WUF12
Urban Expo
Exhibitor Manual
Egypt International Exhibition Center
Cairo, Egypt | 4–8 November 2024
The WUF12 Urban Expo is a platform for Member States and stakeholders to share knowledge, build capacity, network and explore practical solutions to tackle urban challenges as they relate to housing, transport, energy, waste, safety, public spaces, and climate change, among many more. Over 20,000 participants are expected to visit the WUF12 Urban Expo which will take place from 4 to 8 November 2024.

**Indoor exhibits**

The main segment of the Urban Expo will host small, mid-size, and larger stands and pavilions representing countries, cities, regions, academia, civil society, and the private sector. It will also feature WUF12 integrated spaces such as the UN-Habitat Arena, the Urban Cinema, and the Urban Library, which will host official events.

**Outdoor exhibits**

WUF12 will introduce a new segment, the Urban Expo Testing Grounds, to highlight innovation and sustainability across various sectors including technology, materials, systems, and products at various outdoor locations within the WUF12 premises. Outdoor spaces will be designed to accommodate a wide range of exhibits, from eco-mobility gadgets to the construction of 3D printed houses.

**Who can apply?**

Any organization that shares UN-Habitat’s mission and the WUF12 objectives can apply to purchase an exhibition stand at the Urban Expo. All applications will be reviewed and approved by UN-Habitat to ensure eligibility criteria are met.

**Criteria and guidelines for exhibitors**

- Organizations interested in participating in the Urban Expo must sign up and register to WUF12 to be able to apply for an exhibition stand online. The deadline for application is 31 August 2024.
- Organizations should provide a detailed description of their proposed exhibition including an explanation of how the content of their exhibition relates to the WUF12 theme of “It All Starts at Home: Local Actions for Sustainable Cities and Communities.” WUF 12 will feature six dialogues, namely:
  - **Dialogue 1:** Housing the future
  - **Dialogue 2:** Cities and the climate crisis
  - **Dialogue 3:** Stronger together
  - **Dialogue 4:** Financing localization and localizing finance
  - **Dialogue 5:** Putting people first in a digital age
  - **Dialogue 6:** The loss of home

For more information on the Dialogues, please read the WUF12 Background Paper.

- Specify whether you would like to have access to an indoor or outdoor space and fill in the corresponding fields.
- Approval of applications will be based on alignment with the WUF12 theme and balance between regions, partner types and topics.
- Approved applications will be communicated via email. Applicants must confirm acceptance of the space within a week of being notified, which will be allocated to them after payment is confirmed.
- UN-Habitat will make every effort to accommodate all eligible requests for exhibitions depending on space availability.
- An exhibitors’ manual with technical details on exhibition halls, exhibition stand packages, shipping guidelines, services, equipment, furniture, payments and costs will be available shortly.

**Awards**

The WUF12 Urban Expo will grant three recognition awards:

- Most innovative and creative exhibit
- Most sustainable exhibit
- Most engaging exhibit

Winning organizations will have the chance to be featured in WUF12 and UN-Habitat interviews and offered media visibility including through social media channels and in the WUF12 final report.
Accessibility

As part of the WUF12 accessible and sustainability strategy, the Urban Expo will be accessible to people with disabilities. All exhibition stands that are above ground level must have norm-compliant ramps (including gradients) to enable wheelchair access. Detailed accessibility guidelines will be provided to all applicants.

Guidelines for designing sustainable exhibition booths

Through adopting a sustainable event planning approach, UN-Habitat aims to organize and execute the upcoming World Urban Forum (WUF12) in a way that minimizes its negative impact on the environment and promotes social and economic responsibility. We aim to hold a forum that is not only successful and impactful but also environmentally and socially responsible.

This guide outlines important principles and recommendations for designing sustainable booths and pavilions. By following these guidelines, exhibitors can contribute to making the Urban Expo environmentally friendly, thus supporting the overall goal of organizing a sustainable WUF.

