

Case study: how to design an award-winning green stand



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GREENING

Definition of greening: Meeting the needs of the present without compromising the needs of the future.

For a designer to achieve sustainability in their work a holistic approach must be adopted, one that addresses the three pillars of sustainable development:

- Social responsibility (**People**)
- Environmental protection (**Planet**)
- Economic development (**Prosperity**)

EXSA GREEN STAND AWARDS

SCORE	
Design	5
Materials	10
Operations	10
Transport	5
Beyond green	5
Innovation	5
TOTAL POINTS	40
TOTAL SCORE	100%

DESIGN

Demonstrate the extent to which the stand has incorporated environmentally sustainable principles in the design and design process.

- Designed to be re-usable
- Robust design that will last well
- Modular design that can be set up in different configurations for different stand sizes
- Taken apart and assembled easily, in such a way as unlikely to get damaged
- Dematerialisation

- Designed to take advantage of nature's elements
- Open and simple structure reduced need for too many materials
- Easy to take different elements apart for re-use (minimal alterations required to raw materials)
- Robust materials



Judges' comments:

Innovative design reflecting the client's needs and well thought through.

Good use of natural light and ventilation.

Innovative biodegradable carpeting.



**Score:
5/5**

MATERIALS

Demonstrate to which extent the stand has incorporated environmentally sustainable principles in the material selection for both the stand structure and branding substrates.

- Materials chosen are being re-used from elsewhere, and / or there are plans to re-use / recycle them after the stand is no longer needed
- Environmentally-friendly materials used
- Sustainable materials – e.g. wood is FSC, locally grown bamboo, etc
- Manufacture of the materials is not energy intensive, nor does it create harmful by-products
- Locally manufactured materials, as opposed to imported

- Re-usable steel frame & corrugated roofing (used to make a carport)
- Re-usable glass (used in a subsequent stand at AAD)
- Biodegradable carpeting
- Client can re-use fabric graphics
- Wooden beams unpainted – reduce use of solvents & makes re-use easier.



Judges' comments:

Materials are mostly re-usable (and were re-used).



**Score:
9/10**

OPERATIONS

Demonstrate to which extent the stand has incorporated environmentally sustainable principles in the stand operations.

- Energy usage – e.g. implement energy-conserving technology, such as LCD screens, iPads, LED lighting and / or motion-activated switches
- Recycling – e.g. bins on the stand, or a system in place to collect recyclables and dispose of them appropriately after the show
- Marketing collateral – e.g. minimal printed hand outs, emphasis on electronic information sharing with iPads and AV
- Decor – e.g. indigenous plants are chosen
- Green cleaning practices – e.g. cleaning products used

- Photovoltaic panels to power lighting in the evenings / when overcast
- Minimal need for aircon
- Use of AV
- Indigenous plants



Judges' comments:

Lighting with PV very innovative.

More info could have been provided about how the client used the stand (i.e. brochures).



Score:
8/10

TRANSPORT

Demonstrate to which extent the stand design and delivery has minimised transport related impacts on the environment.

- Lightweight
- Packs flat / compactly
- Re-usable packaging
- Mode of transport used
- Distance transported from supplier to the event

- Locally procured items (furniture, plants, AV, wooden beams, glass & roofing)
- Steel frame had to be brought via truck from Gauteng
- Biodegradable carpeting is imported from Italy



Judges' comment:
Local suppliers largely used, but
otherwise limited info on transport.



Score:
2/5

BEYOND GREEN

Demonstrate the scale of the broader impact of the project on the local community.

- Community engagement and support
- Education of staff
- Public awareness campaigns
- Charitable aspects – e.g. donation of stand elements to institutions in need, preferably in the local community
- Procurement from local SME's and NPO's
- Job creation opportunities

- Donated plants to a children's park (part of the COP17 carbon offset programme)
- Donated the biodegradable carpeting to Mother of Peace for their permaculture project



Judges' comment:

Nice to see how biodegradable carpeting was donated to Mother of Peace for permaculture project.



**Score:
4/5**

INNOVATION

Demonstrate the innovative practices, technologies or processes developed and utilised.

- Unusual
- Has a ‘wow’ factor

- Unusual open-air design to take advantage of natural sunlight and airflow rather than re-create it artificially



Judges' comment:
*Innovative design for use of natural
light and ventilation*



DEA STAND SCORING

SCORE	
Design	5/5
Materials	9/10
Operations	8/10
Transport	2/5
Beyond green	4/5
Innovation	4/5
TOTAL POINTS	32/40
TOTAL SCORE	80%

<40% - Poor
41 – 60% - Average
61 – 74% - Good
> 75% - Excellent

EXSA GREEN STAND AWARDS

Each application needs to provide a portfolio of evidence, which will be motivated the choices and decisions made by the designer.

- Planning
- Client needs
- Pragmatic concerns – including cost implications