

Sustainability policy FieraMesse

#FORABETTERFUTURE

Fiera Bolzano SpA (FieraMesse) is a centre for regional, national and international trade fairs, congresses and events in Bolzano, South Tyrol.

FieraMesse comprises 4 exhibition halls with 3 conference areas, the H1 event space, the Marco Polo underground car park and the FieraMesse offices, covering a total area of 42,000 sqm. The roof of the exhibition hall houses an uncovered car park.

The exhibition grounds are located in the industrial area of Bolzano Sud, an important economic centre of the city. This area is home to numerous companies and offices that contribute to the region's economic dynamic. The nearest river, the Adige, and the adjacent forests are more than 500 metres away from the fairgrounds, offering a good balance between urban infrastructure and a natural environment.

The fair is delimited by clear boundaries: to the north by the Via Galileo Galilei, to the east by the Via Marco Polo, to the south by the A22 motorway and to the west by the Via Mayr-Nusser. This strategic location makes Fiera di Bolzano a central point of reference for events and trade fairs in South Tyrol. It is easily accessible to visitors from both the region and the rest of Italy and neighbouring countries, which further emphasises its importance as an event venue.

Each year we organise nine trade fairs ourselves and host over 45 events of third-party organisers, welcoming around 285,000 visitors. As the economic centre of the province, FieraMesse plays an important role in promoting innovation, particularly in areas such as renewable energy, sustainable construction and regional agriculture.

Our vision is to be not only a platform for business, but also a pioneer of environmental responsibility and social engagement. We recognise that all our activities can have a potential negative impact on the environment and the community if not properly managed. To achieve this ambitious goal, we work to improve every day. We strive to promote and integrate sustainable practices in all areas of our activities.

In recent years, FieraMesse has increasingly focused on sustainability, which is already a central part of our vision. In recent years we have already implemented numerous measures to minimise our ecological footprint and assume social responsibility.

Energy and nature: our photovoltaic systems cover about 50 per cent of our energy needs. Above our offices we have a green roof with a beehive housing a colony of 15,000 bees, which produce honey and contribute to the promotion of biodiversity.

Sustainable stands: our exhibitors have access to environmentally friendly and reusable stand solutions that reduce waste and conserve resources. To reduce the purchase of non-recyclable materials and to reduce the negative impact of waste, we decided long ago not to use carpeting to cover the aisles of the exhibition halls.

Family and work: FieraMesse, as an employer, is certified for the 'family-work' audit. This recognition reflects our commitment to a sustainable corporate culture.

Fiera Bolzano SpA

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Sustainability awards: At our events, we present sustainability awards to recognise companies and projects that help to promote a sustainable future with innovative ideas.

Community: FieraMesse promotes sustainable mobility for the reduction of emissions and gives visitors who purchase a trade fair entrance ticket a ticket to use public transport (bus and train) to reach the trade fair grounds. We are committed to combating food waste in favour of the people who can benefit from that waste, by cooperating with Volontarius - Cacciatori di Briciole and the fairground catering operators.

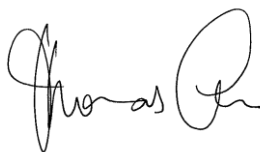
FieraMesse is committed to continuous improvement in performance as measured in the annual Benchmarking survey. The FieraMesse team wants to work towards minimising our environmental footprint by implementing sustainable procedures and activities including reducing our use of Energy, Water and Waste production over time. To reduce the environmental impact of our events and daily activities, we use sustainable materials, promote the use of reusable and recyclable products and produce renewable energy. Comprehensive sustainable management and waste recycling programmes are at the heart of our daily activities.

With these measures, FieraMesse has set itself the goal of becoming the most sustainable trade fair in Italy and achieving this through Earth Check certification.

FieraMesse is committed to continually improving its sustainability strategy and to regularly reviewing and updating its procedures. We rely on innovative approaches to improve our sustainability performance and promote continuous training of our employees in order to integrate sustainable behaviour in all areas of our company. For this reason, since the beginning of the certification process, we have established an internal Green Team that deals with all sustainability issues and actively lives it. The Earthcheck coordinator is Verena Lambacher, supported by Sustainability Manager Massimiliano Cudin.

FieraMesse gives special consideration, where possible and permitted by law, to the purchase of products that are local and aligned to Fair Trade and ESG principles, and to the use of local employees and suppliers.

We encourage our staff to disseminate our environmental and social sustainability commitments to our stakeholders including visitors, suppliers and service providers.



Thomas Mur
Director FieraMesse

N.B. This policy is a public document and is updated annually