

As customers become increasingly aware of the issues affecting the environment, Global Fairs launches the International Sustainability Park (ISP) at IFA 2019-- an area set to help the industry better understand what consumers expect of supposedly green-aware businesses.



The ISP is an initiative involving some industry and green product associations. According to Global Fairs managing director Jan Nintemann, it is not the "typical" green industry event. Instead of just focusing on recycling and toxic substances, the ISP conference covers which changes younger generations expect from consumer products and marketing, as well as how companies can start a true green dialogue and the role trade shows play in pushing climate action to industries.

Visitors to the ISP can listen to top experts from both public and private sectors, including FAMAB, QuietMark, White Lobster, Z-Wave, and climate experts. Topics covered by the talks are various, with examples including how exactly companies can engage with environmentally-aware customers and the transformation of smart home into a more climate-sensible business.

"Industry exhibitions must lead the way because it's where companies go to meet buyers," Nintemann says. "Bringing climate change from top down hasn't been working: I think we can make greater change from the base upwards. Our exhibitions (in their own best interest) must lead the way by example and in discussion. We have the top associations in trade show exhibitions bringing in their expertise to share."

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