Booth/stand construction

- Opt for construction materials that can be reused multiple times and repurposed after the exhibition.
- Avoid construction and branding materials that can’t be reused, whenever possible.
- Present an outline on the use, recycling, reuse, repurposing, etc. that the stands and displays will undertake after the Urban Expo.
- Avoid plastic use entirely by opting for plastic-free constructions materials.
- Use recycled wood, reusable or fixed-up pallets and cardboard for stand construction.
- Use environmentally friendly materials, paints, and cleaning products that don’t have harmful chemicals such as formaldehyde (found in various adhesives, paints, and insulation materials), and volatile organic compounds (found in paints, varnishes, and solvents).

Energy consumption

- Use high-quality electric equipment when setting up the booths to save energy.
- Turn off electric lights in areas with sufficient natural lighting.
- Turn off all electric equipment when not in use, especially during long breaks and at the end of the day.
- Use energy-efficient lighting such as LED and avoid incandescent lighting.

Waste management

- Identify and communicate the types of waste likely to be generated by each exhibitor to the waste management company to plan for efficient waste management solutions including recycling, reuse, and recovery.
- Foster a fully digital experience for participants. Therefore, ensure all exhibition and booth organizers adhere to using zero paper, zero plastic, and any disposable material that would generate waste.

Sustainable procurement

- Prioritize materials and service providers sourced locally and avoid heavy CO2 emissions for products and services sourced far away from the venue.
- Prioritize suppliers and partners that align with UN values and demonstrate commitment to sustainability. The United Nations Global Compact encourages vendors to actively participate in fostering responsible corporate citizenship and promoting universal social, environmental, and anti-corruption principles derived from international declarations and conventions, aiming to address globalization challenges. More details available here.
- Consider, when selecting suppliers, transparent and ethical business practices, with an emphasis on local sourcing to reduce carbon footprints.

Learning and communication

- Make the information about the exhibitors’ sustainability measures explicit and available within their exhibition booths/stands to raise awareness and encourage the adoption of similar measures in future exhibitions.
- Make references to the Sustainable Development Goals (SDGs) and the New Urban Agenda visible and prominent within their exhibitions.
- Promote sustainability among Urban Expo participants and empower both exhibitors and visitors with knowledge to make sustainable choices.
Venue map
Egypt International Conference Center (EIEC)
Cairo, Egypt
Exhibition schedule and operating hours

<table>
<thead>
<tr>
<th>Schedule</th>
<th>From</th>
<th>To</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Date</td>
<td>Time</td>
</tr>
<tr>
<td><strong>Tuesday</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delivery of decoration spaces</td>
<td>15 October</td>
<td>08:00</td>
</tr>
<tr>
<td><strong>Wednesday</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preparation/build-up period</td>
<td>16 October</td>
<td></td>
</tr>
<tr>
<td><strong>Monday</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Finishing decoration works &amp; displaying products</td>
<td>28 October</td>
<td></td>
</tr>
<tr>
<td><strong>Monday</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening of the Urban Expo</td>
<td>4 November</td>
<td>8:00</td>
</tr>
<tr>
<td><strong>Tuesday</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 November</td>
<td>8:00</td>
</tr>
<tr>
<td><strong>Wednesday</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6 November</td>
<td>8:00</td>
</tr>
<tr>
<td><strong>Thursday</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7 November</td>
<td>8:00</td>
</tr>
<tr>
<td><strong>Friday</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>8 November</td>
<td>8:00</td>
</tr>
<tr>
<td><strong>Friday - Saturday</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dismantling and evacuation</td>
<td>8 November</td>
<td>21:00</td>
</tr>
</tbody>
</table>

Exhibition packages and prices

**Space only (empty floor space)**

Exhibitors can book empty floor space to build large custom-designed stands. The cost of empty floor space is as follows:

<table>
<thead>
<tr>
<th>Type of space</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indoor space (Halls 3 &amp; 4)</td>
<td>$220 per square meter</td>
</tr>
<tr>
<td>Outdoor space</td>
<td>$200 per square meter</td>
</tr>
</tbody>
</table>

**Pre-built booths**

Eco-friendly pre-built booths with an LED screen for digital content (banners and videos), furniture, carpeted flooring, power outlets, and lighting are available for exhibitors. The LED screen is 2.5 x 1.5 meters, the resolution for digital content is 384 x 640 pixels, landscape. The following booth modules are also available.

