

# Guidelines for sustainable participation at fairs/events.



Exhibitors





# Introduction

Exhibitors



**Sustainability** nowadays is no longer an option but an obligation for companies. The present cannot be faced without committing to the future. Any project that is intended to remain in time, must do so with respect for the planet and for society.

**The MICE** (Meetings, Incentives, Conventions and Exhibitions) sector has become one of the most important due to its impact on the environment. Its plurality gives it a capacity to act with a very wide geographical spectrum which is linked to almost all sectors of the economy.

**At** IFEMA MADRID, we are aware of the multiple relationships that every fair operator and manager of fairgrounds and exhibition venues establishes. These relationships occur with customers, exhibitors and visitors, companies and professionals, and also with suppliers and society. The media multiply the impact of any action carried out in the few days that these events last.

**We therefore focus on partnerships**, establishing action guidelines and recommendations to minimise any negative effects that our fairs may have and to enhance the positive elements with regard to awareness, waste reduction, and social and economic development. Fairs therefore become an opportunity to create shared value.

**The Guide for Sustainable Participation at Fairs** is an analysis of the milestones that companies deciding to display at a fair will meet in its life cycle, and which they can turn into opportunities to collaborate in the development of sustainable development goals.

**IFEMA MADRID finds it truly gratifying to accompany them on this journey.**





## A few brief notes on sustainability:

Sustainability means being effective in the present without compromising the future. It basically refers to three areas:

- **Economic:**

Involving promoting the fair economic growth of the surroundings, supporting concepts such as innovation and entrepreneurship, and guaranteeing shared wealth.

- **Environmental:**

Involving the commitment to a rational use of natural resources, establishing the necessary measures for their renewal.

- **Social:**

Promoting social justice and fighting inequality. Creating growth for a company also means creating growth in people's quality of life.

- **SDG (Sustainable Development Goals):**

The 2030 agenda established the Sustainable Development Goals as a guide for action; these serve as a reference for companies to frame their goals.

Each company that decides to establish a General CSR Plan will do so because they understand that sustainability should be part of their business strategy.

The conclusion should be to act, but also to measure, and that the "Annual Results Report" should be accompanied from now on by a "Sustainability Report" in which the non-economic results are included.



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# 1. Preparation of the fair or event

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The exhibitor has decided to participate in the fair and is establishing what their model will be. They can use their own marketing department for this, carry it out with the collaboration of an external agency or decide to do it via tender.

In any of the three cases, these are the aspects that should be taken into account in preparing the fair:

- **Materials for building the stand**
- **Consumables**
- **Promotional material**
- **Goods and packaging**

All the materials we plan to use at the fair, both in building the stand, and in the consumables, promotional material and packaging must be according to the 5 R criteria, which are, in this order:

- **Reflect, rethink or replace:** replace dangerous chemicals or materials with others less harmful to people and the environment.
- **Reduce:** minimise the volume or weight of the materials to be used.
- **Reuse:** reuse the material, extending its useful life.
- **Repair:** fix breakable materials to extend their useful life before disposing of them.
- **Recycle:** give a use to those materials that need to be disposed of (waste), so that they be turned into other materials or products.







## Materials for building the stand

Regarding the stand, they apply both to free design stands, and those offered by the fair organiser, as a way to promote sustainability from their position as a customer.

### Wood:

If it is a stand made of wood, the following must be requested:

- That it has the FSC or PEFC label and/or
- That it has a certain percentage of recycled material and/or
- That information is given on the monitoring of reuse for one year.
- Finally, when the the wood can no longer be reused and must be disposed of, the assembly company must guarantee its transportation to an authorised waste manager for recycling (treatment facility).

### Aluminium:

If it is a stand made of aluminium, the following must be requested:

- That it comes from factories that consume 100% renewable energy sources and/or

- The manufacturer of the supplied aluminium has an environmental management system implemented and certified according to ISO 14001 or EMAS standards by an accredited certifying company, or equivalent certificates issued by bodies established in any member state of the European Union. Other evidence of equivalent environmental guarantee measures submitted by entrepreneurs will also be accepted.
- The assembler must reuse the aluminium and when it reaches the end of its useful life, must ensure that the assembling company transports it to an authorised waste manager for recycling (treatment facility).

