

# Fira Barcelona: Turning Green





**Fira Barcelona**

**Fira Barcelona specializes in the organization of exhibitions and congresses.**



**With a portfolio of 80 exhibitions, nearly 40.000 exhibitors and 3.5 million visitors.**

with its 2 venues:

**Montjuïc**  
155.000m<sup>2</sup>



**Gran Via**  
200.000m<sup>2</sup>

is the **largest** exhibition area in Spain.

the growing environmental requirements of  
external organizers

+

our commitment in increasing the  
sustainability of our events

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Launch of an integrated  
sustainability

Program  
(2007)

# Fira Barcelona: Turning Green

# 3 streams to sustainability

Increase  
communication

Reduce 15%  
Energy cost

Reduce 80%  
Waste management cost



**Reduce 80%**  
**Waste management cost**

# The overall waste of an event can be reduced by three ways:



**Prevent:**  
incentivizing  
the use of  
sustainable  
principles.



**Control:**  
reducing waste  
abandoned in  
our premises.



**Recycling**  
the waste  
that is finally  
being left in  
the venue.





**Prevent:**  
incentivizing  
the use of  
sustainable  
principles.

**Prevention** is key: the best way to solve a problem is preventing it from happening.

Waste prevention starts with the **design** of the stands.

We have developed an **eco-design guide** to identify what materials and techniques can increase sustainability.

This guide is available for free to our customers to help them **increase the sustainability** of their events.



# Some examples



**Prevent:**  
incentivizing  
the use of  
sustainable  
principles.



**Fira Barcelona**

## Eco-design guide



**Fira de Barcelona's  
environmental commitment:  
Good Practices Manual**

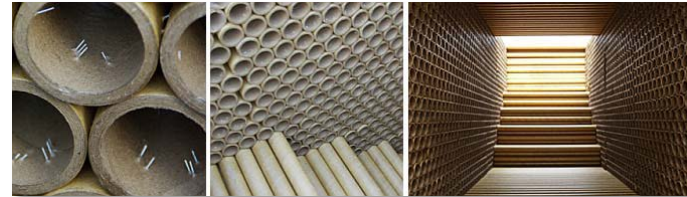
**Minimizing the materials' weight:** reduces transportation costs, assembly and dismantling is easier and less waste is generated.

**Reducing the number of different materials:** Simplifies recycling and reduces waste management cost.

**Avoiding using toxic or hazardous materials:** Use of wood impregnated with formaldehydes, paints, varnishes, volatile solvents, PVC, etc.

**Avoiding multilayer or mixed materials:** The use of bonded layers such as products finished with melamine, Formica or polyester is limited.

**Using recycled and recyclable materials:** the materials' service life is lengthened, the environmental impact is minimized and costs are reduced.



*Example of using of recycled cardboard used to build stand structures*

**Using renewable materials:** its scale of regeneration is compatible with the time scale of consumption. Such materials include wood, bamboo, cardboard, cork, cotton, linen, etc.

**Using materials that have an ecological label:** guarantees the materials' source and composition, and prevents production of toxic waste (solvent-free paints, paper carpeting, FSC certified, wood, cardboard profiles, cellulose fabrics, etc).



**Prevent:**  
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# Some examples



**Fira Barcelona**

## Eco-design guide



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**Considering standardized material formats and dimensions in the design:** reduces costs and scrap and the quantity of waste.

**Using local materials:** reduces transport costs.

**Using separable, high durability joints:** Giving preference to clip or pressure-fit connections over fixed joins such as glues, staples, nails or bolts makes it easier to reuse items without destroying them.

**Using multifunctional elements:** There are various stand systems that use a single part for many different functions. No distinction is made between uprights and panels, vertical and horizontal, etc., facilitating material assembly and storage.

**Using erasable systems that do not generate waste:** Panels with a blackboard-type paint finish enable the exhibitor to choose the type of graphic design more freely, and craft values are regained.

**Offering grouped or larger stands:** With grouped assembly, material use and waste generation is decreased, assembly and dismantling are easier and costs are lower.

**De-materializing the stands:** The creation of virtual stands using audiovisual systems projected on screens offers maximum material saving and waste reductions.

