

# 50<sup>e</sup> SALON INTERNATIONAL de l'Aéronautique et de l'Espace INTERNATIONAL PARIS AIR SHOW Paris Le Bourget

## Eco-exhibitor guide

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# The International Paris Air Show 2013 eco-exhibitor guide



PHOTO © CHRISTOPHE VERRIER/SUNLIGHT IMAGE

SIAE (the International Paris Air Show) has been committed to a sustainable development approach for several years. Here the aim is, firstly, to manage hazards and pollution while improving the experience of the various stakeholders and, secondly, to control the main environmental impacts resulting from the Show's construction. Today, building on the work it has already done, SIAE wants to structure its commitments by implementing a responsible management system which meets the ISO 20 121 standard.

As an exhibitor and company in the aerospace industry, you can contribute to SIAE's sustainable development strategy by applying the advice below to your fittings and their daily management.

View SIAE's sustainable development policy:  
<http://www.salon-du-bourget.fr/LE-SALON/Developpement-Durable.htm>

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# Foreword

## WHO IS AFFECTED BY THE ECO-DESIGN APPROACH?

If you are an exhibitor participating in the SIAE-International Paris Air Show (hereinafter the Organiser), or are building a stand, chalet or static display area space, this document is designed to help you incorporate sustainable development into your preparations for the Paris Air Show.

## WHY DO I NEED ECO-DESIGNED FITTINGS?

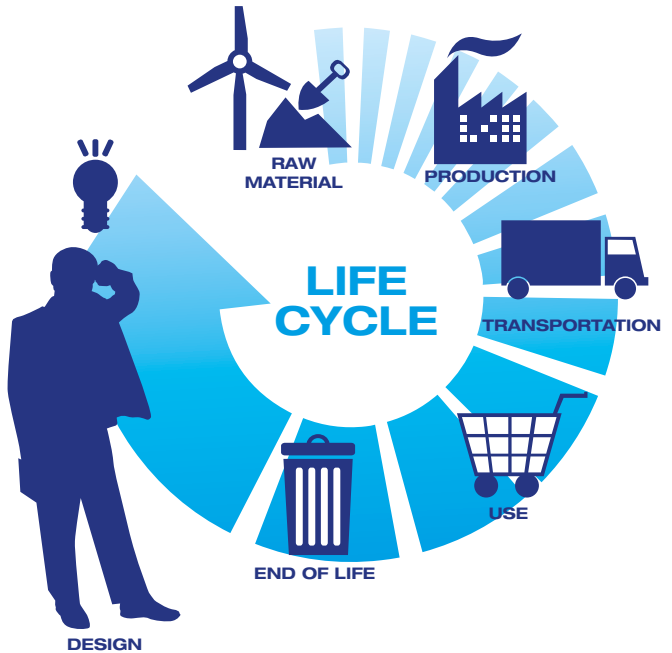
Created in 1909, the International Paris Air Show at Paris-Le Bourget remains the largest event in the world dedicated to the aerospace industry and is a key gathering for the entire profession. By committing to an eco-design approach for your fittings, you:

1. Set an example and boost your brand awareness with customers and partners
2. Are in line with the aerospace industry's expectations and developments
3. Highlight and coordinate your communication best practices
4. Improve your environmental and social performance

## WHAT IS ECO-DESIGN?

As stated in the ISO 14 062 standard, eco-design «consists of integrating the environment from the product design phase for both goods and services. This integration is based on a comprehensive, multi-criteria approach to the environment and on taking every step in the life cycle of a product into account.»

Eco-design aims first and foremost to reduce the environmental impact of products throughout their life cycle without compromising performance, quality, cost or timeframes set by the company. The life cycle of a stand, chalet or static display area space is traditionally structured using the steps below.



### THE FOLLOWING PRINCIPLES TAKE INTO ACCOUNT THE MAIN ECO-DESIGN ISSUES:

- **Rethink:** products and their uses
- **Reduce:** energy and resource consumption
- **Replace:** dangerous substances
- **Recycle:** what you cannot reuse
- **Reuse:** what is not renewable (priority)
- **Repair:** by making things easy to take apart

# HOW CAN I ENSURE THE HEALTH AND SAFETY OF MY EMPLOYEES DURING THE BUILD-UP AND BREAK-DOWN PHASES?

The comfort, health and safety of the men and women employed by the Organiser is a key part of the sustainable development approach. It is a good idea to train your employees and to comply with instructions and regulations at all times. Below, you will find a reminder of the safety rules as well as a presentation of what is available to your teams to improve their work environment.

