

news +++ Ambiente/Christmasworld/Creativeworld
26/27 to 30 January 2024

ambiente

christmasworld

creativeworld

Special Interest Ethical Style: The application for the sustainability programme is open

The three leading international consumer goods fairs Ambiente, Christmasworld and Creativeworld focus strongly on the important meta theme of sustainability. With the Special Interest Ethical Style, they offer exhibitors the opportunity to present their particularly environmentally friendly, ethically produced and sustainable products to the trade fair public. The application for the sustainability programme runs until 24 November 2023.

More and more consumers worldwide are attaching importance to sustainable products, degradable or recyclable materials and socially responsible production methods. Together with their exhibitors, the world's leading trade fairs Ambiente, Christmasworld and Creativeworld want to focus on the important subject of sustainability and offer a central international trading platform for sustainable consumer goods: the Special Interest Ethical Style identifies exhibitors whose environmentally friendly and ethically produced products are considered particularly sustainable. The Ethical Style label thus identifies companies as sustainable and marks participating exhibitors on their stands at the fair as well as in the online exhibitor search. The already successfully established sustainability programme of the three leading consumer goods fairs thus makes it easier for visitors to find products relevant to them, offers optimal orientation and opens up new sales opportunities and business contacts for exhibitors. In 2023, a total of 305 exhibitors at Ambiente, Christmasworld and Creativeworld received the Ethical Style label.



Das Ethical Style label identifies participating exhibitors as sustainable. © Messe Frankfurt.

The Special Interest Ethical Style bundles the various facets of sustainability into six categories: Eco-Friendly Material, Eco-Optimised Production, Fair & Social Production, Re-/Upcycling Design, Handmade Manufacturing and Sustainable Innovation. Exhibitors can fulfil one or more of these requirements with their products. An independent jury of international experts will examine the companies and their products for the various necessary criteria. The Ethical Style label is valid for three years. The labelled companies also have the chance to be selected for curated special presentations at the 2024 events: As part of the six categories, two "Ethical Style Spots" on the Messe Frankfurt exhibition grounds will present selected products from exhibitors that combine design and sustainability. The Ethical Style Spots offer environmentally friendly, ethically acting companies an additional stage for their products and provide the trade with valuable inspiration for the presentation of sustainable product ranges. Exhibitors can **apply for participation until 24 November 2023** at the following links:

Ambiente: [Ambiente Ethical Style \(ambiente-application.com\)](https://ambiente-application.com)

Christmasworld: [Christmasworld Ethical Style \(christmasworld-application.com\)](https://christmasworld-application.com)

Creativeworld: [Creativeworld Ethical Style \(creativeworld-application.com\)](https://creativeworld-application.com)

Ambiente, Christmasworld and Creativeworld will continue to be held simultaneously at the Frankfurt exhibition centre:

Ambiente/Christmasworld: 26 to 30 January 2024

Creativeworld: 27 to 30 January 2024

Press releases & images:

<http://ambiente.messefrankfurt.com/press>

<http://christmasworld.messefrankfurt.com/press>

<http://creativeworld.messefrankfurt.com/press>

On social media:

www.facebook.com/ambientefair | www.twitter.com/ambiente

www.instagram.com/ambientefair | www.ambiente-blog.com

www.linkedin.com/company/ambientefair

www.facebook.com/christmasworld/ | www.instagram.com/christmasworld.frankfurt/

www.linkedin.com/company/christmasworldfrankfurt | <https://twitter.com/ChristmasworldF>

www.facebook.com/creativeworld.frankfurt | www.instagram.com/creativeworld.frankfurt/

www.linkedin.com/company/creativeworldfrankfurt | <https://twitter.com/Creativeworld>

Hashtags:

#ambiente24 #ambientefair #homeofconsumergoods

#christmasworld24 #christmasbusiness #homeofconsumergoods

#creativeworld24 #creativeindustry #homeofconsumergoods

Sustainability at Messe Frankfurt:

www.messefrankfurt.com/sustainability-information



Your contact:

Magdalena Gredel

Tel.: +49 69 7575-6221

magdalena.gredel@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com