**Applying eco-design criteria to stand floors:** refrain from using any carpeting or dais on the floors, eliminating assembly and dismantling. This reduces costs in material purchases and reduces very significantly the volume of wood, carpet and plastic waste. Also the use of floorings that last longer than one event reduces waste.

**Promoting the use of modular systems** allows selective replacement, makes installation easier and reduces scrap.

# Some examples



**Prevent:**  
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**Fira Barcelona**

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**We created a line of eco-design products** that includes as much as possible the eco-design criteria described



*Products from the Eco-design portfolio*

**Making maximum use of concepts** such as shape, colour, light, ergonomics, safety, etc. The addition of resources does not necessarily lead to increased communication between the exhibitor and the visitor.

**Giving priority to communication over spectacular designs:** Theatre set designs are good examples of this.

**Better distribution of spaces:** The exhibition spaces are distributed and assigned again after each event. Because of this, it is not possible to use a stand for more than one event, which would avoid unnecessary dismantling.

**Improving the efficiency of the stand lighting:** Using low-consumption lighting. Controlling the use of stand lighting in the assembly and dismantling stages.

Adopting **paperless processes:** e.g. registration using a mobile phone, etc.

**Reducing Signage waste:** reusing signage elements for different events, promoting the use of electronic signage vs. printed signage.

**Transportation:** Avoiding trips to the suppliers' warehouses, by creating small temporary warehouses in the venue.



**Prevent:**  
incentivizing  
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# Some examples



**Fira Barcelona**

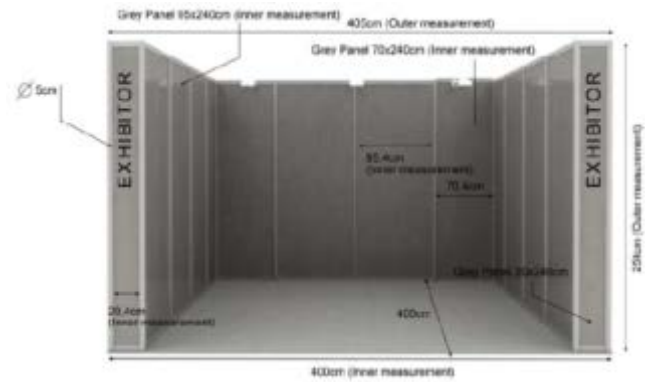
## Eco-design guide



**Fira de Barcelona's  
environmental commitment:  
Good Practices Manual**

**Carbon emissions compensation:** The carbon footprint of our stands is analyzed, and we have developed a new supplier so that exhibitors can compensate their carbon dioxide emissions.

Client / Item / Description	Measurements				Weight			CO <sub>2</sub> emissions		
	u	a	b	partial	secondary	primary	total	secondary	primary	total
	m	m	m	m <sup>2</sup>	kg/m <sup>2</sup>	kg	kg	kg CO <sub>2</sub> /kg	kg CO <sub>2</sub>	kg CO <sub>2</sub>
<b>Fibreboards</b>										
with melamine finish										
Fibreboard 8 mm	10	0.98	2.45	22.60	6.24	142.27		0.90	11.71	
Melamine 1 mm	10	0.95	2.45	22.60	1.65	23.94		5.19	124.25	
<b>Fibreboard 8 mm</b>										
Melamine 1 mm	2	0.70	2.45	3.35	6.24	20.97		0.90	18.57	
Melamine 1 mm	2	0.70	2.45	3.35	1.65	3.53		5.19	18.31	
<b>Fibreboard 8 mm</b>										
Melamine 1 mm	2	0.20	2.45	0.96	6.24	5.96		0.90	3.82	
Melamine 1 mm	2	0.20	2.45	0.96	1.65	1.01	197.26	5.19	5.23	233.88
<b>Vertical, extruded aluminium profiles</b>										
	15		2.45	36.00		1.37	49.32		0.27	457.20
<b>Horizontal aluminium profiles</b>										
	20	0.05		19.00		1.37	26.00		0.27	241.00
	4	0.70		2.80		1.37	3.64		6.27	36.50
	4	0.30		0.80		1.37	1.15		6.27	744.21
<b>Total for carpet</b>										
				m <sup>2</sup>		m <sup>2</sup>				
Polymicroise (PP) 2 mm	1	4.00	4.00	16.00	0.32	5.04		2.98	14.41	
Labels locking SBR 2 mm	1	4.00	4.00	16.00	1.38	20.48		3.05	12.45	
Synthetic resin	1	4.00	4.00	16.00	0.12	1.92		0.99	1.89	
Protective plastic LDP%	1	4.00	4.00	16.00	0.13	1.55	28.30	5.20	8.87	96.84
<b>TOTAL</b>							<b>308.30</b>			<b>1964.14</b>



