UFI Leadership Insight Series
Net Zero Measurement: Establishing Data Benchmarks for the Exhibition Industry

Thessaloniki, Greece
Wednesday 4 June 2025

ufi The Global Association of the Exhibition Industry

Session Objectives

1. **Understand the significance of collecting and reporting carbon emissions and sustainability data** — including how it supports informed decision-making, benchmarking, transparency, and innovation within the events and exhibitions industry

2. **Explore real-world examples and approaches to sustainability measurement** — through case studies from exhibition organisers, industry associations, and national-level efforts, with attention to legislative considerations

3. **Encourage active participant engagement and commitment to sharing of data towards sustainability benchmarks** — to promote a consistent, collective industry approach to measuring and improving sustainability outcomes

Session Outline

Time	Content	Presenter/Speaker
Part 1: Expert Insights & Best Practices		
13:00 – 13:05	Welcome & Introduction	UFI
13:05 – 13:15	Setting the Context	Peirui & Christian
13:15 – 13:45	Sharing from Global Organiser: RX	Helen Sheppard
13:45 – 14:05	Sharing on National Approach: AUMA	Silvia Bauermeister
14:05 – 14:25	Sharing by Venue and Organiser: Fiera Milano	Vincenzo Cecere
14:25 – 14:45	Break	-
Part 2: Collaborative Learning and Discussions		
14:45 – 15:30	Group Discussion	All Participants
15:30 – 16:00	Group Presentation	All Groups
16:10 – 16:30	Conclusion	Peirui & Christian

There will be a summary on Main Stage on Friday 6 June from 11:50 – 12:05.

Introductions & Icebreaker

Please introduce yourself

- Name

- Company

- Country

- Rate your company's net zero measurement level: Beginner/Intermediate/Advanced

Context

NZCE framework

- 1st version of the Measurement Methodology was released in December 2023. **It did not include intensity factors**; next version (underway) shall include this

- Current status (first results of the NZCE 1st Reporting cycle):
    - *focused on baseline establishment, understanding signatories progress, and laying the groundwork for consistent industry-wide measurement*
    - ***144 organisations in the event industry reported so far, which is a 48% participation rate of 302 signatories required to report (higher rate in the exhibition industry)***
    - *60% reported they measure on scope 1 and 2 emissions respectively, 47% on scope 3*
    - *49% indicated that they had set interim targets (and half of them made them publicly available)*

Context

NZCE 1st Reporting cycle: Categories included in **organisational boundary**
(those relate to all respondents, and they need to be analysed per segment type)

Selected Categories, non-exhaustive…	Included	Planned	Total
Company business travel	61%	16%	77%
Venue waste	42%	12%	53%
Production waste	42%	10%	52%
Food waste	36%	14%	50%
Emissions from on-site energy at venue	46%	4%	50%
Space design and production	32%	16%	48%
Attendee travel to event	22%	14%	36%
Attendee local transport in destination	17%	9%	26%
Embodied carbon in venue building	2%	7%	9%

Context

Looking ahead:

- *Full Results Report to be published in July 2025*
- *Next reporting cycle: 2025–2026, launching later this year*

NZCE is committed to continuous development of support for signatories, enhancing the measurement methodology, sharing a full reporting results report, and continuing tool validation.

- ***Update the measurement methodology***
- *Provide clearer boundary definitions*
- ***Evaluate and validate tools to support reporting***
- *Expand training and resource offerings for signatories*

Context

- Within the **exhibition industry**, different groups are working on Measurement:
  - Country level
  - Group of global organisers

- IT solution providers can also support (especially of they are NZCE aligned = approved)

- **UFI can facilitate release of initial set of exhibition data**

Context

Intensity factors are needed :