<table>
<thead>
<tr>
<th>Size</th>
<th>Furniture and equipment</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 square meters (3 x 3 meters)</td>
<td>3 Chairs, 1 table, 1 counter chair and LED screen</td>
</tr>
<tr>
<td>18 square meters (3 x 6 meters)</td>
<td>4 chairs, 1 table, 1 counter chair and LED screen</td>
</tr>
<tr>
<td>27 square meters (3 x 9 meters)</td>
<td>6 chairs, 2 table, 1 counter chair and LED screen</td>
</tr>
<tr>
<td>36 square meters (6 x 6 meters)</td>
<td>8 chairs, 2 tables, 1 counter chair and an LED screen</td>
</tr>
</tbody>
</table>

You can see more details on pre-built booth configurations on this link.

This link
A prototype of an 18-square-meter prebuilt booth.

Prices:

<table>
<thead>
<tr>
<th>Configuration</th>
<th>Price (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 side open</td>
<td>$720 per square meter</td>
</tr>
<tr>
<td>2 sides open</td>
<td>$670 per square meter</td>
</tr>
<tr>
<td>3 sides open</td>
<td>$620 per square meter</td>
</tr>
<tr>
<td>Island (no walls)</td>
<td>$570 per square meter</td>
</tr>
</tbody>
</table>

The above prices exclude VAT (14%). The payment deadline is 15 September 2024. Any delay in payment will result in the cancellation of the stand/booth.
Utilities

Electrical connection fees are compulsory for space only stands

- Any order received without a drawing for a stand and electricity plan will not be processed.
- The main electricity supply is just for main power only, and the stand must have fuse boxes, cables, and a circuit breaker.
- All electricity requirements can only be confirmed after paying the fees and signing the form at the organizer’s office.

Notice:

- All cables should be in one piece with no tape on the cable and no connection.
- All the stands must have fuse boxes and circuit breakers, and the power cannot be connected to the stand without fuse boxes.
- The stand must have a plug as a power supply. If the stand does not have a plug, the organizer will provide the plug with fees as the rent value.
- The organizer will not return the insurance fees if an exhibitor loses the plug.

Water and sewerage

<table>
<thead>
<tr>
<th>Water &amp; Sewage Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Connection prices</strong></td>
</tr>
<tr>
<td>1 Water &amp; Sewage Connection</td>
</tr>
</tbody>
</table>

Note: Water and sewage connections are not available in all halls except the first area of Hall 4.

Extra Services

Furniture and equipment

<table>
<thead>
<tr>
<th>Item</th>
<th>Price (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extra Shelf</td>
<td>$ 15 per day</td>
</tr>
<tr>
<td>Extra Chair</td>
<td>$ 25 per day</td>
</tr>
<tr>
<td>Extra Table</td>
<td>$ 20 per day</td>
</tr>
<tr>
<td>50 Inches TV Screen wall Fixed</td>
<td>$ 175 per event</td>
</tr>
<tr>
<td>50 Inches TV Screen Moving Stand</td>
<td>$ 200 per event</td>
</tr>
</tbody>
</table>

Interpretation services (consecutive Interpretation)

Note: The service must be booked at least 48 hours prior to the requested date

<table>
<thead>
<tr>
<th>Language</th>
<th>Hours</th>
<th>Rate (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>1.5 hours</td>
<td>$260</td>
</tr>
<tr>
<td>French</td>
<td>3 hours</td>
<td>$ 375</td>
</tr>
<tr>
<td>Arabic</td>
<td>6 hours</td>
<td>$550</td>
</tr>
<tr>
<td>Italian</td>
<td>1.5 hours</td>
<td>$285</td>
</tr>
<tr>
<td>Spanish</td>
<td>3 hours</td>
<td>$400</td>
</tr>
<tr>
<td>Chinese</td>
<td>6 hours</td>
<td>$570</td>
</tr>
<tr>
<td>Russian</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Korean</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ukrainian</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To book translation, write to WUF12translation@lucky-tour.com. Once they confirm the reservation, the payment link will be sent, and after, the service will be re-confirmed.