*Modular Shell Scheme evaluated and its carbon footprint study*

**Reducing Catering waste:** Using Bio-ware material or reusable materials, avoiding the use of plastic. Promoting the use of local grown raw material, to reduce transport impact.



STOP

Control:  
reducing waste  
abandoned in  
our premises.

# A new waste management policy was set to reduce the abandonment of waste

Stand builders are **responsible** for their own waste; either **self-managing** their own waste, or **contracting** waste management to Fira Barcelona or to any other waste treatment company.

Fira de Barcelona **will monitor** and **can impose** the financial **penalties** for **infringements**.

Fira de Barcelona **will regulate** the material left as waste, and also the use of **green skids**, to prevent uncontrolled waste generation.



# A new waste management policy was set to reduce the abandonment of waste

The goal was to **incentive** the stand builder to reduce its own waste.

Reserving the right to apply **penalties** in case of infringements, by using credit card guarantees

We eliminated **the skips** that used to be available free of charge

and set **control patrols** with cameras to identify infringements to the policy.





# To set up the recycling strategy we analyzed the waste generated in different events...



waste generated per kind of material (%)







**Recycling**  
the waste  
that is finally  
being left in  
the venue.

... and put in place selective disposal and different recycling mechanisms for every different kind of waste. Including:



*Disposal area with different containers per each material*

- light packaging
- paper/carton
- plastic
- glass
- wood
- other

AREA



# Some Examples

## Recycling Banners:

transforming used banners into bags, wallets and other elements



*Examples of recycling of banners*

PLASTIC



Recycling  
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# Some Examples



**Carpet:** avoiding its use whenever possible, and developing recycling initiatives to convert it in insulating material.



*soundproof panels made with recycled carpet*



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# Some Examples



**Catering surpluses:** we work with **NGOs**, so they can pick up daily the surpluses of food.



Recycling  
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# Some Examples

Collection points are located near  
the catering areas to recycle  
**light packaging  
waste**





Recycling  
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# Some Examples

An aerial view of a circular recycling station in a busy venue. The station is a white ring with a black center, containing several people in red shirts and various recycling bins. People are walking around the station, and the floor is dark and reflective. The text is overlaid on the bottom right of the image.

We installed 40  
**ecological islands**  
in areas with high visitors  
flow, to recycle **paper waste**  
(leaflets, press, brochures, etc.)

A photograph of a modern building with a curved glass facade and a paved plaza with white benches. The text "Reduce 15% Energy cost" is overlaid on the image.

**Reduce 15%**  
**Energy cost**

# Energy consumption can be reduced in four main areas

Lighting



Power



Air  
conditioning




Water





The image shows a modern architectural interior with a curved glass railing and a view of a construction site through a large window. The text is overlaid on the image, describing the design's focus on maximizing natural daylight.

The design of the newest parts of the venue have been done in a way that maximizes the **entrance of natural day light**

A wide-angle shot of a modern, brightly lit hallway. The space is characterized by large glass windows on both sides, allowing natural light to flood the area. The ceiling features several large, dark, rectangular skylights. The floor is a light, neutral color, and the walls are white. The overall atmosphere is clean, bright, and open. The text is overlaid in the center of the image.

**....reducing the need of lighting in  
the halls, especially during  
build up and  
breakdown  
periods.**

A long, curved hallway with recessed lighting and a large skylight. The hallway is illuminated by a series of small, square recessed lights along the ceiling and walls. A large, rectangular skylight is visible on the right side of the ceiling. The walls are light-colored and feature several small, square recessed lights. The floor is dark and reflective. The overall atmosphere is modern and clean.

