



TOWARDS  
**ZERO**  
WASTE  
TOWARDS **ZERO** IMPACT

# 2025 EDITION

## Actions & Results

An initiative of:



**SMARTCITY**  
EXPO WORLD CONGRESS

**TOMORROW.  
MOBILITY**  
WORLD CONGRESS

**TOMORROW.  
BUILDING**  
WORLD CONGRESS

**TOMORROW.  
BLUE ECONOMY**  
WORLD CONGRESS

In collaboration with:

**Barcelona**

# THE INITIATIVE

Started back in 2016, **Towards Zero Waste** is a dedicated sustainability initiative set to **minimize the environmental impact** derived from the celebration of our events. We're working towards creating efficient, inclusive and sustainable cities - so naturally, our events should lead by example!

**Our Zero Waste Strategy is mainly based on:**

 **Circularity**

 **Recycling**

 **No single-use plastics and less paper**

 **Renewable energies and CO2 compensation**



# WHAT DO WE DO?



## Circular design

Our venue decoration follows a fully circular design approach. This year, every decorative element was crafted from **post-consumer recycled cardboard**, while all furniture was rented to ensure continuous reuse.



## Waste management

**Waste separation stations** are strategically placed across both halls, with dedicated volunteers ensuring every visitor plays a part in keeping the event green. Last year, there was a total of **1.6 tons of waste** selectively collected.



## Planting trees for the planet

Year after year, we partner with **Plant-for-the-Planet** to support reforestation initiatives and raise awareness about the global climate emergency. Last year, proceeds from merchandise sales funded the planting of **1.152 new trees**. Since the initiative began in 2022, we've planted a total of 3.773 trees!



## No single-use plastics

Again, we got rid of all **single-use plastics** in our venue and provided water stations for free refills.



## Carpet recycled

All carpets from corridors, common areas, and Servifira stands are **100% recycled** after the event. In total, last year we repurposed **12.260 tons** of recycled carpet material.



## No food waste

Retrieved food is collected and donated to the NGO **Nutrition Without Borders**, which distributes it through community kitchens.



## Using less paper

In order to reduce our paper use, we exclusively use the event app for all the event information – last year's edition hit **31.850 downloads**. Additionally, our media partners offered their publications via QR codes at the Press Corners.



## Tons of recycling

Every piece of leftover wood, fabric, and organic material is carefully recycled, ensuring zero waste. Last year, we recycled **more than 10 tons of material**.



## Sustainable travel

We encourage visitors to get around Barcelona sustainably by offering a **parking area for bikes** and scooters and discounts on public transport.



## Green venue

Fira de Barcelona uses only **renewable electricity**, including solar, wind, and geothermal sources. The venue has one of the biggest rooftop photovoltaic plants in the world: **25.947 solar panels** covering 135.000 m<sup>2</sup>, generating 5.86 GWh of electricity per year, preventing the emission of over **2.200 tons** of CO<sub>2</sub> annually.





# A CLOSER LOOK AT SOME OF OUR ACTIONS

# SOLIDARITY SHOP

**Our Solidarity Shop offers exclusive merch to help fund our tree-planting efforts:**

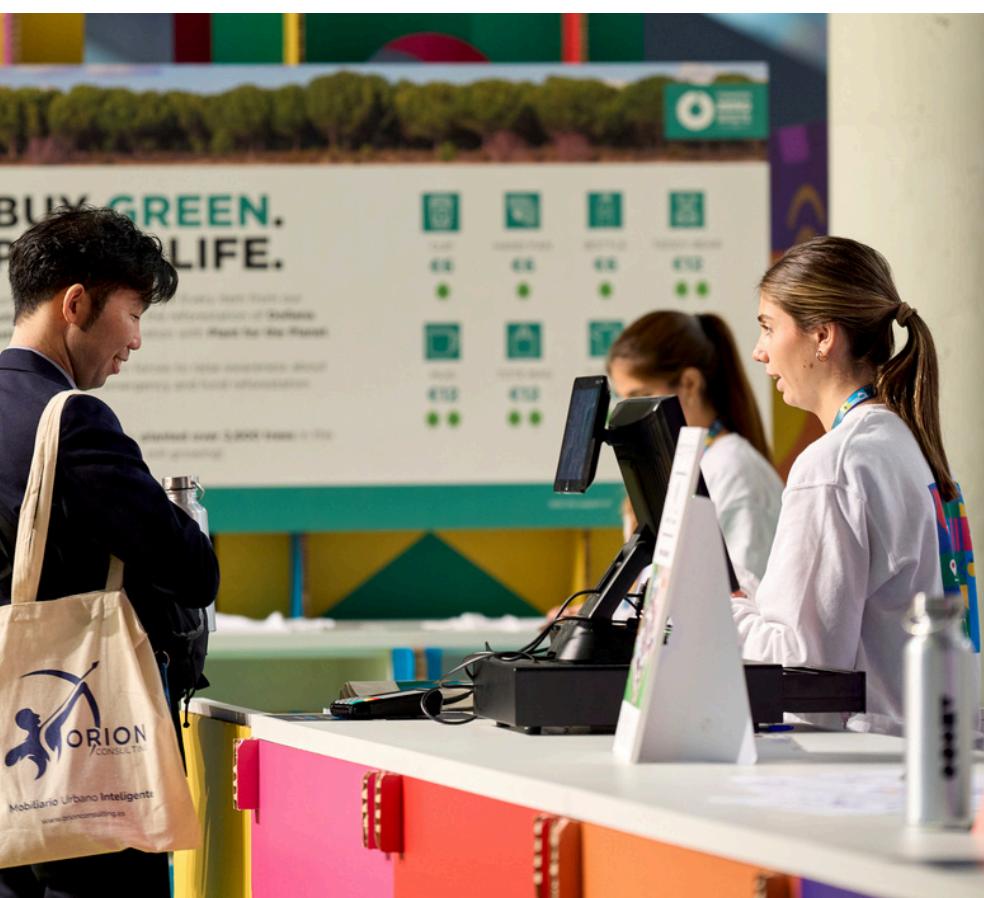
For the forth consecutive year, we have partnered with **Plant for the Planet** to support the reforestation project of **Doñana National Park**, Spain's most emblematic biodiversity hot spot, and one of the most important protected natural areas in Europe.

## Roots for a sustainable future

For every €6 spent at our shop, we donated 1 tree to Doñana's reforestation program.

## Impact from 2022 to 2025

- A total of **3.773 planted trees**: Pinus, Olea, Quercus, Pistacea, Chamaerops, Rhamnus and Phillyrea.
- Expansion of the reforestation plot over **3 hectares**.



# GREEN VENUE

We power our venue and offices entirely with renewable energy, **reducing CO2 emissions by 12,500 tons** annually. Our venue also hosts one of the world's largest rooftop photovoltaic plants—**25,947 panels over 135,000 m<sup>2</sup>**, generating **5.86 GWh per year** and preventing **2,200+ tons of CO2 emissions**. Fira de Barcelona also leads in Spain by implementing IoT technology for energy optimization and installing low-consumption lighting systems.





# CIRCULARITY

This year, our **event decoration strategy** was built around circular design and material responsibility, ensuring that all elements could be **reused or recycled** after the event.

- **Cardboard structures** made from honeycomb kraft core of post-consumer recycled fiber: 100% recycled and fully recyclable.
- **3,000+ kg** of material recycled after the event.
- **1,500+ kg** redistributed to Viladecans City Council and local Ateneus for public reuse.
- **4,450+ kg** of material reused, representing 100% of seating elements used across congress and stages.

Through this approach, we significantly reduced waste generation while extending the lifecycle of our event materials, **combining environmental responsibility with social value and community impact**.

# GREEN EXHIBITOR AWARD

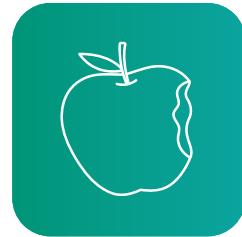
The Green Exhibitor Award celebrates exhibitors who actively work to reduce their environmental impact. In line with our **Towards Zero Waste** initiative, this award aims to raise awareness and promote responsible participation throughout the event.

In 2025, the Czech Republic pavilion was recognized for its bold, holistic approach to sustainability, combining proven practices with fresh innovations:

-  **Circular-economy principles**
-  **High-impact design strategies**
  - Refuse, Rethink, Reduce.
-  **Interactive AR experience with Tripeduca**
  - Showcasing sustainable materials and innovative features.



# 2025 IN NUMBERS



**150 KG**  
Organic fraction



**31.850**  
Downloads



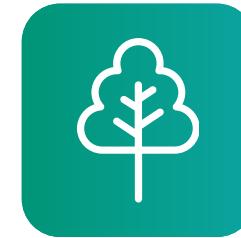
**2.160 KG**  
Paper recycled



**346 tons**  
CO2 offset



**8.000 KG**  
Recycled wood



**1.152**  
Planted trees



**5.950 KG**  
Material reused



**12.260 KG**  
Carpet recycled



**120 KG**  
Recycled glass



**0 KG**  
Special waste  
left on the site



**1.340 KG**  
Light packaging



TOWARDS  
**ZERO**  
WASTE  
TOWARDS **ZERO** IMPACT

In unity, great changes  
can be made!

An initiative of:



**SMARTCITY**  
EXPO WORLD CONGRESS

**TOMORROW.  
MOBILITY**  
WORLD CONGRESS

**TOMORROW.  
BUILDING**  
WORLD CONGRESS

**TOMORROW.  
BLUE ECONOMY**  
WORLD CONGRESS

In collaboration with:

**Barcelona**