

## EIBTM: The Global Meetings and Events Expo

EIBTM is the leading global event for the meetings, events and business travel industry, taking place in the award winning business and tourism destination of Barcelona. Organised by Reed Exhibitions, the event gathers over 15,000 industry professionals for three days of focused access to a dynamic business environment, thought provoking professional education and business networks.

### Sustainability Leadership

EIBTM is organised by Reed Travel Exhibitions who have been implementing sustainability since 2009 as an early adopter of the British standard BS 8901 for Event Sustainability. This standard is now the International Standard ISO 20121 and Reed Exhibitions are now active pioneers in the exhibitions industry working to align with this standard.

As part of Reed Travel Exhibition’s management system, a portfolio of events come under the scope of ISO 20121 and one of these shows is EIBTM.

At EIBTM 2012, attendees were able to download Reed’s Sustainability Policy via a QR code; allowing stakeholders to comment on the policy is a key part of ISO 20121 and by providing this at EIBTM, Reed Travel Exhibitions have opened up the channels of communications so they are more accessible.

### EIBTM has been leading the way in sustainability since 2009.

Since 2009, EIBTM has engaged with its stakeholders and provided sustainability education with the support of Positive Impact. EIBTM’s sustainability initiatives have evolved from its humble beginnings of onsite voting polls and a commitment chalk wall to the present engagement with Sustainability Award, 20 Sustainable Actions and three days of dedicated sustainability education led by high caliber speakers including senior level representatives from Coca-Cola, The Crystal (Siemens), Manchester Central Convention Complex and the Commission for a Sustainable London.



### Sustainability Support

Each year, Positive Impact supports EIBTM on its sustainability journey. It is a not-for-profit organisation set up to provide education and resources to the event industry, its vision is a sustainable event sector inspired to have a positive impact on its economic, environmental and social surroundings.

### Sustainability Objectives

Reed Travel Exhibitions is committed to continually improving and developing processes to ensure EIBTM becomes as sustainable as possible. EIBTM has achieved third party certification for the Sustainable Event standard BS8901 for 3 years and are in the final stages of achieving certification for ISO20121. They have a number of objectives with which they work towards in order to continually improve. EIBTM’s core objectives are:

- Contribute to environmental preservation - measure usage in water, energy, emission, waste and transport and look to improve performance
- Involve stakeholders by briefing the show’s involvement with BS8901 / ISO 20121
- Educate stakeholders through awareness communications and interactive onsite initiatives
- Identify ways to benefit and work with local charities to deliver a positive impact on the local community
- Source sustainable suppliers and product wherever possible

These objectives address the issues which EIBTM has identified as key to their business success including:

- People and travel
- Resources, product and materials (e.g. waste)
- Knowledge transfer and legacy
- Supporting local projects
- Measuring impact of the show on Barcelona

## EIBTM Sustainability Initiatives to Achieve Objectives

Sustainability is considered throughout the event planning process and EIBTM is committed to achieving its sustainability objectives. As a result, EIBTM has implemented a number of sustainable initiatives to help achieve its objectives.

**Objective 1: Contribute to environmental preservation – measure usage in water, energy, emission, waste and transport and look to improve performance**

### Venue - water, waste and energy

The Fira de Barcelona has produced a Best Practice Guide which outlines its own preventive actions through a series of measures whose application aims to reduce the volume of waste but also reduce CO2 emissions through the use of sustainable materials with a low environmental impact, reduced transportation requirements or reuse of exhibition materials.

The venue water consumption was approx. 1443m<sup>3</sup> which includes the show, the restaurants, the Gastrofira kitchen, toilets and Gran Via green areas. Fira de Barcelona uses a “closedown configuration”, trying to avoid wasting energy in places that won't be used. During EIBTM 2012, the electric waste was 350.000KW/h during the busiest hours of the daytime. Water and electricity consumption will be measured in 2013 and any reductions/increases will be reported.