### Cardboard:

If it is a stand made of cardboard, the following must be requested:

- That it has the FSC or PEFC label and/or
- That it has a percentage of recycled material.
- Finally, the assembling company must guarantee its transportation to an authorised waste manager for recycling (treatment facility).



### Canvas/Textile:

- Textile that has a recycled percentage in its composition (e.g.: recycled plastic bottles, fishing nets, tyres, recycled polyester, cotton and wool, etc.) and/or
- Textile that is composed of organic materials (e.g. organic cotton, tree fibres, bamboo fibre, orange fibres, pineapple leaves, cobwebs, coffee, etc.).
- Seek a social utility after the fair (donate to a social organisation that can give it a use, such as making bags, backpacks, clothing, raincoats, hats, tablecloths, wallets, mats, aprons, shoe soles, etc.).

### Lighting:

- Make sure that the project uses efficient LED or similar lighting.

### Decorative plants:

- Use natural plants and plan their final destination after the holding of the event (e.g., donation to a social organisation that can replant it, etc.).

Furthermore, it should be borne in mind that, once the stand design has been approved and before committing to the stand creator/assembler, it is necessary to ensure that they:

- Have the project approved in accordance with the local applicable regulations, as well as any instructions or guidelines from the organiser.
- Especially with regard to aerial structures, the design of the hanging points must be legalised.

In general, the assembly company must be required to comply with its legal obligations with regard to social security, taxation and occupational risk prevention. The following are some of these:

- Registration of its workers with Social Security.
- Being up to date with social security and tax payments.
- Guarantee that its workers have received the necessary information and training in the prevention of occupational hazards for the assembly and disassembly work they are going to perform.
- Preventive organisation model of the company.
- Ensuring the medical fitness of the workers.
- Proof of receipt by the workers of their personal protective equipment.



## Consumables

Apart from the promotional material, those work materials that will be constantly used on the stand by the company itself (paper, writing materials, cups, etc.).

### Aspects to consider:

- Responsible consumption:
  - Make the appropriate provisions to avoid surpluses as much as possible
- Try to avoid single-use items that do not allow recycling.
- For paper or cardboard, make sure the elements bear the FSC or PEFC label.
- In the case of materials other than paper or cardboard, make sure that:
  - They are recyclable and have some recycled component.
  - No to plastic! Or if it has it as a plastic component, this should be biodegradable, i.e. made from renewable raw materials, such as corn, cassava, potatoes or wheat.

- When purchasing, look for suppliers:
  - In the immediate surroundings. Local economy.
  - Produced by special employment centres. Social Economy.
  - Companies that invest in R&D or recently created companies. Innovation and entrepreneurship.





## Promotional Material

It includes those elements that the company is going to distribute in order to transfer information about the company or its products and services, but also to publicise its brand or retain customers: mainly brochures and merchandising material.

### Aspects to consider:

- In both their message and in their composition and acquisition, they must be consistent with the values that the company wants to convey.
  - Responsible consumption
    - Make the appropriate provisions to avoid surpluses as much as possible
- In the case of paper or cardboard brochures, they must have the FSC or PEFC label.

- Materials of other elements:
  - They must be recyclable and contain one or more recycled components.
  - No to plastic! Or if it has it as a plastic component, this should be biodegradable, i.e. made from renewable raw materials, such as corn, cassava, potatoes or wheat.
- When purchasing, look for suppliers:
  - In the immediate surroundings. Local economy.
  - Produced by special employment centres. Social Economy.
  - Companies that invest in R&D or recently created companies. Innovation and entrepreneurship.





## Goods and packaging

- Make an accurate assessment of the materials you will need at the stand, as this is more efficient and will prevent merchandise being taken to the stand and then back to the warehouses, also reducing the need for transportation, packaging and, consequently, unnecessary production waste.
- Packaging for the goods kept on the stand should be kept to a minimum (e.g.: reduce volume by eliminating unnecessary filling, reduce the strapping required, etc.).
- Source packaging that can be used both when taking materials to the stand and removing them, thus encouraging reuse.
- Packaging materials (wood, cardboard, etc.) should be recyclable and recycled components and an FSC or PEFC certificate.
- Fillings should be paper-cardboard, instead of plastic.
- Where possible, textile and metal strapping should be used rather than plastic.
- Do not use plastic film.





