

Hackathon'2024

CHALLENGES OF THE EXHIBITION INDUSTRY RELATED TO THE GREEN TRANSFORMATION

SUSTAINABLE DEVELOPMENT

An environmentally and socially sensitive planning concept that seeks to balance the social and economic needs of present and future generations with the prevention of excessive damage and restoration to the natural environment.

This is not a trend; it is a **MUST!**



IT IS A MUST BECAUSE:

SAVE OUR
FUTURE

One  earth

SAVE THE
PLANET 



IT IS A MUST BECAUSE:

- ✓ Taking care of future generations is our duty
- ✓ Creating the image of a responsible and trustworthy company is important
- ✓ Obtaining a strategic advantage is the basis for company development
- ✓ Building the company's business value in the eyes of stakeholders is necessary
- ✓ Remaining in customer supply chains means being or not being there for the company
- ✓ It is our responsibility to comply with regulations

The **GREEN TRANSFORMATION** is the only way!



THE GREEN TRANSFORMATION

Reducing CO₂ emissions, increasing the use of energy from renewable sources, reducing the consumption of raw materials and the amount of waste generated, and implementing solutions that fit the definition of a circular economy.

The **EXHIBITION INDUSTRY** is ready for changes!



THE EXHIBITION INDUSTRY



**Exhibitions
organizers**



**Expo venue
operators**



**Companies
building
exhibition stands**



**Exhibitions
forwarding
companies**



**Companies offering
other services for
exhibitions**

It's good to learn the green transformation from **BEST PRACTICES**

BEST PRACTICES – SUSTAINABLE INITIATIVES OF EXHIBITION COMPANIES

Messe Frankfurt is sourcing 100 % of its energy from renewable sources starting in 2020. This includes powering the stands, halls and grounds in Frankfurt. A total of three photovoltaic systems are in operation at the site.

A photovoltaic system consisting of 124 PV panels of 0.4 kW each has been installed on the roof of **AmberExpo** building in **Gdansk, Poland**. Thanks to the installation of the panels, Amber Expo will reduce its annual CO₂ emissions by 26,809.68 kg.



BEST PRACTICES – SUSTAINABLE INITIATIVES OF EXHIBITION COMPANIES



The main exposition building of EXPO Dubai 2020 (called “Sustainability Terra”) was certified by **LEED Platinum**. Building was designed to be Net Zero in Energy and Water.

BEST PRACTICES – SUSTAINABLE INITIATIVES OF EXHIBITION COMPANIES

The **Morocco Pavilion** at EXPO Dubai 2020 was made of **blocks of packed earth**.



BEST PRACTICES – SUSTAINABLE INITIATIVES OF EXHIBITION COMPANIES



Rain gardens at Amber Expo in Gdansk, Poland:

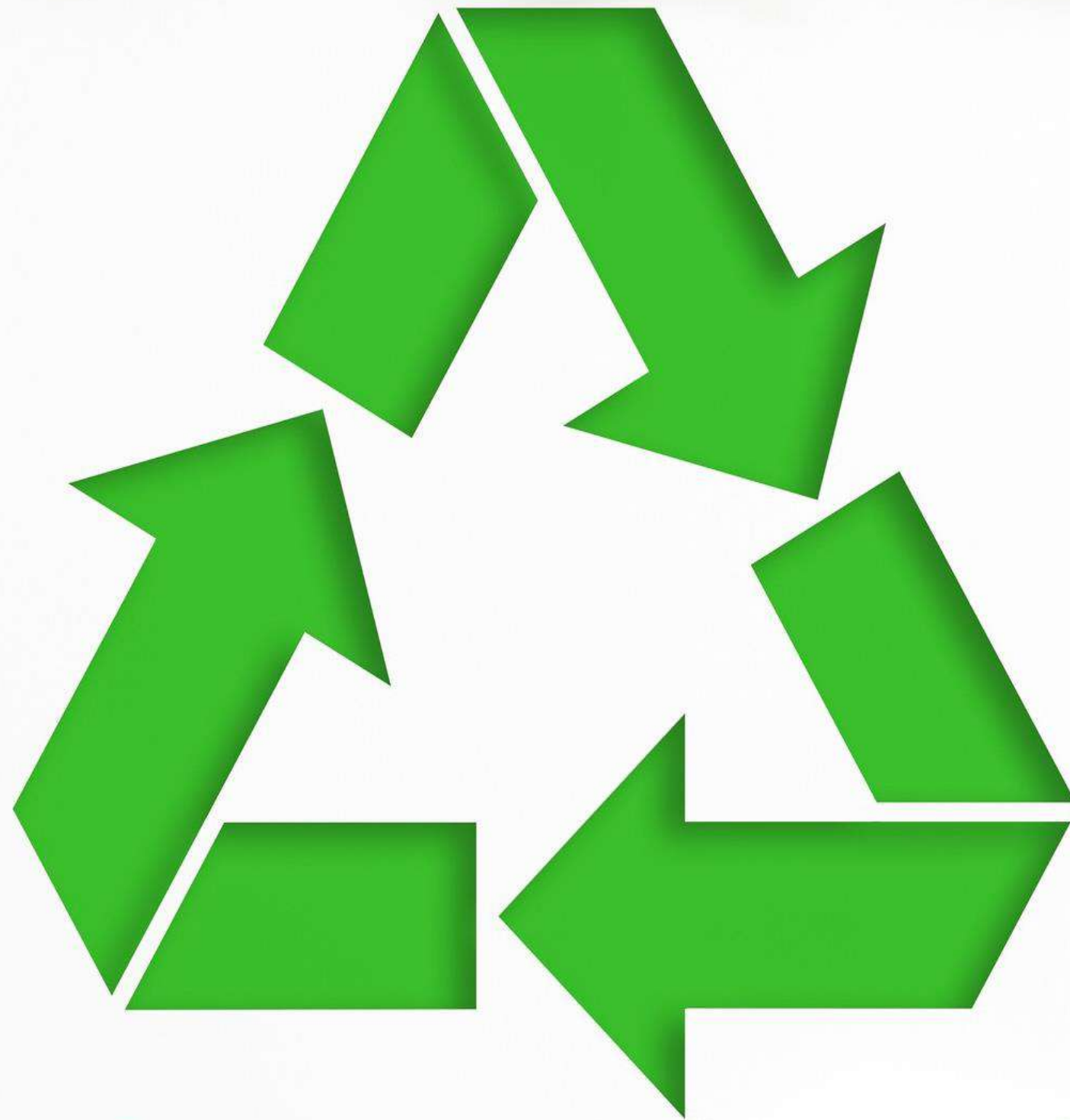
- 3 rain garden basins
- 5 plant beds with a retention function

BEST PRACTICES – SUSTAINABLE INITIATIVES OF EXHIBITION COMPANIES

MTP's "Pass it on" initiative: the idea of not wasting produced and unsold food at MTP Café outlets during the trade fairs.



BEST PRACTICES – SUSTAINABLE INITIATIVES OF EXHIBITION COMPANIES



Waste management from BeMatrix, a company that builds exhibition stands and trade show buildings

BeMatrix has its own recycling park, where each waste stream is processed separately: wood, aluminum, compostable waste, plastics and metals, electronics, paper and cardboard.

The exhibition industry still faces many **CHALLENGES IN 2024!**

CHALLENGES IN 2024

1. Investments in new technologies
2. Change of business model
3. Adapting operational activities to the requirements of sustainable development, including reducing the carbon footprint:
 - increasing the energy efficiency of exhibition venues
 - searching for new materials for the development of exhibition spaces
 - switching to low-emission transport
 - reduction of exhibition waste

The biggest challenge is **WASTE!**



WASTE

What's left after the exhibition?

- wood-based boards, laminated or painted
- m2 of carpet inserts, laminated panels, PVC flooring
- banners, prints on fabrics
- food waste

THE **NUMBERS** are terrifying!



EXHIBITION TRASH IN NUMBERS

After one exhibition:

30-40 waste containers with a capacity of 33 m³

After one year of exhibitions:

250-270 waste containers

700 tons of mixed waste

400 tons of wood-based waste

The **CIRCULAR ECONOMY** it's the solution!



