

guidelines for designing sustainable trade fair installations

2024 edition



Salone
del Mobile.
Milano

for the next edition,

the Salone del Mobile.Milano has put the finishing touches to the green guidelines, in order to respond increasingly effectively to the question of **how exhibition spaces can be set up in full respect for the environment and how large trade fair events such as the Salone can be made increasingly sustainable.** The aim is to encourage and provide concrete pointers, so that all exhibitors can feel supported in innovating and ensuring their temporary stand construction is environmentally compliant. From the trade fair point of view, this means putting the wellbeing of all those involved first, seeking to achieve a positive balance between the various social, economic and environmental aspects.

One of the main certainties running alongside the growing mindfulness of and action towards sustainability is that objectives can only be met through concerted **“team playing.”**

This means that sustainability represents a **new opportunity for growth**, both for the Salone del Mobile.Milano and for the companies.

Another certainty, however, and no less important, surrounds the fact that sustainability provides an extraordinary opportunity for institutions and firms to acquire **new forms of competitiveness, to generate new value**. It can also bring benefits in terms of risk management, cost reduction, access to capital, client and stakeholder relationships, human resources management and capacity for innovation.



**sustainability
as a competitive
value**



our commitment

ISO 20121 certification for the sustainable management of events, which certifies that the Salone del Mobile has been conceived, planned and produced in such a way as to minimise negative environmental impact and leave a positive legacy for the community hosting it.

Membership of the United Nations Global Compact, the leading business sustainability initiative at global level, which brings together more than 15,000 companies from over 160 different countries to support, apply and promote the values of sustainability in the long term.

Formulation of **Guidelines** for the sustainable planning and production of trade fair installations.



INSTALLATIONS

Circularity
Reuse
Recycling
Energy and logistics efficiency



MATERIALS

Employing low environmental impact materials



SOCIAL SAFETY AND SUSTAINABILITY

Guaranteeing safety and access to all

fields
and
keywords



SUPPLIERS

Traceable and responsible supply chain



MOBILITY

Low Impact Transportation



COMMUNICATION

Stating and disseminating sustainability commitment

Identifying **innovative and circular architectural solutions** for the exhibition spaces, connections (fixing elements and fastening systems) and materials, **from the planning stage onwards**.

Opting for **high quality, reusable semi-finished and finished products**, thus cutting down on the need to buy new ones.

Opting for **reused and reusable installation and furnishing elements** or alternatively ones that can be **passed on free of charge** to third parties (associations, voluntary organisations or civil protection and humanitarian organisations).

Cutting down on energy consumption while creating and managing stands, opting for low energy, high efficiency lighting (e.g. LED) and Class A electric and electronic equipment.



Adopting **reused/reusable packaging for the transport** of installation and furnishing elements, thus cutting down on overall packaging quantity.

Prioritising materials on the basis of distance from supply source, that take account of **logistical sustainability**, both in terms of distance and vehicles.

In the case of displays not suitable for reuse, the dismantling of individual component materials must be **factored in right from the set-up stage**, in order to send them to the specific authorised collection and recycling centres.



Plasterboard

Cutting down on the use of non-reusable materials often destined for disposal, such as plasterboard, for example, which will be banned by Fiera Milano as of 2024..

Plastic

using plastic-free or recycled plastic consumables.

Wood and Cardboard

opting for recycled stand building products or products from sustainably managed forests with FSC or PEFC certification.

Chemical products

opting for materials, paints, cleaning products, printing ink etc., with low environmental and safety impact (e.g. water-based paint, ecolabel products, ecological detergents free from toxic components etc.).

Pallets and other wooden packaging (e.g. crates)

opting for reusable or repaired products or products obtained through exchange schemes, that comply with phytosanitary measures to prevent the introduction of harmful organisms (e.g. ISPM-15 - International Standard for Phytosanitary Measures N°15).

Gadgets

opting for reusable gadgets and/or gadgets made from recycled/recyclable materials, sourced from social initiatives etc.

Adopting structurally and environmentally **safe** measures, products and equipment that ensure safe installation procedures and methods for the staff involved.

social safety and sustainability



Adopting set-up solutions (such as, for example, ramps for platforms, as per the Fiera Milan Technical Regulations) that ensure **accessibility and fruition** by people with disabilities.

Prioritising suppliers having implemented sustainable management service systems conforming to ISO 20121 legislation and international environmental, health, workplace safety and social responsibility standards.