## 2. Assembly of the fair or event

Exhibitors







## Consumables

The assembly period affects different aspects related to sustainability.

### Consumption:

- Follow the assembly schedules established by the organisation. The need to extend days beyond their expected length directly affects the consumption necessary to keep the spaces open and functioning.
- Use efficient, low-consumption machinery as much as possible.
- Remember to turn off the equipment when it is not in use or use a timer to turn it off.

### Safety:

- All people who are going to participate in the assembly must use personal protective equipment.
- As we mentioned in the preparation for the fair, the assembling company must ensure that it complies with the legal requirements in terms of health and safety, and any other rule or instruction that the organisation or venue has specifically established.

### Chemical products:

Use non-hazardous chemicals (e.g., water-based paint instead of solvent-based, natural inks instead of synthetic, etc.) as much as possible.

### Waste:

Within the 2030 agenda, it is established that by 2025, only 40% of the waste generated will be able to go to landfill, the rest having to be recycled or destined for recovery. This percentage will fall to 10% by 2030.





For this reason, and because we understand that the excessive generation of waste and its inadequate treatment is one of the main problems caused at fairs, we consider it essential at the assembly stage to:

- Think first of using materials or packaging that generate less waste at the end of the material's useful life, reducing the amount of waste generated from the source (e.g., less thickness or less weight, etc.).
- Also think about using materials that can be reused in other fairs (e.g.: materials with which the stand is built that can be used in other fairs, etc.).

- Finally, it is necessary to consider using materials, which, if they cannot be reduced or reused, can at least be recycled by taking them to authorised treatment facilities. To do this, find out about the waste treatment system established by the fair organiser. If there is no clear information in this regard, ask to be told the options.

Assembly companies must be aware that their position is that of waste producers and, consequently, they are the people ultimately responsible for its management. They should aim to comply with the level of segregation described below and to send all waste, except for untreatable waste, to an authorised waste manager for reuse or recycling.

The assembly company must segregate at least the waste generated in assembling into the following types: "Paper-cardboard", "Containers", "Organic", "Glass", "Wood" and "Untreatable Waste". The segregation can be extended to "Textile".

In any case, all the waste fractions described above must be sent to an authorised waste manager for recycling, except for "untreatable waste", which is all waste that cannot be recycled.

### **Packaging:**

Save the packaging for later reuse in other assemblies or in disassembly.

To follow the recommendations described in the section on trade fair preparation for packaging.

### **Transportation:**

Follow the recommendations described in the Transportation section of this guide.



# 3. Entry of goods

Exhibitors







The goods entry period affects different aspects related to sustainability.

**Consumption:**

- Follow the goods entry schedules established by the organisation. The need to extend days beyond their expected length directly affects the consumption necessary to keep the spaces open and functioning.
- Use efficient, low-consumption machinery as much as possible.
- Remember to turn off the equipment when it is not in use or use a timer to turn it off.

**Safety:**

- All people who are going to participate in the entry of goods must use personal protective equipment.
- As we mentioned in the preparation for the fair, the company unloading and assembling the goods must ensure that it complies with the legal requirements in terms of safety, and any other rule or instruction that the organisation or venue has specifically established.

**Consumables and promotional material:**

Both consumables and promotional material must follow the recommendations described in the preparation for the fair.



**Packaging:**

The treatment of the packaging becomes especially relevant upon reception of the goods. Our recommendation is:

- To follow the recommendations described in the section on trade fair preparation for packaging.
- To ensure that they can be stored somewhere that makes them easier to reuse later.

**Transportation:**

Follow the recommendations described in the Transportation section of this guide.

**Waste:**

No waste should be produced at this stage if the recommendations described for packaging are followed both in the Fair preparation section and in this section on Goods reception.



