



# EWR good practices and case studies

## Smart City Expo World Congress towards 0 waste

### 1. Details of Action:

Coordinators: Agència de Residus de Catalunya (ARC, Catalan Waste Agency)

Action Developers: Fira Internacional de Barcelona

Name of nominated action: Smart City Expo World Congress towards 0 waste

Town: Barcelona

Region: Catalunya

Country: Spain

Website: <http://www.smartcityexpo.com/ca/towards-0-waste>

Nominee [category](#): Others

Dates of action: Congress dates 17-19 November 2015 and later waste management done from 19 to 25 November

### 2. Action's theme:

- Reduce – Strict avoidance and reduction at source
- Reuse – Preparing for reuse and reuse
- Recycle – Waste sorting and Recycling
- Let's Clean Up Europe!

### 3. Action related to the Prevention Thematic Days 2015: Dematerialisation: Doing more with less?

- Yes
- No

### 4. Description of the nominated action:

Barcelona has positioned itself as one of the leading cities in the organisation of trade fairs and congresses. The holding of these events gives rise to not only economic and social, but environmental impacts due to the generation of waste, and so correct waste management is a challenge that must be taken into consideration when organising these events.

For this reason, Fira de Barcelona, supported by Barcelona City Council and its Waste Prevention Plan decided to promote the initiative entitled Towards 0 Waste, taking advantage of the EWR data and the Smart City Expo World Congress (SCEWC) objective of working to achieve the creation of smart, sustainable, economically-feasible cities. This is a pioneering project that also guarantees maximum sustainability in the SCEWC, reducing waste and consolidating the reuse of articles once the event has ended, through social entities.

The measures established were included within three important lines of action that form a part of the current European strategy based on the circular economy strategy and the efficient use of resources: dematerialization, reuse and increasing the useful life of products and preventing food waste. Furthermore,



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measures were set up to strengthen selective waste collection at the event.

### Dematerialisation:

- Attaching priority to the use of the special SCEWC mobile app. QR codes for downloading the app and the event programme were distributed at strategic locations throughout the entire SCEWC premises.
- Electronic billing and contract management. Special importance was attached to implementing electronic management in all processes related to billing and contracting of the Fira services with different clients (exhibitors, installers and others).
- E-kiosk. Press corner. The area used for selling publications related to the SCEWC included the option of downloading each of them using QR codes and the option of accessing contents using a digital tool.

### Prevention and reuse:

- Return of credentials. Establishment of a point in which users can return their credentials after the event.
- Reuse of event materials. Offering a new use for the structural SCEWC elements after the event through the Ateneus de Fabricació de Barcelona network. During the dismantling phase, agglomerate, PMMA, canvas and wood materials were collected and given a second opportunity in order to reuse them in new projects for involving young people and social entities, and elements such as posters for primary and secondary schools, and materials for digital printers.
- Reuse of surplus food from Gastrofira. Surplus food obtained during the event was collected by the NGO Nutrició sense Fronteres and distributed to soup kitchens.

### Selective waste collection:

- Use of compostable elements in the SCEWC temporary buffet area. The menus in this area were distributed in the form of packets of disposable crockery that could be used in composting plants.
- Selective organic waste fraction. The restaurants and temporary dining area of the SCEWC had containers for separating organic matter.
- Implementation of waste bins and paper-cardboard and container waste fractions. 25 special waste points were set up on the premises for paper-cardboard and containers, for use by visitors.
- Collection of paper prior to dismantling the stands. At the end of the SCEWC event, the hall was inspected in order to collect paper materials such as newsletters and dossiers from stands.
- Improvement in special waste management (glue, paint, etc.) in the form of messages through the public address system. Messages were broadcast every hour during the installation and dismantling phases in three different languages (English, Spanish and Catalan) reminding installers of the importance of correct special waste management.

## 5. Type of evaluation conducted and outcome of the evaluation:

- Number of visitors/participants
- Feedback from visitors/participants (willingness to change their behaviour)
- Quantity of waste avoided/collected
- Amount of CO2 avoided
- Other indicators:

Downloading the app, electronic billing, return of accreditations, compostable menu kits.



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### 6. Reasons why the action has been selected for the EWWR 2014 Awards:

#### a) Visibility and communicational aspects

This project was organised by Fira de Barcelona which has a space that provides specific content on the SCEWC website. To make the actions known to visitors, a mural was created, installed at the entrance to the event. In addition, the activities of Fira de Barcelona and of the partners, Nutrition without Borders and Ateneus de Fabricació de Barcelona, were posted on the social networks.

#### b) Quality of content and focus on waste reduction, products reuse or materials recycling

The project was executed based on the premise of implementing prevention measures in trade fairs and congresses. The initiative is based on the lines of action of EWWR 2015, such as dematerialisation and organising the activities established to coincide with the dates of the EWWR ; for instance, the reuse of materials after the event.

The objectives and main lines of the project, apart from the EWWR theme, include an extensive battery of actions for reuse, reduction of food waste and improvement in selective waste collection.

#### a) Originality and exemplarity:

The Towards 0 Waste initiative includes not only the environmental variable, but a social component, by actively involving non-profit entities. Nutrition without Borders distributes surplus food to soup kitchens and the Ateneus de Fabricació network uses the material to implement that promote inclusion.

The fact that many SCEWC visitors (44%) and exhibitors (31%) are foreign means that the visibility of the actions carried out transcends the local scope and may be diffused and generate an impact on an international scale, which facilitates their reproduction on other levels.

#### b) European reproducibility:

The actions defined were implemented based on the waste management diagnosis of Fira de Barcelona. The applicability of these measures is feasible and plausible in other events organized all over Europe. The implementation of the measures depends on the wish of the congress and trade fair organisers. The initiative has shown that any entity responsible for planning such activities can include activities within the scope of prevention.

**c) Lasting impact:** One of the project's objectives is to define a series of prevention measures implemented successfully in the SCEWC and give them continuity through establishing a strategy for extending them to other trade fairs and congresses organised by Fira de Barcelona.

The initiative has made it possible to identify actions that are relevant due to their contribution to prevention and their continuity has been planned, such as the case of creating a permanent exchange for the donation of material from community areas to social entities.

In 2015 Fira de Barcelona held a total of 76 events on its premises, with 26 of them organised directly by Fira. Taking the above data into consideration, the potential public at which these measures would be targeted is 576,900 visitors, achieving a minimum waste prevention figure of 38,636 kilos.



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### d) Motivation:

The public at which this initiative is targeted, which includes environmental and social vectors, is extremely varied and wide. The fact that the project is included in the SCEWC means that the potential public includes people visiting the congress, whether or not they are interested in prevention activities. Therefore the action arouses awareness and disseminates the importance and variety of prevention activities in events of this kind among different segments of the population, as well as awareness in relation to the reuse of the loaned materials.

On the other hand, the agents involved in the activities, such as exhibitors and social entities are also a part of the target public of the initiative. The exhibitors have identified best practices in waste prevention within the trade fair scope which they can disseminate among their companies and the social entities have incorporated environmental aspects into their activity.



**Press corner and information murals on waste strategies done for attendees and suppliers**

### Implementation of 25 selective waste collection points for paper, organic and packaging waste