## SPOTLIGHT ON HEALTH AND SAFETY

### Every exhibitor should comply with:

- current French legislation
- on-site regulations covering individual protections, equipment compliance (handling equipment, scaffolding, etc.), traffic rules and the current French highway code, in particular when driving golf carts
- safety measures relating to electricity, water, collective protection equipment and fire fighting equipment
- the health and safety instructions indicated in SIAE's PGCSPS (health and safety general coordination plan) and in the PGCSPS for its own work
- the traffic lanes around stands during the Build-up and Break-down phases, to ensure the free circulation of people, goods, emergency services, etc.
- the storage zones defined with the coordinator

**Please also remember that the public are prohibited from entering the Build-up and Break-down work sites.**

## BASE CAMPS FOR A QUALITY WORK ENVIRONMENT

The Organiser reminds companies of the need to set up a «base camp» during Build-up and Break-down for the comfort of employees.

The Organiser will set up a structure alongside the Galilée canteen that provides employees with facilities for changing and showering when they enter or leave the site.

## A CANTEEN FOR EMPLOYEES

Various snack/fast food outlets will be provided during Build-up and Break-down by companies licensed to operate at Le Bourget. As in 2011, between 20 May and 28 July 2013, the Organiser will provide a cafeteria so that the Build-up, Break-down and operation technician teams can eat cheaply on-site. It is located in the Galilée Area, behind Hall 4, and is open for self-service from 7 am to 7 pm. A wide range of food catering to all needs is available. To make a booking or for any further information on this subject, please contact: [catering@salon-du-bourget.fr](mailto:catering@salon-du-bourget.fr)

**For more information about health and safety requirements, please consult the technical guide.**

# HOW CAN I INTEGRATE SUSTAINABLE DEVELOPMENT INTO MY PREPARATIONS FOR THE SHOW?

Your participation in the Paris Air Show requires accurate, rigorous preparation beyond simply designing your stand, chalet or static area space. In order to help you save time when implementing your sustainable development approach, you will find below examples of what you can do to make sure you are well-prepared.

## SPOTLIGHT ON LOCAL EMPLOYMENT

In order to:

- ... simplify administrative processes for exhibitors and decorators
- ... minimise CO<sub>2</sub> emissions resulting from staff's long-distance travel
- ... reduce logistics costs (transport, accommodation, etc.)
- ... increase the Show's involvement in the local economy

SIAE is offering a skill pool dedicated to event activities. Adecco, a partner of SIAE, can offer you over 10 profiles spread between two trade sectors: Industry/Logistics and Service. If you need joiners, plumbers, locksmiths, electricians, cargo-handlers, logistics staff, receptionists or sales staff, contact Adecco93.



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## PUBLICATIONS

Publications (catalogues, posters, brochures, etc.) can have a significant impact on the environment in terms of consuming natural resources (energy, paper, etc.), using dangerous products (solvents) and producing waste. In order to reduce the impact, the Organiser proposes the following initiatives:

### • Optimise the quantities and number of printed material

Try to publish your information digitally wherever possible. In this way you can reduce the amount of printed material. You can also anticipate your needs more accurately in order to avoid waste and optimise your expenditure in this area.

### • Use a printer with environmental certification

Various international certifications and labels (ISO 14001, EMAS, etc.) guarantee that your printer is committed to an environmentally-friendly approach. In France, the Imprim'Vert label is awarded to printers with responsible waste management processes. Various international certifications and labels (ISO 14001, EMAS, etc.) guarantee that your printer is committed to an environmentally-friendly approach. In France, the Imprim'Vert label is awarded to printers with responsible waste management processes.



### • Use recycled or eco-label paper (NF Environnement, Cygne Blanc, Ange Bleu, Eco-label Européen) or paper with FSC® or PEFC® certification.

Using recycled, eco-label or certified paper ensures better use of forestry resources and optimised paper manufacturing processes (energy, water, etc.).



### • Print with vegetable or water-based inks

Vegetable and water-based inks reduce the use of chemical and petroleum-based products, resulting in a significant reduction in the use of volatile organic compounds (VOCs).

### • Use a printing company in the Paris region

In order to minimise the transport of your publications, use a printer located near Le Bourget. As well as minimising the environmental impact, you will be reducing your logistics costs.

## PROMOTIONAL ITEMS

Promotional items represent your company with visitors, customers and partners. Below, you will find a list of questions to ask your service provider when placing your order.

