



# Application from Impact0 for the 2019 UFI Sustainable Development Award

## 1. Background of Impact0

At Impact0, it is our goal to minimize the negative impacts of events by using sustainable strategies, by reducing the ecological footprint and by generating positive economic, social and environmental outcomes. We design, plan and execute sustainable strategies for events, companies, governments and cultural entities, based on environmental best practices and the use of technological means.

It is our mission to create innovative, authentic and high-quality solutions to contribute to a sustainable future. Our vision is to promote sustainable development and better practices in the exhibit industry and to engage the community to adopt a “green” lifestyle.

As a company, we act under the principles of integrity by respecting and taking care of the environment through our actions, inclusiveness by involving everybody who seeks to develop a sustainable future, transparency by sharing our knowledge with communities and responsibility by taking care of the environment and promoting sustainable development.

Our services include consultancy for the organization of sustainable exhibits, measurement and reduction of waste, measurement and reduction of the carbon and water footprint, compensation of the carbon footprint, eco-design and training for professionals in the sector.

The framework for the development and execution of our actions is the international standard ISO 20121 for the management of sustainable events. This ISO standard includes the areas economy (to operate in a financially viable manner), environment (to minimize the use of resources, emissions and waste) and society (to consider the needs and expectations of the social environment affected by the event). Impact0 was the first Mexican company to be certified with this standard (2016).

We have already collaborated in the production of numerous sustainable events, like Bahidorá with the reduction of waste and reduction and compensation of the CO2 emissions, Corona Capital with the implementation of 100% compostable cups for beer, the International Book Fair of Guadalajara where we implemented better practices in the planning, production, assembly and disassembly of the event, the Youth Congress of Sustainable Americas by taking care of the sustainable co-production of the event and the Museum of the Palace of Fine Arts in Mexico City which is the first museum in Mexico that implemented a sustainable production strategy for its exhibitions.

In comparison to conventional events, Impact0 can reduce the average water usage per visitor per day by more than 40%, reduce the CO2 by almost 50% and reduce the residues by as much as 96%.

Over all our events, we already counted 3,680,750 attendees, we offset 1,490 tons CO2 with the acquisition of carbon credits, we recycled 105,599 kg of waste and trained 550 professionals for a sustainable event organization.

## 2. General information and objectives of the selected project

Impact0 has been collaborating since 2015 with the organizers of the International Book Fair of Guadalajara (FIL Guadalajara) in Mexico. This international expedition is the second largest book fair in the world and is also one of the most important cultural event in the Spanish-speaking world.



We at Impact0 measure every year the environmental footprint of this popular exhibition, analyze the results and develop environmental policies to reduce the impact which this event has on the environment. Furthermore, we implement these environmental policies in collaborations with the event organizers, the suppliers and sponsors.

### **3. Detailed description, implementation plan and measured results of the selected project**

#### **3.1 General information about the Feria Internaciola de Libros (FIL) de Guadalajara**

International Book Fair of Guadalajara (FIL de Guadalajara) was founded in 1987 by the Universidad de Guadalajara and has since then developed to be the world's largest market for Spanish-language publications. The 9-day exhibition in November and December attracts every year publishers, literary agents, translators, distributors and librarians in addition to over 800.000 visitors (see Table 1) which include over 100.000 young visitors. The fair is held on 34,000 square meters and welcomes every year an average of over 1.900 publishers from 44 countries and generates over \$330 million dollars of economic flow. Furthermore, the event is a platform for discussions and debates on contemporary culture and for the exchange of ideas on cultural issues.

The FIL Guadalajara also includes the FIL Children, a space of 4,000 square meters for children of the ages of three to twelve to experiences literature in a fun environment. The FIL Children offers workshops, a reading room, a forum for international performances and an exhibition and sales area for children's books.

#### **3.2 Impact0 at the FIL Guadalajara**

Since 2015, Impact0 works on the "Initiative FIL Impacto 0" with the objective to develop better practices in the planning and execution of the exhibition in order to reduce the environmental impact of the event and to sensitize the visitors in the topic of environmental protection.

In 2015 and 2016, we at Impact0 based our management system on the British norm BS 8901 Sustainability in Event Management, which describes the basic components of a management system to reduce the environmental footprint for any event, and on the program Green Museums Derby & Derbyshire, which is a guide to organize cultural events in museums in a sustainable way. Since 2017 we use the international standard ISO 20121 for the management of sustainable events as the basis for all our projects.

#### **3.3 Actions and implementation for a sustainable event**

Each year, we (1) measure the environmental impact of the exhibition, (2) analyze this data in order to find opportunities for improvement, (3) develop an environmental policy and action plan to implement the improvements, (4) implement the reforms in collaboration with the organizers and suppliers and (5) formulate recommendations for the future.

In the first step (1), we measure the environmental footprint (energy and water usage, as well as, carbon and waste generation during the planning, execution and closure of the event). Our most important data sources for this measurement are:

- The business volume of the event to calculate the consumption of energy and resources, as well as, the generation of waste.
- The thermometer to measure the room temperature for the calculation of the energy consumed by the air conditioning.
- Monitors for the measurement of the water, energy and gas consumption.
- A survey about the transport of people and materials to build the booths.
- The documentation of the type and quantity of waste generated during the assembly, event and disassembly, in order to determine the volume of material with the potential to be reused and/or sold.
- A register of the waste bought by the buyers.
- A register of the consumed inputs in the temporary offices of the FIL in order to determine the potential for green purchases.



