

## 2017 UFI Sustainable Development Award goes to Fira Barcelona

Paris – 23 May 2017: UFI, the Global Association of the Exhibition Industry, has announced Fira Barcelona as the winner of its annual Sustainable Development Award. The theme of this year's competition, "Best destination approach to implementing sustainability", was chosen in order to recognise initiatives that combine the efforts of a destination, in partnership with a professional exhibition operator, to implement sustainability around an individual exhibition or a series of events.

The award jury was composed of Members of the UFI Sustainable Development Committee and Dianne Young, Chair of the UFI Sustainable Development Committee and CEO of the Exhibition Place (Toronto, Canada), said: "Fira Barcelona's entry demonstrates a very broad approach to sustainability which goes much beyond the stand-alone direction. Their strong collaboration with the City Council and other organisations is an important part of maximizing change and innovation, and as highlighted below several of their results are very impressive. The jury would also like to congratulate Marina Bay Sands from Singapore and RAI Amsterdam from the Netherlands who were finalists for this year's award".

After implementing certain measures around their own events (energy efficiency, eco-design, waste management, CSR program and paperless processes) and guest events (such as free consultancy and donation room), Fira Barcelona realised that they needed to expand their scope: they therefore began to develop joint initiatives with their City Council and other relevant entities. These joint initiatives included:

- Development of a "Good Environmental Practices Manual" in conjunction with the Catalan Regional Government and the Catalan Waste Management Agency;
- Admission to the Barcelona Sustainable Tourism program developed by the Barcelona Convention Bureau;
- Promoting the use of public transportation among the attendees with the Barcelona City Council and other entities;
- Launch of the "Towards Zero Waste" program as a part of the "Smart City World Congress".

Constantí Serrallonga, General Manager of Fira de Barcelona, declared: "Fira de Barcelona's commitment towards sustainability is a long-standing one. Not only have we implemented many initiatives over the past few years around our own events, but we have launched new events focusing on making companies, cities and the world a better place and have tirelessly encouraged our partners, clients, attendees and fellow cities to join us in this collective effort. Sustainability has indeed become a part of who Fira de Barcelona is and receiving the UFI Sustainable Development Award is not only an honour but a reward that further strengthens our determination to continue developing even better initiatives."

The entries submitted by the 2017 UFI Sustainable Development Award finalists, together with the three additional entries selected during the first round of the competition as examples of best practices: BVV Trade Fair Brno (Czech Republic), CTICC (South Africa) and Meetings Africa (South Africa), are all available at [www.ufi.org/sdaward](http://www.ufi.org/sdaward).

Attached: UFI Sustainable Development Winner logo

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*About UFI - The Global Association of the Exhibition Industry: UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents around 50,000 exhibition industry employees globally, and also works closely with its 58 national and regional association members. More than 700 member organisations in 85 countries around the world are presently signed up as members. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.*

**For more information please contact:**

UFI Headquarters

Angela Herberholz, UFI Marketing and Communications Manager

Email: [angela@ufi.org](mailto:angela@ufi.org)

Tel: +33 (0) 46 39 75 00

[www.ufi.org](http://www.ufi.org)