



2024 EDITION

Actions & Results

An initiative of:



In collaboration with:



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?

Everything gets a second life

All our venue decoration is designed to be fully circular. This year, with the support of Barcelona City Council, we proudly distributed **250 structures** to over **15 institutions** including schools, urban parks and museums, giving new purpose to every piece.

Planting trees for the planet

Year after year, we partner with **Plant-for-the-Planet** to support reforestation initiatives and raise awareness about the global climate emergency. Last year, proceeds from merchandise sales funded the planting of **1.388 new trees**. Since the initiative began in 2022, we've planted a total of 2.621 trees!

Waste management

Waste separation stations are strategically placed across both halls, with dedicated volunteers ensuring every visitor plays a part in keeping the event green. Last year, there was a total of **3.4 tons of waste** selectively collected.

No single-use plastics

Again, we got rid of all **single-use plastics** in our venue and provided water stations for free refills. We also introduced reusable cups to further reduce event waste, saving up to **38.000 single-use plastic cups**.



Carpet recycled

All carpets from corridors, common areas, and Servifira stands are **100% recycled** after the event. In total, last year we repurposed **11 tons** of recycled carpet material.



Using less paper

In order to reduce our paper use, we exclusively use the event app for all the event information – last year’s edition hit **20.211 downloads**. Additionally, our media partners offered their publications via QR codes at the Press Corners.



No food waste

Retrieved food is collected and donated to the NGO **Nutrition Without Borders**, which distributes it through community kitchens. Help us minimize food waste by only taking what you need.



Tons of recycling

Every piece of leftover wood, fabric, and organic material is carefully recycled, ensuring zero waste. Last year, we recycled **5 tons of material** and repurposed structures, giving them a second life beyond the event.



Sustainable travel

We encourage visitors to get around Barcelona sustainably by offering a [parking area for bikes](#) and scooters and discounts on public transport.

Additionally, we're committed to green energy and are working towards [carbon neutrality](#) through CO2 emissions offsetting.



Green venue

Fira de Barcelona uses only [renewable electricity](#), including solar, wind, and geothermal sources. The venue has one of the biggest rooftop photovoltaic plants in the world: [25.947 solar panels](#) covering 135.000 m², generating 5.86 GWh of electricity per year, preventing the emission of over [2.200 tons](#) of CO₂ annually.





A CLOSER LOOK AT SOME OF OUR ACTIONS

CHARITY STORE

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

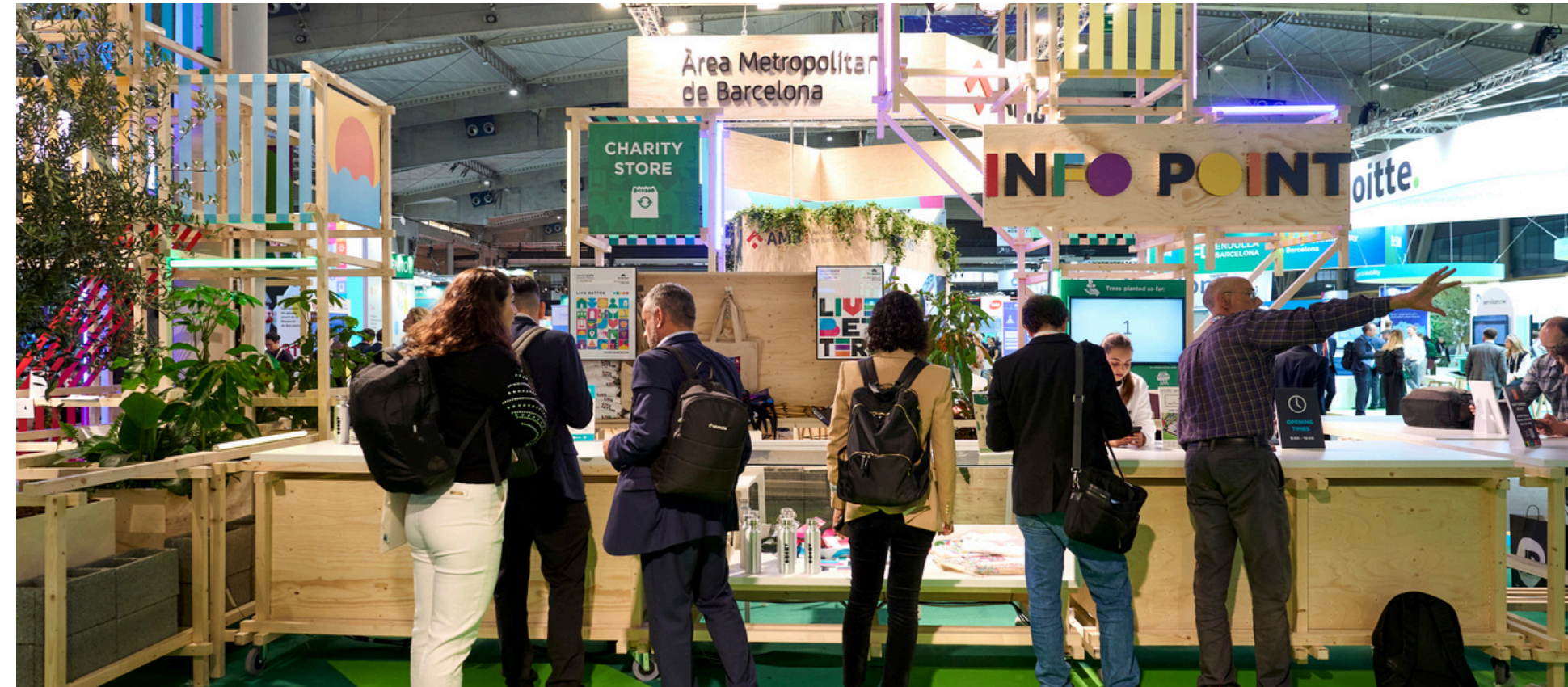
Giving a second life to 200 kg of fabric recovered from our previous edition and turning them into merchandising.