- A documentation of the legacy that the fair leaves each year in terms of transfer knowledge, donations and improvements to the city in terms of green infrastructure.

Based in the data which we select as above mentioned, we define each year opportunities for improvement (2). From these, we develop each year an environmental policy and an action plan (3) which describes the goals and required actions to reach these goals. Our goal each year is to reduce the environmental impact and minimize the environmental footprint of the FIL Guadalajara through a better administration of waste, water, energy and carbon. The following is a list of some of the most important sub-goals and the corresponding activities over the last years:

- We develop each year an environmental policy and communicate it to the organizers and suppliers to ensure that all people involved incorporate the environmental policy in their work. Furthermore, we trained the collaborators of the FIL Guadalajara on sustainable development.
- We use communication methods and interactive pavillions to raise the awareness of all stakeholders about the waste generated during the event.
- To reduce the energy usage, we advertised to use illumination and equipment only if needed and keep the temperature around 24 degrees Celsius.
- We reorganized the waste management at the FIL Guadalajara to include waste diversion and the correct final disposal. We also introduced biodegradable and recyclable packaging to reduce the amount of waste for landfill and to increase the volume of waste recycles. Furthermore, we suggested the collaboration with a recycling company.
- We took actions to reduce the CO2 emission at the FIL Children and invested in the plantation of trees to compensate the remaining emissions.
- Through green purchases, we took actions to turn the temporary office of the committee 100% sustainable.
- We printed 100% of the materials on certified or recycled paper.
- We promoted the transport by public transportation, “FIL routes”, bikes and shared car usage.
- We implemented a donation program for materials and books.
- Since 2017, we work on the certification ISO 20121 for the FIL Guadalajara.

### 3.3.1 Communication

Each year, we promote the communication of the environmental policy and the corresponding actions via multiple media. The communication plays an important role to involve all parties, from the supplier to the visitors, in the sustainability actions and to make these actions reach further with the participation of all stakeholders and an achievement in this field is that across the collaboration on events with 3,690,750 attendees generated an interaction value of \$4,241,000 MXN.

For the communication, we have used the following media over the years:

- We design and build a sustainable interactive booth which received more than 30,000 visitors.
- The official medias of the FIL Guadalajara, namely microsites and social networks (Twitter, Facebook and Instagram).
- The twitter account of the Expo Guadalajara.
- The Twitter accounts of the Guía Diseño Mexicano and Consejo Estatal para las Culturas y las Artes de Chiapas.
- Publications through the collaboration with Cabify.
- Publications of articles in the digital newspapers 20 minutos and Notimex.
- Publications in the printed media El Diario NTR, Milenio, Publmetro, El Mural and Milenio Jalisco
- During the event, we communicate the Impacto 0 initiative on outdoor screens, garbage cans and on the recycling modules.

For the 2015 edition, Impacto0 implemented in cooperation with the sponsor Infinitum the “Infinitum Pavilion” for the FIL Niños area. This Pavilion was a recreational and learning space for all attendees. Through the use of technological tools, children were able to learn several ways of how to take care of the environment. The pavilion had 6 interactive stations with ecological calculator and a large interactive screen where the results of



these calculators were projected. The screen projected the landscape of a natural environment with mountains, rivers, animals and vegetation. The visitors answered questions about their habits of water consumption, waste generation and CO<sub>2</sub> emissions. The ecological calculators estimated the effect of the actions on the environment and a video of the effects was presented. The video ended with a commitment to change. When accepting this commitment, a random prize appeared, consisting of an animal, a flower, drops of water or trees which could be placed on the screen to enrich the flora or fauna and to create an ideal world. The main objective was to raise awareness among users by presenting suggestions to change their habits and thus contribute to the care of the environment. 6 people could use the pavilion at the same time and on average 2,000 visitors used the pavilion per day.

For the construction of the pavilion, 95% of the materials were renewable and recycled. After the exhibition, these materials were almost entirely recycled. The pavilion had an ecological footprint of 0. All emissions generated by energy consumption, waste generation and water consumption were mitigated with the acquisition of carbon capture certificates.

### 3.3.2 Workshops

Each year, we at Impact0 hold workshops for the core staff of the fair to improve the sustainability axis and also to the cleaning personal to teach them about the correct management of waste during the event and in their homes.

Furthermore, we organize workshops at the FIL Children. We consider it as highly important that children learn from an early age on responsibility towards the environment. To introduce children in a fun way to the topic of environmental protection, we organized in 2015 a recycling workshop where the participating children could craft using waste which was generated on the FIL Children.

In 2016, we (Impact0) carried out the workshop “Compost Art” at the FIL Children. The goal of this workshop was to teach the children to garden with recycled materials in order to grow certain plants such as coriander, spearmint, rosemary and basil in their homes. In 2017, we organized the workshop “Todos Somos un Mismo” to sensitize the children about the importance of nature. During the workshop, the children expressed in drawings or letters what the nature means to them and made a commitment towards it.

