

Fair for Businesses and Environment

Jurmala

The first business fair of Jurmala put much emphasis on its environmental impact. The re-usable exposition stands and furniture were for example made from cardboard by a local manufacturer. The fair *Jurmala City Offers* was arranged in May 2003.

Challenge – to reduce negative environmental impacts of large public events and affect on the attitudes of businesses

Specific Goal – to bring environmentally friendly products and business world together at the fair

Activities – The fair “Jurmala City offers” in May 2003

Innovation – Good business climate and environmental

issues were brought together. New re-usable light-weight exhibition stands and furniture were developed, made of folded cardboard.

Actors – city, local businesses and young volunteers

Environmental impact – reduced use of non-renewable resources, awareness effect on businesses

Budget and funders – 12 500 eur, funded by the city and the exhibitors

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Candidate for the UBC Environmental Award 2003