



TOWARDS  
**ZERO**  
WASTE  
TOWARDS **ZERO** IMPACT

# SUSTAINABILITY GUIDE FOR THE EXHIBITOR

An initiative of:



**SMARTCITY**  
EXPO WORLD CONGRESS

**TOMORROW.  
MOBILITY**  
WORLD CONGRESS

**TOMORROW.  
BUILDING**  
WORLD CONGRESS

**TOMORROW.  
BLUE ECONOMY**

With the support of:



# THE INITIATIVE

Our events launched the **Towards Zero Waste** strategy in 2016, with the aim of minimizing the impact derived from the development of the event, mainly through the reduction and prevention of waste generation:

## **Our waste prevention and zero waste strategy is based on:**

- **Circularity**
- **Recycling**
- **No single-use plastics and less paper**
- **Renewable energies and CO2 compensation**

# WHAT DO WE DO?



## SINGLE-USE PLASTICS

Selling drinks only in glass containers, offering catering menus that avoid products packaged in plastic, and providing treated water stations.



## LESS PAPER

Lanyards and badges, all made of recycled materials which can be discarded at the return point to be recycled. We exclusively use our official App for all the event information.



## SUSTAINABLE TRAVEL

We encourage visitors to get around Barcelona sustainably by offering a parking area for bikes and scooters, and discounts on public transport.



## NO FOOD WASTE

Retrieved food is collected and donated to the NGO Nutrition Without Borders to be distributed by community kitchens.

# WHAT DO WE DO?



## EVERYTHING GETS A SECOND LIFE

All of our venue decoration is carried out using circular elements. Carpets from corridors and Servifira stands are reused after the event, and all the additional materials from communal areas, collaborative exhibitors and signage is reused or donated to several local associations.



## RECYCLING

Containers for separating waste are always distributed throughout both halls of the event, with dedicated volunteers on hand to help visitors.



## PLANTING TREES FOR THE PLANET

Year after year we team up with Plant for the Planet to support reforestation initiatives and raise awareness around the global climate emergency. Money collected from attendees' donations and merch sold has resulted in thousands of new trees.



## GREEN VENUE

The event is working towards carbon neutrality through the compensation of CO2 emissions. We're committed to green energy. Fira de Barcelona only consumes electricity from renewable sources

# THE OUTCOME

## TREES FOR THE PLANET

Over the past two years, we partnered with Plant for the Planet to support the reforestation of Doñana National Park, Spain. Our efforts led to the planting of **1,233 new trees** (pine, cork oak, and olive) and the **expansion** of the reforestation area to **1.15 hectares**.

## CO2 FREE HORIZONS

To achieve our environmental goals, we use only renewable energy, **reducing CO2 emissions by 12,500 tons annually**. We've also partnered with Climate Neutral Group and Anthesis Lavola on climate compensation projects. This year, **we offset 203.97 tons of CO2** by supporting wind energy projects in Tamil Nadu, India.

## ONE PROJECT, A THREEFOLD IMPACT:

In collaboration with **Fundació Portolà**, we repurposed materials from past events in Barcelona to create new merchandise, achieving three goals:

- 1. Extending the Lifespan of Materials:** Repurposed 200 kg of fabric from previous events into new merchandise.
- 2. Inclusivity:** Products were handcrafted by Fundació Portolà, promoting social inclusion for people with intellectual disabilities and/or mental disorders.
- 3. Sustainability:** Donated 1 tree to Doñana's reforestation program for every €6 spent at our shop.

# 2023 IN NUMBERS



**208 KG**  
ORGANIC FRACTION



**21,795**  
DOWNLOADS



**2,134 KG**  
PREVENTED PLASTIC  
WASTE



**1,060 KG**  
PAPER



**203,97**  
TONS OF CO<sub>2</sub> OFFSET



**3,000 KG**  
RECYCLED CARDBOARD



**200 KG**  
LIGHT PACKAGING



**1,503 KG**  
MATERIAL REUSED



**14,000 KG**  
RECYCLED WOOD



**150 KG**  
GLASS



**9,180 KG**  
CARPET RECYCLED



**886**  
PLANTED TREES



**0 KG**  
SPECIAL WASTE LEFT  
ON THE SITE



**0 KG**  
SURPLUS FOOD

SELECTIVE COLLECTION

# WHAT CAN YOU DO?

As an exhibitor of our events, aware of and committed to environmental sustainability, you have the possibility to get involved in the Towards Zero Waste project. We encourage you to take bold action and implement sustainability measures in your stand. We propose several ideas that you can do before, during and after the event.

## BEFORE THE EVENT

- 🌱 Sustainable stand design
- 🌱 Paper-less promotional material
- 🌱 Eco-friendly catering
- 🌱 Displacements & logistics planning

## DURING THE EVENT

- 🌱 Avoid generating waste
- 🌱 Use green energy
- 🌱 Control your power consumption
- 🌱 Move around sustainably

## AFTER THE EVENT

- 🌱 Recycle all materials
- 🌱 Reuse or donate leftover materials
- 🌱 Compensate your carbon footprint

For any questions about your implication in the Towards Zero Waste initiative, you can contact [mcheyrolles@firabarcelona.com](mailto:mcheyrolles@firabarcelona.com)

**Thank you very much for your implication!**

# BEST PRACTICES

## CONSTRUCTION AND DISASSEMBLY OF THE STAND

- Choose products with long life, made of recycled materials, or easily recyclable, with ecological certification, reusable, etc.
- Prioritize the renting of materials instead of purchase
- Give a second life to the stand materials
- Prioritize construction materials that do not contain hazardous chemical products and that are environmentally friendly.
- Prioritize reusable packaging in the transport of stand materials.

## MATERIAL DONATION

We organize a collection of materials used to build stands to be donated to entities with social functions when the event finalizes. Fill in the form to donate materials from your booth.



**DONATION FORM**



# BEST PRACTICES

## WASTE MANAGEMENT

- 🕒 Reserve a space in the stand to separate waste collection.

**Our tip:**

*The stand-packs of Servifira include recycling bins, and in the Catalogue of Services for the Exhibitor, containers can be rented.*

- 🕒 Properly manage the waste generated once the event is finished.

**Our tip:**

*We have a paper collection service at the stands (brochures, catalogues, etc.) during the first hours of dismantling, and we keep separate collection points active between pavilions (paper/cardboard, organic, glass and packaging).*

- 🕒 Perform the separate collection of paper/cardboard, packaging and glass every day.

**Our tip:**

*We offer bags for paper/cardboard, packaging and glass, and a daily separate collection service for all exhibitors. We will also have recycling points in the hallways of the exhibition and between pavilions.*

- 🕒 Remind the assembly company that they must separate and manage hazardous waste responsibly.

**Our tip:**

*We reinforce this message during assembly and disassembly through the speakers.*

# BEST PRACTICES

## CATERING – IF YOU HAVE COFFEE SERVICE AT THE STAND

- 🚫 Avoid food packaged in single-use plastics.
- 🚫 Offer drinks supplied in pressure jets to avoid unnecessary containers.

**Our tip:**

*Gastrofira offers free single-use plastics menus, and we provide water sources in the site and reusable bottles to buy.*

- 🚫 Use reusable/biodegradable glasses and dishes.
- 🚫 Avoid food waste.

## COMMUNICATION AND PROMOTION

- 🚫 Prioritize the use of QR codes and offer information through digital media (apps or tablets) to reduce the use of paper.
- 🚫 Offer sustainable promotion elements (reusables bags, compostable, etc.) avoiding those for single use.
- 🚫 Minimize the packaging of all promotional materials and prioritize reusable packaging.

# Help us make a sustainable event!



TOWARDS  
**ZERO**  
**WASTE**  
TOWARDS **ZERO** IMPACT