



Fira Barcelona: Expanding sustainability

Entry for best destination approach to implementing sustainability

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Sensitivity regarding sustainability in events and exhibitions have been growing significantly in the last years, moving from a nice-to-have to a must. Being a relevant criteria when selecting a supplier, venue, or a destination.

Can we turn sustainability in one of our main actives?

Can we expand it further than our organisation?

We think that both answers are a clear yes. Let us tell you how.

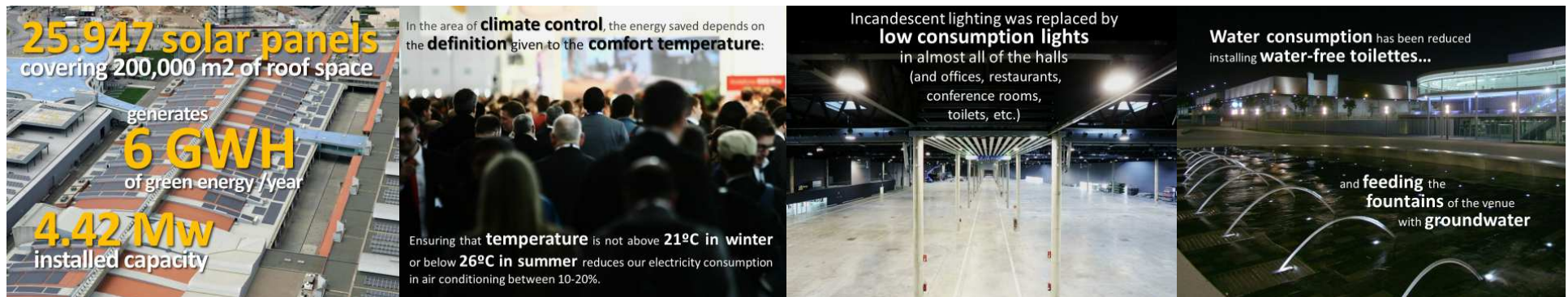


First, we started applying sustainability in our venue and our events. Some of the actions taken were:

1. Increasing energy efficiency and use of renewable energies.

- Installing 25,900 photovoltaic solar panels that generate 5.86 GWh/yr of electricity.
- installing low-consumption lighting systems to minimize the impact on the environment.
- Adjusting our target temperatures for the air-conditioning system to save energy
- We have also put in place initiatives to reduce our water consumption.

All these initiative has allowed us to avoid the emission of > 2,200 tons of CO2 per year.



some of the actions that we are doing in our venue, extracted from our sustainability program (Fira Barcelona: turning green)

2. Increasing the sustainability of suppliers promoting eco-design

Having a sustainable venue provides a significant advantage towards achieving superior sustainability. However, at the same time we needed to increase the sustainability of our events. To do so, it was crucial to incorporate sustainability in the design of our events, developing and promoting eco-design practices in our events.

How? offering our exhibitors the possibility of choosing **ecological stands** and a service to calculate and **offset their carbon footprint**. We also promote sustainability as selection criteria in our purchasing **bids**, so our suppliers are increasingly adopting certified sustainability practices, and developing more sustainable products.



Image of 4 Years From Now (4YFN) technological event held at Fira Barcelona, where sustainability criteria is used in the development of the event. Stands are made with recyclable material and there is no use of carpet, leading to a reduced carbon footprint of the event.

3. Increasing the sustainability of all the users of our premises

Even if we promote eco-design, there is still a significant amount of clients that are not embracing these practices, and continue to use designs or practices that generate waste. Due to that it was crucial to develop recycling strategies and new policies to promote recycling and prevent abandoned waste within our premises.



Waste management strategies:

We established control patrols within the halls that follow up the waste generation during build up and tear down, to ensure that contractors are following our waste policy.

We recycle carpet after the event into Solid Recovered Fuel.

We have different paper and light packaging collection points throughout the venue

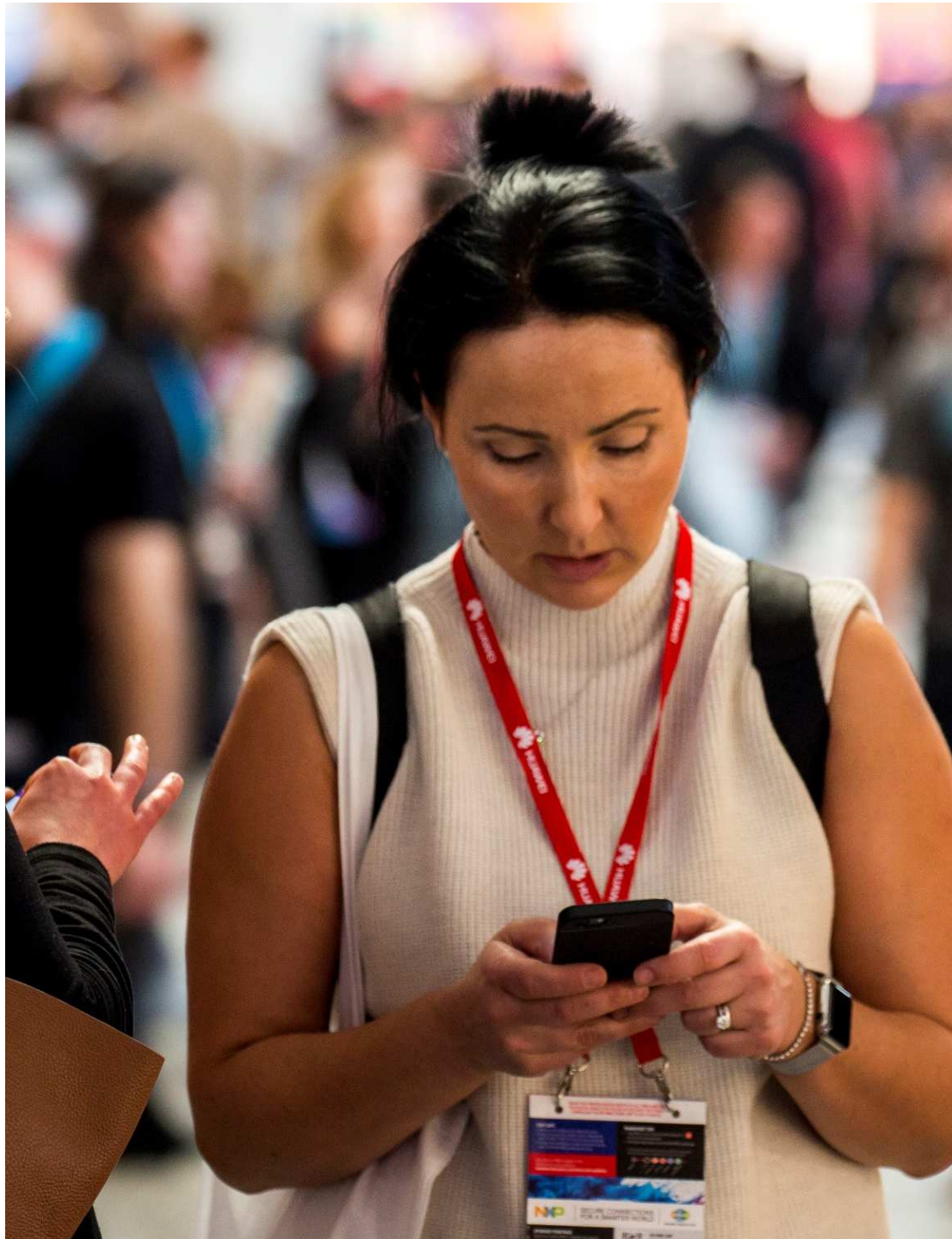
We collect the organic fraction of catering, and food outlets offer recycled and compostable service items.

4. Contributing to the local entities through our Corporate Social Responsibility program.

CSR
program



We collaborate with organisations that carry out charity actions, such as a public TV fundraising foundation ("La Marató" de TV3), and several **NGOs: the Food Bank Foundation, Nutrition without Borders and Cáritas**, among other organisations that work with at-risk groups. We also participate in employment programs for people with disabilities.



