

BETTER STANDS PROGRAMME

What is Better Stands programme about?

- **Better Stands** is a sustainability initiative designed to reduce the environmental impact of exhibition stand construction, led by Net Zero Carbon Events (NZCE). Better Stands encourages the use of reusable, modular or rental stand solutions that can be re-used across multiple events.
- **WindEurope** supports this initiative as part of our wider commitment to more sustainable events. This approach helps reduce waste, improves efficiency, while maintaining high-quality stand design.
- **Exhibitors** who seek to deliver on more sustainable approach, are awarded bronze, silver or gold ratings based on the results of assessments conducted against a 10 point Better Stands checklist.

What does it mean in practice?

At our event, we will conduct a 3-stage assessment:

- We request pre-show information from the contractor whether they will be reusing each of the 10 components listed in the Better Stands framework. That is part of our [Stand details submission form](#).
- Onsite assessments are conducted by a trained assessor. They will seek to visit every stand during build and breakdown. They might take photos and make records of their work to support the assessment.
- These assessment results are then shared with the contractors a month after the event and before notification is given to the exhibitors. This gives the contractors a short period of time to respond to the assessment and adjustments are made accordingly.

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10 POINTS BETTER STANDS CHECKLIST

		Category	Items	Single use	 BETTER STANDS BRONZE by NZCE	 BETTER STANDS SILVER by NZCE	 BETTER STANDS GOLD by NZCE
Reused	1	Stand structure and walls	Structure or framework of the stand, walls, panels for meeting rooms, backdrop	×	✓	✓	✓
	2	Platform or raised flooring	Structure of flooring (excluding surface covering, e.g. carpet)	×	✓	✓	✓
	3	Furniture and equipment	Showcases, counters, chairs, tables, sofa, coffee table, flyer stand, LED walls, TV, AV equipment etc.	×	✓	✓	✓
	4	Lighting	All kinds of lighting in the stand and within showcases	×	✓	✓	✓
	5	Fascia and overhead signage	Overhead signage or branding, fascia, company logo on top of the stand structure	×	×	✓	✓
	6	Rigged structure	Any rigged structure including lighting gantries or other structural elements	×	×	✓	✓
	7	Ceiling	Any form of ceiling e.g. fabric ceilings, solid ceilings for lighting or stand support	×	×	✓	✓
	8	Display facilities	built-in or detachable product display cabinets, lightboxes etc.	×	×	✓	✓
Reused or recycled	9	Floor covering	Carpet, floor tiles, HDF coverings, lino etc.	×	×	×	✓
	10	Graphics and decorative items	Stand graphics that are wall-mounted or floor-standing (not overhead) and any other decorative items such as plants and flowers, models and ornaments	×	×	×	✓