🌱 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.



PLANTING TREES

Our Charity Store offers exclusive merch to help fund our tree-planting efforts:

For the third consecutive year, 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:

- 🌱 A total of **2.621 planted trees**: Pinus, Olea, Quercus, Pistacea, Chamaerops, Rhamnus and Phillyrea.
- 🌱 Expansion of the reforestation plot to cover **2.1 hectares**.



GREEN VENUE

We power our venue and offices entirely with renewable energy, **reducing CO2 emissions by 12,500 tons** annually. Our venue also hosts one of the world's largest rooftop photovoltaic plants—**25,947 panels over 135,000 m²**, generating **5.86 GWh per year** and preventing **2,200+ tons of CO2 emissions**. Fira de Barcelona also leads in Spain by implementing IoT technology for energy optimization and installing low-consumption lighting systems.

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 have gone to wind energy projects across the world to:

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



CIRCULARITY

This year, we implemented a meticulously designed approach to **event decor**, carefully selecting and creating elements to ensure they served a **dual purpose**. After the event, these materials were **repurposed and donated** to institutions such as schools, urban parks, and museums.

This initiative extended their lifecycle, reducing waste and promoting environmental sustainability while fostering **social impact** and **community engagement**. With the collaboration of the Barcelona City Council, we donated over **250 structures** to more than **15 institutions**.



GREEN EXHIBITOR AWARD

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

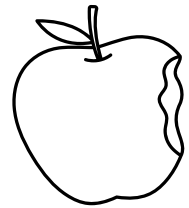
In 2024, we honored the Czech Pavilion as the most sustainable exhibitor thanks to its innovative design:

- Minimalist Architecture
- Open Presentation Area
- Reused Materials
- Waste Prevention Strategy

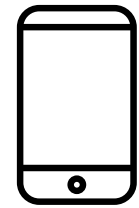




2024 IN NUMBERS



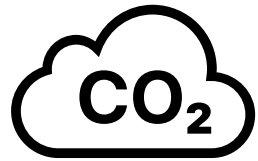
530 KG
Organic fraction



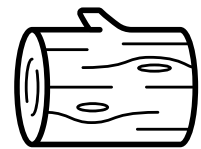
20,211
Downloads



38,000
Single-use plastic
cups saved



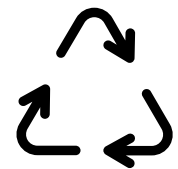
150 tons
CO2 offset



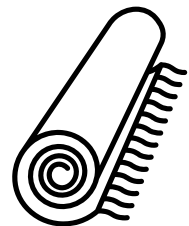
33,940 KG
Recycled wood



1,090 KG
Paper recycled



5,110 KG
Material reused



11,131 KG
Carpet recycled



1,388
Planted trees



0 KG
Special waste
left on the site



1,780 KG
Light packaging

In unity, great changes can be made!



An initiative of:



SMARTCITY
EXPO WORLD CONGRESS

**TOMORROW.
MOBILITY**
WORLD CONGRESS

**TOMORROW.
BUILDING**
WORLD CONGRESS

**TOMORROW.
BLUE ECONOMY**
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In collaboration with:

