SUSTAINABLE EXHIBITOR GUIDE

2027 Edition



franchise expo PARIS

Fédération Française Franchise

45th edition

13-15 MARCH 2027

PARIS - PORTE DE VERSAILLES - PAVILIONS 6 & 4

LET'S COMMIT TOGETHER!

For 45 years, Franchise Expo Paris has been a place where ideas, talent and ambition come together. Each edition creates new opportunities, inspires new ventures and opens up fresh perspectives. Today, we want to go even further by making these encounters a driving force for collective, lasting and tangible progress.



As an event of our scale, we have been taking action for several years to make the exhibition increasingly responsible. Our CSR strategy is built around four key priorities: reducing our environmental impact, encouraging responsible behaviours, supporting our communities and promoting positive initiatives within the franchise ecosystem.

In 2027, we are accelerating this momentum, and we need your support. Exhibitors, partners and visitors: everyone can play a role in driving this transformation forward, testing new solutions and helping improve the event edition after edition.

This guide has been designed to support you in practical ways. It provides advice, tools and best practices to help you make informed choices when designing your stand and throughout your participation.

Our ambition? To make Franchise Expo Paris an essential event that is ever more responsible, exemplary and inspiring. A place where innovation and commitment come together to build a more sustainable future.

Thank you for being part of this initiative and for helping make Franchise Expo Paris 2027 another step towards shared progress.

Wishing you an excellent read and a successful 2027 edition.

Sylvie Gaudy
Director, Franchise Expo Paris

Do you have a question, an idea or a suggestion? Feel free to contact us!

OUR RESPONSIBLE APPROACH

4 FOUNDING PILLARS, COUNTLESS POSITIVE IMPACTS

At Franchise Expo Paris, our responsible approach is brought to life through concrete actions. Our ambition is to implement and encourage the adoption of best environmental, social and entrepreneurial practices across our industry. We hope this guide will inspire you and complement the initiatives you may already have in place.
We would be delighted to receive your feedback and share your best practices: info@franchiseparis.com

1

REDUCE OUR ENVIRONMENTAL IMPACT

By multiplying initiatives targeting the main sources of emissions and waste generation, we are taking meaningful action.

➜ **Waste Reduction:** Because the best waste is the waste that is never produced, we reduced residual waste from the 2026 edition by 8%, including:
16% less plastic waste
43% less cardboard waste
17% less glass waste

➜ **Waste Recovery & Recycling:** Thanks to everyone's commitment to sorting guidelines, 33 tonnes of waste were collected and recycled during the 2026 edition.

➜ **More Sustainable Event Installations :**
We aim to drive positive impacts wherever possible:
50% fewer carpets in aisles
100% eco-friendly cleaning products
Modular partitions made from FSC or PEFC-certified wood, reused from one edition to the next
100% LED lighting (including decorative lighting)

➜ **Encouraging Sustainable Transport:** We promote lower-impact transportation solutions for both visitors and exhibitors:
Public transport
Rail travel
Carpooling

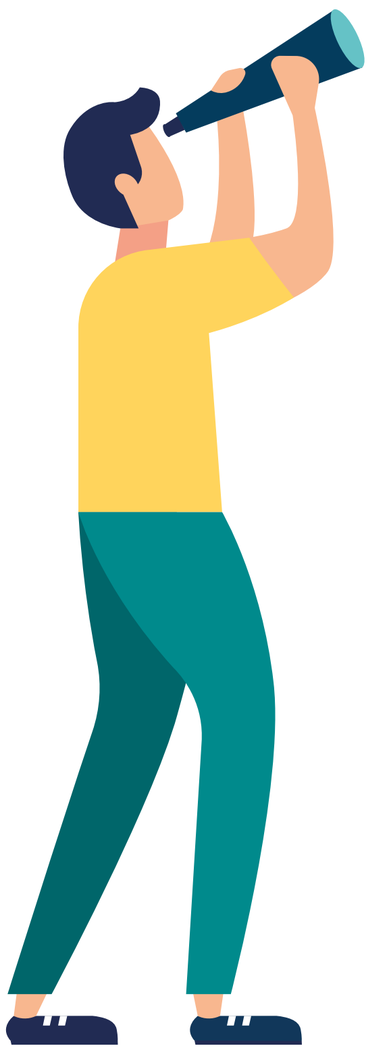
➜ **Limited and Digital-First Communication Tools:** Exhibition floor plans accessible via QR code

Invitations primarily distributed by email

Reduced paper consumption for event communications

Decreased quantities of printed catalogues and badges

➜ **Catering & Hospitality Services:** We encourage our service providers to adopt responsible practices, including:
Waste management and sorting
Use of recyclable or recycled products
Food waste reduction
Reduction of all forms of waste (food, paper, energy, etc.)
Redistribution of uneaten food
Fewer meat-based dishes in favour of vegetarian options
Preference given to local sourcing and products of French origin whenever possible



Reuse Operations with RE'UP

In 2026, RE'UP recovered 896 kg of materials for reuse, as well as 1.575 tonnes of needle-punched cotton collected for upcycling.

