to execution. A sustainability style-guide as such.

This will involve being immersed in the brand creation from the outset and working with the event owners and organisers throughout the full conceptual planning and operational delivery of the event.

### CHALLENGES

#### Lack of directive

Without the remit placed on them by those directing their work, they may not consider sustainability impacts or downstream consequences of their designs.

#### Lack of understanding

Designers may not know the implications of their design and material choices on sustainability outcomes - such as materials sourcing and providence, recovery and circularity opportunities or likelihood of wasted resources.

#### Silo-ism

Working in a design vacuum, they are often not connected to the sustainability strategy or the operational execution of the physical aspects of their design. Often the agency that develops the core brand of an event does not know or understand the challenges that project managers, designers, or asset producers face further down the value chain.



# DESIGNERS

## REDUCTION

### DESIGN-IN EFFICIENCY AND WASTE AVOIDANCE

CORE DESIGN STRATEGY THAT ENCOURAGES A 'LESS IS MORE' APPROACH. DO NOT OVER-BRAND THE DESIGN.  
AVOID OVERLY INTRICATE DESIGNS THAT GENERATE HIGHER AMOUNTS OF WASTE.  
ACCURATELY DESIGNING TO VENUE SCOPES AND MEASUREMENTS.  
USE MANUFACTURER TEMPLATES AND PATTERNS.

## CIRCULARITY

### FORECAST CIRCULARITY OPPORTUNITIES

FORECAST CIRCULARITY OPPORTUNITIES  
DESIGN-IN CIRCULARITY THROUGH THE MATERIAL CHOICES, DESIGNING FOR DECONSTRUCTION/ DISSOLUTION, AND IDENTIFYING CIRCULARITY OPPORTUNITIES FROM THE OUTSET.

## INNOVATION

### IMAGINEER THE POSSIBILITIES

ACTIVELY SEEK INFORMATION ON THE SUSTAINABILITY CONSEQUENCES OF THEIR DESIGN CONCEPTS.  
BE ADVOCATES FOR SUSTAINABLE SOLUTIONS IN THEIR DESIGN CONCEPTS (MANAGING UP!).  
INFLUENCE THE CULTURE OF THE EVENT VIA THE BRAND VALUES, PLACING SUSTAINABILITY CONCEPTS AT THE CORE OF THE EVENT'S IDENTITY. THIS WILL THEN INFLUENCE DECISIONS ALL ALONG THE EVENT PLANNING PROCESS, NOT ONLY ON THE PRODUCTION OF THE LOOK AND OVERLAY.



## SPONSORS & PARTNERS

**They may not be direct decision-makers, but their knowledge, actions and assets can steer event owners towards sustainable processes**

### LEADERSHIP

Sponsors should of course align with events that have high sustainability standards which reflect their own values. Events with high sustainability standards should likewise easily attract those sponsors willing to support their endeavours and values.

Sponsors should also ensure their own brand activations are suitable for sustainable design, and that they brief their designers and creatives to match the ambitions of the event itself.

Their integral role in funding the event allows them to influence how the event is run, giving them the opportunity to dictate the use of sustainable design, materials and processes.

Though sponsors and partners have this influence, they may not come to the event with any sustainability considerations. Event owners should include event sustainability expectations in their sponsor agreements.

### CHALLENGES

If sponsors demand, expect or are offered extensive branding onsite as part of their sponsorship rights and benefits, this immediately influences the possible options for sustainability excellence.

Reducing the amount of branding may result in a reduction in their presence for example.

However, if designers and creatives are designing client journeys to maximise opportunities to interface with and be exposed to the brands in authentic and interactive ways, then sponsors will get more value and targeted impact.

# SPONSORS & PARTNERS

## REDUCTION

### REASONABLE DEMANDS FOR BRAND EXPOSURE

SPONSORS SHOULD BE FLEXIBLE AND ACCEPTING OF 'REASONABLE' LEVELS OF EVENT BRANDING RIGHTS, SO AS TO NOT CAUSE THE EXCESSIVE PRODUCTION OF SINGLE-USE MATERIALS AND BRANDING ASSETS.  
BE CREATIVE IN WAYS TO REVEAL THE BRAND WHICH ARE NOT DEPENDING ON SINGLE-USE MATERIALS WITH LOGOS.

## CIRCULARITY

### REQUIRE CIRCULARITY IN SOURCING AND DISPOSAL

DESIGNING-IN CIRCULARITY THROUGH THE MATERIAL CHOICES, DESIGNING FOR DECONSTRUCTION/ DISSOLUTION, AND IDENTIFYING CIRCULARITY OPPORTUNITIES FROM THE OUTSET.

## INNOVATION

### CREATIVE APPROACH TO DESIGNING BRAND EXPOSURE

CONSIDER INNOVATIVE WAYS TO HAVE CUSTOMERS EXPERIENCE THE BRAND THROUGH THE EVENT ACTIVATION THAT IS NOT SOLELY RELIANT ON LOGO'D BRANDING MATERIALS.  
ACTIVELY SEEK INFORMATION ON THE SUSTAINABILITY CONSEQUENCES OF DESIGN CONCEPTS.  
BE ADVOCATES FOR SUSTAINABLE SOLUTIONS IN DESIGN CONCEPTS (MANAGING UP!).



# VENUES

**Through providing permanent infrastructure and being available to test out innovative solutions, venues play an important role in advancing the sector's sustainability performance.**

## LEADERSHIP

Venues can influence the sustainability values of the events held on their premises, by providing the setting and facilities that are conducive to sustainable best practice.

They can reduce the cost of sustainable practices in their venue by investing in permanent infrastructure such as digital signage and fixed structures for the application of printed branding and signage. These facilities along with other sustainable solutions, such as energy provision, should act as key differentiators for event owners and organisers when selecting venues for their events.

Venues can also lead the way in innovation by providing the canvas for manufacturers to test new innovations.

## CHALLENGES

### **Upfront Investment**

A significant upfront investment may be required to install the sustainable infrastructure at the venue that cannot be recouped until the venue has been hired on multiple occasions. Further investment will also be required to stay up to date with ongoing industry innovations.

# VENUES

## REDUCTION

### ENSURE EFFICIENCY IN ALL ONSITE PROCESSES

VENUES CAN PROVIDE INBUILT DIGITAL SIGNAGE WHICH WILL INSTANTLY REDUCE THE VOLUME OF PRINTED AND ONCE-OFF PRODUCTION OF SIGNAGE.

BY HAVING FITTED STRUCTURES AND FIXING POINTS IN STANDARD SIZED FORMATS, THIS OFFERS EFFICIENCY AND REDUCES WASTAGE. HAVING A FIXED NUMBER OF SIGNAGE/DRESSING POINTS, WILL MEAN EASY PLANNING BY THE VENUE USER.

BY HAVING EXISTING SIGNAGE ASSETS AND EVEN REUSABLE BLANKS, THIS ACTIVELY HELPS REDUCE THE VOLUME OF BESPOKE AND SINGLE-USE MATERIALS BEING PRODUCED FOR EVERY EVENT THAT VISITS.

## CIRCULARITY

### ENABLE CIRCULARITY IN ALL ONSITE PROCESSES

DESIGNING-IN CIRCULARITY THROUGH THE MATERIAL CHOICES, DESIGNING FOR DECONSTRUCTION/ DISSOLUTION, AND IDENTIFYING CIRCULARITY OPPORTUNITIES FROM THE OUTSET.

VENUES SHOULD PLACE MINIMUM SUSTAINABILITY STANDARDS FOR USE OF THEIR VENUES BY HIRERS TO INCLUDE PENALTIES FOR INCORRECT END-OF-LIFE HANDLING OF BRANDING ASSETS ON THEIR SITES.

EXISTING RECOVERY SYSTEMS FOR COMMON BRANDING MATERIALS USED SHOULD BE IN PLACE AT VENUES OR READY TO BE DEPLOYED BY CONTRACTED CLEANERS AND MATERIAL RECOVERY FACILITIES AND HAULERS.

## INNOVATION

### EMBRACE INNOVATION AND OFFER AS A TESTING-LAB

VENUES ARE EXCELLENT TESTING GROUNDS FOR NEW CONCEPTS AND SHOULD BE ACTIVELY RECRUITED INTO THE IDEATION PHASE OF INNOVATIVE SOLUTIONS.

ASSIST WITH THE PROVISION OF IN-HOUSE PLANT MACHINERY OPTIONS FOR USE TO AVOID MULTIPLE DELIVERIES OF THIS EQUIPMENT.



# DELIVERY COMPANIES

**Branding, signage, look and overlay ‘delivery’ companies are ultimately responsible for many of the sustainability performance results**

## LEADERSHIP

As industry experts for branding and signage, they have influence over the entire value chain, offering advice on best-practice to event owners and organisers, interfacing with designers, engaged in onsite operations. They are pivotal in having a helicopter view of the various sustainability impacts and opportunities from design, through materials choices, onsite application and ultimate materials recovery and circularity planning.

They are the main players who are constantly reviewing the market for sustainable manufacturers, materials stewardship and circularity solutions, ways to minimise the distance products travel, working with manufacturers and designers to ensure efficiency in production, and standardising hardware and structures and reusing them whenever possible.

## CHALLENGES

### **Lack of direction or commitment by event owners**

Without the remit placed on them by those directing their work, they may not include sustainability considerations, or if they do, they may not be competitive with those who offer up ‘business as usual’ solutions in RFT/ITTs.

### **Lack of technical expertise or resources for research**

Only those companies who have truly made a commitment to sustainability will ensure they have built the technical expertise needed to evaluate options and make sound decisions.

### **Bearing the responsibility alone**

Without the remit by clients, these critical players in moving the dial on sustainability are taking on the burden and investment in sourcing and innovating solutions. It should be noted they are potentially taking a risk moving away from long-term trusted suppliers to new, more sustainable and perhaps untested, options. When new suppliers or solutions are being on-boarded this should be shared to de-risk it as much as possible from being solely their responsibility.



# DELIVERY COMPANIES

## REDUCTION

### ENSURE EFFICIENCY IN ALL PRODUCTION AND ONSITE PROCESSES

VENUES CAN PROVIDE INBUILT DIGITAL SIGNAGE WHICH WILL INSTANTLY REDUCE THE VOLUME OF PRINTED AND ONCE-OFF PRODUCTION OF SIGNAGE.

