

## GUIDELINES FOR DESIGNING SUSTAINABLE TRADE FAIR INSTALLATIONS

Dear Exhibitor,  
Ahead of the 2024 edition, the Salone del Mobile.Milano has put the finishing touches to the green guidelines, which have been circulated over the last two years, 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.



### INSTALLATIONS

---

- 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 building 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, so that they can be sent to the specific authorised collection and recycling centres.



### MATERIALS

---

- 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.



### **SOCIAL SAFETY AND SUSTAINABILITY**

---

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



### **SUPPLIERS**

---

- 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.



### **MOBILITY**

---

- 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 installations, 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