

# FIRA DE BARCELONA

# SUSTAINABILITY

## OUR COMMITMENT

Fira de Barcelona is strongly committed to sustainable development, protection of the environment, a circular economy, and the fight against climate change.

At Fira we have embraced the UN Sustainable Development Goals in the framework of the 2030 Agenda, adapting them to our strategy and expanding this commitment to our staff, events, exhibitors and visitors.

Aligning with the SDGs entails taking responsibility for such important issues as the quality of life, well-being and prosperity of present and future generations.

We establish guidelines, featured in our [Sustainability Policy](#), aligned with our commitment to environmental, economic and social sustainability.

# ENERGY EFFICIENCY AND CONSUMPTION



Venue **energy efficiency is central** to the Fira de Barcelona sustainability strategy. Aware of the value of resources, we focus part of our efforts on saving energy while using renewable energies efficiently and rationally by installing the most advanced technologies and equipment.

## POWER AND RENEWABLE ENERGY

Fira de Barcelona facilities consume **100% green energy** from renewable sources such as solar, wind, hydraulic, biomass, tidal, geothermal and biogas for all the consumption generated in the venues - stands, exhibition spaces and congress activities, as well as in all venue facilities. The source of 40% of this energy is produced in local wind farms, preventing losses on the electrical grid.

Gran Via has **25,900 photovoltaic solar panels** installed over 135,000 sqm of the venue roof generating 5.86 GWh of electricity/year, eliminating a total of 2,200 tons of CO<sup>2</sup> emissions per year.

## CARBON FOOTPRINT

Thanks to the sustainable initiatives implemented, Fira has reduced its CO<sub>2</sub> footprint. The use of 100% renewable energy has eliminated the emission of 12,500 tons of CO<sub>2</sub> per year.

Fira is also part of the **Net Zero Carbon Events** initiative, a global action driven by the events and meetings sector to address climate change and meet the goals of the Paris Agreement. Fira is a signatory institution of the pledge.

## AIR CONDITIONING

The Gran Via venue is part of the **South District Heating and Cooling**, a cutting-edge technology in efficient and sustainable air conditioning systems.

This system is based on the generation of hot and cold water in centralized plants that subsequently supply customers water through a network of pipes in an industry and/or service park. In the case of Gran Via, the water supply comes from three generation plants of biomass, regasification and trigeneration. These plants also use green energy. Therefore, all energy as well as the water needed for the air-conditioning system are produced in a sustainable way.

## CO<sub>2</sub> OFFSETTING

We provide carbon **footprint calculation** services for organizers, exhibitors and attendees as well as **offsetting platforms** to compensate for greenhouse gas emissions by investing in climate-friendly projects such as reforestation, renewable energy or capture and combustion of methane.

We also provide **sustainability consulting** for organizers who would like to implement initiatives to improve their environmental performance.

## ENERGY EFFICIENCY

At Fira we work to improve energy efficiency with equipment such as a low-consumption LED lighting and consumption control systems.

All venue utilities - electricity, water, gas and thermal energy - are monitored by **BMS real-time energy management software** that allows analysis and precise decision-making aimed at energy saving. The entire lighting system of the venue is controlled by the DEXMA/SCADA software 24/7.

## WATER

Water consumption has been reduced by installing waterless urinals and using groundwater for the outdoor water fountains at both the Gran Via and Montjuïc venues. We use self-closing washbasin faucets in most of our toilets.





# WASTE MANAGEMENT

The infrastructures that are needed for the staging of events are complex and challenging. One of the main questions is **managing the large volume and diversity of waste** generated during events.

Fira works to minimize this impact through initiatives following the circular economy criteria - reduce, repair, reuse, recover and recycle. There are a series of **concrete actions** that are being implemented:

## GREEN POINT & WASTE REPORTS

The venue has a fixed green point to optimize waste collection with duly trained personnel to manage this space. We have different waste streams such as glass, oil, cardboard, wood and organic waste and on-site paper-cardboard compacters.

