

UFI AWARDS 2024. Sustainable Development: Awards for sustainable exhibiting

IFEMA MADRID

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As part of its commitment to sustainability, IFEMA MADRID wants to make its clients, in this case exhibitors, aware of the importance of applying sustainability criteria to their participation in trade fairs.

It is suggested to acknowledge and incentivise exhibitors who consider these criteria and view them as a model for those who have not yet fully integrated this concept within their sector.

Project

IFEMA MADRID has established two award models that can be included in the call for entries for all our fairs:

- **Sustainable Stand Award**

Stands can have a significant negative impact on the development of a trade fair. Acting on the design and construction of these would have a significant impact on their improvement.

This recognition focuses on the issue at hand. For fairs that traditionally award stands based on aspects such as originality or design, a new category has been added.

The following criteria will be assessed:

1. Stage (origin and destination)
2. Panels (origin and destination)
3. Vinyls/banners/posters (origin and destination)
4. Carpeting (origin and destination)
5. Furniture and decoration (origin and destination)
6. Lighting (origin and destination)
7. Assembly time
8. Waste

- **Sustainable Participation Award**

The competition for sustainable participation in a trade fair rewards not only the stand and its activities, but also the other phases and aspects that demonstrate a commitment to sustainability.

Both the above and the following aspects of sustainable stand recognition will be evaluated:

1. Consumables (origin and destination)
2. Merchandising (origin and destination)
3. Packaging (origin and destination)
4. Local economy
5. Social economy
6. Assembly time
7. Waste
8. Raising team awareness
9. Transportation methods for personnel
10. Catering
11. Excess food
12. Suggestions, complaints and claims processing.
13. Accessibility
14. Innovation activities
15. Diversity and equality
16. Inclusion

- **Process**

The procedure for both awards is identical:

1. The prize has been announced and the instructions for participants have been communicated.
2. Companies apply voluntarily within the established deadline.
3. They should assess themselves using a questionnaire, providing evidence to support their answers.
4. The jury reviews the documentation, visits the stands, and makes its decision. The jury comprises the fair management, the Quality and Sustainability team, and experts from the sustainability sector.
5. The results will be disseminated through IFEMA MADRID's external channels, both to the winners and to the other participants.

Results

In 2024, IFEMA MADRID's sustainable stand at FITUR received an award. FITUR is one of the most popular and important trade fairs in the tourism sector. 9,000 companies attended last year's event.

The winners of FITUR 2024 were:

- Paradores
- MasterCard
- Costa Cálida Murcia

Additionally, this year will also see the holding of the Global Mobility Call and FRUIT ATTRACTION trade fairs. Two major trade fairs in the sustainable mobility and fruit and vegetable sectors respectively, have had 104 participating companies and 2,000 exhibitors at their previous events.

Lessons Learned and Next Steps

IFEMA MADRID aims to extend and involve its stakeholders in its commitment to sustainable development. Customers are encouraged to introduce sustainable proposals in their participation.

Through this type of action, companies and participants can begin to understand sustainability not only as a necessary consideration but also as a key differentiator. Through this project, we have come to understand that the prevailing trend in society and across various sectors is to strategically integrate sustainability, rather than treating it as isolated actions. IFEMA MADRID has been advocating for this for several years.

The next step is to showcase these awards in as many fairs as possible organised by IFEMA MADRID. Once established, we will extend this opportunity to fairs held at our facilities organised by external promoters. This will help us spread our commitment to sustainability to all our stakeholders.

Conclusion

IFEMA MADRID aims to demonstrate that ephemeral events can have a positive impact on sustainability. These actions serve as a testament to this belief. However, involving stakeholders, particularly customers in this regard, is always necessary.