

WORLD
URBAN
FORUM
TWELFTH SESSION



JULY 2024

WUF12

Urban Expo

Exhibition Guidelines

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 July 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

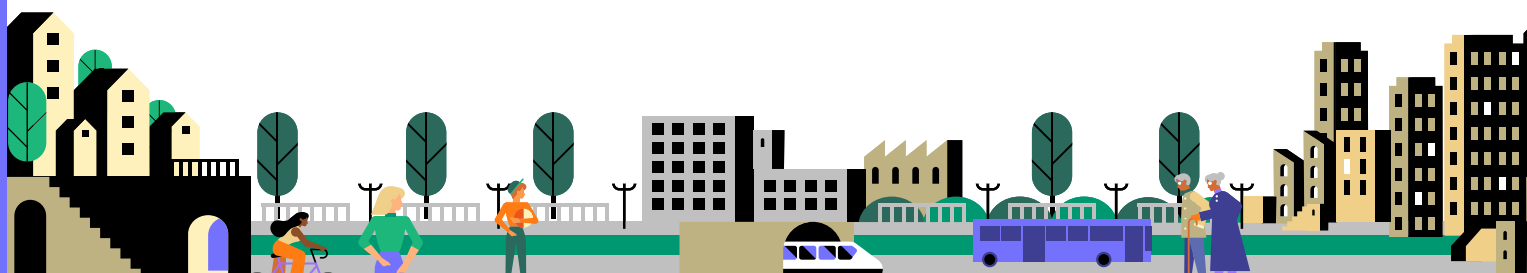
For more information on the Dialogues, please read the [WUF12 Background Paper](#).

- 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.

Exhibition packages

Exhibitors have the choice between the following:

- **Pre-built stands** will be equipped with basic furniture, carpeted flooring, power outlets, and lighting. The cost will be available shortly.
- **Empty floor space** (raw space) to design and build larger stands and pavilions. **The cost of empty floor space within the exhibition halls is USD220 per square meter, while outdoor space costs \$200 per square meter.**
- **A limited number of complimentary stands** will be reserved for organizations that are based in Least Developed Countries (LDCs). These limited bookings will be allocated on a first-come, first-served basis.



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 construction 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).

*Find more details on sustainable materials in
Annex 1: Material Guide.*

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

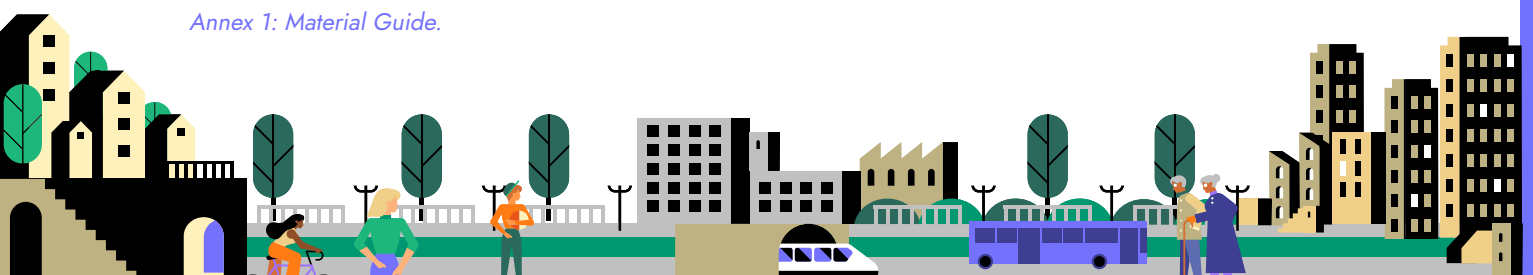
- Identify and communicate the types of waste likely to be generated by each exhibitor to the waste management company to plan for efficient waste management solutions including recycling, reuse, and recovery.
- Foster a fully digital experience for participants. Therefore, ensure all exhibition and 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.



