

**Press Release:**  
Ismaning, June 1, 2023

PERFORMANCE DAYS © functional fabrics fair  
produced by Design & Development GmbH Textile Consult  
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PERFORMANCE DAYS assumes responsibility when it comes to sustainability

**“Our pledge to sustainability: We might not save the world, but it is a start.”**

**Setting a clear signal for environmental awareness: Since 2019, the PERFORMANCE DAYS team has been focusing increasingly on this theme. Firstly, by ensuring that only sustainable materials that meet the fair’s strict criteria qualify for admission to the PERFORMANCE FORUM. Furthermore, the Focus Topics are strongly aligned with sustainability issues in mind, with industry experts regularly providing intensive insights into the latest developments in the industry within the framework of the expert talks program. Sustainability is far more than just a trend for the fair organizers; this is why the trade fair is taking place as carbon neutral event, and even in the company’s offices, the aim is to support the reduction of our carbon footprint with targeted measures.**

**In Focus: Holistic concept on the issue of sustainability**

“PERFORMANCE DAYS believes that the sportswear industry in particular has an important role to play in preserving the planet and in protecting nature, for which we develop our products. In our role, we wish to assume responsibility and initiate the following measures: Supporting the development of sustainable materials, setting sustainability standards, spreading awareness along the entire supply chain and providing an even more sustainable event for the industry. “Together we can bring about change,” explains Lena Weimer, Senior Marketing Manager at PERFORMANCE DAYS. The PERFORMANCE FORUM will specifically ensure that the appropriate criteria to promote sustainability are met. This entails that all submitted materials must, among other criteria, guarantee at least 50 percent recycled content (GRS-certified - Global Recycled Standard), and meet GOTS-, CSS-, OCS-, RDS- or RWS- standards, or ensure bio-based treatments and finishes. In addition, the fair places great importance on other areas of sustainability. The fair’s Focus Topics have long been heavily oriented towards environmental social awareness, with renowned industry experts regularly providing information on exciting developments as part of the “sustain & innovate” conference. A continuation of the event in close cooperation with the B2B medium SAZsport is also envisaged for 2023.

In terms of waste reduction during each event, PERFORMANCE DAYS has taken a number of steps, such as installing a drinking water fountain and using recycled carpet. In addition, the organizers together with Rappenglitz Messebau attach great importance to reusable booth construction and also the graphics are stored and reused! Besides that, there will be an increase in the number of vegetarian and vegan menu options on offer at the Food Court with sustainable materials in use. Another step towards sustainability is the usage of a PERFORMANCE DAYS App instead of the traditional printed fair catalog and the option to use a paperless

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admission ticket. A Sustainability Lounge is planned for the fair, featuring partners such as GreenroomVoice, Suston Magazine, the sustainable format for outdoor news and the ClimatePuzzle. The Climate Quiz, a quick and playful overview of the more important interrelationships of the various global climate events and their impact variables, provides compact knowledge of statistics, data and facts and other points of reference in terms of global climate issues.

### **One goal in mind: Cooperations provide additional support in promoting ideas on sustainability**

Key partnerships are designed to further underpin the focus on sustainability. These include the close cooperation with ClimatePartner, a company that specializes in climate protection and sustainability solutions and supports PERFORMANCE DAYS in reducing CO<sub>2</sub> emissions, achieving sustainability goals and in assuming long-term responsibility for climate protection. As a result, the trade fair has already been able to take place as a carbon neutral event since April 2020, or since it resumed after the Covid break in April 2022 with certified projects to support more clean wind energy combined with additional commitment to international ocean protection. This ensures an important contribution to the UN Sustainable Development Goals (SDGs); SDG 7 - Affordable and Clean Energy, SDG 8 - Decent Work and Economic Growth, SDG 13 - Climate Action and SDG 14 - Life below Water.

As a member of the EOCA (European Outdoor Conservation Association), PERFORMANCE DAYS supports the Plastic Pledge, which will be recommended to all exhibitors on site at the fair. The initiative aims to help companies reduce their use of plastic and to promote a more sustainable economy in the long term. Companies that join the Plastic Pledge commit to achieving specific goals, such as, reducing the use of plastic packaging or recycled or biodegradable plastic, promoting the circular economy and recycling itself, and switching to more sustainable materials and packaging.

The fair is also a strong supporter of Plant for the Planet and sponsors their Tree and Academy Programs. Plant for the Planet's goal is to plant a total of one trillion trees worldwide by 2030. Trees are an important resource in the fight against climate change because they can absorb CO<sub>2</sub> from the atmosphere and store it as biomass. By reforesting areas lost to deforestation or other impacts, the organization can contribute to the reduction of CO<sub>2</sub> emissions and mitigate the effects of climate change.

The fair organizers are also proud of the cooperation with Raddis Cotton and the Functional Fabric Fair by PERFORMANCE DAYS partner fairs in the USA (Portland and NYC). With the support of both American fairs, the aim is to support Raddis Cotton farmers in Southeast India in converting their farmland from degenerative conventional monoculture agriculture to a healthy, regenerative organic ecosystem.

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**Holistic thinking: Sustainability practiced in everyday office life**

PERFORMANCE DAYS not only focuses on sustainable solutions in terms of the trade fair, but also takes environmentally friendly steps in its everyday office life. This includes paying attention to paper reduction, as well as the use of recycled paper. Regionality plays a major role; with local farmers supported by providing fruit and vegetable crates. The company also provides e-cars as company cars and has installed solar systems on the roof for a sustainable energy supply. “Sustainability and climate protection has to be thought out holistically, which is why it is essential for us as a team to pull together on such important issues. Only together can we ultimately achieve our goal and hopefully look back on a better climate balance as early as 2030.”

Read more about sustainability at PERFORMANCE DAYS online at

<https://www.performancedays.com/the-fair/about-the-fair/sustainability.html>.

Register now for The Loop, the digital sourcing platform, enjoy inspiration all year round and already get your free ticket for the next fair in Munich on October 04-05, 2023.