5. Enabling sustainable interactions with our customers through paperless initiatives

We reviewed and designed our processes towards a paperless environment.

The use of ecommerce, custom made apps, advanced registration and access systems, etc., are helping us to reduce the amount of paper used in our events.

Applying all these initiatives in our venue and in the events organized by us, helped us achieve a 80% reduction in the amount of waste, and 13% reduction in our energy consumption.



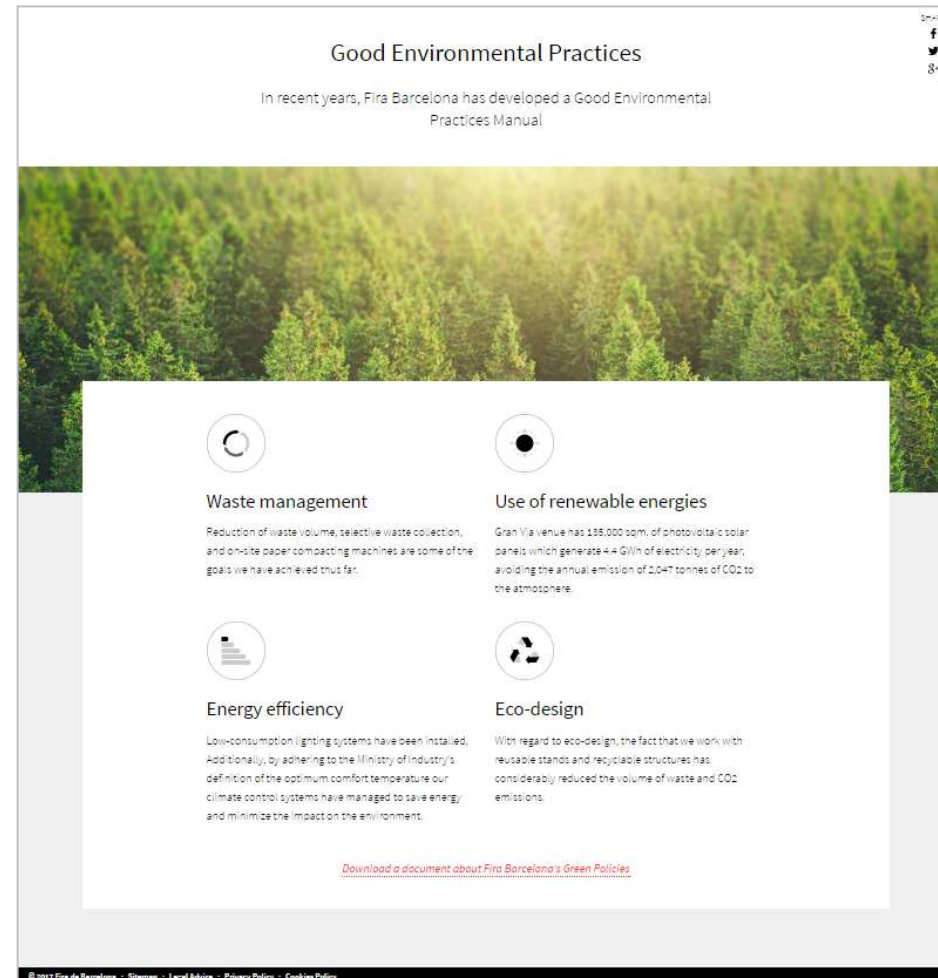
This positive results encouraged us to promote this actions with the organisers of the guest events that we have held in Fira, to help them increase the sustainability of their events.

6. Promote sustainability among Guest Events Organisers

We started to use the sustainability of our venue as a **valuable asset** when selling the venue to organisers, and we started to provide **free consultancy** to organizers on how they could increase the **sustainability** of their events.

As a results of these actions, several organisers incorporated such sustainability proposals in their events, p.eg:

- Establishing a **Green Stand Award**,
- reducing the use of carpet,
- **waste patrols** to control waste



Screenshot of our corporate web for clients (www.firabarcelona-questevents.com) containing an extract of our good environmental practices

Some examples worth mentioning is the collaborative approach done with GSMA (organiser's of Mobile World Congress, being recognised as the largest carbon neutral trade show by the Guinness World Records in 2015, 2016 and 2017. Some of the actions taken with this collaborative approach are:



- The adoption of our policy of waste control patrols to incentivate recycling
- The event bags and badge lanyards supplied by Fira are made from recycled plastic bottles.
- Event technology such as mobile app and digital signage reduced the number of printed exhibition catalogues and maps.
- The Green Stand Award encouraged exhibitors to build environmentally responsible stands (see an example of 2015 winner in the next slide).

This collaborative approach won the City Council award in 2009 for the environmental measures taken between GSMA and Fira. We have been applying the same principles in the posterior editions of this event, increasing the results achieved.

Green
stand award



2015 GREEN STAND AWARD WINNER upstream



Details of the winning stand of the Green Stand Award in Mobile World Congress 2015

In 2016 and 2017 this collaboration took a step further by creating the Donation Room. A collaboration between **GSMA**, **Fira Barcelona** and **Barcelona City Council**, among others.

In this initiative, a **storage area** was set within the premises of Fira Barcelona, where exhibitors could donate unwanted materials after the event such as furniture, IT equipment, office equipment and corporate gifts. These items were after delivered to Barcelona based socially responsible entities as:

- **Fundació Formació i Treball** who received furniture items which are distributed to vulnerable people via Barcelona's social services centers, or be sold off to raise funds.
- **Ateneu de Fabricació de La Fàbrica del Sol**, who received build materials to be used in their centers for activities with young people.

This initiative helped to reduce the waste created during the event, while contributing to the local community.

A total of over 150 quality furniture items and over 6 tons of build material were **recovered**, that took 3 truck loads, including: 12 High quality sofas , 8 Armchairs, Conference tables, 15 Wooden shelves, 6 large conference tables, coffee tables, various tables and chairs, Cabinets, 4 Counters, 4 Lockers, etc.

Before



After



Before



After



Donated glass (left) for a meeting room in a collaborating entity (right)



Furniture donated in the event (left) were used for families in need (right)



Donated carpet (left) for a playground in a collaborating entity (right)

These initiatives helped us to achieve superior results in sustainability and also contributed to increase the perception of our sustainability efforts among our clients.

However we soon figured out that our clients were not only evaluating our sustainability as a venue, but they were starting to look into the impact of their event in the city, from a sustainability point of view.



It was clear that we needed to apply a broader approach, expanding our field of work, and therefore we started to develop joint initiatives with our city council and with other relevant entities.

7. Collaborate with relevant entities to promote sustainability practices

We developed a **Good Environmental Practices Manual** in conjunction with the **Catalan Regional Government** and the **Catalan Waste Management Agency**, that included the sustainability improvements that we put in place in our program.

This document could be used as a reference for other entities undergoing an improvement in their sustainability strategy.

[illegible]

Minimizing the materials' weight: reduces transportation costs, assembly and dismantling is easier and less waste is generated.

Reducing the number of different materials: Simplifies recycling and reduces waste management cost.

Avoiding using toxic or hazardous materials: Use of wood impregnated with formaldehydes, paints, varnishes, volatile solvents, PVC, etc.

Avoiding multilayer or mixed materials: The use of bonded layers such as products finished with melamine, Formica or polyester is limited.

Using recycled and recyclable materials: the materials' service life is lengthened, the environmental impact is minimized and costs are reduced.



Using renewable materials: its scale of regeneration is compatible with the time scale of consumption. Such materials include wood, bamboo, cardboard, cork, cotton, linen, etc.

Using materials that have an ecological label: guarantees the materials' source and composition, and prevents production of toxic waste (solvent-free paints, paper carpeting, FSC certified, wood, cardboard profiles, cellulose fabrics, etc).

We created a line of eco-design products that includes as much as possible the eco-design criteria described



Products from the Eco-design portfolio

Making maximum use of concepts such as shape, colour, light, ergonomics, safety, etc. The addition of resources does not necessarily lead to increased communication between the exhibitor and the visitor.

Giving priority to communication over spectacular designs:
Theatre set designs are good examples of this.

