



SUSTAINABILITY GUIDE FOR THE EXHIBITOR

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 CAN YOU DO?

As an exhibitor at our events, aware of and committed to environmental sustainability, you have the opportunity to get involved in the **Towards Zero Waste** project. We encourage you to take bold steps and implement sustainability measures throughout your participation. **Here are several actions you can take before, during, and after the event:**

1

Before the event

- Plan your trip to SCEWC
- Design a sustainable stand
- Choose eco-friendly catering options
- Commit to dematerialization
- Participate in the Green Exhibitor Award

2

During the event

- Move sustainably
- Minimize waste generation
- Monitor energy consumption



1

After the event

- Reuse materials as much as possible
- Donate or recycle leftover elements
- While dismantling use the recycling bins and recycle waste through our selective collection system
- Offset your carbon footprint

HOW CAN YOU DO IT?

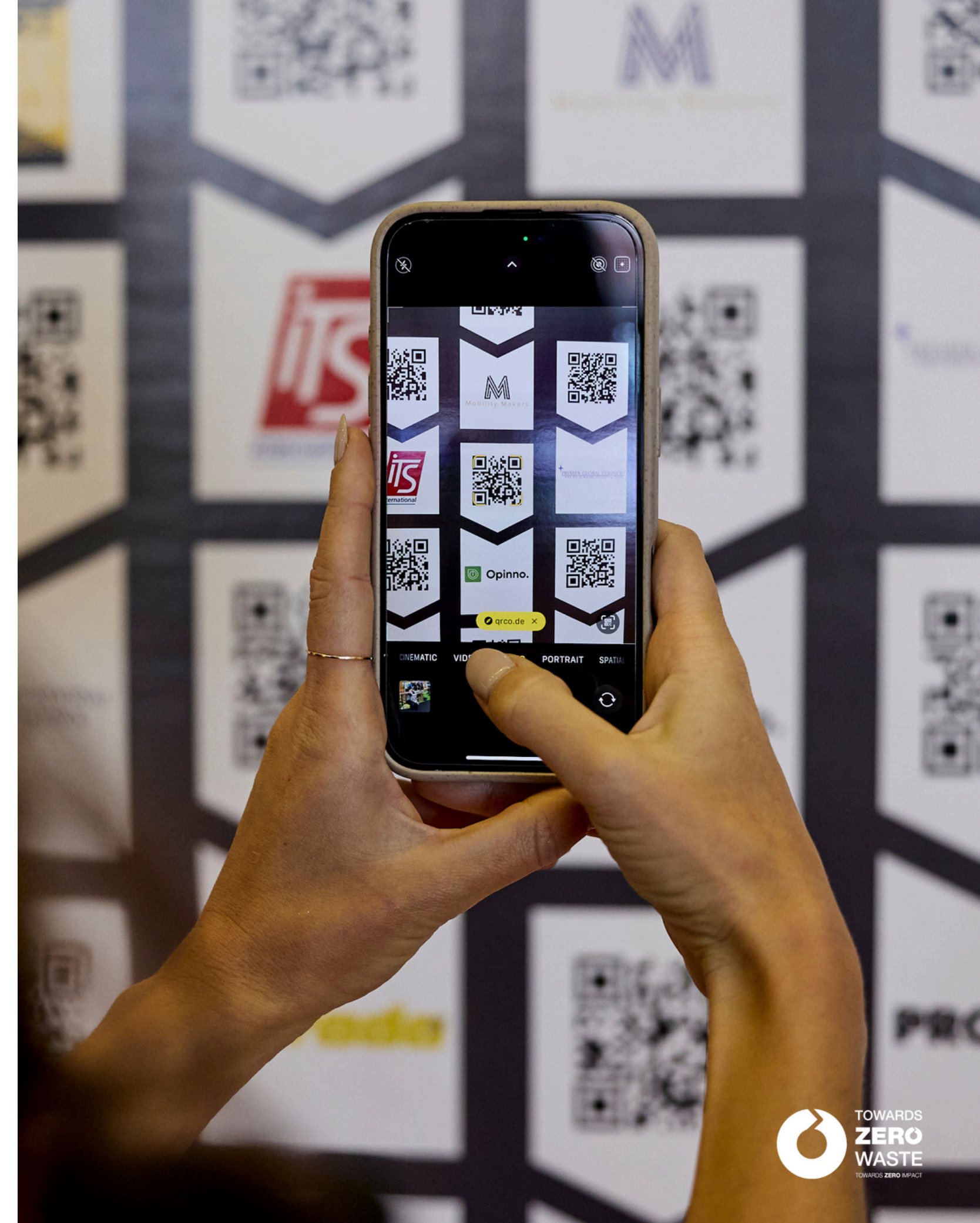
1. BEFORE THE EVENT

Planning your trip to SCEWC

- Choose **low-emission** travel options to Barcelona
- Replace short-distance flights with train journeys

