



**PARTNERSHIP-DRIVEN INNOVATION IN GREEN STAND DESIGN - ENTRY FOR THE UFI IP AWARD 2024**



# AGENDA



---

01

EXECUTIVE  
SUMMARY

---

02

THE INNOVATIVE  
PROJECT

---

03

PROMOTION OF  
INDUSTRY PARTNERS

---

04

EFFECTIVE  
STAKEHOLDER  
ENGAGEMENT

---

05

THE IMPACTS ON  
THE EXHIBITION  
INDUSTRY

---

06

KEY TAKEAWAYS  
AND  
CONCLUSIONS

---

A decorative graphic in the bottom right corner consisting of a light green circle and several white diagonal lines.

# EXECUTIVE SUMMARY

*A venue manager (Fiera Milano) and one of its most relevant partners (Montecolino) join research and development forces for the creation of a more **sustainable stand-fitting offering**, made of recycled carpet, a new concept devoted to **circular economy principles***

# EXECUTIVE SUMMARY AND TAKEAWAYS



## THE AWARD

- The **UFI Industry Partners Award 2024** is reserved for the best initiatives in showcasing the **strength of collaboration and synergy among industry partners**, which led **joint initiatives** resulting in a successful exhibition. The initiative must promote the importance of industry partners in **delivering and driving the success of exhibitions** and must effectively **engage diverse stakeholders** and partners in **delivering collaborative success**

## A RESPONSE TO INDUSTRY CHALLENGES

- One of the **significant challenges facing the events industry** is that most **CO2 emissions linked to an event** originate from **sources beyond the direct control of industry stakeholders**. While venues can reduce their energy consumption or switch to renewable sources, CO2 emissions from external sources like stand manufacturers or material producers (e.g., carpets) remain. To advance towards Net Zero, **a crucial opportunity lies in engaging with and fostering progress throughout the value chain**. Therefore, in addition to pursuing their own Net Zero goals, companies must collaborate with peers and suppliers to **encourage and facilitate widespread action**

## A WIN-WIN ENGAGEMENT

- This is the case of a **win-win collaboration between Fiera Milano and Montecolino**, one of the most relevant partners of Fiera Milano, showing joint commitment towards the **common purpose of creating a new sustainable and innovative stand-fitting proposition** in the exhibition industry. **Fiera Milano** is the Italian market leader in the exhibition and congress industry, boasting over 400,000 square meters of space, Meanwhile, **Montecolino** is a long lasting and high-standing stakeholder of Fiera Milano. Renowned throughout Europe as a top-tier producer of flooring and textile coverings, Montecolino specializes in innovative recycling methods, particularly in repurposing carpets used in Fiera Milano's exhibitions

## THE INNOVATIVE PROJECT

- With Fiera Milano's experience and Montecolino's pioneering spirit, they decided to **join their Research and Development (R&D) forces to revolutionize stand-fittings with sustainability at its core**: furniture are created by recycled carpets used during the exhibition, with the ambition to carry out a sustainable customized stand-fitting offering proposition with certified measurement of the related CO2 emission reduction

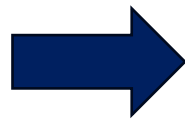
## CONCLUSIONS AND KEY HIGHLIGHTS

- This initiative represents an **innovative and sustainable proposition** within the stand-fitting arena as a result of a **strong engagement** between a venue manager and one of its relevant stakeholders for the common purpose of reducing the environmental impact coming from stand-fittings. The initiative is entirely devoted to **circular economy principles**. Stand-fittings created by recycling the carpet can be in fact **re-used for other applications and industries**, resulting in a virtuous example of **scalable project** aiming at improving the carbon footprint of the exhibition industry

# THE INNOVATIVE PROJECT

# MONTECOLINO DISTINCTIVE KNOW-HOW...

- Since 2017, **Montecolino** has spearheaded a **carpet management system** for Fiera Milano, culminating in the remarkable achievement of **recycling 100% of the carpet in 2023**. This amounted to a staggering 346,020 kg of carpet, equivalent to processing around 1,122,000 square meters of surface area.
- The **process begins immediately post-show**, with careful removal and inspection of the carpet for any foreign matter. The material is then compacted and swiftly transported to recycling facilities within a 100 km by the fair site. Here, it undergoes transformation into **densified granules**, qualifying as **secondary raw material**, ready to be utilized by the plastic industry. But the story doesn't end there. The **possibilities for recycling** extend beyond carpet to include **panels used in booth construction**. At the close of each event, these panels can be recovered and repurposed, embodying the principles of the circular economy and paving the way for a more sustainable future in the exhibition industry.



