

APPLICATION FOR THE UFI SUSTAINABLE DEVELOPMENT AWARD 2024
FIERA MILANO IN PARTNERSHIP WITH VENDITALIA

FIERA MILANO NEW ESG ADVISORY SERVICE: EMPOWERING EVENT ORGANIZERS TO ACHIEVE THEIR SUSTAINABILITY GOALS

THE SUCCESSFUL CASE STUDY OF VENDITALIA



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1. Executive summary

Exhibitions serve as dynamic catalysts for economic development, stimulating local growth by uniting companies, consumers, and emerging innovations. Within this ecosystem, **exhibitions** are able to **positively influence** the performance of the entire value chain both as organizations that adopt a sustainable business model, and as **containers of innovative, inspirational and sustainable topics**.

Based on this awareness, **Fiera Milano**, one of the main integrated operators worldwide in the exhibition and congress industry, in line with its new Strategic Plan 2024-2027 has developed a new **ESG advisory service** to support clients (organizers and exhibitors) to reach their sustainability goals. In taking this approach, Fiera Milano aims to fulfil its role as a promoter of sustainability across the exhibition sector while also thoughtfully considering how sustainability practices can **foster innovative approaches to business** and generate potential **new business opportunities**.

The Fiera Milano **ESG Advisory Service** offers a comprehensive suite of solutions for organizers and exhibitors:

- **Carbon footprint assessment:** detailed analysis and measurement of the event's carbon footprint, enabling targeted reductions and eventual compensation;
- **Sustainable stand-fitting proposition:** innovative and sustainable stand-fitting offering coming from recycled moquette posed in the previous edition of the event;
- **ISO 20121 (Event Sustainability Management System) support:** assistance in aligning with the ISO 20121 Event Sustainability Management System, ensuring global sustainability standards;
- **High-Impact social initiatives:** development and implementation of socially beneficial projects, enhancing the event's community contributions;
- **Customized sustainability pathways:** creating personalized strategies and specific initiatives that address the distinct features and requirements of each event and industry;
- **Communication and stakeholder engagement support:** strategic communication services to showcase the sustainability efforts and engage with clients, attendees, and other stakeholders effectively, building a positive and impactful reputation.

Fiera Milano initiative to provide ESG advisory services represents a **strategic move** to influence the exhibition industry positively. By supporting clients and partners in reaching their sustainability goals, Fiera Milano not only contributes to the broader objectives of sustainable development but also sets a benchmark for how exhibition venues can play a crucial role in fostering a sustainable future for the industry.

Venditalia is a customer of Fiera Milano and is the most relevant international event for the **vending machine industry**, organized by Venditalia Servizi and promoted by CONFIDA, the Italian Vending Association. The biennial event was last hosted by Fiera Milano in 2022 (c. 32k square meters, 300 exhibitors and 15k visitors) and will take place at Fiera Milano in May 2024.

For several years now, Venditalia has been on a journey to **integrate sustainability** into its events, and this year, it has decided to take a **significant step forward** in its commitment to sustainability. In pursuit of this, Venditalia has engaged Fiera Milano to **measure the event's carbon footprint**, with a particular focus on the exhibition stand-fitting. In particular, this second initiative aims to quantify the emission reductions achieved through the reuse of exhibition materials.

Venditalia's sustainability journey starts with the comprehensive measurement of the event's carbon footprint, aimed at monitoring, edition by edition, any critical areas associated with excessive consumption. As such, this year marks the beginning of what is intended to be an ongoing initiative, setting a baseline for future editions to build upon.

2. The project: the carbon footprint measurement of Venditalia

With the support of Rete Clima, Fiera Milano has developed already in 2022 an innovative, proprietary model for measuring CO₂ emissions deriving from the events held in its exhibition spaces, based on the **LCA (Life Cycle Assessment)** methodology, combined with the evaluation parameters of ISO 14040, ISO 14044 and ISO 14067.

This methodology was utilized for the evaluation of the carbon footprint related to the Venditalia event. It quantified all major greenhouse gas emissions throughout its lifecycle to analyze and assess the event's environmental footprint, taking into account the impacts across all event phases and source of emissions.

The project aims to offer a complete **carbon footprint calculation service for exhibitions**, providing third-party organizers with the tools necessary to evaluate and reduce the environmental impact of their fairs and exhibitions. Leveraging its expertise in event carbon footprint analysis, Fiera Milano worked closely with Venditalia to gather precise data on all aspects of the event, ranging from logistics and waste management to energy consumption and the mobility of all stakeholders.

3. The results

STEP 1: MEASURING THE CARBON FOOTPRINT OF ALL THE PHASES OF THE EVENT THROUGH LCA (LIFE CYCLE ASSESSMENT) METHODOLOGY

Based on 2022 edition data, it has been estimated that Venditalia 2022 generated **3,260 tCO₂ equivalent**. The greatest environmental impact, equal to 83% of total CO₂ emissions deriving from the event, was generated by **visitor mobility**, followed by **exhibitor mobility** (14%) and by the emission sources generated from electricity consumption, which accounted for approximately 1.3% of total emissions generated.

Table 1: mapping of emission sources of Venditalia event

Summary of the final results



- Venditalia generated 3,260 tCO₂eq

SOURCE OF EMISSIONS	Venditalia	
	tCO ₂ eq	%
Pre-Event	4.9	0.15%
Food & beverage	2.6	0.08%
Structures, fittings and materials	1.8	0.06%
Communication & digital	0.4	0.01%
Energy consumption - organization	0.0	0.00%
Event	3,216.3	98.64%
Transport of food & beverage	0.0	0.00%
Transport of structures and fittings	0.0	0.00%
Transport of advertising materials	0.0	0.00%
Trasporto merci - materiali evento e gadget	0.0	0.00%
Electricity consumed	41.2	1.26%
Employee mobility	0.0	0.00%
Exhibitors mobility and accomodation	459.5	14.09%
Visitors mobility and accomodation	2,715.6	83.28%
Post-Event	39.4	1.21%
Energy consumption- dismantling	9.8	0.30%
Trasport of material- warehouse return	0.0	0.00%
Waste	29.6	0.91%
Total emissions generated	3,260	100%

■ Scope 2 ■ Scope 3

Based on this estimation referred to the 2022 edition, Venditalia will be able to **undertake specific efficiency actions** which will allow to reduce CO₂ emissions deriving from future editions of the event. This proactive approach will enable Venditalia to **implement a systematic measurement process** for subsequent editions, fostering a **cycle of continuous improvement in environmental performance**. By doing so, thanks to Fiera Milano support, Venditalia sets a **precedent for sustainability in the Italian vending machines industry**, paving the way for more eco-friendly events and encouraging a sector-wide commitment to reducing carbon footprints.

STEP 2: DEEPDIVE ON STAND-FITTING

The project's **second phase** was aimed to **demonstrate how much CO₂ is saved by reusing stand-fitting materials multiple times**, with the goal of **guiding exhibitors towards adopting these reuse practices** and encouraging their contribution to reducing CO₂ emissions.

Below a **breakdown of the analysis**:

Inventory and Analysis: mapping the various types of stand fittings used at Venditalia, such as common areas, pre-fitted stands, customized stands, and additional services. This phase included identifying the materials used, tracking the transport distance from the warehouse to the venue, and determining how often the fittings were reused (i.e., the number of events for which the stand fittings were used again). The carbon footprint of these practices is approximately 2.4 tons of CO₂ (case "A" in the Table 2 below)

Worst-Case Scenario Analysis: define a hypothetical worst-case scenario where all Venditalia exhibitors used their stand fittings only once and disposed of them immediately after the event. The carbon footprint for this scenario was significantly higher, estimated at around 104,551 tons of CO₂. (case "B" in the Table 2 below)

The **findings** clearly show that reusing stand fittings for future events can result in a substantial reduction of emissions, with a potential savings of approximately 104,548 tons of CO₂ in the case of Venditalia. This underscores the significant environmental benefits of adopting sustainable practices in event planning and execution.