- To build **industry ratios**

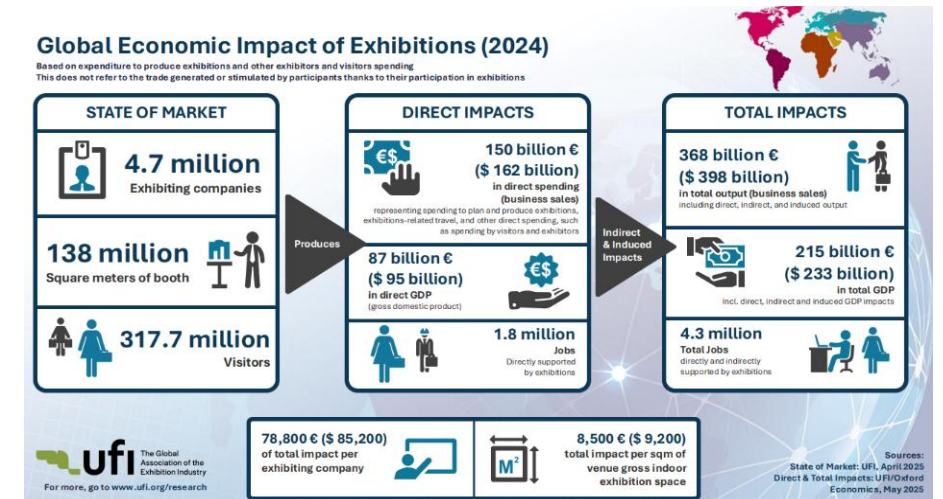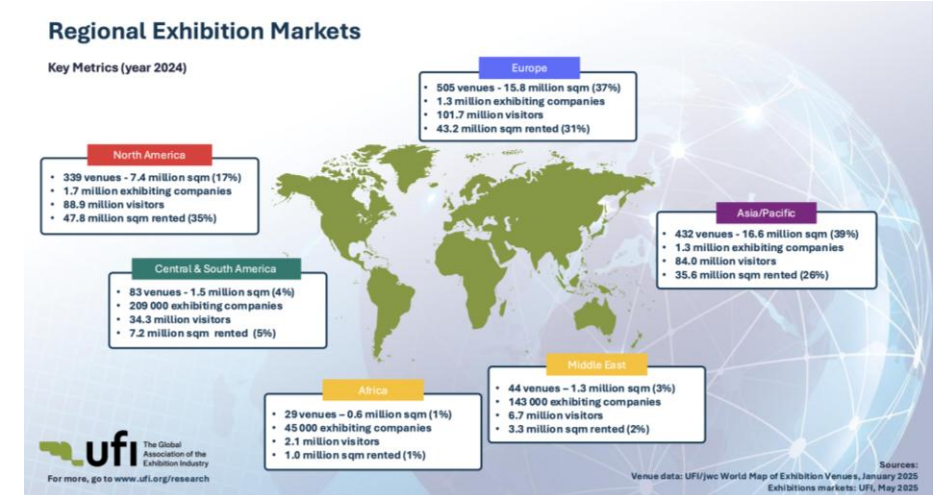- To simplify **reporting at event level**

Balance between:

- **Does everything need to be measured (and controlled) at event level?**

- What reliable **proxy** can be used when no data is available?

Context

Global Exhibition Industry data

- Venues

- Activity (exhibitors, visitors, space rented)

- Participants Satisfaction

- Economic and social impacts
  (*for participants*, for territories)

- ***Environmental metrics***
  (emissions, trips saved, etc.)

Context

NZCE Exhibitions Council ran by UFI

- Designed to facilitate the implementation of NZCE at national level

- Composed of National Associations of the Exhibition industry who agree to act as national representative and facilitator to implement NZCE actions locally and feed the NZCE initiative with local ideas, initiatives and results

- Objective to bring efficiency as many NZCE signatories have limited resources and rely on their national association to provide the local tools, including language translations, when required

- Countries/regions already registered are ABEA (Australia), AUMA (Germany), ECA (USA), HKECIA (Hong Kong), MFTA (Macau), PCEI (Poland), TEA (Thailand), UBRAFE (Brazil) and UNIMEV (France)

Scope

The NZCE Measurement Methodology identified 9 event emission source categories.

It does not include "travel balance" (potential "scope 4" related to emissions saved).

- Production and Materials
- Freight and Logistics
- Food and Beverage
- Travel to and from the Destination
- Local Transportation
- Accommodation
- Energy
- Waste
- Digital Content and Communication

Ongoing work with Global Organisers

Currently comprises Clarion, DMG, Easyfairs, Informa and RX

On **boundaries**, **venue template** and **stand production emissions** (will be detailed in next slot)

On data

- Focus on **Energy** and **Waste**
- Primary data related to **around 600 events worldwide** was shared
- $\Rightarrow$ **Attempt to build Intensity Factors. Initial results presented next**

Ongoing work with Global Organisers

Current results for Energy

- Source: venue
- Components (full possible list): "Electricity Non-Renewable", "Electricity Renewable", "Natural Gas" and "Generator Diesel Fuel
- All in kwh, except the last component (to be converted from liters)

4,8 kwh per sqm of gross rented space appears as a pretty reliable <u>global</u> average, as a first approach.

