

# Guidelines for sustainable participation at fairs/events.



Visitors





**Visiting a fair/event**, be it professional or public, with it being either held in our town or somewhere we are forced to travel to, **can have a significant impact on sustainability.**

The fact that these activities take place in a short space of time, producing a large movement of people and goods, makes the possible negative effects they could cause have a greater impact, with there being less time to correct them.

That is why it is important that the aspects we can act on are taken into account and that our activity is planned in accordance with sustainability criteria.

As a complement to the Sustainable Participation Guide at trade fairs for exhibitors and external operators, we now present the visitor-oriented model.



# Preparing for your visit.

First, whenever possible, **do the register online and do not print your ticket.**

**Save it to one of your devices** and present it to gain access.

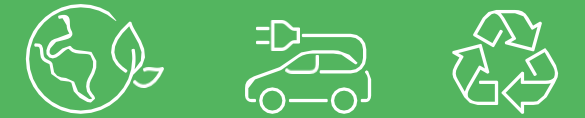




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If you have to **travel from another location**:

- Preferably try to use the **train as a long-haul means of transport** as much as possible and, if travelling by plane, choose airlines that:
  - Launch initiatives to reduce the environmental impact of their flights (for example: more efficient planes, lighter planes, planes that emit less greenhouse gases, ones that have replaced plastic containers with glass containers on board, airlines with carbon footprint compensation actions, where there is a separation of waste generated on board for recycling, etc.). This information can usually be found on the websites of these companies.
- If you use your **own transport, try to share it** with other people who are going to make the same journey.
- If renting a vehicle, make sure it is a **low-emission or zero-emission vehicle**.
- **If you need to spend** the night in the place where the fair is being held, look for **hotels that are closest to the venue** in order to avoid the use of transport to the fair as much as possible.
- Find out **which hotels have their own transport service for transfers to and from** the fair, if this option exists.
- Find out in advance about the public transport possibilities in the city, and use it during your stay.
- If using a **taxi service** or rental vehicles with a driver, **try to share them** with other users.
- Of course, do not forget that **alternative transport such as going by bicycle will always be the best option** when it comes to sustainability.



If you are a **resident of the town where** the event is being organised:

- **Use public transport** to get to the fair/event.
- If renting a vehicle, make sure it is a **low-emission or zero-emission vehicle**.
- If you use your **own transport, try to share it** with other people who are going to make the same journey.





# Visit the fair/event.

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- Avoid collecting information and/or material that you do not need, hoarding brochures or merchandising material that will end up in the bin. If possible, **ask for the information in digital format.**
- If the fair also offers information about plans, conference programmes, etc. in digital format, **use this system instead of any printed options.**
- **Use resources in a rational way,** behave as you would in your home, turning off the taps/fountains and turning off the lights when they are not needed, avoiding wasting water and electricity.
- **Keep the facilities clean,** always use the bins, especially those that allow you to separate your waste into at least paper/cardboard, packaging, glass, organic and other non-recyclables.
- **Food consumption.** If you plan to have a meal during your visit, there are some recommendations to keep in mind:
  - Avoid single-use items. If this is not possible, prioritise packaging with the FSC or PFCE label, or Ecolabel-type environmental labels, which have recycled elements or are easily biodegradable or recyclable.
  - Prioritise the use of bulk dispensers. Be especially careful about separating your waste when you have finished.
  - If you have the choice, go for the most sustainable options. As a reference, some catering or establishments state their ISO 22000, ISO 14001, EMAS, etc. certification.



# After the fair/event.

Don't forget that sustainability is **everyone's responsibility.**

If during your visit to the fair you come across protocols that contradict the sustainability criteria or, in any case, can be improved, please notify the organisation. **Any suggestion can be the basis for an improvement.**

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# Feel the inspiration.

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