



2023 EDITION

ACTIONS & RESULTS

An initiative of:



With the support of:



THE INITIATIVE

Started back in 2016, Towards Zero Waste is a dedicated sustainability initiative set to minimize the environmental impact derived from the celebration of the events. We're working towards creating efficient, inclusive and sustainable cities – so naturally, our events should lead by example!

Our zero waste strategy is mainly based on:

- 🌱 Circularity
- ♻️ Recycling
- 🚫 No single-use plastics and less paper
- 🌞 Renewable energies and CO2 compensation

WHAT DO WE DO?



SINGLE-USE PLASTICS

Offering reusable bottles, implementing catering menus that exclude products packaged in plastic, and providing treated water stations.



SUSTAINABLE TRAVEL

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



LESS PAPER

Lanyards and badges, all made of recycled materials, could be discarded at the return point to be recycled.

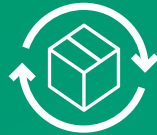
We exclusively use our official App for all the event information.



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 decoration is carried out using circular elements. Materials from communal areas, collaborative exhibitors and signage is reused or donated to several local associations.



RECYCLING

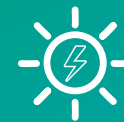
Venue carpet from corridors and Servifira stands are recycled after the event.

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

2023 IN NUMBERS



208 KG
ORGANIC FRACTION



21,795
DOWNLOADS



2,134 KG
PREVENTED PLASTIC
WASTE



1,060 KG
PAPER



203,97
TONS OF CO₂ 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

TREES FOR THE PLANET!

Over the past two years, we have partnered with **Plant for the Planet** in support of the reforestation project of **Doñana National Park**, Spain's most emblematic biodiversity hot spot, and one of the most important protected natural areas in Europe.

Our collaborative endeavors have resulted in...

- 🌱 1,233 new trees planted – mostly pine, cork oak and olive.
- 🌱 Expansion of the reforestation plot to cover 1.15 hectares.

Through our combined efforts, along with those of other dedicated collaborators, we have successfully achieved 45% of the **Doñana** project's goal, with over 270,000 trees planted!

We're thrilled to keep joining forces and spread the seeds of a greener, better future!



CO2 FREE HORIZONS

Climate Neutral Group®
Part of Anthesis

TOWARDS
ZERO
WASTE
RECOVER ZERO WASTE

To achieve our environmental goals, we only consume **energy from renewable resources**. This includes all energy consumed at the venue (stands, exhibition areas, congress-related activity...) and in our offices, generating 12,500 fewer tons of CO2 per year.

In addition, over the past years we have partnered with **Climate Neutral Group & Anthesis Lavola** in support of climate compensation projects.

This year's Co2 offsetting efforts (203,97 tons of Co2) have gone to wind energy projects in Tamil Nadu, India, playing a pivotal role in:

- ❶ Contributing to the development and upkeep of wind turbines dedicated to generating environmentally friendly energy.
- ❷ Providing residents in rural communities with access to clean energy while concurrently diminishing greenhouse gas emissions.
- ❸ Displacing the need for electricity generated through the combustion of fossil fuels with sustainable wind energy.



1 PROJECT, A THREEFOLD IMPACT

In collaboration with the Fundació Portolà, we undertook this initiative focused on repurposing materials from past events in Barcelona to create new merch from them. Through this project, we had a triple goal:



EXTENDING THE LIFESPAN OF MATERIALS

Giving a second life to 200 kg of fabric recovered from our previous edition and turning them into merchandising.



INCLUSIVITY AT ITS BEST

Products handcrafted by Fundació Portolà, which works towards the social inclusion of people with intellectual disabilities and/or mental disorders.



ROOTS FOR A SUSTAINABLE FUTURE

For every €6 spent at our shop, we donated 1 tree to Doñana's reforestation program.



WINNER 2023
SMARTCITY
EXPO WORLD CONGRESS



Aligned with our Towards Zero Waste initiative, we introduced the **Green Exhibitor Award** to commend exhibitors mitigating their environmental impact.

In 2023, we honored the Barcelona-based biotech company Bioo for:

- Featuring nature-based solutions in sustainable construction and cities.
- Saving energy in their stand with the revolutionary Bioo Panel, which uses natural microorganisms to generate power, sequester carbon, and preserve water.
- Powering the space with functional plants!



In unity, great changes can be made!



TOWARDS
ZERO
WASTE
TOWARDS **ZERO** IMPACT