- **Cotton from partitions** is reintegrated into the textile industry and transformed into new fabric.
- **Recovered materials** are used to create urban gardening solutions for public spaces, produce office furniture, or develop new stand fittings.
- **Event banners** were transformed into bags, notebooks and pencil cases by La Fabrique Pointcarré, a social-enterprise workshop specialising in the production of creative objects made from reused materials.

2

AWARENESS &
EDUCATION

This is a core pillar of our approach.

➜ **The Sustainable Exhibitor Guide:** This guide provides exhibitors with practical recommendations to help reduce the environmental impact of their participation. It also includes a range of best practices already adopted by exhibitors across the sector.

➜ **Regular Communication**: We maintain ongoing communication with our stakeholders regarding our commitments and progress.

➜ **Promoting Reuse:** In 2027, we are raising awareness among exhibitors and stand contractors about material reuse and equipment donation programmes managed by RE'UP.

3

SOCIAL
IMPACT

Ensuring that our activities generate a positive impact on society and support the most vulnerable communities through collaborative initiatives.

➜ **Partnership with ESATs:** We work with an ESAT (Establishment and Service Providing Support Through Work), which prepares the visitor welcome bags and assembles badge lanyards and holders each year.

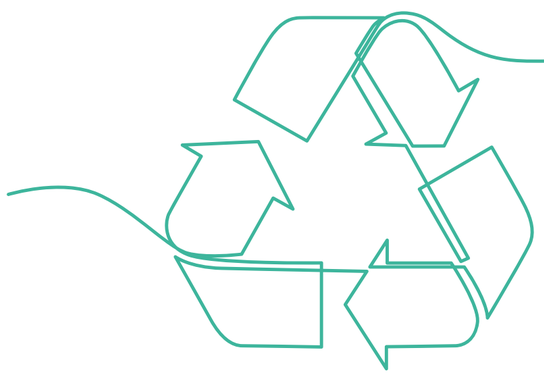
➜ **Supporting Local Associations and Community Initiatives:** We support organisations such as Nos Quartiers ont du Talent, in partnership with Inforpro Digital. This initiative promotes equal opportunities for young people from underprivileged backgrounds. Every year, participating young people are paired with employee mentors who support them in their job search and professional development.

➜ **Supporting Return to Employment** After Cancer: Through a partnership between Inforpro Digital and Gustave Roussy Hospital, Europe's leading cancer centre, we contribute to initiatives that help individuals return to employment following cancer treatment.

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4 CONTINUOUS IMPROVEMENT

➜ **Reviewing Our Practices:** We regularly assess our CSR practices and performance, while consulting our stakeholders to better understand their needs and expectations. This enables us to implement corrective actions and continuously progress towards our objectives.

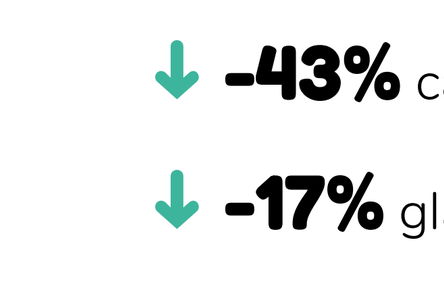


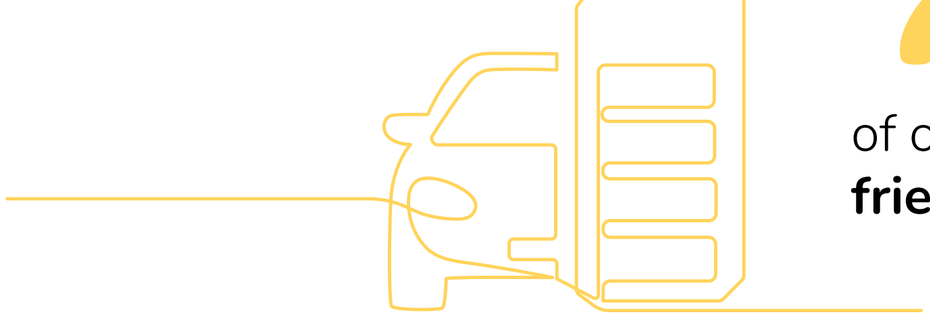
33t of **recycled waste**

- ↓ **-16%** soft plastic waste
- ↓ **-43%** cardboard waste
- ↓ **-17%** glass waste
- ↓ **-8%** residual waste

1.575 t

of **needle-punched cotton collected**





72%

of our visitors choose **environmentally friendly means of transport.**

Being more responsible means being more sustainable,
but also delivering benefits across many areas.

