



Sustainability Guide: a Proposal for Exhibitors

We aim for an environmentally and socially responsible European Film Market seeking to inspire the (future) film industry to act and think towards sustainable development.

Our **EFM Sustainability Manifesto**, first published in 2020, will be updated regularly and shows our commitment to sustainable development. The **Sustainability Manifesto** is reaching out to the 17 UN Sustainable Development Goals.

We would like to encourage you to join our sustainability efforts by embracing our **Sustainability Guide for Exhibitors** below.

1. Travel and Transportation

Please choose the most eco-friendly option possible for your travels.

Travel by train within Germany or Central Europe (get to know the Deutsche Bahn [Event Ticket](#)), compensate emissions for your plane journeys and use public transportation, ride shares and bicycles or walk within Berlin.

2. Accommodation

Make your stay in Berlin eco-friendly.

The EFM offers special rates for hotel reservations through our accommodation department. All of our [partner hotels](#) were screened concerning their ecological sustainability efforts.

3. Shipping and Transportation.

Consolidate your shipments and use logistic companies with sustainability credentials.

Choose eco-friendly transportation to reduce the carbon footprint, avoid the use of fossil fuels and promote electric vehicles.

4. Stand Construction

Our stand design department designs your booth's construction fit for reuse at every EFM.

For reasons of logistics, as well as sustainability, stand construction must be ordered through EFM. In this way, we can also guarantee its recycling or traceable ecological disposal.

5. Stand Design

Choose recyclable materials from our [EFM stand design service](#) for the printing of your booth's graphics.

By selecting from the different options offered by the EFM stand design department, you will be able to ensure the recycling of the material you use, and emissions reduction.

6. Marketing and Office Products

Use eco-certified marketing products and office supplies. Ban single-use plastic and rent rather than buy materials whenever possible.

Reduce paper handouts and switch to reusable solutions in your stand communication. If printed material is unavoidable, use 100% recycled certified paper, more eco-friendly ink and net zero printing options for e.g. flyers, brochures or posters.

7. Electricity

Think energy efficient.

Use energy sources deliberate within your stand and switch off all your equipment at the end of the day.

8. Waste

Reduce, Reuse & Recycle.

Think about how much waste your stand will create and try to minimise it. For the unavoidable waste items, try to ensure that they can be recycled.

At the EFM, we provide a recycling system on site that divides the garbage depending on the material and its possible recycling-reuse. Our clients may also invest a recyclable carpet that can be stored for future use.

9. Sustainable Development

Promote green productions and cooperate with institutions that develop eco-friendly filming technologies.

Inspire the future film industry by being mindful of the [17 Sustainable Development UN Goals](#).