Studies show  
that **electricity  
consumption**  
can be reduced up  
to 30% using natural  
daylight

We also reduced 857 MWH/year by **defining new lighting scenarios**, automatically switching off lights when not needed: service galleries, outdoor areas, offices...



Incandescent lighting was replaced by  
**low consumption lights**  
in almost all of the halls  
(and offices, restaurants,  
conference rooms,  
toilets, etc.)



# Setting “Closed down venue configuration”

By turning off transformers during long periods of inactivity, eliminating power losses.



An aerial photograph of a large, multi-story industrial building with a flat roof covered in solar panels. The building has a distinctive curved, light-colored walkway or ramp on its side. The surrounding area includes other industrial buildings, parking lots, and some greenery. The text is overlaid on the image.

A **photovoltaic plant**  
was installed in 2008

Together with  
a system to  
**heat water  
through  
solar cell  
panels**



**25.947 solar panels**  
covering 200,000 m<sup>2</sup> of roof space

generates

**5 GWH**

of green energy /year

**4.42 Mw**

installed capacity





# Architectonical double skin

Was installed in new halls (2007-2011): Allowing the entrance of day light and isolates the building.



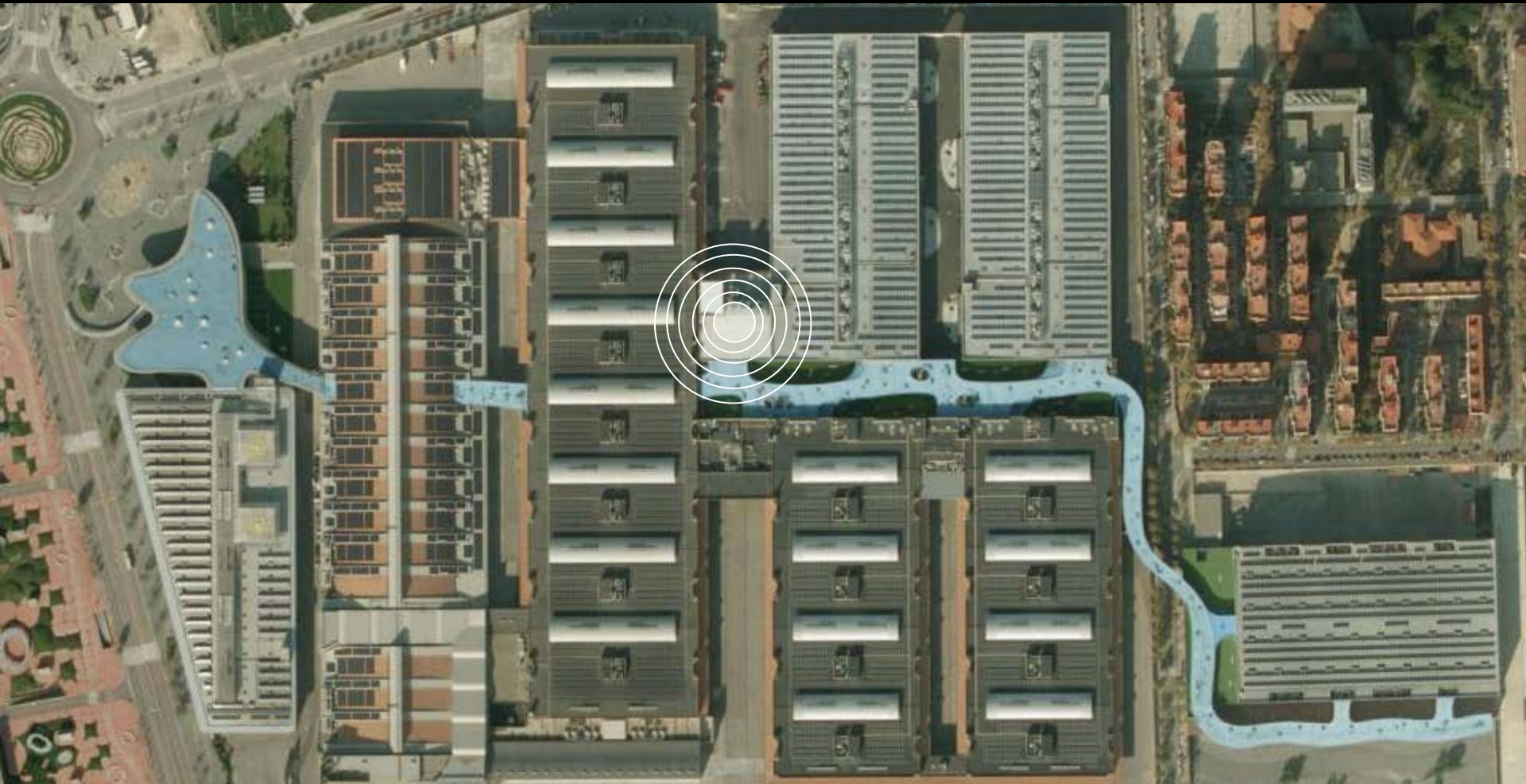
Together with

# Bio-climatic outdoor areas

1. designed to take the maximum advantage of the hours of daylight
2. helping in the temperature control of the halls and reducing the need of lighting
3. while providing an excellent space to comfort

# “District Heating and Cooling”

has been installed in the Gran Via venue



Three generation plants supply **hot** and **cold** water to the venue and to other clients, increasing the overall efficiency.



In the area of **climate control**, the energy saved depends on the **definition** given to the **comfort temperature**:

Ensuring that **temperature** is not above **21°C in winter** or below **26°C in summer** reduces our electricity consumption in air conditioning between 10-20%.

An **energy management system** was implemented to gain detailed **knowledge** of the **energy demand**, and to help us **reduce** overall consumption.



**Water consumption** has been reduced  
installing **water-free toilettes...**

and **feeding** the  
**fountains** of the venue  
with **groundwater**



A photograph of a modern building with a curved glass facade and a paved plaza with white benches. The building has a curved roof and large glass windows. The plaza is paved with light-colored bricks and has several white, curved benches. There are some young trees and a tall, thin light pole in the foreground. The sky is overcast.

