

# SBN Sustainable City Showcase



**Shed 10, Queens Wharf,  
Quay Street, Auckland City  
8–9 November 2011**

# Registration pack

Thank you for expressing interest in exhibiting in the SBN Sustainable City Showcase - it is great to have you involved.

We are confident that the event will be an excellent opportunity for you to network with the best of sustainable businesses in New Zealand, as well as showcase your products and services to the people of Auckland.

## A Sustainable Event

The key considerations for the expo and materials you use are:

**Create no waste**

**Use renewable energy**

**Be safe for people and the environment**

**Make sure anything you display is super-efficient.**

Also be aware that this is a major collaboration effort and practical demonstration of what a sustainable city will look and feel like – this is not your average expo.

Have a look at *Section 6 : Exhibitor Information* for more on what a sustainable event entails.

Please find the following information within this Pack:

- 1. On the day**
- 2. What you need to provide us**
- 3. Run-Up schedule**
- 4. Event schedule**
- 5. Sustainable event criteria**

# 1. On the day

Within the shed are a series of ZONES, each of which covers the journey through a sustainable city: from the home to the shop to the workplace to outside space etc. Your product or service will sit within at least one of those zones.

Each zone has a designated contact person, who will be able to assist exhibitors from pack-in to pack-out. This contact person will be in touch with you closer to the date, when we have finalised exactly which zone you will be showcasing in.

All equipment and materials needed to make sales (eg. EFTPOS) should be supplied by the exhibitor themselves.

Please be aware - there will be a working 'café' zone which Vodafone is pulling together ensuring WiFi will be made available onsite.

# 2. What you need to provide us

SBN is going to create a consistent communication for visitors with a poster using consistent font and layout. Each exhibitor will display this A2 poster explaining their sustainability product and/or service attributes. Not only will attendees be able to clearly and quickly view the sustainable elements of your product or service; all exhibitor poster profiles will be put together in a catalogue document, and will be accessible electronically at the event itself.

The template for this poster is standardised and will consist of the following:

*Profile text description (150-word limit)*

*Brand logo*

*Contact details (website address at a minimum)*

The profile text should include an explanation of how the product or service is fulfilling one or more sustainability criteria. Exhibitors showcasing products should describe how these products fulfil the criteria. Exhibitors showcasing services should describe how, through their supply chain, they encourage, promote or use one or more of the criteria; or how their services contributes to improved social and environmental systems.

Criteria are as follows:

### **Cyclic – Creating no waste**

The product is made from organic materials and is recyclable or compostable, or is made from minerals that are continuously recycled.

### **Solar – Using clean energy**

The product uses solar energy or other forms of renewable energy that are cyclic and safe, both during manufacture and use.

### **Safe – Ensuring it's harmless**

The product is non-toxic in use and disposal, and its manufacture does not involve toxic releases or the disruption of ecosystems.

### **Efficient – Running with less**

The manufacture and use of the product is energy efficient, including the transport of raw materials, marketing of the product itself, and is designed to last, marketed and delivered efficiently, and be repairable or recyclable.

### **Social – Caring for people**

The manufacture and use of the product supports basic human rights and natural justice (to act fairly, in good faith, without bias and with a fair hearing).

### **Certified**

Products or services have a recognised third party label.

More detailed information on these criteria can be found on the SBN website.

**[www.sustainable.org.nz](http://www.sustainable.org.nz)**

# Examples of exhibitor posters

(not exact, simply to show suggested approach)

## Friendlypak



Landfill is costing us more and in many ways. Recycling is well promoted, practised and saves about 15% from landfill... What about the other 85%?

About 50% of waste going to landfill is potentially compostable... Friendlypak promotes exclusively biodegradable and compostable products... saving on landfill and the many costs of waste...

- Pop Starch™ Void or Loose Fill: made from expanded Corn Starch, like Pop Corn. For protection of fragile items, naturally antistatic, also suitable for packaging electronic components and for export. Superior flow characteristics, reduces packing time.
- Plates, Bowls and Trays: made from Potato Starch.
- Cutlery: made from Timber.
- Unbleached reusable Cotton Bags

kevin@friendlypak.co.nz [www.friendlypak.co.nz](http://www.friendlypak.co.nz)



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friendlypak  
guaranteed not to last


## Eco Insulation

Eco Insulation is a well established and proven leader in the field of thermal and acoustic insulation products. We are a manufacturer, distributor, retailer and installer of ecologically sound and toxic free insulation and weather tightness solutions.

Ecofleece is pure NZ wool, polymer blended to produce a high quality insulation blanket for ceilings, walls and floors of both domestic and commercial applications. Wool also possesses excellent sound absorbing qualities and reduces the flow of noise throughout the home or office.