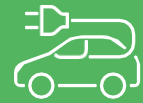




# 4. Holding of the fair or event





**Team awareness-raising:**

To be aware of what sustainability implies and the influence of our behaviours, it is essential to have clear information about it. Therefore, before the event, it is important that all those who will attend on your stand during the holding of the event receive a brief and specific talk about the company's commitment and how they, with their work during the event, can contribute to achieving it.

As a guide, we believe that it is very important that you transmit the following instructions:

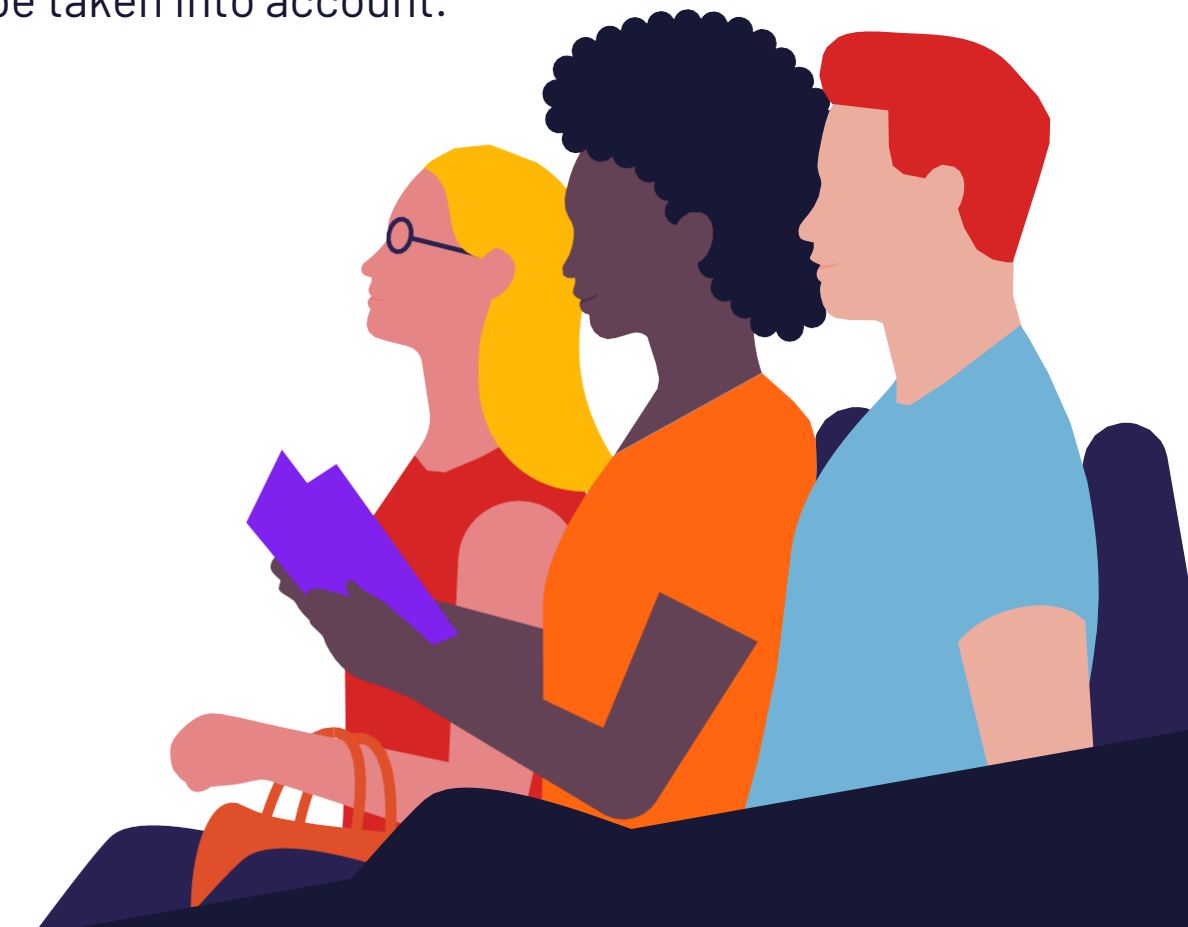
- Keep the facilities clean and make proper use of them.
- Consume natural resources responsibly: turn off taps, lighting and equipment when not in use.
- Immediately notify the people in charge of the premises of any leak detected (water, gas, etc.).
- At the end of each day, deposit the rubbish (paper-cardboard, packaging, organic, glass and untreatable) generated that day into the bins,

**Materials:**

In this point we include:

- Consumables.
- Promotional material.