MINIMISE PLASTIC PACKAGING ON FINISHED PRODUCTS E.G. PACK IN GROUPS NOT INDIVIDUALLY.

SCOPE AND MEASURE VENUES ACCURATELY. LIMIT LEVELS OF PRODUCTION CONTINGENCY.

## CIRCULARITY

### ENABLE CIRCULARITY IN ALL ONSITE PROCESSES

DESIGNING-IN CIRCULARITY THROUGH THE MATERIAL CHOICES, DESIGNING FOR DECONSTRUCTION/ DISSOLUTION, AND IDENTIFYING CIRCULARITY OPPORTUNITIES FROM THE OUTSET.

EXISTING RECOVERY SYSTEMS FOR COMMON BRANDING MATERIALS USED SHOULD BE IN PLACE AT VENUES OR READY TO BE DEPLOYED BY CONTRACTED CLEANERS AND MATERIALS RECOVERY FACILITIES AND HAULERS.

## INNOVATION

### WORK WITH WHOLE VALUE CHAIN TO INNOVATE

DELIVERY COMPANIES ARE LEADING THE WAY IN RESEARCHING AND TESTING NEW PRODUCTS IN THE MARKET AND BY SUPPORTING THIS INNOVATION ARE HELPING THEM TO BECOME COST-EFFECTIVE ALTERNATIVES.

RECOMMEND ONLY MATERIALS THAT ARE SUITABLE FOR THE DESTINATION.



# MATERIALS RECOVERY & CIRCULARITY

**Circular systems are perhaps the most important option for event branding and signage to become a truly sustainable industry.**

## LEADERSHIP

There is an opportunity for the event sector to partner with manufacturers, delivery companies and resource recovery companies to create a whole of value chain materials stewardship programme and integrated recovery systems.

## CHALLENGES

### **Systems and inconsistency**

A key challenge is the lack of unified resource recovery systems, and a huge variety of processing options.

### **Incorrect provision of materials for recovery**

Recycling companies will say that they did not receive the materials in a condition that made recovery economically or logistically efficient or possible. The site crew pulling down the branding and signage will say they were not told how to do it, were not provided the resources, nor given enough time to do it accurately and consistently.

### **Opaque Processing**

The re-processing value chain is kept at a distance from us. This lack of transparency does not empower motivated events or production companies to be able to ensure full materials stewardship.

### **Greenwashing and misinformation**

Decisions on material choices may be made by those in design and production, thinking they are making the right choice (eg 'bio' or 'eco' materials). However they do not follow the technical trail to fully understand the consequences of their decisions, and this flows right through to the recovery of materials. A lot of vague claims and information, passing through a lot of hands, invariably leads to the wrong material being put in the wrong (or non-existent) bin, and ultimately landfilled.

### **Incineration is not the answer**

Some claim waste to energy is a great solution. If you are unable to process efficiently locally and if there is no demand for the recycled product as a material input, then indeed waste to energy starts to make sense. However, a single and high volume use of materials for a very temporary time, only to be sent to an incineration facility, is not a responsible use of our precious resources. If incineration is the only option, we must seriously re-look at the production of these once-off materials our events are creating.

# MATERIALS RECOVERY & CIRCULARITY

## CIRCULARITY

### BE ULTIMATE MATERIALS STEWARDS TO ENSURE CIRCULARITY

IDENTIFY AND COMMUNICATE PROCESSING ROUTES FOR ALL MATERIALS TYPES.

PROVIDE MATERIALS STEWARDSHIP REPORTING.

OFFER ADDITIONAL SYSTEMS AND RESOURCES TO ENSURE RECOVERY ONSITE WORKS

## INNOVATION

### ENABLE CIRCULARITY THROUGH INNOVATING COLLECTION AND MATERIALS FLOW

INNOVATE APPROACHES TO MATERIALS FLOW, USING TECHNOLOGY, SYSTEMS & COLLABORATION  
INNOVATE REPURPOSING SOLUTIONS (EG BANNERS TO BAGS 2.0!)

NOTE: THERE ARE NOW SUPPLIERS IN THE INDUSTRY WHO ARE ABLE TO FULLY RECYCLE PLASTICS BACK TO THE ORIGINAL RAW MATERIAL READY FOR USE AS A MATERIAL INPUT IN MANUFACTURING. EXAMPLES INCLUDE BLOCKTEXX, BLUE CASTLE, UNIFI AND ECONYL.





# PLASTICS

## The event branding and signage industry has a requirement for a variety of versatile materials

Over the past 30 years the industry has boomed and plastic, in particular PVC, has allowed event organisers to showcase messages, images and brands on virtually any surface, indoors or outdoors and in any weather.

It is now down to innovators in manufacturing to create sustainable alternatives to the plastics traditionally used in event branding and signage assets. This can mean materials that are from truly closed loop systems, still using plastic, ensuring that items are made from a single plastic polymer enabling recycling, innovating recovery of multi-polymer materials, or non-plastic options.

### POLYVINYL CHLORIDE - PVC

#### Challenges:

PVC is widely considered to be one of the most harmful plastics. Vinyl chloride which is used in PVC production is a carcinogen, as well as phthalates and dioxins which can have negative impacts on health.

PVC is relatively difficult to recycle and facilities do not exist everywhere, so this is often one of the most likely plastics to go to landfill.

#### Banners:

This material is meant to last and is over-specified for temporary event settings, not being used to its ultimate.

This material is popular for recovery for repurposing.

#### Decals:

Decal installation is a semi-skilled job and is time consuming – this can mean they get ruined resulting in replacements being required.

It is often over-specified by project managers and as a result used too much across event sites for branding.

### POLYESTER/POLYETHYLENE TEREPHTHALATE - PET

#### Key Uses:

Flags, banners, fence and barrier scrim, stage masking, scaff covers, backdrops, table skirts. This material is convenient, prevalent, reasonably priced. Application includes front or back light, full blackout, or mesh/perforated.

#### Challenges:

Plastic when in textile form, (e.g. PET/polyester) is recyclable, however limited collection and processing facilities exist. When final products are made from multiple materials (plastic types)



# PLASTICS

or have reinforcements or fixings made from other materials (e.g. metal) then recycling becomes further complicated. Textiles shed microfibres during the use and wash phases, pushing more micro and nano plastics into our environment.

## **Alternatives:**

Materials made from rPET.

Non-plastic textiles such as cotton, hemp, algae, seaweed.

## **POLYPROPYLENE - PP**

### **Key Uses:**

Wayfinding and signage, field of play advertising boards (corrugated plastic board).

This material is convenient, prevalent, reasonably priced, weatherproof, and has a quick production time. Last minute changes to designs and layouts can mean last minute prints, and corrugated plastic board is a fast and reasonably-priced solution for last minute printing.

### **Challenges:**

Can be brittle and break requiring replacements.

Uses large amounts of space for transportation and storage.

### **Sustainable Alternatives:**

Plastic board made from recycled plastic content.

Rigid cardboard (water resistant) with corrugated/fluted core.

Decals can be difficult to remove, it is not usable again, and is not able to be repurposed. The paper peel-off from decals is also produced at volume, and does not always make it to recycling.

### **Alternatives:**

Banners: non-pvc materials such as rPET. New materials

Decals: non-PVC (polypropylene), aluminium based (eg AlumiGraphics)

# PRODUCTS

## HARDBOARD PRINT

Signs (fluted), signs (no flutes), higher standard (acrylic alternatives)

Hardboard or rigid print is widely used in event branding and signage due to its versatility and durability as it can be used indoors and outdoors and can handle most weather conditions. It is generally reasonably priced and has fairly high print quality making it a go to item for event organisers.

The higher standard acrylic signs are used less frequently for more permanent upmarket looking signage.

Polypropylene corflute board is usually fluted and provides a cheap, light sign often used for wayfinding and signage, but also as a cheaper alternative for other types of branding and is the most common hardboard used at events.

### Sustainability Points

Whilst recyclable, observation and industry feedback reveals that very little of this material makes it to recycling facilities.

[Akyprint](#) is slightly more expensive than [Corex](#) with all of the same properties but has no flutes so the print finish tends to be better. This can also be recycled. Corex has a take-back system and makes a 100% recycled content product [Encore](#).

### Challenges:

Can be brittle and break requiring replacements.  
Uses large amounts of space for transportation and storage.

### Sustainable Alternatives:

Plastic board made from recycled plastic content.  
Rigid cardboard (water resistant) with corrugated/fluted core.  
Decals can be difficult to remove, it is not usable again, and is not able to be repurposed. The paper peel-off from decals is also produced at volume, and does not always make it to recycling.

### Alternatives:

Banners: non-pvc materials such as rPET. New materials  
Decals: non-PVC (polypropylene), aluminium based (eg AlumiGraphics)

### Sustainable Alternatives

There is a huge range of sustainable alternatives on the global market for hardboard print branding with innovation in the sector ongoing, these include non-plastic materials, biodegradable and circular options.





# PRODUCTS

## PULL-UP BANNERS

Pull-up banners are used across the events industry and for many other promotional purposes. They are perfect for cost-effective delineation of event areas, to support exhibition stands and as pop-up solutions for temporary areas of events such as registration and entrances.

### Sustainable Alternatives

There are now many recycled and recyclable products available on the market for the display section. The cassette and base should always be reusable.

## INDOOR POSTERS

Posters for indoor use are a reasonably-priced way of livening up event spaces such as VIP lounges, corridors and media lounges. They are lightweight full colour print designs on 150 GSM paper. Not generally a high-volume print item.

### Sustainability Points

Paper must come from sustainable (eg FSC certified or 100% recycled) sources.  
Must be collected and sent for recycling.

## HARDWEARING SIGNAGE

Hardwearing signage materials such as [dilite](#) or [dibond](#) by [3A](#) are aluminium-based composite materials used for semi-permanent installations due to them being slightly heavier and more robust than their plastic counterparts. They are often used for large signage towers and totems, as well as fixed advertising boards on stadia. Not a high-volume print item.

### Sustainability Points

As a composite material, the aluminium and the polyethylene core must be separated for recyclability. Not guaranteed to be recycled. Not currently guaranteed to be made from recycled materials.