Eco Insulation is an innovative company dedicated to providing sustainable and natural environmentally sound products in a way that ensures excellent quality and value.

For more information please call us direct for your local dealer on 0800 400 326 or visit [www.ecoinsulation.co.nz](http://www.ecoinsulation.co.nz)



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ecoinsulation  
www.ecoinsulation.co.nz

## IAG New Zealand – Home Help



Through their State brand IAG NZ Ltd has launched 'Home Help', an interactive website that provides comprehensive advice about how to reduce environmental and safety risks around the home. The site includes information on designing and building homes, securing homes against theft and reducing the risk of property damage from bushfires, storms and floods.

The Home Help site is filled with practical information and customers can take the interactive tour by clicking on the different rooms in the house to learn safety and security tips on reducing risk within the home environment.

See website for more details:  
[www.state.co.nz/homehelp](http://www.state.co.nz/homehelp)




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## Interface Modular Carpet

Interface Flooring Systems is recognized worldwide for its commitment to becoming the world's first truly sustainable enterprise.

We follow the principles of The Natural Step in everything we do from the design of our products to the raw materials that go into making them. Our journey over the past ten years has culminated in our latest range of products. Interface's i2 range of products have a very low embodied energy content, i2 ranges are manufactured with a high recycled content, i2 is recyclable, i2 is completely random, i2 is New Zealand's only floor covering that is certified 'Carbon Neutral' for its entire life cycle. Waste is a thing of the past with i2 so money spent on Interface modular carpets ends up on the floor, not in the landfill.

Our RE-Entry programme allows us to take back existing carpet tile and make new products. Our GlassbacRE carpet tile backing is recycled from old carpet tile backing.

No matter which Interface carpet you select, being sustainable doesn't mean you have to compromise on style!

To learn more about InterfaceNZ and our products contact us on 0800 800 656 or visit us at [www.interfacev.com](http://www.interfacev.com)




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Please fill out the separate **Exhibitor Profile Form**

# 3- Pack-in and Pack-out Schedule

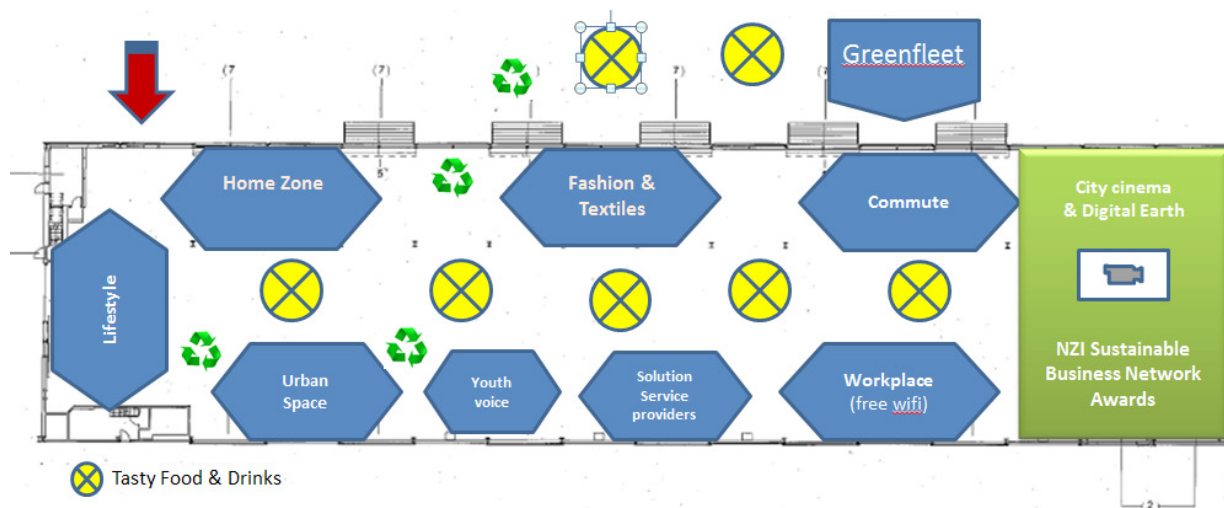
Wed 19 Oct	Exhibitor Site Tour and Open Day on site 9:30am – 2:00 pm
Mon 7 Nov	Exhibitor Pack-in and Fitout by 4pm. Rehearsal for awards 5pm
Tues 8 Nov	Open – Business-to-Business (Awards) 4pm until 10pm
Wed 9 Nov	Free Public Open Day – 7:30am until 7pm
Wed 9 Nov	Pack-out and clean down by end of the day (note this may extend to Thursday)