Better distribution of spaces: The exhibition spaces are distributed and assigned again after each event. Because of this, it is not possible to use a stand for more than one event, which would avoid unnecessary dismantling.

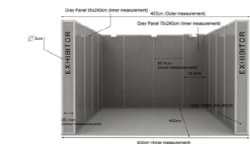
Improving the efficiency of the stand lighting: Using low-consumption lighting. Controlling the use of stand lighting in the assembly and dismantling stages.

Adopting paperless processes: e.g. registration using a mobile phone, etc.

Reducing Signage waste: reusing signage elements for different events, promoting the use of electronic signage vs. printed signage.

Transportation: Avoiding trips to the suppliers' warehouses, by creating small temporary warehouses in the venue.

Carbon emissions compensation: The carbon footprint of our stands is analyzed, and we have developed a new supplier so that exhibitors can compensate their carbon dioxide emissions.

[illegible]

Modular Shell Scheme evaluated and its carbon footprint study

Reducing Catering waste: Using Bio-ware material or reusable materials, avoiding the use of plastic. Promoting the use of local grown raw material, to reduce transport impact.

Extracts from our Environmental Good Practices Manual



Turisme de Barcelona and the Barcelona City Council valued our results and included our environmental practices within the candidacy of Barcelona to achieve the **Biosphere certification***



*This certification recognises the city as a sustainable tourism destination, committed to developing responsible tourism and including sustainable, environmental, cultural and socio-economic criteria.

In 2011 Barcelona became the first city in the world to be achieve this certification.

In 2012 it was launched Barcelona Sustainable Tourism.

Turisme de Barcelona (Barcelona Convention Bureau) reinforces its commitment to the promotion of sustainable tourism in the city with the creation of the new programme Barcelona Sustainable Tourism in 2012, which encourages the participation of enterprises that are working to ensure environmental, cultural and socio-economic sustainability.



Image of a stand of Barcelona Sustainable Tourism in one of the events held at Fira Barcelona.

Fira Barcelona adhered to this program in 2014, that includes different entities such as hotels, restaurants, shops and convention centers.

Some of the sustainability actions undertaken by members of this program, including hotels, restaurants and other convention centers are:



Images of Crowne Plaza, and Fairmont Rey Juan Carlos I, hotels members of Barcelona sustainable tourism.

- **Environmental sustainability:** Increasing the energy efficiency in lighting, air conditioning and energy and water consumption. And waste reduction by improvements in the sourcing and consumption of materials.
- **Social sustainability:** Including social awareness in the selection criteria, hiring proximity workers (neighbourhood or district), with disabilities or at risk. Enduring collaboration through donations or sponsorship of projects for NGO, foundations, etc.
- **Financial sustainability:** Taking advantage of the synergies that can be achieved by purchasing and serving proximity products and services. In many cases this has turned into one of the key factor of the business model of this entities, spreading sustainability and CSR.

Being part of these programs helped us to gain insight in what was being done in our city in terms of sustainability and to establish a network of entities with whom we could work to multiply our impact in sustainability.

We understood that not only we needed to share information, but **we required to actively involve additional entities in the city to extend sustainability in Barcelona**, and to return to the society part of the benefits created due to our activity.



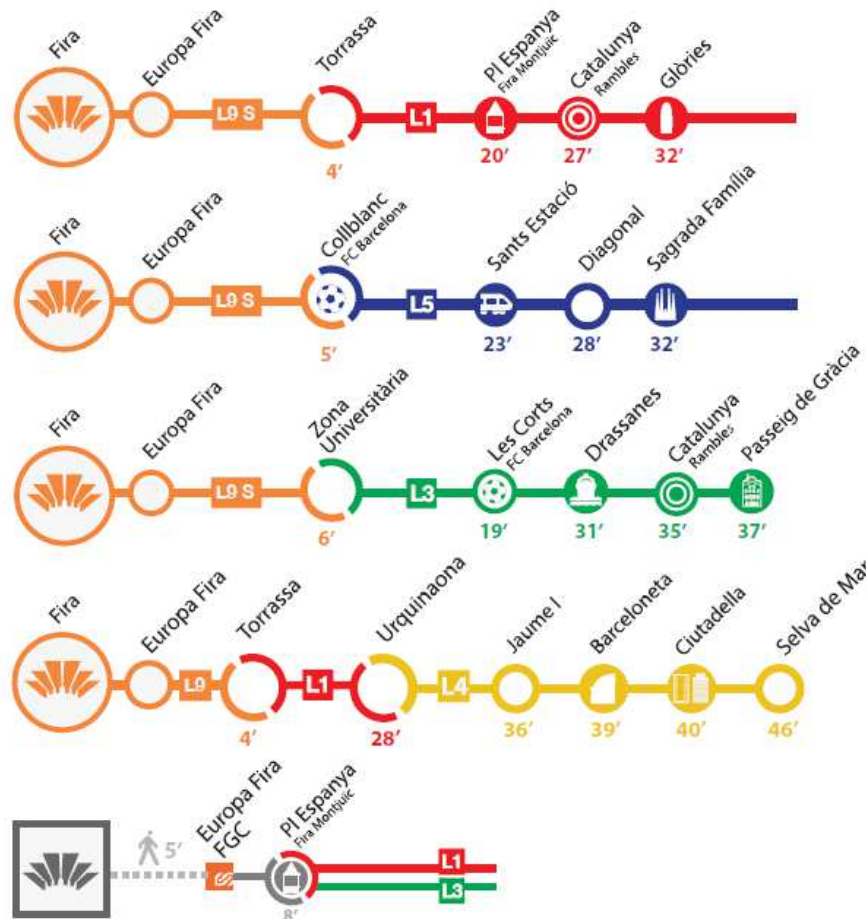
The start up of Metro L9 and the opening of FIRA metro Station in January 2016, was seen as an excellent opportunity to **increase the collaboration** with Barcelona city council and other entities towards a common goal: Enhance the sustainability of the events held at Fira by promoting the use of metro among the attendees.

8. Promoting the use of public transport



Transports
Metropolitans
de Barcelona

Public
Transport



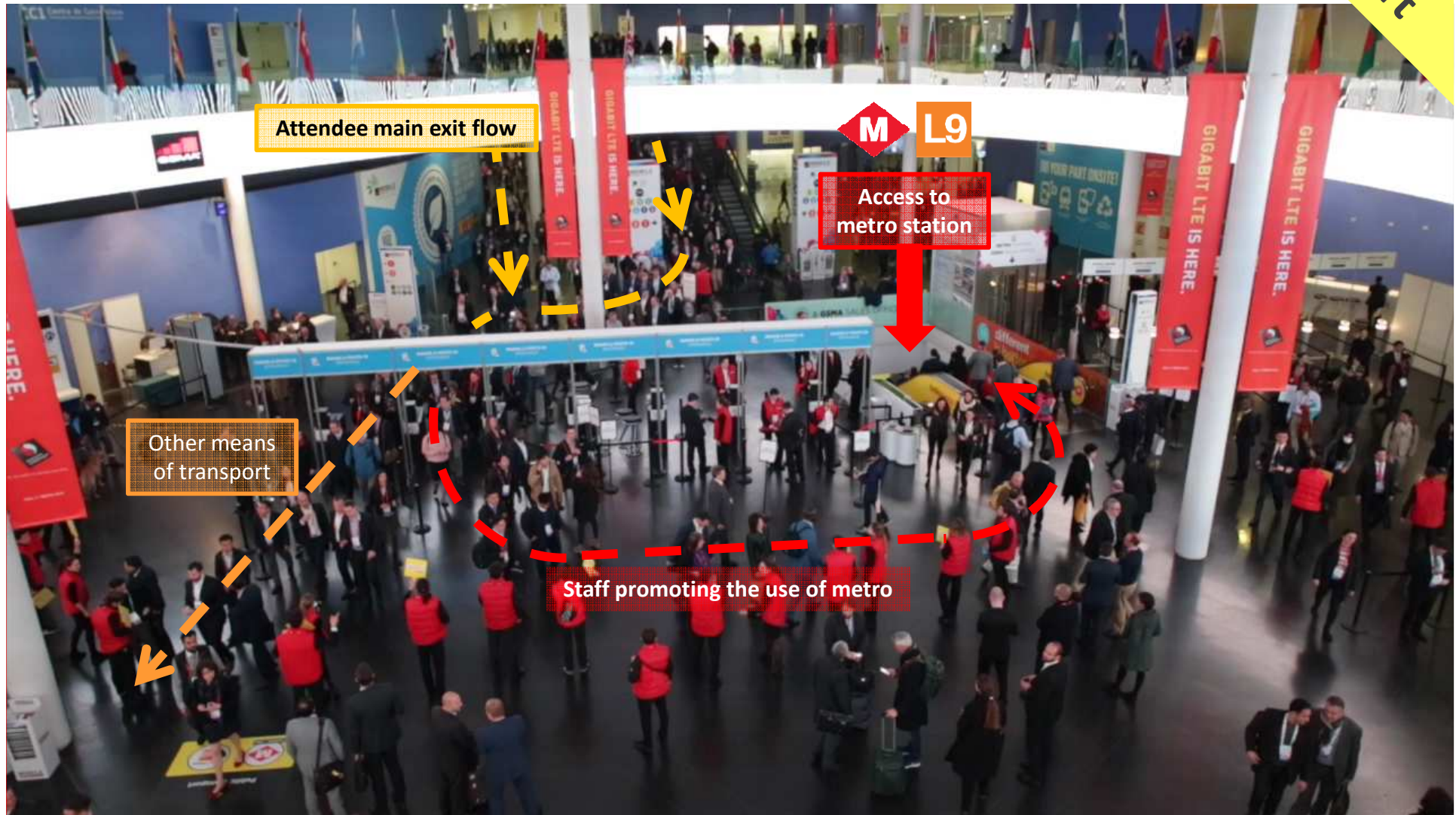
To do so, we worked together with the city council to promote the use of L9 for attendees visiting Fira Barcelona, using:

- signage
- development of apps
- providing special tickets to exhibitors and attendees
- etc.

These initiatives (among others) increased up to 400% the number of attendees using L9.



On top of that, and for big events, we located staff in the main exit points, to incentivate attendees to use the metro, leading them to the station.



Staff in the main exit (in red) using signage and providing instructions to incentivate the use of metro in the past edition of MWC 2017

The launch of L9 and the deployment of all these actions has allowed to double the number of attendees using Metro in MWC.

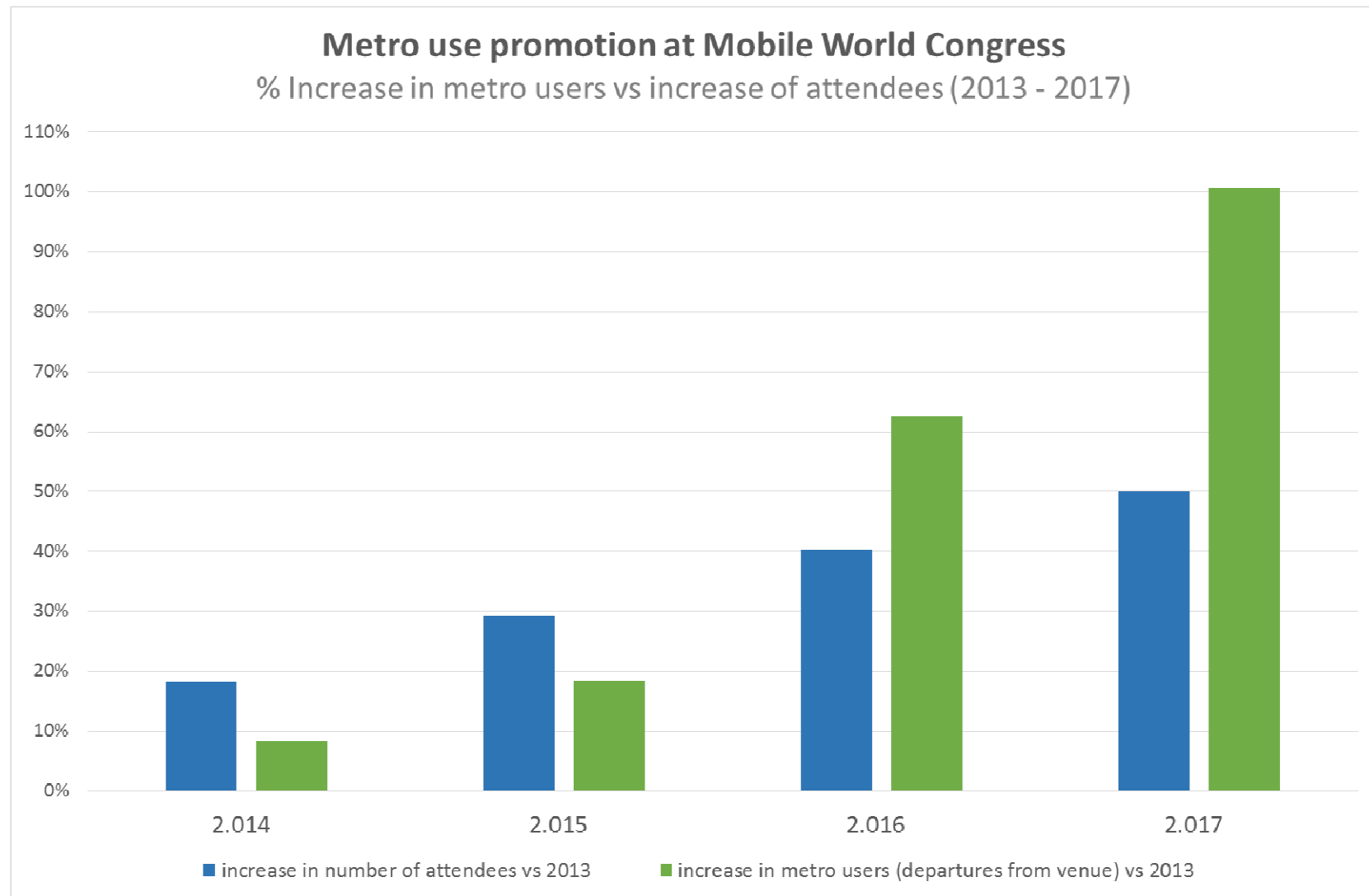


Chart showing the index of growth compared to 2013 of attendees (blue) and metro departures (green). The users of metro has an increase that is double the increase of number of attendants, as a result of all the previous actions.

With all these actions, not only we have increased the sustainability of Fira Barcelona ecosystem (venue, suppliers, events, clients, etc), but we have been able to expand the sustainability in the city and its relevant entities.

This encouraged to incorporate sustainability as an integral design element in one of our most promising events Smart City World Congress (SCEWC), launching the program Towards zero Waste.



Image from the last edition of Smart City World Congress (Barcelona 2016)

Since its first edition in 2011, SCEWC has succeeded to become a global event for city development, and the summit of discussion about the link between urban reality and technological revolution.

9. Towards Zero Waste: Incorporating Sustainability as a key design element

Towards Zero Waste was an initiative launched at Smart City Expo World Congress in 2015, in order to reduce waste and increase the efficient use of our resources, promoting the reuse of several elements after the event through different social entities that promote integration of people at risk.

It was a pioneer project aimed to achieve the highest sustainability in the congress, working in-line with the event's core concepts of creating efficient, inclusive and sustainable cities.

The initiative developed with the help of a sustainability consultancy company (Lavola) is based on the three main ways to generate less waste according to the European Commission's Circular Economy strategy:

- the use of less materials,
- reusing and recycling products
- avoiding alimentary waste.

Some of the main actions taken in this initiative have been:

- recycling was included as a design criteria when selecting the materials and the constructions to be used in the event
- Materials were collected during the tear down of the event and reused in new projects in schools, and social workshops. <https://vimeo.com/195285661> This video shows the build of the show and many of the recyclable materials used



Zona OZ were the suppliers that delivered the different feature areas of Smart City World Expo, included the recyclability of the materials as an essential design element.

- All stands provided by Fira Barcelona were made from reusable material,
- we promoted a campaign among stand builders to create awareness and to promote the donation of building material.
- Several paperless initiatives helped reduce the amount of printed material in the event.

