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1. Background, nature and objective of the programme

Background, nature and objective of the programme

The activity of IFEMA MADRID, as Spain's largest trade fair operator and one of the most important in Europe, can have a very significant impact on climate change:



concentrated activity over short periods of time.



High waste generation.



Bringing people together from all over the world.



Major displacements.



Major social impact of their communications.



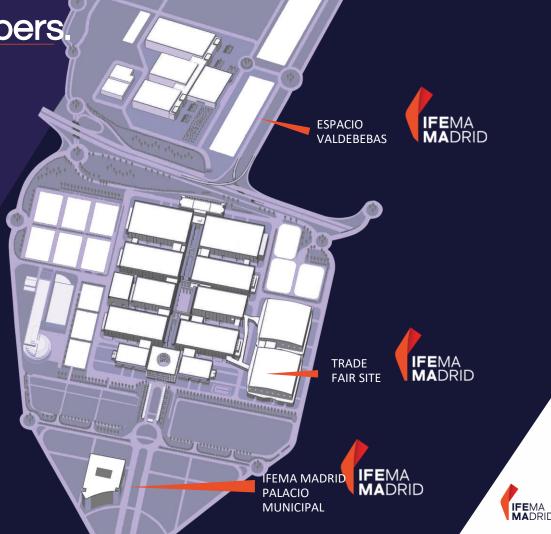
IFEMA MADRID, in numbers

Infrastructure

- 200,000 m² of covered surface area.
 Trade Fair Site
- Total space of the trade fair site divided up into 13 pavilions, 85 rooms and 2 convention centres.
- 30,000 m²
 IFEMA MADRID PALACIO MUNICIPAL

Activity (reference year 2019)

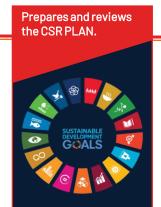
- No. of trade fairs and events held: 898.
- No. of visitors: 4,323,775.
- No. of exhibitors: 33,292.
- News hits generated: 1.119 million.





Sustainability, integrated into the strategy of IFEMA MADRID

Sustainability forms part of the strategic management of the organisation and is one of its fundamental values. For more information about our values, click here



The main lines of action and their contribution to the SDGs are described. Click here to view.



For more information on the Global Compact, <u>click here</u>



For more information, click here



Annually, we calculate our carbon footprint within scopes 1 and 2 and buy TCO2 emission rights in the carbon market.

Further information



More information about our sustainability report here



Integrated management system



Quality management: the driving force behind improving the satisfaction of all our stakeholders.

Environmental management: to promote the prevention of pollution and the reduction of the environmental impact of our activity.

<u>Sustainable events</u>: to promote the improvement of sustainability at all the events we organise.

Safety in emergencies: to promote improved emergency management during events.

Energy efficiency: to promote improvement in the energy efficiency of our facilities.

For IFEMA MADRID, achieving excellence in the management of our organisation is the best lever to fulfil our purpose, mission and vision.

In order to do so, we have an Integrated Management System based on compliance with five international ISO standards, which we have also decided to certify, in order to demonstrate our commitment to all our stakeholders.

In accordance with these five ISO standards, this Integrated Management System is evaluated and reviewed annually by a third party.





Discover the sustainability measures implemented at the trade fair site



Energy efficiency measures.



Waste reduction and valorisation measures.



Measures to reduce the consumption of natural resources.



Upcoming energy efficiency and sustainability measures.





3.1 – Energy efficiency measures (2017–2021)

To reduce energy consumption and therefore greenhouse gas emissions (TCO2)

INITIATIVE	YEAR	LEVEL OF INNOVATION	INVESTMENTS (K EUR)	SAVINGS (K EUR)	IMPRO ENERGY USE	ENERGY SOURCES
Installation of geothermal air conditioning in the Central de Puerta Sur building.	2017	COMPANY	382	40		
Replacement of the vehicle fleet with others with low or zero emissions	2017	COMPANY	Not applicable (***)	(**)		
Replacement of conventional fluorescent lighting in the offices of the south building with LED lighting.	2018	COMPANY	47	17		
Implementation of the SMARKIA digitisation and automation platform to monitor energy consumption on the current IFEMA MADRID site.	2019	COMPANY	15	2		
Renewal of pavilion LED lighting with CRI>90 light fittings and a point-to-point control system.	2019	COMPANY	2,388	245		
Replacement of conventional lighting on stands designed by IFEMA MADRID with LED lighting.	2019	COMPANY	Not applicable (***)	30 (estimated)		
Installation of parking spaces for electric cars with certified 100% renewable energy.	2019	COMPANY AND MARKET	Not applicable (***)	(**)		
Design and commissioning of the "Live Connect Platform" for holding digital events.	2020	MARKET	291	(*)		
Upgrading of uninterruptible power supply (UPS) systems with modular equipment, thereby improving system performance.	2021	COMPANY	280	25		



^(*) The savings involve reducing resource consumption due to events not being attended in person: savings in raw and auxiliary materials for building stands, energy (electricity for lighting, natural gas for air conditioning) and fossil fuels (for exhibitor and visitor travel). This also decreases TCO2 emissions into the atmosphere.

