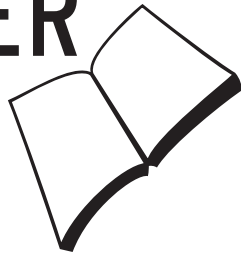


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FRANKFURTER BUCHMESSE

GUEST OF HONOUR ›ICELAND‹



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Think global, act local: the sum of small measures for a greener Book Fair

As part of an ongoing commitment to **ecological responsibility**, the Frankfurt Book Fair is working together with Messe Frankfurt to develop measures for **greater environmental protection and sustainability**. The strategy is to identify aspects of day-to-day business at the Frankfurt Book Fair which can be optimised in a meaningful way. This has led to »many small steps«, which individually may seem inconsequential, but in the sum significantly contribute to better protection of the environment.



Catalogue of measures for greater environmental protection and sustainability

Water, heating, electricity and waste: many ways to save



Measures to reduce the consumption of drinking water:

Each year during the Frankfurt Book Fair, an average of 7,000 cubic metres or 7 million litres of drinking water is consumed.

- Collecting rainwater
- Need-related flushing systems in the toilets of the restaurants, using rainwater and recycled water
- Using rainwater to water plants
- Using rainwater to supply decorative fountains and similar uses
- Upgrading the open cooling towers to closed recooling systems (enormous savings in cooling water)



Measures to reduce the consumption of energy for heating:

The exhibition halls of Messe Frankfurt have a total of 26 large roller doors which are primarily used for set-up and dismantling. 18 of these doors are used by the Frankfurt Book Fair and its exhibitors. During set-up and dismantling, these doors open and close approx. 8,600 times a day. To keep heat loss at a minimum, so-called »fast rolling doors« have been installed. Faster opening and closing is enabled by automatic control mechanisms which all halls have now been equipped with. These and other measures to reduce heat loss:

- Installation of automatic and better insulated fast rolling doors throughout the entire grounds of Messe Frankfurt
- Exchange of old, poorly insulated steam pipelines with vacuum-insulated pipes
- To reduce heat loss during circulation, old steam heating systems are being converted to warm water systems



Measures to reduce the consumption of electricity:

- All fair halls have been equipped with dimmable linear fluorescent luminaires
- Replacement of incrementally operated motors for pumps and ventilators with frequency converters supporting more efficient continual operation
- Conversion of air conditioning to ceiling cooling in the office areas
- Upgrading of office lighting to include light- and motion-sensitive sensors



Measures to reduce the production of waste:

During the Frankfurt Book Fair 2009, approx. 685 tonnes of waste were produced, including set-up and dismantling days. By comparison, in 2000 around 867 tonnes were produced. The aim is not only to further reduce waste but also to recycle as much material as possible.

- Comprehensive closed loop recycling management and waste disposal concepts provided by Messe Frankfurt and the company Meinhardt Städtereinigung GmbH & Co. KG
- During a typical Book Fair, approx. 71,000 square metres of carpeting (enough to cover about 10 football fields) are used for system stands, in entrance areas and hall aisles. Almost 90 per cent of this carpeting is recycled or reused. In other words, 9 of the 10 football fields are still »in the game«
- Thanks to sorted collection of trash, the recycling rate for waste is around 80 per cent



Nutrition, mobility and generation of energy: further measures



Mobility:

A key factor to the success of every fair is the ability to get there and back, and to move around the fair with ease.

The measures:

- Preferred use of a recommended despatching company allows for consolidation of a large proportion of logistics services (delivery to and from Messe Frankfurt) during the Frankfurt Book Fair. This leads to a reduction in traffic in and around the exhibition grounds
- Fair trade visitors and exhibitors can use their Frankfurt Book Fair tickets for free use of public transport throughout the Frankfurt metropolitan area
- Discounted train tickets are available for Frankfurt Book Fair visitors (valid for Belgium, Denmark, France, Germany, Great Britain and the Netherlands)



Gastronomy:

During the Frankfurt Book Fair an average of 20,000 sandwiches, 15,000 portions of chips and 10,000 pizzas are eaten each year. Already 90 per cent of all food and beverages sold by Accente in its cafés and bistros are served on porcelain plates or in glasses.

The measures:

- Accente Gastronomie Service GmbH, an affiliate of Messe Frankfurt, uses products supplied by regional producers
- Wherever possible, only recyclable packaging is used
- Avoidance of food with colouring agents, preserving agents or other additives
- Preference for reusable dishes or biologically degradable materials during events



Solar power and generation of energy:

In cooperation with the Sonneninitiative association and with the support of the utilities company Mainova AG, Messe Frankfurt has installed a photovoltaic plant on the roof of Hall 10. The plant has the capacity to deliver a maximum power of 300 kilowatts. The generated electricity directly supplies the in-house network of Hall 10 and is reimbursed by Netzdienste Rhein-Main GmbH (NRM). Messe Frankfurt is currently working on installing a second photovoltaic park on the roof of the fair car park at Rebstock.



Environmentally friendly paper:

All paper used by the Frankfurt Book Fair for internal and external corporate publications as well as photocopies and letterhead is FSC-certified.



Green electricity:

From 2010, the Frankfurt Book Fair supplies its exhibitors with eco-friendly electricity, originating from hydroelectric plants and other renewable energy sources. To minimise energy loss, the electricity is only drawn from sources with the greatest regional proximity.



Long-term measures:

Set-up of a comprehensive energy and media monitoring system to gather detailed information on energy use and savings potential.

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