Asking suppliers to provide the **characteristics and traceability** of their products.



Encouraging the use of **environmentally friendly modes** of transport for materials (e.g. rail) or low-emission vehicles.



Encouraging the use of **public transport** for travel to/from the event, by both staff and guests.

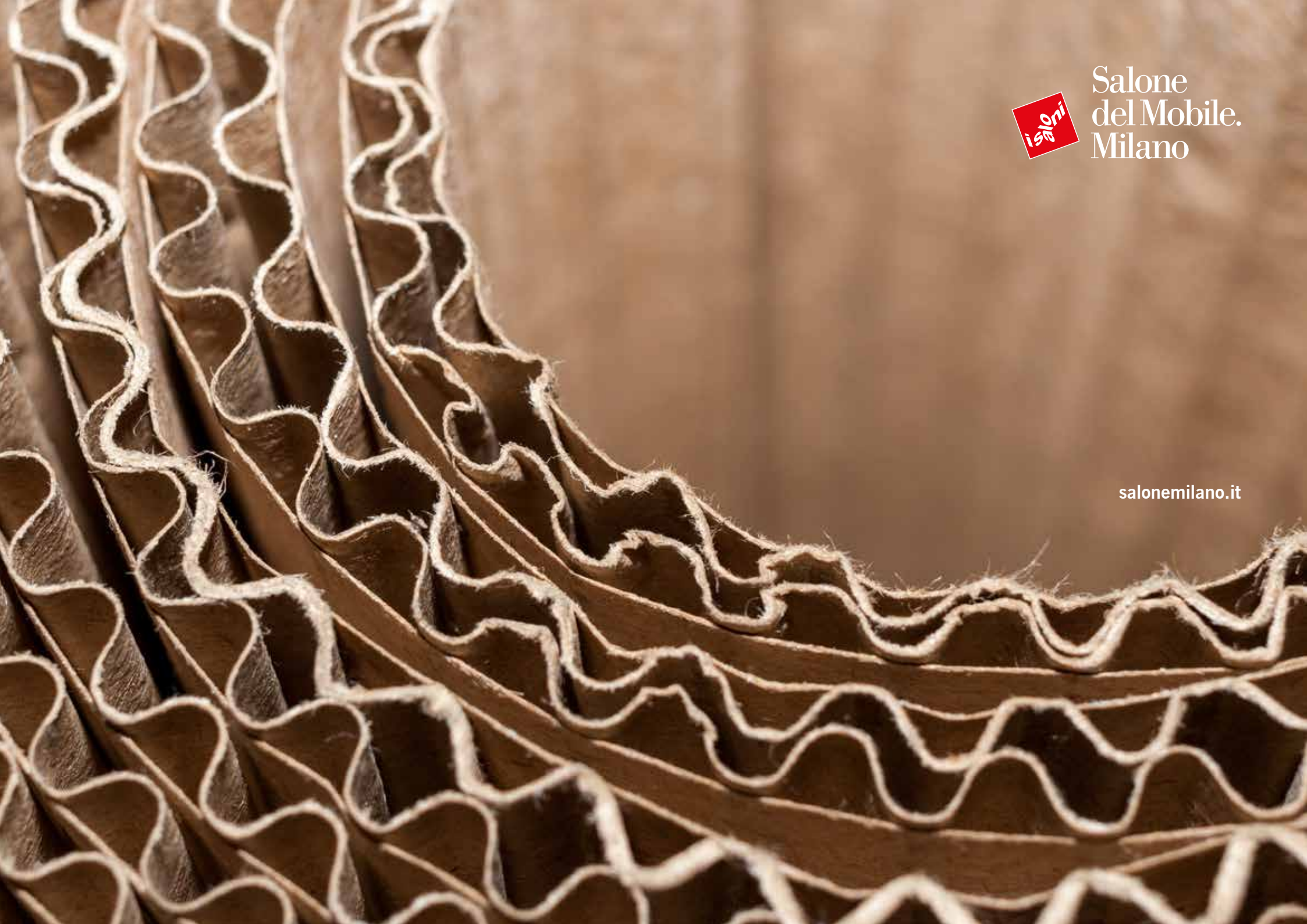


communication

Demonstrating the company's commitment to sustainability with regard to the installation, describing the environmental performance and characteristics of the products and their lifecycles.

Training on-stand staff with information relating to the sustainability and circularity of the company and of the products.

Prioritising communication in digital mode, reducing the amount of printed material.



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salonemilano.it