### • Product-specific criteria

- Are the proposed products reusable or not designed as single-use?
- Are the proposed products made from reused or recycled materials?
- Are the proposed products designed using natural materials?
- Do the proposed products hold an ISO type I Eco-community Label?
- Are the wood products FSC® or PEFC® certified?
- Are the cotton products made from organically-grown cotton?
- Do the cotton products hold an eco-label (Oeko Tex, Eco-label Européen, etc.)?
- Do the proposed products work without using standard/ storage batteries?

### • Packaging-specific criteria

- Is the packaging minimal?
- Is the packaging made using reused or recycled materials?
- Is the packaging recyclable?

## CATERING SERVICES

Catering is an area of significant cost. It also acts as a catalyst for a host of sustainable development issues: biodiversity, energy, local development and more. When drafting your quote requests for caterers and suppliers, you could incorporate some sustainable development criteria to clarify your expectations in this area. The following examples are designed to help you with your commitments in this area.

### • Origin of products

Service providers should offer at least **X% (for you to define)** of products (food and drink) produced within the region or in France. Service providers are invited to provide as much detail as possible about their ability to take this point into consideration (e.g. list of suppliers in the region).

### • Product production method

Service providers should offer at least one organically-produced ingredient per dish that holds the «Agriculture Biologique» label or similar (e.g. Nature et Progrès, Demeters, Biocoherence, etc.). Coffee, tea and products known to be imported should be fair-trade and hold a «fair-trade» label (e.g. Max Havelaar, ESR, RainForest).



### • Fish

Service providers undertake to create meals that do not use threatened fish species (e.g. cod and northern blue fin tuna), and to use non-threatened species instead (e.g. sardine and mackerel) or species from the less intensive farming methods (e.g. organically-farmed salmon or Red Label). Whenever possible, the fish offered by service providers should hold the MSC (Marine Stewardship Council) label. Information about threatened species and preferred species is provided by WWF and can be downloaded from: [http://www.acteurdurable.org/wp-content/uploads/2009/06/guide\\_poisson.pdf](http://www.acteurdurable.org/wp-content/uploads/2009/06/guide_poisson.pdf)



### • Meat

Service providers should offer French meat that holds the «Viande Française» label (beef, lamb, pork, etc.). The service provider is also invited to choose white meat over red meat as the latter creates a greater environmental impact.

### • Utensils

Service providers should offer reusable (washable) utensils. Biodegradable utensils\* or those made from recycling are acceptable from time to time. No plastic utensils will be allowed.

*\*If the service provider chooses to use biodegradable utensils, these should be accredited with the dedicated NF EN 13432 standard (JOCE of 12 July 2011). The service provider should also implement selective bio waste collection and ensure that a compost process is set up for utensils.*

• **Packaging**

The service provider should take the necessary steps to reduce the packaging resulting from the various services as much as possible. Used packaging should be reusable, biodegradable or compostable, as defined in the above-mentioned NF EN 13 432 standard, or should be created from recycling.

Unless required by law, no individual pre-packaged portions will be offered, except for spreadable dairy products or fats. Particular care should be taken with sugar provided to customers that is not packaged in individual portions.

• **Meal trays**

The service provider should choose washable, reusable meal trays or those made from biodegradable, compostable materials as defined in the NF EN 13 432 standard. If the proposed meal tray is not reusable, the service provider should aim to minimise the number of elements and the quantity of materials used.

• **Waste management**

The service provider should ensure that waste is sorted according to the sorting conditions defined by the Organiser, as a minimum. Practical information about waste management instructions to observe will be sent to you at a later date.

• **General information**

The service provider is invited to make these sustainable development commitments as clear as possible. Local, organic, fair-trade and seasonal dishes and products should be clearly indicated in the service provider's offer.






# HOW CAN I DESIGN MY SHOW FITTINGS IN AN ECO-FRIENDLY WAY?

As an exhibitor, you can integrate sustainable development criteria, starting from the design phase for your stand, chalet or static display area space, into the technical specifications you give your service providers and decorators.

To help you draft your specifications, the Organiser has drawn up the following sustainable development criteria. These criteria are based on the complete life cycle of your fittings.

 [ The term «fittings» used in this document includes walls, ceilings, floor coverings and furniture. ]

## GENERAL SUSTAINABLE DEVELOPMENT CRITERIA

The service provider should provide a technical grade so that its ability to achieve the maximum number of sustainable criteria (below) can be evaluated. The service provider's sustainable development policy will be comprehensively assessed and will represent **X% (for you to define)** of the final grade for this contract.