# 4 - Event Schedule

Tuesday 8 November – Business to Business and Media	
4 -5:30 pm	PREVIEW – Venue open for SBN National Members, media, key clients or stakeholders
6-7 pm	Business to Business Networking – Venue open to members and exhibitors
7 – 8:30	Awards Ceremony
8:30 – 10ish	Further networking
Wed 9 November – Open to Public	
7:30 – 9am	The Biggest Breakfast on the Waterfront – a showcase of fabulous food & drinks
9 – 4pm	Sustainable City Showcase & zone showcasing
4 – 7pm	A very happy couple of hours – tastings galore
7 – close	Pack-out and clean down
Thursday – TBC – extended pack out	

## DRAFT Event Floor Plan

The floor plan shows the layout of the zones, and is subject to slight changes depending on the final numbers/types of exhibitors.



# 5. Sustainable Event Criteria

## ENERGY EFFICIENCY

### *Stage and Lighting Design*

Create a lighting system with the goal to minimize energy use through the following:

- Utilize low-energy lighting technology where possible (LED lights, CFLs, T-8 fluorescents, etc).
- Ensure these standards are applied across all possible areas.

### *Appliances, Electronics, and Electrical Services*

Select appliances with environmental labels (Energy Star or equivalent).

Use dimmers to rest lights between setups rather than switching lights on and off.

Turn off computers, monitors, printers, and photocopiers when not in use.

Select power-saving mode when not in use.

## SUSTAINABLE MATERIALS

### *Construction of Stage and Set Design*

If the event includes building a stage or similar, all sets should be designed to facilitate easy deconstruction for reuse. Materials should meet the following guidelines:

- Choose recycled products, equipment and appliances where possible.

If new construction is necessary, source sustainable materials as follows:

#### **Wood**

- Use recycled wood or FSC (Forest Stewardship Council) certified wood.
- When possible incorporate bamboo, a fast-growing renewable resource.

Post-event, all wood should be repurposed by donating to community organizations such as a local school or non-profit.

## ***Adhesives and paints***

Use low- or no-VOC (volatile organic compounds) paint.

Follow local safety and disposal procedures for disposing of paint or brushes.

Use non-toxic water-based adhesives and cleaners.

Avoid using toxic materials with negative environmental impacts, eg.

- Avoid PVC (polyvinyl chloride or 'vinyl'), materials containing phthalate plasticizers, materials containing brominated flame-retardants, and arsenic or chromium-containing preservative-treated wood.
- Avoid fibreglass and styrofoam.

## **CATERING**

If the event includes refreshments, please follow sustainable food and beverage guidelines:

Contract a caterer that serves organic and locally grown food items.

Serve organic and fair-trade certified coffee.

Avoid serving foods that are individually packaged.

Avoid plastic water bottles. Use bulk water service with pitchers and glasses.

Avoid disposable plates and cups (unless Potatopak or similar). Serve items using reusable dishware, cutlery, and glasses.

Use reusable tablecloths and napkins. If using paper options, choose those made from 100% post-consumer recycled materials.

## **OFFICE SUPPLIES**

Purchase copy, printer and fax paper made of 100% post-consumer recycled content.

Purchase folders, dividers and presentation materials made of 100% post-consumer recycled content.

Recycle all ink and toner cartridges.

Use outside printers that employ green printing practices and use FSC certified paper.

Use double-sided print settings when printing.

Opt for emailing invitations or event instructions. Avoid printing whenever possible.

Use only non-toxic cleaning products.

## **WASTE MINIMIZATION**

### ***Recycling and Compost System***

In order to divert waste from landfill, set up a three-bin collection system throughout the event venue. Assign one bin to recyclables (plastic, glass, aluminium, and paper), one bin to compost (organic matter and food waste), and one bin to landfill. Attach corresponding signage to each bin.

Transport recyclables (paper, plastic, cardboard, glass, and aluminium) to the nearest recycling facility following the event.

Transport compost to a compost facility or local farm following the event where it can be used as fertilizer.

Transport remaining waste (there shouldn't be any!) to a landfill facility.

## **TRAVEL**

### ***Public Transport***

Provide attendees and staff with information about public transport access to and from the event venue, including ferry, bus, and train.

Encourage travel to the event via cycling (Next Bikes) or walking.

If using shuttles or rental cars, select hybrid or alternative fuel vehicle options.



**Cyclic**



**Solar**



**Efficient**



**Social**



**Safe**



**Certified**

# Thanks for joining us in showcasing the sustainable city experience.

For continuing event information and advice,  
please get in touch with our **Event Manager** at  
**kelvin@sustainable.org.nz** or **(09) 826 0735** or **021 510 110**