WELCOME TO CSR

By adopting a CSR (Corporate Social Responsibility) approach, companies implement actions that integrate social and environmental considerations into their activities and relationships with stakeholders (suppliers, customers, partners, etc.). Beyond the human and environmental benefits, CSR is also a genuine driver of business performance.

The Evidence Speaks for Itself

PROFITABILITY

€1 million
saved on average by 49 French SMEs that implemented waste reduction and waste management optimisation initiatives (ADEME, between 2015 and 2017).

ATTRACTIVENESS

90%
of consumers expect brands to make commitments and help them consume more responsibly (Oney & OpinionWay, 2020).

INNOVATION

62%
of companies believe their CSR initiatives have a positive impact on their ability to innovate (Accenture, 2019).

EMPLOYEE RETENTION

8 out of 10 employees
would choose to join a company committed to the ecological transition, all else being equal (Institut CSA for ADEME, 2021).

Yet today, too few SMEs and mid-sized companies are taking action.
Take advantage of these opportunities and get involved.

What does this involve?

**Simple actions that are easy to implement,
with significant impact.**

- Waste management
- Biodiversity Protection
- Pollution Reduction
- Sustainable Mobility & Transport
- Sustainable Materials
- Health & Safety
- Training & Awareness
- Inclusion, Diversity & Accessibility
- Employee Well-being
- Public Awareness
- Economic Performance
- Sharing Best Practices
- Sustainable Food Services
- Responsible Procurement

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YOUR STAND

#Reuse #Reduce #Waste



ACTIONS TO TAKE

- **REVIEW** the environmental measures implemented by your exhibition partners (waste sorting schemes, service providers, etc.) to ensure your stand design aligns with responsible practices.

- **ECO-DESIGN YOUR STAND** in collaboration with your stand builder and encourage them to use sustainable solutions. For example, AMAT, a materials library dedicated to event professionals, offers thousands of products to support eco-designed stand construction. Be sure to highlight these commitments on-site and on your website.

- **PRIORITISE** modular stand designs wherever possible, making components easier to reuse in future editions.

- **REUSE** furniture, equipment and stand structures whenever possible from one event to another.

- **PLAN AHEAD** for what will happen to your equipment after the show. Will you be able to reuse certain materials or furniture? Make sure to inform your partner RE'UP, who can collect these items and give them a second life.

- **RENT** temporary furniture and equipment from organisations such as GL Mobilier or Emmaüs Mobilier Pro.

- **CHOOSE MORE RESPONSIBLE EQUIPMENT** by selecting low-consumption equipment and reusable, recycled or recyclable furniture and materials.

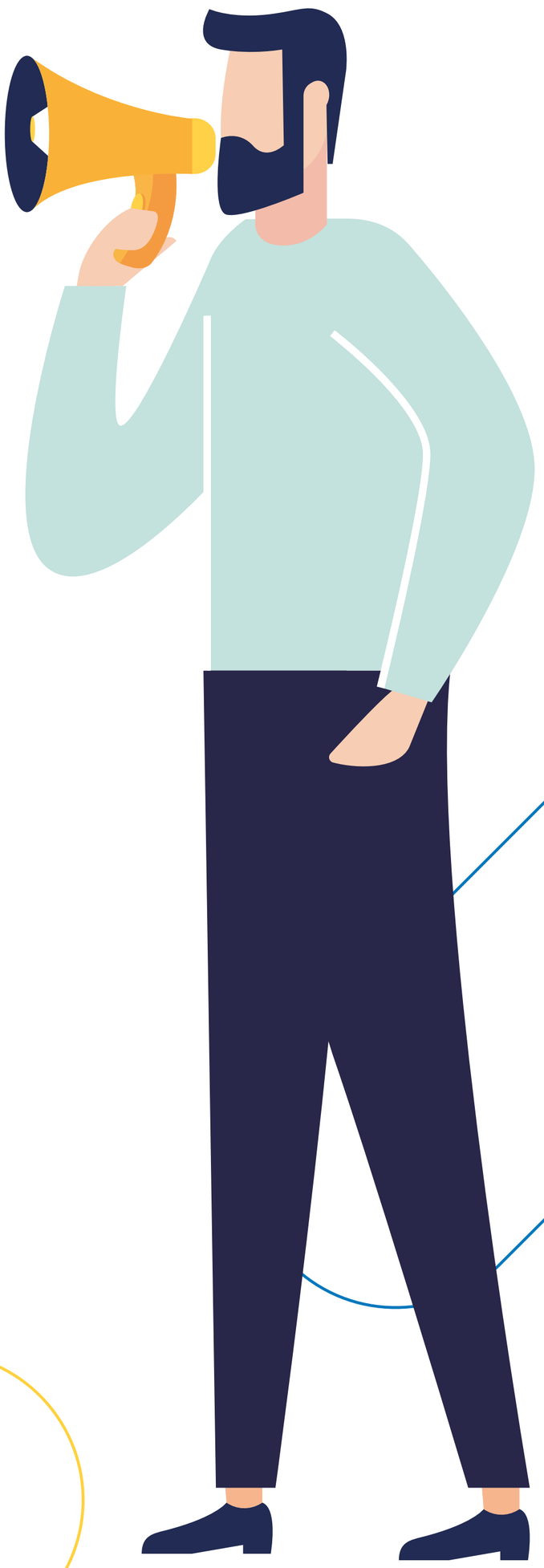
- **BRIEF** your stand installation and dismantling teams so that they remove and recover all stand components (carpet, partitions, etc.). Please note that abandoned materials may be subject to disposal charges invoiced by the organiser.

