



● ● Eurobike

# Sustainable Trade Fair Presence

June 25 – 29, 2025  
Messe Frankfurt



# Sustainable Participation at EUROBIKE

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Sustainable action is a core principle of EUROBIKE. With the move to Frankfurt, we deliberately chose a venue that is a **frontrunner in sustainability**. Since 2023, Messe Frankfurt has aligned its environmental management system with EMAS standards and meets the requirements of DIN EN ISO 14001. The focus is on measurable, verified, and continuously improved environmental performance—as well as preparation for the mandatory sustainability reporting in line with the EU **CSRD** directive.

Examples include its own **photovoltaic system** producing 1.5 GWh, 100% use of renewable energy, efficient material flow management, and regional catering services. This is complemented by **sustainable water management**, **CO<sub>2</sub> capture**, and a **clear climate strategy**. Messe Frankfurt also supports the 17 Sustainable Development Goals and has signed the Net Zero Carbon Events Pledge.

For the world's leading bicycle trade fair to set benchmarks in sustainability, we need the **support of all exhibitors**. Together, we will turn our sustainability philosophy into lasting success!

## 1: Measures BEFORE EUROBIKE

## 2: Sustainable Arrival and Departure

## 3: Measures DURING EUROBIKE



# 1: Measures BEFORE EUROBIKE

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With a few considerations in the run-up to the trade fair, a lot can be achieved. Make sustainability visible and involve all participants in your sustainability strategy early on!

## Advertising Materials:

- Replace printed materials with digital offers
- Create reusable brochures (without date or location)
- Use sustainable printed materials

## Packaging and Shipping:

- Use biodegradable/recyclable packaging
- Rethink shipping methods to reduce CO<sub>2</sub>
- Plan logistics early to avoid unnecessary transports

## Stand Construction:

- Use reusable stand construction systems
  - Use energy-efficient technology
  - Avoid carpets (in halls 11 and 12) or use cradle-to-cradle carpets
- › Visit the trade fair shop

## Catering:

- Avoid single-use dishes
  - Prefer vegetarian or vegan options
  - Use water refill stations instead of plastic bottles
  - Use regional organic-quality products for catering
- › Visit the trade fair shop

# 2: Sustainable Arrival and Departure

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**Traveling to and from the trade fair is a key factor in reducing CO<sub>2</sub> emissions.**

Frankfurt is well connected – by train, public transport, or bike. The exhibition grounds are centrally located, with many hotels nearby. This means getting around the city without a car is easy. EUROBIKE offers free services from RMV and DB Call a Bike.

## Public Transport (ÖPNV):

The exhibition center is just a 10-minute walk from the main train station and has its own S-Bahn station.

- Discounted long-distance tickets from Deutsche Bahn
- › **Here's the link to the booking portal**
- Exhibitor badges and day tickets include a free public transport day pass for the Rhein-Main area
- › **More info on the RMV day pass**

## fast2work:

Mobility survey during EUROBIKE

- Join the EUROBIKE community action
- fast2work for an even more sustainable EUROBIKE
- › **More info on fast2work**

## Bike:

- €30 credit for bike rental via DB Call a Bike with code: EB25EXHIBITOR
- Free, secure bike parking near the portal entrance of the exhibition grounds for exhibitors

# 3: Measures DURING EUROBIKE

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Sustainability doesn't end with setup – there's a lot you can do during the trade fair as well. With small, thoughtful actions, you can make your presence measurably more eco-friendly. Our waste advisors support you directly at your booth – and you can take part too.

## **Waste Management:**

- Dispose of recyclables like paper, cans, and plastic bottles in the correct bins
- Compostable waste belongs in the green bin located in the food service areas

## **Save Energy:**

- Consistently turn off lights and equipment at the end of the day
- Use LED lighting and power strips with switches

## **Communication & Be a Role Model:**

- Show your commitment – for example, with a sign at your booth
- Communicate small steps transparently – sustainability is a process

 Join in! With just a few simple steps, you can help make EUROBIKE a more sustainable event – for the climate, the planet, and the region. Thank you!