# Increase Communication



We started a **communication campaign**  
of all these initiatives:

a) to gain the **support**  
of the rest of the  
organization,


b) to make ourselves  
**visible** and

c) to help us **attract**  
**new clients** to Fira  
Barcelona



## Sharing the program with organizers:

- to help them **promote** the sustainability of our venue as the sustainability of **their event**.
- and to establish **joint green initiatives** in their events (paperless, Green stand award, etc)

A photograph of a television studio set. In the foreground, a man in a dark suit is seen from the back, looking towards the right. To his right, a camera operator wearing headphones is operating a professional video camera mounted on a tripod. The background is filled with studio equipment, including a large softbox light on a stand and another light fixture. The scene is dimly lit, with the primary light source being the studio lights, creating a professional and focused atmosphere.

promoting this  
program in a **TV**  
**show** sharing all the  
recycling activities applied  
to one of our biggest  
shows



We have also used the **signature of agreements** with different entities as a good opportunities to promote the benefits of this program to our visitors and stakeholders; (by using press conferences, and other media resources...



... such as press inserts (P.eg. Referring to our **light packaging** recycling initiative).

## Fira de Barcelona recicla con Ecoembes

**SUPERVISIÓN DEL SERVICIO/** El gestor de residuos, participado por El Corte Inglés, Mercadona y Carrefour, entre otros, controlará los procesos de reciclaje de envases de la institución ferial durante los próximos cuatro años.

**Expansión.** Barcelona  
Ecoembes, sociedad sin ánimo de lucro que opera en el campo de la gestión de envases, se encargará durante los próximos cuatro años de supervisar los procesos de reciclaje de envases de Fira de Barcelona. Esta iniciativa mejora el sistema de recuperación de envases de la entidad, que hasta ahora se encargaba ella misma de coordinar la recogida de estos productos para, posteriormente, reciclarlos.

Tras la firma del convenio, Ecoembes, participada por compañías como Carrefour, El Corte Inglés y Mercadona, implantará un sistema de recogida selectiva en los recintos feriales de Montjuïc (Barcelona) y Gran Vía (L'Hospitalet de Llobregat). En la presentación del convenio, el director general de Fira de Barcelona, Agustín Córdón, desveló que, gracias a este proyecto, se calcula que, durante el primer año, se reciclarán más de 200.000 kilos de envases ligeros (plástico, latas y briks) y envases de cartón y



La mayoría de los residuos de los envases se generan durante la fase de celebración del congreso.