- **COLLABORATE!** Why not challenge a design school to develop an eco-designed stand concept for your brand?

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COMMUNICATION & GIVEAWAYS

#Reduce #EssentialOnly #Upcycle



ACTIONS TO TAKE

→ **OPTIMISE YOUR SIGNAGE**
Adapt signage to your actual needs (neither too much nor too little) and choose recyclable materials such as recyclable cardboard, reusable paper or FSC-certified paper. Consider local charities or community organisations that could collect and reuse your signage after the event.

→ **THINK CAREFULLY ABOUT GIVEAWAYS**
Do you really need them? If so, choose useful, durable items, preferably manufactured in France or Europe (to reduce transport-related impacts), delivered with minimal packaging and, ideally, supported by evidence of their eco-design credentials. Avoid single-use plastic giveaways altogether.

→ **PRINT RESPONSIBLY** (Leaflets, brochures, catalogues, flyers, etc.)
Print only what is strictly necessary and favour digital formats wherever possible**.** Use fewer images, avoid full-page colour backgrounds to reduce ink consumption, and choose recycled or FSC-certified paper.

→ **USE QR CODES**
Share information without the need for printed materials. Visitors can simply scan the code and access your documentation directly from their smartphone.

→ **CHOOSE ENGAGED PARTNERS & SUPPLIERS:**
Look for suppliers committed to craftsmanship, local production, eco-design, upcycling, or partnerships with ESATs and social enterprises. You may also consider setting environmental requirements and sharing a sustainability charter with your suppliers.

→ **GIVE A SECOND LIFE TO YOUR WASTE**
Partner with organisations such as Bilum or UpcyclingEvent, which can transform your event materials (banners, kakemonos, etc.) into useful items that can be recovered and distributed as giveaways.

WASTE

#Save #Communicate #Recycle



ACTIONS TO TAKE

- **REDUCE:** The best waste is the waste that is never produced. Question the necessity of the products and materials you use and identify what could be reduced or avoided altogether (giveaways, signage, carpets, etc.).
- **SORT:** Use the dedicated waste-sorting bins available during stand installation and throughout the event (cardboard/paper, wood, plastic, glass, organic waste, etc.) and keep personal waste bins to a minimum to encourage proper recycling.
- **RAISE AWARENESS:** Make sure your teams understand the importance of responsible behaviours and correct waste sorting practices.
- **CHECK:** the map showing waste-sorting zones within the exhibition area.
- **REUSE:** by bringing back and reusing existing equipment (signage, banners, roll-up displays, etc.) or by donating them to local associations. For example, the association ReAVie collects textiles and collaborates with a specialised partner in the collection and repair of electrical and electronic equipment.

TRANSPORT

#SustainableMobility #CO_2Calculation



ACTIONS TO TAKE

- **CHOOSE LOW-IMPACT TRANSPORT:**
  Encourage your teams to use sustainable transport options (cycling, walking, tram, bus, train, carpooling, etc.). You can even organise carpooling initiatives within your teams.
- **STAY CLOSE TO THE VENUE**
  To avoid unnecessary travel, choose accommodation within walking distance of the event, preferably hotels with recognised environmental certifications such as Green Key, including nearby options such as Eklo, Motel One or Mercure, located close to the exhibition centre.
- **OPTIMISE DELIVERIES**
  By consolidating transport flows for freight and equipment, or by selecting a logistics provider committed to sustainable practices.
- **ENCOURAGE VISITORS**
  To choose lower-carbon transport options whenever possible (for example, travelling by train rather than by air).
- **CALCULATE YOUR CO_2 IMPACT**
  Before the event, use the ADEME carbon calculator to estimate your emissions and compare the environmental impact of different travel options for exhibitors, suppliers and partners attending the event.

DURING THE SHOW

ENERGY

#CommonSense #Efficiency

ACTIONS TO TAKE

- **ADOPT GOOD ENERGY-SAVING HABITS:** Switch off your equipment at the end of each day, enable standby mode on devices where appropriate, and keep entrance and exit doors closed when the exhibition hall is heated or air-conditioned to avoid unnecessary temperature loss. Simple common-sense actions can make a real difference.



