

## One Of A Kind Show: Your Quick Start Sustainability Guide

As a part of Informa, One Of A Kind will be aligning our efforts to contribute to our company's commitment in building a sustainable business. Through the FasterForward program, our aim is to become a positive impact business by embedding sustainability into everything we do, and seizing opportunities to help our customers and communities to do the same. Some of our key ambitions include becoming zero waste and net zero carbon by 2030 and developing brand initiatives to promote the achievements of the UN's Sustainable Development Goals.

Here at One Of A Kind, we define sustainability as making positive change socially, economically and environmentally. You can read more about what we are doing and what we have achieved so far with the link below.

As an exhibitor at the Show, there are small steps you can take to ensure sustainability is top of mind. We have put together this quick start guide for you as you prepare for the upcoming event. Feel free to let us know if you have any feedback and suggestions to make this document more useful and relevant!

Below you will find some key categories related to your participation at One Of A Kind, and some suggestions on how you can take sustainability measures to drive change. It is worth noting that when you embed sustainability into your business outlook and operations, chances are you will also identify new ways to be more cost effective. If you have some examples, feel free to let us know!

Last but not least, while carbon offsetting is a crucial step we can take to compensate for the emissions created as a result of our activities, this is not the magic solution. What we all need to do is to understand our own climate impacts and champion the shifts to reduce avoidable emissions by running cleaner and more intentional operations. Ready to take this journey? Let's start and review the Quick Start Guide!

Categories	What You Can Do	Resources That Can Help
<b>Accommodation</b>	Hire local staff who will not need accommodation when possible. If staying in a hotel or Airbnb, actively look for ways to reduce waste, conserve water and be energy efficient.	<a href="#">7 Ways to Save Energy in your Vacation Rental Home (Airbnb)</a>
<b>Booth build and material</b>	Reuse or purchase second hand booth materials. When possible, save booth setups for other events, or future One Of A Kind Shows.	<a href="#">The perfect place to share this type of info is our One Of A Kind Artisan Facebook Group. Click to join.</a>
<b>Communications</b>	Be mindful when greeting your guests at your booth. Consider using gender inclusive language to help remove any assumptions.	<a href="#">Check out the inclusive language guide we have in the exhibitor manual.</a>
<b>Community</b>	Did you know One Of A Kind supports CAMH, VibeArts and the New Circles Community Services? Be sure to learn more about our commitments to support these local charities, and help spread the news with your customers so we can make the most impact!	<a href="#">Read more about these partnerships on our Sustainability Commitments page on the website</a>
<b>Energy</b>	If you bring your own lights, be sure to use LED bulbs. Unplug the power in your booth at the end of the day. Did you know that Enercare Centre turns off the circuit breaker at the end of each night to reduce energy use?	<a href="#">Why energy efficiency? Improve Customer experience</a>
<b>Food</b>	Eliminate single use serve wares when possible. Consider incorporating plant-based meals to reduce your environmental impact.	<a href="#">Check our website where we will be posting all vegetarian/vegan food options available at the Show.</a>
<b>Paper</b>	Reduce print materials when possible. Instead, offer in booth QR code to link to your own website, social media accounts, or email sign up list (which can be reused!). Be intentional and explain to your visitors why you are opting to use the QR code instead of having printed marketing pieces. Email/text receipts to customers when applicable.	<a href="#">7 Ways to Make Your Next Trade Show Appearance More Eco-Friendly</a>
<b>Props &amp; décor</b>	Save, reuse or swap any props or décor needed in your booth. Alternatively, buy them second hand to reduce cost and increase their lifecycle	<a href="#">Our Favorite Eco-Friendly Party Decorations for Any Celebration</a>
<b>Staff</b>	Hire local staff when possible to save on transportation. Alternatively, consider carpooling with your staff to reduce emission when travelling to the Show.	<a href="#">Looking to hire local staff? Check out the "Booth Sitters" section on the Exhibitor Kit.</a>
<b>Travel - At the Show</b>	Utilise public transportation as much as possible, encourage carpooling to save on transport, use bicycle couriers when possible. If you are taking an Uber, did you know you can also select Uber Green as an option?	<a href="#">If you need a local delivery done, consider using Good Foot Delivery, a Toronto based company that offers meaningful employment for the neuro-diverse community through a reliable, professional courier service delivered via public transit.</a>
<b>Travel - Shipping to the Show</b>	If you are from Calgary, Vancouver or Montreal, take advantage of our consolidated shipping program to actively reduce emission from shipping your products to the Show. Feeling inspired, feel free to organize your own program to consolidate shipments coming from different cities across Canada.	<a href="#">The facebook group is a good place to get the latest updates on this!</a>
<b>Waste Disposal</b>	During move in and move out, look for the large waste, cardboard and plastic bins so you can dispose of your waste accordingly. During the show, the venue also has bins to compost food, compostable cups and other biodegradable products.	<a href="#">Green Initiatives - Exhibition Place</a>
<b>Waste Management</b>	Re-use anything you can at future events, selling, swap, exchange anything in your booth (build materials, décor, etc) with your community members at the end of show to reduce transportation or disposal fees.	<a href="#">If you are planning on selling your booth, make sure you capture good photos at the Show (of your booth in action). You can share with the community that you will be selling your booth and arrange for pickup at the end of the show! You can use the Facebook group or post something in the exhibitor lounge!</a>
<b>Water</b>	Bring your water bottle to the Show and refill at the Water Truck at the Show. Also, bring your own coffee mug (or better yet, buy one from your fellow artisan at the Show) to get your complimentary coffee in the exhibitor lounge.	<a href="#">Government of Canada delivers on commitment to ban harmful single-use plastics</a>

For more information about One Of A Kind's sustainability commitments, please visit

<https://oneofakindshow.com/home/sustainability/>

To read more about Informa's FasterForward Program, please visit

<https://www.informa.com/sustainability/faster-forward/>

Share your feedback with the link below

[https://informacanada-ugwqk.formstack.com/forms/oaak\\_sustainability\\_feedbackform](https://informacanada-ugwqk.formstack.com/forms/oaak_sustainability_feedbackform)