In both cases, all aspects cited mentioned in the preparation phase in this regard must be taken into account.





In addition to these instructions, two recommendations:

- Control your distribution of promotional material. Keep in mind that your objective should be to promote your company and its products, not to fill up the litter bins on the premises.
- Make sure there is a final destination for material that is not consumed. You would be surprised to know the value that many of these elements can have in special occupation centres or NGOs. It is all about finding the right place.

### **Transportation of people:**

Follow the recommendations described in the Transportation section of this guide.

### **Transportation of goods:**

Follow the recommendations described in the Transportation section of this guide.

### **Catering:**

Follow the recommendations described in the Catering section of this guide.

### **Daily waste:**

Regarding the waste generated daily:

- They must be separated on the stand into 5 fractions in separate bags/containers/bins: paper-cardboard, containers, organic, glass and untreatable.
- At the end of the day, the staff hired by you to clean your stand must remove your waste and arrange it into these 5 fractions separately, for it to be transported and taken to treatment facilities for recycling/recovery.

Find out about the segregation and collection system established in the complex. If there is any other kind of waste, for example wood, it should be taken into account.



# 5. Removal of goods

Exhibitors







If action has been taken in accordance with the provisions of the preceding points, goods removal should not entail added complications in order to ensure that it can be done sustainably.

Fundamentally, the following aspects should be covered:

**Packaging:**

The way the packaging is handled when goods are removed is particularly important. Our recommendation is:

- To follow the recommendations described in the section on trade fair preparation for packaging.
- To ensure that they can be stored somewhere that makes them easier to reuse later.

**Transportation:**

Follow the recommendations described in the Transportation section of this guide.

**Consumables and promotional material:**

If the planning has been done adequately, there will be no significant amount of surpluses. In any case, we should not forget the options we saw previously:

- If we are going to use it in other events, we will include its collection among the goods, following the instructions given regarding its withdrawal.
- If they cannot be reused, remember the option of donating them to some social organisation. Pens, notebooks, bags, etc. Everything can have a use.
- Finally, if none of the previous options were possible, make sure that it is treated properly as waste, segregating the different components (see section on waste management) as much as possible.



**Waste:**

No waste should be produced at this stage if the recommendations described for packaging, fuels and promotional material are followed both in the Fair preparation section and in this section on Goods reception.

In the case of consumables and promotional material that could not be reused or donated, in this order:

- It must be loaded and collected it as if it were any other merchandise and be taken to the facilities.
- If you do not want to or cannot load or collect it, you should contact the fairground to indicate the management options they offer you (e.g., place it in the bins of the halls in a segregated manner, etc.).

**Safety:**

- All people who are going to participate in the goods removal must use personal protective equipment.
- As we mentioned in the Preparation for the fair, the company loading and collecting the goods must ensure that it complies with the legal requirements in terms of safety, and any other rule or instruction that the organisation or venue has specifically established.

**Consumption:**

- Follow the goods removal schedules established by the organisation. The need to extend days beyond their expected length directly affects the consumption necessary to keep the spaces open and functioning.
- Use efficient, low-consumption machinery as much as possible.
- Remember to turn off the equipment when it is not in use or use a timer to turn it off.





# 6. Disassembly of the fair or event

Exhibitors





The disassembly period is, together with the assembly period, that which produces most waste. Two aspects to keep in mind and which make this topic a priority in this phase

- The disassembly is generally done in very limited time frames.
- There may be no intention to reuse the materials, so opt for joint removal.

In any case, although waste management is going to be the main point discussed here, it is necessary not to forget and to take into account the other aspects that we have already described in other sections of this guide:

- **Waste**
- **Supplies**
- **Safety**
- **Packaging**
- **Transportation**

### **Waste:**

Our stand can be assembled and dismantled directly or subcontracted to another company, either via the fair organiser, or with a another company, and, in the latter case, either directly or through an agency that manages all our participation.

