



Guidelines for Guest Event Organisers
at Messe Stuttgart

Sustainability in the Meeting Industry



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Foreword by the Board of Management

Dear Guest event organiser,

Since the opening of our new venue in October 2007, our sustainable commitment has been ground breaking in the industry. We are in this together, a team of many individuals representing Messe Stuttgart, our partners and service providers.

It is a central issue for us to act responsibly for ourselves as well as for the generations to come. The many small steps that have been taken so far shall from now on be realised on a grander scale.

As an active player in the meeting and trade fair industry, we have therefore made it our goal to set a pioneering example and offer solutions that enable you and us to stage both successful and sustainable trade fairs. We would like to present these solutions to you on the following pages.

We are pleased to have you at our side to make a valuable contribution to maintaining our environment and the quality of life.

Messe Stuttgart

Roland Bleinroth
President, CEO

Stefan Lohnert
President



Energy and climatisation



Daylight provides a pleasant atmosphere in the ICS International Congress Center Stuttgart and all exhibition halls of Messe Stuttgart. The halls are fitted out with partly glazed façades and strip-line lighting which creates good lighting with low energy consumption. For more lighting options, the halls can be controlled individually.

- Take the incoming daylight into account when choosing the lighting for your event.
- Avoid if possible to darken the facilities and afterwards have to light them artificially again for your event.
- Consider the hall areas individually and control the lighting according to the actual need in the particular area.
- Use energy efficient devices such as LED technology wherever possible.
- Do not heat to more than 20° C or cool down more than 6° C below outside temperatures.
- Keep the doors and gates of the halls and the ICS closed.
- Save resources such as energy, water and material. This will constitute a valuable contribution for the environment and preserve your budget.



Photovoltaic systems on the roofs of the exhibition halls

Mobility

Messe Stuttgart is directly connected to the public transport grid. The convenient access to the city-trains and to the tram network (completion in 2021) in combination with a planned high-speed train station provides quick and eco-friendly travel to the fairgrounds.

In cooperation with the Stuttgart public transport network company (VVS), low-priced combination tickets for the entire network area of greater Stuttgart can be offered. For long-distance travel, the German Rail Event ticket is the best choice.

Use the opportunities of the public transport network.

- Offer combination or event tickets to your exhibitors and visitors.
- Arrange shuttle services or car pools between hotels and Messe Stuttgart.
- Inform your participants early on about eco-friendly travel opportunities to our venue.

Three charging stations powered by the regional EnBW power company provide a total of six charging points right in front of the main Entrance East. Electric cars and bicycles (such as e-bikes, pedelecs) can be recharged here within a very short time. Next to the charging stations, SHARE NOW customers can rent or park the electric vehicles of the Stuttgart mobility provider. Free charging stations are also available at the nearby Stuttgart Airport.

Since May 2020, eight bicycle stands with quick-charging connections for e-bikes and pedelecs have been available at the Entrances East and West. The use of the so-called „ChargerCubes“ is free as they are solar powered. They are also equipped with locker boxes to store helmets and backpacks.



Guests from outside Stuttgart can rent bicycles and pedelecs at rental stations owned by the city of Stuttgart. More information is available here:

- City of Stuttgart: <https://www.stuttgart.de/leben/mobilitaet/>
- Messe Stuttgart: <https://www.messe-stuttgart.de/en/visitors/travel-and-accommodation/access-routes/by-bike/>

Sustainable together for climate neutral mobility:

- Recharge your electric vehicle at our ChargerCubes.
- Rent low-emission vehicles for trips in the area.
- Use the car-sharing service offered by SHARE NOW to rent an electric vehicle right on-site at the SHARE NOW parking places.
- Inform your visitors about the ChargerCubes and the car-sharing services provided by SHARE NOW.



Visiting the ChargerCubes at Messe Stuttgart: Minister Winfried Hermann (center) with Roland Bleinroth (left) and Stefan Lohnert (right)

Further suggestions on mobility:

- Draw a balance and have your carbon footprint calculated.
- Compensate unavoidable emissions by investing in climate protection projects.
- Offer a financial contribution in compensation projects to your participants and thus keep in contact with your target group.



Logistics

In terms of logistics, Messe Stuttgart relies on DB Schenker. Our logistics partner company offers a special trade fair portfolio that is tailored to the individual needs of our customers. (<https://www.dbschenker.com/de-en/products/fairs---exhibitions/fairs---exhibitions-in-germany/messe-stuttgart> see also: <https://www.dbschenker.com/de-en/products/fairs---exhibitions>).

- Plan your logistics with foresight and work efficiently with the right capacity utilisation.



Loading yard

Accommodation

Three hotels are located in the immediate vicinity of Messe Stuttgart.

- Mövenpick Stuttgart Airport:
<https://www.movenpick.com/en/europe/germany/stuttgart/hotel-stuttgart-airport/overview/>
- Mövenpick Hotel Stuttgart Messe & Congress:
<https://www.movenpick.com/en/europe/germany/stuttgart/stuttgart-messe/overview/>
- Wyndham Hotel Stuttgart Airport Messe:
<https://www.wyndhamstuttgartairport.com/en>

Many more hotels can be reached quickly with public transport.

At <https://www.messe-stuttgart.de/en/organisers/travel-and-accommodation/accommodation/hotel-reservation/> you can find the right hotel for you.

Choose a nearby hotel for your guests providing them with short travel times to and from the event and saving CO₂ at the same time.

Waste management

For waste disposal, Messe Stuttgart cooperates with the DIN ISO 9001 certified company ALBA Stuttgart GmbH. The waste management system is based on the polluter-pays principle. Costs are determined according to degree of separation and weight.

During events, ALBA employees are on-site to support the exhibitors in the halls with the appropriate separation and disposal of their waste. Messe Stuttgart also provides an online order system where expected waste amounts can be announced beforehand.

- Notify your exhibitors in advance of the support provided by ALBA on-site.
- Create a consciousness for the responsible use of raw materials among your exhibitors.
- Ensure that you as the organiser and your exhibitors calculate the expected amounts of waste in advance.
- Choose reusable carpet tiles.
- Use and recycle modular stands.
- Reuse packaging material.
- Reduce conference material or ideally provide it online.
- Digitalise your event as far as possible and avoid unnecessary printing - the paperless working place need not remain a vision.
- Use certified recycled paper for printing or napkins but also for tickets and passes.
- Print on both sides and return displayed brochures.



Waste island of the trade fair grounds



Catering



Messe Stuttgart cooperates with the ARAMARK GmbH as catering partner. ARAMARK purchases seasonal and regional products that are both certified organic and Fair trade. They also have their own waste management to fight food waste. More information is available here: <https://www.aramark.de/ueber-uns/verantwortung>.

- Make it easy for yourself and cooperate with our caterer. You are welcome to contact our partner ARAMARK GmbH directly for a sustainable catering offer. Contact: messe.bankettverkauf@aramark.de
- Rely on seasonal and regional products.
- Show your responsibility and offer only fish, meat and dairy products that are certified organic and traceable.
- Choose glass carafes that can be re-filled over PET bottles. Tap water is of excellent quality and can be laced with citrus fruit.
- Consider the wishes and requirements of your visitors and offer vegetarian and vegan dishes.
- Donate food leftovers to the Schwäbische Tafel Stuttgart e. V. and help to do good (<https://www.tafel-stuttgart.de/>).
- Choose reusable tableware and avoid food with excessive packaging.



Menue and table decoration during the New Year's Reception of Messe Stuttgart

Event services



- Rely on regional service partners.
- Make use of our network and work with our regional partners. You can profit from their knowledge of our venue and short transport routes.
- Prefer materials that can be delivered by our service partners on short routes over the long transport routes of outside companies.

Event technology

As our partner for event technology, Neumann&Müller supports Messe Stuttgart with conference equipment, media management, rigging and suspensions. Neumann&Müller works out of offices on the venue and supports organisers in all project phases.

- Remote Simultaneous Interpreting (RSI)- Interpreting 4.0
Interpreters need no longer be present on-site but can work from a permanent or temporary RSI hub. Using digital technology considerably reduces the cost of simultaneous interpreting.

(Reduced set-up and break-down times, reduced expenses and materials used on-site e.g. for lining the cabins, easier logistics and less used space in conference rooms.

<https://www.neumannmueller.com/en/services/conferencing/remote-simultaneous-interpreting>

Decoration

- Prefer reusable decoration material.
- Choose potted plants over fresh flowers. You can rent plants from our service partner via the Stuttgart Messe Service or on-site (stuttgart@scheiermann.de).

Signposting

- Choose reusable options for your signs. You can find them with our service partner Sign Service (<https://www.signservicestuttgart.de/de/kontakt/>).
- If you choose neutral branding on your banners, you can reuse them many times.

Stand construction

- Use modular stands or ask for stand construction concepts that you can use again.

Our team will be happy to assist:

Team Stand Construction Services (standconstruction@messe-stuttgart.de)





Products

For the sake of the environment, new paths need to be taken. Meanwhile, there are good alternatives on the market.



- Rely on long-lasting products. These should pollute the environment as little as possible in their production and delivery and be socially acceptable.
- Prefer biologically degradable products and start a rethinking among your exhibitors.
- Use only merchandise articles that are ethically and environmentally acceptable.
- Consider environmental criteria in the purchase of products and services in order to make your procurement sustainable.
- Take ethical and ecological effects into account in all your purchasing decisions.

Positive effects

After successfully conducting your event, you can go new ways with the topic of sustainability to create positive effects.

- Evaluate your events continuously and deduce important measures and potential for improvement.
- Benefit from your experience with previous events and profit from them in future.
- Stay informed, reorient continuously and rely on innovative solutions.
- Communicate your commitment for the environment and create a positive image for long-lasting customer loyalty.

Compensation

Not all emissions of an event can be avoided 100 percent. Nevertheless, there are opportunities to stage an event completely climate-neutral. Should all potential for reduction be exhausted, organisers have the opportunity to offset unavoidable emissions by investing in certified climate protection projects and thus to compensate.

Messe Stuttgart cooperates with ClimatePartner as provider of suitable compensation projects.





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