



Guidelines for guest event organisers

**Sustainable**

**event organisation**





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Dear Guest Event Organiser,

Since the opening of the trade fair center in October 2007, we have been pioneering in our sustained commitment to the industry. The word "we" comprises many individuals who form a strong team: Messe Stuttgart, its service partners and service providers.

It is very important to us to act responsibly both for ourselves at present and for the generations to come. What has already been implemented on a small scale is now being addressed on a larger scale.

As an actor in both the event industry and the trade fair industry, we have set ourselves the goal to lead by example. We want to offer you solutions that enable you and us to make your event economically successful and sustainable at the same time. On the following pages, we have summarised these solutions for you.



Foreword by the Board of Management

We are very pleased to have you on our side in making a valuable contribution to the preservation of our environment and quality of life.

Messe Stuttgart

Roland Bleinroth  
President

Stefan Lohnert  
President



Messe Stuttgart is directly connected to public transport. The proximity to the urban rail and tram lines in combination with the planned ICE station (completion by the end of 2025) enables a comfortable and environmentally friendly way to get to the exhibition grounds.

Low-cost combination tickets for trade fair access and transport in the entire greater Stuttgart area network can be offered in cooperation with the Verkehrs- und Tarifverbund Stuttgart GmbH (local public transport provider VVS). For long distances, Deutsche Bahn offers an event ticket.

Use the opportunities of public transport:

- When choosing the event times, make sure that travelling by public transport is possible.
- Create incentives for the use of public transport and offer your exhibitors and visitors combination or event tickets.
- Inform your participants and visitors in good time about environmentally friendly travel options and

expressly ask them to arrive and depart in a climate-friendly manner.

Electric cars and electric two-wheelers (e.g. e-bikes, pedelecs) can be charged within a very short time at three EnBW charging stations with a total of six charging connections that are located in front of the East entrance to the fair. For all those who enter our venue via Gate 1, such as exhibitors, there are additional mobile charging points available. SHARE NOW customers also have the opportunity to rent or park the electric vehicles of the Stuttgart mobility provider directly at the electric charging station. E-charging stations are also available at the neighbouring airport in the immediate vicinity of the exhibition center.

At the East and West entrances, there are eight additional bicycle parking slots with fast charging connections for e-bikes and pedelecs. These so-called "ChargerCubes" are free of charge for users thanks to solar panels. The boxes are equipped with lockers for bicycle helmets and backpacks.



## Environmentally friendly arrivals and departures



Rental stations of the city of Stuttgart also offer guests from abroad the opportunity to rent bicycles and pedelecs. More information is available here:

- Find more information about e-charging stations at the airport, arrival by bike and mobility in Stuttgart here:

Sustainable together - for climate-neutral mobility:



E-charging stations



Bikes



Mobility in Stuttgart

- Charge your electric vehicles at our ChargerCubes.
- Rent low-emission vehicles for local trips.
- Offer shuttle service or carpooling between hotels and the Messe Stuttgart trade fair center.
- Benefit from the offers of car sharing provider SHARE NOW and rent an electric vehicle directly at the exhibition grounds from the SHARE NOW parking lots.
- Inform your visitors about the ChargerCubes and the car sharing options of SHARE NOW.
- Give your participants and suppliers information about parking spaces and delivery options in order to avoid driving unnecessary distances.



## MESSE STUTTGART

Both in the ICS International Congress Center Stuttgart and in the halls, a pleasant atmosphere is created through natural light. The halls have partially glazed facades and a light strip along the length of the halls - thus creating a natural lighting situation at low energy consumption. Additional lighting in the exhibition halls can be controlled individually.

Messe Stuttgart uses exhaust gas heat exchangers to generate heat and has intelligent heat recovery systems in place. The cooling is supported by an ecologically advanced cold storage system. It produces ice at night using CO<sub>2</sub>-neutral electricity, thus relieving the load on the chillers during peak load periods. In addition, a layered ventilation system saves energy by supplying fresh air only to the lower hall sectors, rather than circulating and replacing all the air. Messe Stuttgart annually purchases certificates of origin for CO<sub>2</sub>-neutral electricity from hydropower for electricity consumption in accordance with the actual demand.