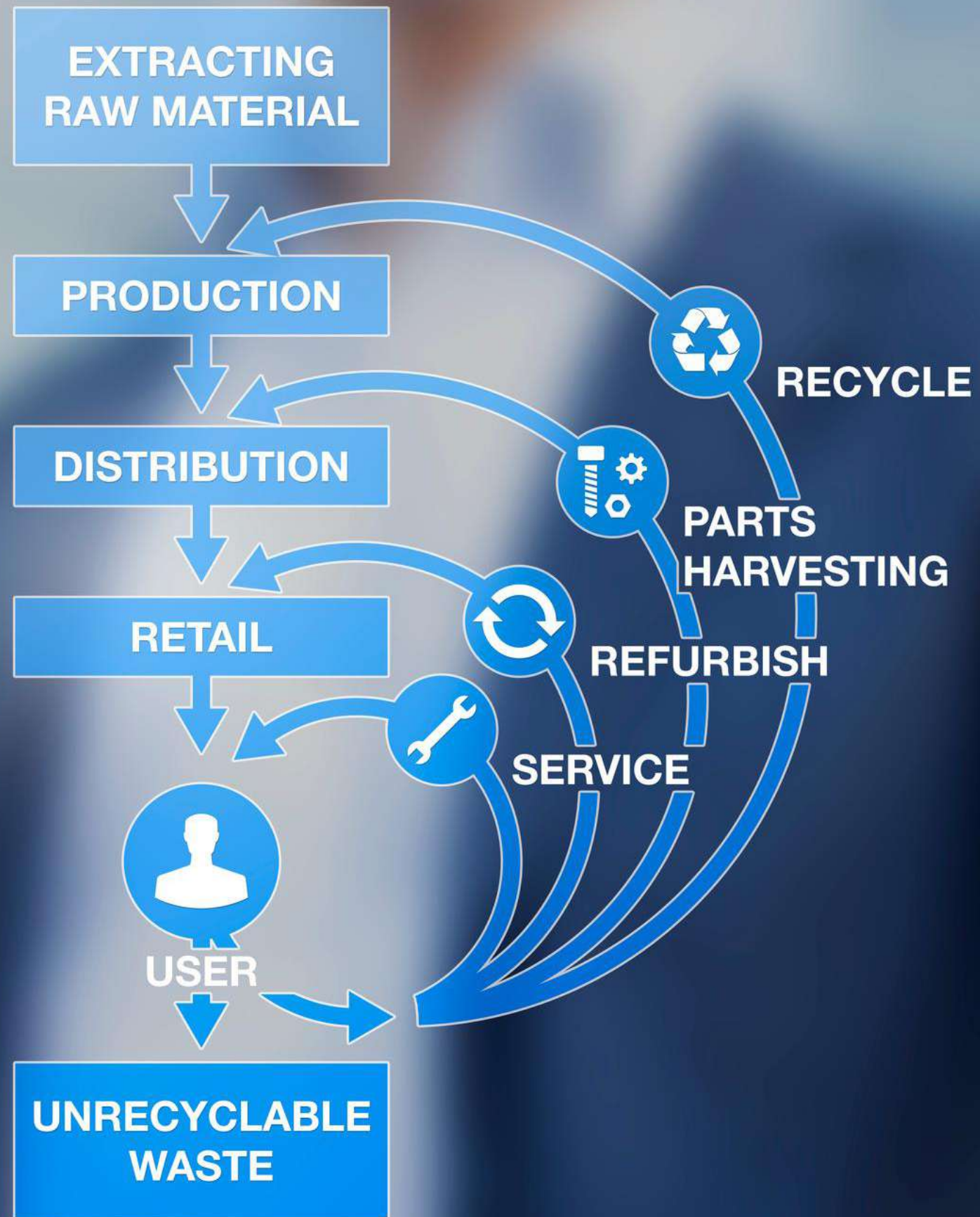
THE CIRCULAR ECONOMY

An economic system that aims to eliminate waste and promote the continual use of resources.



You should stick to the circular economy **PRINCIPLES!**

RULES OF THE CIRCULAR ECONOMY



**CIRCULAR
ECONOMY**

CHALLENGES of
a circular economy

CHALLENGES OF A CIRCULAR ECONOMY

1. Providing appropriate infrastructure and technology that will enable the processing of waste into secondary raw materials
2. Political and legal challenges
3. Higher costs in the near term - need for investment
4. Change habits and way of thinking to minimize waste and increase the efficiency of resource use



The circular economy and green transformation brings **BENEFITS**

THE GREATEST BENEFIT OF THE CIRCULAR ECONOMY AND GREEN TRANSFORMATION



LIVING PLANET EARTH FOR OUR CHILDREN!



THANK YOU

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