- **CHOOSE ENERGY-EFFICIENT EQUIPMENT:** Use power strips with on/off switches to make it easier to turn equipment off, opt for LED lighting, and select energy-efficient equipment (Energy Rating A or B).

- **ESTIMATE** your equipment's electricity consumption in advance and order the most suitable power supply accordingly.

- **PRIORITISE** an intermittent power supply connection if you do not have perishable products that require a continuous power source.

DIGITAL

#WiFi #KeepItSimple #Repair

ACTIONS TO TAKE

- **USE WiFi**, which consumes less energy than 4G/5G networks. Halls 6 and 4 are equipped with free WiFi. Encourage both your teams and visitors to use it.

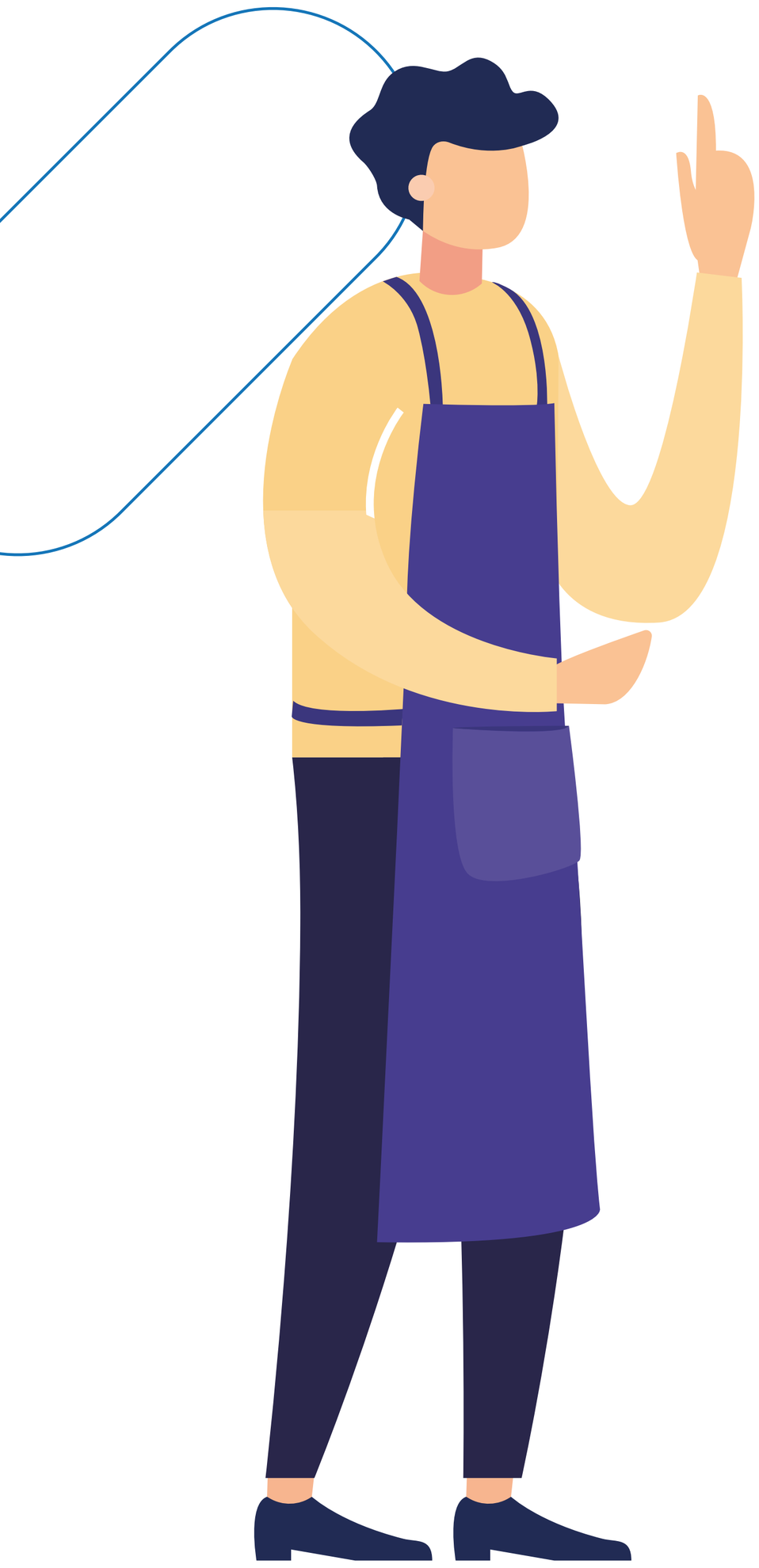
- **REDUCE YOUR DIGITAL FOOTPRINT:** Lower the environmental impact of your digital tools (website, emailing campaigns, customer communications, etc.) by optimising the number of emails sent before and during the event. Remember: less is often more, provided communications remain targeted and relevant.