**La institución espera reciclar más de 200.000 kilos de envases en el primer año de convenio**

papel. De no llevarse a cabo estos procesos, prácticamente la totalidad de estos productos acabarían en un vertedero.

Según un estudio realizado por Fira de Barcelona y que ha definido las infraestructuras necesarias para la realización de la recogida selectiva, la mayoría de los residuos de los envases se genera durante

la fase de celebración de un salón o congreso y, en menor medida, durante el montaje y desmontaje. Es por este motivo que la entidad ya ha puesto en marcha una campaña de sensibilización. "Tenemos que concienciar a nuestros visitantes de que ellos también deben colaborar en esta tarea; su participación facilita mucho la labor de recogida", ex-

### Claves del acuerdo

- 1** Ecoembes se encargará de supervisar el proceso de reciclaje de Fira de Barcelona durante los próximos cuatro años.
- 2** Fira de Barcelona seguirá realizando la separación de envases en el interior de sus recintos feriales.
- 3** La sociedad gestora de residuos se encargará de transformar los productos reciclables en materia prima secundaria.

plican fuentes de la institución.

### Proceso

En total, los recintos feriales contarán con 155 puntos de recogida: 35 espacios para envases y papel y cartón, 80 papeleras con varillas en las zonas de restauración y 40 contenedores amarillos con una capacidad de 1.100 litros.

La primera fase de separación de residuos la continuará realizando Fira de Barcelona, a través de su servicio de limpieza externalizado. La institución no tiene un número exacto de personas trabajando en este servicio, sino que varía en función de la feria. "El número de visitantes y de actividad no es el mismo en eventos como Alimentaria o el Mobile World Congress que en otros salones", explican desde Fira. Estos dos congresos requieren de un personal de limpieza de en torno a las 200 personas.

Y aquí es donde comenzará a operar Ecoembes, que se ocupará de la clasificación y el reciclaje de los residuos, así como de su transformación en materia prima secundaria para la fabricación de nuevos productos.

La vertiente ecológica de Fira de Barcelona no es nueva. En 2008, la institución colocó un parque fotovoltaico de 135.000 metros cuadrados sobre el recinto de Gran Vía, que evita la emisión anual de 2.000 toneladas de CO<sub>2</sub>.

# A Good Practices Manual

was developed, to promote the program and to act as as a guide for other entities planning to go green.



*Extracts from the Good Practices Manual*





we used our  
**internal meetings**  
(yearly, quarterly, monthly) to  
share the initiatives that had been  
accomplished regarding green initiatives.

internal intranet  
and Fira blog  
were used to share  
the basis of this  
program and the  
actions taken



*Intranet of Fira: showing content of our green program*

## Backing clients is rewarding

25 January, 2013



Being there for clients is one of Fira's strategic mainstays. Knowing how to adapt to the needs of exhibitors, visitors and event organisers is and will be one of our priorities, geared towards providing the best service, support, international dimension and commitment.

It is a sure bet that has earned a new international recognition, in this case from the organisers of the **European Business Awards** based in London: Fira de Barcelona has become the national "champion" in the category of Best Customer Focus; an award to add to the one given in 2012 by the **UFI**, global association of the exhibition industry, for the quality of services provided to exhibitors during set up operations.

Exhibitors, visitors looking for new opportunities or sourcing contacts for future business and organisers that choose Fira as the best platform have the assurance that the institution works constantly to offer innovative products and services, stimulate relations between sector professionals and provide the best personalised service.

New technological tools, simplification of processes, possibilities of relationship marketing, trade shows that meet new social and economic demands, extensive experience and the conviction that the market is the global world are at their disposal. As someone once said, the client comes first... and that is a stimulus for continuous improvement.

### Fira\_Barcelona

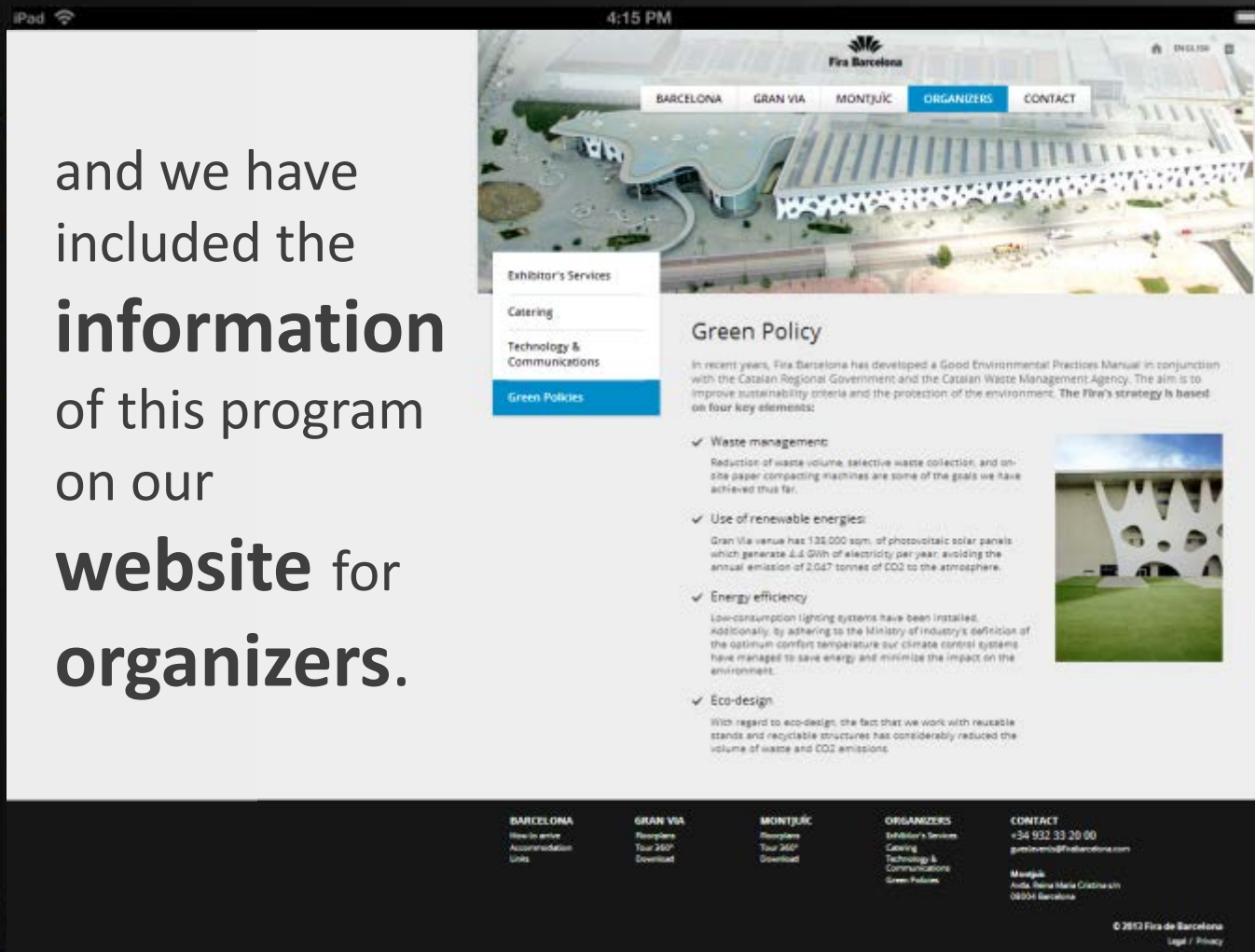
- Fira\_Barcelona** Global coverage for @SmartCityexpo. Argentinian Press talks about the leading event on the future of cities. [lacapital.com.ar/edimpresa/201...](#) @lacapital 6 days ago · reply · retweet · favorite
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and we have included the **information** of this program on our **website** for **organizers.**