## FLAGS

Flags are a big requirement across branding at events whether they be used for flags of nations, general look and feel or for sponsor recognition. They are highly impactful assets that can be hung from flagpoles, ceilings or on walls. As the material is unperforated the print quality tends to be excellent. Flags are generally made from polyester fabric, and for those such as the type you see as drop downs on street poles, from PVC.



# PRODUCTS

## **Sustainability Points**

See polyester and PVC materials above.

## **Sustainable Alternatives**

Flags can be made from rPET from the unique blend of reclaimed plastics such as [EnviroFlag](#), or from non-plastic materials.

## **GENERAL DECALS**

### **Window, water resistant, and internal & external floor graphics, cut vinyls, vehicle graphics.**

Self Adhesive Vinyl (SAV) decals in their various guises are used extensively across events. They are a versatile form of branding that allows event organisers to brand high impact assets such as Field of Play floor surfaces and equipment in sport. They can be used to treat windows with frosting or black out and to alter wayfinding and signage for event operational purposes. They are also great promotional branding tools when applied to vehicle and large venue spaces. The relatively low cost of decals can often mean that they are bought with large contingency due to their versatility, much of this contingency does not get used. There are multiple types of decal for the various purposes, most of which are PVC and not recycled.

## **Sustainability Points**

Most are made from PVC and are not recycled.

The process of applying and removing, in a fast-paced event environment means the extra step needed to get it into recycling bins (including backing paper) is not taken.

Most SAVs also have at least two parts as they have backing to shield the adhesive element.

## **Sustainable Alternatives**

Non PVC options.

Ensuring collection and recycling is enabled through install/removal practices and set up of collection systems onsite

Paint or projections could be an option.

How do we create large format print decals using recycled and recyclable or biodegradable materials?

## **GENERAL BANNERS**

### **Lamp post banners, backdrops and table skirts and building wraps.**

Banners are another huge asset used in event branding and signage particularly in terms of square metres printed. It is the most versatile and flexible material type that can take the form of the surfaces and structures it is applied to, it can also be hung from ceilings and can be attached to lamp posts and



# PRODUCTS

flagpoles with the use of brackets. The material can be solid or mesh (used for outdoor structure and building wraps) and is excellent for printing graphics.

## Sustainability Points

According to [Focus Banners](#): ‘PVC banner and mesh is generally made by coating polyester scrim with a PVC covering. Both of these products are recyclable, but once combined in this form, they are unable to be separated and hence, unable to be recycled. The simple fact is that if you are using this product for your event, it is going to end up in landfill or burned. There is no other solution or commercial reuse.’

The above statement surmises a key issue with the majority of banners used at events. As one of the most prevalent items used, it is imperative sustainable options are sourced. Many types of banners are not recycled or recyclable and they are used en-masse across events, particularly in emerging markets.

## Sustainable Alternatives

There is now a wide range of sustainable alternatives for banners available on the event branding and signage market with biodegradable and circular options for the majority of asset types, there are also many non-PVC options. Below is a list of some of the different types of manufacturers in the global market.

## FENCE AND BARRIER SCRIM

For outdoor events, fence and barrier scrim is produced in high volumes to cover existing and temporary fence lines and entrances. The asset is highly impactful and can often be the most ‘visual’ element of event branding and is used for both branding and concealment purposes. Fence scrim is manufactured as a mesh with holes used to reduce the wind loading of the material when applied to outdoor temporary infrastructure, despite the perforation the print quality is usually of a high standard.

## Sustainability Points

Fence scrim was once traditionally made from PVC, which as covered above, is a highly unsustainable and harmful material. Subsequently, however, the industry has moved to a more sustainable polyester scrim but PVC scrim is still prevalent in emerging markets. Fence scrim can be manufactured from non-recycled PVC, and can be recycled. However, due to the sheer volume of scrim created by the industry, and poor handling practices, it has become prominent in landfill.

## Sustainable Alternatives

Manufacturers have identified the requirement for more sustainable options for scrim and have found non-PVC and PET solutions.



# PRODUCTS

## EXHIBITION STANDS

The research shows that the exhibition element of the industry is relatively well serviced for sustainable options, with many companies offering fully circular systems for stands in many markets. These technologies should be investigated for their suitability for other areas of the industry.

### Sustainable Alternatives

Exhibition stands tend to be bespoke designs which will often lead to the materials used to build the stand being thrown away post-event. Below are many solutions for a more circular approach to exhibition stand design and production, including off the shelf reuse solutions and recycled bespoke cardboard and PET based options.

It should be noted that many exhibition stands will use other types of event branding such as pull up banners and most commonly PVC self-adhesive vinyls.

## FLOORING

Carpets and other floor coverings are used most prevalently at exhibitions where new carpets are rolled out for every event in thousands of square metres. Carpets and flooring are also used for decoration, tidiness and comfort.

### Sustainable Alternatives

Exhibition carpets were once a huge area of waste at events but the following fully recycled and recyclable options like [Interface](#), [Econyl](#) and [Paprfloor](#), have revolutionised the industry and have reduced waste to nearly 0%.

## CABLE TIES

Cable ties are used in their millions across multi-sport games and in their tens of thousands across some average sized event. They are used for the application of scrim, banners and flags and can often be used to mend other pieces of event branding and signage.

### Sustainable Alternatives

Disposable cable ties are an often overlooked area of waste in the industry, their ends are often snapped and left pre-event and the main tie itself is snapped and made useless post event. There are now several solutions to the single use-cable tie. These include biodegradable options, re-usable options and the use of reusable toggle ties.



# PRODUCTS

## DIGITAL SIGNAGE

Digital signage is a fast-growing partially-sustainable alternative to many existing branding and signage assets, and is available globally.

The pros and cons of using digital signage should be considered on an event-to-event basis with considerations for power usage, the length of the event, the amount of signage it can replace, and of course, cost.

Due to its re-usability digital signage can also become a more cost effective medium than printed media in the longer term.

Digital signage can be used in a variety of ways including:

### Wayfinding & Signage

Best used for wayfinding and signage when multiple or changing messages need to be relayed. The signage gives the event organiser flexibility to communicate with their clients and in some cases change people flow where necessary.

Venues can also provide event organisers with permanent digital signage boards at key decision points throughout their venues as well as at the entrance to rooms and spaces.

Digital wayfinding and signage is also likely to attract the eye of clients more than printed media particularly if messages are changing and advertising is utilised.

Interactive wayfinding and signage using touchscreen maps can also be utilised to direct clients around venues minimising the use of multiple signs.

Alternative for: Hardboard Print (Correx, akyprint, dilite)

### Perimeter advertising boards

It is now commonplace at major sporting events for traditional field of play advertising boards to be digital. The use of digital boards allows organisers and sponsors to give targeted, relevant and allow for more detailed messages to be relayed to their target customers – particularly via TV or online broadcast.

The medium is more valuable to sponsors and organisers alike and will be constantly subject to innovation and development. Any innovations could have a positive effect for potential usage in other areas of events branding and signage.

Alternative for: Hardboard print/corral boards (Correx, akyprint, pvc banner)



# PRODUCTS

## **Lamp Post ‘Banners’**

Particularly used for host city branding (or City Look) digital lamp post banners can be permanent fixtures of cities and can be used for advertising, event promotion and general event branding to create excitement and awareness.

Digital lamp post banners should be a consideration for cities and venues with a busy events calendar.

## **LCD Walls and General advertising boards**

LCD Walls are a highly impactful way to invigorate event spaces and can be hired to any size. They are versatile media that can be used to portray a variety of messages and stories. Obviously, the larger the size, the larger the impact on sustainability, so full research on the impact of this should be carried out on an event to event basis.

Venues and cities will often have digital advertising boards of varying sizes that can be utilised by event organisers rather than producing printed materials.

Venue owners should constantly review their fixed digital advertising opportunities to influence positive sustainable changes at events within their premises.

Alternative for: Banners (PVC, polyester)

## **LED Signage**

LED signage systems are a good energy efficient alternative to signs that need to be illuminated at night or within rooms.



# ACTION PLAN

Lack of Leadership				
Leaders gotta lead				
Issues	Solutions	Actions	Follow up	Lead
CEO's of the supply chain do not understand/prioritise	Understand what is important to leaders then develop sustainable solutions that help meet their goals or targets.	Leadership training (look and overlay is only one topic, many topics should be included in leadership training).	Add modules and resources for events planners to use to 'manage up'.	Industry associations & Federations Training groups
Who? It's a waiting game for someone to step up?  We miss the responsible leaders to state that this is the only way to do it = the sustainable way.	Make clear to leaders/directors that they are the problem owner. It comes down to them.	Measure sustainability actions as a part of the leadership review	This is already included in ISO 20121.  Address formally as part of leadership and management review.	Those implementing the standard should focus on this aspect in implementing and auditing ISO 20121.
Who is prepared to take the leap and do things differently?	Sustainable solutions must be a priority from the top of a company down.	Review company values and culture and work towards integrating sustainability into the culture of the organisation.	Celebrate leaders in the sector, actively seek out examples. Include as a feature in awards.	Events professionals Sustainability coordinators
	Give leaders the tools, knowledge and solutions they need to make good decisions.	Show the reputational risks if your company is not doing the right thing		Events professionals Sustainability coordinators
	Educating those in leadership positions so that information can trickle down and stakeholders can feel empowered to focus on sustainability over budget for example.	Provide solutions & thought out plans for leaders to approve opposed to acknowledging part of the problem		Events professionals Sustainability coordinators
	Sustainability leadership builds brand value and reputation. It can be a pathway to attracting funding, sponsors and attendees.	Acknowledge leaders in the industry, as this may also illustrate to those not yet leading, what is possible.		Industry associations & Federations Awards