## SPECIFIC CRITERIA

### PHASE 1: DESIGN

- **Design reusable fittings that can be adapted to different trade shows**

The service provider is expected to propose fittings that can be easily reused after the Paris Air Show. With walls, ceilings, floor coverings and furniture, the service provider should specify the planned type of reuse and the percentage of fittings reused. The service provider is asked to propose relevant solutions to extend the life of the various materials used.

- **Select materials according to the actual life of fittings**

The service provider should propose materials appropriate to the expected life for each type of fitting. For example, single-use materials should incorporate strict environmental criteria (see manufacturing phase), while materials with a longer life should take sturdiness and durability into account as well as environmental criteria.

- **Determine the end of life of your fittings**

The service provider should specify the most suitable end of life for each fitting: reuse, recycling or recovery. For recyclable fittings, the service provider should recommend the best method.

- **Optimise fitting shapes**

The service provider is asked to design shapes that optimise the material's use. For example, simple and standardised forms reduce waste from offcuts.

- **Design fittings that are easy to break down, store and transport**

The service provider should propose fittings that are easy to take apart and store in a semi-trailer. The service provider should also ensure that all fittings can be transported in a standard volume vehicle, to minimise the number of heavy goods vehicles required when transporting a stand, chalet or static area space.

- **Minimise the number of components for each fitting**

The service provider should ensure that fittings to be recycled contain the minimum number of materials. For example, a fitting made from a single material is easier to recycle and requires less handling when processed at the end of its life.

- **Facilitate the separation of non-recyclable materials**

The service provider should ensure that non-recyclable materials (e.g. screws and bolts, brushed cotton, signs, etc.) can easily be removed from fittings to be recycled.

**• Hire energy-saving electronic equipment**

The service provider should plan to hire electronic equipment with a minimum energy ranking of A. Equipment without this energy ranking should have an Eco-Label Européen, Energy Star or similar label.



**• Use energy-saving lights**

The service provider should plan to hire an energy-saving lighting system using light bulbs with a minimum energy ranking of A. The service provider is invited to make all recommendations in order to reduce the stand, chalet or static area space's energy consumption.



**• Facilitate the manual switching off of lights**

Depending on the type of electric connections, the service provider should propose solutions for exhibitors to manually (or with a timer) switch off the lights in the stand, chalet or static area space when the Show closes each day. The service provider is asked to propose relevant solutions to optimise the periods when the various energy consuming devices are switched on.

**• Install flow restrictors on taps**

All wash basin taps should be equipped with flow regulators or a similar system for reducing water consumption. The service provider is expected to ensure that the water flow does not exceed 6 litres per minute, equal to half the flow of a standard tap.



**SPOTLIGHT ON CHALETS**

**Propose thermal insulation solutions for chalets**

The service provider should ensure that the proposed chalet fittings include thermal insulation, to reduce the use of air conditioning. In particular, the service provider may propose ceiling or wall insulation, or the installation of a sun baffle.

**Install saving devices on chalet toilets**

Toilet flushing systems should be optimised and enable saving in water consumption. The service provider is expected to ensure that flushing systems are equipped with two flush options (3/6 litres). The service provider should also offer waterless urinals.

**PHASE 2: MANUFACTURING**

**• Use materials that meet environmental criteria**

For each type of fitting, the service provider should offer materials that meet relevant environmental criteria. By environmental criteria, we mean:

- Locally-produced materials (France)
- Materials with environmental labels
- Materials created from recycling
- Natural materials (non-petroleum based)

The service provider should provide copies of the environmental label certificates. For example, here are the main recognised labels for various types of materials:

- Wood: FSC® or PEFC®



- Carpeting: GUT®



- Fabric: Oeko tex®



- Other types of material: NF Environnement/Eco-label Européen.

