



Guide to sustainable participation in trade fairs/ events.

Visitors



Visiting a professional or public trade fair/event, whether it is held in our region or requires us to travel, **can have a significant impact on sustainability.**

The fact that these activities take place in a short space of time, and produce a large concentration people and goods, means that the negative effects they may produce are more intense and there is less time to correct them.

It is, therefore, important to take into account actionable aspects and to plan our activity according to sustainability criteria.

Complementing the Sustainable Trade Fair/ Event Participation Guide for exhibitors, we now offer this visitor-oriented model.





Preparing for your visit.

Buy your tickets online when possible and do not print them out.

Save your tickets on one of your devices and use it to access the event.



If you need to get to **the event from another town:**

- If possible, use the train as a long-distance means of transport and, if travelling by air, select airlines that implement initiatives to reduce the environmental impact of their flights (e.g. more efficient aircraft, lighter aircraft, aircraft that emit less greenhouse gases, carbon footprint offsetting actions, separation of waste generated on board for recycling, etc.). This information is usually available on the websites of these companies.
- If you are using your **own vehicle**, **try to share** with other people who are going to make the same journey.
- If you rent a car, please ensure that it is a **low or zero-emission vehicle**.
- **If you need to spend the night** in the area where the trade fair/event takes place, look for a **hotel which is closes to the** venue in order to avoid using transport to the exhibition/event as far as possible.
- **Find out which hotels have their own transportation service for transfer** to and from the trade fair/event if such an option exists.
- Find out in advance about the ways of getting around the city by **public transport** and use it during your stay.
- If you need to use **taxi services** or rental cars with a driver, try **to carpool**.
- Of course, do not forget that alternative transport such as bicycle/scooter will always be the best option with regard to sustainability.





If you are **a resident of the town** where the event is **organised**:

- **Use public transport** to get to the exhibition/event.
- If you rent a car, please ensure that it is a **low or zero-emission vehicle**.
- If you use your **own vehicle**, **try to share it** with other people that are going to make the same journey.





**At the trade
fair/event.**

Visitors



- Avoid collecting information and/or material you don't need, don't pick up brochures or merchandising material that will end up in the bin. If possible, ask for the information in digital format.
- If the trade fair/event also offers the floor plan, conference programme information in digital format, please use this format as opposed to any printed option.
- **Use resources rationally**, treat the venue like you would treat your own house, turning off taps/water fountains and lights when not in use, avoiding the waste of water and electricity.
- Keep the facilities clean, always use waste bins, especially those that allow you to separate your waste into at least paper/cardboard, packaging, glass, organic and non-recyclable waste

Food consumption. If you are planning to have a meal during your visit, there are some recommendations to bear in mind:

- Avoid single-use items. If this is not possible, prioritise cartons with FSC or PFCE markings, or environmental labels such as Ecolabel, that have recycled elements or are readily biodegradable or recyclable.
- Prioritise the use of bulk dispensers.
- Be especially diligent about separating your waste at the end.
- If there is a choice, go for the most sustainable options.
- As a guide, some caterers or establishments report their ISO 22000, ISO 14001, EMAS, etc. certification.





After the trade fair/event.

Do not forget that sustainability is everyone's responsibility.

- If, during your visit to the exhibition/event, you have noticed protocols that are contrary to the sustainability criteria or, in any case, could be improved, please inform the organisers. Any suggestions can be the basis for improvement and are welcome.
- **Materials (consumables and merchandising).** Be rational in the selection of the materials you need to take away from the exhibition/event.

Feel the Inspiration

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