Fiera Milano Application for:

ufi AWARDS 2023

Successful examples of operational measures to reduce the carbon footprint of trade fairs and events

FIERA MILANO

FIRST CARBON FOOTPRINT ASSESSMENT OF THE EVENT "HOMI FASHION & JEWELS" AND ACTIONS TAKEN TO OFFSET THE CO_2 EMISSIONS GENERATED

HOMI Fashion&Jewels Exhibition

AGENDA

1. Executive summary
2. The event - Homi Fashion & Jewels Exhibition
3. The methodology
4. The results
5. Efficiency measures and offset
6. Conclusions and final considerations

Executive summary

Background & inspiration

- Fiera Milano strongly believes that the exhibition industry can have a **relevant role** in the **climate change action**, by measuring and reducing the carbon footprint of the events and being a platform to **spread awareness, spark action and positively influence** all the stakeholders
- Based on this **awareness**, Fiera Milano, in line with its **corporate mission** "To be a leading platform for innovative, sustainable and global events", and with the **Group Sustainability Plan**, has started in 2022 the process of measuring the carbon footprint generated by its events, with the goal of reducing CO_2 emissions deriving from its core business aiming for the complete **decarbonisation of its events by** 2050

Project & methodology

- Assessment, with the support of the technical consultant Rete Clima, of the estimated **carbon footprint of the event Homi Fashion & Jewels**, quantifying all the CO_2 emissions produced along the different phases of the event.
- A **proprietary valuation model** has been developed following the **LCA (Life Cycle Assessment)** methodology combined with the valuation parameters of the standards ISO 14040, ISO 14044 and ISO 14067 - pursuant to the **Net Zero Carbon Events** initiative

Results

- The September edition of **Homi Fashion & Jewels** (16-19 September 2022) generated 1,256 tCO_2e
- The greatest environmental impact, equal to 70% of total CO_2 emissions deriving from the event, was generated by **visitor mobility**, followed by **exhibitor mobility** (20%) and by the emission sources generated from **production and transport** of stand fittings (panels, doors, furnishings, profiles, platforms, flooring and prints) which accounted for approximately 5% of total emissions generated. **Electricity consumption** and emission sources deriving from the **production and transport of food and beverages** generated 2% and 1% of total emissions respectively. Minor impacts were generated from **waste treatment**, **employee mobility** and **advertising material** to sponsor the event

Efficiency measures and offset

1. **Empowerment of the current photovoltaic system** (26,000 panels; 8.5 MWp) and the expansion of two new photovoltaic plants respectively with a total installed capacity of 3.9 MWp and 3.6 MWp. → increase the % of energy from renewable sources and reduce the operations environmental impact
2. **Elimination** for the next edition of the event of particularly **polluting marketing material**
3. **100% carpet recycling** and launch of an innovative sustainable stand fitting offering made by recycled carpet
4. **Carbon credit investments to off-set the residual carbon footprint not directly controlled by Fiera Milano**

tCO_2e = *tons of CO2 equivalent*

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Homi Fashion & Jewels at a glance

HOMI Fashion&Jewels Exhibition

- The only event dedicated exclusively to **Fashion Accessories, Bijoux and Trendy Jewellery**
- Held at Rho Fiera Milano venue on two occasions, **February and September**
- **Four areas diversified** by product features, positioning and distribution channel:

STYLE	EVERYDAY	GEMS & COMPONENTS	INTERNATIONAL

Numbers of the previous editions

Time-frame	Net sq. metres of exhibition space	n. exhibitors
I semester 2022	9,400	367
II semester 2021	6,090	280
I semester 2021	did not take place	did not take place
II semester 2020	3,900	155
I semester 2020	13,215	545
2019	11,905	540