- **ECO-DESIGN YOUR DIGITAL COMMUNICATIONS** Use low-energy display settings (reduced screen brightness), limit the use of video whenever possible, and optimise image formats and resolutions. ADEME provides additional resources and recommendations on this topic.

- **TAKE CARE OF YOUR ELECTRONIC DEVICES** Extend the lifespan of your equipment through proper maintenance and repair whenever possible, helping to reduce both costs and environmental impact.

CATERING
ON YOUR STAND

ACTIONS TO TAKE



- **PLAN ACCURATELY:**
  Estimate food and beverage quantities carefully to avoid excess and waste. Any remaining organic waste can be composted at the end of the day. You can also work with organisations such as Banque Alimentaire, La Croix-Rouge or Too Good To Go to donate surplus or unsold products.

- **REDUCE RED MEAT:**
  Favour vegetarian options whenever possible. According to ADEME, avoiding meat for two meals per week can save approximately 800 kg of CO_2 equivalent per year.

- **RENT A WATER DISPENSER:**
  Reduce the use of bottled water by providing refill stations and encouraging teams to bring reusable water bottles. The same principle applies to beverage cups: sort and recycle them correctly after use.

- **CHOOSE MORE RESPONSIBLE PRODUCTS:**
  Prioritise local, short-supply-chain products for your stand and catering services, and select organic, sustainably sourced or fair-trade products whenever possible. Avoid single-use packaging and opt for bulk formats. Non-food items and tableware should preferably be reusable (eco-cups, washable crockery, etc.).

- **PRIORITISE RESPONSIBLE CATERERS & SUPPLIERS:**
  Work with catering providers and suppliers that demonstrate strong social and environmental commitments, including those employing people through social inclusion programmes. The caterers listed in the Technical Guide are committed to this approach.

INCLUSION FOR SUPPLIERS & VISITORS

ACTIONS TO TAKE

➜ **ENSURE ACCESSIBILITY:**
Respect everyone's right to access the event and contribute to greater social inclusion.

➜ **INFORM:**
Clearly communicate venue accessibility conditions and facilities in your event communications (details available here).

➜ **TRAIN:**
Your staff on the importance of inclusion and on how to welcome and interact with visitors respectfully, fairly and professionally.

➜ **GATHER FEEDBACK:**
Collect visitor feedback on the accessibility of your stand in order to identify areas for improvement year after year.

➜ **ADAPT YOUR STAND:**
Where necessary, make your stand more accessible by incorporating features such as ramps, appropriate counter heights and accessible audiovisual equipment.

➜ **COLLABORATE:**
Whenever possible, work with inclusive suppliers or organisations within the protected and adapted employment sector (ESATs / Adapted Enterprises) for subcontracting activities such as logistics, production or industrial services. By doing so, you help support the professional inclusion of people who face barriers to employment (people with disabilities, refugees, individuals returning to work, etc.).



Looking to work with an ESAT or an Adapted Enterprise?

You can consult the GESAT Network, the directory listing all ESATs and Adapted Enterprises across France.

WASTE RECYCLING & STAND REUSE

ACTIONS TO TAKE

→ RECOVER

As many elements from your stand as possible (stand structure, furniture, signage, plants, giveaways, etc.) so they can either be reused internally or donated to local organisations and charities. You can contact RE'UP, which will collect and redistribute these items.

→ RECYCLE

Anything that can no longer be reused by taking it to the nearest recycling centre, composting organic waste, and ensuring hazardous materials are directed to appropriate specialist recycling channels.

MEASURE YOUR IMPACT

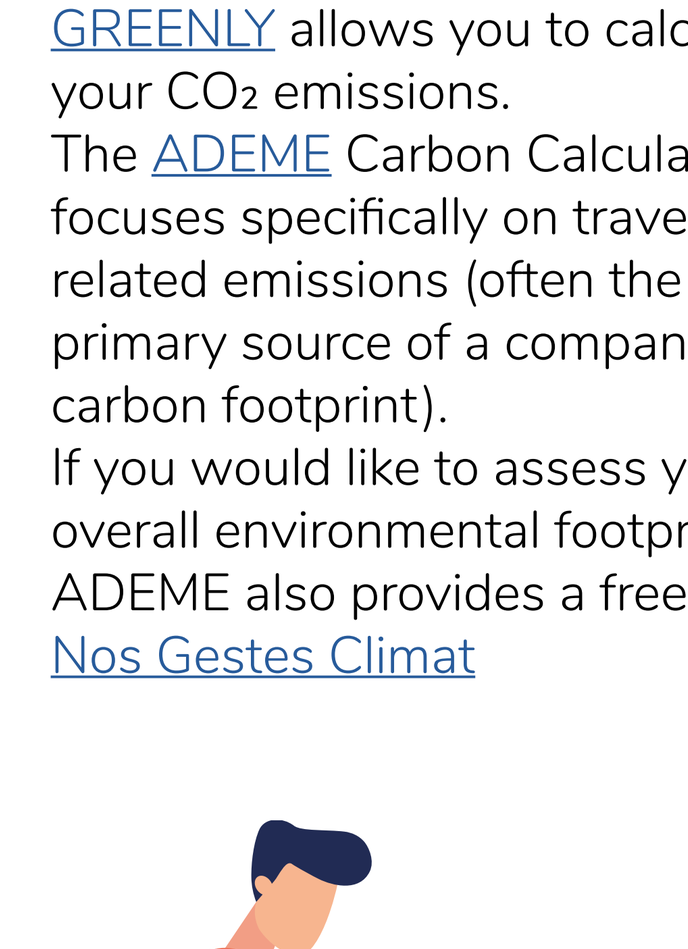
Conducting a post-event review will help you identify best practices, areas for improvement and measurable results that can be communicated internally or externally. Below are a few tools and indicators to support your assessment.

