

messe frankfurt

Guide for event organisers

# Staging events sustainably



Event organisers

Visitors

Service providers

Exhibitors

**Let's make it  
happen together!**

### **Sustainable events**

We are happy  
to advise you  
in person.

To achieve sustainability, we need to work together as a team. With all players involved – before, during and after the event. And of course that includes you!

The following factsheet gives an overview of relevant topics that can be integrated into your planning process when organising sustainable events. We orient ourselves towards the three dimensions of sustainability:

- environmental
- economic
- social

We provide tips and tricks showing how each of us can play their part.

## Mobility

# The greatest source of greenhouse gas emissions ...



## How to cut your travel emissions:

- Draw participants' attention to Messe Frankfurt's central location.
- Plan the event times so that it's possible to get there easily by public transport.
- Create an incentive for visitors and exhibitors to travel by train rather than by car or aeroplane, for example by partnering with Deutsche Bahn (German Rail) or the local public transport companies.
- We also encourage visitors to come by bike.
- You'll find many hotels of different categories close to Messe Frankfurt's locations.
- Everything is within easy reach in Frankfurt, so we recommend walking through our lovely city.
- Or have you ever considered using pedicabs as an easy way to chauffeur your guests from A to B? We're happy to provide contact details.

... in connection with events is participant travel. Choosing Frankfurt as the location for your event is already an important step in the right direction: Messe Frankfurt venues are at the heart of the city and in the centre of Europe, giving you ideal connections to both local and long-distance public transport. The exhibition grounds and surrounding car parks also have infrastructure for charging electric cars.

Energy – since 2020:

# Carbon-neutral energy supply

## What we can do to save energy together:

- Use natural light wherever possible and avoid darkening spaces on purpose. We can control the hall and building lighting individually and, in consultation with you, adapt it to natural lighting conditions.
- Efficient heating and cooling: We recommend not heating above 19°C and cooling to no more than 6°C below the outside temperature. Just two degrees can save up to 12 percent of heat energy without affecting your guests' comfort and well-being. Why not ask us?
- Plan your set-up and dismantling times as precisely as possible. The better this is coordinated with service providers and exhibitors, the more effectively we can adapt lighting, heating and cooling.
- Doors and gates should be kept closed whenever possible and not left open the whole time.

We have been committed to 100 percent carbon-neutral green electricity since 2020. With three photovoltaic systems on our exhibition grounds, we are producing enough electricity to supply around 450 households for an entire year. It is important for us to know where our green electricity comes from. This is why, from 2024 onwards, 30 percent of our electricity needs will be sourced from the Boitzenburger Land solar farm that is being built in Uckermark. A further 30 percent will be generated through wind turbines allocated specifically to Messe Frankfurt. Since as far back as 2014, our Energy Team has been working constantly on ways to reduce our total energy consumption. This also includes gradually converting to LED lighting in our halls.



Recyclables management

# Increasing the recycling rate to 100 percent ...



## How you can play a significant role:

- Switch to reusable and recyclable materials and avoid printed materials.
- Digitise your event materials and make them available online.
- Online tickets also save on paper. If you don't want to do without name tags, use recyclable paper.
- Don't mention the event year in your information material. This way, you can use it again next time around.
- Avoid unnecessary packaging materials and opt for reusable boxes and crates instead of foil.
- For exhibitions, we recommend enlisting the services of our waste consultants, who will sort waste properly and raise awareness for separating waste materials for recycling.

Thousands of cubic metres of stand construction material and other items pass through our exhibition grounds while events are being set up and dismantled. Several tonnes are left behind in the form of waste. But the good news is that our partner Meinhardt Städtereinigung GmbH & Co.KG returns more than 90 percent of this waste to the resource cycle. But we are aiming higher than this: we want to reduce total waste together with you and to increase the recycling rate to 100 percent.

Carpeting

# Cradle-to-Cradle Certified<sup>®</sup> Silver

Vast amounts of carpeting are used in the trade fair business. We make sure it is returned to the value creation cycle. Together with a longstanding partner, we offer a choice of high-quality carpets as standard, all of which are Cradle-to-Cradle Certified<sup>®</sup> (Silver). We also offer flat felt carpets that are Cradle-to-Cradle Certified<sup>®</sup> (Silver). The main advantage of flat felt carpets is that manufacturing them takes less energy and generates less CO<sub>2</sub>. In all cases, the different types of carpeting are collected (separately wherever possible), cleaned and compressed by our waste disposal partner. The carpeting is then granulated by a recycling company after which it is used again, among other things, as material for foot mats or plastic containers or in 3D printing.

## What you can do:

- Talk to us about whether you need carpeting for your event and, if so, for which areas.
- Choose carpeting that is produced in a resource-friendly way.
- Let your exhibiting companies know what sustainable alternatives are available.



Stand construction

# System stand construction is sustainable!

We have numerous examples of how versatile our system stands are. With Fairconstruction, our in-house trade fair stand constructors, we will design a sustainable, reusable trade fair stand for you. Fairconstruction is Germany's largest system stand construction provider. We will be happy to provide you and your exhibitors with expert advice. Feel free to pass on the contact information:

## Fairconstruction

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und Service GmbH  
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## Think big!

If all the walls in our trade fair wall system were to be laid flat on top of one another, the pile would be almost 3.5 times as high as the Messeturm (256.5 metres) – or even higher than the world's tallest building, the Burj Khalifa (829.9 metres).

Catering

# Combine sustainability and good food ...

... with Accente, our exclusive caterer. Providing refreshments for your guests is an important part of our service. Accente uses fresh, seasonal products from the local region, in organic quality wherever possible. This goes for both food and drinks. Needless to say, we use glass, porcelain and metal cutlery. We have our own staff clothing that is manufactured in the EU and maintained entirely in-house. Our kitchen and the entire logistics process – including food services warehouse – is located on the exhibition grounds, keeping distances short. Accente uses electric vehicles to make deliveries within the exhibition grounds.

## Make your food options sustainable:

- Choose vegetarian and vegan dishes. Offer meat dishes only as an option or if arranged in advance.
- We recommend a limited selection of different foods so that it is easier to plan amounts and, in turn, to minimise food waste.
- Ask your guests to let you know in good time if they are unable to attend, so that the food can be calculated as precisely as possible, thereby avoiding overproduction.
- Don't use table linen. Our tables are very presentable as they are.

## Our services

Our team would be happy to advise you on all the options open to you:  
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Tel: +49 69 7 56 02-0  
[info@accente.com](mailto:info@accente.com)  
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Biodiversity

# Bees, trees, breeze

Take a breather!

With 31,000 square metres, just under a third of our outdoor areas is unsealed. Around 14,000 square metres of near-natural spaces promote biodiversity. Some of our halls have green roofs, which helps to improve the city climate. In total, the exhibition grounds provide a habitat for approximately 890 trees, a wide range of bushes, beehives and around 250 grapevines. Rest areas and benches invite you to linger.



We also focus on reducing the amount of drinking water used. We save water by using special fittings. In one of our administration buildings we use rainwater as flushing water for the WC facilities. This saves around seven litres of fresh water per flush.

We also use rainwater to irrigate our green areas. As well as this, we use a biological wastewater treatment system to break down cooking fats contained in wastewater – significantly reducing the amount of chemicals used in treating wastewater. It goes without saying that we treat water as a scarce natural resource – why not follow our example?

Water

# Rainwater as flushing water for our WC facilities

## Did you know?

Throughout our exhibition grounds we only use environmentally friendly and biodegradable cleaning agents from certified providers.



Logistics

# Digitalised processes reduce travel routes

We work with two logistics partners on our exhibition grounds: DSV Solutions GmbH and DHL Global Event Logistics GmbH. Both are certified in accordance with the latest EN ISO 14001 standards. With our Cargo Center on our exhibition grounds and a digital traffic management system, we can coordinate deliveries, increase efficiency and reduce distances travelled. In the meantime, the Cargo Center exclusively uses electric forklifts. We are also continually expanding our use of electric forklifts in all areas. Digitalised processes reduce routes and are supported by an intelligent transport management system. To reduce vehicle movements on the premises – not only with forklifts – empty packing materials are always stored in designated spaces, which are usually near the exhibition stands or halls.

## How we can all play our part:

- Involve regional service partners so that transport distances are kept as short as possible.
- Planning logistics activities early on helps to minimise the resources used.
- Avoid sending things at short notice wherever possible.
- Make sure that packaging materials are reusable or recyclable.

The state-of-the-art Frankfurt exhibition grounds provide short, simple routes that allow all visitors to reach their destinations quickly and easily. Barrier-free access and connections allow mobility-impaired visitors to take part in events at our exhibition grounds as well. Furniture and furnishings at various heights – such as seating and adjustable lecterns – are standard. However, our definition of “barrier-free” extends beyond this: we also provide assistance for people with impaired hearing or vision. Why not talk to us?.

Barrier-free access

# Short and easy routes

Make accessibility part of your event planning:

- Inclusivity of people with disabilities must be factored into the planning process from the outset.
- Including barrier-free considerations early on in your planning makes them easier to implement later.
- Involve disabled people in your discussions. After all, they know best what they need.

Your guide:

The [guide](#) produced by Bundeskompetenzzentrum Barrierefreiheit e.V. contains lots of tips and a checklist for organising barrier-free events (German only).



Communication is

# The name of the game

Especially when it comes  
to sustainability.

We encourage you  
to make your communication  
as transparent as possible:

- Involve all participants in your sustainability strategy early on.
- Draw attention to sustainability and explain your decisions.
- Create incentives, for example green labels for exhibitors who make a key contribution to the event's sustainability.
- Don't be shy about communicating small steps. Sustainability is a process and takes time to be implemented on a larger scale.

Carbon footprint

# Avoidance before reduction before compensation

We gear our activities towards the principle of avoidance before reduction before compensation. Facts and figures are needed to back this up. We will be happy to provide you with location-specific, usage-based figures for energy, cooling, water, etc., after your event. We are also in discussions with suitable partners about offering comprehensive carbon accounting.

Contributions

# Give materials a second life

## Pass it on:

Give event materials, display items, plants or furniture a new home. Regardless of how well events are planned, mostly materials still end up going to waste.

We can put you in contact with local organisations that would be happy to accept these contributions.

A Milestone:

# We are EMAS-certified

Messe Frankfurt has introduced the internationally recognised environmental management system EMAS (Eco-Management and Audit Scheme) at its Frankfurt base. The EMAS validation, which also meets the requirements of environmental management norm ISO 14001, is another milestone in the company's efforts to reach its ambitious environmental targets by 2040 and is an important step towards establishing a sustainable trade fair sector.

[EMAS declaration](#)

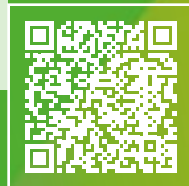




# Do you have more ideas?

If so, we we'd love to hear  
from you.

Let's create a sustainable  
future together.



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