- When choosing the lighting for your event, make the most of the incoming daylight.
- If possible, avoid darkening and subsequent artificial lighting for your event.
- Consider the different hall areas individually and allow the lighting to be controlled as needed.
- Use energy-efficient devices such as LED technology deliberately. In doing this, pay attention to the energy efficiency classes on the devices.
- Do not heat above 19°C and do not cool more than 6°C below outside temperatures.
- Keep the doors and gates of the halls and the ICS International Congress Center closed.
- Make sure that devices are turned off when they are not in use for an extended period of time.





Energy efficiency



## LOGISTICS

Messe Stuttgart relies on DB Schenker for logistics. Our logistics partner offers its own trade fair portfolio, which is individually tailored to the needs of its customers.

Plan your logistics in due time and work efficiently with the right distribution of loads.



DB Schenker

## EVENT TECHNICAL SERVICES

For event technology, media handling, rigging and suspensions, Neumann&Müller is the trusted partner of Messe Stuttgart. Neumann&Müller works out of offices on the venue and supports the organisers in all project phases.

### Remote Simultaneous Interpreting 4.0

Interpreters need no longer work on the venue but from a permanent or temporary RSI hub. The use of digital technologies significantly reduces the cost of simultaneous interpreting.



Neumann&Müller



When purchasing, make sure that the products and services are produced under environmentally friendly (ecological) and fair (social) working conditions. Important procurement criteria are environmental compatibility, energy consumption, CO<sub>2</sub> emissions and social responsibility for employees at the suppliers of intermediate or raw materials - at best along the entire supply chain of a product. For the sake of the environment and the people, new paths can be taken. There are now good alternatives on the market.

- When purchasing products and services, consider the ecological and social criteria to make your procurement sustainable.
- In all procurement processes, consider the social and environmental impacts that would result from the purchase.
- When making your decisions, consider not only the purchase price, but also the direct and indirect follow-up costs. For example, check whether the product is durable and repairable and what it costs to dispose of the product.



## Sustainable procurement



- Check the suppliers for environmental, delivery and social standards as well as corresponding certifications such as EMAS, ISO 14001, SA 8000 etc.
- Rely on regional service partners and suppliers so that long transport routes can be avoided.
- Use our network and cooperate with our regional partners. You can benefit from their experience on our trade fair center as well as from shorter distances.
- Rely on products that will remain in place for the long term. In production and delivery, these should have as little impact on the environment as possible and be socially acceptable.
- Use biologically recyclable products and encourage your exhibitors to rethink.
- Prefer fair trade products for products from the Global South, because in countries of the Global South, fundamental human and labour rights are often violated. When you buy fair trade products, you promote fair trade practices and better living and working conditions.
- Use merchandising items that are ethically and ecologically sound.



Exhibitions and events are associated with a high level of resource expenditure and, in view of the increasing scarcity of resources, careful handling and proper planning in order to conserve resources is of enormous importance.

- Before purchasing, check the actual demand and avoid procurement processes that are not strictly necessary, such as one-time hospitality gifts.
- Include alternatives to buying new and check whether rental options are possible. For example, furniture can be rented through our contractual partner JMT.
- In unavoidable resource expenditures, consider a reduction. You can, for example, only lay carpet where it is absolutely necessary, or display brochures as view copies and otherwise provide a QR code for scanning. Please promote a gentle handling of water.

- Orient your plans to the highest possible reusability of materials. You can rely on reusable systems, location- and date-independent branding as well as durable and recyclable building materials.

#### PRINT PRODUCTS

- Switch to digital alternatives whenever possible. Send invitations electronically, use digital brochures and event apps to convey information, and make presentations available online.
- If necessary, use certified, recycled paper with double-sided printing and reduced formats.



## Conservation of resources



### DECORATIONS

- Use reusable and environmentally friendly decoration materials.
- Avoid, for example, cut flowers and replace them with potted plants which you can rent from our service partner Scheiermann via the trade fair service or directly on site
- Contact: [stuttgart@scheiermann.de](mailto:stuttgart@scheiermann.de).