TOOLS FOR YOUR POST-EVENT REVIEW

1. Carbon Calculators

Useful for measuring and tracking your progress.

GREENLY allows you to calculate your CO_2 emissions.
The ADEME Carbon Calculator focuses specifically on travel-related emissions (often the primary source of a company's carbon footprint).
If you would like to assess your overall environmental footprint, ADEME also provides a free tool: Nos Gestes Climat



2. Key Indicators to Monitor

STAND
- Quantity of stand construction materials discarded (weight or units)
- Percentage of recycled materials used in stand construction

COMMUNICATION & GIVEAWAYS
- Volume (weight or quantity) of signage discarded
- Number of printed communication materials produced and distributed
- Number of giveaways distributed

WASTE
- Weight of waste sorted by waste category
- Volume or quantity of materials donated to charities and associations

TRANSPORT
- CO_2 emissions related to travel (using the ADEME Carbon Calculator)

ENERGY & DIGITAL
- Energy consumption during the event

CATERING
- Quantity of food recovered by charities or food donation organisations
- Number of event caterers engaged in a CSR approach
- Quantity of food waste recycled or recovered

INCLUSION
- Value of purchases made from an ESAT or Adapted Enterprise as part of your participation in the event

COMMUNICATING YOUR ACTIONS

INTERNAL ACTIONS

ENGAGE YOUR TEAMS

Strengthen team pride and a sense of belonging by briefing staff in advance on the objectives and positive impacts of your actions (waste reduction, donated or reused materials, etc.). Recognise their contribution and showcase their involvement in your communications (testimonial videos, LinkedIn posts, etc.), while encouraging them to become ambassadors for your initiatives.

GENERATE NEW IDEAS

Encourage co-creation and innovation through brainstorming sessions, idea boxes or collaborative workshops, for example.

CONDUCT A POST-EVENT REVIEW

Assess the outcomes of your initiatives and identify best practices to maintain, improve and build upon for future events.