Table 2: Sustainable stand fittings of Venditalia vs single use stand fittings

A_VENDITALIA 2022 CASE: STAND FITTINGS USED MULTIPLE TIME

Type of stand fittings	tCO ₂ e				TOTAL IMPACT
	Material impact (production)	Transport impact (from warehouse to event site)	Transport impact (from event site to warehouse)	Impact of material disposal	
Common Areas	0.9	0.0	0.0	0.1	1.0
Pre-fitted stand fittings	0.1	0.0	0.0	0.3	0.4
Customized stand fittings	0.8	0.0	0.0	0.1	0.9
Extra services	0.0	0.0	0.0	0.0	0.0
TOTAL	1.8	0.0	0.0	0.5	2.4

CO ₂ saved (B-A)	104,548
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B_WORST CASE: STAND-FITTING USED ONE TIME ONLY AND DISPOSED AFTER THE EVENT

Type of stand fittings	tCO ₂ e			TOTAL IMPACT
	Material impact (production)	Transport impact (from warehouse to event site)	Disposal Impact	
Common Areas	28,243	0	8	28,251
Pre-fitted stand fittings	12,501	0	3	12,504
Customized stand fittings	43,064	0	12	43,075
Extra services	20,719	0	2	20,721
TOTAL	104,526	0	24	104,551

These quantitative results have been **shared with all exhibitors** to **raise awareness** and guide them toward adopting these reuse practices. This initiative aims to **encourage their active contribution to reducing CO₂ emissions**, enhancing Venditalia's progress towards heightened sustainability within the exhibition sector.

4. Key takeaways and conclusions

The object of this year **UFI Sustainable Development Award** was to celebrate examples of business propositions aimed at fostering sustainable practices across clients.

We think that Fiera Milano's new ESG service, exemplified by our collaboration with Venditalia, positions us as a suitable nominee for the UFI Sustainable Development Award 2024, for several reasons:

- 1) Fiera Milano initiative to provide ESG advisory services represents a **strategic move** to influence the exhibition industry positively. By supporting clients and partners in reaching their sustainability goals, Fiera Milano not only contributes to the broader objectives of sustainable development but also sets a benchmark for how exhibition venues can play a crucial role in fostering a sustainable future for the industry **under a commercial perspective**;
- 2) Based on the carbon footprint measurement provided by Fiera Milano to Venditalia, Venditalia will be able to **undertake specific efficiency actions** which will allow to reduce CO₂ emissions deriving from future editions of the event. This proactive approach will enable Venditalia to **implement a systematic measurement process** for subsequent editions, fostering a **cycle of continuous improvement in environmental performance**. By doing so, thanks to Fiera Milano support, Venditalia sets a **precedent for sustainability in the Italian exhibition industry**, paving the way for more eco-friendly events and encouraging a sector-wide commitment to reducing carbon footprints;
- 3) The development of the new ESG advisory service is a testament to Fiera Milano's **innovative spirit**. This service showcasing Fiera Milano's leadership in pioneering sustainable practices;
- 4) Fiera Milano has made a **measurable impact** on the exhibition industry's sustainable development. The Venditalia case study illustrates significant CO₂ emission reductions, proving Fiera Milano's commitment to environmental stewardship based on quantitative measurement, scientifically proven and compliant with international standards and certifications - the valuation model has also been certified by the external certifier ICQM;
- 5) Fiera Milano actively promotes sustainability through its ESG advisory service, **encouraging stakeholders** including organizers, venues, exhibitors, visitors, and service providers **to adopt sustainable practices**. This holistic approach ensures sustainability is integrated into business models across the entire value chain;
- 6) The project is **scalable and replicable** for all the other exhibitions hosted by Fiera Milano;
- 7) The project represents an example of **positive contamination** of environmental awareness, both along the value chain (awareness-raising and engagement with all stakeholders for collecting data on consumption), and in the industry, as the methodology underlying the project will be shared with other exhibition operators, with the aim of achieving joint, industry-level environmental targets.

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