Utilities

Electrical connection fees are compulsory for space only stands

- Any order received without a drawing for a stand and electricity plan will not be processed.
- The main electricity supply is just for main power only, and the stand must have fuse boxes, cables, and a circuit breaker.
- All electricity requirements can only be confirmed after paying the fees and signing the form at the organizer’s office.

Notice:

- All cables should be in one piece with no tape on the cable and no connection.
- All the stands must have fuse boxes and circuit breakers, and the power cannot be connected to the stand without fuse boxes.
- The stand must have a plug as a power supply. If the stand does not have a plug, the organizer will provide the plug with fees as the rent value.
- The organizer will not return the insurance fees if an exhibitor loses the plug.

*Please note that the deadline for returning the order form is 8 November 2024 at 19:00 hours. It will not be processed after this date.*

Electricity costs

1. Below are the prices for preparation and exhibition days, including evacuation days.

2. The last day for receiving electricity connection requests is four (4) days prior to the exhibition start date.

<table>
<thead>
<tr>
<th>Serial</th>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Electricity cost for 3-phase</td>
<td>$ 500 per period</td>
</tr>
<tr>
<td>2</td>
<td>Electricity connection fees for 380V, 125A</td>
<td>$ 300 per period</td>
</tr>
</tbody>
</table>

$ 3185 includes %40 fine after 14 days as well as %40 increase in case Electricity is requested for 24 hrs.
Rules and regulations

1. The sale of printed materials, merchandise, or any goods at the WUF12 venue during the WUF12 Urban Expo or at any other time is strictly prohibited. Any material or goods distributed as part of an exhibition should be offered free of charge.

2. Each exhibition stand must be manned by at least one staff throughout the event.

3. All participants and exhibitors must adhere to the UN Code of Conduct.

4. Consumption and/or distribution of alcohol is strictly prohibited.

5. Exhibitors with unequipped stands (custom built) must submit to the exhibition management their pavilion 3D designs no later than 15 September 2024 to approve all designs before implementing them by the UN-Habitat exhibition team at unhabitat-exhibition@un.org.

6. There must be a control and distribution panel, with all links and cables for each booth assembled separately at the nearest power point on the floor of each booth, with all cables (thermoplast) only.

7. Art installation works are only allowed inside the showrooms, and the following works are not allowed:
   - Building using bricks, cement, sand, etc.
   - Timber cutting and sawing.
   - Marble cutting.
   - The use of a compressor in the work of paints.
   - Use a welding machine.

8. The maximum height allowed for booths in all halls is only 5 meters.

9. The owners of the adjacent booth with the neighbor are obliged to finish the difference of the sides of the booth adjacent to the neighbor by painting them in white, trying to leave an area of 30% in the facade open and unobstructed, the height of the floors should not exceed 10 cm and adherence to the walls that must be partially closed according to the general path specified.

10. All exhibition booths with raised floors must be wheelchair accessible. Ramps should have a minimum width of 91.44 cm between handrails and a maximum slope of 2.54/30.48 (which means that for every 30.48 cm of length, it rises by 2.54 cm).

11. All exhibitors or building contractors will pay EGP 100 for every worker allowed to work inside the site from the construction phase to the dismantling period.

12. All exhibitors are prohibited from using the drill to install in the halls’ floors, walls, and columns. Glue is not allowed to stick the carpet on the floor. It is only allowed to use the adhesive tape with the need to remove it immediately after the exhibition ends. Violators will be fined according to the value of the damage determined by the exhibition management and the goods of the exhibitors responsible.

13. Not allowed to use thermal heaters and compressed gas cylinders, and to abide by the instructions of civil protection in the treatment of materials that the civil protection considers highly flammable in the processing materials.

14. All exhibitors must spray all the fabrics inside the pavilion with a fire-resistant substance and hold a certificate to that effect from the contractor approved by the Authority, as well as the carpeting used in the flooring, if any.

15. Workers and technicians are forbidden from delivering and installing decorations without shoes and wearing slippers or sandals while carrying them out.

16. All companies are prohibited from using the aluminum octanorm system.
17. Exhibitors are encouraged to disseminate content digitally. Screens and QR codes will be the primary distribution methods and print materials will be limited.

18. Rollup banners are prohibited in the exhibition halls. All pre-built booths will have LCD screens for digital content (banners, posters, and videos).

