

# SUSTAINABILITY GUIDE FOR THE EXHIBITOR



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

## ORGANIZERS



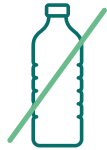
# THE INICIATIVE

Smart City Expo World Congress & Tomorrow.Mobility World Congress launched the Towards Zero Waste strategy in 2013, 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 are based on:**

- ✓ Waste reduction (prevention)
- ✓ Reusing materials and buying recycled products.
- ✓ Extended producer responsibility and product redesign.
- ✓ Repair, reuse and donate.
- ✓ Improving selective collection, especially in terms of organic matter.
- ✓ Event participants co-responsibility, so that the general public gets involved in the optimal management of waste.

# WHAT DO WE DO FROM SCEWC AND FIRA DE BARCELONA?



## NO SINGLE-USE PLASTICS

We saved 1.195kg of plastics, selling drinks only in glass containers, offering catering menus that avoided products packaged in plastic, and providing treated water stations.



## ENVIRONMENTAL AWARENESS

The event was carbon neutral and solar panels were installed on the roof of the venue.



## RECYCLING

Lanyards, badges and badges holders were made of recycled materials and could be discarded at the return point to be recycled. Special containers for separating waste were available around the venue.



## REUSE

Carpet from corridors and Servifira stands was reused after the event, and all material from communal areas, collaborative exhibitors and signage was reused or donated to several local associations.

# WHAT CAN YOU DO TO CONTRIBUTE?

As an exhibitor of Smart City Expo World Congress or Tomorrow.Mobility World Congress, aware of and committed to environmental sustainability, you have the possibility to get involved in the Towards Zero Waste project and that your effort and dedication is also recognized. Therefore, we encourage you to be pioneers and implement sustainability measures in your stand. We propose below several ideas that you can implement before, during and after the event.



## BEFORE THE EVENT

- Stand design
- Promotional material
- Goods and their logistics
- Catering
- Displacements planning



## DURING THE EVENT

- Waste materials
- Green energy use
- Control of power consumption
- Mobility



## AFTER THE EVENT

- Waste materials
- Leftover materials
- Carbon footprint

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

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

# GREEN EXHIBITOR AWARD



Exhibitors who successfully implement sustainability measures throughout their participation at the event (such as those detailed on page 4) can also be considered for the Green Exhibitor Award.

In line with the European Commission's Circular Economy strategy, applicants will be assessed based on their use of fewer materials, reusing and recycling or products, and general minimization of their carbon footprint.

The Green Exhibitor Award will recognize and reward the commitment of exhibitors implementing these strategies effectively in the design, construction, use and dismantling of their stand.

## Terms & Conditions

**PARTICIPATE**

# MANUAL OF BEST PRACTICES

## CONSTRUCTION AND DISASSEMBLY OF THE STAND

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

## MATERIAL DONATION

We organize a collection of materials used to build stands to entities with social function when the event finalizes.

Fill in the form to donate materials from your booth:

[DONATION FORM](#)

**Exhibitors that make a donation will get a recognition label to put out on their stand.**

# MANUAL OF BEST PRACTICES

## WASTE MANAGEMENT

- Reserve a space in the stand for separate waste collection containers.

### 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 stand 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.*

# MANUAL OF BEST PRACTICES

## CATERING

### - If you have coffee service at the stand:

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

#### Our tip:

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

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



# MANUAL OF BEST PRACTICES

## 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.**



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