We have mobile scales that allow exhaustive monitoring of waste generation.

We provide post-event waste reports of the total tonnes of waste generated per day and per waste stream.

## RECYCLING BINS

We can offer recycling bins with different colours for segregation in halls, offices and restaurants and catering spaces.

In addition, large containers and covers for organic or glass waste can also be ordered and managed.

## WASTE PATROLS AND EXHIBITION SKIPS

We encourage establishing **control patrols** within the halls to follow up the waste generation during build-up and tear-down, to ensure that contractors separate waste - paper and cardboard, glass, packaging, etc.

During build-up and tear-down skips can be ordered for **wood, plastic and general waste**.

## DONATION ROOM

We encourage sustainable alternatives such as **donation rooms** and the rational use of resources by suppliers and builders for waste that cannot be recovered.

We **plan the circuit of materials** used, both in the construction of stands or common areas, as well as in consumables, promotional materials or packaging and catering.

## SUSTAINABLE CLEANING

In the cleaning field, we use recycled plastic in garbage bags, cleaning products in large containers (in bulk) and eliminate plastic in the packaging of supplier consumables (GV).

**The use of 100% eco-friendly products and non-polluting** or non-environmentally harmful products is prioritized. All Fira toilets use paper with a fast disintegration time.

## TOWARDS ZERO WASTE

In events organised by Fira we collaborate with the **'Towards Zero Waste'** project, promoted by Barcelona City Council, which implements various initiatives at events to reduce waste and the increase the efficiency in resource management (glass recycling, free public transport passes, food donation, leftover material donations ...).



It is the volume we transfer annually for recovery.





# SUSTAINABLE FOOD & BEVERAGE



The Fira inhouse Food & Beverage department – Gastrofira is committed to promoting sustainable practices and implementing the targets set within the SDGs, strengthening the links between food, people and the planet.

We have launched various initiatives to **reduce food waste**, develop programmes for precise food production and reduce the use of **single-use plastics**, amongst many other actions.

## TOWARDS PLASTIC REDUCTION

Gastrofira has implemented a strategy to **reduce single-use plastic** in all catering production and outlets by providing reusable ware, increasing the use of compostable and recyclable material, introducing bioplastic materials (PLA) and discarding disposable ones.

We also replace aluminium cans or PET bottles with **glass bottles and discard milk plastic** or Tetra Brik bottles. We collect all **coffee capsules** at the end of events and separate them from the rest of the waste.

We encourage the use of **water fountains** and osmosis tap water to avoid the use of plastic bottles.

## LOCAL SUPPLIERS & SUSTAINABLE MENUS

In order to reduce CO2 produced by transport, GastroFira has the commitment to collaborate with **local suppliers and producers** for a 60% of the items purchased for food production and to offer locally sourced produce. In addition, Gastrofira requires our partners and suppliers to follow sustainable policies.

We also adapt menus to **seasonable products** and work jointly with organizers towards creating more **sustainable and healthier food** choices for their events.

## DONATION OF FOOD SURPLUS

Gastrofira regularly **donates healthy food surpluses** to people at risk of exclusion through the “Barcelona shares food” programme in cooperation with the [NGO Nutrition without Borders](#). We help **organizers to create an offer with several actions to meet our sustainability goals** and reduce food waste.

We also provide **new unused** food service materials (plates, cutlery, tables, etc.) to social entities (such as the Red Cross, among others) through the Barcelona City Council, or use the **recycling of vegetable oils** for social purposes ([Rastro Solidario](#)).

## IMPERFECT FRUITS AND VEGETABLES

We also collaborate with **Fundació Espigoladors**, an [NGO that fights against food waste and losses](#), giving a second opportunity to ugly and imperfect fruits and vegetables. It empowers people at risk of social exclusion in a transformative, participative, inclusive and sustainable way.

