



ITMA 2023

# Transforming the World of Textiles with Sustainability and Circularity

Your Green Exhibition Planning Guide

# Commit to Sustainability

ITMA 2023 is gearing up for another mega showcase of textile innovation, thanks to your support. As heavy machinery exhibitions produce large amounts of waste and carbon emissions, we need forward-thinking, business-driven approaches to help preserve the future of our planet.

We invite exhibitors to join us to implement more green practices. Your involvement in environmental protection will further boost your company's image and reputation. We are pleased to share some ideas and tips on how you can create a more eco-friendly participation on the following pages.

Remember, every exhibitor can make a difference on this green journey, however small the steps may be. In the long run, the transition from our linear economy to a circular economy will create business opportunities for the textile and garment industry.

## **Ernesto Maurer**

President  
CEMATEX



# Make Your Participation Green

Go green and create a positive impact, as well as enjoy cost-savings!

## Key areas to consider when planning your participation



# Planning for a Sustainable Participation

## Stand Planning

Brief your stand builder and encourage him to design with sustainable practices in mind.

- ✓ Choose sustainable materials and signage, and create reusable booth features and signs. Rent a booth or buy materials locally, preventing shipping cost and lowering emissions.
- ✓ Use carpets which contain recycled content and can be recycled. Our technical service provider Fiera Milano provides carpets that comply with these requirements.
- ✓ Use low volatile organic compound (VOC) paints and coatings.
- ✓ Use energy efficient LED lights.
- ✓ Do not discharge any type of waste into the collection pits of the district's sewer lines, including service drains of the toilets and rainwater collection pits inside and outside the halls.
- ✓ Do not wash painting equipment (such as brushes) outside of the permitted and exclusively dedicated rooms in all the halls.



## Waste Management



Waste accumulated during build up, exhibition period and dismantling should be properly disposed of.

- ✓ Deposit your waste in the appropriate containers at common areas. There are dedicated bins in the halls to sort plastic, paper, cardboard, organic waste fractions, glass/cans, and residual dry fractions.
- ✓ Dedicated waste collection areas with containers for sorted waste are located outside the halls.
- ✓ Ensure fabric waste generated during machinery demonstration are collected and removed from the stand during the exhibition period by the Onsite Logistics Contractor (OLC) (see Technical Regulations B11.4).
- ✓ Inform OLC to keep empty packing materials of machinery and reuse them after the exhibition (see Technical Regulations B10.7).

## Badge Holders & Lanyards



Minimise waste, recycle and reuse.

- ✓ Bring your own badge holders and lanyards.
- ✓ Take only what you need.
- ✓ Recycle after use by leaving them in the bin provided onsite.

## Promotional Materials



Go digital and reduce printed waste.

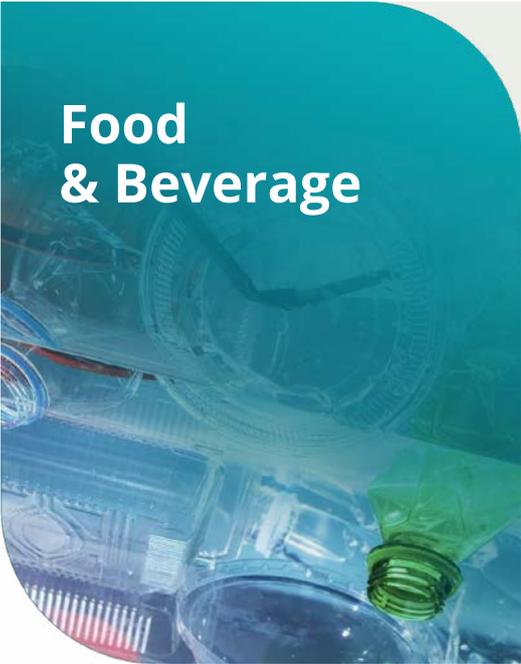
- ✓ Encourage less printing and provide more information digitally for booth literature, fulfilling requests via email and website.
- ✓ Use a local printer and choose paper that contains post-consumer recycled content if you need to print.
- ✓ Post QR codes in the booth that lead to marketing materials and business cards.
- ✓ Choose sustainable, useful giveaways and donate excess after show.

## Packing & Shipping



Plan your booth in a timely way to meet shipping deadlines and save costs.

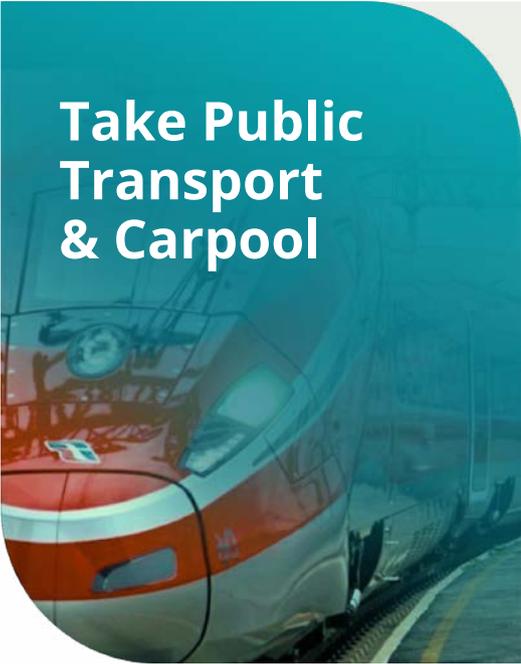
- ✓ Choose a transportation company that practises sustainable shipping.
- ✓ Consolidate shipment.
- ✓ Choose recyclable or biodegradable packing – avoid styrofoam packing peanuts and plastic packaging.
- ✓ Keep pallets and wooden crates for recycling or dispose them in the recycling bins at the venue.



## Food & Beverage

Order sustainable (locally produced) food and beverage, and reduce plastic waste.

- ✓ Order a water dispenser instead of serving bottled water and ask staff to bring their own reusable water bottles.
- ✓ Avoid single use plastic cups, cutlery, drinking straws, etc.
- ✓ Order seasonal and local produce to help reduce your carbon footprint.



## Take Public Transport & Carpool

Use public transport to get to and from the airport or elsewhere in Milan.

- ✓ Getting to the venue: <https://visitors.fieramilano.it/en>  
For schedules and fares:
  - Underground: <https://www.atm.it/en>
  - Train: <https://www.trenord.it/en>  
<https://www.trenitalia.com/en.html>
- ✓ Carpool and reduce travelling costs.

Show Owner



Show Organiser



CEMATEX Associations

ACIMIT (Italy)	SYMATEX (Belgium)
AMEC AMTEX (Spain)	TMAS (Sweden)
BTMA (United Kingdom)	UCMTF (France)
GTM (Netherlands)	VDMA (Germany)
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