

ATM 2023 – Sustainable Stand Award

Judging Criteria

This is a new category for 2023 and will be judged by a separate judging panel of relevant experts. Given the increased complexity of this category, we have produced a much more in-depth guide to how stands will be judged and what specific criteria will be analysed. It will be judged in advance of the show based on individual submissions and awarded at the show itself in May.

Please note: all submissions must be received by Friday 7 April 2023 to be considered.

What does ATM believe a sustainable stand looks like? Below are the different aspects of the stand that will be judged along with the weighting for each, up to a total of 100%. Alongside is some brief guidance on what you could consider for each aspect. It is not intended to be an exhaustive list, only a simple guide to support entries.

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

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

Category and Scoring	Guidance – ATM believes that a sustainable stand demonstrates that:
1. Supplier Choices (5%)	Sustainability has been a clear factor in choosing suppliers and that suppliers have been assessed on their sustainability credentials/actions
2. Stand Production (40%)	Sustainability has been built into good design at the earliest possible stage to minimise emissions in production, operation and post event.
a. Material usage	<i>Avoid</i> - the use of new materials has been avoided as far as possible <i>Reuse</i> – wherever possible, materials have been taken out of existing supplier stocks and will go back into stock to be reused after the event <i>Recycle</i> – whether they are existing or new materials for the stand, all materials are recyclable and there is a plan to guarantee recycling at the end of their life.
b. Packaging	Packaging for all construction materials is reusable/recyclable and there is a plan to ensure they are reused/recycled.
c. Energy Consumption	The stand and its operation are planned to minimise energy consumption.

d. Transport	Transport for the construction and dismantling of the stand is minimised through local supply wherever possible, consolidated in full loads and efficient vehicles.
e. Waste	Minimising waste is built into the design of the stand through the choices and reuse of materials and eventually recycling at end of life. Landfill is reduced to 0% where possible. There is a plan to separate waste streams where waste is produced to support recycling.
3. Stand Operation (20%)	
a. Food & Beverage	Do customers and staff need to be catered for on your stand? If so, how have you worked with the catering team to make menu choices that have lower emissions. How have you minimised packaging (and ensured it will be recycled). How will you minimise and manage food waste?
b. Marketing materials	Product information can be provided to and collected by potential buyers without the need to produce and transport printed material. Remember buyers find it easier to share material with colleagues if they have it electronically.
c. Promotional giveaways	The need for any giveaway items (e.g. promotional items or bags) has been robustly assessed and if unavoidable, choices have been made that support sustainable goals. Same for staff uniforms if required.
d. Staff travel choices	Assessments have been carried out on hotel and transport choices to support your sustainable goals.
4. Measurement (20%)	
a. Measurement	The impacts (CO2 emissions) of the production, transport, construction, operation and dismantling of the stand have been estimated using a transparent methodology and best available data.
5. Governance (15%)	
a. Legacy	There is a clear and agreed plan for what happens to everything related to the stand after the event. Are there any choices that you would like to make next time that you weren't able to this year? Are you considering investing in a carbon offset programme?
b. Impacts	Consider how the choices made support your brand values, reputation and engagement with customers. Consider whether the stand supports sustainable economic growth and appropriate work and compensation for suppliers. Consider if there are social or other benefits that will directly and positively impact communities in need.