Awards

The WUF12 Urban Expo will grant three recognition awards:

Most
innovative
and creative
exhibit

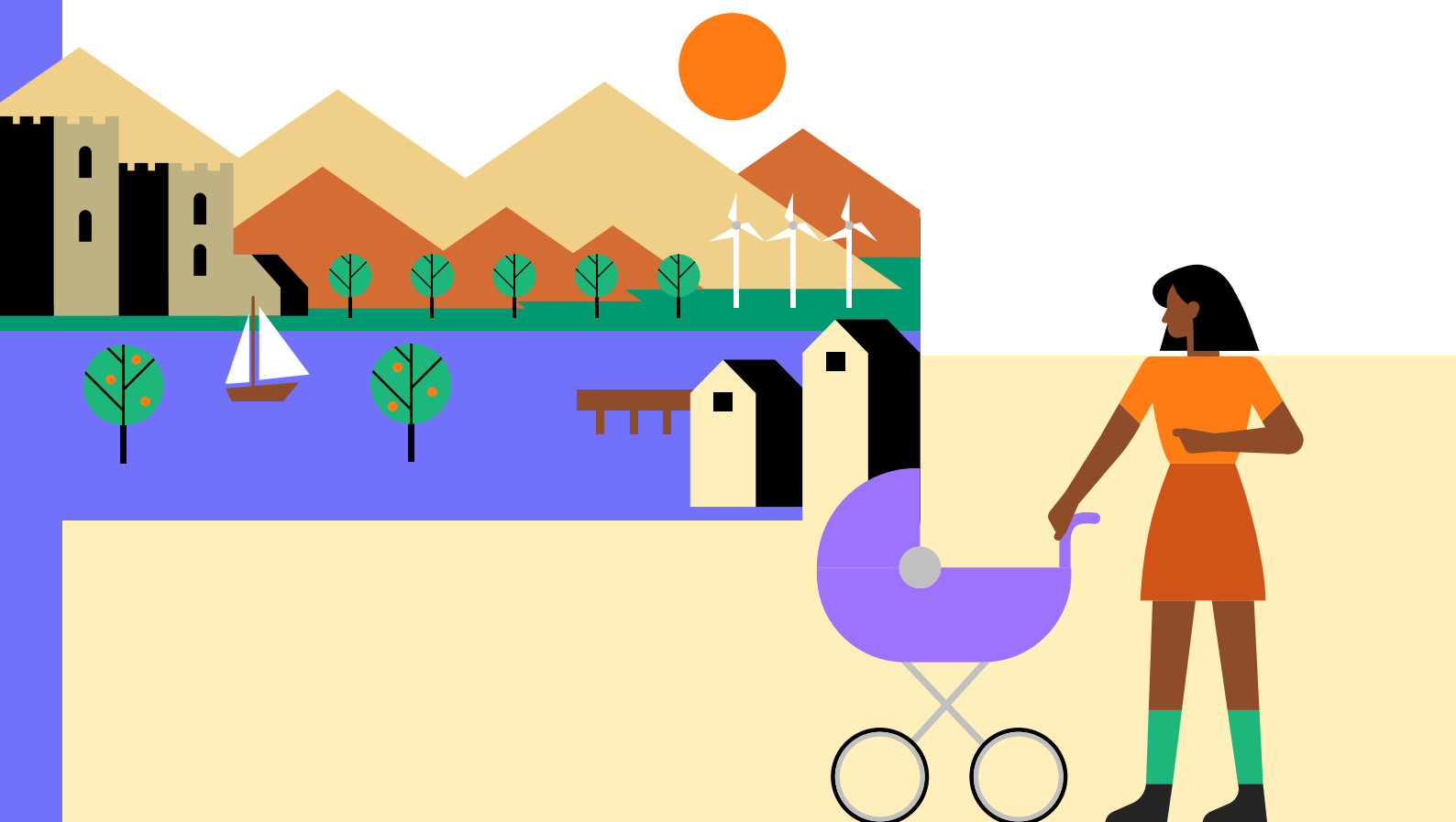
Most
sustainable
exhibit

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.

General rules and regulations

- Exhibition organizers can request services needed for their exhibition through online request forms that will be made available in due course.
- The sale of printed materials, merchandise, or any goods at the WUF12 venue during the 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.
- Exhibitors cannot distribute paper or plastic goods.
- Exhibition organizers are responsible for their exhibitions. UN-Habitat is not responsible for damage or loss of exhibition materials.
- Exhibitors must ensure that at least one staff is present at all times at their respective stand, throughout the entire event. Daily hours will follow the programme of WUF12.
- All participants and exhibitors must adhere to the [UN Code of Conduct](#).
- Consumption and distribution of alcohol at the Urban Expo is strictly prohibited.





Annex 1

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

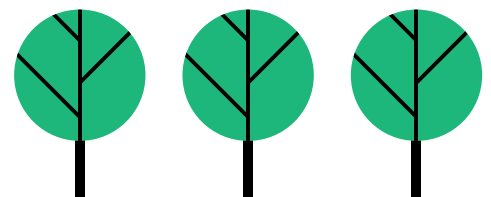
- Choosing sustainable materials reduces waste, energy consumption, and greenhouse gas emissions.
- Exhibitors contribute to a more resilient planet.

