

Munich, December 10, 2019

Press Release

IFAT 2020

Code of Conduct: “Make the fair as sustainable as possible”

- Appeal to all fair participants
- CO₂ compensation for the travel to and from IFAT
- IFAT Environmental Leadership Award for sustainable trade fair concepts

Silvia Hendricks
PR Manager
Tel. +49 89 949-21483
Silvia.hendricks@messe-
muenchen.de

IFAT in Munich is the world's largest trade fair for environmental technologies—and, on its own account, has long been committed to sustainability as well. This endeavor is now reinforced by a Code of Conduct and the IFAT Environmental Leadership Award—an award for a sustainable trade fair appearance.

“When IFAT opens its doors to welcome more than 3,300 exhibitors and around 145,000 visitors next May, we want to make the fair as sustainable as possible,” explains Philipp Eisenmann, Exhibition Director IFAT. The event is already benefiting from exhibition grounds that offer many environmentally friendly facets, from geothermal energy and photovoltaics to extensive planting. “We have summarized existing and new measures in a Code of Conduct—and appeal to visitors, exhibitors and partners to behave in the most environmentally friendly way possible.” One of the new offers: a CO₂ calculator including the possibility to offset CO₂ emissions for traveling to and from IFAT with donations to environmentally friendly projects.

An award for sustainable trade fair concepts

The IFAT Environmental Leadership Award is already well established and, among others, has been awarded to Auma Obama and the Club of Rome. “Now the prize is being given a new direction: we want to create an incentive to exhibitors to participate in the fair in a sustainable manner,” explains Eisenmann. The criteria are: mobility behavior, recyclable stand construction, recyclable

Messe München GmbH
Messegelände
81823 München
Germany
messe-muenchen.de

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materials, catering, waste management, giveaways, production of advertising material and other measures. The submissions will be evaluated by a jury chaired by Prof. Dr. Martin Faulstich, Chair Professor at the Environmental and Energy Engineering Department of Clausthal University of Technology and Director of INZIN—Institute for the Future of Industrial Society. Exhibitors can still apply until mid-February. Further information is available at www.ifat.de/award.

Traveling, eating and constructing stands in an eco-friendly way

All IFAT participants can benefit from the good access to public transport. Those traveling by train can use IFAT's special Event Ticket for Deutsche Bahn. And for those who cannot do without a car or an airplane, ClimatePartner's CO₂ calculator is the solution for compensating CO₂ emissions through donations to selected climate and environmental protection projects.

The already proven measures at IFAT include visitor catering based on local supply chains, the general use of recycled paper and the stand model "Wood" from our partner Meplan. Free drinking water dispensers connected to the pipe system are available as well. IFAT also supports the Alliance for Development and Climate, which is sponsored by the Federal Ministry for Economic Cooperation and Development, the Research Institute for Applied Knowledge Processing and the German Society for International Cooperation. "The measures show that we have set out to realizing a trade fair that is as environmentally friendly as possible—and we will consistently continue along this path in the coming years," explains Philipp Eisenmann.

Sustainable infrastructure of Messe München

Messe München, the venue of IFAT, also contributes to a sustainable event. Examples: there are 2,500 trees on the exhibition grounds; the exhibition lake feeds itself from rainwater and groundwater; the halls' roofs are equipped with one of the largest photovoltaic roof systems in the world; a large part of the heat in the exhibition halls is generated with geothermal energy; and the electricity requirement is covered 100 percent with green electricity. In addition, Messe

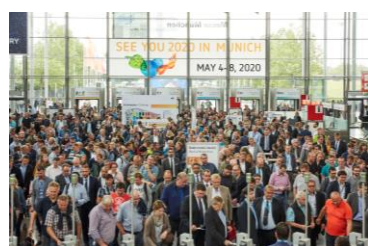
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München is continuously driving forward the process of CO₂ compensation and the avoidance of plastic waste.

More information on IFAT is available at ifat.de, and especially on the **Code of Conduct** at www.ifat.de/sustainability and the **CO₂ calculator** at ifat-worldwide.com/co2calculator.



In future, the IFAT Environmental Leadership Award will honor sustainable trade fair concepts.



IFAT's Code of Conduct appeals to visitors, exhibitors and partners to behave in the most environmentally friendly way possible.

About IFAT

IFAT is the world's largest and leading environmental technology trade fair. Every two years, the world-leading trade show presents solutions for water, sewage, waste and raw materials management as well as solutions to make maximum use of resources and to close raw material cycles. The 2018 edition attracted 3,305 exhibitors from 58 countries and 142,472 trade visitors from 162 nations. The event occupied a completely booked space of 260,000 square meters, divided among 18 halls and an outdoor area. The next IFAT will be held at the exhibition center in Munich from May 4 to 8, 2020.

IFAT worldwide

Messe München not only demonstrates its considerable expertise in organizing environmental technology trade shows with the world's leading trade fair IFAT. Other international events include IE expo China in Shanghai, IE expo Chengdu in Chengdu, IE expo Guangzhou in Guangzhou, IFAT Africa in Johannesburg, IFAT Eurasia in Istanbul, IFAT India in Mumbai as well as IFAT Delhi in New Delhi. Together, the eight IFAT events form the world's leading network for environmental technologies.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.