



# 低碳展会参展参观指南

## Sustainability Guide for Exhibitors and Visitors



# 前言 PREFACE

随着全球对可持续发展的日益关注，展会行业作为推动经济、文化交流与合作的重要平台，也有责任积极参与并推动可持续发展。励展博览集团（RX）于2021年11月宣布签署“净零碳展会活动”宣言，这是整个展会活动和会议行业的共同承诺，旨在实现《巴黎气候协议》中规定的目标。作为这一宣言的创始成员，励展博览集团将通过在整个展会活动行业的持续合作，在减少展会活动的总体碳足迹方面取得迅速而重要的进展。励展博览集团的母公司励讯集团（RELX）签署了《气候承诺》并承诺到2040年实现净零排放，我们承诺和励讯集团一起到2040年实现净零排放。

In the face of growing sustainability concerns, the exhibition industry emerges as a pivotal platform for fostering economic and cultural exchanges with a responsibility towards sustainability. In November 2021, RX took a monumental step by signing the Net Zero Events pledge, affirming our collaborative commitment with the global exhibition and conference industry to realize the objectives of the Paris Agreement. As an inaugural signatory, RX is devoted to working alongside industry counterparts to significantly diminish our collective carbon footprint swiftly. Both RX and our parent company, RELX, have committed to the Climate Pledge, targeting a net-zero achievement by 2040, and we're aligned with RELX in reaching this ambitious goal.

励展博览集团大中华区于2023年成立RXGC可持续委员会，推出《RXGC可持续发展准则》。励展博览集团于2024年初发布了《净零路线图》，这一旅程也愈发清晰与坚定。励展将充分发挥展会平台优势和集团资源优势，协同展商、观众、服务商、合作方、媒体等多方企业和个人积极加入到低碳减排的行动中来，共同打造绿色展会，以跨越价值链驱动改变，让“净零排放”时代更快到来！

In 2023, RXGC established its sustainability committee and introduced the RXGC Sustainability Guideline. The following year, RX unveiled its net zero roadmap, further clarifying our path forward. RX intends to harness its platform's prowess and vast group resources to inspire exhibitors, visitors, service providers, partners, media, and a broad spectrum of companies and individuals to champion the low carbon initiative. Our collective efforts are aimed at curating green exhibitions that not only transform value chains but also expedite the advent of a net-zero era.

本指南旨在为展商和观众提供一份关于如何在展会中实践可持续发展的建议与指导，共同营造绿色、环保、高效的展会环境。

This guide serves as a beacon for exhibitors and visitors, outlining sustainable practices within our events. We're eager to partner with you in fostering an environmentally friendly and efficacious operation across our shows.

# 展商篇 FOR EXHIBITORS

## 绿色搭建 Green Booth Construction

01

选择环保材料，减少一次性用品

Utilize eco-friendly materials and minimize consumables.

02

优化展位设计，高效利用空间

Enhance booth design for space efficiency.

03

采用更加环保节能的展台照明方案

Implement green and energy-efficient lighting solutions at your booth.



# 展商篇 FOR EXHIBITORS

## 电子展示及数字化营销 ELECTRONICS DISPLAY AND DIGITAL MARKETING

01

采用电子化或数字化宣传资料，减少纸质宣传品

Embrace electronic display and digital promotion to reduce paper usage.

02

使用“励展通”小程序扫描观众参观证收集信息和备注观众的意向度，而非交换纸质名片

Leverage the RX Connect Mini program for efficient visitor information collection and engagement.

03

利用数字媒体展示产品，减少实体展品

Present products digitally to lessen physical mock-ups.

04

展后使用“励展通”小程序下载在展会上扫描的观众信息，而非录入收集的名片信息，更快更精准地实现销售线索转化

Convert sales leads effectively with digital data collection through the RX Connect Mini program.



# 展商篇 FOR EXHIBITORS

## 减少使用消耗品 Consumption Reduction

01

提供环保礼品或数字礼品，避免过度包装  
Offer green or digital gifts without excessive packaging.

02

在展台上减少瓶装水的使用和零食供应  
Limit the provision of bottled water and snacks at your booth.

## 绿色物流 Green Logistics

01

优化运输方案，减少能源消耗  
Optimize transportation to curtail fuel usage.

02

使用可循环包装材料  
Favor recyclable packaging.



# 展商篇 FOR EXHIBITORS

## 绿色差旅 Green Travel

- 01** 选择更环保的交通方式：如果出发地距离展会所在城市距离在900公里内，可以考虑选择火车等更环保的交通方式  
Prefer eco-friendly transport, for example, considering travelling by train for travelling distances within 900km.
- 02** 优化行程规划，减少飞机中转次数和航程长度，选择碳排放更低的航班  
Opt for direct flights or those with lower emissions.
- 03** 尽量精简行李，避免携带不必要的物品；自带洗漱用品，减少一次性用品的使用  
Travel light and use personal hygiene items.
- 04** 展前利用数字营销及社媒等渠道，邀请客户、潜在买家、经销商、合作伙伴、媒体在展会上见面，做好会议预约，一次参展实现多个商务目的，从而减少全年差旅  
Pre-engage with customer, distributor and partner contacts before the show to schedule meetings at the show. Maximize your exhibiting outcome to consolidate trips.
- 05** 优先选择主办方推荐的带有低碳标识的绿色酒店入住  
Stay in certified green accommodations.



# 展商篇 FOR EXHIBITORS

## 垃圾分类 Waste Sorting

01

按照主办所在城市及场馆的要求，对垃圾进行分类和回收  
Adhere to local and venue recycling policies.



# 观众篇 FOR VISITORS

## 绿色参观 Green Visiting

- 01 展前做好参观预登记，减少现场登记设备及人力使用**  
Pre-register to alleviate on-site registration facilities and manpower.
- 02 根据自己的需求提前规划最佳参观路线、需要出席的会议及工厂参观活动，以及供应商会见，在一次展会出行中实现多个商务目的，减少全年差旅**  
Plan visits to achieve multiple objectives (seeing new products, meeting suppliers, education, networking, etc.) to minimize travel and maximize outcomes.
- 03 使用环保袋，参与展会主办城市和场馆的垃圾分类**  
Use eco-friendly bags and comply with local waste sorting rules.
- 04 离开展会时，将参观证件放置于回收箱**  
Recycle badges at designated bins at show exits.

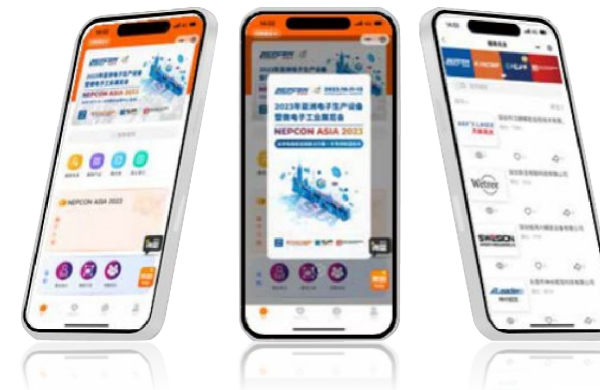




# 观众篇 FOR VISITORS

## 绿色导览 Green Show Guide

- 01** 在展会现场扫描二维码下载展会电子会刊、参观指南而非领取纸质版  
Access digital catalogs and guides via QR codes.
- 02** 使用“励展通”小程序查找展商、产品及会议活动信息  
Utilize the RX Connect Mini program for event navigation.
- 03** 允许展商使用“励展通”小程序扫描自己参观证件获取信息，而非提供自己纸质名片给展商  
Encourage exhibitors to collect your information digitally through RX Connect badge scanning function.
- 04** 领取展商的电子版资料而非索取纸质资料  
Prioritize digital over printed materials.



# 观众篇 FOR VISITORS

## 绿色采购及消费 Green Procurement and Consumption

- 01 优先选择展会上的环保产品，支持绿色低碳企业  
Support eco-friendly vendors and products.
- 02 适度消费，杜绝浪费  
Advocate for responsible consumption and waste reduction.

## 绿色餐饮 Green Catering

- 01 就餐时适度点餐，倡导光盘行动  
Order responsibly and avoid food waste.
- 02 携带水杯，使用展会上的饮水机接水  
Use personal cups for hydration during the show.



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02

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Opt for direct flights or those with lower emissions.

03

尽量精简行李，避免携带不必要的物品；自带洗漱用品，减少一次性用品的使用

Travel light and use personal hygiene items.

04

优先选择主办方推荐的带有低碳标识的绿色酒店入住

Stay in certified green accommodations.



# 观众篇 FOR VISITORS

## 绿色出行往返场馆 Eco-Friendly Venue Commute

01

采用公共交通、骑行、组团观众大巴车等低碳方式往返展会  
Utilize public transport, bicycles, or group travel options.

02

减少私家车使用，降低碳排放  
Limit private vehicle use to decrease emissions.





**让我们携手共进，共同迈向绿色、美好的净零未来！**

**Together, let's stride towards a greener, sustainable future and accelerate our journey to becoming net-zero events. Join us in this critical mission to not only ensure the success of building businesses but also safeguard our planet for generations to come.**