

## creativeworld

### Creativeworld focuses more on sustainability

**Frankfurt am Main, December 2021. Creativeworld, the international trade fair for hobby, handicrafts and artists' requisites, is focusing more on the subject of sustainability. With the introduction of the Special Interest Sustainability, Creativeworld is setting the course for more environmentally conscious action. This also includes social commitment, which has been practiced for more than ten years in cooperation with the Frankfurt Children's Office. Here, Creativeworld exhibitors are called upon to donate their creative materials after the fair.**

Sustainable action has more and more influence on the creative industry in recent years. Many manufacturers are rethinking their production methods, the packaging of goods, are increasingly using recyclable materials, certified wood, biodegradable ingredients or offer refillable cartridges. This commitment will be visible for the first time at Creativeworld from 29 January to 1 February 2022 through the Special Interest Sustainability. "The sustainability markings on the certified stands draw the attention of trade visitors specifically to suppliers who are doing remarkable things in the field of sustainability", says Eva Olbrich, Director of Creativeworld at Messe Frankfurt. "The sustainability-oriented exhibitors are also marked online so trade buyers can easily filter their search for this offer and quickly find the relevant business partners."



The Sustainability Signet marks Creativeworld exhibitors who are doing remarkable things in the field of sustainability.

At the beginning of December, a jury of international experts reviewed all applications and selected the companies and products that fit into one or more of the six sustainability categories. The categories include environmentally friendly material, resource-saving production, fair & social production, re/upcycling design, handicraft and sustainable innovation. Christina Bocher (DEKRA Assurance Services GmbH), Kees Bronk (CBI, Center for the Promotion of Imports from developing countries), Lutz Dietzold (German Design Council), Max Gilgenmann (expert for textile sustainability criteria), Sabine Meyer

(Side by Side, Caritas Wendelstein Werkstätten) and Mimi Sewalski (avocadostore.de) formed the jury.

The certified manufacturers include Staedtler and Kremer Pigmente. Jury member Max Gilgenmann says about the choice of Staedtler: "The particularly sustainable product range with pencils and crayons convinced us. The pencils were made from an 'upcycled' wood flour, whose origin was already PEFC-certified forests. This shows how simple ingredients and knowledge of the technical possibilities can produce high-quality stationery that allows creative people to be a little bit more sustainable in their everyday lives."

The family-owned company Kremer Pigmente has been showcasing its impressive expertise in colour pigments at Creativeworld for years and convinced jury member Sabine Meyer, for example, with its decades of tradition and meticulous craftsmanship in production: "The colour mill in the historic building is operated with water power, just as it used to be. Kremer Pigmente is a convincing example of a modern way of preserving valuable cultural assets."

### **Sustainable action through social commitment**

"Our cooperation with the Frankfurt Children's Office is particularly close to the hearts of me and my team. For over ten years now, we have been calling on our Creativeworld and selected Paperworld exhibitors to donate their creative materials after the fair closes", says Eva Olbrich.



The donations are handed over every year in March. Then the educators from over 70 institutions can choose materials for their projects from the donations.

Creativeworld is organizing the appeal for donations in close cooperation with the Frankfurt Children's Office. The Children's Office is right in the middle of the action with its own stand and can thus make direct contact with the exhibitors. "It is very helpful that we are on site at Creativeworld and can present our work. This way, the manufacturers understand better what happens with the donations and are more willing to participate. It's great that Messe Frankfurt is making this stand available to us free of charge", says Madeleine Michaelis, organiser of the fundraising campaign from the Frankfurt Children's Office. The immense volume of material will be collected and sorted at the stands during the dismantling of the fair. In mid-March it will be distributed to more than 70 children's and youth facilities.

As usual, Creativeworld will be held together with the international consumer-goods fairs Paperworld and Christmasworld at the end of January 2022:

Christmasworld: 28 January to 1 February 2022

Paperworld and Creativeworld: 29 January to 1 February 2022

**Press information & picture material:**

[creativeworld.messefrankfurt.com/press](http://creativeworld.messefrankfurt.com/press)

**Going online:**

Facebook: [www.facebook.com/creativeworld.frankfurt](http://www.facebook.com/creativeworld.frankfurt)

Instagram: [www.instagram.com/creativeworld.frankfurt/](http://www.instagram.com/creativeworld.frankfurt/)

Linked In: [www.linkedin.com/company/creativeworldfrankfurt](http://www.linkedin.com/company/creativeworldfrankfurt)

Twitter: [https://twitter.com/Creativeworld\\_](https://twitter.com/Creativeworld_)



**Your contact:**

Kerstin Winkel

Tel.: +49 69 75 75-3620

[kerstin.winkel@messefrankfurt.com](mailto:kerstin.winkel@messefrankfurt.com)

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

[www.messefrankfurt.com](http://www.messefrankfurt.com)

**Creativeworld**

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. In 2020, a total of 368 exhibitors from 39 countries made presentations to 9,201 trade visitors from 102 countries (FKM-verified figures). At Creativeworld, exhibitors show their latest products, techniques and materials for decorative crafts, graphic and artists' requisites, handicrafts, textile design, graffiti, street art and creative hobbies. And, as a trend and business platform, the trade fair is the first important venue of the business year. Creativeworld is the ideal order platform for the wholesale, retail and specialist trades, DIY markets, garden centres, the internet and mail-order trades. With its multi-faceted complementary programme of events, Creativeworld is a source of new ideas, inspiration and expert knowledge. Further information: [creativeworld.messefrankfurt.com](http://creativeworld.messefrankfurt.com)

**Nexttrade – the digital marketplace**

The digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.

[www.nexttrade.market](http://www.nexttrade.market)

### **Conzoom Solutions – the platform for retailers**

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

[www.conzoom.solutions](http://www.conzoom.solutions)

### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* Preliminary figures for 2021