

Best Inclusion Initiative

INTRODUCTION TO THE AWARD

Sustainable development integrates environmental, economic, and social dimensions to ensure resource preservation, economic growth, and social equity. The 2025 UFI Sustainable Development Award aims to celebrate industry trailblazers who use exhibitions as platforms for positive social change, particularly around inclusivity. Inclusion is about creating an environment where all participants feel valued and respected, regardless of their background or differences. It ensures that everyone has equal opportunities to participate, thrive, and succeed.

OBJECTIVE

Applicants shall demonstrate how they embrace these values, creating spaces where everyone is engaged and empowered. From innovative physical locations to immersive digital experiences, from breaking down communication barriers to fostering true inclusion, this award salutes those who raise the bar for positive social impact. They foster unity and progress towards a brighter future through exhibitions that go beyond bringing people together to creating movements for change.

ELIGIBILITY

The application is open to all companies from the exhibition industry (organisers, venues, service providers, associations), whether they are UFI members or not. Collaborative entries, involving groups of organisations, including some from outside the exhibition industry are also welcome.

CRITERIA

The award will recognise entries by assessing the following items:

- Scope of the product(s)/service(s)
- Effective stakeholder engagement
- Measurable results

APPLICATION PROCESS

To apply, please submit a summary of your initiative (maximum of 5 pages in English) to Peirui at sdaward@ufi.org, including the following information:

- **Company name(s)** and title (theme) of the entry
- **Contact person** details
- **Background, nature, and general objectives** of the programme
- **Detailed project description** that aligns with the award criteria, including stakeholders involved, actions taken, and results achieved
- **Conclusion:** lessons learned and next steps (if applicable)

Please ensure your submission highlights how your initiative meets the award criteria.

Organisations can apply in multiple categories, but the same project/show cannot be submitted for more than one category.

Confidential data may be included in the application; however, only entries with sufficient information for public communication will be considered. Participants must agree to share their presentations or an alternate version to support industry best practice sharing. If selected, key details of your submission will be publicly shared.

UFI will confirm receipt of your entry within three days. Application to the UFI Awards is free of charge.

JUDGING PROCESS

The jury will select the award winner through a two-step process:

1. **Initial review:** The jury assesses all entries and creates a shortlist of finalists (the number of finalists is determined by the jury).
2. **Finalist presentation:** Shortlisted finalists will be asked to prepare an in-depth presentation on their entry, which may include additional supporting documents (to be submitted in April/May 2025 – date to be confirmed). The jury will hold an online question-and-answer session and will then select the winner by June 2025.

Finalists and winners will receive prominent exposure on www.ufi.org and in leading international trade publications, including **UFI Info** as well as distinct opportunities to showcase their projects. Additionally, the award winner will receive one complimentary registration to attend the **UFI Global Congress 2025** to receive their trophy.

Entries that don't reach the final but are deemed best practice examples by the jury will also be promoted unless the entrant requests not to be mentioned.