

How sustainable event production can be key to a company's reputation

By John Blyth, Ricoh Graphic Communications, [Ricoh Europe](#)

Ricoh Europe, London, July 30 2025 – The global live events industry market is projected to reach \$1.2 trillion by 2032, growing at a CAGR of 5.9% from 2023 to 2032.

That is a lot of emissions.

But Ricoh is one brand that is alive to the need to host events responsibly and sustainably.

And that was the theme of the CN (Conference News) Sustainability Summit held in the City of London earlier this month where I was given the opportunity to explain how Ricoh's hugely successful, multi award winning, presence at the drupa trade show last year was delivered according to Ricoh's sustainability principles.

Mark Jackson, the MD of Emota (Ricoh's drupa agency) was alongside me; and, after I outlined the global significance of drupa to the production printing industry, the extraordinary creative direction Ricoh took over the 11 days in Dusseldorf, and the sustainability principles that underpinned our approach, Mark outlined the range of measures that mitigated the environmental impact of our 1200 sqm stand.

For example, recyclable cardboard was used throughout the stand and wherever possible; furniture was rented not bought; the usual booth-wide platform on the floor was eschewed to save materials despite the cable management challenges this created; the catering zone's menu was strongly plant-based; and printed samples as well as stand staff polo shirts were naturally all digitally printed using Ricoh technology with waste minimised.

All these measures helped to reduce Ricoh's carbon footprint at drupa significantly and were consistent with the messages from our booth's sustainability zone. Where many visitors were learning how Ricoh could support their drive toward lessening their impact on the planet.

At the end of the CN Sustainability Summit presentation there were plenty of questions from the full audience of corporates, agencies, associations, and charities. As they were keen to see how they could potentially adopt some of the principles and procedures applied at drupa for their next event. And I am confident that they will have left with a reinforced awareness of Ricoh's profound commitment to sustainability.

If you are planning your own live event or trade show stand, to promote your print business, your clients and potential clients that visit you will expect that sustainability is not just an add-on, but a core part of your company's presence. So, it makes great business sense to ensure that it shapes everything: from the materials you choose to the way you design and deliver experiences that resonate with your visitors.

| About Ricoh |

Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimise business performance.

Headquartered in Tokyo, Ricoh's global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organisational capabilities nurtured over its 85-year history. In the financial year ended March 2025, Ricoh Group had worldwide sales of 2,527 billion yen (approx. 16.8 billion USD).

It is Ricoh's mission and vision to empower individuals to find Fulfillment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realise a sustainable future.

For further information, please visit www.ricoh.com