At event level, drivers are likely to be:
- The venue obviously
- The event duration
- The event size (to be confirmed)

Ongoing work with Global Organisers

Current results for Waste

- Different sources: carpet, stands, food, etc.
- Measurement scope and reporting channels can differ depending on the event and/or the venue. Example: Attendee/Venue General Waste + "Disposable Stands" + "Carpet"
- Components (full list needed): **Landfill + WasteToEnergy + Recycled + Composted**

Intensity is calculated in relation to:

- **"Number of attendees"** by some

  but "Attendee" isn't calculated in the same way by all: unique visitors (regardless of number of visits) only for some, plus exhibitors (counted as one per company) for others, and counted per individual staff for others
- **"Gross space rented"** by others
- Current IF (to be confirmed / enriched): 9,3 kg / sqm - 2,4 kg / attendee

Sharing from Global Organiser: RX

Helen Sheppard
Global Sustainability Director
RX

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Sharing on National Approach: AUMA

Silvia Bauermeister
Head of Politics, Legal and
Sustainability
AUMA

Sharing by Venue and Organiser: Fiera Milano

Vincenzo Cecere
Head of Investor Relations &
Sustainability
Fiera Milano S.p.A.

Break

Group Workshop

Group Discussions – 45 Minutes
Please organise yourselves in groups of 5 people per group.
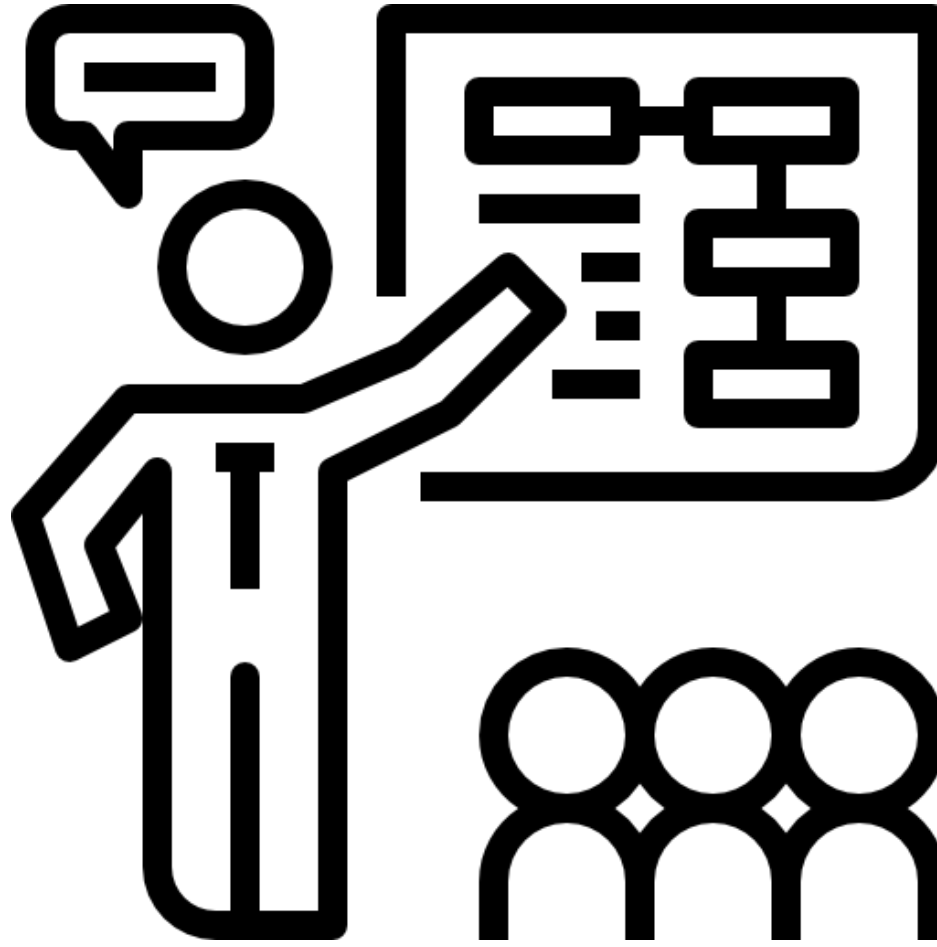
Group Presentations – 30 Minutes

Please nominate a spokesperson to share group feedback.

To discuss:

- **How would you assess the current level of measurement for the countries your company operates in?** (beginner/intermediate/advanced)

- **What is needed in your respective countries to facilitate individual event measurement?**

- **Would you like UFI to play a role in producing intensity factors**, in liaison with national representative when relevant?

Group Presentations

Take-aways

Presented on Main Stage on Friday 6 June from 11:50 – 12:05

Net Zero Measurement: Establishing Data Benchmarks for the Exhibition Industry

How would you assess the current level of measurement at country level?

4 countries are considered at intermediate to advanced (highest level rated)

What is needed to facilitate net zero measurement? How can UFI play a role?

Net Zero Measurement: Establishing Data Benchmarks for the Exhibition Industry

Within NZCE framework and for the exhibition industry, UFI can:

1. Collect industry data
2. Update measurement methodology
3. Consider certification
4. Share best practices

THANK YOU

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