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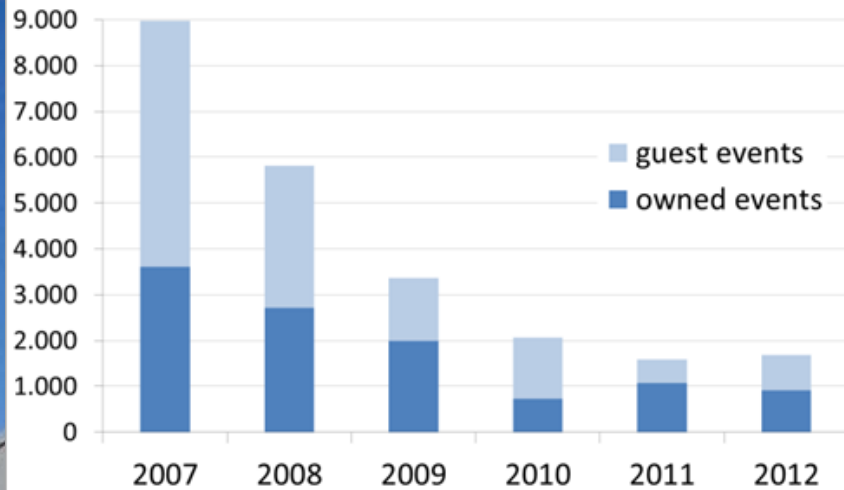


A black, curved sign with the word "Results" written in white, bold, sans-serif font. The sign is positioned on the left side of the frame, with a clear blue sky in the background. The sign is mounted on a dark pole.

**Results**

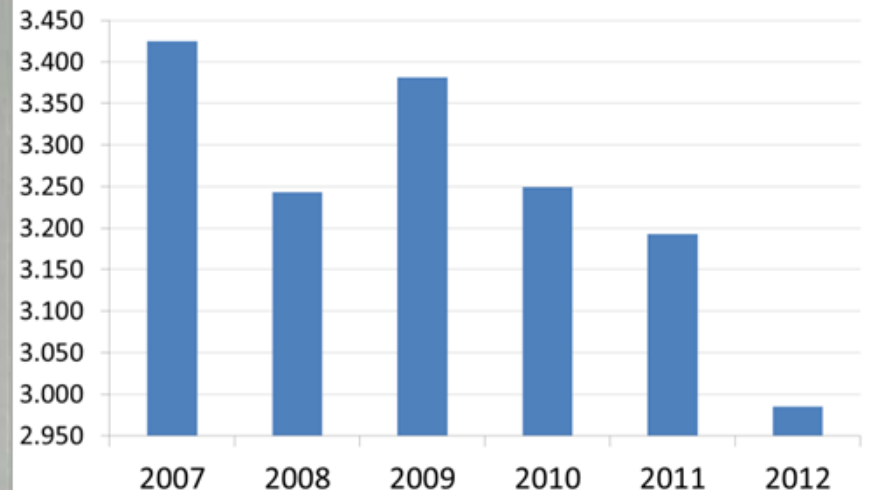
After 5 years since the beginning of this initiative the results have shown the **SUCCESS** of the program in its 3 streams:

Waste evolution (tons/year)



Waste reduced **79%**  
(from 9.000 to 1.700 tons)

Energy Cost (m€/year)



Energy cost reduced **13%**  
(from 3.425m€ to 2.985m€/year)



We  
have  
reduced  
**2,288 tons**  
of **CO<sub>2</sub>** emissions  
into the atmosphere

And we have **gained visibility:** both in the industry and to our clients, being recognized through **awards** and **certificates.**



The joint work with  
**GSMA** led them  
to win the **Acció  
Agenda 21**  
awards,

for applying  
**sustainability  
Practices** to  
the Mobile World  
Congress, held at  
Fira Barcelona.



This program was part of the **Biosphere candidacy** for the city of Barcelona, in responsible tourism, finally **awarded** with this **certification** in 2011.



# Conclusions



# Elements for success are:

- Include **sustainability** in the **design**.
- **Communication is crucial:** involve from the beginning as much **stakeholders** as possible.
- **Some initiatives work better** than others.
- The benefits **overcome** all the difficulties that might appear.



# Next Steps:

We are working to implement **ISO20121** in **Sustainable development**, for some of our guest events.

And attended to the **Sustainable Events Summit** (London 2013) to find partners to develop this certification.



SUSTAINABLE  
EVENTS SUMMIT

# Excellence

# Fira Barcelona: Turning Green