PART 1

PART 2

PART 3

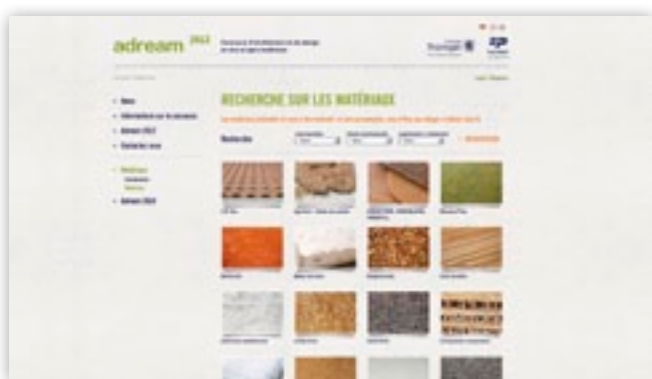
PART 4



The service provider is also invited to consult the following databases when selecting materials with reduced environmental impact:



<http://amat-materiautheque.fr/>



[www.adream2012.eu/fr/material-fr](http://www.adream2012.eu/fr/material-fr)

• **Use recyclable or reusable carpeting**

The service provider should offer recyclable or reusable carpeting (such as carpet tiles).

• **Avoid the use of exotic woods**

The service provider should avoid using exotic woods such as teak, okoume, ebony, etc.

• **Use finishing products with environmental labels**

The service provider should use finishing products (paint, solvent, varnish, etc.) with Eco-label Européen, NF Environnement or similar certification. The service provider may also propose natural paints.

• **Use materials for signage that meet environmental criteria**

The service provider should minimise the need for PVC tarpaulins as much as possible. The service provider should offer signage solutions using materials with an eco-design approach: Jet-tex®, Tricotex®, Evolon®, Capotoile®, etc. For rigid signs, the service provider should give preference to materials such as Trespa®, LyxEco®, etc.

PHASE 3: USE

• **Present the stand's eco-design approach**

The service provider should provide a document with an exhaustive list of actions undertaken to reduce the stand's environmental impact.

PHASE 4: END OF LIFE

• **Respect SIAE's waste management instructions**

Practical information about waste management instructions to observe will be sent to you at a later date.

# HOW CAN I INTEGRATE SUSTAINABLE DEVELOPMENT INTO MY DAILY SHOW MANAGEMENT?

While participating in the Paris Air Show and in the daily management of your stand, chalet or static area spaces, you can implement simple actions to reduce your environmental impact. Here are a few examples of how to integrate sustainable development practices into your daily site management.

## ENERGY MANAGEMENT

If the choice of electronic equipment and lighting is made at the time your stand, chalet or static area space is designed, you can implement simple actions to optimise your energy consumption while it is in use.

### ELECTRICITY

- **Appoint one person in charge of checking the equipment**

This person will, in particular, ensure that the lights, screens and electrical equipment are all turned off each night when the stand is closed.

### AIR CONDITIONING

- **Adapt air conditioning to the outdoor temperature**

Air conditioning is a significant consumer of energy. You can optimise your consumption by choosing a set point depending on the outdoor temperature, and not setting the thermostat to under 26°C (recommendation from ADEME: the French Environment and Energy Management Agency).

## WASTE MANAGEMENT

Information and practical tools will be sent to you over the coming weeks to help you manage your waste in an environmentally responsible way.

## TRANSPORT

The Organiser will provide you with a public transport system. Remember to inform your employees, customers and partners about the available alternative methods of transport they can use to reach your stand, chalet or static area space. You can find all the information at: <http://www.salon-du-bourget.fr/GUIDE-PRATIQUE/Venir-au-Salon.htm>

## ECO-DRIVING

Eco-driving is a new style of intelligent driving that helps reduce petrol consumption, greenhouse gas emissions and accident rates without increasing travel time. If you travel by car, or if you have a fleet of chauffeur-driven cars, you can apply the following advice:

- **Turn the engine off when you stop for more than 20 seconds**

Turning the engine off and back on uses less petrol than keeping it running for more than 20 seconds.



- **Use air conditioning sparingly**

Over-consumption of petrol due to air conditioning in vehicles can be as high as 10% on the road or 25% in town. Open the windows instead of using the air conditioning. If you do use the air conditioning, remember to close the windows completely first.

- **Adopt a flexible approach to driving and maintain a steady speed**

Accelerate gently, avoid unnecessary acceleration and anticipate speed reductions by using engine braking rather than the brake pedal. Aggressive driving in town can increase fuel consumption by up to 40%.

- **Optimise gear shifts**

Driving without revving before changing gears can give you petrol savings of up to 20%. Change up a gear when your rev counter shows between 2,000 and 2,500 rpm. With modern engines, there is no problem driving at 50 kph in fifth gear.

- **Reduce your speed**

If you reduce your speed by 10 kph on the motorway, you can save up to 1 litre of fuel, meaning over a distance of 100 km you save 2.4 kg of CO<sub>2</sub>.

Questions? Suggestions?:

SIAE

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