### SIGNAGE

- Take advantage of the digital signage facilities on the venue.
- Choose reusable solutions for your signs. Our service partner Sign Service will support you in this.
- Choose neutral branding on your banners, roll-ups or displays to make them reusable.
- Contact: [info@signservice-stuttgart.de](mailto:info@signservice-stuttgart.de)

### EXHIBITION STAND CONSTRUCTION

- Use stand modules or have stand construction concepts designed that can be used multiple times.
- Use recycled and reusable materials such as carpet tiles instead of disposable carpets.
- Contact: [standbau@messe-stuttgart.de](mailto:standbau@messe-stuttgart.de)



Digital Signage



SignService



## Catering

Messe Stuttgart's catering partner is ARAMARK GmbH. ARAMARK purchases seasonal and regional products that are certified organic and fairly traded. They have their own waste management against food waste in place.

- Make it easy for yourself and work with our caterer. For a sustainable catering offer, you can contact our partner ARAMARK GmbH directly. Contact: [messe.bankettverkauf@aramark.de](mailto:messe.bankettverkauf@aramark.de)
- Choose seasonal, regional, organic and fair trade products.
- Show responsibility and only offer meat, fish or dairy products that are certified and traceable.
- Do not use PET bottles, but replace them with glass carafes that can be refilled. Tap water can be mixed with citrus fruits.
- Consider the individual wishes and needs of your visitors and offer food that covers various diets such as halal, kosher, vegetarian, vegan, lactose-free, gluten-free etc.
- Implement a clear labelling of all dishes so that participants can clearly see whether they are vegetarian, vegan, halal, kosher, etc.
- Donate leftover food to the Schwäbische Tafel Stuttgart e. V. (Contact: [mail@stuttgarter-tafel.de](mailto:mail@stuttgarter-tafel.de)) or cooperate with the local food sharing group (Contact: [unternehmen@foodsharing.de](mailto:unternehmen@foodsharing.de)).
- Choose reusable tableware and avoid food with excessive packaging.



ARAMARK



Schwäbische Tafel  
Stuttgart e.V.



© Rainer Klostermeier

## Accommodation

Three hotels are located right on the Messe Stuttgart campus:

- Mövenpick Hotel Stuttgart Airport
- Mövenpick Hotel Stuttgart Messe & Congress
- Wyndham Hotel Stuttgart Airport Messe

Many more hotels can be reached quickly by public transport.

Choose one of the nearby hotels for your guests and allow them short journeys during the event time, saving CO<sub>2</sub> too.