This initiative helped to position this event as one example of sustainability and helped to establish Sustainability as one of the key business development drivers of Fira Barcelona.

The detail of this initiative and its results in SCEWC 2016 are detailed in **Appendix #1: Towards Zero Waste: Implementation examples**

To promote these actions, a board was placed in the entrance to the event showing this actions, and this initiative has also been promoted through the social network of Fira Barcelona and of the different social entities with whom we have worked.



Board showing the details initiative was displayed at the entrance of the event in Fira Barcelona Gran Via Venue (Smart City World Expo 2016)

10. Exporting Sustainability through Smart City World Expo: Events Abroad

The fact that the majority of the visitors (44%) and exhibitors (31%) of Smart City World Congress are international, has helped to expand the visibility of these actions, and hopefully will contribute to the reapplication of these initiatives in other sites.

**SMART CITY
EXPO WORLD
CONGRESS
BARCELONA IS
THE WORLD'S
LEADING EVENT
FOR SMART
CITIES**



The success of the event have made that many cities have wanted to create spin offs or Events Abroad, in collaboration with Fira Barcelona. Nowadays the SCEWC Events Abroad are a thriving phenomenon already present in four continents, with cities all aorund the globe as Kyoto, Bogotá, Montreal, Puebla, Casablanca, Istanbul, Mallorca, New York, Buenos Aires, that will help to expand the Towards Zero waste strategy.



From top to down and left to right, images of Smart City World Expo in different cities (Casablanca, Bogotá, Puebla, Montreal, Kyoto) and the forthcoming edition of Smart Island World Congress

The success of this event and the rising positioning of Smart City World Congress towards sustainability, was a key factor to re-organise our organisation in several business units, creating the Business Unit of Sustainability and Infrastructure.

This new BU grouped all Fira Barcelona events focused on sustainability, enabling a major specialization in this area and promoting synergies between events and teams, while increasing our influence in the industry towards sustainability.

This change enable the launch of new events such as: **iwater** (focused on the best use of the cycle of water) and **circular economy** (focused on the best use of the resources).

11. Sustainability as a Business Unit

In this sense, we launched new events such as: **iwater** (focused on the best use of the cycle of water), **circular economy** (focused on the best use of the resources). These 2 new events were held, together with Smart City World Expo and **European Utility Week**, during the week of the 15th to the 17th of November of 2016 in Fira Barcelona Gran Via Venue. Within this week, the aspects of sustainability and circular economy were presented and several business cases were shared.

The event featured **Ellen MacArthur** as one of its key speakers, one of the main advocates of this change of paradigm in economy.



Ellen MacArthur

In words of Fira Barcelona CEO, **Constantí Serrallonga**: *“the coincidence of 4 events of such international level in one same place, coincident in time, will position our institution, our city and our country, as a reference in the way towards sustainable development”*.



Constantí Serrallonga



15-17 NOVEMBER 2016
GRAN VIA VENUE



Picture of the South Access of Fira Barcelona Gran Via, entrance to Smart City World Expo, iWater, Circular Economy and Utility Week.

Results (I)

The results achieved so far with this program have shown us the success of these initiatives:

- Internally, we have been able to increase sustainability in **Fira Barcelona premises**, reducing significantly our waste and energy consumption, not only in our events, but we have helped other organisers to take advantage of these strategies in their events held in Fira.
- We have been able to expanded our sustainability awareness **in the city of Barcelona** by working closely with different entities in the city to increase the sustainability of the events held in Fira:
 - Promoting the use of metro and working closely to shift our visitors behaviours towards the use of public transport.
 - Being active part of Barcelona Sustainable Tourism and also collaborating in the achievement of Barcelona Biosphere certification.
 - Establishing collaborations with different social entities to promote recycling and minimize food waste.

Results (II)

- We are pursuing to **expand sustainability in the industry** by reorganizing our business and creating a business unit to create events related to sustainability, applying the **Towards Zero Waste** principles. To mention that the Towards Zero Waste initiative applied in SCEWC was selected as **finalist in the European Week for Waste Reduction Awards 2015**.
- Last, we intend to be able to **export this strategy and these principles globally**, reapplying Smart City World Congress through the Events Abroad expansion in different cities around the globe.

These results have also helped us to position Fira Barcelona as a sustainable venue, and this sustainability has also been an important asset in all our candidacies to host external events, specially for those organisers that have a strong commitment towards sustainability.

Conclusions (I)

There is a **growing demand** in the event industry towards a **new way** of doing things, by **enhancing the sustainability** of the venues and the events, and also ensuring that there are mechanisms in place to **return** to the city and its society part of the benefits of its activity.

However, still the **economical incentive** is one of the key drivers to accelerate the implementation of these measures. Therefore it is a **good principle** to invest in those activities that can provide both, sustainability and profit, as they will be more easily put in place.

Establishing partnerships and working teams with different institutions (such as city council, etc.) might imply more complexity in the decision making process, as there might be more interests to be taken into account. However, it provides also an **excellent opportunity of learning**, establishing new relationships with other entities, to set a community of knowledge sharing and reapplication, and helps to build momentum towards achieving a superior sustainability in the city. This, in fact, will help to position the city as a sustainable destination and this has proven to be an element of increasing importance for organisers, exhibitors and attendees.

Conclusions (II)

To achieve a superior sustainability not only we need to focus and improve our **ecosystem** of our events, suppliers, procedures, etc. We can also have the chance to **influence in the sustainability of the city** if we are able to promote the sustainable **mobility** of our attendees.

All these actions can help in the **short term results** of the events that we handle year after year, and no doubt have a significant impact in our city.

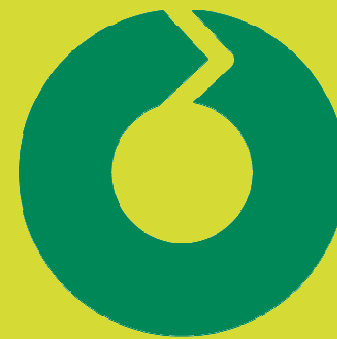
Also, we can still have a **further impact if we can influence the industry**, and we can do it at a **global** scale. This is why we believe that reorganising our business, creating a specific Business Unit and investing in the reapplication of Smart City around the globe, might help us to contribute to a superior sustainability.

The results achieved so far are promising. There is still a long way to go, but we are confident that the actions that we are doing (together with our partners in the city) will continue contributing to expand sustainability and to attract organisers, exhibitors and attendees to Fira Barcelona.

Thank you



Appendix #1



TOWARDS
ZERO
WASTE

Implementation Examples

**Smart City Expo
World Congress (SCEWC)**

Barcelona, December 2016

lavola
cosostenibilitat

Introduction

Towards Zero Waste is an initiative to promote actions to help prevent waste. The initiative was launched in 2015 and was welcomed by the Fira de Barcelona and has helped to identify lines of action with great waste reduction potential.

The **Towards Zero Waste** initiative has been implemented again at the **SCEWC** held on 15-17 November **2016**, expanding the measures implemented in 2015 .

The measures introduced come under an umbrella of three very important lines of action that form part of the current European strategy based on the circular economy and efficient use of resources: dematerialisation, reuse and prolongation of the useful life of its products and reduction of food waste. In addition, measures have been introduced to back up selective waste collection at the event.



**SMART CITY EXPO
WORLD CONGRESS**

FIRA DE BARCELONA
15-16-17 November 2016



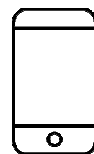
16.668
ATTENDEES

591
EXHIBITORS

Dematerialisation

Priorise the use of the SCEWC Specific Mobile Application and reduce the printed version of the program

In strategic places throughout the facilities housing the SCEWC, **QR code diffusion points** were set up for downloading the event program.



