

SECTION 7

GUIDE TO USING YOUR DATA

[Section 1 – An Overview](#)

[Section 2 – The Better Stands Framework](#)

[Section 3 – Creating a Better Stands Plan](#)

[Section 4 – Guide to Assessments](#)

[Section 5 – Guide to Communications](#)

[Section 6 – Engagement Initiatives](#)

[Section 7 – Guide to Using Your Data](#)



HOW TO USE YOUR BETTER STANDS DATA

What is my Better Stands Data? Your Better Stands data is the results of your on-site assessment. Where you know who was Single Use, bronze, silver and gold.

This chapter of your induction explores the ways in which this **data is extremely useful for:**

- **Understanding** of your events challenge
- Identifying **opportunities** and next steps
- Setting **strategy** and targets
- Tracking **progress**
- **Reporting** on waste and carbon

Content of this section:

1. Understanding your challenge and choosing your next steps
2. Identifying priority conversations

1. UNDERSTANDING YOUR CHALLENGE AND CHOOSING YOUR NEXT STEPS

A key use of your Better Stands data is to understand the current level of use of Single Use stands at your event, and by who, as this varies greatly between events.

The location, type of event, industry it serves, local supply chain, and nationality of Exhibitors will all influence both how prevalent the use of Single Use stands are as well as who is choosing to use them.

What to look for:

1. Understanding **how many** are using Single Use stands is key to deciding what your next steps are, and what your targets can be. For example:
 - **Low:** if your data shows you have a low level of Single Use stands you can focus on targeted conversations to the relevant group, and an aim to eradicate Single Use stands in the short term could be possible.
 - **High:** If your data shows you have a significant use of Single Use stands, your next steps will likely be on a wider engagement campaign to all Service Providers/Exhibitors and considering what levers you can use to influence change.
2. Understanding **who** is using Single Use stands by trying to spot any trends, can help identify what actions can best support change.



Key Questions to ask yourself when looking at your data:

1. How prevalent are Single Use stands?
 - a. How many Single Use stands do you have at your event? What % is this of your total number of stands
 - b. What m² does this add up to? What % is this of your Net m²?

Core Better Stands Metric: m² of Single Use per Net m²
This is calculated by m² Single Use / Net m²

2. What trends can you spot?
 - a. Have a look at the % of Single Use stands in different size brackets.
 - b. Is there a single Service Provider building lots of Single Use stands?
 - c. What else can you spot that might be specific to your event? Nationality? Type of exhibitor? Etc

Key Resources:

[Better Stands on-site assessment template m2](#)
[Better Stands on-site assessment template ft2](#)

CASE STUDY – USING THE ON-SITE ASSESSMENT TEMPLATE

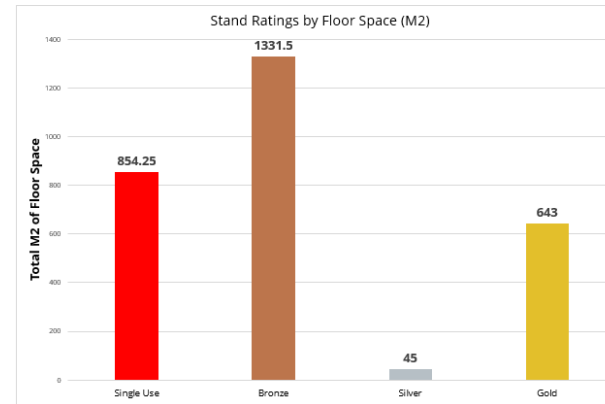


The on-site assessment template helps you track how each stand is rated against the Better Stands framework. This assessment is important for identifying Single Use stands, allowing us to follow up with those exhibitors and their service providers after the event.

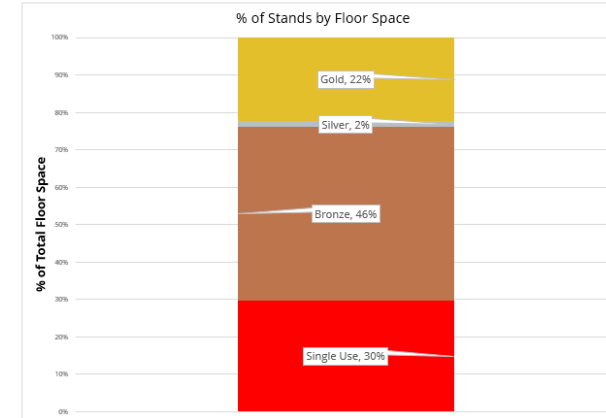
The template also includes Dashboard and Analysis tabs that show your event’s progress. The analysis highlights trends - such as whether most Single Use stand space comes from smaller or larger stands, or if specific service providers are responsible for a high proportion. These insights can help shape your Better Stands strategy for future events.

