



*Green Meetings & Events*

*Sustainability Management &  
Support of Sustainability Projects*

*Austrian Ecolabel 62 & 200*

**SUSTAINABILITY  
CONCEPT**

**VIE  
CON**

*Consumption Data &  
Waste Management*

*Event Sustainability Report*

*Accessibility*





The event industry is changing.

Environmental awareness takes centre stage.

LET'S MAKE A CONTRIBUTION TOGETHER!

## 10 reasons for a green meeting at Messe Wien

- ▶ Top location in the heart of Vienna
- ▶ Great accessibility by public transport
- ▶ Environmental standards for the venue already met
- ▶ Suitable accommodation within walking distance
- ▶ Waste management concept & trained cleaning staff onsite
- ▶ Exclusive caterer certified with Ecolabel
- ▶ Cooperation with local partner companies - A/V, stand construction, cleaning, security
- ▶ Complete accessibility onsite
- ▶ Own sustainability management
- ▶ A big heart for sustainable events

## Messe Wien in the community

Messe Wien works closely with the City of Vienna and Vienna Tourism under the umbrella brand Meeting Destination Vienna. Together they are working on a sustainable visitor economy in the business tourism sector.

**VIE  
CON**  
ein Unternehmen der **wienholding**

 **Stadt  
Wien**

MEETING  
DESTINATION  
VIENNA

NOW ♦ TOGETHER

# The Austrian Ecolabel

The Austrian Ecolabel was created in 1990 on the initiative of the Federal Ministry for the Environment. This award provides consumers with information about the social and environmentally relevant impacts of the production, use and disposal of products and the provision of services. Companies certified with the Austrian Ecolabel demonstrate environmental awareness and leadership with social responsibility. They are committed to preserving the livelihoods and paying attention to the well-being of participants and employees. The award shows that certified companies operate professionally and think and act in a more future-oriented manner than other companies.



## UZ 62 – The Austrian Ecolabel for Green Meetings & Green Events

The Austrian environmental label for “Green Meetings and Green Events” recognizes events for their commitment to the fields of ecology, social issues and economics. The Messe Wien Exhibition & Congress Center has been a licensee of the Austrian environmental label for “Green Meetings” and “Green Events” since 2016 and is therefore authorized to certify events.

## Green Meetings Report

Some of our events have already taken the step towards sustainability:

### 2022

3 events  
1800 participants

### 2023

2 events  
12,600 participants

### 2024

4 events  
8,800 participants

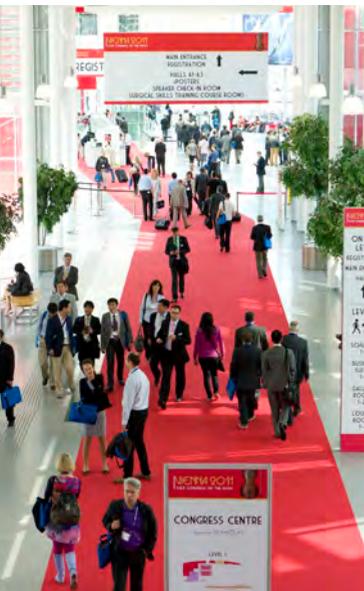


# Certification of your event Green Meeting / Green Event



## Criteria

- ▶ **Climate protection and mobility**  
support for environmentally friendly arrival and departure of participants, mobility at side events, bicycle parking spaces, event location
- ▶ **Location**  
accessibility, environmental standards
- ▶ **Accommodation**  
easy access, accommodation with an eco-label
- ▶ **Procurement, material and waste management**  
Waste management concept, reusable containers, ecological printed matter, paperless event, recyclable decoration, no give-aways
- ▶ **Catering**  
regional, seasonal, organic
- ▶ **Exhibitors, exhibition stand builders**  
contractual agreement on the implementation of the required environmental measures
- ▶ **Energy & water**  
electricity from renewable energy sources, energy-efficient event technology, environmentally friendly cleaning



## Certification process

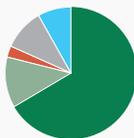
- ▶ Clarification of the suitability of the event
- ▶ Agreement on certification
- ▶ Application for the event  
*"The aim is to organize the event according to the criteria of the Austrian Ecolabel for Green Meetings and Green Events."*
- ▶ Planning the event in compliance with the Green Meetings criteria
- ▶ Provision of all relevant evidence
- ▶ Application for the event  
*"This event complies with the criteria of the Austrian Ecolabel for Green Meetings and Green Events."*

## Consumption Data at a glance

### For your event - The Event Sustainability Report

- ▶ List of total consumption  
Energy  
Water
- ▶ Waste generation with  
recycling rate
- ▶ Co2-savings

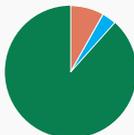
## YOUR EVENT SUSTAINABILITY REPORT.



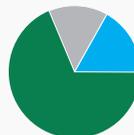
% Renewable energies



kWh Cooling / Heating



Recycling Rate



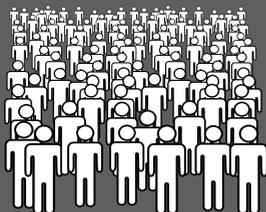
Water consumption

All data at a glance -  
customised for you!