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For more information





# SUSTAINABLE SERVICES



Fira’s commitment to sustainability extends to the entire supply network and production chain for events. We work with local suppliers to reduce the carbon footprint and foster local economy.

## SUSTAINABLE SUPPLY CHAIN

We include environmentally preferable criteria when selecting all our suppliers. Specifications include environmental, labour and social criteria – ranging from certification requirements (ISO, EcoVadis, Biosphere, LEEDS, IQNet...), CSR and gender equality/ inclusive policies, annual sustainability reports to sustainable production materials, plastic reduction, energy efficiency and waste management, amongst many others.

The process toward green purchasing aims at promoting a better selection of products and services that make more efficient use of resources, promote innovation and improve the environmental, labour and social performance of the supply chain, both upstream and downstream.

## LOCAL SUPPLIERS

We partner with local suppliers with nearby offices and warehouses, which reduces the carbon footprint in transportation and supports suppliers in their commitment to reduce the impact of their activities.

## PROMOTING PAPERLESS ACTIONS

Fira contractor registration is digital and paperless and can be added to phone wallets in mobile devices.

## SUSTAINABLE PROJECTS

We can work from the design and conceptualization to production and end-of-life management, prioritizing the circularity of projects and product life-analysis, in order to minimize the environmental impact of the project.

In addition, materials with ecolabels, that contain recycled and/or easily recyclable materials, such as, for example, wood with FSC and/or PEFC label, recycled aluminium, textiles/canvas produced with recycled materials, cork, rubber, cardboard, etc. can also be used under request.

## STAND CONSTRUCTION SERVICE

We offer the possibility of using **sustainable stands** that include energy efficiency measures, recycling, eco-design and optimization of services to minimize the environmental impact of trade fair activity.

## USE OF RECYCLED CARPET

All carpet installed by Fira is **recyclable**, and we encourage events to recycle it fostering in this way the implementation of a circular economy.

## SUSTAINABLE SIGNAGE ALTERNATIVES

We offer sustainable and innovative material alternatives for most elements in our **signage catalogue**. Moreover, in our requests for tender, we add sustainability criteria and values that count towards the final evaluation of suppliers:

Have the **Green Guard** certification or equivalent that certifies the use of **sustainable or natural inks**, avoiding dangerous volatile organic compounds.

Offer more sustainable materials such as **polypropylene board with algae-based filling, bamboo board, fibre board from agricultural waste or hemp fabrics** (reducing materials with a negative environmental impact).

Use **recycled PET or sustainable material** in containers and/or packaging.

Waste management certificate or follow-up plans ensuring quality and its **final destination**.

Have an environmental management system certified according to ISO 14001 standards, and environmental management systems such as EMAS or equivalent.





# SOCIAL COMMITMENT

Fira de Barcelona promotes a culture of cooperation and solidarity among the entire workforce and works together with institutions, organizations and social entities to develop projects that contribute to building better societies and supporting local communities.

## GASTROFIRA COLLABORATIONS

Gastrofira supports **initiatives and local community partnerships** that help young people gain the employability, skills and confidence they need to succeed. We collaborate with various entities in the social sector with the aim of promoting work for people at risk of exclusion, diversity and interculturality:

### Cuina Justa

This programme promotes and encourages social inclusion and employment of people with disabilities.

[Cuina Justa](#) believes that the best way to integrate those who have more difficulties is by offering a job that is justified by its efficiency and economic rationality, which results in a product with a high level of commitment and quality. Therefore, this is a social and solidarity project, helping people construct an identity as a worker and citizen, combining the economic and social purposes.

### Melting Pot

This programme promotes intercultural relations and the recognition of diversity through the food and talent of our chefs. We encourage new opportunities and support the talents of migrant entrepreneurs.

## STAFF VOLUNTEERING

Fira staff have collaborated with entities such as the Food Bank, Fundacio Exit (against school dropout through innovative educational programmes), Caritas, the San Juan de Dios Foundation and the United Nations High Commissioner for Refugees (UNHCR).

## COVID PANDEMIC

Fira was awarded the [UFI Operations & Services Award 2021](#) in recognition of its versatility in the face of the crisis arising from COVID-19.

With this award, the UFI recognizes the initiatives implemented by Fira de Barcelona in collaboration with different local entities to respond to the context of the pandemic and to restore activity with two objectives: promoting the holding of short-term events and establishing solutions to future challenges by providing value in a post-COVID environment (by installing facilities such as a **mass vaccination point or a temporary hospital**).



Since 2012, Nutrició sense fronteres has delivered 70 tonnes of cooked food to 15 social entities.



# MOBILITY & ACCESSIBILITY

Fira encourages exhibitors and visitors to travel by public transport, on foot or by bicycle during their stay in Barcelona, or in the event they need a vehicle, to choose one that is non-polluting.

## PUBLIC TRANSPORT

Fira de Barcelona is well connected to the public transport network of the metropolitan area thanks to the numerous bus, underground and railway stops near the various venues. The underground also connects the venue to the airport. In addition, permanent shared bicycle parking has been located near the venue.

## PROMOTING THE ELECTRIC VEHICLE

The venue has 18 charging facilities for visitors and 12 for suppliers.

## PROMOTING BICYCLE USE

We foster the use of personal mobility vehicles and bicycles. Our venues have access to bike lanes and a free guarded bicycle park is offered in some events.

## PROMOTING SUSTAINABLE TRANSPORT FOR STAFF

The Montjuïc venue has a parking area for bicycles and scooters. The space also includes 12 lockers. The car park located on Carrer Lleida also has 10 additional bicycle parking units.

The Gran Via venue is a completely accessible and obstacle-free space that guarantees the full participation of all attendees. All car parks have special spaces reserved for people with disabilities.

## ACCESSIBILITY

Access from both public transport and the different floors is by a lift with automatic doors and the lift control panels are located at an accessible height (between 850-1100 mm) and have Braille writing for visually impaired attendees. The intercom function is available via the alarm button. As for the spaces, all the corridors and aisles have a minimum free width sufficient to guarantee easy movement and the stairs are equipped with safety railings. All toilets in the venue have at least one cabin adapted for wheelchair use, with a minimum width of 1200mm, grab rails and low sink.

All our front desk counters are also adapted with one position at a height of 80cm.

We have wheelchairs available for all attendees and also offer scooters for rental

## ACCESSIBLE DESIGN OF TEMPORARY SPACES

In our space regulations we always reserve spaces for wheelchairs and scooters in the congress halls and session rooms.

We encourage attendees to use the underground station within the venue.





# AWARDS AND CERTIFICATIONS



In 2021 Fira de Barcelona was issued the **ISO 14001** for its **Environmental Management System**.

The certification sets the requirements for an environmental management system (plan, policy, review and corrective actions) to enhance the environmental performance of organizations and partners and contributes to the following Sustainable Development Goals:



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Fira Barcelona signed the **Net Zero Carbon Events Pledge in 2021**. Connected to programmes like the United Nations Sustainable Development Goals (UNSDGs), the initiative seeks to drive a global action for the events sector to address climate change and meet the goals of the Paris Agreement.



In 2021 Fira was awarded the **UFI Operations & Services Award 2021**, recognizing the initiatives implemented by Fira de Barcelona in collaboration with different local entities to respond to the context of the pandemic and relaunching events by providing value in a post-COVID environment - with the installation of equipment such as a mass vaccination point or a temporary hospital.



In 2019 Fira de Barcelona signed the **Barcelona Biosphere Tourism Sustainability Commitment**, which aims at making the city a sustainable destination, extending best practices to all types of tourist services, products and equipment companies. It recognizes companies that are committed to responsible management that respects the environment, culture, working conditions, gender equality and their social and economic contribution.



