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**press release no. 8**

**ECOMONDO 2025, RIMINI INCREASINGLY SUSTAINABLE,**

**EVEN OUTSIDE THE EXPO CENTRE**

* **From 4th to 7th November, Ecomondo will put concrete initiatives into action to reduce its environmental impact and raise public awareness regarding sustainability.**
* **Italian Exhibition Group (IEG) has been pursuing an environmental sustainability policy for over 20 years under the “green core” brand and is certified by various international awards.**
* **The Expo Centre is a virtuous model of a low environmental impact facility with cutting-edge solutions for energy and water saving.**
* **Ecomondo Off: an ecosystem of events, initiatives and workshops throughout the city of Rimini to generate and increase further environmental culture among citizens and visitors.**

*Rimini, 28 october 2025* – **Ecomondo** (Rimini Expo Centre, 4-7 November) **is concretely committed not only to showing the best sustainability practices, but also to actively implementing them within its organization**. A commitment that can be seen in every aspect of the event, from the design of the exhibition space to awareness-raising initiatives, thus becoming a tangible example of a sustainable event.

**COMMITMENT TO SUSTAINABILITY IN THE EXPO CENTRE**

Rimini Expo Centre, which hosts Ecomondo, was designed and managed **in the name of low environmental impact**. The facility, awarded with the prestigious international Elca "Building and Green" award in Nuremberg, boasts **160,000 m2 of green areas with over 1,500 plants, 30,000 m2 of lawns** and irrigation systems that exclusively use surface groundwater.

Care for the environment and the importance given to this aspect is also found in the lighting: the halls are, in fact, equipped with large windows and ceiling skylights that provide predominantly natural lighting**, currently integrated with 2,000 LED projectors which guarantee a reduction in consumption of up to 60% and an annual energy saving of 76,800 kWh** (-15 tonnes/year of CO2 in the atmosphere). The objective, included in the investment plan and in line with IEG's sustainability strategy, is to completely replace the Expo Centre’s lighting system with LED technologies by 2028.

Another of the Expo Centre’s strong points is the **sustainable management of water resources**. The large fountains all recirculate water, the toilets are equipped with controlled-pressure water jets and, during periodic emptying, the water is treated and reused for irrigating the green areas. This meticulous organization leads to an **overall saving of 23 million litres of water per year.**

Attention to sustainability is also demonstrated by photovoltaic systems integrated into the roofs of the buildings. As of 2022, **IEG has had a total installed power of 7,170 kWp between Rimini and Vicenza** with a clean electricity production of 8.7 million kWh. This avoids releasing 1,795 tonnes of CO₂ equivalent into the environment.

**INCREASINGLY SUSTAINABLE EXHIBITION AREAS**

Some of Ecomondo’s exhibition areas, such as the **Textile District** and the **Circular Healthy City**, are the result of specific actions made possible due to collaboration between **Prostand** and **Pointex**.

**Prostand**, part of the Italian Exhibition Group, designs and creates trade show and conference stands and is the first Italian company in the sector to **have eliminated its CO₂ emissions** (through reuse, recycling and offsetting with carbon credits). **Pointex** has been outfitting the world of events with creativity and innovation for over 30 years, using fireproof and sustainable fabrics that transform trade shows and exhibitions into unique visual experiences.

For the **Textile District** setup at Ecomondo 2025, Prostand used the new **SG01** system, a reusable aluminium load-bearing body, which integrates technical supports for attaching accessories and technologies. Pointex has fitted out the structure using 100% polyester, completely recyclable, fireproof **EASYTEX** fabric with enormous visual impact. At the end of the event, the EASYTEX will be sent for recycling.

**AWARENESS-RAISING INITIATIVES**

Ecomondo goes beyond the sustainable management of the event and is always ready to actively promote awareness initiatives.

This year, in fact, the event launched the **“WEEE-START: switch on the change”** campaign in collaboration with the Hera Group (with the SCART project), the **WEEE Coordination Centre (WEEE CC)** and the **European Week for Waste Reduction Week (EWWR)**. The initiative involves setting up a special separate collection point at the entrance to the Expo Centre where visitors, exhibitors and stakeholders will easily be able to dispose of their **small electronic waste (WEEE)**.

With the aim of encouraging new generations to become protagonists of change, Ecomondo focuses on **environmental education by organizing educational tours for schools which have so far involved 2,756 students from 58 institutions**. Furthermore, it organizes SAFTE - Higher Education School for the Ecological Transition, which divulges and enhances the culture of sustainability with the aim of providing participants with the tools to guide company strategies towards innovative and sustainable development.

**Ecomondo collaborates with Rippotai in the production of paper instead of polyester lanyards,** handmade in the ManoLibera paper mill inside Forlì prison, in synergy with the altreMani work inclusion project. The choice of these lanyards, which combine the sustainability of certified ecological materials with a profound social impact, is a gesture that supports a responsible and socially engaged business model that tangibly contributes to a more inclusive and sustainable future.

Since 2023, Italian Exhibition Group has been collaborating with **RE-CIG®** in the collection and recycling of cigarette butts inside the Expo Centre. With this initiative, the most widespread and environmentally harmful waste is recovered and transformed into **cellulose acetate**, a reusable plastic material used to produce new objects. In 2024 alone, IEG **avoided the traditional disposal of almost 20 kg of butts** - equal to approximately **64,000 cigarettes** - which were converted into **7.5 kg of new products**, helping to **save approximately 45 kg of CO₂ equivalent**.

**ECOMONDO OFF INITIATIVES**

In conjunction with Ecomondo 2025, **ECOMONDO RUN - Plogging in Rimini**, the main initiative of **Ecomondo Off**, will be in Rimini in collaboration with **E.R.I.C.A.** and **Fluxo**. The aim is to extend **environmental awareness** beyond the show by actively involving the local community and visitors in concrete action **to clean up the environment**. Plogging (running or walking while collecting waste) combines **physical movement** with **care for the environment**, becoming a moment of **awareness and well-being**. The event reinforces Ecomondo's commitment to connecting with the city and its territory. The start and finish lines of the event will be at the **Spiaggia Libera di San Giuliano Mare** in Rimini, from 9 am on Saturday 8th November. **ECOMONDO RUN - Plogging in Rimini** is just one of the initiatives of Ecomondo Off, a broader project which includes a series of activities organized by Ecomondo in collaboration with the **Rimini Municipality**, through **Rimini Blue Lab**, to raise awareness among citizens, starting from the schools.

**SUSTAINABILITY CERTIFICATIONS**

**Ecomondo's** commitment to making sustainability the core of the event is demonstrated by **international certifications, which show the adoption of high standards** in various areas of corporate and event management:

**ISO 14001** - Environmental Management System certifies the commitment to minimizing the environmental impact of its activities, from waste reduction to energy saving.

**ISO 45001 -** Occupational Health and Safety Management System recognizes the adoption of a management system that guarantees high health and safety standards for workers and visitors at the event.

**ISO 20121 -** Sustainable Event Management System, specific for the events sector, certifies the organization of the event according to sustainability principles, taking into consideration the economic, environmental and social impacts in all phases of the organization.

**UNI/Reference Practice 125:2022 Gender Equality Certification** obtained for IEG's commitment to promoting gender equality within the organization, guaranteeing equal opportunities, pay equity and an inclusive work environment.

These certifications not only demonstrate **IEG's concrete commitment to sustainability**, they also provide a framework for the continuous improvement of company practices and of the event itself. They are therefore a significant added value, making it clear to stakeholders and participants that Ecomondo not only promotes sustainability, but also puts it into practice in every aspect of its organisation.

**INSTITUTIONAL** **PARTNERS**

Ecomondo 2025 is organized by Italian Exhibition Group with the collaboration of: the European Commission; Ministry of the Environment and Energy Security; Ministry of Enterprise and Made in Italy; Agenzia ICE - Italian Trade & Investment Agency; Emilia-Romagna Region; Rimini Municipal Council; ANCI (National Association of Italian Municipalities); ANFIA (National Automotive Industry Association); ART-ER; CIB (Italian Biogas Consortium); CIC (Italian Composter Consortium); CONAI (National Packaging Consortium); ENEA; Assoambiente; Sustainable Development Foundation; ISPRA (Environmental Protection and Research Institute); Legambiente; UNICIRCULAR (Assoambiente section); UNACEA (National Union of Construction Equipment & Attachments Companies); UTILITALIA; CIHEAM (International Centre For Advanced Mediterranean Agronomic Studies); CBE JU (Circular Bio-based Europe Joint Undertaking); EBA (European Biogas Association); European Environment Agency; ISWA (International Solid Waste Association); WBA (World Biogas Association); Water Europe.

**ABOUT ECOMONDO 2025**

**Event:** International trade show; **Organization**: Italian Exhibition Group S.p.A.; **Frequency:** annual; **Edition**: 28th; **Dates:** 4-7 November 2025; **mail**: [ecomondo@iegexpo.it;](mailto:ecomondo@iegexpo.it) **Website:** [www.ecomondo.com;](https://urlsand.esvalabs.com/?u=http%3A%2F%2Fsrvcww%2Fgestionecww%2Ftemplate%2F%B4http%3A%2Fwww.ecomondo.com%B4&e=08ef5b7e&h=c8736bf5&f=y&p=n) **Facebook**: [www.facebook.com/EcomondoRimini;](https://urlsand.esvalabs.com/?u=http%3A%2F%2Fwww.facebook.com%2FEcomondoRimini&e=08ef5b7e&h=0cd5a733&f=y&p=n) **LinkedIn**: [https://www.linkedin.com/company/ecomondo-the-green-technologies-expo/](https://urlsand.esvalabs.com/?u=https%3A%2F%2Fwww.linkedin.com%2Fcompany%2Fecomondo-the-green-technologies-expo%2F&e=08ef5b7e&h=7e2a082b&f=y&p=n)

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