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## Consumption data of Messe Wien

Current CO<sub>2</sub> emissions Messe Wien Exhibition & Congress Center: 996 t CO<sub>2</sub>-eq/year (8900 MWh)



CO<sub>2</sub> emissions of Messe Wien per year are comparable to those of 111 average Austrians.

### GOALS

**Short-term CO<sub>2</sub> emissions target for operations by 2028:**

The short-term target is to save 300t CO<sub>2</sub> emissions per year, which is to be achieved by switching to 100% eco-label electricity and replacing old light bulbs with LEDs.

**Long-term CO<sub>2</sub> emissions target for operations:**

Halving CO<sub>2</sub> emissions by 2030 and net zero emissions by 2045



## Accessibility

Messe Wien Exhibition & Congress Center is fully accessible to all guests on all levels.

- ▶ **Public transport:** subway stations have escalators and elevators
- ▶ **Parking:** special parking spaces for disabled people are available near the entrances
- ▶ **Taxi:** entry and exit options directly in front of the main entrances
- ▶ **Doors, elevators, stairs:** everything is accessible at ground level
- ▶ **Toilets for people with disabilities:** are available on every floor of the event site
- ▶ **Wheelchair access:** all conference rooms are accessible for wheelchair users
- ▶ **Facilities for visitors with visual impairments:** All foyers are equipped with tactile floor indicators. The floor panels in the elevators are equipped with Braille buttons.
- ▶ **Guide dogs and assistance dogs:** assistance dogs are allowed

## Waste management concept

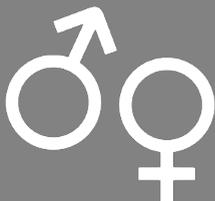
- ▶ Existing waste management concept
- ▶ Monitoring of waste generation per event
- ▶ Monitoring of recycling rate
- ▶ ongoing measures to improve





## Employee policy & social benefits

- ▶ Company agreement for employees
- ▶ Supplementary health insurance
- ▶ Subsidized lunch in the office
- ▶ Voluntary social benefits
- ▶ Flexible working
- ▶ Mobile working
- ▶ Employees of all ages, diverse origins, religions or sexual orientations are welcome
- ▶ „YOU“ culture on an equal footing
- ▶ Various Employee Resource Groups: Disability, Gender Equity, LGBTQIA+, Race



64% Women  
36% Men

## Safety

The safety of all our stakeholders should be ensured by the following measures:

Employees  
Customers  
Participants  
Partner companies



Emergency plans  
Technical guidelines  
House rules  
Safety experts  
Fire safety officer

# UZ 200 – Ecolabel for tourism, catering and cultural businesses (UZ 207 - conference and event venues)

The Austrian Ecolabel for “tourism, gastronomy and cultural businesses” recognizes businesses for their commitment to environmentally friendly management and social responsibility. The Messe Wien Exhibition & Congress Center has been certified with this ecolabel since 2024.

A business that wants to be awarded the Austrian Ecolabel according to this guideline must comply with all of the specified MUST criteria and achieve a certain minimum number of points from the SHOULD criteria.



## Our vision

In search of constant development and improvement, we have set ourselves goals that we would like to implement **by 2028**  
- Extract from the **action program**:

- ▶ Sustainability management is being increasingly implemented in daily work
- ▶ UZ62 certification of events is being focused on
- ▶ Complete conversion to LED lighting across the entire site
- ▶ Creation of an Event Sustainability Report for every event at Messe Wien
- ▶ Increased communication of drinking water quality to international participants of events
- ▶ Ongoing reduction in waste volumes and optimization of the recycling rate
- ▶ Use of sustainable products in the area of procurement
- ▶ Complete conversion to reusable beverages
- ▶ Short-term target for CO2 emissions: 300t CO2 savings/year from 2024-2028



## Management and Communication

- ▶ Sustainable employee policy
- ▶ Social benefits
- ▶ Sustainability management
- ▶ Employee resource groups



## The criteria of UZ 200

### Energie

- ▶ Energy certificate for the site
- ▶ Thermal insulation in accordance with the guidelines
- ▶ Energy-saving lighting technology (Congress Center, Hall B, parking garages)
- ▶ E14a climate protection & CO2 emissions



### Building

- ▶ Completely barrier-free accesses
- ▶ Carpet laying with “carbon neutral floor”
- ▶ No use of open front coolers



### Water

- ▶ Water-saving techniques in all facilities on site
- ▶ Use of well water for flushing toilets



### Transport/Mobility

- ▶ Excellent location and public transport connections
- ▶ 2 direct U2 stations
- ▶ Vienna Airport Lines
- ▶ Bicycle parking
- ▶ Vienna Mobil Station for bicycle rental



### Cleaning/Chemistry/Hygiene

- ▶ Product procurement in accordance with the guidelines
- ▶ Compliant storage of products
- ▶ Low-waste packaging and buying in bulk



### Office/Print

- ▶ Certified paper in the office
- ▶ Commissioning of eco-label certified printing
- ▶ Sustainably usable give-aways



### Air/Noise

- ▶ Complete smoking ban
- ▶ Noise avoidance
- ▶ Acoustic improvement



### Waste

- ▶ Waste management concept
- ▶ Appropriate waste separation on the entire site
- ▶ Composting



Please send feedback and suggestions  
about our measures to our  
sustainability manager:

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[www.messecongress.at/sustainability](http://www.messecongress.at/sustainability)