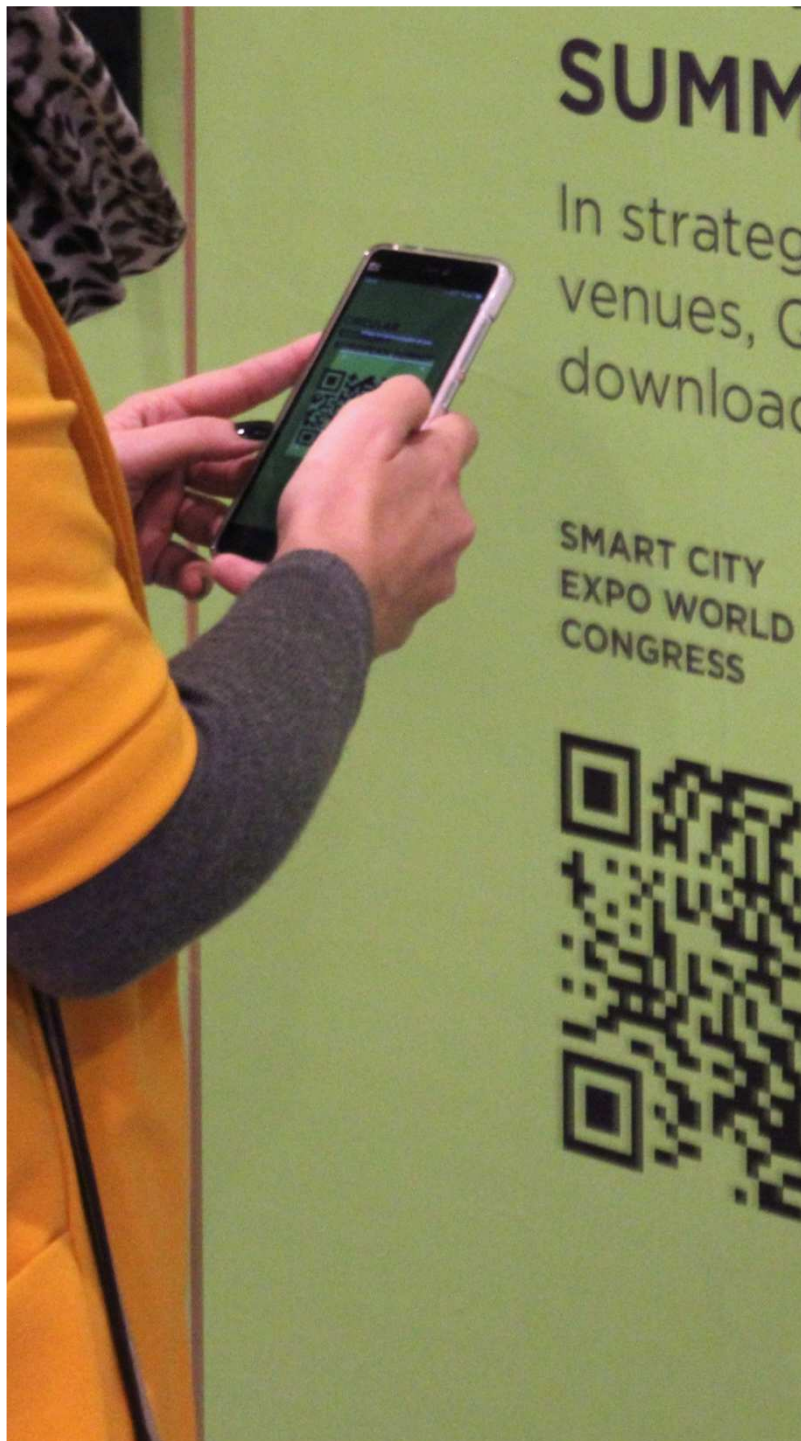
3.737

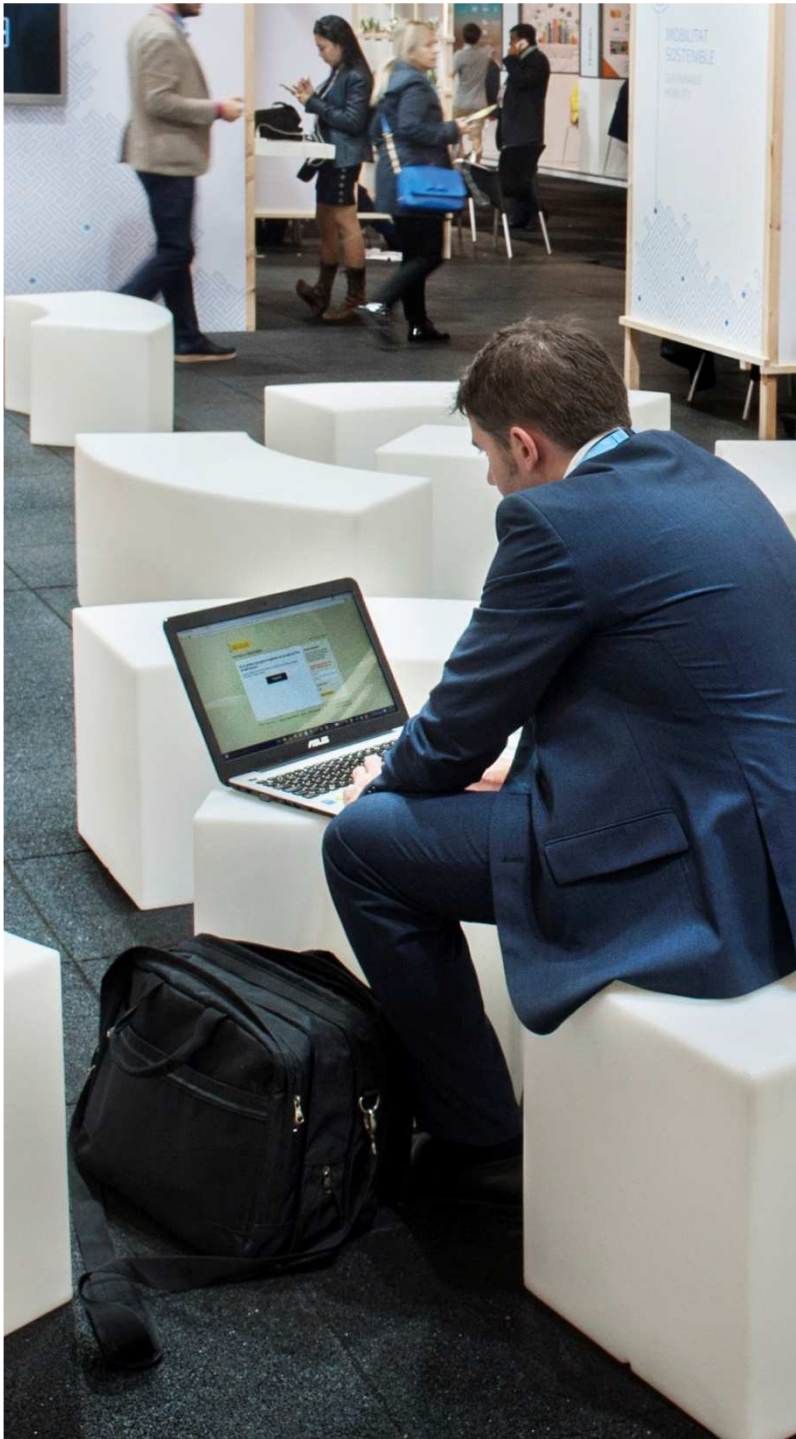
DOWNLOADS



56 kg

PAPER





Dematerialisation

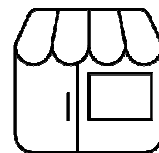
Managing electronic invoicing and contracting

The emphasis has been on **introducing electronic management** in the procedures for invoicing and for subscribing to services at the Fair with different clients (exhibitors, stand builders, etc.).

Dematerialisation

E-kiosk. Press Corner

The space for distributing magazines related to the subject matter of the SCEWC included the option to download any of these magazines using QR codes. Here, 28 magazines in the sector offered the possibility of accessing their content using this digital tool.



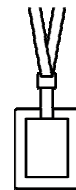
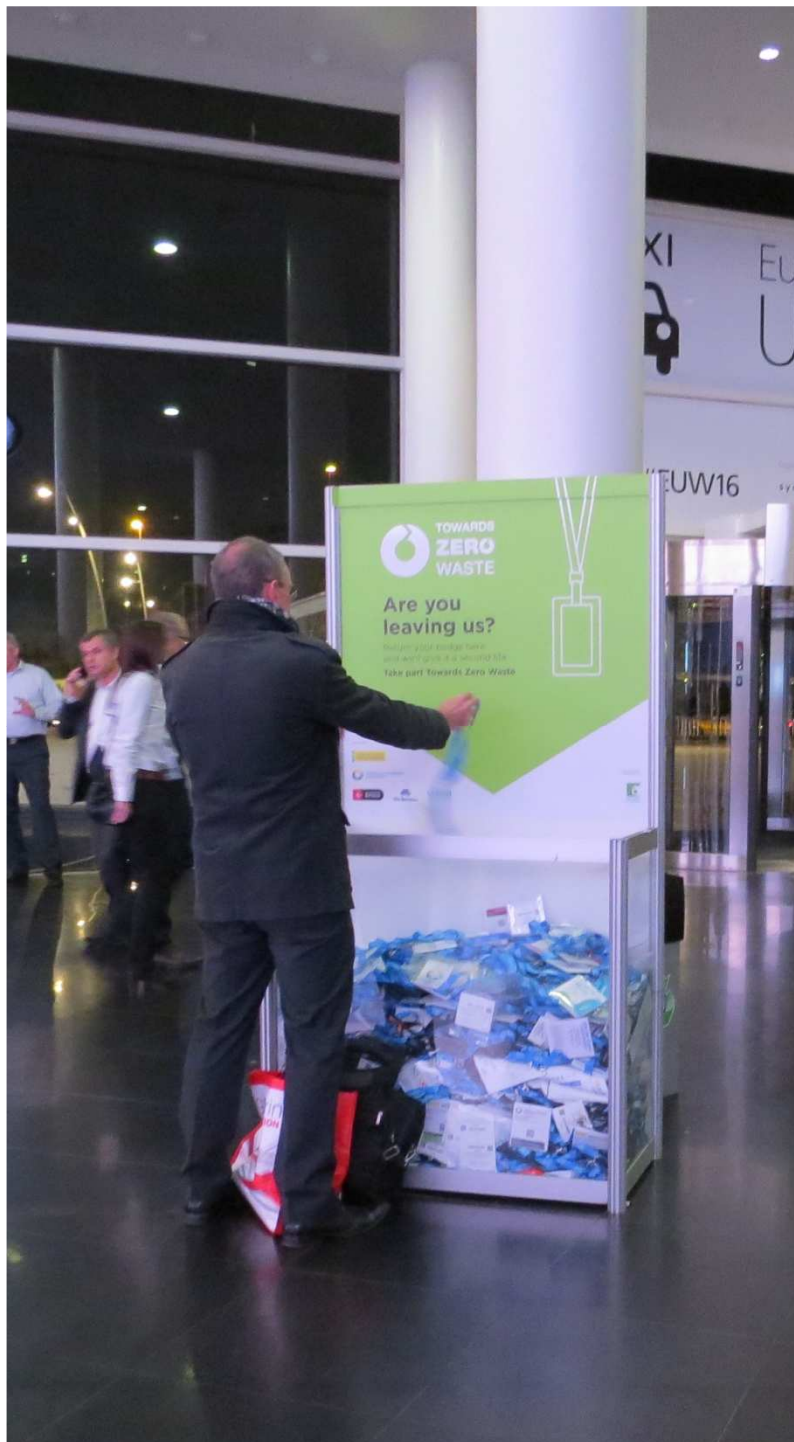
28
MAGAZINES AVAILABLE IN QR
FORMAT



Prevention and reuse

Return of accreditations

Providing a place for handing in accreditations meant that users could return them when the event ended.



1.680

ACCREDITATIONS



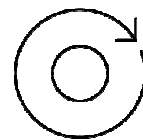
25,2 kg

Prevention and reuse

Communal areas and stands are conceptualised and designed from a circular economy perspective

The material (wood, plants, canvas) from 72 stands, covering 1.400 m², will be reused after the events.

The area occupied by the events' decorative and structural elements has also been designed taking sustainable criteria into account.



8.000 kg

RECYCLED MATERIAL

550 m²

REUSED MATERIAL

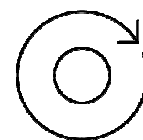
Prevention and reuse

Reuse of event material

The structural elements of the SCEWC have been given a new use after the event through the **Ateneus de Fabricació de Barcelona** (Barcelona Manufacturing Athenaeums). During the dismantling phase, materials such as chipboard, methacrylate, canvas and wood were gathered to give them a second opportunity and reuse them in new projects.

In 2016 this action was extended to the exhibitors. Those stands interested in their material being reused could join in the initiative by completing a form.

Finally, 8 collaborating stands took part in the action

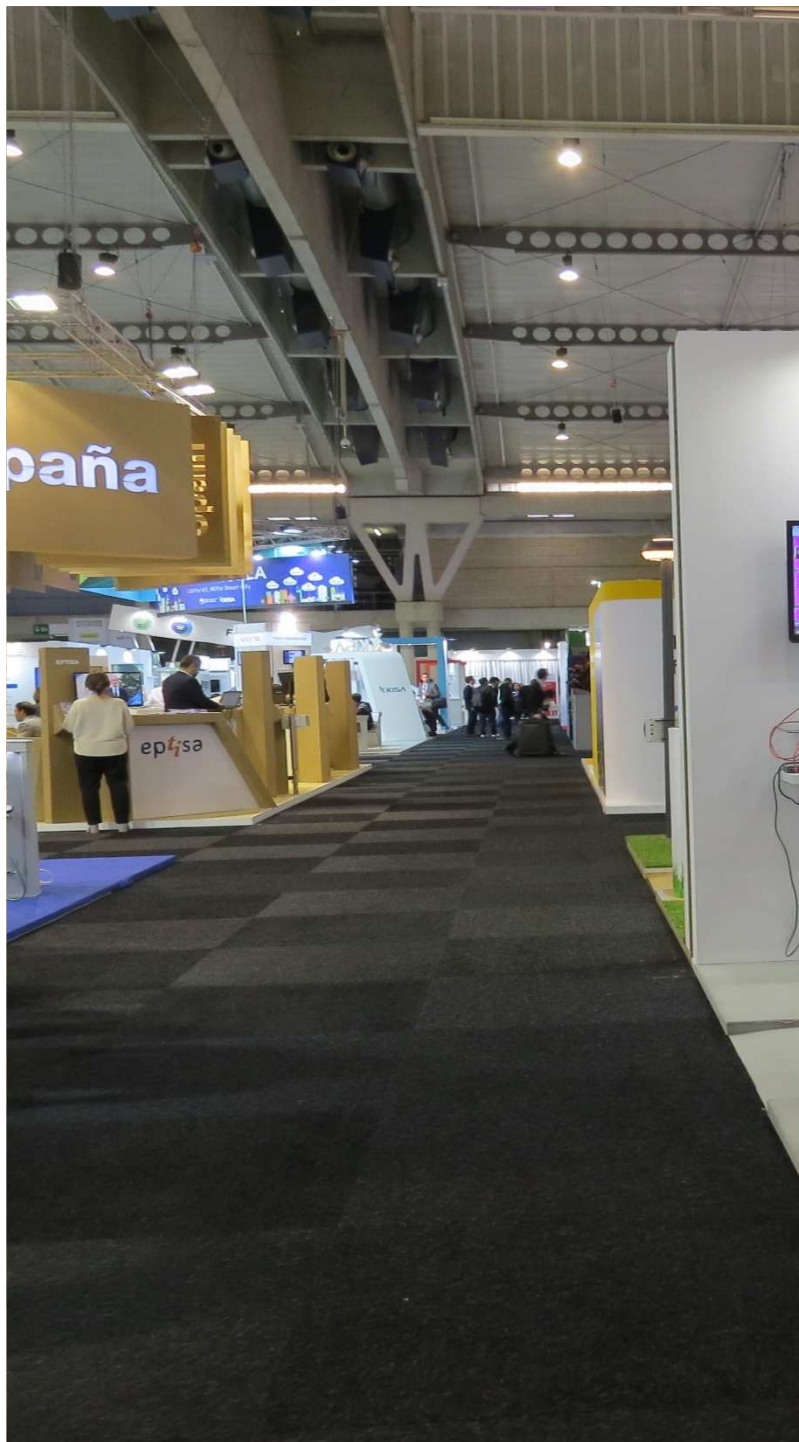


2.740 kg

REUSED MATERIAL

Prevention and reuse **Reusable carpeting**

16.136 m² of carpet from the passageways and communal areas, as well as 1.800 m² of stand carpeting were reused after the events.