### Exhibitor Waste

To contribute to the reduction in waste, EIBTM encouraged their Exhibitors to take part in the **EIBTM 20 Sustainable Actions** initiative to provide up to date information and education to exhibitors on the actions that they could take to demonstrate their commitment to taking sustainable actions at EIBTM. In recognition of their contribution, each stand was awarded with a certification of participation. Exhibitors that took part in 2012 included: Germany Convention Bureau, Figur International, Scandic Hotels, Denmark Convention Bureau, KUBIKAT S.L, Stuttgart Convention Bureau, Accor Hotel Group, Atlanta Travel & Events, ICS Stuttgart, Carlson Rezidor Hotel Group, Conventa, Convention Partner Vorarlberg, Finland and more.



### EIBTM Waste

**EIBTM has reduced its waste by 79% in just 3 years.**

EIBTM has already made huge strides along its sustainability journey, decreasing the amount of exhibition waste produced by 79% in the last three years, from 187 tonnes to 39.7 tonnes.

The post-event report by Melville, EIBTM's lead contractor, showed:

- 100% of furniture was returned to the depot for use at future events
- 100% of the stand fittings were modular
- Floor covering tiles were recovered and will be used at future events and floor sheet carpet was recycled

### Transport

Pacific World is the official DMC for EIBTM and have an interest in sustainable development and are ISO 14001 certified for their transport. The coaches used to transport EIBTM delegates run on an additive called 'Add Blue' which reduces the toxicity of exhaust fumes.

To minimise the effect of carbon emissions during the exhibition, EIBTM promotes group travel via coaches for all delegates

who stay at Official EIBTM

Hotels. In 2012, Pacific World transported a total

of 7,494 passengers from the official hotels to the exhibition over the three days of EIBTM.



EIBTM also arranges and promotes public transport tickets available to purchase onsite by Barcelona Tourism.

## Objective 2: Involve stakeholders by briefing EIBTM's involvement with BS8901/ISO 20121

Three of the main suppliers to EIBTM, Melville Exhibitions, Pacific World and The Fira de Barcelona were all asked to take part in a monitoring and measuring exercise as part of EIBTM's ISO 21021 objectives.



At EIBTM, all event participants had access to the new ISO Sustainability policy via QR code download and sustainability content published in each issue of the Show Daily magazine.

Show **daily**

### Leading by example

EIBTM continues to reflect the needs of the industry by putting sustainability at the heart of everything it does.

As the leading global event

able to educate and engage with its stakeholders and has created initiatives to include the Sustainable Stand Award now in its third year, 20 Sustainable Actions Ini-

ers and increase the number of stakeholders that are educated on sustainability through exciting and engaging ways in 2012 and we continue to be a leader in sustainability in the exhibition and events sector. For this year's show, suppliers such as

## Objective 3: Identify ways to benefit and work with local charities to deliver a positive impact on the local community

In 2012, EIBTM teamed up with Gdansk Convention Bureau to deliver a number of activities in support of the local charity **FUNDACIÓ ALDEES INFANTILS SOS CATALUNYA - Aldea Infantil de Sant Feliu de Codines in Barcelona**, which helps children aged 3 to 18 who are from dangerous homes and volatile environments.

### Donations and involvement at EIBTM 2012

EIBTM and Gdansk Convention Bureau bought school supplies including backpacks, notebooks, pens, pencils, etc. plus educational toys and puzzles to the value of €500.



Participants were invited to visit the Gdansk Convention Bureau stand to paint and decorate Christmas baubles which were then also donated.



Additionally, exhibitors were asked to donate gifts and left over promotional gifts at the Gdansk Convention Bureau stand.

All donations were collected by the charity at the end of EIBTM 2012.

## EIBTM is actively involved with local and international charities.

### Other charitable involvement

EIBTM actively supports **Just A Drop**, an international water aid charity, whose mission is to reduce child mortality by delivering accessible, clean and safe water to some of the poorest and remotest communities in the world. EIBTM also provides the opportunity for exhibitors to make a donation to Just a Drop which is available on exhibitor stand contracts. EIBTM also donates \$1 for every completed research survey it receives as part of its IBTM industry research. EIBTM is also a charity partner of **Meetings Industry Meeting Needs (MIMN)** and recently supported its annual gala dinner.

The EIBTM staff are themselves actively involved in charity fundraising on behalf of the organisation. From running a marathon for **Shooting Star CHASE** to holding Mr EIBTM competition in aid of **Comic**



**Relief's Red Nose Day**, the EIBTM team is committed to making a difference wherever they can.

## EIBTM has made charitable contributions to:



## **Objective 4: Educate stakeholders through awareness communications and interactive onsite initiatives**

### **Education and Advice Clinics at EIBTM**

As part of EIBTM's commitment to educating its stakeholders on sustainability, exhibitors and visitors could visit the **Sustainable Events Corner - a stand on the show floor made from re-usable 100% cardboard tubes** - which featured 26 bite-sized sustainability seminars and advice clinics plus interactive polls during the 3 days of EIBTM 2012.

### **EIBTM 2012 featured 26 sustainability educational sessions and advice clinics – 19 hours during 3 days!**

EIBTM provided 19 hours of sustainability education delivered by leading industry sustainability experts, including EIBTM's sustainability partners **Positive Impact, and other associations and organisations such as GMIC, Coca Cola, Siemens Crystal Building and Commission for a Sustainable London 2012.**

EIBTM also invited their exhibitors, who are actively involved in sustainability, to present their case studies. **Carlson Rezidor Hotel Group, Amsterdam RAI, Manchester Central Conference Centre and Slovenian Convention Bureau** took the opportunity to showcase their initiatives and best practice.

Additionally, each day, sustainability experts from Positive Impact were available on the stand for Sustainability Advice Clinics providing an opportunity for informal question and answer sessions for delegates.

The sustainability education sessions and advice clinics were well attended with 10% of the overall EIBTM Education Programme attendees joining the sustainability sessions.

### **10% of EIBTM 2012 education programme attendees joined the sustainability education sessions and advice clinics.**



Fiona Pelham, UK Chair of ISO 20121 and Managing Director of Sustainable Events Ltd, explains the important role the EIBTM Sustainable Events Corner plays in educating the industry on sustainability:



Speakers at EIBTM provide their insight on the importance of sustainability in the events industry:



### **EIBTM Education Week**

Each year, EIBTM features a Sustainability Focus during EIBTM Education Week with online education presentations, blogs and Twitter chats where the EIBTM social media community is able to interact with experts via Twitter.

### **Sustainability Education – EIBTM Staff**

EIBTM staff receive sustainability training at different levels including:

- Sustainability session with the EIBTM team outlining EIBTM's sustainability objectives and the initiatives to achieve the objectives
- Sustainability information is provided in the EIBTM Onsite Manual distributed to all staff
- Information about sustainability is distributed to EIBTM Global Events Exhibition Directors
- EIBTM staff attended ISO workshops delivered by Positive Impact

## EIBTM Sustainability Award

The **EIBTM Sustainability Award** recognizes and highlights the best and most effective sustainable exhibitor. Exhibitors have the opportunity to submit their award entry prior to EIBTM and judging takes place on the show floor by an independent expert. The winner is announced on the second day of EIBTM and featured in the Official Show Daily.

In 2012, the EIBTM Sustainability Award was attributed to **Switzerland**



**Convention & Incentive Bureau**. Their initiatives are available on the EIBTM website as **best practice** for the industry.

## Education - 10 Top Tips

EIBTM provides 10 Top Tips in event sustainability which lists quick and easy ways for exhibitors, venues and event planners to get started on their sustainability journey. These top tips are available on the EIBTM website and were also available to download via QR codes on the Sustainable Events Corner at EIBTM 2012.



## 20 Sustainable Actions

**EIBTM's sustainability communications have influenced 58% of exhibitors.**

EIBTM also raises the awareness of sustainability and encourages exhibitors to consider more sustainable actions through the **20 Sustainable Actions initiative**

A set of 20 easily achievable actions are set as a questionnaire online through the EIBTM website.

Those exhibitors who answered positive to more than 9 actions receive a certificate of participation to show off proudly on the stand!



EIBTM communicated the 20 Sustainable Actions initiative to their exhibitors through a number of communications and as a result, 58% of exhibitors were influenced by our communications to consider using less print material on their exhibition stands.

*"To receive the EIBTM Sustainability Award was a great recognition for Switzerland Convention & Incentive Bureau (SCIB). It was a true reward for the many smaller and bigger results we achieved in Switzerland over the last few years together with our regions, destinations, centres and hotels. It has been, and still is a great motivation to continue our sustainability efforts at these different levels and to share best practice examples with our clients and other interested parties."*

**Barbra Steuri-Albrecht**  
Director, Switzerland Convention & Incentive Bureau

## IBTM Online Sustainability Course

EIBTM 2012 saw the launch of the online **IBTM Sustainability Course**. The course is a simple and accessible introduction to making events more sustainable and covers practical information on getting started, planning, implementation and monitoring and reviewing sustainability initiatives.

## Promotion of Sustainability Education

In order to raise awareness and encourage EIBTM delegates to take part in the Education sessions on the Sustainable Events Corner stand, EIBTM provides a diverse range of communication tools to promote the sustainability to its 15,000 participants including via website pages, E-newsletters, Official EIBTM Show Preview (3 issues), EIBTM Catalogue, EIBTM Pocket Guide, EIBTM Education Planner, EIBTM App and the EIBTM Show Daily.

## Supporting the industry

**EIBTM is an active supporter of sustainability focused industry events.**

EIBTM actively supports sustainability industry events. In May 2012, EIBTM supported the Sustainability Masterclass held in London at the QEIIICC where the EIBTM Case Study was presented as best practice in the industry.

EIBTM also supported the Sustainable Events Summit



held at Siemens' The Crystal, London in January 2013.

## **Objective 5: Actively source sustainable suppliers and products wherever possible**

### **The Fira Barcelona**

#### **90% local produce is used at EIBTM.**

The Fira de Barcelona uses approximately 90% local produce. The exceptions are some imported ingredients or wines/champagnes that either come from the rest of Spain or from other countries.

They have been making their operations more sustainable and have issued a Good Practices Guide, which outlines the work that they are doing to tackle areas such as waste at the venue.

With their headquarters based in Barcelona, Montjuïc district, the Fira's official suppliers are all located on the outskirts of Barcelona, less than 15km radius from the headquarters.

### **EIBTM 2013**

One of the main aims of 2012 was to engage with more stakeholders on the subject of sustainability which was driven through various initiatives. In 2013 one of the main focus areas is to provide visitors to the show with more live case studies and practical help with education sessions and online courses. Additionally EIBTM is helping to champion an important research piece conducted by Positive Impact to measure the state of the industry and drive commitment to positive change through the 2020 pledge. At the 2013 show, visitors can expect to see the results of the research so far and contribute to this study.

***“Sustainability at EIBTM is an integral part of the show and we are committed to making positive changes. One of our key objectives is to educate our stakeholders about ways they can respond to their business objectives in a more sustainable way, as we believe this is the way forward for our industry. Commitment to sustainable actions will help drive business, retain customers and preserve our environment.”***

**Graeme Barnett  
Exhibition Director, EIBTM**



### **Melville Exhibitions & Event Services**

Melville Exhibitions and Event Services are 3<sup>rd</sup> party certified to ISO 20121, which allows EIBTM to feel confident that sustainability is being considered with all their onsite and offsite activity for the event.

### **Pacific World**

Pacific World, the official DMC for EIBTM, have an interest in sustainable development and are ISO 14001 certified for their transport.

### **Conclusion**

EIBTM continually aims to demonstrate leadership by supporting sustainability in the meetings and events industry since 2009. They have demonstrated their commitment to sustainability through the initiatives and education implemented in 2012 and have increased engagement with both attendees and suppliers.

Each year as the demand for sustainability education and information grows from both organisers and suppliers, which is evident through the increase in the number of visitors to the Sustainability Stand, EIBTM will continue to aim to meet this demand in order to ensure delivery of content that can help shape the future of the industry.

With special thanks to EIBTM event partners and suppliers:

