

**Interreg
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MINEV

Good practice

**Waste minimization in Greencities & S-Moving,
Urban intelligence and smart mobility meeting
in Málaga, Spain**



19Nov2024 | Kraków

Background description

Problem addressed

- **Fycma**, the Trade Fair and Congress Center in Málaga, wants to reduce their waste in events and reduce Carbon footprint.
- Due to this fact, calculations are made from the practices of operations and are implemented modifications on them to get better numbers.



FYCMA – MÁLAGA(SPAIN)

Developing the solution

- Many actions are **changing the operations mode**, that includes all the parameters. We detail further on
- They must get from the design phase, during building, celebration the events ad dismounting.
- We conduct **surveys** to providers, visitors and employees about the form of transportation, distance far away, and number of stays.

Background description

Objective, targets and expectations

Exhibition area:

- **Stands:** Equipped with efficient lighting systems (LED lighting 100%). They were made by FYCMA, all of them with reusable wood.
- **Furniture:** Each exhibitor requested the furniture according to their needs and it was provided through their own or rented furniture. 100%
- **Floor:** High-performance artificial turf was also used in the assembly as an alternative to conventional carpeting in the assembly of its events, taking advantage of its durability of up to 10 years. It is a recyclable, resistant, reusable and long-lasting material. (15% total surface)



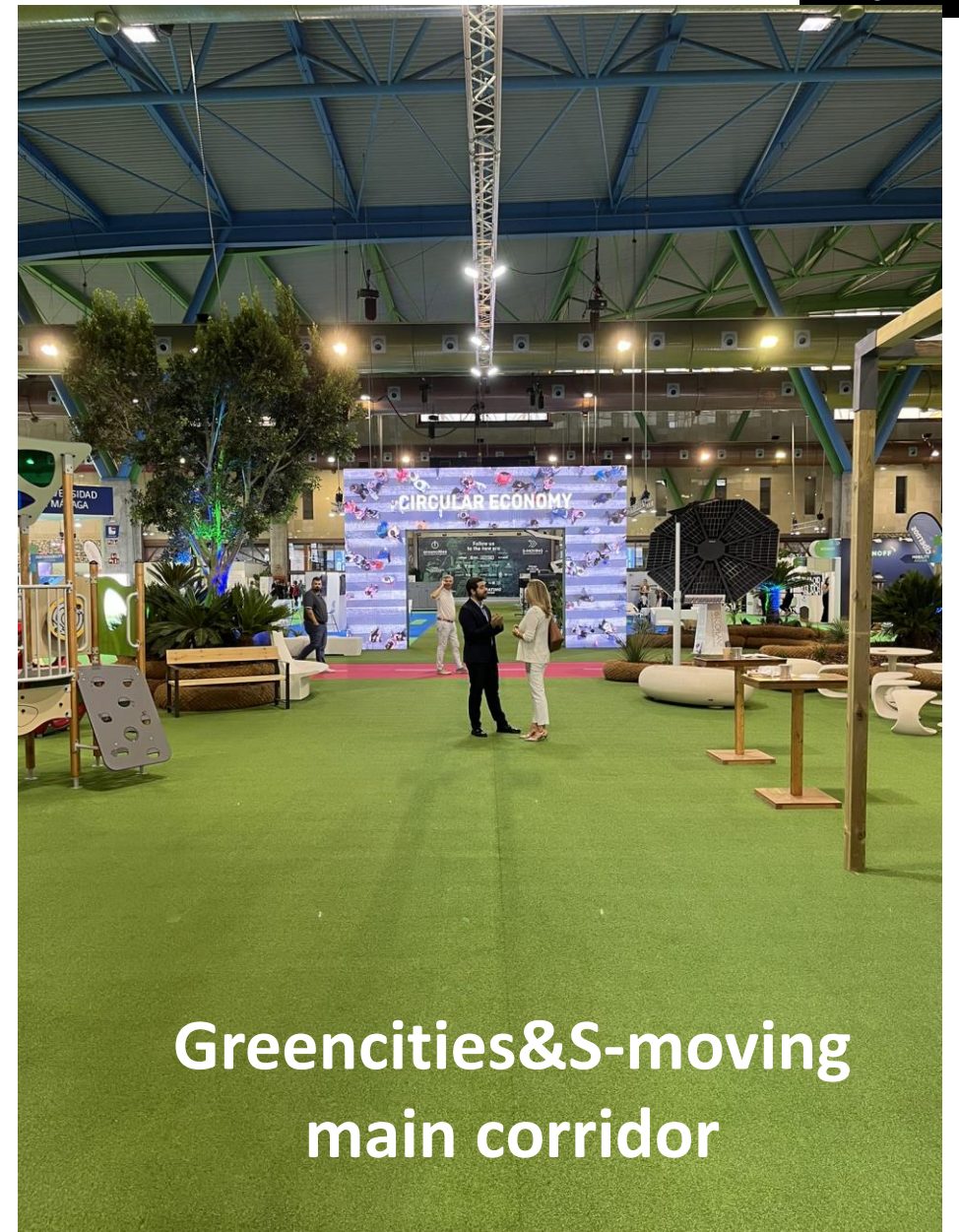
Background description

Objective, targets and expectations

- **Selective collection bins:** installed in the exhibition and organisation areas, depending on the expected number of visitors.
 - The number of ecological islands has been increased by acquisition in the facilities, 10/15 units per year up to 45 (2025)
- **CSR:**
 - Car park Service has been ceded to Cedima, an Association of people with intellectual disabilities .
 - Collection of Greencities & S-Moving canvases by Hilo Doble, to be used for workshops for people at risk of social exclusion. It can be used around 75% as raw material.
 - This edition includes the collection of carpets for the Hilo Doble projects (50kg)

Communication:

- **SDGs:**
 - All commercial proposals sent to clients include its logo. All contractors have the information “event committed to SDGs”.
 - The website includes a list of good practices to be taken into account when participating in an event.



Greencities&S-moving
main corridor

Background description

Objective, targets and expectations

- **Paper consumption:**
 - All communication to exhibitors and participating professionals has been done electronically to avoid it.

Documentation, design and accreditations

- **Elimination of printed documentation:**
 - an APP has been enabled where the participant can consult all the information related to the Forum, such as the content programs.
 - Accreditations has been promoted. Mobile devices in PDF format or through QR codes.
 - In any case, those that have been printed are removed on paper so that they can be recycled.
- **Design of the materials:** basic eco-design recommendations: avoiding blank sheets and unnecessary margins, not using more ink than strictly necessary, not exceeding.



Background description

Objective, targets and expectations

Catering

- Contracted catering company applies environmental improvement measures for the service
 - Certified ISO 14001 in 2020 and with up to date follow-ups.
- Kitchenware was reusable, also in restaurant.
- Foodservice take-out are recyclable cardboard cups and packs.
- Use of local and seasonal products.

Transport

- Transfer services from main hotels across the city.
- Transfer service for the international mission managed by TRADE.
- Public transport by train company agreement for favourable conditions for attendees (5% discount)
- Registering for the Málaga Congress Card to access exclusive discounts established by the Málaga Convention Bureau



Implementation of the good practice

Human and financial resources

Timescale

- As the changes affect many different issues, (event department, other departments, other suppliers), done at least in 3 editions of the event.
- Sept 2023- Sept 2025: 3 editions Greecities and Smoving
- Carbon Footprint numbers are revised by AENOR by ISO 14064-1.

- Calculation of Carbon footprint: around 2000e per year (calculations and verification)
- Compensation of ton CO2. 10e/15 per ton: 300 tns: 3000-4500 e
- Investment in reusable and recyclable materials: around 30% one used materials. Fair carpeting 50% extracost Recyclable: 3000m2- 4500e
 Reusable: 300% /9uses: 3300e
- Enough warehouse space for furniture and decoration items. (Reduce distance and reusable)
- Extra time of cleanness and materials collection as canvases and fair carpeting as raw material for bags and folders and reusable turf. (50h; 800e)

Implementation of the good practice

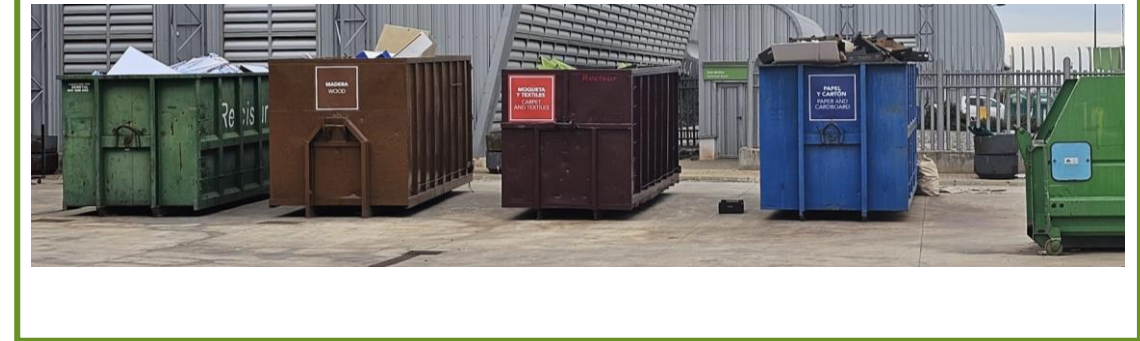
Cross-sectoral and or cross-institutional cooperation

Main stakeholders and beneficiaries of the practices:

- **The city of Málaga** and surroundings, its population, its environment are the main beneficiaries of a sustainable event
- **Fycma centre** improves its imagen and reputation, being considered a standard in the best practices for events organization.
- **Suppliers** develop working procedures more competitive for national and international opportunities
- **Visitors** participate in the best service and are trained in more sustainable practices
- **Employees** belong to a public corporation respectful of SDGs values, what results in their benefit



Implementation of the good practice



Results achieved

Carbon footprint is the result of many parameters that depend on number of visitors of event, temperature during celebration days, m2 of exhibition, number of stands and exhibitors, number and content of menus and food and beverages served on restaurant and coffee breaks, origin of visitors, form of transportation and days of stay..

All these reasons make that a single comparison of GEG tons per edition has no real sense.



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Due to this fact other figures are done:

- **Reduce of waste collected** after event: (70e x ton reduce)
- **Reduce de material rented** for event: Mostly kept in the warehouse, not rented and carried from other warehouse or city: average of 100e per unit
- **Reduce Carbon footprint.** Direct qty of carpeting, canvases as waste decreases significantly, plastic reduction..
- **Reduce on plastic waste:** Glasses, cutlery, bottles and cups on plastic are replaced by ceramic or aluminium on menage for catering. In worst case by paper foodservice

Main external organization involved:

- **Marva:** Building up Company for modular stands and carpeting.
- **Taberna del Alabardero:** Catering services and restaurant.
- **Limasam:** Collection of Plastic, paper, glass, organic and rest waste
- **Recisur:** Collection of big waste of Wood, Textiles and carpet, and Rest by big containers and Plastic by Auto compact one.
- **Gooveris Software:** Accreditations and QR codes for visitors and exhibitors
- **Aenor:** Verification of Carbon Footprint by 14064-1 :2019 Standard



Lessons learnt

Challenges



Key challenges we faced:

- **Segregation on waste:** specially in the disassembly when everybody is in a hurry to finish as soon as possible.
- Trend **to print the accreditations** and other signs in paper in place of signals in a digital format and QR codes.
- **Calculations on Carbon footprint** on furniture and other items for mounting according of the raw material (wood, aluminium, glass..)
- Isolation on catering products, and consumptions of natural gas and electricity on **simultaneous events**.
- Surveys information regarding **form of transportation and stay** for visitors and exhibitors where a low percentage of them are done.
- Lack and difficulties to get **emission factors** for many items (food products and mounting elements) to fill in the excel sheet for calculations

Enabling actions



We get some enabling actions on:

- **Awareness campaigning** by an operator that supervise the disassembly process.
- Use of **QR accreditations** to exhibitors and visitors
- Hard work on different **website pages** where **to collect** information on studies of Carbon footprint (French and Swiss website pages)
- Implementation of **partition meters** on gas and electricity
- Adding to the registration surveys, **people doing** surveys during set-up and celebration.
- **Previous information** of sustainable policy to providers, exhibitors to involve them in good practice and SDG's.
- Many references to sustainable practices to **sensitize visitors**.

“We continue to use the planet's natural resources in an indiscriminate manner, the business models of almost all industries are obsolete and need to be changed”

Javier Goyeneche, Founder of ECOALF

ECOALF: a truly sustainable fashion brand that consider that recycling could be a solution if we were able to make a new generation of recycled products with the same quality and design as the best non recycled.

**Time for
questions**



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Thank you!

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