ca.40% from abroad

15k visitors

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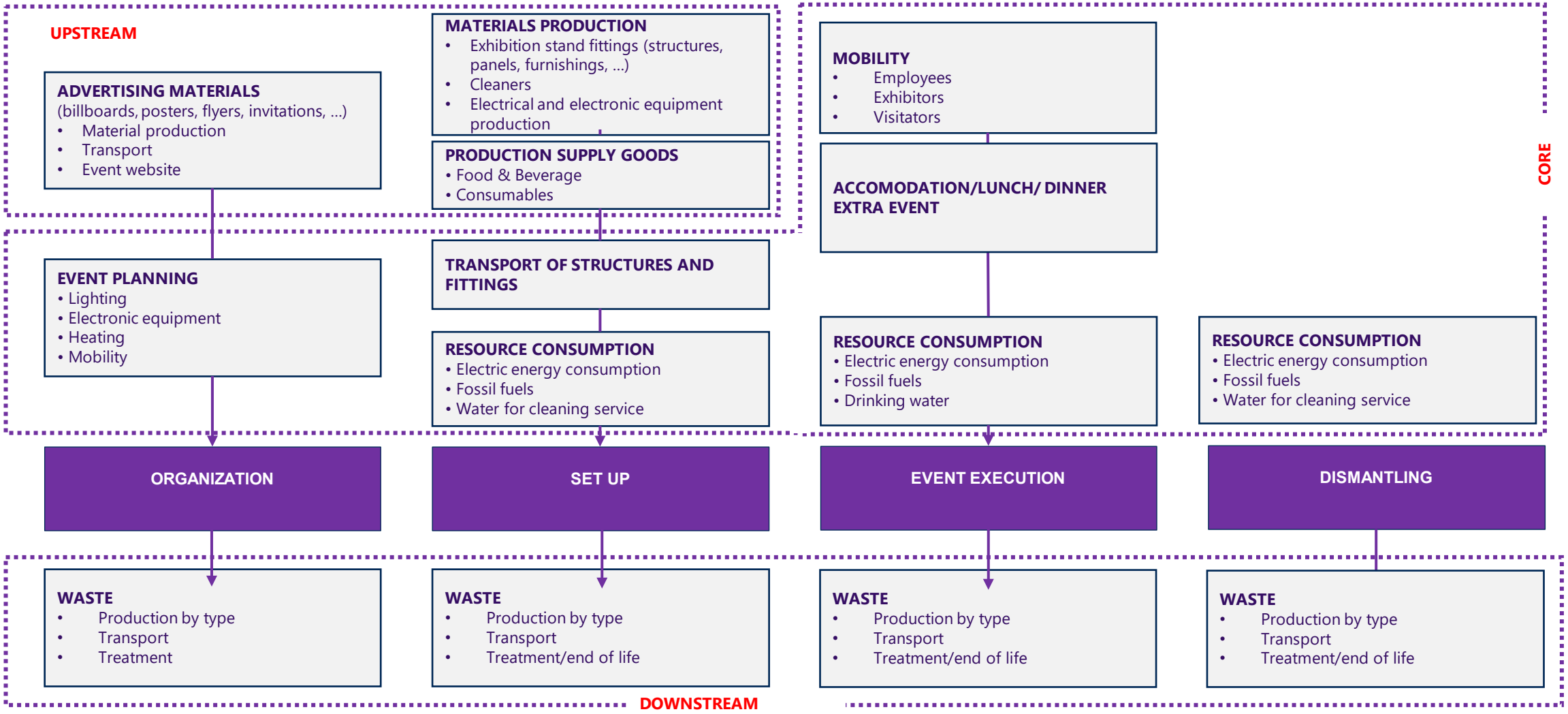
Life Cycle Assessment

- The model was created using the technical standards for life cycle analysis and Carbon Footprint assessment, namely **UNI EN ISO 14040:2021, UNI EN ISO 14044:2021, ISO 14067:2018**



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Carbon Footprint measurement: final output

HOMI Fashion&Jewels Exhibition

- The September edition of **Homi Fashion & Jewels** (16-19 September 2022) generated c.1,256 tCO2e

