

LONDON BRAND LICENSING EUROPE 2024

SUSTAINABLE MANUFACTURES

Sustainable Product Options:

- Total Merchandise: [Eco Friendly Products](#)
- Connex Promotions: [Eco Friendly Products](#)
- allbranded: [Eco Friendly Products](#)

Sustainable Lanyard Options:

- [Promotions Only Group Ltd](#)
- [Paper Lanyards](#)
- [Lanyard.co.uk](#)
- [PDC](#)

SHOW BAGS SUSTAINABILITY REQUIREMENTS:

When it comes to the show bags, we suggest reviewing several considerations before production:

- 1) Choose a bag material that is either made from recycled content and/or able to be recycled.
 - a. The best material options are either recycled material such as; rPET or made from natural materials such as; linen, hemp or bamboo.
 - i. Bamboo is the best option as it is also biodegradable.
- 2) Try to source products locally to reduce the carbon footprint in transportation.
- 3) Manage quantity produced to reduce waste
- 4) If the bag is recyclable, include the 'recycle me' logo so visitors know it can be recycled after use.

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LANYARD SUSTAINABILITY REQUIREMENTS:

- 1) The lanyard clip **must be a double ended crocodile/clamp clip** to attach either side of the badge. There will be **no plastic wallets** due to sustainability. The clamps will clip onto a folded badge.



- 2) Must ensure there is a **break clasp at the back of the lanyard** for Health & Safety.



- 3) Choose a lanyard **made from recycled content** and/or able to be recycled. The **cork or paper material lanyards** are best options and there are plenty of suppliers providing quality options in both these categories. The [paper ones](#) in particular can be fully branded and can be durable / weather proof etc. so are probably the best option.
- 4) Provide collection containers for attendees to drop their lanyards in at the event if they don't want to take them home. **Re-use** or local donation outlets could be explored such as schools or community organizations – **sponsor is fully responsible for removal off site from the venue post event.**
- 5) Try and **source products locally** according to where the event is being held. Besides the economic benefits, the carbon footprint of transport will be drastically reduced.

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SHIPPING RECOMMENDATIONS

1. Avoid Styrofoam packing peanuts (not recyclable) and use **reusable, recyclable or biodegradable packaging** instead.

WHAT EXHIBITORS CAN DO TO HELP DELIVER A MORE SUSTAINABLE EVENT:

BEFORE:

- Ensure your stand is designed so that its structure will be used again by either yourself or by your contractors. **This forms part of our Better Stands initiative.**
 - Use sustainable and healthy construction materials such as FSC-certified lumber, low VOC paint and glue, reusable and modular structures and recyclable alternatives to polystyrene. And don't forget to order separate recycling bins for paper.
- For your travel and transport choose the most sustainable option possible for your journey to and from the event.
 - Stay local to the venue to avoid additional travel.
- Consolidate your shipments and use logistic companies that have sustainability credentials.
- When purchasing promotional items, consider the amount you order, the environmental credentials of the materials they are made from, as well as whether they are useful giveaways that will be used long after the event is over. Offer digital alternatives, or even better, consider donating to a London charity (we can put you in touch with our partner charities).
- Help to support the sustainability of the local area by using local suppliers and considering the sustainability credentials of the hotels you book.

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DURING:

- Select energy efficient, LED lighting and other equipment for your stand and be sure to power down your equipment at the end of the day.
- Reduce paper handouts by going digital and source recycled, sustainably certified paper options where printing is needed.
- Break down ALL cardboard boxes and put in the correct recycling bin
- Get involved with the numerous initiatives and conversations throughout the event which aim to help facilitate and inspire the sustainable development of your industry.
- Ensure you and your contractor are aware of and compliant with all health, safety and security requirements.
- Choose vegetarian, plant-based, waterwise and low carbon impact. Avoid single-use plastic cups, cutlery, or anything!
- Choose public transportation or even better, walk.

AFTER:

- Think about what waste your stand will create and try to minimize it as much as possible. For the unavoidable waste items, try to ensure it will be recycled. Key items to consider include signage, carpeting and packaging waste. Inspire the sustainable development of your industry by promoting your company's and your products' sustainability credentials.
- Spread the word about your sustainable event planning efforts on social media or through other communications channels. For example, report the amount of material that your event recycled or composted. Tag us on twitter **@bleurope** and **@licensemag** and we'll retweet your event's sustainability success.
- Need to show your appreciation? Consider electronic thank you notes or using thank you notecards made from recycled paper.