19. Exhibitors must use their advertising materials within the booth’s boundaries only, considering the heights of the adjacent neighborhood. It is prohibited to hang banners or flags on the halls’ ceilings, entrances, and corridors.

20. Exhibitors are prohibited from leaving the booth area with their exhibits or advertising materials, knowing that the exhibition management will remove any infringements without prior notice. If these violations are repeated, violators will be fined.

21. The exhibitors should avoid objects or installations that obstruct the view of the rest of the exhibitors and not use audio devices or display in a way that disturbs the other exhibitors.

22. The exhibition management (GCM and UN-Habitat) is not responsible for the items inside the booth during the preparation period.

23. The venue management is responsible for securing the exhibits from the exhibition’s closing period at night until the hall opens in the morning; each company is responsible for the exhibits of each pavilion during the exhibition period.

24. It is forbidden to have any obstacle in front of the fire wheel and to create openings for it if it is in the booth space.

25. The entry fee for 3 to 5-tonne forklifts is US$ 250 per ton.

26. Smoking is strictly forbidden inside the showrooms. Violators will be subject to a fine.

27. It is strictly forbidden to place any obstacles in the path of the escape gates.

28. All exhibitors must complete all finishing and furnishing works by 19:00 hours on Thursday, October 28, 2024, to allow the organizer to start carpeting the corridors and general hygiene.

29. The halls are opened one hour before the visitors’ entry for general cleaning and coordination, and the exhibitors must show their badges to the organizers to enter the exhibition.

30. All exhibitors and building contractors must use the loading doors designated for this purpose during the preparation, furnishing, dismantling, and evacuation of the exhibits and not the visitors’ doors.

31. During exhibition periods, it is prohibited to bring in or remove exhibits. If necessary, prior arrangements should be made with the organizers’ office.

32. Contractors for the implementation of decoration/exhibitors must have a cash amount of EGP 50 for each square meter of decor fees collected at the entrance gates of the equipment cars.

33. All exhibiting companies must create only one door for entry and exit through the area designated for displaying products in a way that does not affect the paths specified for visitors and adheres to the path specified by the organizing company (GCM).
**Health and safety**

**Personal protective equipment (PPE) - mandatory rule**

Personal protective equipment is mandatory when there is a foreseeable risk of a requirement to prevent injury. The following requirements will be mandatory at ALL venues.

**Mandatory foot protection**

It is mandatory to wear safety footwear (safety shoes with toe and puncture protection) to work in the halls and loading bays during build-up and break-down periods. Below are samples for reference purposes only.

- **Safety Sandals (GCC Nationals / Ladies)**

- **Normal Safety Shoes with Toe and Puncture protection**

**Mandatory high visibility clothing (high visibility vest)**

It is mandatory to always wear high visibility jackets/vests (any colour) in the halls during build-up and breakdown and in the loading bays or areas where vehicles are moving.

**Other PPE includes the following:**

- Gloves to protect hands and forearms
- Dust masks to protect from breathing hazardous or irritate particles
- Eye protection
- Hearing protection
- Harness and safety belts

This is not an exhaustive list of items, and the employer has the duty to ensure that the correct type of PPE is applied to a work situation. The standard adopted for personal protective equipment is in accordance with British Standards and technical guidelines, which apply in full at the venue.

**The only allowed machineries:**

It is mandatory to wear a hard hat if you are working on or around any double-decker stands, scaffolding, or any structure where there is a risk of falling objects or head injury.
The following requirements will be mandatory when working onsite:

- High visibility vest (high visibility clothing)
- Safety shoes (sandals, trainers, and open/soft shoes will not be permitted)
- Hard Hat (head protection when overhead work is being carried out)

<table>
<thead>
<tr>
<th>Scaffolding Safety</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔ Make sure the scaffolding boards are in place and in good condition.</td>
</tr>
<tr>
<td>✔ The scaffold must be strong enough for the usage purpose.</td>
</tr>
<tr>
<td>✔ Never overcrowd scaffold with people, supplies, or equipment.</td>
</tr>
<tr>
<td>✔ Erect scaffold with proper access and guard rails.</td>
</tr>
<tr>
<td>✔ Tied scaffold adequately where required.</td>
</tr>
<tr>
<td>✔ Place the guard rails and toe boards firmly.</td>
</tr>
<tr>
<td>✔ Use safety harness and lifeline.</td>
</tr>
<tr>
<td>✔ Do not climb or stretch out over the guard rails.</td>
</tr>
<tr>
<td>✔ Incomplete scaffold must be blocked off or must display a warning notice that it must not be used.</td>
</tr>
</tbody>
</table>

**Regulations on health & safety use of ladder & use of scaffolding**

**Ladder rules**

- ✔ Always face ladder when ascending or descending.
- ✔ Always maintain 3 points of contact on the ladder: 2 feet + 1 hand or 2 hands + 1 foot
- ✔ Top of ladder should never be used as a step.
- ✔ Ladders should never be moved, shifted or extended while occupied.
- ✔ Never carry an object or load that could cause you to lose your balance.

**Trolleys — ensure to use trolleys to bring your stand materials**
Strictly

Slippers/Thongs, Sandals, or Open-Toed Footwear, and Smoking is Not Allowed Onsite

Anyone found working in the halls not wearing proper PPE will be asked to exit the halls and may be subject to a ban from events.

Please note that the stand build will be monitored onsite to ensure the stability of the structure. In case of any unstable and unsafe structure, the organizer will request the responsible exhibitor or contractor to reinforce the structure. Please adhere to the rules and regulations.

Contacts

Exhibition coordination and space allocation

Head of Production, UN-Habitat
Victor Mgendi
unhabitalexhibition@un.org
victor.mgendi@un.org

UN-Habitat is responsible for online applications, vetting and approval of exhibitors, floor plan design, and space allocation.

Invoicing and payments

Focal point, Urban Expo payments
Noha Abdelaty Hamed
T: 01069811110
noha_hamed@mhud.gov.eg

Approved exhibitors may hire a builder of their choice for space-only stands. Below are some suggested contractors that could also be engaged.

Exhibition stand builders

GCM (Official WUF12 contractor)
Ziad Hashem
T: 01146448684
ziad.hesham@gcm-egypt.com

Level International Events & Exhibition
Mohamed Wahba
T: 01020520440
mohamed@levelfitout.com

Top Event
Ahmed Abd El Aziz
T: 01008772115 | 01159311106
info@topeventeg.com

Solutions
Khadiga
T: 01221419493
khadiga@solution-design.net

Official contractor (on-site management)

GCM
Omar Tarek
T: 0100 8702140
omar.tarek@gcm-egypt.com

The official contractor, GCM, is responsible for onsite management of the Expo, including overseeing build-up and dismantling, building pre-built booths, and providing extra equipment and furniture for pre-built booths.

DeltaConex
Seif Bassel
T: 0106 8999460
sbassel@deltaconex.com

Omar Mohamed
T: 01033663688
omohamed@deltaconex.com
Material guide

Introduction

WUF12 focuses on the theme “It All Starts at Home: Local Actions for Sustainable Cities and Communities.” As part of this emphasis on sustainability, WUF12 is keen to use sustainable materials in building the exhibition space and encourages exhibitors to follow suit.

As conscientious global citizens, we wholeheartedly acknowledge the pressing imperative to mitigate our environmental impact.

By meticulously curating materials, we not only craft captivating exhibits but also significantly reduce our ecological footprint.

This comprehensive guide empowers exhibitors with the knowledge and tools to make informed, sustainable decisions that not only enhance their brand but also contribute positively to our planet's well-being.

Why this guide matters?

Environmental Impact
- Choosing sustainable materials reduces waste, energy consumption, and greenhouse gas emissions.
- Exhibitors contribute to a more resilient planet.

Positive Brand Image
- Sustainability-conscious exhibitors attract environmentally aware visitors.
- Demonstrating commitment to eco-friendly practices enhances brand reputation.

Long-Term Benefits
- While some sustainable materials might require more preparation, their durability and positive public relations yield long-term advantages.

Theme

In this year’s Urban Expo, we’re meticulously weaving the rich tapestry of Cairo’s historical streets into our design. Drawing inspiration from the old city’s labyrinthine alleys and bustling markets, we will curate a layout that pays homage to its urban heritage.
Skeleton work

A wood that is sourced sustainably is renewable and biodegradable, which makes it partially of an environmentally friendly choice. Its versatility makes it suitable for a wide range of uses, including structural meshes, slats, and panels.

The majority of wood in Egypt is imported rather than locally sourced, which raises its price and carbon footprint.

For this reason, using a high-quality local substitute that doesn’t compromise the overall look, feel, or quality is encouraged.

Wood replacement

Compressed palm midrib panels

Why?
Lightweight, durable, local and biodegradable.

Impact
Reduces deforestation, supports local economies and reduces agricultural waste.

Data
Typically, the midrib panels range from 1 meter (approximately 3.28 feet) to 2 meters (approximately 6.56 feet) in length.

Bamboo poles

Why?
A versatile material that grows rapidly and has a low environmental impact. Could be used for structural elements, signage, or decorative features.

Data
Bamboo poles can be sourced locally and have a maximum height of four meters.
Cladding

MDF panels
While MDF reduces waste and carbon footprints, it's hard to be recycled.

When designing exhibitions, considering environmental impact is crucial, and sustainable alternatives should be explored.

Wheatboard
Made from wheat straw, it's formaldehyde-free and recyclable.

Reclaimed wood
Salvaged wood from old structures reduces waste.

Corkboard
Lightweight, renewable, and sound-absorbing.

Get creative

Local material
Rammed earth panels use locally sourced materials, minimizing embodied energy and waste. This aligns well with sustainable exhibition design.

Natural aesthetics
The earthy texture and warm tones of rammed earth create a harmonious backdrop for exhibits. Visitors feel connected to the environment, enhancing their experience.
Rammed earth panels

Fabrics and canvas

Replace banners
Instead of vinyl banners, opt for canvas. Canvas is durable, reusable, and can be printed with vibrant graphics.

Plus, it's biodegradable.

Jute and hemp
These natural fibers can replace synthetic materials in textiles, ropes, and packaging.
Why?

Versatility
Canvas can be reused and repurposed in various settings. Its sturdiness allows for multiple uses, reducing the need for single-use plastic banners.

Biodegradability
Canvas is completely biodegradable since it’s made from natural fiber like cotton or linen. In contrast, plastic banners (often made of polyvinyl chloride or PVC) take thousands of years to degrade and contribute to plastic pollution.

Recyclability
Canvas is 100% recyclable. Properly treated canvas can be repurposed into new items without harming the environment.

3D printing

Enhancing exhibits
By bringing 3D-printed models to life, exhibitions become more engaging. Visitors can interact with intricate details and gain deeper insights into installations or artistic objects.

Cost-effective solutions
3D printing reduces costs compared to traditional fabrication methods. It enables customized display elements, interactive components, and intricate designs without excessive expenses.

3D printing filaments
We can shift away from petroleum-based plastics and embrace biodegradable filaments like PLA, PHA, and PCL.

PLA is biodegradable and suitable for 3D printing. It’s an excellent alternative to petroleum-based plastics and widely available in Egypt and worldwide.
Vegetations

We invite all exhibitors to infuse their spaces with lush greenery and vibrant plants.

Bringing nature to the show:
Exhibition halls can sometimes feel sterile. By adding potted plants or fruiting trees, exhibitors can infuse life and color into their booths, making them more inviting.

Wall displays with greenery
Exhibitors can affix small potted plants to wall displays or create full greenery backdrops using portable ivy or other crawler plants. These natural elements soften the space and create a refreshing ambiance.

Bright hanging plants:
Utilizing the top space with hanging plants—such as orchids or vibrant flowers—adds visual interest and draws attention to display tables.

Content handling

We encourage you to embrace efficient and eco-friendly practices by opting for digital content exchange (Ex: QR Codes, NFC Tags, etc.)

By utilizing digital documents, you gain accessibility, security, and the ability to edit seamlessly.

Let’s reduce paper waste and create a streamlined exhibition experience together!
It All Starts At Home
Local Actions for Sustainable Cities and Communities

For more information on the Urban Expo, please write to unhabitat-exhibition@un.org.

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