## Lack of Leadership

### Sponsors and brands can shine

Issues	Solutions	Actions	Follow up	Lead
Sponsors also expect banners and exposure. They don't see other solutions as options. They want their logo present.	Brands need to step up as leaders and commit to NOT using banners. That leadership will encourage others.	Leverage partners and sponsor to stimulate leadership. Encourage sponsors to exercise influence and demand strong leadership.	Include this as a topic with brands and sponsors in industry conferences.	All industry associations & Federations
Tight deadlines and short timelines can mean there is no room for detailed sustainable solutions sourcing, or the extra effort needed to ensure recovery is effective.	Encourage sponsors to exercise influence and demand strong leadership.	<b>Give high media profile/airtime to those events and brands/sponsors that push boundaries and take risks to further sustainability.</b>	Bring the topic of how brands can activate which is not reliant on single-use materials covered in logos through case studies and industry blogs and articles.	All industry associations & Federations e.g. Event Industry News e.g. The Sustainability Report e.g. Futerra, The Ocean Agency
		Embed sustainable practices / obligations into sponsorship contracts	<b>Create an innovation workshop with leading brands to explore creative ways to activate that is not reliant on single-use.</b>	<b>The Ocean Race can do this.</b>
		Get brands to commit to reducing/not using banners as sponsorship. Event owner needs to provide alternatives.	Connect the sponsorship department and sustainability early and often. Every brand wants a good public face.	Events professionals / Sponsorship managers Sustainability coordinators

## Siloism

### Create the bridges

Issues	Solutions	Actions	Follow up	Lead
Concept designers and onsite activation teams not communicating	Teamwork between designers, managers, event owners	Cross departmental and organisational workshops - like this!	Embed collaboration across the value chain into your workflow.	Events professionals Sustainability coordinator
There are many parties involved (internally and externally). They each concentrate on delivering their own projects and as such it is challenging to bring them all together	The event organiser must have a team member or team who are responsible for the cohesive approach. It cannot be left to individual players.	Branding/Overlay Manager, supported by sustainability coordinator (if there is one) to bring together delivery staff/contractors to explain sustainability goals and foster team working environment	Embed collaboration across the value chain into your workflow.	Events professionals Sustainability coordinator
Each department focuses on their own budget and don't look to collaborate  Multiple organisations and sponsors have only the contract as a common document.	<b>Coordinated connection along the chain, instigated by sustainability teams and resourced by event leaders</b>	Cross-value chain collaboration and working groups	Embed collaboration across the value chain into your workflow.	Events professionals Sustainability coordinator

## Lack of Knowledge

### Finding what's already out there

Issues	Solutions	Actions	Follow up	Lead
Difficult to find sustainable suppliers and the best options for a destination for event producers working in multiple destinations.	Universal supplier database Common database of materials all evaluated against a set of benchmarks the industry defines as important. Event could look to supply library of materials - and connections between various suppliers worldwide to share knowledge & resources	Destinations (CVBs) to investigate and include details of the available CE/sustainable suppliers in their portfolio of services.	Events professionals to actively request from destinations (CVBs)	Global Sustainable Destination Index?
Time required to study product specs - need stewardship label or central database	More meetings (local and otherwise) where we share sustainable vendor info	<b>Events and suppliers to get listed in existing supplier databases. Sharing of existing supplier databases.</b>	Note: Sustainable Event Alliance has a supplier database which could be used and expanded	Database owners IOC Working Group Industry associations & Federations

### Highly technical information inhibits decision making

Issues	Solutions	Actions	Follow up	Lead
I am a scientist and struggle to compare solutions because info provided is often highly complex and not easily comparable with other products	<b>Common database of materials all evaluated against a set of benchmarks the industry defines as important.</b>	Labelling of where the material has come from and how much energy it has taken to produce the material	Advocate manufacturers to establish this transparent and easy to access and compare information.	Print and signage materials industry associations Certification/ecolabels
	Easier to understand and compare, materials datasheets or similar device.	Product material passports for products	Advocate manufacturers to establish this transparent and easy to access and compare information.	Print and signage materials industry associations Certification/ecolabels
Issues	Solutions	Actions	Follow up	Lead
Lack of quantitative data on signage material choices - which is the most or least impactful on the environment	Creation of labels to clearly identify impacts	Labelling of where the material has come from and how much energy it has taken to produce the material	Advocate for the creation of these labels.	Print and signage materials industry associations Certification/ecolabels
Decision making is made on little knowledge, not evidence or full context.	Independent research about the environmental impact of signage materials	Companies providing full traceability services that track the entire lifecycle of the material	Advocate for this research.	IOC and FIFA are currently doing an LCA Manufacturers, industry leaders.

## Lack of Knowledge

### Not knowing what you don't know

Issues	Solutions	Actions	Follow up	Lead
Not being familiar with the latest trends on events sustainability, or even knowing they exist. Do we even agree on exactly what sustainable materials are?	Encourage best practice sharing and encourage honesty on what worked/didn't. Through case studies and information sharing, build knowledge on how to identify the most sustainable solutions given your event context and location.	Create open source industry manuals and guidance. Share case study examples where design ideas have lead to the reduction of single-use materials. Create a hashtag we can all amplify so we can find case studies easily.	Look for funding to create these resources.	IOC Working Group Industry associations & Federations
No understanding of what sustainability issues are or how to prioritise one over the other.	Educational opportunities (like this workshop) need to be more commonplace, and pursued by event organizers	All team members to receive basic sustainability training regarding materials, life cycle and circularity - Responsibility Sustainability & Leadership	Industry associations to advocate for education	Events & Delivery Companies Trainers Industry associations & Federations Industry leaders
Event team unfamiliar with sustainability and event sustainability goals - experts in their field but sustainability is new to them and they must be individually trained	Create awareness within the entire company and not only the sustainability managers	All team members to receive basic sustainability training regarding materials, life cycle and circularity - Responsibility Sustainability & Leadership	Establish worksheets or other information, toolbox, etc, that can be used by events professionals to help educate their teams.	Events & Delivery Companies Trainers Industry associations & Federations Industry leaders
Often you have to make substitutions on site due to delivery requirements - if the 'why' behind the sustainability choices can trickle down then that can inform choices better. Tight deadlines and short timelines can mean there is no room for detailed sustainable solutions sourcing, or the extra effort needed to ensure recovery is effective.	Increase level of knowledge about the impacts of various materials and options.	Include explanation of 'why' in training, not just 'what'. This would be done to increase comprehension and empathy, setting up for good 'last minute' decision making.	Include in training and ongoing professional development.	Training companies Industry associations and Federations

### Lack of robust data and proof

Issues	Solutions	Actions	Follow up	Lead
Lack of quantitative data on signage material choices - which is the most or least impactful on the environment	Creation of labels to clearly identify impacts	Labelling of where the material has come from and how much energy it has taken to produce the material	Advocate for the creation of these labels.	Print and signage materials industry associations Certification/ecolabels
Decision making is made on little knowledge, not evidence or full context. People are likely to choose the easy way and are not willing to look for other solutions.	Independent research about the environmental impact of signage materials	Companies providing full traceability services that track the entire lifecycle of the material	Advocate for this research.	IOC and FIFA are currently doing an LCA Manufacturers, industry leaders.

## Lack of post-event ownership, Materials Stewardship

### Producer responsibility & materials stewardship

Issues	Solutions	Actions	Follow up	Lead
There is little accountability for the waste created. No one is taking a 'producer responsibility' approach.	Ensure there is accountability for waste			
Manufacturers do not take responsibility for the materials they produce. There is little care about the end of life impacts.	Extended producer responsibility	Actively seek out and promote/elevate manufacturers that engage in extended producer responsibility.	All in the value chain to take a role in leading this. Case studies to be shared to encourage others to take a similar leading role. e.g: Focus Banners' Polyester Stewardship Programme	IOC Working Group Industry Associations & Federations
The materials pass through many organisations and few are taking the lead or playing their role in ensuring materials stewardship and circularity.	Materials stewardship protocol	<b>Establish a best practice protocol for ensuring materials stewardship throughout the value chain. Describe each member of the value chain's role.</b>	This will need to be created by a working group and be an industry initiative.	IOC Working Group Industry Associations & Federations
There is little real knowledge about the full materials flow of items entering the event site and their eventual 'disposal' or onward circularity.	<b>Map materials flow and report outcomes</b>	Materials flow analysis template - shared - teaches on this topic	A circularity organisation such as Revolution Foundation could provide this. Otherwise an industry leader or working group could create a template or show case studies for others to follow.	Circularity organisation Industry leader IOC Working Group
Traceability is not robust. We are basing our reporting on trust that accurate information is provided. There is no opportunity to validate claims.	Blockchain tracking systems  Use providence tools to validate or track products.	If this is innovated, events and members of the value chain to engage with using it.	Innovator/manufacturer	Industry-lead

## Lack of post-event ownership, Materials Stewardship

### Circularity and disclosure is key

Issues	Solutions	Actions	Follow up	Lead
The volumes and types of materials used and their post-event processing is not being reported. This 'waste' stream is being absorbed into reporting and therefore real figures on look and overlay/scenic design 'waste' is not disclosed by events.	<b>Identify metrics that prioritise reuse and recovery.</b> <b>Measure and disclose performance.</b> Create an expectation for events to report data on what they reduced/how they innovated etc to event attendees	Establish a protocol for how to measure and report look and overlay, signage and scenic design related 'waste'. Include metrics on recovery and re-use, not just total waste created. Require reporting to include a disclosure on post-event handling.	<b>Event industry associations to work together to identify common metrics for look and overlay reportables.</b>	IOC Working Group Industry Associations & Federations Event waste/cleaning company industry leaders
There is a wide range of quality and precision between materials recovery processes used by events and their cleaning/waste companies.	<b>Trip Advisor style rating of experience with waste companies</b>	Set parameters for what makes a good event waste company and establish a rating system.	This will need to be created by a working group and be an industry initiative.	IOC Working Group Industry Associations & Federations Event waste/cleaning company industry leaders
Venues have basic resource recovery systems in place with incumbent waste and cleaning contractors unwilling to provide additional services to appropriately handle a variety of bulk materials that result from look and overlay and scenic design pack down and 'disposal'.	Leadership by venues to require proper disposition of materials post-show...take ownership of material stewardship	Engage venues to take a leadership role in enabling best practice for recovery of a variety of materials. Look for existing leaders (eg RAI in Amsterdam) to showcase what is possible. Venues could also implement stricter branding guidelines - and appropriate disposable facilities. Convention Centres to detail the available facilities at their venue.	Events organisers and industry associations to lobby venues as category of the value chain to take on this position of leadership. This could be a communications narrative or engagement campaign by an industry working group or a key talking point agreed on by industry associations.	IOC Working Group Industry Associations & Federations Event waste/cleaning company industry leaders Venue leaders
It is perceived that it costs more to recycle responsibly than to dispose to incineration or landfill.	Event owners need to agree and develop a budget for recycling in the tender	Establish resource recovery as a separate line item to 'cleaning and sanitation'.	Advocate for resource recovery and materials flow to be disclosed, further requiring budgets to be allocated for this important issue.	IOC Working Group Industry Associations & Federations Events professionals

### Variety is not the spice of life

Issues	Solutions	Actions	Follow up	Lead
The mix of material (textile) types between various branding assets onsite, as well as multiple plastic types used in the one asset, hinders successful recovery logistics.	Less variety of materials to enter the system - make it easier for the solutions.	Produce items made from a single type of plastic.  Use items made from a single type of plastic.	Identify current materials that have multiple plastic types that render recovery of those polymers impossible. This can include trimmings, fastenings, reinforcement, or even multi-polymer blends in textiles	Manufacturers Designers, Production houses Delivery Companies, Events
It is cheaper to send to landfill in some cases than responsibly recycle	A policy that makes waste expensive. Local government to make landfilling/incineration more expensive (through waste levies etc) to incentivize positive action.	Share case studies and examples of where landfill tax has increased to make recycling relatively financially viable	Advocate for landfill fees to be increased to establish this.	Industry Associations & Federations Event waste companies.