(**) The savings are related to the reduction of TCO2 emissions into the atmosphere.

^(***)Cost, not investment.



3.1 – Energy efficiency measures (2017–2021)

IFEMA MADRID has also implemented other additional measures to reduce greenhouse gas emissions:

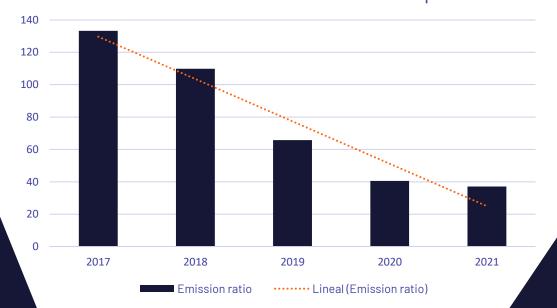
→ IFEMA MADRID's electricity consumption is 100% from certified renewable sources. Partner(since 01/01/2020):

Availability of access to the site by public transport (Metro line 8 and various bus connections). Bicycle parking from 2020.

ACHIEVEMENTS SO FAR:

Reduction of the emissions ratio (TCO2/turnover in mil. EUR) of more than 72% in the last five years.

TCO2 emissions ratio or carbon footprint









3.2 – Waste reduction and valorisation measures (2018–2021)

A. Waste reduction

 Sending food surpluses to NGOs from the different fairs held at IFEMA MADRID, reducing the generation of organic waste.

 Reduction of the total m² of carpet used in common areas.

 Elimination of almost all paper tickets, invitations, guides and brochures.

 Publication of the <u>Guide for Sustainable</u> <u>Participation in Trade Fairs and Events</u> to raise awareness among exhibitors, visitors and organisers.



3.2 – Waste reduction and valorisation measures (2018–2021)

A. Waste reduction

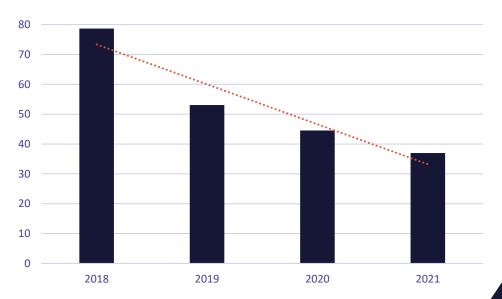


ACHIEVEMENTS SO FAR:

Reduction of the waste generation ratio over the last four years by almost 53%

INDICATOR: RATIO OF WASTE GENERATION COMPARED TO TURNOVER(MIL. EUR)	2018	2019	2020	2021	2021/2018
NON-HAZARDOUS WASTE GENERATION RATIO (T./ TURNOVER IN MIL. EUR)	78.59	53.02	44.33	36.99	-52.93%
HAZARDOUS WASTE GENERATION RATIO(T./ TURNOVER IN MIL. EUR)	0.08	0.02	0.20	0.005	-93.86%
TOTAL WASTE GENERATION RATIO(T./ TURNOVER IN MIL. EUR)	78.66	53.03	44.52	36.999	-52.96%

Total waste generation ratio







3.2 – Waste reduction and valorisation measures (2018–2021)

B. Waste valorisation

- At IFEMA MADRID, there are 24 different types of waste, 14 non-hazardous and 10 hazardous, 79.16% of the types of waste can be valorised.
- The percentage of recycled waste in 2021 was 69.40% with respect to the total waste generated.
- The fitting of recyclable carpet in 2021: removal of carpet from common areas for final recycling and subsequent use as a resource, thanks to its transformation into new raw material.







3.2 – Waste reduction and valorisation measures

(2018-2021)

B. Waste valorisation

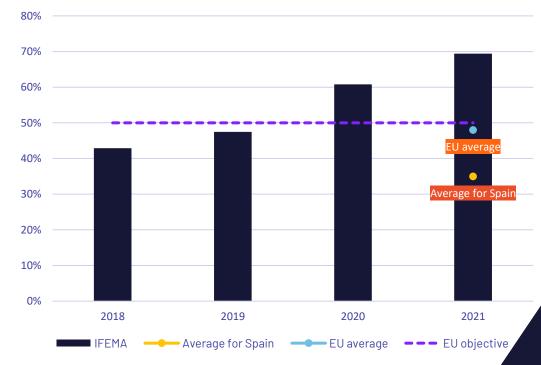


ACHIEVEMENTS SO FAR:

61.73% increase in the percentage of recycled waste in the last four years.

INDICATOR	2018	2019	2020	2021
PERCENTAGE OF VALORISED/RECYCLED WASTE(T. RECYCLED/TOTAL T.)	42.91%	47.48%	60.79%	69.40%

Percentage of recycled/valorised waste



*Source of data on recycling in the EU and Spain: EPE.es







3.3 – Measures to reduce the

consumption of natural resources

(2018-2021)

A. Water consumption

 Efficient irrigation systems and irrigation with reclaimed water, which accounts for 50% of the total water consumption of the site, generating a proportional saving of drinking water.