In any case, we must consider ourselves responsible for the process being carried out sustainably and therefore incorporate the actions we list below or require your supplier to comply with them.







The goals to be pursued are fundamentally:

**1: Reduction of volume of waste generated.**

**2: Waste segregation.**

**3: Consider the highest percentage possible.**

As always, planning is essential. Taking into account the time allocated to disassembly in the stated goals, the necessary resources must be determined.

**1: Reduce the volume/weight of waste**

**generated:** When planning your participation, be aware of the benefits of setting up a stand that you can reuse for participation in more than one event, not only in terms of sustainability, but also in the costs for your company.

In the event of total reuse, regarding packaging and transportation, please apply the advice we have previously established regarding goods.

If the total reuse of your stand has not been planned:

Partial reuse: analyse the parts to determine whether there are any that may be useful on future occasions or for other types of activities (e.g. wood, aluminium, cardboard, screws, tarpaulins, lighting, wiring, carpets, plants, etc.). Analyse the materials that will not be reused to see to what use they might be put, for example: Textiles can be used by special occupation centres or other institutions to manufacture other materials/products (for example, tarpaulins are recycled in special employment centres to make bags or promotional bags), or Natural plants can be sent to special employment centres or gardening companies to be replanted.

Food products can be sent to NGOs for use.

**2 and 3: Waste segregation and recovery:**

For materials whose use has not been able to be reduced, or which cannot be reused or have to be disposed of, they must be managed as waste.

Assembly companies must be aware that their position is that of waste producers and, consequently, they are the people ultimately responsible for its management. They should aim to comply with the level of segregation described below and to send all waste, except for untreatable waste, to an authorised waste manager for reuse or recycling.

The assembly company must segregate at least the waste generated in assembling into the following types: "Paper-cardboard", "Containers", "Organic", "Glass", "Wood" and "Untreatable Waste". The segregation can be extended to "Textile".

In any case, all the waste fractions described above must be sent to an authorised waste manager for recycling, except for "untreatable waste", which is all waste that cannot be recycled.



### Consumption:

- Follow the disassembly schedules established by the organisation. The need to extend days beyond their expected length directly affects the consumption necessary to keep the spaces open and functioning.
- Use efficient, low-consumption machinery as much as possible.
- Remember to turn off the equipment when it is not in use or use a timer to turn it off.

### Safety:

- All people who are going to participate in the disassembly must use personal protective equipment.
- As we mentioned in the Preparation for the fair, the assembling company must ensure that it complies with the legal requirements in terms of health and safety, and any other rule or instruction that the organisation or venue has specifically established.

### Packaging:

- Reuse the packaging used in the assembly or in other fair assembly and disassembly.
- To follow the recommendations described in the section on trade fair preparation for packaging.

### Transportation:

- Follow the recommendations described in the Transportation section of this guide.







# 7. Catering at the fair or event

Exhibitors





The consumption of food and the treatment of surpluses and waste are very relevant aspects when it comes to sustainable participation in a fair, congress or event.

Regarding the Holding of the Event, there are two unique aspects to study:

**Stand staff:**

If the objective is to have control over the impact caused, it is advisable to try to act with controlled possibilities in all aspects that may depend on us.

The fair organisers usually offer assistance options or provide companies responsible for meeting this need.

And of course, they can be organised directly by the exhibiting company itself.

In any of the three cases, there are considerations to take into account either directly, or asking the concessionaire company to guarantee it.

To do this, take into account the recommendations made below in the Products and food and Packaging and containers sections.

**Visitor services:**

Before moving on to this point, you need to reflect on your need and the type of attention you are going to offer. Make this reflection while focusing on responsible consumption.

Depending on the volume you want to take on, we understand that you will take the decision to contract a specialised company or do it directly with your resources.

In both cases, the following considerations must be made:

- Find out about the regulations that apply at the fairgrounds in terms of catering.
- Finally, take into account the recommendations made below in the “Products and food” and “Packaging and containers” sections.