# Budget

## Cost is almost always the biggest driver

Issues	Solutions	Actions	Follow up	Lead
Budgets are tight and profit is prioritised. Cost is a decision making factor and if sustainable options are more expensive, these often will not be chosen.	What if event costing included negative reputational costs caused by single use materials?	Elevate understanding of look and overlay, signage, and scenic design as a potential leading single-use material and without addressing this, events have a reputational risk.	Do case studies and articles on how single-use look and overlay/scenic design are potentially the largest single-use source at events to elevate this in the understanding of this, especially with leadership, sponsors and event attendees.	IOC Working group Industry associations & Federations Events professionals
Budgets are not prepared in a way that enables excellence in this area. There may be wasteful spend in other areas which could be redirected to improving performance in sustainable look and overlay.	Redistribution of existing budget	Producer to relook at the budget structure and areas where there could be money re-distributed. Budget from event to invest in these solutions on the ground	Share case studies where adjusting priorities and budget reallocation has been successful.	IOC Working group Industry associations & Federations Events professionals
Extra money needed for more expensive sustainable options is not available.	Develop 'sustainable sponsorships' to offset costs or promote programs.	Look for sponsors who wish to elevate their own sustainability agendas and can do this in partnership with the event. Direct some of this funding towards sustainable look and overlay. Communicate this.	Share case studies where sponsors have supported the sustainability efforts of events. This will help to build this as a viable option amongst sponsors and event sponsor sales staff.	Industry associations & Federations Events professionals
Events are not being innovative with funding models.	Business models that deliver value back to the budget rather than take from it.	Look for ways to build income generation related to sustainability issues. Use this money to fund sustainable look and overlay and scenic design.	Focus this as a topic for further discussion amongst industry working groups. Share case studies where funding models have brought budget to the event for sustainability initiatives.	IOC Working group Industry associations & Federations

## Not calculating the true cost

Issues	Solutions	Actions	Follow up	Lead
The full cost is not always calculated, rather just the purchase price. The cost of responsible 'disposal' or benefits of circularity are not included.	Agree that all direct costs (and potentially indirect/downstream environmental costs) need to be included in decision-making.	When comparing options, include handling and disposal costs. Consequences of these options should also be included: GHGs, loss of resources, pollution, etc.	Share case studies and information on true cost of various choices, to increase understanding of this topic and build knowledge to make sound judgements.	IOC Working group Industry associations & Federations Industry leaders Events professionals



## Budget

### People are not willing to pay more

Issues	Solutions	Actions	Follow up	Lead
It is always a problem with budget, because events say that people are not willing to pay more for more sustainable solutions	Keep advocating for support of sustainable event production and sustainability generally, with event attendees and sponsors.	Create a 'green tax' or similar which enables budget in these transition times. Include excellent storytelling to explain what the event is doing to innovate and take more care, and how the funds are being used. Take a crowd-funding approach.	Create engaging case studies and campaigns to allow people to support the concepts and be willing to value this.	IOC Working group Industry associations & Federations Events professionals

### Sustainable solutions are (perceived as) inaccessibly expensive

Issues	Solutions	Actions	Follow up	Lead
The costs of sustainable alternatives may be seen as too expensive but time is given to truly sourcing options or designing in alternatives. Those specifying for the event are not willing to pay for the more sustainable options, even if end of life options are clearly identified.	Event team + vendor determine the total investment needed for new solutions versus existing budget amount	Prioritise design and discovery to reveal the true costs of alternatives to single-use plastic materials or sending materials straight to landfill.	<a href="#">Share case studies of real costs in comparison to business as usual, so that others in the industry can learn from this.</a>	IOC Working group Industry associations & Federations Events professionals
Cheaper production - manufacturers - we need more cost-effective options - we need more options to drive a lower cost in the marketplace. Event budgets won't go up to accommodate so the cost of production needs to come down.	Work with and explain to clients the sustainable options available and not be scared to bring up the fact that these solutions are more expensive but will help bring the cost down in the long run.	Conduct a materiality process to assess the relative importance of this issue and prioritise budget towards it if it is elevated to a top priority.	Continue to bring this topic into dialogue with sponsors and leadership to keep the attention and funding to support excellence.	IOC Working group Industry associations & Federations Events professionals
Budget and Scarcity are close connected. Due to the lack of solutions we end up fighting against the budget. If environmental and social costs were not externalised the cost competitiveness of sustainable solutions would be a non issue	Build knowledge of the true and full life cycle costs of various materials.	Undertake full life cycle costing of materials - e.g. reused for 5 years vs annual disposal costs.	Share case studies of real costs in comparison to business as usual, so that others in the industry can learn from this. Note: IOC and FIFA are currently conducting an LCA on some materials.	IOC Working group Industry associations & Federations Events professionals
Some of the smaller sustainable companies do not have the volume required for an Olympic games. Sustainable solutions not available for large scale events e.g. materials and staging.	Mega events to take on an (in part) living lab/innovation hub directive so that they can be a test lab for new solutions that do not necessarily have to be applied to the entire event.	Discuss the idea of innovation within mega event teams.	Promote and communicate this and call for innovations offer as a test lab (we are sure this already being done surely?)	IOC Working group

## Scarcity of Solutions/Innovation

### There is little known about how to secure R&D/Innovation funding

Issues	Solutions	Actions	Follow up	Lead
Innovation requires R&D funding and investment As these innovators are entering the market, their relatively lower volumes, and higher overhead and R&D investments may cost them out of contention. There is currently a lack of known options for funding of research and development into sustainable alternatives.	Funding support for innovation could counter the costs, meaning the customers (events) are not funding the R&D.	Advocate for funding support to help those innovators in developing their solutions. The new European Green Deal should consider also the events sector	Look for avenues for funding and to advocate for funding to support innovators and R&D, especially for start-ups and SMEs. Follow up with the European Green Deal.	IOC Working group Industry associations & Federations Industry leaders Events professionals

### Uncertainty about product performance

Issues	Solutions	Actions	Follow up	Lead
Lack of knowledge about how the materials will perform in challenging conditions	Adopt an attitude of innovation and experimentation. Allow new materials or processes to be test-labbed at your event and inform and engage stakeholders into this. That way if there are any failures (!) then these will be graciously accepted.	Be willing to take a risk with innovators and share successes or learnings	Communication of successes to allow others to know if a material performs or not.	Events and Delivery companies Manufacturers

### There's little pressure to do better

Issues	Solutions	Actions	Follow up	Lead
Sustainable solutions are not a requirement by regulators or funders. The imperative or pressure is not there to prioritise this. Therefore the demand and potential business model for innovators is not there either.	Need a mind set change from governing bodies downwards as to what is acceptable or not around temporary events	Lobby for minimum acceptable models for sustainable look and overlay. Educate local government, venues, sponsors and funders about the influence they can have on improvement.	Seek out entities which are already doing this and share as case studies, including the positive impact. Reveal any programmes which enable best practice.	IOC Working Group Industry associations & Federations

# Scarcity of Solutions/Innovation

## The solution I want doesn't exist

Issues	Solutions	Actions	Follow up	Lead
The solutions I can imagine don't exist	Innovation: Primarily for B2B MICE & Tradeshows - I want reusable solutions that I can almost "wipe clean" between events but doesn't seem to exist	Innovation: Coalition of events to create ideas and test solutions and learn from each other. In order to scale up	Encourage designers and delivery companies to continue to innovate solutions, which may be creative execution rather than simply a swap of material substrate.	IOC Working group Industry associations & Federations Industry leaders Events professionals
Every use is specific / need specific solution. There is not enough uniformity between systems leading to too much bespoke materials creation.	Standardise item sizes (easier to reuse)	More globally available construction systems that can be rented locally  Look at integrating the use of more reusable "system build technology" into scenic design.	<b>Work with suppliers, venues, designers and event producers to identify standard sizes, and uniformity of construction system, and encourage their use.</b>	Printing or signage industry association?
We need to rely on local supplier that don't necessarily have that option	Keep bothering vendors about sustainable solutions to show demand.  Event organisers: Put challenges/ requests for proposals to industry groups, specialists and universities	Present best practices for inspiration. Events in local regions should collaborate to build demand for sustainable solutions by supporting, together, those willing to take a chance on new materials or solutions.	Include the supply chain, manufacturers, designers and delivery companies engaged in this topic and our desire for innovation and deployment of existing solutions more widely.	IOC Working group Industry associations & Federations Industry leaders Events professionals
There aren't enough sustainable solutions available	<b>Create a Sustainable Event Materials Accelerator</b>	Look for funding to support this. The new European Green Deal should consider also the events sector	<b>Follow up with the European Green Deal.</b>	IOC Working group Industry associations & Federations
Working in many remote locations means there is a scarcity in solutions for recycling and reuse options	Bring design in early to see how options to dress sites and provide information can be done not using business as usual alternatives (eg single use items that have no end of life possibility). Agree on a narrow selection of materials used in order to build up the economies of scale for the cost of rerouting into a circular materials system.	Innovation: Coalition of events to create ideas and test solutions and learn from each other. In order to scale up	Encourage designers and delivery companies to continue to innovate solutions, which may be creative execution rather than simply a swap of material substrate.	Industry associations & Federations Industry leaders Events professionals
Events are not actively requesting sustainable options from their vendors	Set up online hub for your event to share event sustainability goals/requirements and allow industry to respond, including proof of material credentials	Share your model or approach to inspire others in the industry to replicate.	Create templates that events can use in their tender processes.	IOC Working group Industry associations & Federations Industry leaders Events professionals
Some geographic locations have solutions in place already, some have very little knowledge	Innovation in digital technologies will mean less single use or temporary signage solutions.	Go digital - big investment but worth it on long term	<b>Share case study examples where digital solutions have lead to the reduction of single-use materials.</b>	IOC Working Group Industry associations

