



guidelines for designing sustainable trade fair installations

2025 Edition



for the next edition

Ahead of the 2025 edition, **the Salone del Mobile. Milano is strongly reasserting its commitment to an increasingly sustainable approach and invites the exhibiting companies to become the advocates and protagonists of a necessary and virtuous change**, which starts with the design of eco-compatible spaces and continues with the adoption of practices geared to safeguarding the environment, to accessibility and to inclusion in terms of both the creation of the stands and management of the experience itself.

To this end, it has further updated its **green guidelines**, issued to all those taking part in the trade fair as of 2022. The aim is to forge a shared path to sustainability, in which each exhibitor feels supported in introducing concrete and long-lasting innovations into their processes. The Salone is also keen to encourage companies to go a step further, by taking the correct disposal of the materials at the end of the trade fair into account at the design stage, drawing up a precise plan.

Curbing environmental impact is no longer an option, but a responsibility. It means not just contributing to collective wellbeing, but also grasping a unique opportunity to drive up the companies' own competitiveness and that of the industry as a whole. **Now is the time to join forces to make a difference.**

A close-up photograph of brown corrugated cardboard, showing the characteristic wavy, fluted pattern. The image is used as a background for a large white text overlay. The text is arranged in three lines, reading: 'sustainability as', 'a competitive', and 'value'.

sustainability as
a competitive
value

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.



fields and Keywords



INSTALLATIONS

Circularity - Reuse - Recycling
Energy and logistics efficiency



MATERIALS

Employing low environmental
impact materials



ACCESSIBILITY

Ensuring the usability of the
spaces for all



SAFETY

Guaranteeing safe work
procedures



SUPPLIERS

Traceable and responsible
supply chain



MOBILITY

Low Impact
Transportation



COMMUNICATION

Stating and disseminating one's own
commitment to sustainability

installations



Identifying **innovative and circular architectural solutions** for the exhibition spaces 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) in a bid to prolong their useful life, cut waste, curb the consumption of resources and emissions of climate-altering gas during production.

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, for example.

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 take down stage**, so that they can be sent 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 as per the Technical Regulations of Fiera Milano as of January 2024.

Wood and Cardboard: opting for recycled stand building products or products from sustainably managed forests with FSC or PEFC chain of custody 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 No.15).

Plastic: any on-stand catering must use plastic-free or recycled plastic tableware and cutlery or even compostable/biodegradable consumables.

Gadgets: opting for reusable and/or gadgets made from recycled/recyclable materials, therefore sourced from social initiatives or local manufacturers using recycled materials.

Waste: during the set-up and take-down phases, as stipulated in the Fiera Milano Technical Regulations, special waste must be removed on a daily basis - cardboard packaging or mixed materials, wood waste, panels, cellophane, paint or stucco containers and pieces of carpet. Exhibitors must arrange for this to be removed from the exhibition centre by one of its own suppliers authorised to carry out this service (listed in the National Register of Environmental Managers) or by requesting information from Fiera Milano's Customer Services.





accessibility

Adopting set-up solutions (such as those listed below) that **guarantee accessibility and fruition by people with disabilities.**

In the case of platforms and pavements of even minimal thickness, at least **one access ramp with a slope not exceeding 8%** must be provided within your exhibition space without encroaching on the common gangways, **well signposted and preferably in an easily identifiable and usable position.**

Creating **reception desks with a maximum height of no more than 90 cm from the ground** in order to make it **easier for visitors with wheelchairs to request information.**

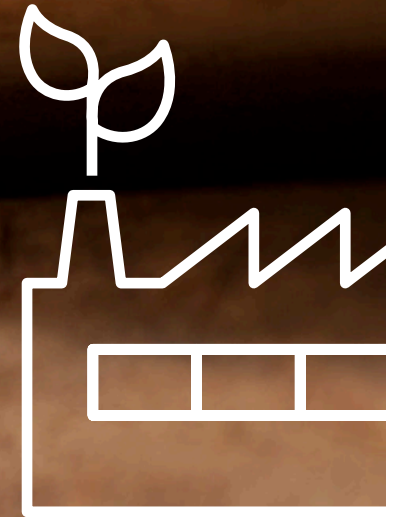
Leaving sufficient free space inside the stand for said visitors to carry out their **manoeuvres independently.**



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



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.**



Encouraging the use of **environmentally friendly modes of transport for materials** (e.g. rail) or low-emission vehicles based on the distance of supply and the type of means of transport.

Encouraging both staff and guests to use **public transport** (metro, train, airport shuttle buses) or other types of shared mobility for travel to/from the event.

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, cutting down on the amount of printed material; where the latter is strictly necessary, opting for recycled or recyclable material or material sourced from sustainably managed forests (FSC-PEFC).



