



STAND UP FOR GREEN

MIDO AWARD

Rules

1. Aims of the award

Stand up for green award aims to:

- recognise the MIDO exhibitors' commitment to designing and assembling their stands in line with sustainability criteria;
- highlight the focus everyone involved in MIDO has placed to make the fair even more sustainable;
- obtain and maintain ISO 20121 certification.

Generally speaking, the goal is to help the culture of sustainability flourish among all professionals in the sector.

2. Who can take part

All companies participating as exhibitors in the next MIDO edition can sign up for the award.

3. How to take part

Signing up for the award is free of charge.

If you wish to take part, the sign-up application must be filled in on the online form by 15 January.

To register, simply fill in the online application form with a description of the stand, the materials used and approaches taken, the reasons that led to the choices made, and your goals for improvement for the future. The forms will be sent to the jury panel (see next point): the jury members will visit the stands of signed up Companies for the award during the days of the fair.

4. Jury panel and criteria

The jury panel awarding the prize will include one executive from Koinètica, a company whose main aim is to transform the challenges posed by sustainability into corporate innovation and competitiveness, 1 certification expert from Bureau Veritas Italia, an agency that has, since 1828, been a world leader in inspection, compliance verification and certification services, and two MIDO representatives.

The prize will be awarded based on the overall sustainability of the installation. The criteria include: the level of innovation, originality, and the ability to convey a positive message to the public about the importance of sustainable choices for the future of humankind and the planet. These are some aspects that will be taken into account by the jury panel:

- use of reusable structures;
- use of raw materials that have been selected with the aim of minimising environmental impact;
- use of recycled materials or materials made from a percentage of recycled products;
- promotional items that have been chosen with the aim of minimising environmental impact.

The winner will be chosen by the jury panel at its sole discretion.

5. Prize

During the award ceremony, which will take place at the fair on a specially organised event, the winner will receive an award that symbolises MIDO's commitment to sustainability. The company behind the award-winning stand will also be at the heart, along with MIDO, of a major communications campaign aimed at international sector-based and general interest publications, and online media and social-media platforms, and will have a dedicated space in the sustainability section of the event's website.