# ... COMBINED WITH FIERA MILANO R&D STRONG CAPABILITIES AND EXPERTISE IN THE STAND FITTING AREA

- Thanks to the **synergies in the R&D (Research and Development) created between Montecolino and Nolostand**, the subsidiary of Fiera Milano involved in the stand-fittings industry, the **Wèp panel** was born, an innovative multipurpose panel of different thicknesses (3 mm, 5 mm, 8.4 mm), adaptable to the most varied uses, **deriving from a carpet recovery process placed at the fair**.
- From the Wèp panel, different customized **waste bins** have been firstly created and, together with Nolostand a **first series of other types of furniture** (chairs, tables, desks), which can be used for setting up pre-fitted and customized stands, have been developed. Other solutions have been developed regarding the use of Wèp in order to make the district a Fiera Milano increasingly sustainable: for example the use of Wèp panel as the **wall** of a totally customizable stand, with printed graphics direct on the panel itself, or use it for **exhibition signage**, recyclable at each event depending on the customer's needs.



# PROMOTION OF INDUSTRY PARTNER

*Fiera Milano engages with a major supplier in order to have a sustainability impact along the exhibition industry value chain also in terms of awareness for exhibitors in their choices towards a more sustainable stand-fitting service*



# STAKEHOLDER ENGAGEMENT TO PROMOTE THE IMPORTANCE OF INDUSTRY PARTNERS IN DELIVERING AND DRIVING THE SUCCESS OF EXHIBITIONS

## The stakeholders of Fiera Milano



- Being an economic infrastructure, Fiera Milano has the possibility of **positively influence all the stakeholders along the exhibition industry value chain**, both as organization that adopt a **sustainable business model with responsible consumptions**, as well as container of innovative and inspirational initiatives
- **Engaging suppliers** on the topic of sustainability is essential for ensuring a successful exhibition industry **sustainable value chain** with a material impact on all the other stakeholders
- For this reason, Fiera Milano decided to engage with **Montecolino**, one of the top 5 suppliers of the company, in order to have a **material sustainability impact** and **drive a behavioral change among exhibitors and organizers in their stand-fitting choices towards a more sustainable fitting proposition and increase their awareness on the topic**

# EFFECTIVE STAKEHOLDER ENGAGEMENT

*Engaging diverse stakeholders from Fiera Milano exhibitors  
to third party organizers and related exhibitors*

# REAL CASE APPLICATIONS: SERVING NOT ONLY FIERA MILANO EXHIBITIONS BUT ALSO INVOLVING EXHIBITORS AND THIRD PARTY ORGANIZERS

Example n.1 – stand-fitting and vertical totem realized with recycled carpet for the MILANO HOME exhibitions



# REAL CASE APPLICATIONS: SERVING NOT ONLY FIERA MILANO EXHIBITIONS BUT ALSO INVOLVING EXHIBITORS AND THIRD PARTY ORGANIZERS

## Example n. 2 – MIDO exhibition

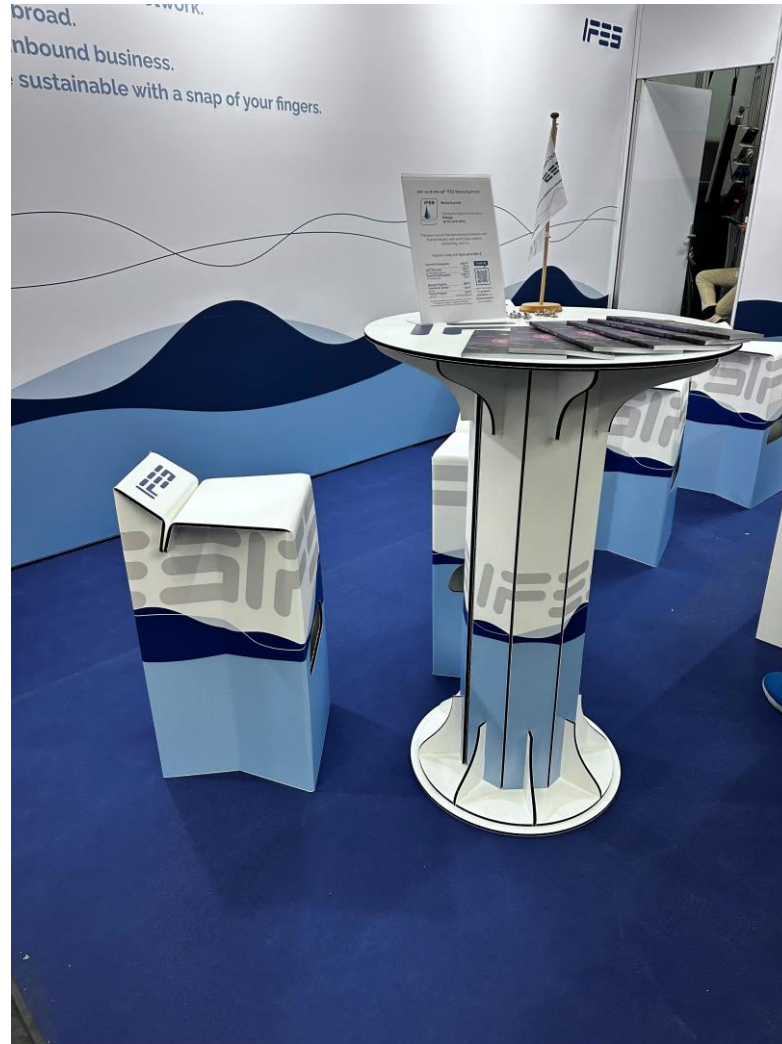


# REAL CASE APPLICATIONS: SERVING NOT ONLY FIERA MILANO EXHIBITIONS BUT ALSO INVOLVING EXHIBITORS AND THIRD PARTY ORGANIZERS

Example n. 3 – Euroshop



Example n. 4 – IFES



Example n. 5 – CIRCONOMIA



# REAL CASE APPLICATIONS: SERVING NOT ONLY FIERA MILANO EXHIBITIONS BUT ALSO INVOLVING EXHIBITORS AND THIRD PARTY ORGANIZERS

Example n. 6 – My Plant & Garden



Example n. 7 – Viscom



Example n. 6 – Brand Revolution



# THE IMPACTS ON THE EXHIBITION INDUSTRY

With Montecolino's panel, Fiera Milano and Nolostand **pave the way for a circular economy within the exhibition industry, where aluminum frames meet recyclable panels to create a greener, more cost-effective future.**

# IMPACT 1: POSITIVE ENVIRONMENTAL IMPACT AND THE CO2 SAVED BY USING THE PRODUCT

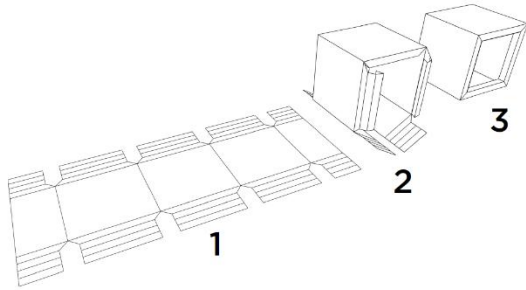


The successful case study: the “**Magic box**” folding cubes developed by **Nolostand (Fiera Milano)** based on the recycled carpet managed by **Montecolino** and the related measurement of the CO2 saving

REAL CASE STUDY

## The “Magic box” folding cube

### 1 Design



### 2 Execution



### 3 Positive environmental impact

- **1 cube** (size: 45x45x100 cm) developed by Nolostand is realized using **3 mq of moquette** recycled by Montecolino
- According to the University of Brescia LCA (Lyfe Cycle Assessment) model, 3 mq of moquette recycled by Montecolino is equal to **3kg of CO<sub>2</sub> savings**
- For a standard exhibition, at least **1,000 cubes are needed**, it means that **3,000 mq of recycled moquette should be used**, resulting in a total CO<sub>2</sub> saving equal to **3.380 kg, corresponding to 154 trees**

To sum-up, the creation of 1,000 sustainable folding cubes using 3,000 mq of recycled moquette will generate a **saving of approx. 3,380 kg of CO<sub>2</sub>**, which is the equivalent of 154 trees. In this way the **positive environmental impacts** deriving from the project are **quantitatively measurable**: for each panel created, the total m<sup>2</sup> of carpet recycled and the CO<sub>2</sub> emission saved can be measured based on scientific evidence.



## IMPACT 2: OPTIMIZE COSTS AND RECYCLABILITY FOR EXHIBITORS (MULTIPLE-USE)

- The project also aims to **optimize costs and recyclability** by replacing consumable materials like wood, PVC, and polyester with the more eco-friendly Wèp panel, while offering customization through digital printing. These panels, sized approximately 2x3 or 4 meters, feature a dry installation system devised by Montecolino, leveraging magnetic profiles within Nolostand's aluminum frames for swift assembly. Resulting in a rigid, recyclable panel composed of three layers, including recycled materials, it serves as a **versatile solution** for vertical partitions, stand walls, shop window decor, signage, and pavilion curtains, presenting a scalable offering proposition across the exhibition industry.



## IMPACT 3: SIMPLICITY

- At the core of Wèp's success lies its **simplicity** – from swift assembly to hidden-time operations, every detail is designed to streamline the process and reduce environmental impact. No grouting, no painting, just effortless application to aluminum structures, ensuring a seamless aesthetic integration.



# KEY TAKEAWAYS AND CONCLUSIONS

# 8 POINTS HIGHLIGHTING THE STRENGTHS OF THE PROJECT



- We believe that the example of the **win-win** collaboration between Fiera Milano and one of its major partner, Montecolino, in **joining their research and development forces** to create a **new sustainable stand-fitting proposition** aimed at reducing the environmental impact of the exhibition business, could be a **valid candidate** for the **UFI Industry Partners Award 2024** for the following reasons:
  - 1 It represents an **innovative** and **pioneering** project in the industry, aimed at reducing the environmental impact generated by exhibition activities with a long-term ambition to decarbonising the business entirely by 2050, in line with the Net Zero Carbon Events initiative, whose both Fiera Milano and Montecolino are supporters;
  - 2 The **scope of the stakeholder reached** is **very relevant** since Montecolino is among the top 5 partners of Fiera Milano and operates along all the different phases of the exhibition value chain of Fiera Milano. Moreover the product **has already been sold to different exhibitors from other exhibitions** (in addition to Fiera Milano)
  - 3 What sets this project apart is its **tangible impact** – from every panel created, we can measure the square meters of carpet recycled and the CO<sub>2</sub> emissions saved, quantifying our progress towards a greener future.
  - 4 The initiative is **highly scalable** since it can be replicable across the exhibition and other industries and the panels created by recycling the carpet can be used in a variety of other different applications, representing a virtuous example of circular economy.
  - 5 This project embodies **collaboration and commitment**, bridging the gap between venue management and partners to drive environmental stewardship and to drive the success of exhibitions. It's an example of collective dedication to reducing the environmental footprint of the exhibition business, while inspiring others to follow suit.
  - 6 The initiative showcases Fiera Milano and Montecolino's **dedication to integrating sustainability** into our core business models.
  - 7 The initiative can **drive the success of exhibitions**: sustainable booths can attract the attention of visitors and exhibitors, who are increasingly looking for experiences and brands that demonstrate a commitment to sustainability and can lead to long-term cost savings through the adoption of more efficient practices and the use of recycled or recyclable materials.
  - 8 The initiative represents an example of **positive contamination along the exhibition industry value chain** showing a **joint commitment** and a **strong engagement** between a venue management player and one of its most relevant suppliers towards the common purpose of reducing the environmental impact coming from the exhibition business, by providing a new sustainable stand-fitting proposition in the industry, inspired to circular economy principles

# Thank you



**FIERA MILANO**

## CONTACTS:



**Sustainability:** [sustainability@fieramilano.it](mailto:sustainability@fieramilano.it)  
Vincenzo Cecere  
Head of Investor Relations & Sustainability  
Mail: [vincenzo.cecere@fieramilano.it](mailto:vincenzo.cecere@fieramilano.it)



**Sustainability website**  
[www.fieramilano.it/en/sustainability.html](http://www.fieramilano.it/en/sustainability.html)



**Sustainability report**  
[https://www.fieramilano.it/content/dam/fieramilano/documenti/lp-investor-relations/documenti-non-finanziari/2023/FM\\_DNF\\_2023\\_ENG\\_29-03\\_HR.pdf](https://www.fieramilano.it/content/dam/fieramilano/documenti/lp-investor-relations/documenti-non-finanziari/2023/FM_DNF_2023_ENG_29-03_HR.pdf)