 Other measures implemented include electronic taps, dry urinals and dual-flush toilets.



3.3 – Measures to reduce the consumption of

natural resources (2018–2021)

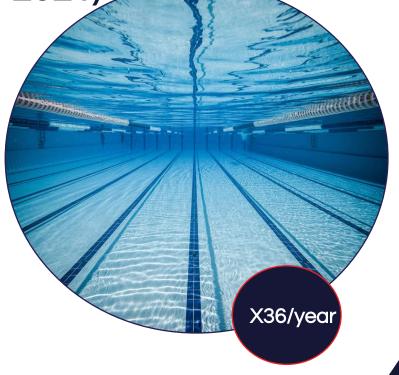
A. Water consumption



ACHIEVEMENTS SO FAR:

Savings of 362,623m³ of drinking water, the equivalent of 36 Olympic swimming pools per year.

CONSUMPTION DATA (ABSOLUTE VALUES)	2018	2019	2020	2021
Drinking water consumption (m³) per year	104,874.00	92,994.00	49,603.00	65,188.00
Reclaimed water consumption (m³) per year	113,004.00	102,840.00	85,461.00	61,318.00
Total water consumption (m³) per year	217,878.00	195,834.00	135,064.00	126,506.00
Percentage of reclaimed water with respect to total water consumption(m³)	51.86%	52.51%	63.02%	48.47%







3.3 – Measures to reduce the

consumption of natural resources

(2018-2021)

B. Paper consumption

 All paper used by IFEMA MADRID comes from sustainable forests (with FSC/PEFC certification).

 Promotion of digitisation and automation of processes, among other things, to reduce paper consumption.





3.3 – Measures to reduce the consumption of natural resources (2018–2021)

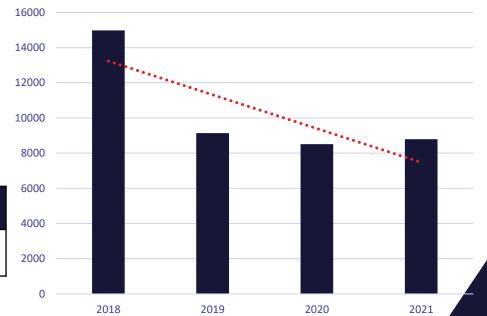


ACHIEVEMENTS SO FAR:

Reduction of 41.32% in the ratio of paper consumption in the last four years.

INDICATOR	2018	2019	2020	2021	2021/2018
Paper consumption ratio (units / turnover in mil. EUR)	14,981.05	9,135.03	8,512.00	8,790.52	-41.32%

Paper consumption ratio









3.4 – Future measures

The commitment to sustainability at IFEMA MADRID is permanent. Therefore, there are several projects planned in the medium term to increase the energy efficiency of the site.

Some of these are:

Alternative energy project, focused on the implementation of photovoltaic installations and with the aim of reaching zero consumption. During 2022, a technical consultancy process will be carried out to evaluate the technical and economic feasibility for the optimal dimensioning for renewable energies in the coming years.

- **Upgrading the outdoor lighting** including a control and remote management system using LED technology (2022–2024).





3.4 – Future measures

 Upgrading of interior lighting to LED technology of the remaining installations, until full completion: Palacio Municipal congress centre, north and south convention centres and all other rooms (2024–2025).

 Integration of an upgraded platform for the control, management and measurement of all energy consumption (2020–2025).

 Renovation of the existing humidification system in the central south building, with technology that reduces current energy consumption.

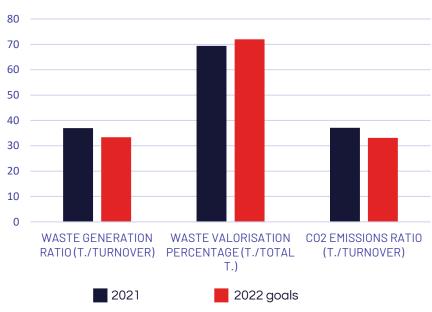




3.4 Future measures

Sustainability objectives planned for this year - 2022

Improvement objectives to be achieved in 2022



In order to achieve this, we shall be mainly working on the following measures:

- Work and promote the execution of the energy efficiency measures described in the previous point and continue with the monitoring of energy consumption.
- Project under way for the recycling of all the carpet that is fitted, transforming it into new raw material (paraffin).
- Continue with the automation and digitisation of processes.
- Continue raising awareness among exhibitors, assemblers and workers and encourage their participation and behaviour to be more sustainable.
- Promote teleworking.



4. Conclusions

The MICE sector needs to make sustainability an obligation and transfer its commitment abroad, maximising its positive impact.

IFEMA MADRID has decided to lead the way along this path which is as essential as it is rewarding.