### Products and food:

The exhibiting company is responsible for ensuring that the catering it hires is safe and does not cause food poisoning. To do this, the preparation and distribution of food in the contracted catering companies must comply with food safety legislation.

An easy way to verify that these companies comply with this type of regulation is by means of official certifications (e.g.: certification of the ISO 22000 standard of the catering company or another similar equivalent, audit by the exhibiting company of the catering company for approval, etc.).

We invite you to follow these recommendations to make this service more sustainable:

- Inform the catering company of the daily forecast of visitors to your stand to avoid generating unnecessary food surpluses.
- Donate the food surpluses that might be generated (which should be the minimum possible if an adequate daily forecast is made) to local NGOs for distribution to people on low income.
- Take into account food allergies and intolerances. These products will be identified.
- Offer organic and/or locally produced products and/or These products will be identified.
- Finally, vegan, Halal, Kosher, etc. products can be offered if it is known that people with this type of requirement might visit the stand.





**Packaging and containers:**

Example of packaging and containers:

- Glasses/cups,
- Dishes,
- Cutlery,
- Napkins and tablecloths,
- Bags,
- Straws and stirrers,
- Food packaging,
- Sweet wrappers and salty snacks,
- Coffee sachets,
- Sachets of sauces and dressings,
- Any other kind of single-use packaging

All packaging and containers used will be suitable for food use.

The exhibiting company will prioritise the use of reusable catering packaging and containers (glass, textile, etc.), avoiding single-use items.

If this is not possible and always with justification, single-use packs and containers must (in addition to being suitable for food use):

- Be made of recycled materials,
- Be manufactured under environmental criteria (e.g.: manufacturer of packaging or containers certified under the ISO 14001/EMAS international standard, cardboard containers with FSC or PFCE marking, or environmental product labels such as Ecolabel, AENOR Environment, Germany's Blue Angel, Norway's Nordic Swan, Natura 2000 product, EPD or other equivalents) and, in addition,
- To remember that after use they must be taken to a waste treatment facility (authorised manager) to be recycled or recovered.

The exhibiting company will prioritise the use of bulk dispensers or drinks jugs.

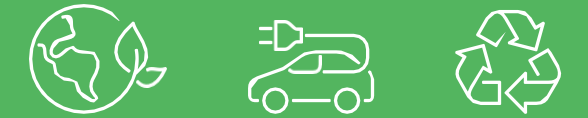




# 8. Transportation





**Transportation of goods:**

Sometimes, goods may enter and leave a fair while it is under way, either because direct sales are allowed, or for replacement.

In this case, as in all aspects of this Guide, it is very necessary to plan adequately at the beginning of the project to ensure that the need is addressed in a rational and sustainable way. This activity is carried out during the assembly, entry of goods, holding of the event, removal of goods and disassembly.

Transportation can be carried out by the exhibiting company itself or a third party can be hired; this may be the fair organiser, which could offer this service, find out about this.

As far as possible, the materials for building the stand, consumables and exhibition material should be contracted with local suppliers. If this is not possible, the transportation used should be low in emissions, and the following recommendations should be followed if the transportation is by road:

- Select the size of vehicle suitable for your load. Avoid transporting air.
- Use alternative fuel vehicles (gas, hybrid, electric, etc.) as much as possible.
- Use adequately maintained vehicles (MOT and periodic maintenance up to date)
- Vehicles will use low rolling resistance tyres (letters A or B), which will be properly inflated.
- The routes will be planned so that those with fewer kilometres done and which suppose less waiting times are selected.
- Reduce speed during transportation.





### Transportation of people:

This activity is carried out during the assembly, entry of goods, disassembly, removal of goods, but above all during the holding of the event.

The team attending a stand travels to the venue every day to do their work. From the organisation of the stand logistics, these transfers must be taken into account when trying to minimise the effect produced by them (e.g.: A private two-way transfer service could be arranged from the hotel to the fairgrounds every day.

Normally, this is collective transport (e.g., coach, van, etc.) that allows for lower costs and emissions by favouring a smaller number of vehicles circulating, thus improving air quality.