In 2017 Fira Barcelona was awarded the **UFI Sustainable Development Award** for the 'Best destination approach to implementing sustainability'. The award recognizes the initiatives that combine the efforts of a destination, in partnership with a professional exhibition operator, to implement sustainability around an individual exhibition or a series of events, recognizing measures such as energy efficiency, eco-design, waste management, CSR programme, paperless processes, free consultancy and donation rooms.



Fira de Barcelona was awarded the **AIPC Innovation Award in 2013** for the development of a Near Field Communication (NFC) Badge, applied for the first time in a venue during the Mobile World Congress 2013. This innovative technology allows a faster and more secure access to the venue and eliminates the need of any badge material.



# CHECKLIST



With the following checklist we intend to help organizers understand the scope and actions of sustainability during their event.

## PLANNING & COMMUNICATIONS

Set the sustainability objectives for the event and work with our Fira teams to meet these targets

Keep in mind the 8 R's: Reduce, Replace, Reuse, Recycle, Recover, Refuse, Reject, Rethink

Use social media to promote the sustainable initiatives prior to the event and achievements from the event

## MERCHANDISE, SIGNAGE & PRINTING

Use electronic, plastic-free and paperless alternatives: digital badges, digital flyers, digital signage

Explore event signage and branding sustainable options with our Fira teams (using PVC-free items, vegetable-based inks, etc.)

Reduce or avoid printing promotional materials

Produce responsible merchandising with a positive impact (local, fair trade or part of a social project, made from sustainable materials, plastic-free...), if using any

Build feature areas or booths with sustainable, certified and reusable materials fostering a circular economy

## FOOD & BEVERAGE

Provide sustainable food choices with seasonable and local products

Check all available catering options for accessories - bulk, reusable and compostable cutlery, crockery and silver ware - avoiding plastic single-use items

Offer water fountains across the venue and refillable bottles

Work on accurate numbers for catering in order to avoid food waste

Follow up with excess food donations and collaboration with local NGOs

## TRAVEL & CARBON OFFSETTING

Promote hotels that ensure sustainability and offer sustainable forms of mobility (transfers in electric vehicles, bicycle rental, etc.)

Promote environmentally friendly means of transport such as public transport, walking and carpooling. Fira de Barcelona is connected by underground, rail and bus

Offer visitors the option to offset their travel

Calculate your event CO2 footprint and offset it by investing in environmental projects

## ENERGY

Ask the venue and or exhibitors to shut down power overnight to reduce consumption

Request the use of LED lights in all booth construction

Turn off equipment and lights when not in use

Establish minimum and maximum temperatures for heating and cooling in order to minimize energy consumption

## WASTE MANAGEMENT

Draft a waste management plan with our Fira teams, identifying the required waste streams

Use the recycling bins offered by Fira de Barcelona

Reinforce signage to help identify proper waste separation, encouraging the event reuse and recycling policies

Reuse or donate leftover materials. Please check the different initiatives at Fira to give the leftover materials a second life

Hire control patrols for exhibitions to ensure that contractors segregate waste and use recycling skips properly

Recycle all roll carpet at the event or rent carpet tiles

Recycle lanyards, satchels and bottles to be repurposed

Prioritize rental furniture and decoration elements instead of purchasing single-use items

Ask for your waste management report and analyse the indicators

## LOGISTICS

Encourage the reduction of lorries and vehicles going onsite

Optimize shipment load and packaging - i.e. reduce the size by decreasing the necessary filling and strapping, and make an appropriate estimate of the goods required

Prioritize packaging that can be reused for incoming and outgoing goods

Promote the use of alternative fuel vehicles whenever possible (gas, hybrid, electric...)

Avoid the use of plastic packaging and use less polluting materials (cardboard, textile, wood, etc. that are reusable, recyclable or contain recycled and/or certified components (FSC, PEFC...))