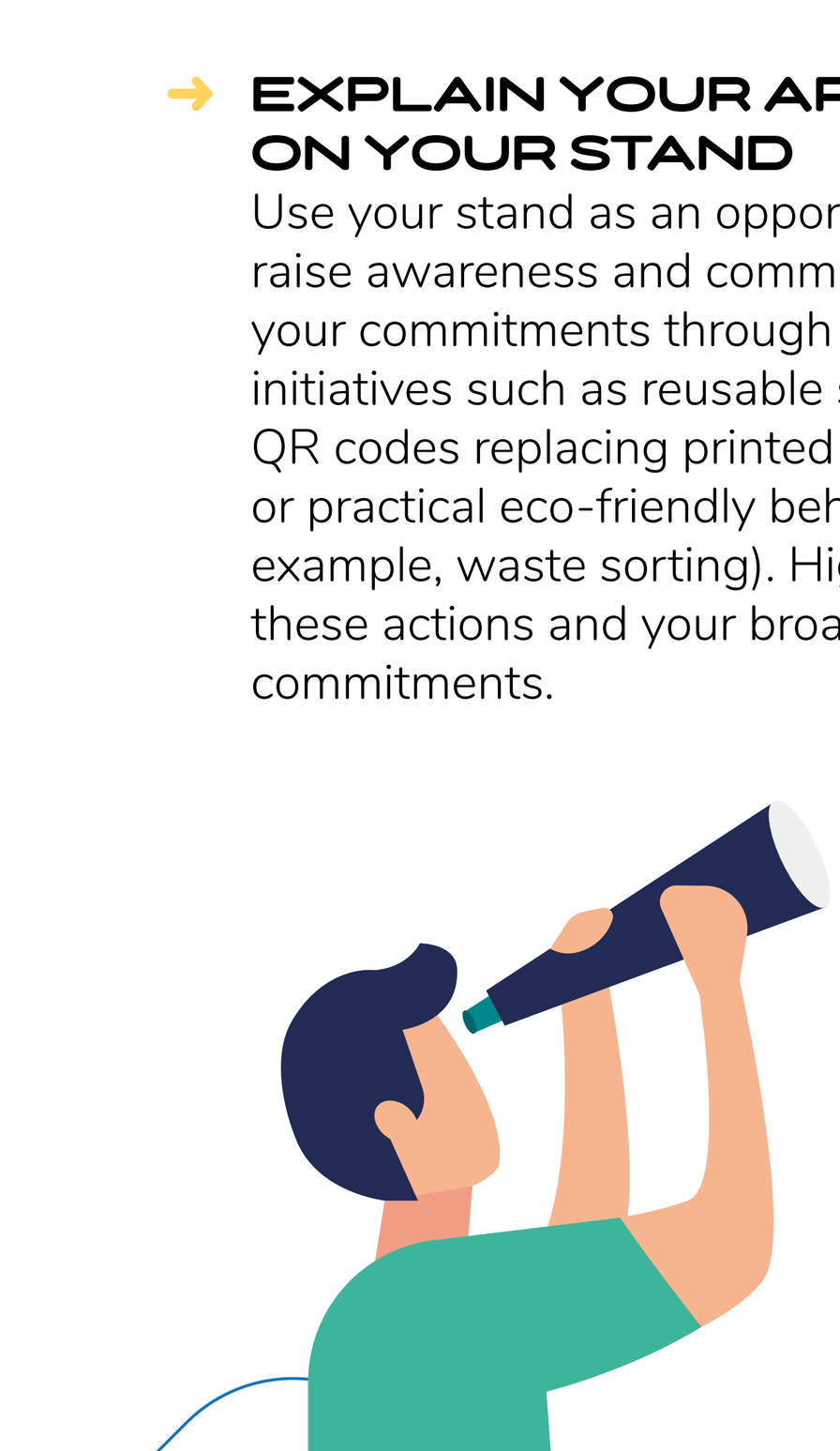
EXTERNAL ACTIONS

EXPLAIN YOUR APPROACH ON YOUR STAND

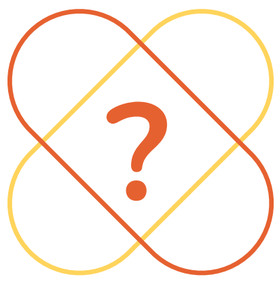
Use your stand as an opportunity to raise awareness and communicate your commitments through visible initiatives such as reusable signage, QR codes replacing printed materials, or practical eco-friendly behaviours (for example, waste sorting). Highlight both these actions and your broader CSR commitments.

COMMUNICATE YOUR RESULTS

Share the achievements, progress and improvements made internally, and regularly inform clients and prospects who visited your stand about your commitments and sustainability performance.



WHAT IF WE ASSESSED YOUR PROGRESS?



Answer the questionnaire below to find out where you stand on the path toward more responsible event participation!

1. To travel to Franchise Expo Paris, I mainly use:
★ Public transport
■ Car

2. When selecting giveaways, I always choose useful and reusable items (not single-use), manufactured in France or at least within Europe.
★ Yes
■ No

3. When designing or purchasing my stand, I take eco-design criteria into account (reusable materials, recycled materials, reduced plastic use, etc.).
★ Yes
■ No

4. I have established one or more partnerships with organisations from the protected and adapted employment sector for subcontracted activities (packing, logistics, production, etc.).
★ Yes
✣ Partly

5. I have established one or more partnerships with charities or non-profit organisations to reduce waste and promote reuse (material donations, food donations, recovery or upcycling initiatives, etc.).
★ Yes
■ No
✣ In progress

YOUR SCORE
(★ = 2 points ✣ = 0.5 points ■ = 0 points)

You scored less than 4 points
You are at the beginning of your sustainability journey. Start by implementing simple, practical actions to build a more responsible approach. As your initiatives develop and deliver results, you will be able to go further by actively engaging and inspiring your teams.

You scored between 4 and 8 points
You are aware of the CSR impact of your participation and willing to make a difference. However, you may not yet know how to optimise your approach. Start with the simple to moderately advanced actions outlined in this guide to further improve your performance and reduce your environmental footprint.

You scored more than 8 points
Congratulations! You are already aware of the CSR impact of your participation and have taken meaningful action. To go even further, consider implementing the more advanced initiatives featured in this guide. Most importantly, do not hesitate to share your achievements and results with your teams, clients and partners to inspire others and amplify your positive impact.

THANK YOU!

The Franchise Expo Paris team would like to thank you in advance for your contribution to promoting and implementing more responsible practices throughout the exhibition.

If you have any questions, ideas or suggestions, please feel free to contact us at:
info@franchiseparis.com