Some effective recommendations that you should take into account:

If you and your employees are not residents in the city where the event is held:

- Preferably and as much as possible, use the train as a long-haul means of transportation and, if travelling by plane, select those 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, substitution of plastic containers for glass containers on board, carbon footprint compensation actions, separation of waste generated on board for recycling, etc.) and,
  - Collaborate with NGOs for social purposes.
- Once you have reached your destination, travel to the hotel on public or collective transport (minibuses, coaches, etc.).

- Select accommodation based on the criteria below:
  - That there is an easy route by public transport to go to the event or,
  - That they have collective transport to the fairground for the event and choose this option for the transfer of their team.
- If you use your own vehicle, organise it so it can be shared transport.
- For car rentals, ensure that they are electric or low emissions vehicles
- It is important to take these recommendations into account, extending them to your transfers around the city where the event is held, outside of the event hours (dinners, conferences, etc.).

If you and your employees are not residents in the city where the event is held:

- Encourage the use of public transport by your team.
- For car rentals, ensure that they are electric or low emissions vehicles.
- If you use your own vehicle, organise it so it can be shared transport.





# 9. Annexes



## Annex I: Sustainability in Fairgrounds

### 1. Regarding fairground management:

The fairground must have clear commitments to sustainable development that include:

- The reduction of the carbon footprint and the environmental impact of the fairground activity,
- The safety of the people who work and visit the fairgrounds,
- Transparency in management.
- Innovation and entrepreneurship actions and
- Social actions.

Example of commitment to sustainable development verified by an independent third party:

- Implementation and certification by an accredited body of national or international norms or standards related to the sustainable management of events, environmental management, energy efficiency, safety and quality of the service provided. Examples of most important standards: ISO 20121, ISO 50001, ISO 14001, EMAS, ISO 22320, ISO 45001, universal accessibility standards, etc.

Sustainability:

- Compliance regulations published and updated.
- Corporate Social Responsibility Plans and/or Volunteer Plans published and updated.
- Those fairs organised by the fairground itself must promote social, innovation and/or entrepreneurship actions within their programme of activities.

### 2. Regarding the consumption of energy sources:

- Low consumption lighting in halls and meeting rooms.
- 100% certified electrical energy of renewable origin.
- Installations for the production of renewable energy: solar panels, geothermal energy, etc.
- Control of the temperature of the facilities during the holding of the event, preventing it from exceeding 21°C in winter or dropping below 26°C in summer.
- The stands offered by the fairground have built-in LED lighting.

### 3. Regarding water consumption:

- Electronic taps with pearlisers installed on all taps.
- Double flush toilets.
- Dry urinals.
- Reclaimed water for irrigation.
- Drip irrigation systems.







#### 4. Regarding paper consumption at the fairground:

- Paper from sustainable forests (marked with FSC, PEFC, etc.).
- Preferably on-line ticket management.
- Fair access material made with recycled elements (e.g. tickets, bracelets, etc.) and recyclable at the end of their useful life.

#### 5. Regarding the use of carpeting installed by the fairground:

- It should be reusable as much as possible.
- Its composition allows for their recycling.

#### 6. Regarding mobility and transport, the fairground:

- Has public transport close to the facilities.
- Provides parking for electric cars with 100% renewable electricity supply.
- Provides parking for bicycles.
- Has internal transport (bus or similar) that uses alternative energies (electric, gas, biodiesel, hybrids, etc.).

- Offers discounts with passenger transport companies (planes, trains, underground, buses, etc.) for exhibitors and visitors.
- Offers free collective transport (by bus) from the hotel to the fairground.
- Provides accessible facilities for people with special abilities (sufficient parking spaces, wheelchairs, etc.).

#### 7. Regarding waste management, the fairground:

- Provides clear information on waste management regulations in this regard (e.g. signs, public address system, written regulations, etc.).
- Offers a service that includes the segregation of the generated waste and its management until its recycling.
- Makes rubbish bins near its exhibition area available for the event to deposit waste in a segregated manner (paper-cardboard, containers, glass, organic, untreatable, etc.).





# Feel the inspiration.

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