Source of emission	tCO2e	% Weight
Visitors mobility and accommodation **(execution)**	877.5	*69.9%*
Exhibitors mobility and accommodation **(execution)**	249.2	*19.8%*
Structures and fittings **(set up)**	61.2	*4.8%*
Electric energy consumptions **(execution)**	26.2	*2.0%*
Food and beverage **(set up)**	12.6	*1.0%*
Advertising material **(organization)**	7.7	*0.6%*
Waste management **(dismantling)**	6.5	*0.5%*
Employee mobility **(execution)**	5.7	*0.4%*
Transport of structures and fittings (supply) **(set up)**	3.7	*0.3%*
Transport of structures and fittings (warehouse return) **(dismantling)**	3.7	*0.3%*
Electrical and electronic equipment **(set up)**	1.3	*0.100%*
Office energy consumptions **(organization)**	0.13	*0.010%*
Web advertising **(organization)**	0.1	*0.005%*
Transport of food and beverage **(set up)**	0.1	*0.005%*
Transport of advertising material **(set up)**	0.0	*0.001%*
Total CO_2 emission	**1,255.5**	***100%***

CO2e = tons of CO2 equivalent

Breakdown by phase of the event

Source of emission	tCO2e	% Weight
Organization	7.9	*0.6%*
Set up	78.9	*6.3%*
Event execution	1,158	*92.3%*
Dismantling	10.2	*0.8%*
Total source of emission	**1,255.5**	***100%***

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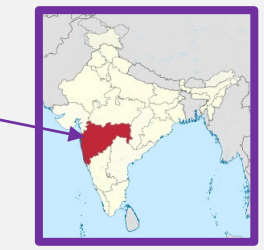
Short-term measures

CO2 compensation through certified carbon credit projects

- The c. **1,256 tCO2e** produced by Homi Fashion & Jewels have been **neutralized through the purchase and subsequent cancellation of certified carbon credits***
- Carbon credits are exchanged to offset the emissions of tons of carbon dioxide equivalent, through the **realization of development projects** with intervention by a third party
- The project chosen by Fiera Milano to neutralize the carbon footprint of HOMI F&J is the solar energy project **Photovoltaic Power Project at Jalgaon in India**

TYPE OF PROJECT
Construction of photovoltaic panels (8.5 MW of renewable energy)

LOCATION
Maharashtra, India



ENVIRONMENTAL BENEFITS

- Reduction of 13,243 t in CO2 emissions
- Accessible and clean energy: 13,961 MWh of renewable energy are fed into the grid

