



GUIDELINES FOR DESIGNING SUSTAINABLE TRADE FAIR INSTALLATIONS

Dear Exhibitor,

As part of its own activities and looking ahead to the 2025 edition, the Salone del Mobile.Milano continues to support and accompany the exhibiting companies as regards the design and creation of increasingly eco-compatible and sustainable spaces and to promote the spread of good accessibility and inclusion practices through the sharing of green design directions. As well as stimulating and proffering concrete suggestions so that all exhibitors feel encouraged to innovate and ensure that the processes of construction and take-down of temporary spaces and stands are as ecological as possible, the aim is also to invite exhibitors to identify a plan during the design stage for the correct management of the materials at the end of the event, in order to reduce the environmental impacts of the sector increasingly effectively.



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 the 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.



MATERIALS

- 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.



SAFETY

- 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.



MOBILITY

- 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.



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, 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).