Mövenpick Airport



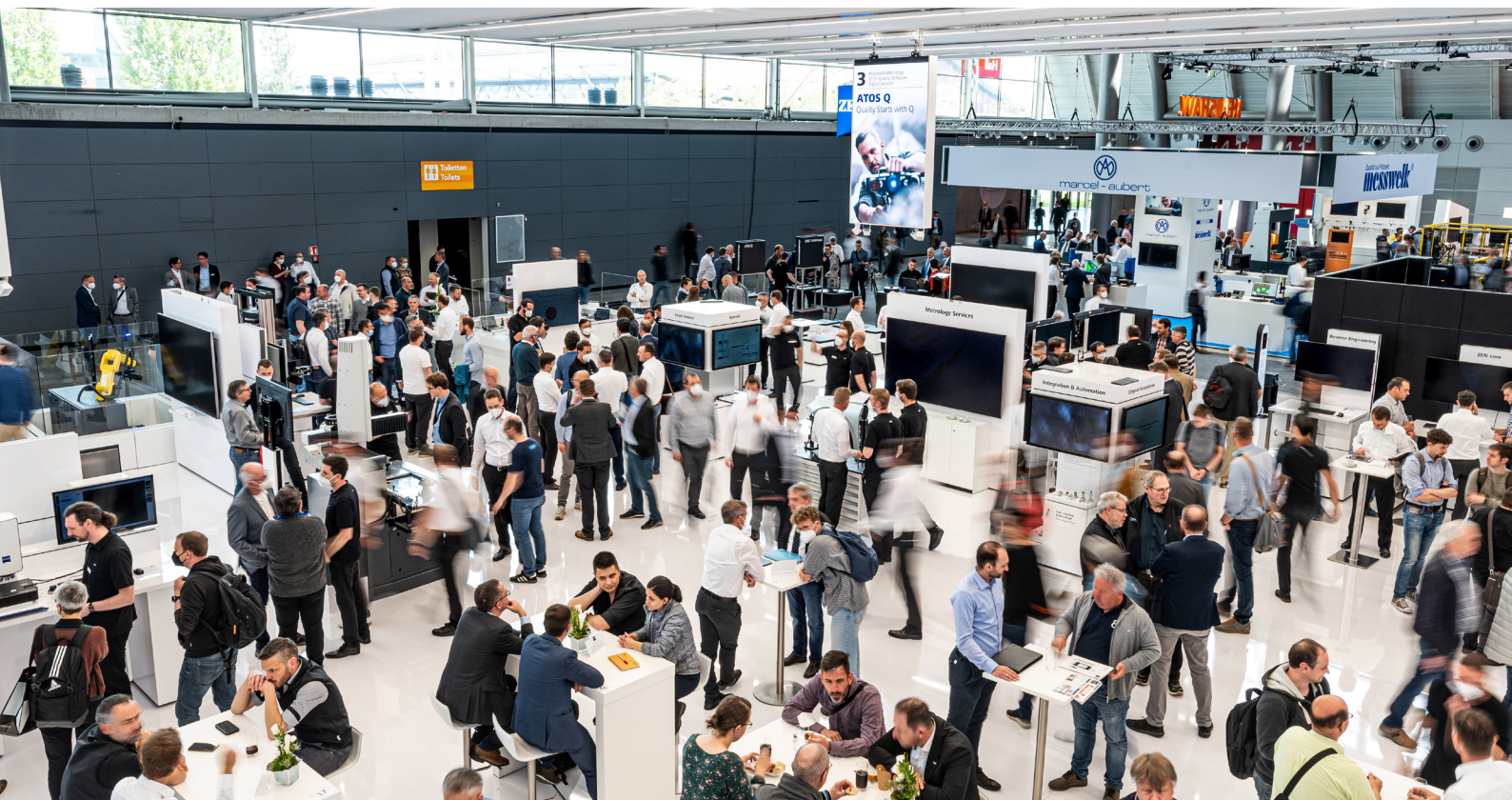
Mövenpick Messe



Wyndham Stuttgart



Hotel reservation



## Waste management

Messe Stuttgart's partner for waste management is the dias Dickmann Industrie- und Anlagenservice GmbH Stuttgart. The company is certified according to ISO 14001 Environmental Management Systems, ISO 9001 Quality management systems, ISO 45001 Occupational health and safety management systems and ISO 13549 Quality measuring systems. The disposal system is organised according to source and determines the costs depending on degree of separation and weight.

At all events, dias employees are on site and advise exhibitors in the halls on the optimal separation and disposal of the waste. Messe Stuttgart also offers an online ordering system in which the expected amounts of waste can be pre-registered.

- Please inform your exhibitors in advance of the support provided by dias on site.
- Create awareness for the responsible use of raw materials among your exhibitors and make them aware of waste prevention and the circular economy from the planning on.
- Make sure that you, as the organiser, as well as your exhibitors calculate the wastes to be expected in advance.
- Inform the exhibitors that different fractions can be booked, depending on the waste category, so that wastes can be separated and sorted as well as possible.
- At the beginning of the event, advise participants of the waste separation and inform them about the separate deposit collection containers in the entrance areas.
- Contact: [entsorgung.lms@dias-service.de](mailto:entsorgung.lms@dias-service.de)





## Carbon footprint

Since 2019, Messe Stuttgart has been calculating its Corporate Carbon Footprint with ClimatePartner every year and is constantly working on expanding the system boundaries and possible prevention and reduction measures. Emissions that arise during non-trade fair operations and could not be reduced to date are offset within the limits set by internationally recognized climate protection projects. ClimateID Tracking: ClimatePartner

- Use a CO<sub>2</sub> calculator of your choice to balance your event and enter the dates of your event to calculate the amount of CO<sub>2</sub> emissions caused.
- From the calculations, derive measures for your next event to prevent and reduce emissions. In particular, look at the areas in which most emissions were caused to identify the largest reduction potentials.

- Select a provider of compensation services that can prove the quality, transparency and additionality of its climate protection projects. Choose a project that is certified according to the CDM Gold Standard or comparable. This ensures that the compensatory payments only support projects that have been shown to reduce greenhouse gases while at the same time being good for the local environment and social concerns of the population.





## Accessibility

An event should be accessible to all, regardless of physical or mental impairment. Accessibility is an important step toward promoting inclusion and ensuring that every participant can take full advantage of the event. The event should be planned from the outset in such a way that people in wheelchairs and people with walking, visual or hearing impairments can participate.

- Provide sufficient information on the accessibility of the building, parking spaces and the route, and communicate contact persons for those seeking more information.
- Make sure you use accessible communication. Invitations, information pages and signage should be accessible, user-friendly, in high-contrast and plain language. The supporting program of events should also be co-designed by sign language interpreters and script interpreters, if necessary.

- Consider the width of the aisles and the inclusion of wheelchair spaces and seating for accompanying persons as well as for people with visual and hearing impairments, and pay attention to the barrier-free orientation of the catering.



Barrier-free fairground



## Diversity and equal opportunities

An event can only have its full impact and appeal to a broad audience if it is planned and designed in a diverse and opportunity-oriented manner. A conscious approach to diversity in our society will help to prevent discrimination of any kind during all stages of the event. No one should feel discriminated against on the grounds of sexual affiliation, gender, ethnicity, social origin, belief or physical and mental condition.

- Create an environment in which all participants are respected and accepted, and no one is excluded or discriminated against.
- Consider the diversity aspects when planning your programme and when staffing the panels or podiums and in the selection of your speakers.
- When communicating, pay attention to gender-neutral and diversity-sensitive language, as well as the provision of interpreters or translators for participants who speak a different language.
- During discussions and speeches, prevent contributions with sexist, racist and queer-hostile content.
- Check the event for any discriminatory content.



Once the event has been successfully held, you can take a new approach to sustainability and achieve positive effects.

- Evaluate your events continuously and derive important measures and potential for improvement.
- Take advantage of your experiences from previous events and benefit from them in the future.
- Keep yourself informed and open for adjustments on an ongoing basis and rely on innovative solutions.
- Get your event certified to draw attention to your mindful event organization and show your attendees that sustainable implementation is important to you.



## Positive effects and certifications



For example, you can be certified via

### GREEN EVENTS BW

The certification honours events in Baden-Württemberg that are sustainably planned and implemented. Events that meet the requirements may advertise with the logo and are listed in the publicly accessible event database of Green Event BW. Registration Green Event BW:N Strategy ([nachhaltigkeitsstrategie.de](http://nachhaltigkeitsstrategie.de))

### ISO 20121

The event sustainability management system provides guidelines and best practices to help control social, economic and environmental impacts.

### CLIMATE FAIR EVENT

The Climate Protection Foundation BW certifies climate-friendly planned and implemented events that effectively prevent emissions. A detailed checklist guides you through the planning process and, after the balance sheet and compensation for all residual emissions, the "Climate Fair Event" label is awarded.



Green Events BW



ISO 20121



Climate Fair Event



## Sustainability check list

### HOW TO MAKE YOUR EVENT

#### SUSTAINABLE

How can an event be planned sustainably?  
In order to make your work a little easier, our sustainability team has put together a check list for you containing topics and measures that have to be considered in order to make your event as sustainable as possible. The list comprises eleven points, from arrival & departure to accessibility.

**ENVIRONMENTALLY FRIENDLY ARRIVALS AND DEPARTURES**

- Do you provide exhibitors and visitors with comprehensive information about environmentally friendly travel options?
  - Urban rail lines S3 and S2 ([www.vvs.de](http://www.vvs.de))
  - Light rail U6 ([www.vvs.de](http://www.vvs.de))
  - Bus connections ([www.vvs.de](http://www.vvs.de))
  - RegioRad station ([www.regioradstuttgart.de](http://www.regioradstuttgart.de))
  - Charger Cubes ([www.messe-stuttgart.de/bike](http://www.messe-stuttgart.de/bike))
  
- Have you chosen the event times so that travelling to and from the hotel is possible by public transport?
  
