Good Practice

Wastepreventionat SANA Food and Slow Wine

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| 1. **Author contact information**
 |
| **Name:** | ***Alice Menegatti*** |
| **Email:** | *alice.menegatti@cittametropolitana.bo.it* |
| **Telephone:** | ***+39 051 6599626*** |
| **Your organisation** |
| **Country:** | *Italy* |
| **Region:** | *Emilia-Romagna* |
| **City:** | *Bologna* |
| **Organisation name:** | *Metropolitan City of Bologna* |

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| 1. **Organisation in charge of the good practice**
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| **Is your organisation the main institution in charge of this good practice?** | *No* |

In case ‘**no**’ is selected, the two following sections appear:

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| **Location of the organisation in charge:** | *Country* | *Italy* |
| *Region* | *Emilia-Romagna* |
| *City* | *Bologna* |
| **Main institution in charge:** |  |

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| **Are you involved in an Interreg Europe project?** | *Yes* |

In case ‘**yes**’ is selected, the following section appears:

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| **Please select the project acronym:** | *MINEV* |

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| 1. **Good practice general information**
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| **Thematic objective of the practice:** |  |
| **Thematic subtopics of the practice:**  |  |
| **Geographical scope of the practice:** | *Local level* |
| **Location of the practice** | Country | *Italy* |
| Region | *Emilia-Romagna* |
| City | *Bologna* |

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| **Practice image:** |  |
| **Title of practice:** | *Minimization of waste during business fairs: Sana Food and Slow Wine* |

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| 1. **Good practice detailed information**
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| **Short summary of the practice:** | The SANA Food and Slow Wine Fairs SANA Food and Slow Wine Fair are two distinct annual business events that take place simultaneously at BolognaFiere in Bologna, Italy, united by a shared focus on sustainability, innovation, and the promotion of natural and organic products. SANA Food is an exhibition that offers organic and healthy food companies the opportunity to link with national and international visitors. Companies who sell vegan, vegetarian, plant-based, “free from”, “enriched by”, PDO, PGI and Stg and organic products, have the possibility to increase business opportunities, through the participation of different visitors. On the occasion of theSANA 2023 there have been 650 exhibitors and 12,500 visitors. The Slow Wine Fair celebrates the principles of "good, clean, and fair" wine production. It brings together wine producers from around the globe who are dedicated to sustainability, ethical production methods, and creating high-quality wines that honor biodiversity and local traditions. Attendees can participate in wine tastings, masterclasses, and conferences focused on sustainable practices and the future of winemaking. These events exemplify sustainable event management by prioritizing waste prevention and resource recovery. These annual events, focused on organic food and sustainable wine production, integrate eco-friendly practices throughout their organization. Key measures include achieving a 99.5% waste recovery rate, transitioning to 100% plastic-free catering, and promoting sustainable transportation options to minimize carbon footprints. Innovative initiatives, such as eliminating carpeting in exhibition areas starting in 2025, further reduce waste generation. These efforts demonstrate how business events can integrate sustainability into every aspect of their operation, setting a benchmark for waste management in the industry.  |
| **Detailed information on the practice:** | SANA Food and Slow Wine in collaboration with BolognaFiere has addressed sustainability, by reducing their impact on the environment when the two events take place. BolognaFiere Group's mission is to bring people and businesses together to create business opportunities, foster innovation, and promote the exchange of content and training. For nearly 40 years, the Group has been promoting and pursuing environmental sustainability goalsthrough international events. As far as SANA Food and Slow Wine Fairs are concerned, environmental sustainability and social responsibility are core principles of the event organization, with the objective of encouraging the business community and participants to adopt eco-friendly practices when the events take place. SANA Food and Slow Wine missions represent a commitment to minimizing environmental impact, mainly through waste management, and ensuring that every aspect of the event aligns with sustainable and responsible approaches. |
| **Resources needed:** | * Human resources: Waste management strategies have been designed by event organizers and sustainability experts collaborate to design waste management strategies.
* Infrastructure and facilities: 20,000 square meters of exhibition space
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| **Timescale (start/end date):** | The SANA Food Exhibitionwas born in 1988. The Slow Wine Fair was inaugurated in March 2022, under the direction of Slow Food, a global organization promoting good, clean, and fair food by supporting sustainable agriculture, local food traditions, and biodiversity. The two fairs are both taking place at BolognaFiere venue from 23th to 25th February 2025.  |
| **Evidence of success (results achieved):** | BolognaFiere has implemented eco-friendly measures, including renewable energy for the event spaces, waste sorting, and reduction initiatives to minimize the environmental footprint of the fairs. During the SANA Food and the Slow Wine exhibitions, 99.5% of the waste generated was recovered, showcasing a commitment to sustainable event management. Key initiatives included: * Transitioning to 100% plastic-free catering services, with biodegradable cutlery and plates and beverages served exclusively in glass or aluminum packaging.
* Sustainable transportation partnerships with Italo and Trenitalia (Italian train companies) offered attendees discounted low-impact travel options, significantly reducing carbon emissions compared to car travel. According to the International Energy Agency (IEA), trains emit an average of about 19 grams of CO2 per passenger-kilometer. An average electric car produces about 89 grams of CO2 per kilometer, while a gasoline or diesel car can emit between 120 and 180 grams.
* Investments in the modernization of the fair district led to a 30% reduction in water network leakage and increased energy efficiency through advanced Building Management Systems (BMS) and LED lighting.
* Waste sorting by category ensured materials such as paper, glass, plastic, and aluminum were reintroduced into the market as secondary raw materials.
* A paperless approach is also being adopted, with digitalized materials replacing traditional printed documents. For example, the press kit has been replaced by an eco-card with a QR code, which is updated in real time. The card is made from ecological paper and contains seeds that can grow into flowers for bees, essential pollinators for the ecosystem.
* Starting from 2025, the events will completely eliminate carpet from the exhibition corridors, aiming for a "carpet-free" event that simplifies setup and teardown operations while reducing waste production.
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| **Challenges encountered (optional):** |  |
| **Potential for learning or transfer:** | The Carpet-Free Event Policy implemented by SANA Food and Slow Wine serves as a model for business events worldwide to reduce waste effectively. By eliminating disposable carpets in booth corridors, the event addresses a critical environmental issue, as traditional carpet recycling remains limited, with only a fraction repurposed for innovative applications and approximately 37% of carpet waste ending up in energy recovery. This policy significantly reduces the vast amounts of waste generated after events, particularly when considering that the elimination of 20,000 square meters of carpeting avoids the emission of 0.81 kg of CO2 per square meter. Beyond the measurable environmental benefits, this initiative demonstrates how eliminating non-essential materials can drastically minimize waste while simplifying event setup and dismantling operations. For countries aiming to make their exhibitions and conferences more sustainable, this approach highlights the importance of rethinking event design and prioritizing materials that are essential, reusable, or recyclable.  |
| **Further information:** |  |
| **Keywords related to your practice** | Plastic Free, Paperless, Waste Recovery, Recycling, Eco-Friendly Packaging, Sustainable Wine, Biodiversity |

\*Please attach 3 pictures that describe your practice. Do not insert them into this document but send them as separate files, please.

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| 1. **Additional info (only for MINEV project purposes)**

*This is simply to have some additional information and material for compiling the collection of good practices.* |
| **Testimonial:** | *Mariagrazia Lioce*  |
| **Person who gave the testimony:** |  *At SANA Food and Slow Wine, we have worked to reduce the environmental impact of the event through concrete measures, such as eliminating plastic and adopting efficient waste management systems. These practices have improved the sustainability of the fair by reducing waste and optimizing available resources.* |