COMMUNITY BENEFITS

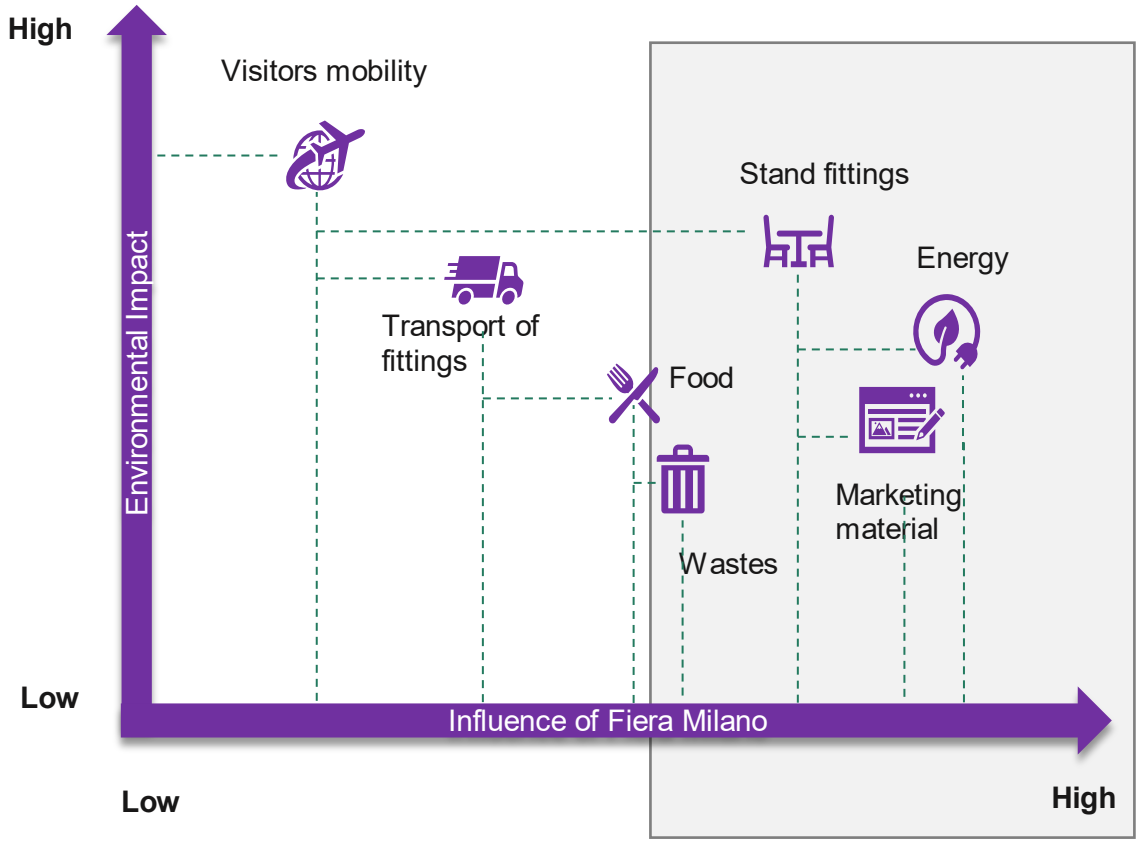
- Promote the technology transfer to this area of India to generate clean energy
- Promote access to energy for local people

*Gold standard, Verified Carbon Standard (a Verra standard)

Long-term efficiency measures

The impact matrix and the long-term decarbonization strategy

The impact matrix



Areas of intervention

- **Empowerment of the current photovoltaic system** (26,000 panels; 8.5 MWp) and the expansion of two new photovoltaic plants respectively with a total installed capacity of 3.9 MWp and 3.6 MWp → increase the % of energy from **renewable sources** and reduce the operations environmental impact (savings of approximately 3,586 tons of CO_2 per year)

- **Elimination** for the next edition of the event of particularly **polluting marketing material** (savings of approximately 7 tons of CO_2)

- **100% recycling of the carpet used during the exhibition** (savings of approximately 25 tons of CO_2). Circular Economy initiative: create stand fittings from recycled carpet

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Conclusions and final considerations

We believe that the HOMI Fashion&Jewels case study could be an interesting case to share with the community for the following reasons:

1. It represents an **innovative** and **pioneering** project in the industry, aimed at reducing the environmental impact generated by exhibition activities with a view to entirely decarbonising the business by 2050;

2. It represents the execution of the Fiera Milano **corporate mission** and implements the Group's strategic Sustainability Plan, becoming a concrete example of Fiera Milano's ability to **integrate sustainability** into its business model;

3. It is a **scalable and replicable project** first across Fiera Milano owned exhibitions (2021-2025 Sustainability Plan already included LCA assessment for 13 owned exhibitions) and then for other events across the industry;

4. The **main actions taken to reduce environmental impacts after the carbon footprint measurement are already in place** and are very concrete and measurable;

5. It represents an example of **positive contamination** of environmental awareness, both along the value chain (awareness-raising and engagement with all stakeholders for collecting data on consumption), and in the industry, as the methodology underlying the project has already been shared within the **Net Zero Carbon Initiatives** with the aim of achieving joint, industry-level environmental targets.

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Thank you for your attention!

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