

Green Globe and Messe Institut: CSR Certification for Exhibition Industry



Green Globe Certification Signs Agreement with Messe Institut for CSR Certification for the Exhibition Industry

Green Globe Certification announces a new partnership with the German-based MESSE INSTITUT launching a dedicated certification for Corporate Social Responsibility within the exhibition industry.

At the signing ceremony in Munich, Dr. Peter Zimmer, Green Globe Preferred Partner for Germany, said, 'As a respected organization with over 17 branches and 12,000 members within the exhibition industry, the MESSE INSTITUT is the ideal partner to establish mandatory CSR standards and the professional certification process throughout German trade fairs.'

Under the agreement, CSR criteria and indicators from the Green Globe Certification Standard have been included in the MESSE INSTITUT's existing criteria for the EXPOeco CSR Trade Fair Certification.

All German clients striving to achieve the EXPOeco CSR Certification will be required to meet at least 51% of the newly combined criteria. The certification system is available online in five languages, is binding worldwide and independently verified by Green Globe accredited auditors.

Dr. Zimmer added, 'This new collaboration with the MESSE INSTITUT is part of Green Globe Certification's international agreement with the European Association of Event Centers (EVVC) and the German Convention Bureau (GCB). MESSE INSTITUT is a dynamic member in the field of sustainability and will prove to be an important partner in Germany.'

About MESSE INSTITUT:

Founded in 1993 by Wolf M. Spryß as well as renowned companies in the exhibition industry, the MESSE INSTITUT strategically advises businesses on how to maximize their impact and the benefits they receive from participating in and planning exhibitions and trade fairs. MESSE INSTITUT's knowledge exchange is driven by the Institute Advisory Board made up of industry experts. The Institute Advisory Board concentrates on the following areas:

FUTURE MEASURE - basic research - analysis - studies - evaluation - advice

RESPONSIBILITY MEASURE - sustainability - CSR - CSR Certification EXPOeco

EXPERTISE MEASURE - employee qualification - education and training - human resources consulting

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About Green Globe Certification:

Green Globe Certification is the worldwide sustainability system based on internationally accepted criteria for sustainable operation and management of travel and tourism businesses. Operating under a worldwide license, Green Globe Certification is based in California, USA and is represented in over 83 countries. Green Globe is the only certification brand to be an affiliate member of the United Nations World Tourism Organization (UNWTO), is partly owned by the World Travel and Tourism Council (WTTC) and a member of the Caribbean Alliance for Sustainable Tourism (CAST) governing council.

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Date: 2011-01-27

Article link:

<http://www.tourism-review.com/exhibition-industry-csr-certification-to-be-secured-by-green-globe-certification--news2583>