- Do you provide incentives for the use of public transport?
  - Combination tickets for the entire greater Stuttgart public transport network, [www.vvs.de](http://www.vvs.de)
  - Event tickets e.g. from Deutsche Bahn ([www.bahn.de](http://www.bahn.de))
  
- Do you use alternative drives and point out charging stations?
  - For electric vehicles: Charging stations at the Entrance East and at the airport
  - For e-bikes and pedelecs: Charging stations at the East and West entrances
  
- Do you provide comprehensive information about parking spaces and delivery options in order to avoid unnecessarily long routes?
  - Parking ([www.messe-stuttgart.de/parking](http://www.messe-stuttgart.de/parking))
  - Deliveries ([www.messe-stuttgart.de/delivery](http://www.messe-stuttgart.de/delivery))

**ENERGY EFFICIENCY**

- Do you rely on the most environmentally friendly lighting options possible?
  - Use natural light in the exhibition halls and in the ICS meeting rooms
  - Artificial lighting can be individually controlled if required
  
- Do you pay attention to low-energy air conditioning?
  - Do not heat above 19 degrees Celsius in winter.
  - Do not cool in summer more than 6 degrees Celsius below outside temperature.
  
- Do you pay attention to efficiency and utilization when transporting?
  - Support from logistics partner DB Schenker ([sales-fairs.stuttgart@dbschenker.com](mailto:sales-fairs.stuttgart@dbschenker.com))
  - Use regional service partners to save on transport routes
  
- Do you use energy-efficient and environmentally friendly event technology?
  - Contract partner for event technology Neumann&Müller ([ics.stuttgart@neumannmueller.com](mailto:ics.stuttgart@neumannmueller.com))

## SUSTAINABLE PROCUREMENT

- By choosing the service partners of Messe Stuttgart, you decide on companies and providers from the region.
- Do you consider the social and environmental impact when making purchasing decisions?
  - Check alternative solutions if necessary
  - Avoid purchases that lead to deforestation, soil or water pollution, or human exploitation
- Have you checked environmental, delivery and social standards as well as the corresponding certifications of the suppliers?
  - Environmental standards: EMAS, ISO 14001, ISO 50001
  - Social standards: ISO 45001, OHSAS 18001, SA 8000, FLA
  - Environmental and social standards: EcoVadis, ZNU standard
  - Product labels: Fairtrade, Blue Angel, EU Ecolabel etc.

## CONSERVATION OF RESOURCES

- Have you reviewed the demand and alternatives?
  - Eliminate non-essential procurement processes and employ demand-oriented procurement (consumption quantity planning)
  - Review rental options and focus on recycled, recyclable materials. Cooperate with our contract partner for rental furniture JMT (*info@jmt.de*) for this purpose.
  - Dispatch invitations electronically
  - Use digital signage on our venue
  - Distribute digital brochures, provide an event app
  - Print on certified, recycled paper
  - Observe the ban on plastic bags
- Do you reduce your consumption?
  - Provide view copies of booklets only
  - Print double-sided and resize formats
  - Reduce carpeted aisles
- Do you consider reusability?
  - Sensitise exhibitors for sustainable trade fair stands (system stands, durable, recyclable building materials and regional stand construction service providers (*standbau@messe-stuttgart.de*))
  - Replace disposable giveaways by durable products with environmental and social added value
  - Prefer reusable decoration materials
  - Brand banners location and time independent
- Do you collect recyclable products such as print products, writing materials and name badges at the end of the event?





## WASTE MANAGEMENT

- Do you encourage your exhibitors to pay attention to waste prevention and reduction when planning?
- Do you sensitise your exhibitors for the sorted waste separation?
  - Provide information on available waste fractions (bag sizes and containers)
  - Point out that waste fractions can be pre-ordered via the online ordering system
  - Provide incentives / reward for sorted waste separation
  - Get support and advice from waste disposal partner dias
- Do you inform participants about correct disposal?
  - Waste islands throughout the exhibition grounds
  - Deposit collection containers of Trott-war e.V. in the East and West entrances

## CATERING

- Contracting partner for catering is ARAMARK GmbH (*messe.bankettverkauf@aramark.de*)
- Do you favour regional, seasonal and fair trade foods?
- Do you mainly offer vegetarian/vegan meals and meat-reduced dishes to choose from?
- Have you planned the catering in such a way that it is possible to dispense with disposable dishes or to recycle them?
  - Use of reusable tableware
  - ARAMARK GmbH uses plates made of pressed palm leaves and cutlery made of organic plastic CPLA at large events
- Have you thought about what happens to excess food?
  - ARAMARK GmbH: Food residues are fed into a biogas plant
  - Schwäbische Tafel ([www.tafel-stuttgart.de](http://www.tafel-stuttgart.de)) or foodsharing ([www.foodsharing.de](http://www.foodsharing.de))
- Are various diets taken into account in the catering?
  - Vegetarian, vegan, kosher, halal
  - Labelling for food and ingredients

## ACCOMMODATION

- Do you draw the participants' attention to nearby hotels and reserved contingents?
  - Hotel reservation ([www.messe-stuttgart.de/hotel-reservation](http://www.messe-stuttgart.de/hotel-reservation))
  - Nearby Hotels: Mövenpick Hotel Stuttgart Airport, Mövenpick Hotel Stuttgart Messe & Congress, Wyndham Hotel Stuttgart Airport Messe
- Do you favour accommodation with low environmental impact or sustainability certificates?
  - Make participants aware of portals such as BookDifferent! ([www.bookdifferent.com](http://www.bookdifferent.com)) if necessary.

## CLIMATE BALANCE

- Do you calculate the CO<sub>2</sub> footprint for your event?
  - Providers of CO<sub>2</sub> calculators: Federal Environment Agency, ClimatePartner and many others
  - Draw up the carbon footprint of your event through the Baden-Württemberg Climate Protection Foundation and receive the "Climate fair event" logo if applicable.
- Do you derive important measures and potential for improvement from the consumption values of your event?
- Do you compensate for unavoidable emissions by supporting certified climate protection projects?
- Do you offer your participants the opportunity to calculate their CO<sub>2</sub> footprint and balance it if they are interested?

## ACCESSIBILITY

- Do you consider the aspects of barrier-free communication?
  - Sign language interpreters and written interpreters
  - User-friendly and light language, if necessary
  - High contrast and large font
  - Adequate signage
  - Easy operation of the website
- Is your invitation barrier-free?
  - Sans-serif font and at least 12 pt., sufficient colour contrasts
  - Accessible PDF, readable for screen readers
  - Information on the accessibility of the building
  - Two-sense response options: Telephone and e-mail / fax / letter
  - Attach a query for support needs: What is needed by the participants (written interpreters, sign language interpreters, other tools)
- Do you offer important information in advance and on site?
  - Information on the accessibility of the building (toilet for the disabled, parking spaces, etc.)
  - Barrier-free routing ([www.messe-stuttgart.de/barrier-free](http://www.messe-stuttgart.de/barrier-free))
  - Contact for information seekers
- Do you pay attention to barrier-free event set-up and do your exhibitors point this out?
  - Override options and accessible controls
  - Suitable seating and parking spaces as well as movement areas
  - Sufficient light sources
  - Accessible buffet (readable signage, wheelchair accessible, passable) and alternative to bar tables
- Is the event available in a digital format as an alternative?

**DIVERSITY**

- Do you consider gender mainstreaming and diversity aspects in your communication and the accompanying programme?
  - Gender-appropriate and diversity-sensitive written and oral language
  - Translations and Multilingualism
  - Gender balance and diverse composition among speakers and people with an active role
- Have religious holidays and family-friendly times been taken into account when planning?
- Has the event been checked for discriminatory content of any kind?

**CERTIFICATION**

- Do you have your event certified?
  - Green Events BW ([www.nachhaltigkeitsstrategie.de/greeneventbw](http://www.nachhaltigkeitsstrategie.de/greeneventbw))
  - Climate Fair Event ([www.klimaschutzstiftung-bw.de](http://www.klimaschutzstiftung-bw.de))
  - ISO 20121 ([www.iso.org/iso-20121-sustainable-events.html](http://www.iso.org/iso-20121-sustainable-events.html))

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