### 3.4 Results

The Table 2 demonstrate the emissions which we measured in the years 2015 to 2018. For this calculation, we used the program “Greenhouse Gas Emissions Mexico”, developed by the Mexican government. It includes the direct emissions from the event, which the event organizers can control, and the indirect emissions from the realization of the exhibition, over which the event’s organizers have no control.

As can be seen, Impact0 accomplished a reduction of the total CO<sub>2</sub> per event and of the CO<sub>2</sub> per visitor in the years 2015 to 2017. We were able to decrease the total CO<sub>2</sub> generated despite of the increasing number of visitors. In 2018, the generated CO<sub>2</sub> increased slightly, due to an increase in the emissions caused by the transport of goods during the production and due to the increase in the number and emissions from flights (mostly from Europe). Nonetheless, from the beginning of your cooperation with the FIL Guadalajara in 2015 till 2018, we were able to decrease the generated total CO<sub>2</sub> by 1,283 tons and decrease the CO<sub>2</sub> generated per visitor by 1.75 kg. In the years 2015 till 2017, we also measured and compensated 100% of the carbon emission of the FIL Children.

Table 3 shows the water consumption. This number increased from 2015 to 2016, due to the opening of a restaurant in the convention area. However, we were able to reduce the water consumption from 2017 to 2018.

In Table 4, the waste generation and waste disposal are demonstrated. Impact0 was able to increase the percentage of waste recycled from 2015 to 2016. Furthermore, we reduced the total waste generated and the waste generated per visitor significantly from 2017 to 2018. We did have to deal with setbacks, like in 2017, when the waste separation went wrong during the event, which resulted in the contamination of the recyclable



residues and reduced the percentage of materials which qualified for recycling. However, we were able to increase the percentage of recycled materials again in 2018.

Besides the above-mentioned results, which show a trend towards a more sustainable FIL Guadalajara, we also see an increase in the sustainable strategies implemented in the construction of the stands of the exhibitors. Of the five stands which won a prize for their sustainable design in 2017, three competed in the category Impact0.

We were able to measure the success of our communication activities by the fact, that 1 out of 10 visitors of the FIL Guadalajara knew about the sustainability program after the event.

#### 4. Conclusion

We learned at Impact0 that the most important thing is that the solutions and services offered are viable for the clients. It is essential because 100% of the incomes of the company is generated by this. A validation of the above-mentioned is that the commercial relationships with Impact0's clients are of a duration of more than 4 years, like the relations with the FIL Guadalajara as an example.

Each year, Impact0 develops a report after the event. The report includes the work plan, a description of the actions taken, results and recommendations for the following year.

The recommendations from the FIL Guadalajara 2018 for the next year are grouped under the objectives they should fulfil:

- **Objective 1:** Implement a strategy to involve more exhibitors in the sustainability program of the FIL Guadalajara.
- **Objective 2:** Implement a strategy to involve more the direct suppliers of the FIL in the sustainable program.
- **Objective 3:** Measure the carbon footprint of the FIL Guadalajara.
- **Objective 4:** Reduce and offset the emissions of the FIL.
- **Objective 5:** Strengthen the communication of the sustainable strategies to achieve inclusion
- **Objective 6:** Expand the legacy of the FIL Guadalajara.

These recommendations are part of the 2019 work plan in which we will seek to complete the objectives to achieve the goals set and transform the Guadalajara FIL into a world leading sustainable event.

## Appendix

Table 1

Number of visitors to the 9-day FIL Guadalajara 2015-2018

	2015	2016	2017	2018
Visitors	792,000	800,821	814,833	818,810

Table 2

Emission of FIL Guadalajara 2015-2018

	2015	2016	2017	2018 <sup>1</sup>
Total emissions of the event (tCO <sub>2</sub> )	4,605	4,496	3,227	3,322
Total emissions per visitor (kg)	5.81	5.61	3.96	4.06
Total emissions FIL Children (tCO <sub>2</sub> )	173.46	102.42	112.35	-
Compensated emissions FIL Children	100%	100%	100%	-

Table 3

Water consumption FIL Guadalajara 2015-2018

	2015	2016	2017	2018
Water consumption (m <sup>3</sup> )	696	2,976	3,628	3,440
Water consumption per visitor (liter)	0.89	3.71	4.41	4.20

Table 4

Waste generation and disposal FIL Guadalajara 2015-2018

	2015		2016		2017		2018	
Recycled (aluminum, carton/plastic, PET) (kg)	18,314	52%	61,168	74%	12,379	14%	19,110	46%
Inorganic (kg)	16,602	48%	21,492	26%	75,430	86%	22,183	54%
Total (kg)	34,916	100%	82,660	100%	87,809	100%	41,293	100%
Waste per visitor (kg)	0.04	-	0.10	-	0.11	-	0.05	-

<sup>1</sup> In 2018, the FIL Guadalajara did not contract Impact0 to measure and compensate separately the emissions of the FIL Children.