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.



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

01

Compressed palm midrib panels

Why?

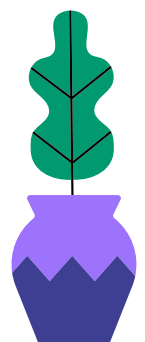
Lightweight, durable, local and biodegradable.

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.



02

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.



Alternatives

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

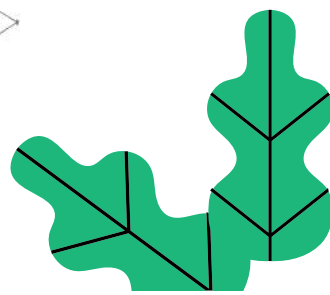
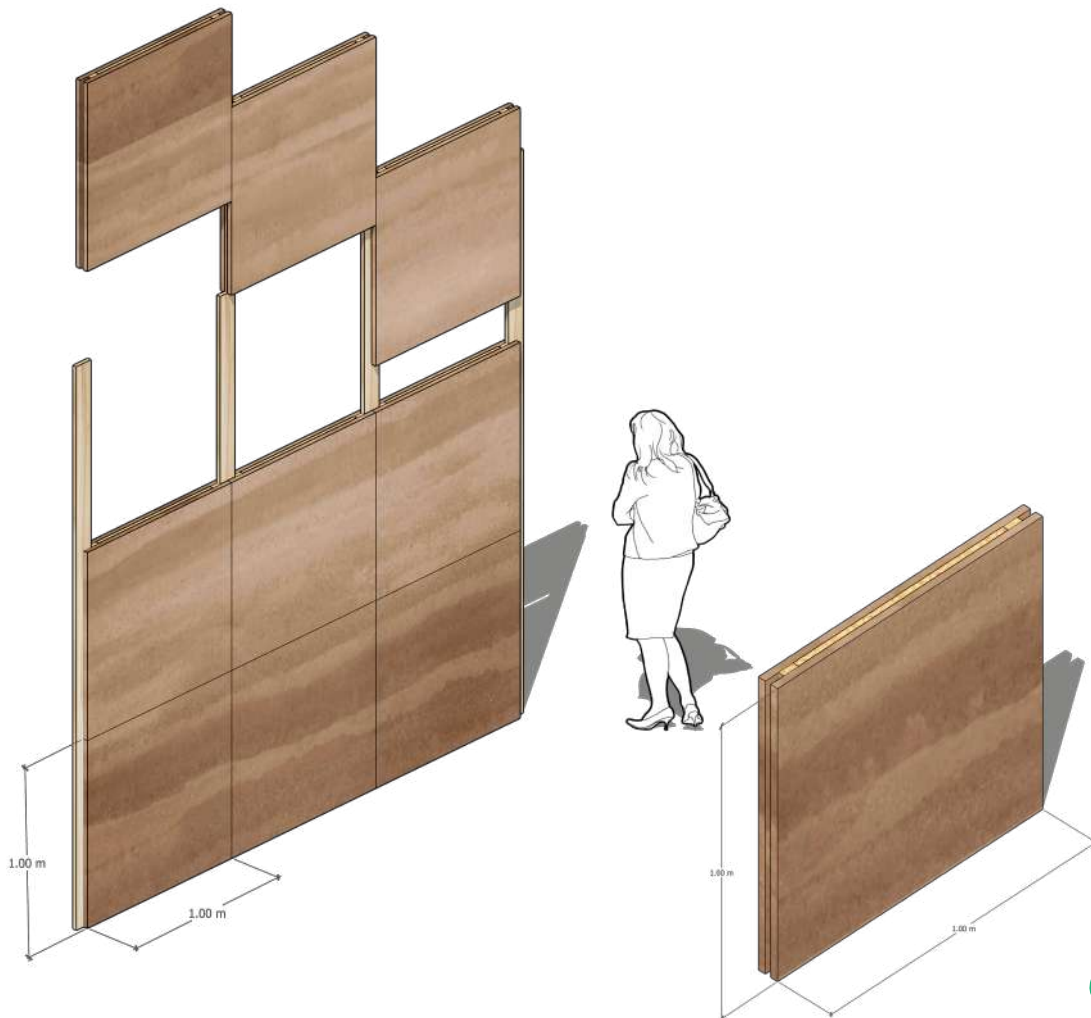
Rammed earth panels use locally sourced materials, minimizing embodied energy and waste. This aligns well with sustainable exhibition design.

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

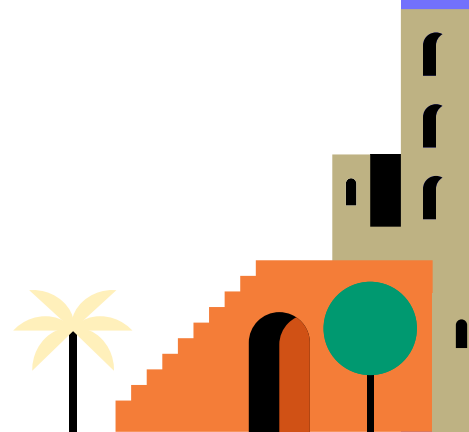
Canvas can be reused and repurposed in various settings. Its sturdiness allows for multiple uses, reducing the need for single-use plastic banners.

Biodegradability

Canvas is completely biodegradable since it's made from natural fibers 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.



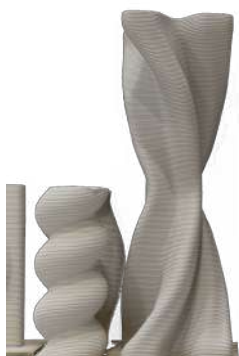
3D printing

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.

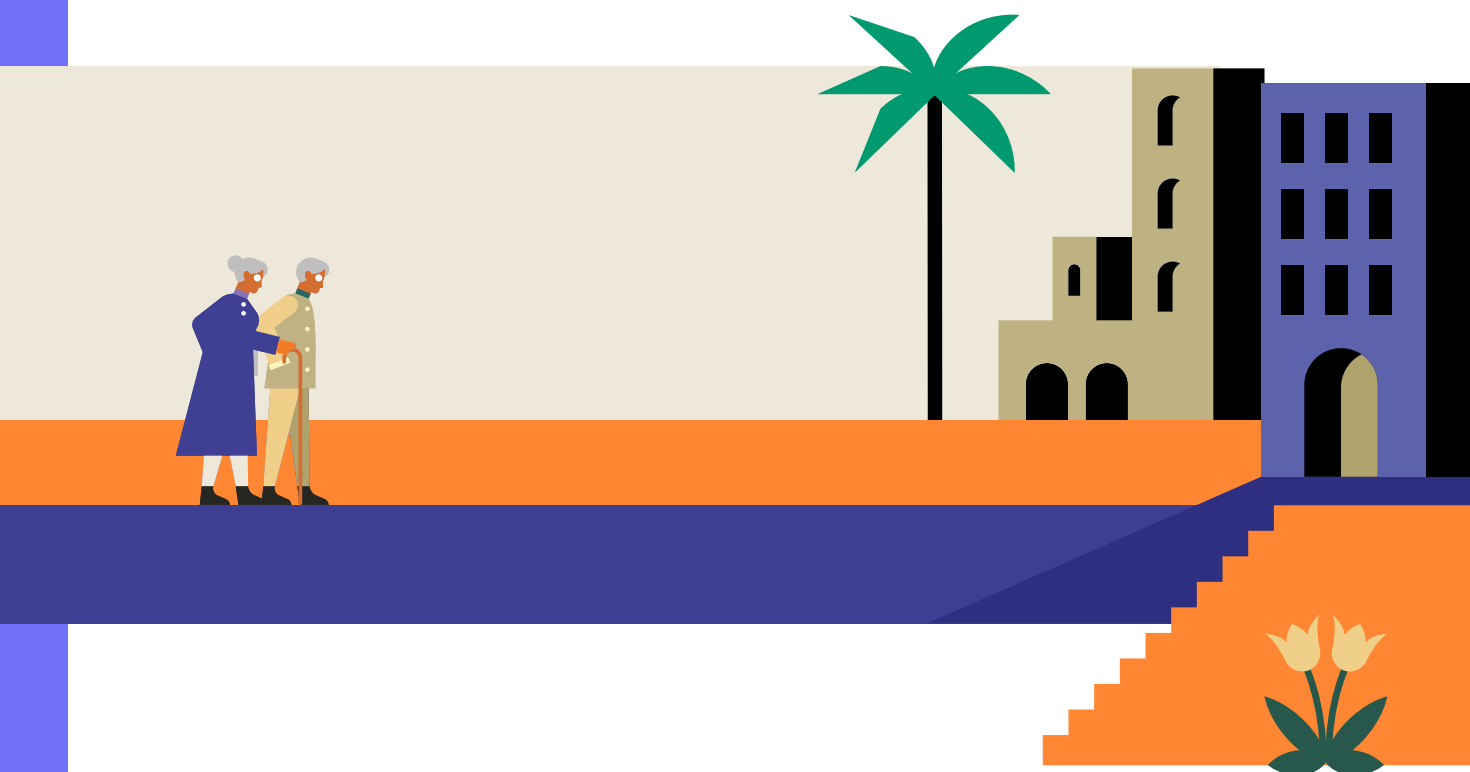


3D printing filaments

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:

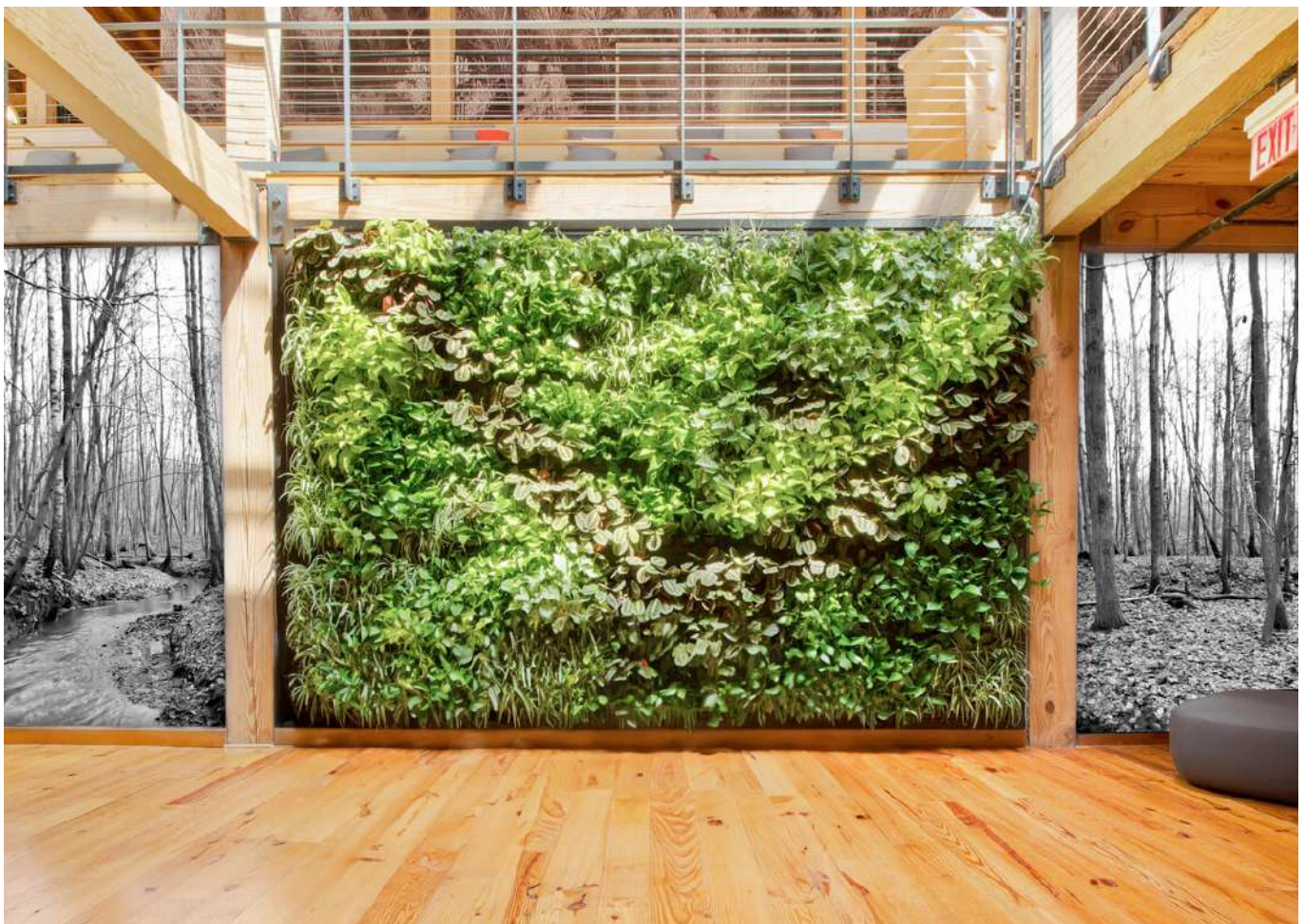
Exhibition halls can sometimes feel sterile. By adding potted plants or fruiting trees, exhibitors can infuse life and color into their booths, making them more inviting.

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.

#WUF12 #ItAllStartsAtHome wuf.unhabitat.org | [Instagram](#) | [Twitter](#) | [LinkedIn](#)