# Scarcity of Solutions/Innovation

## Empower and encourage a spirit of exploration and innovation

Issues	Solutions	Actions	Follow up	Lead
Leaders are afraid to make mistakes. Mistakes are good and important to learn from...	We need to help leaders to make mistakes, by showing them the experience and learnings from this. This hopefully helps leaders to acknowledge sustainable solutions as a way of gaining more leadership (by being proud of new and sustainable solutions)	<b>Allow your event, or purposefully design-in, the idea of it being a living lab. Actively seek innovations to be tested and trialled at your event or venue.</b>	<b>Establish public Best-Practice Catalogue from Living Labs. This could be a shared resource amongst the industry associations and available to access for all.</b>	IOC Working Group Industry associations & Federations
We miss a lot people willing to innovative for new solutions, so that we make event owners aware of new sustainable solutions. We need innovation :)	Provide incentives to those that are willing to innovate. <b>Create a Sustainable Event Materials Accelerator</b> <b>Create a Sustainable Material Institute</b> / by a group of key stakeholders across the whole value chain	Innovations: Let companies innovate at your event. Let them have space to innovate, so that they see the new solutions. And hopefully this also could help the budgets, because of the collaboration with the companies.	Mega events come together to drive innovation.	IOC Working Group
Often you have to make substitutions on site due to delivery requirements - if the 'why' behind the sustainability choices can trickle down then that can inform choices better	Empower everyone to step up and make suggestions and improvements	Education is key. When you empower people with knowledge, they can make informed decisions to pull reduction and circularity into their operational and design processes.	Keep the information, education and best practice flowing through your events team and throughout the industry. Share case studies, and build the knowledge and understanding of the subject.	Events professionals Sustainability coordinators Industry associations & Federations
The events industry is working in a silo. Many other industries have similar issues. Do not work alone.	Look to other businesses and industries and make connections, and try to learn and implement the new knowledge together.	<b>Seek out other industries such as the construction sector (LEED, Green Building Associations?), city management (ICLIE?) and textiles industry to collaborate on this common issue.</b>	Advocate across sectors so a collaboration group can be found.	IOC Working Group Industry associations & Federations
Unknown what innovations are happening so it is difficult to truly lead as an industry sector.	<b>Industry global NGO for events sector to attend all material innovation summits</b>	Identify target summits, conferences and working groups and advocate for involvement by the events and sports sector.		IOC Working Group Industry associations & Federations

# SUPPLIERS

## HARDBOARD (RIGID MEDIA)

### Manufacturers

**Ecoboard** (The Netherlands) - (circular system) is a hardboard system made from the fibres, residues and by-products from harvests – preventing it from being burned as waste. The boards are core materials procured for use by printers.

**Ecor** (USA) – (circular system) recycled composite panels made from urban, farm and forest materials and produced with just water, heat and pressure no additives. Ecor boards are fully recyclable by Ecor. These can be used for any kind of hardboard signage but for interiors only. The boards are procured for use by printers.

**Reboard** (Sweden) – lightweight and durable recycled paper based system that can be cut to any shape, the material can be recycled as paper.

**Sustainable Signage Company** (UK) – the Reelboard 1 system can be printed in-house and is for indoor and outdoor use. The product is entirely plastic free and is 100% recyclable (into the paper stream) and biodegradable.

**Xanita** (South Africa/International) – made with 100% renewable material and fully recyclable in paper recycling, Xanita can design and print in-house. .

**Amari** (UK) – (circular system) fully recycled solution for acrylic high standard signage.

**EcoSheet** (UK)- EcoSheet / EKOpoly is made from 100% recycled mixed plastics.

**Stormboard** (UK) - turning waste plastic into a weather proof alternative to plywood.

### Printing & Distribution

**Harrison Creative** (UK) – work with manufacturers to make Foamline, a 100% recyclable PVC free alternative to Foamex and EnviroDisplay which is 100% created from plastic bottles, saving them from landfill. Both are printed in-house and can be used indoor and outdoor for all hardboard print requirements. Offer recycling solutions on all products provided, also offer storage solutions for clients to encourage re-use.



## SUPPLIERS

### FENCE AND BARRIER SCRIM Manufacturers

[Soyang](#) – have a non-PVC fully recyclable scrim available.

[Bannerworld Ecobanner](#) (UK) – EcoMesh banners are 100% recyclable non-PVC mesh banner made from PET.

[Harrison Creative](#) (UK) – work with manufacturers to create various recycled non-PVC solutions to banners, these include Enviroflags – a knitted alternative to polyester to use on all flags and feather flags; and EnviroBanner – a PVC free material that can be used for all general banner purposes. [Fabric Upcycling](#) scheme where assets repurposed into give-aways for clients to use at future events. Offer recycling solutions on all products provided, also offer storage solutions for clients to encourage re-use.

### BANNERS FROM BAGS

The below are just some of the companies that use banners to create a variety of different types of bags. The industry needs to find more uses for old banners, particularly PVC, as the market for bags is relatively niche and does run the risk of going out of fashion. PVC does have some good qualities such as being durable and waterproof, innovators should consider this and look for new ways to utilise the already existing material.

**Banner Bags** - <http://www.bannerbags.co.uk>

**Ecologic Designs** - <https://www.ecologicdesigns.com>

**Etsy** (numerous artisans) - [https://www.etsy.com/market/recycle\\_banners\\_bag](https://www.etsy.com/market/recycle_banners_bag)

**Demano** - <https://demano.net/en/3-banners-bags>

**Mile High Workshop** - <https://www.milehighworkshop.org/banner>

**Harrison Creative** – Fabric upcycling scheme where assets repurposed into give-aways for clients to use at future events.

# SUPPLIERS

## BANNERS AND SELF ADHESIVE VINYL (SAV) Manufacturers

[Bannerworld Ecobanner](#) (UK) – 100% recyclable banner made from non-PVC materials for all general banner usage.

[Endutex](#) (Portugal) – various ranges with different sustainable qualities but Recytex is the most suitable, different versions can be used for all general banner solutions and are fully recycled and recyclable.

[Econyl](#) (Italy) – (fully circular) whilst not strictly used for banners at the moment, does offer a fully circular process for recycling Nylon and is already intrinsic to recycled carpet production. They rescue waste, purify it back to the equivalent of pure nylon, use regenerated nylon for textile and carpet nylon, once used it can be fully recycled again. Further to this Econyl estimate they save 70,000 barrels of crude oil and 57,100 tonnes of carbon dioxide for every 10,000 tonnes of Econyl Raw Material they make.

[Soyang](#) (UK and Europe) – have their own non-PVC fully recyclable banners but also supply Endutex recyclable products to the market.

[Taya Kavalan](#) (Taiwan) - Sunlight, Butterfly and Gecko products are recyclable and PVC free solutions for event branding banners.

[Unifi](#) (USA and International) – use recycled plastic bottles to

create 100% recycled polyester yarn for many uses including event branding banners, these banners are in turn 100% recyclable. Have currently recycled over 20 billion plastic bottles.

## Printing & Distribution

[Harrison Creative](#) (UK) – work with manufacturers to create various recycled non-PVC solutions to banners, these include Enviroflags – a knitted alternative to polyester to use on all flags and feather flags; and EnviroBanner – a PVC free material that can be used for all general banner purposes. Fabric Upcycling scheme where assets repurposed into give-aways for clients to use at future events. Offer recycling solutions on all products provided, also offer storage solutions for clients to encourage re-use.

[Go Green Banners](#) (USA) – use Unifi's Repreve material which is a yarn made of 100% recycled materials for all of its printing.

[Banner Lady](#) – have a range of 100% recyclable products and also offer a return to base product take back initiative that sees client's products recycled or repurposed once they are finished with.





## SUPPLIERS

### HARDBOARD (RIGID MEDIA)

#### RECYCLERS

[Econyl](#) (Italy) - see above

[AFI Branding](#) – ‘Be Sustainable’ scheme where they take back all products from clients and send to Blocktexx (see below) for recycling. They target the diversion of 300 tonnes of fabric from landfill by year 3 of the scheme.

[Blocktexx](#) – pioneering technology that separates polyester and cotton in clothing and returns materials back to their raw state of PET and cellulose. The PET is polymerised into their trademarked SOFT brand of rPET plastic pellets. These pellets can be used for a variety of uses including banners for event branding -

[Harrison Creative](#) – offer recycling solutions on all products provided, also offer storage solutions for clients to encourage re-use -

[Focus Banners](#) – offer BannerLoop initiative which involves taking back all used polyester branding from clients to be recycled into rPET pellets to be used for a range of products including potential reuse as banners -

[Banner Lady](#) – have a range of 100% recyclable products and also offer a return to base product take back initiative that sees client’s products recycled or repurposed once they are finished with.

[Soyang](#) (UK and Europe) - worked with Blue Castle (see below) to create a **recycling scheme for all of their PVC banners, and have openly invited all other PVC banners** producers and distributors to join the scheme.

[Blue Castle](#) – created a system to recycle PVC banners in their entirety ensuring that the material can be reused rather than go to landfill.

#### REPURPOSERS

[Billboard Tarps](#) (USA) – recycle PVC into tarpaulin for a variety of uses.

[Harrison Creative](#) – Fabric Upcycling scheme where assets repurposed into give-aways for clients to use at future events.



## CASE STUDY / SAMPLE EVENT

**The industry uses many different types of assets to showcase the event and sponsor brands, to dress and overlay a site or venue.**

This case study centres on a mega-sporting event We track through materials requirements and production figures. The latter is an important reference point for the amount of assets and square metres of branding and signage used at major events.

The sample event was a moderately branded multi-venue major event.

The information is only inclusive of the standard items used at the event. Standard items or Kit of Parts items tend to be items that are produced in multiples rather than one off designs. For example you would perhaps have 3 or 4 fence scrim designs and print 100 of each rather than have 300 to 400 individual designs. The opposite of Standard (Kit of Parts) items would be custom (or bespoke) pieces.

It should also be noted that due to limited materials in the market, coupled with a limited budget, this case study shows a 'business as usual' approach to branding an event.

## CASE STUDY / SAMPLE EVENT

### Hardboard print

signs (fluted), signs (no flutes), higher standard (acrylic alternatives)

EXAMPLE USE	USES	SAMPLE EVENT KIT OF PARTS (M2)	OUTDOOR SUITABLE
Outdoor Suitable	Wayfinding / General signage / Field of Play Sponsor Boards	95904.78	Yes
Hardboard print (no flutes) - signs	Wayfinding / General signage	4116.69	Yes
Hardboard Print – higher standard	Clear acrylic which print can be mounted to on the face or reverse for signage		Yes

SUPPLIER	PRODUCT NAME	DESCRIPTION	MATERIALS	BENEFIT	PRODUCTION MARKET
<a href="#">Ad'Hoc Media</a>	Algoblend	Panels made from polypropylene and seaweed.	70% polypropylene and 30% seaweed	Biodegradable depending on inks and coatings used	France
<a href="#">EcoBoard</a>	EcoBoard	Biodegradable panel made from straw and reeds, as an alternative to corflute and plastic signs.	Straw and weeds	Biodegradable depending on inks and coatings used	Netherlands
<a href="#">Nobel Environmental</a>	ECOR	ECOR material is made from a variety of natural celluloses such as paper, cardboard, hemp, coffee grounds and is combined with water and heat to make a versatile material for signage, exhibitions displays, wall hangings. It can be compared to wood or fibreboard. The material is cradle-to-cradle certified.	Paper, cardboard, hemp coffee grounds	Biodegradable depending on inks and coatings used	USA, China, Europe

SUPPLIER	PRODUCT NAME	DESCRIPTION	MATERIALS	BENEFIT	PRODUCTION MARKET
<a href="#">FibreMark</a>	ConVerd board	Fiber-based, rigid, recyclable alternative for structural signage applications.	10% post-consumer waste (PCW) content	Recyclable Biodegradable depending on inks and coatings used	USA, UK
Hexacomb	<a href="#">Falcolnboard</a>	Hardboard signage made from 100% recycled paper	Paper	Recycled Recyclable Biodegradable depending on inks and coatings used	Global
Amari Plastics	<a href="#">Bubbleboard</a>	An alternative to correx, this printed board contains up to 25% recycled content and can be completely recycled after use.	Polypropylene	25% recycled content Recyclable	Sweden
<a href="#">Oppboga</a>	Oppboga	Manufactures three types of Oppboga boards as an alternative to foam boards, all of which are fully recyclable.	Paper	Recyclable Biodegradable depending on inks and coatings used	Sweden
<a href="#">Reboard</a>	Reboard	Paperboard for signage, that can be recycled as paper	Paper	100% Recyclable Biodegradable depending on inks and coatings used	Sweden

SUPPLIER	PRODUCT NAME	DESCRIPTION	MATERIALS	BENEFIT	PRODUCTION MARKET
<a href="#">Sustainable Signage Company</a>	Reel Board 1	Fiber-based, rigid, recyclable 100% plastic free, recyclable board made that can be recycled in paper or card waste streams	Paper	Recyclable Biodegradable depending on inks and coatings used	UK
<a href="#">Xanita</a>	Xboard	Fibreboards from recycled cardboard boxes. Work includes retail displays (short-term), retail fitouts, exhibition stands, signage and displays	Cardboard	Recycled Recyclable Biodegradable depending on inks and coatings used	South Africa
Amari Plastics	<a href="#">Green Cast</a>	Provides a fully closed loop through their own recycling company, Recycled Plastics who can process waste plastic and return it to Madreperla for manufacturing into new sheets.	Recycled acrylic	Recycled Recyclable	Italy



## Hardwearing Structures

Example Use	Other Uses	Sample Event Kit of Parts (m2)	Outdoor Suitable
Hardwearing Signage structures	Wayfinding / Semi-permanent signage / external structure cladding	201.8	Yes

## Indoor Posters

Example Use	Other Uses	Sample Event Kit of Parts (m2)	Outdoor Suitable
Indoor Posters	Posters	94.96	



## General Decals

Window, water resistant, and internal & external floor graphics, cut vinyls, vehicle graphics.

EXAMPLE USE	OTHER USES	SAMPLE EVENT KIT OF PARTS (M2)	OUTDOOR SUITABLE
Cut Vinyl – intricate decals	Pre-coloured vinyl / computer cut lettering & shapes	436.8	Yes
One-way vision window treatment	One-way vision window treatment		Yes
Cut Vinyl – intricate decals	Cover up, window decals, general, vinyl cut lettering.		Yes
Indoor floor decal	Overlamine for indoor floor vinyl.		No
General use decal – non Pvc	General / Cover up / window decals / white or clear	3942.91	No
Wall application	Heat applied wall treatment for mural effect	720	Yes
Outdoor decals – suitable for road events	Very hard-wearing wall & floor treatment		Yes
Vehicle Branding	Vehicle wraps		Yes
Water resistant decals	Boat decals / buoy branding		Yes
General external decal	external application to mixed surfaces		Yes

Example Standard Use	Product (Typical Example)	Non-PVC	Phthalate free	FSC	VOC	RECYCLED CONTENT %	POTENTIAL RE-USE	RECYCLABLE (UK/EUROPE)
Cut Vinyl – intricate decals	Opaque S/A Vinyl	N	N	N/A	Y	0%	N	Y
One-way vision window treatment	Soyang Sunshade Phthalate Free one-way vision	N	Y	N/A	Y	0%	N	Y
Cut Vinyl – intricate decals	Mactac Frosted Vinyl JT 5796	N	N	N/A	Y	0%	N	Y
Indoor floor decal	Oraguard Floor Laminate	N	N	N/A	Y	0%	N	N/A
General use decal – non Pvc	Non-PVC SAV JT5422	Y	N	N/A	Y	0%	N	Y
Wall application	100 Wall Wrap	N	N	N/A	N	0%	N	Y
Outdoor decals – suitable for road events	S/A Aluminium Foil	N	Y	N/A	Y	0%	N	Y
Vehicle Branding	3551 Vehicle S/A Vinyl (Cast)	N	N	N/A	Y	0%	N	Y
Water resistant decals	Marine Vinyl 1050	N	N	N/A	Y	0%	N	Y
General external decal	Hexis HX500 WTG	N	Y	N/A	Y	0%	N	Y
Window decal	PE Clear Cling	Y	Y	N/A	N	0%	N	Y
Window decal	Mactac JT5409RUV	Y	Y	N/A	N	0%	N	Y

## General Banner Alternatives

Lamp post banners, backdrops and table skirts and building wraps

EXAMPLE STANDARD USE	OTHER USES	SAMPLE EVENT KIT OF PARTS (M2)	OUTDOOR SUITABLE
Structure and building wraps	Building wraps, cable bridges, exposed external sites	1082	Yes
General Banners	Cover-up / general purpose banners	2801.34	Yes
Fabric backdrops/table skirts	Table dressings and backdrops		Yes/No
Lamppost banners	Block out PE used for lamp post banners, can be printed double sided	2160	Yes
Lamppost banners	Double sided lamppost banners		Yes

## General Banner Alternatives

Lamp post banners, backdrops and table skirts and building wraps

EXAMPLE STANDARD USE	OTHER USES	SAMPLE EVENT KIT OF PARTS (M <sup>2</sup> )	OUTDOOR SUITABLE
Structure and building wraps	Building wraps, cable bridges, exposed external sites	1082	Yes
General Banners	Cover-up / general purpose banners	2801.34	Yes
Fabric backdrops/table skirts	Table dressings and backdrops		Yes/No
Lamppost banners	Block out PE used for lamp post banners, can be printed double sided	2160	Yes
Lamppost banners	Double sided lamppost banners		Yes

EXAMPLE STANDARD USE	PRODUCT (TYPICAL EXAMPLE)	NON-PVC	PHTHALATE FREE	FSC	VOC	RECYCLED CONTENT %	POTENTIAL RE-USE	RECYCLABLE (UK/EUROPE)
Structure and building wraps	Polymesh 401 / NON PVC Mesh	Y	Y	N/A	N	0%	N	Y
General Banners	Recytex 300 / Non-PVC Banner	Y	Y	N/A	N	0%	N	Y
Fabric backdrops/table skirts	CCSPET	Y	Y	N/A	N	100%	N	Y
Lamp post banners	COOLEY -ENVIROFLEX PE	N	Y	N/A	N	0%	N	Y
Lamp post banners	Blockout PE	N	Y	N/A	N	0%	Y	Y

SUPPLIER	PRODUCT NAME	DESCRIPTION	MATERIALS	BENEFIT	PRODUCTION MARKET
Ad'Hoc Media	PureBanner	100% PVC Free banners	Paper, cardboard	PVC Free and recyclable	France
AFI Branding	<a href="#">BeSustainable</a>	Fabric take-back initiative and recycling scheme for the signage industry.	n/a	Recyclable	Australia
Banner World	<a href="#">EcoBanner 300, Eco Banner 220</a>	Manufactures a range of sustainable banners which are PVC-free and 100% recyclable, and printed with eco-solvent or latex inks.	PVC Free	PVC Free and recyclable	UK

SUPPLIER	PRODUCT NAME	DESCRIPTION	MATERIALS	BENEFIT	PRODUC. MARKET
Banner World	<a href="#">Eco Mesh Banner</a>	Manufactures a range of sustainable banners which are PVC-free and 100% recyclable, and printed with eco-solvent or latex inks.	PVC Free	PVC Free and recyclable	UK
DVC	<a href="#">PETFlag</a>	Supplies the PET flag, made from 100% recycled plastic bottles	PET	Recycled	Netherlands
Endutex	<a href="#">Terratex</a> <a href="#">Recytex</a>	Produces a range of PET-based materials, PVC-free, 100% recyclable and phthalate-free banners for events. Supply Soyang with some products.	PET	Recyclable	UK
Focus Banners	<a href="#">Bannerloop</a>	Bannerloop recycling scheme collects old polyester banners to be sent to a recycler and converted to PET	Polyester recycled to PET	Recyclable	Australia
Green Banners	<a href="#">Repreve</a>	Use Repreve material which is made from 100% recycled plastic bottles and consumer waste	Polyester	Recycled and Recyclable	USA
Harrison Creative	<a href="#">EnviroBanner</a>	Produces EnviroBanner, made from 100% recycled plastics.	Plastics	Recycled	UK
<a href="#">Marler Haley</a>	Outdoor Eco-friendly banner	Produces an eco-friendly banner made from polypropylene (recyclable) and printed using UV / LED print,	Polypropylene	Recyclable	UK

SUPPLIER	PRODUCT NAME	DESCRIPTION	MATERIALS	BENEFIT	PRODUC. MARKET
Mesh Direct	<a href="#">EcoVinyl</a>	EcoVinyl is a material that maintains the high quality of traditional PVC billboards whilst remaining cost-effective and completely eco-friendly.	Unconfirmed	RePurposed	Australia
Soyang	<a href="#">PVC Free Range</a>	100% recyclable PET based material range	PET	Recyclable	UK
Soyang	<a href="#">Recyclable Banner</a>	100% recyclable PET based banners	PET	Recyclable	UK
Taya Canvas Group	<a href="#">Kavalan</a>	Kavalan is a PVC-free material used for indoor and outdoor signage, lightboxes Fully recyclable.	Non-PVC	Recyclable	Taiwan
The Banner Lady	<a href="#">Premium Range Banners</a>	Produces a wide range of banners and displays, offering a 'return to base' service for stand and printed banner recycling	Polyester	Recycled and Recyclable	Australia
UltraFlex	<a href="#">Ultima Ecoflex</a>	Ultima Ecoflex banner is PVC free which can be used for billboards, wall coverings and retail displays.	PVC Free	Recyclable	UK
Blocktexx	<a href="#">Blocktexx</a>	System separates polyester from cotton and produces rPET pellets to be used for plastic	n/a	Recycler and repurposer	Australia
<a href="#">Unifi</a>	<a href="#">Repreve</a>	Repreve polyester system that is yarn made from 1000% plastic bottles and consumer waste	Polyester	Recycled and Recyclable	USA



## FENCE AND BARRIER SCRIM

EXAMPLE STANDARD USE	OTHER USES	SAMPLE EVENT KIT OF PARTS (M <sup>2</sup> )	OUTDOOR SUITABLE
Fence and barrier Scrim	Fence scrim / banners	48553.68	Yes

Example Standard Use	Product (Typical Example)	No- PVC	PHTHALATE FREE	FSC	VOC	RECYCLED CONTENT %	POTENTIAL RE-USE	RECYCLABLE (UK/EUROPE)
Fence and barrier Scrim	Perforated Polyester	Y	Y	N/A	N	0%	N	Y

SUPPLIER	PRODUCT NAME	DESCRIPTION	PVC	BENEFIT	PRODUCTION MARKET
Soyang	<a href="#">PVC Free Mesh</a>	100% recyclable PET based mesh	PVC Free	Recyclable	UK
Taya Canvas Group	<a href="#">Kavalan Spiderweb</a>	Kavalan is a PVC-free mesh material. Fully recyclable.	PVC Free	Recyclable	Taiwan

## FLAGS

OTHER USES	SAMPLE EVENT KIT OF PARTS (M <sup>2</sup> )	OUTDOOR SUITABLE
Flags / pillar wraps / banners / internal drapes	2828.92	Yes
Flags / pillar wraps / banners / internal drapes	50	Yes

PRODUCT	NON- PVC	PHTHALATE FREE*	VOC	RECYCLED CONTENT %	POTENTIAL RE-USE	RECYCLABLE (UK/EUROPE)
Non-perforated Polyester 220 – 350 gsm	Y	Y	N	0%	N	Y
Soyang Non-perforated Polyester	Y	Y	N	0%	N	Y

SUPPLIER	PRODUCT NAME	DESCRIPTION	BENEFITS	PRODUCTION MARKET
DVC	<a href="#">PETFlag</a>	Supplies the PET flag, made from 100% recycled plastic bottles	Recycled	Netherlands
Harrison Creative	<a href="#">EnviroFlag</a>	This OEKO-TEX® 100 standard material with the same strength, durability and versatility as its knitted polyester equivalent, can be used for flags and feather flags.	Recycled and Recyclable	UK
PETFLAG	<a href="#">PETFLAG</a>	Makes flags for events made from recycled PET bottles	Recycled	Netherlands
Semaphore Signs	<a href="#">PETFLAG</a>	Supplies the PETflag, made from 100% recycled plastic bottles	Recycled	Netherlands

## EXHIBITION STANDS

SUPPLIER	PRODUCT NAME	DESCRIPTION	BENEFIT	RODUC. MARKET
<a href="#">AFI Branding</a>	<a href="#">ReFrame</a>	Reusable frame system	Re-use	Australia
<a href="#">AFI Branding</a>	<a href="#">Octanorm</a>	Reusable exhibition setup that is returned and recycled.	Re-use	Australia
<a href="#">Axis</a>	<a href="#">Xboard</a>	Designs exhibition and retail displays using recycled cardboard and XBoard material (produced by Xanita).	Recycled	Australia
Be Matrix	<a href="#">Be Matrix Frames</a>	Re-usable modular frame structure system (exhibition stands and branding displays)	Re-use	Belgium
Compex	<a href="#">Octanorm</a>	Creates custom exhibition and trade show stands from reusable and recyclable aluminium structures.	Re-use	Global
Design Rock	<a href="#">Hive</a>	Modular exhibition setup, fitted with LED light displays and made using recycled plastic and FSC certified timber.	Recycled	UK
Eco Event	<a href="#">Cardboard Exhibition Stand</a>	Producers a cardboard exhibition stand, 100% recyclable and can be returned to the producer	Recycled	UK

SUPPLIER	PRODUCT NAME	DESCRIPTION	MATERIALS	BENEFIT	PRODUC. MARKET
EcoBooth	<a href="#">EcoBooth</a>	Takes waste from events and remakes it into structures for future events. Also grounds up waste to be 3D printed	Recycled	Recyclable	UK
<a href="#">Expo Exhibition Stands</a>		Makes modular exhibition stands from recyclable material, which are easy to re-use	Re-use	Recyclable	Global
Go Displays	<a href="#">Xanita</a>	Produces banners and stands using cardboard or Xanita's fibreboards	Recycled and Recyclable	Recyclable	UK
<a href="#">KOP</a>		Designs and produces exhibition stands. Sustainable stands built using cork, recycled rubber or dust from recycled PET bottles	Recycled	Recycled and Recyclable	Netherlands
<a href="#">Nomadic Display</a>		Produces exhibition stands from 80% recycled aluminium, modular displays which can be reused.	Recyclable and reusable	Recyclable	Global (Germany based)
<a href="#">Octanorm</a>	<a href="#">Octanorm</a>	Produce a range of exhibition reusable exhibition fit outs, made from recyclable aluminium. Distributed in Australia by AFI Branding.	Recyclable and reusable	Recycler and repurposer	Global (UK based)
<a href="#">WH Skinner</a>		Producers cardboard exhibition stands from corrugated cardboard (recyclable), which is reusable and easily flat packed for storage. Waste from production is reused into future products	Recyclable and reusable	Recycled and Recyclable	UK

## CABLE TIES

SUPPLIER	PRODUCT NAME	DESCRIPTION	BENEFITS	PRODUCTION MARKET
<a href="#">Go Cable Ties</a>		Biodegradable cable ties**	Biodegradable	UK
Focus Banners	<a href="#">Toggle Ties</a>	Toggle ties as an alternative to single-use cable ties.	Re-use	Australia
SP Group	<a href="#">Toggle Ties</a>	Banner Toggle alternative to cable ties. Example of product widely available on the market	Re-use	UK
CPC Farnell	<a href="#">Reusable Cable tie</a>	Pro-Power reusable cable tie, many similar alternatives available on the market	Re-use	UK

\*\* Biodegradable material conforms to the following industry standards: NF EN 13432 : 2000, ASTM D6400 : 2004

## PULL-UP BANNERS

EXAMPLE STANDARD USE	OTHER USES	SAMPLE EVENT KIT OF PARTS (M <sup>2</sup> )	OUTDOOR SUITABLE
Pull-up Banner	Displays	478.4	No

EXAMPLE STANDARD USE	OTHER USES	SAMPLE EVENT KIT OF PARTS (M <sup>2</sup> )	OUTDOOR SUITABLE
<a href="#">Hatch</a>	Produces a roller banner made with cardboard and paper, making it fully recyclable. The base is also lined with seeds meaning it can be buried for compost and flowers will grow. All ink used is vegan certified.	478.4	UK
<a href="#">Very Displays</a>	Produces a range of sustainable display items such as the Square PVC R Banner (100% recycled PVC), the Cassette R Banner (reusable banner)	Recycled and Recyclable	UK



## FLOORING

PRODUCT (TYPICAL EXAMPLE)	NON-PVC	PHTHALATE FREE	FSC	VOC	RECYCLED CONTENT %	POTENTIAL RE-USE	RECYCLABLE (UK/ EUROPE)
Rubber Back Carpet	Y	Y		Y	0%	N	Y

SUPPLIER	Description	Benefit	Production Market
Interface	Interface have a ReEntry system that ensures that used carpets are either reused as flooring, repurposing into other products, recycled back into converted back into component materials or if no other options are feasible – recovered as energy.	Recycled, recyclable, repurposed	UK
Econyl	Econyl is a recycled nylon product used to make carpets for events, can be continuously recycled	Recycled and Recyclable	Italy
Paprfloor	Flooring for events made from 100% recycled paper, and can also be recycled.	Recycled and Recyclable	Germany