Eco-friendly Catering

- Request reusable kitchenware and utensils. If not possible, **avoid single use plastic**
- Choose locally sourced menus to reduce transport emissions and support local suppliers
- Avoid food waste by adjusting orders to actual consumption
- If there are leftovers, donate them to local NGOs for distribution to social entities



1. BEFORE THE EVENT

Sustainable Stand – From conception to logistics

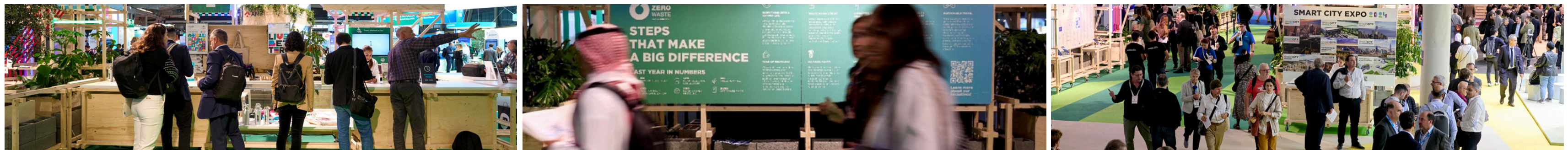
- Hire local suppliers to reduce transport emissions.
- **Prioritize renting** over purchasing furniture for one-time use
- Use recycled or recyclable certified materials.
- Avoid hazardous chemicals in construction
- Optimize shipment loads and packaging
- Use packaging that works for both inbound and outbound logistics
- Plan ahead to **give materials a second life** after the event
- Donate items before discarding them

Commit to Dematerialization

- **Dematerialize your content:** use screens, QR codes, or apps to communicate your brand, key messages, and promotional content
- **Avoid printing** unless strictly necessary. If so, use recycled paper, vegetable-based inks, and ensure printed materials are reusable

Green Exhibitor Award

- **Join our challenge and showcase your commitment to sustainability through real actions. Gain visibility, inspire others, and be recognized as a leading sustainable exhibitor**



2. DURING THE EVENT

Move Sustainably

- Walk, bike, or use public transport to move around the city
- Take advantage of the free and supervised bike parking available just outside the venue
- Encourage your team and attendees to reach the event using sustainable transport

Minimize Waste

- Reserve space at your stand for waste separation.
- Ensure daily sorting of waste
- Ask your assembly team to manage hazardous waste responsibly

Monitor Energy Consumption

- Use energy-efficient machinery as much as possible
- Turn off equipment and lights when not in use

3. AFTER THE EVENT

Maintain Responsible Practices

- Reuse materials as much as possible
- Donate or recycle leftover elements
- While dismantling use the recycling bins and recycle waste through our selective collection system
- Offset your carbon footprint



GREEN EXHIBITOR AWARD

Aligned with our Towards Zero Waste initiative, we introduced the Green Exhibitor Award to recognize exhibitors who actively mitigate their environmental impact. This award aims to raise awareness and promote responsible participation by highlighting and encouraging sustainable practices across the event.

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



What's at stake?

- A trophy and certificate of recognition awarded live on stage at the SCEWC Awards Ceremony
- A special mention in the SCEWC 2025 Post-Event Report
- Visibility across all our communication channels

How to get involved?

Ready to take action and showcase your commitment to sustainability?

[Click the link below to learn more and submit your application.](#)

Each application will be evaluated based on:

- Booth sustainability – design, structure, and materials use
- Sustainable actions implemented before, during and after the event

WHAT DO WE DO?



Everything gets a second life

All our venue decoration is designed to be fully circular. Last 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.



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.



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!



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.



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.



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.



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.



SOLIDARITY SHOP

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

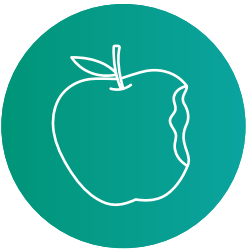
→ Products handcrafted by Fundació Portolà, which works towards the social inclusion of people with intellectual disabilities and/or mental disorders.

Roots for a sustainable future

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



2024 IN NUMBERS



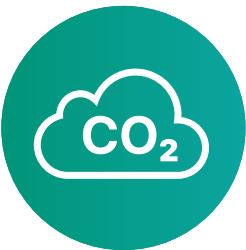
530 KG
Organic fraction



20,211
Downloads



1,090 KG
Paper recycled



150 tons
CO2 offset



33,940 KG
Recycled wood



1,388
Planted trees



5,110 KG
Material reused



11,131 KG
Carpet recycled



38,000
Single-use plastic cups saved



0 KG
Special waste left on the site



1,780 KG
Light packaging

Help us make a sustainable event!



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