



Your stand -  
An impact that  
lasts.

A footprint that  
doesn't.

**PROSTAND**  
exhibition solutions

# When an exhibition stand says so much more than just the brand.

In the exhibition world, a stand is built to capture the eye and express brand identity. Today, it must also respect the environment.

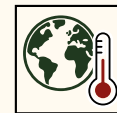
**Sustainability demands a structured approach**, and Prostand has chosen a scientific framework—relying on certified, verifiable data and embedding it into the core of how we operate.



## The environmental impact of each exhibition stand: the Life Cycle Assessment

Prostand's sustainability strategy began in 2023 with a Life Cycle Assessment (LCA) of our exhibition stands, conducted in partnership with the University of Bologna's Department of Industrial Chemistry (Alma Mater Studiorum).

The analysis examined the entire life cycle of the stands and assessed 19 environmental parameters, including:



CLIMATE IMPACT



CONSUMPTION OF NATURAL RESOURCES



ENERGY USE



IMPACT ON ECOSYSTEMS



WATER CONSUMPTION

By mapping the environmental footprint of temporary architecture, this study highlighted precisely **where impacts occur and established the most effective strategies for reduction.**

# The Prostand Sustainable Approach



MEASURE / OFFSET / REDUCE

To turn scientific insights into tangible action, we have created our **proprietary sustainability management model**.

**100% CO<sub>2</sub> Certified**  
**100% CO<sub>2</sub> Offset**  
**0 Greenwashing**

The M.O.RE. method encompasses the analyses, certifications, and sustainable practices that guide the company.

**Prostand  
rejects  
greenwashing**

## MEASURE -

We measure to understand our carbon footprint.

CERTIFIED  
ISO 14064-1



## OFFSET -

We offset emissions through certified carbon credits.



Verified Carbon  
Standard

## REDUCE -

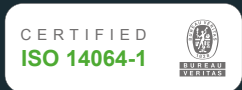
We reduce our emissions through the progressive implementation of a mitigation plan.



# M — Measure

## Measure to understand

Our commitment to sustainability began with an accurate analysis of our **organisational carbon footprint** – that is, the greenhouse gas emissions generated by the whole of Prostand over a calendar year.



The calculation is carried out annually in accordance with the international standards **UNI EN ISO 14064-1** and is verified by **Bureau Veritas**, one of the leading global certification bodies.

The analysis takes into account all the main sources of emissions:

### DIRECT EMISSIONS

from fuel and company vehicles

### INDIRECT EMISSIONS

from purchased energy

### INDIRECT EMISSIONS

along the value chain

10.790 ton 2023

8.614 ton 2024

PROSTAND'S CARBON FOOTPRINT

93 %

EMISSIONS FROM OUTSOURCED PRODUCTION PROCESSES

The annual data makes it possible to pinpoint precisely the **areas where action is needed to improve environmental performance over time.**





# O — Offset

## Offset residual emissions

Once the environmental impact has been measured, any emissions – however low – that cannot be eliminated through corporate strategies are offset using **certified carbon credits**.

A carbon credit represents **one tonne of CO<sub>2</sub> that has not been emitted or has been removed from the atmosphere** thanks to environmental projects verified by independent bodies.

Prostand uses credits certified according to the **Verified Carbon Standard (VCS)** developed by the international organisation **Verra**, one of the leading global standards in the voluntary carbon market.

Among the projects supported:

### KEO SEIMA – CAMBODIA

A forest conservation project that protects highly biodiverse tropical ecosystems and safeguards the land of the Bunong indigenous communities.

### BASPA HYDROPOWER – INDIA

A hydroelectric power station that generates renewable energy and helps reducing emissions from fossil fuels.

By investing in these projects, Prostand contributes to both global decarbonisation and the sustainable development of the regions involved.

BASPA HYDROPOWER – INDIA

KEO SEIMA – CAMBODIA



Verified Carbon  
Standard



# RE — REduce

## Reducing impact over time

Our long-term goal is to gradually reduce the emissions generated by the company's operations.

To this end, Prostand constantly analyses:

PRODUCTION  
PROCESSES

SUPPLY CHAINS

MATERIALS  
USED

LOGISTICS  
AND TRANSPORT

This analysis helps us pinpoint high-impact measures to lower our carbon footprint while constantly updating our strategic mitigation plan.

**Sustainability:  
not just our goal,  
but the way we work**



A hand is shown in the upper left, reaching down to touch a glowing, white human figure among a row of other human figures. The figures are on a wooden surface, and the lighting is warm and focused on the selected figure.

# The benefits for our customers

Choosing Prostand means working with a partner that approaches sustainability in a practical, measurable and verifiable way.

## ALIGNMENT WITH ESG POLICIES

As more companies embrace sustainability, they look for supply chain partners who share these core values

## MITIGATION OF REPUTATIONAL RISK

Environmental claims must be verifiable. The Prostand Sustainable Approach M.O.RE. is based on certified data and international standards.

## ALIGNMENT WITH CORPORATE SUSTAINABILITY STRATEGIES

Working with responsible partners helps to strengthen your brand's credibility.

## COMPETITIVE ADVANTAGE

A sustainable stand conveys innovation, responsibility and vision.

Today's temporary architecture must be more than spectacular.

It must be **considered.**

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We report  
**impacts**  
we can  
**verify**

We make  
**promises**  
we can  
**keep**



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