89.680 kg
REUSED CARPET

Prevention and reuse

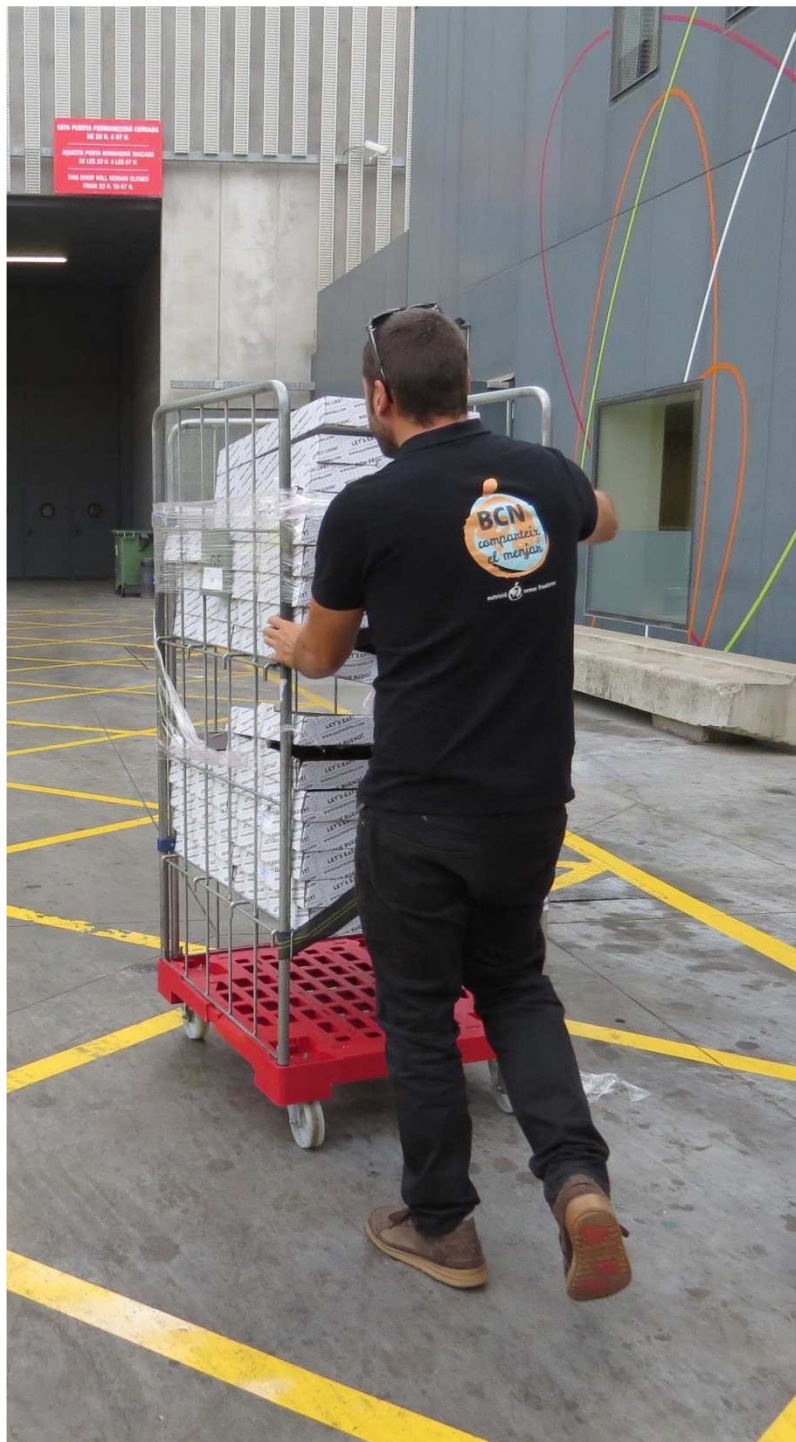
Making use of the food surplus at Gastrofira

The food left over after the event was gathered by the NGO **Nutrition without Borders** and distributed to community kitchens for their utilisation.



276 kg

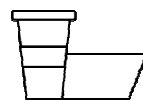
FOOD SURPLUS DONATED



Selective collection

Use of compostable elements in the area of the SCEWC'S temporary buffet dinner

The meals distributed from this point used packs of compostable plates. The different elements were made with materials like sugar cane pulp, which means they can be treated in composting plants.



2.000

MENUS BY DAY WITH COMPOSTABLE
PLATES



Selective collection

Selective collection of the organic fraction

The restaurant centres and temporary dining area at the SCEWC had containers for separating the organic matter produced by their activity.



680 kg

ORGANIC FRACTION



Selective collection

Implementation of bins for the paper/cardboard and packaging fractions

The site provided 25 collection points for visitors' use specifically for paper/cardboard and packaging.



1.776 kg

PAPER/ PACKAGING FRACTIONS



Selective collection

Collection of paper before dismantling stands

At the end of the SCEWC, a tour was made of the premises so as to collect the paper from newsletters and dossiers provided on the stands.



Selective Collection

Improved Management of Hazardous wastes (adhesives, paint, etc.) Over the public address system



COMMUNAL AREAS AND STANDS ARE CONCEPTUALISED AND DESIGNED FROM A CIRCULAR ECONOMY PERSPECTIVE

The material from 72 stands, covering 1,400 m², will be reused after the events. The area occupied by the events' decorative and structural elements has also been designed taking sustainable criteria into account.



IDENTIFICATION FOR THOSE STANDS COLLABORATING WITH THE PROJECT

Stands taking part in the initiative are identified with a sign that's easily seen by visitors. The logo identifies those stands donating part of their material to organisations.



IMPROVED MANAGEMENT OF SPECIAL WASTE THROUGH MESSAGES GIVEN OVER THE PA SYSTEM

While assembling and dismantling stands, messages are broadcast reminding workers of the importance of correctly handling hazardous waste.



REUSABLE

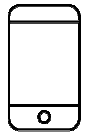
16,136 m² of carpet and communal stand carpeting events.

During mounting and dismantling, messages in three languages (English, Spanish and Catalan) were broadcast every hour over the public address system reminding assembly workers of the importance of correct management of hazardous waste.

During this year's event, no hazardous waste left behind in the building had to be removed.

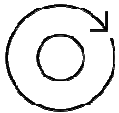
Results

Prevention ad optimisation of waste management



DEMATERIALIZATION

- 3.737 downloads - 56 kg
- 28 magazines available in QR format



PREVENTION AND REUSE

- 1.680 returned accreditations - 25,2 kg
- 8 collaborating stands took part in the action – 2.740 kg
- 8.000 kg / 550 m² reused material from communal areas and stands
- 89.680 kg reused carpet



FOOD SURPLUS DONATED

- 276 kg food surplus donated

Results

Prevention and optimisation of waste management



SELECTIVE COLLECTION

- 2.000 menus per day with compostable plates
- 680 kg organic fraction
- 1.776 kg paper/packaging fractions
- 0 kg hazardous waste left behind



Results

Prevention and optimisation of waste management



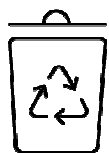
3.097 kg

WASTE PREVENTION

92.777 kg

WASTE PREVENTION

(including reused carpet)



2.456 kg

SELECTIVE
COLLECTION

10.456 kg

SELECTIVE
COLLECTION

(including recycled wood
from communal areas)

SUPPORTED BY:



IN COLLABORATION WITH:



ATENEUS DE FABRICACIÓ
MATERIALITZEM IDEES. COCREEM EL NOSTRE ENTORN

TECHNICAL SECRETARIAT

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