Some of the charts from the analysis tab:

3 Do you know the make-up of your space-only/raw space stands?

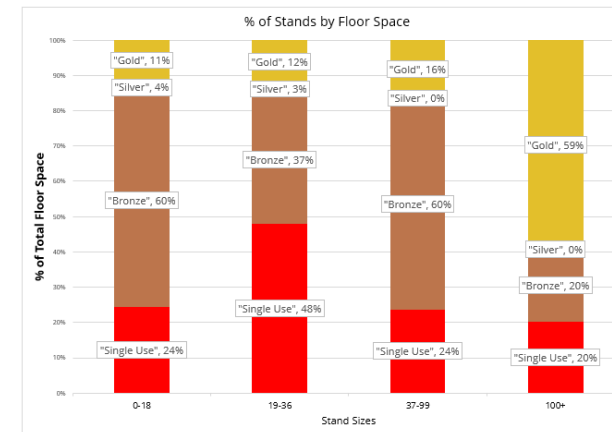
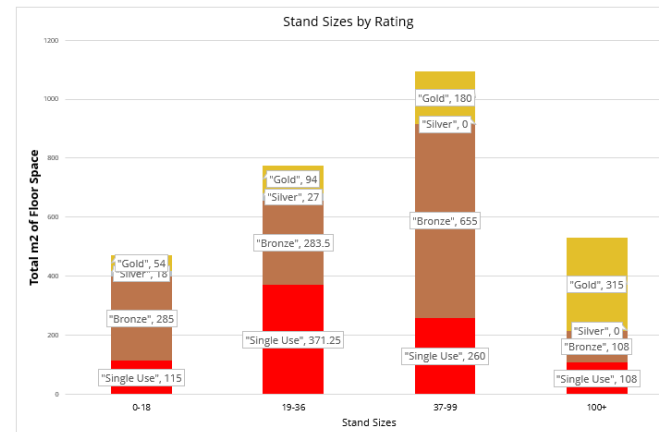


This shows you the number of single use stands at your show



And the percentage they make up of the space only/raw stands

4 Out of the three stand sizes below, where could you have the most impact if you targeted those sized exhibitors? Looking at 3 types of stands: between 0-40 m2, 41-99 m2, 100+m2



2. IDENTIFYING PRIORITY CONVERSATIONS

Your Better Stands data is incredibly valuable for identifying which conversations could be the most impactful to priorities.

With the time pressure of events and busy event teams, using your data to identify who it would be most impactful to target with bespoke and personalised engagement can be a very successful and efficient way to drive change.

For example, your data may show you that a single Service Provider is responsible for a significant amount of your m² of Single Use, or that there are a small handful of large stands that would be particularly impactful to engage, or that there are a number of Exhibitors who due to their business credentials are likely to be more responsive to sustainability concerns.

Every assessment is an informed and bespoke conversation for change waiting to happen.

Suggested questions when identifying your priority's:

- a. **Preferred suppliers:** are your preferred suppliers meeting bronze or above?
- b. **Pavilions:** are often a low hanging fruit, are any of your pavilions Single Use?
- c. **Most impactful Service Provider:** which Service Providers have built the most Single Use stands?
- d. **Key Exhibitors:** Are any large or key Exhibitors using Single Use stands that you could have a direct conversation with as you have a strong relationship with them?
- e. **Engaged Exhibitors:** are any of your Exhibitors likely to be more responsive to sustainability concerns?

CASE STUDY – DSEI PAVILIONS

Following a Sample Assessment at DSEI, the team were able to identify Pavilions at the show as an impactful group of stands to engage with the programme.

Post show data showed that Single Use Pavilions made up a large proportion of Single Use stands per meter squared. As a result of this finding the team are planning a targeted engagement plan to look to reduce the number of Single Use Pavilion stands at the following show. This will involve bespoke conversations with Pavilion Exhibitors in the lead up to their 2027 show.

Possible Further Considerations

- Working towards asking Pavilion Exhibitors to pick from an approved Service Provider list
- Work towards mandating certain categories on Pavilions to be reusable (such as platforms) to reduce waste

COMMON QUESTIONS AND CONCERNS ANSWERED



WHAT IF AN ELEMENT OF MY STAND IS REUSED FOR SOMETHING OTHER THAN AN EXHIBITION STAND?

For elements 1-8 (up to Silver), they need to be reused with an event setting to be counted as reusable. The only exception to this is for the elements in the Gold category, as we accept recycling for these.



DOES ALL OF AN ELEMENT NEED TO BE REUSED FOR IT TO COUNT?

We generally use a 90/10 rule when assessing if an element is reused. So, 90% of the element needs to be reused in an event setting and 10% or less can be waste. This is inline with other waste standards.



CAN I REUSE ANY 4 ELEMENTS TO GAIN A rating OF BRONZE?

No, it needs to be the 4 elements within the bronze level to achieve Bronze.

