



## **Viparis and GL events, two leading players in the events industry, work together on a low-carbon initiative**

**Paris, 8 November 2021**

**As part of a joint low-carbon initiative, Viparis will lease 8,000m<sup>2</sup> in Hall 8 at the Paris Nord Villepinte exhibition centre to GL events, in order to serve as storage space for the equipment needed to install the stands for the Première Vision Paris trade fair, a major international event for the fashion industry. The aim is to avoid having to use over 500 truck-loads to transport the equipment required for each of the two annual instalments of the show! This partnership will enable Viparis to diversify the ways in which it uses its exhibition spaces and enable GL events to significantly reduce the transport flows linked to one of its biggest trade fairs. At the same time, this initiative is fully in line with both companies' low-carbon policies and their CSR commitments.**

**The equivalent of the average French household's gas consumption over a period of 32 years\***

The environmental footprint linked to assembling the stands and fixtures for an event depends on two key factors: the type of materials used and their transport to the event venue. Since it was created in 1973, Première Vision has used 100% modular and reusable materials to fit out its exhibition spaces, from one show to the next. However, transporting this equipment from the Paris region to the venue required using trucks that made almost 500 round trips for each trade fair. Consequently, having storage space available at the Paris Nord Villepinte exhibition centre will reduce CO<sub>2</sub> emissions linked to transport by around 82 tonnes of CO<sub>2</sub> a year, which is equivalent to a French person's carbon budget over a period of 40 years according to the objectives of the Paris Agreement (and representing 8 years of a French person's carbon budget at 2021 levels) or the average French household's gas consumption over a period of 32 years\*.

*\* source ADEME*

**Two leading players in the events industry committed to a socially-responsible approach**

Viparis - the European leader in hosting trade fairs and conferences – and GL events – a leading service provider in the event industry – are committed to closely analysing the environmental impact of their choices when making strategic decisions, in addition to the purely economic criteria.

As **Bruno Desloques**, Director of the Paris Nord Villepinte Exhibition Centre explains: *"It's a genuine source of satisfaction to see two of the biggest companies in the events industry working together to help protect the environment. This proves that it's possible to work on improving logistics efficiency while reducing the environmental footprint at the same time."*

*"Having storage space available for some of the equipment needed for future Première Vision Paris trade fairs is really excellent news for the environment! Reducing freight and transport is the missing link that will enable our industry to ensure low-carbon services. This is the first step in a process that we hope will be part of a long-term partnership, which could be extended to other assets."* says **Olivier Ferraton, Deputy Managing Director of GL events**.

The GL events Group – whose business lines cover event organisation, event venue management and services for events – implemented a comprehensive Corporate Social Responsibility policy over 10 years ago. The Group has notably developed its expertise in terms of reconditioning and reusing equipment assets and actively promotes the circular economy in order to reduce the environmental footprint of the services it provides to its customers. In 2021, the Group developed a whole new range of 100% modular and reusable product offers, recently used for the SIRHA and the *Forum Bois Construction*, (Construction Timber Show), for example. Moreover, significant work has been carried out to enable the recycling of non-reusable materials in the event venues managed by GL events. At the SIRHA Lyon in September 2021, a total of 15 tonnes of food products were distributed to the Food Bank, and 88 tonnes of furniture waste were "upcycled".

As part of its CSR strategy - baptised "Better Events 2030" – Viparis is deploying initiatives in all its venues to reduce its environmental footprint and provide venues and services for socially-responsible, value-added events. With this in mind, the European leader in hosting trade fairs and conferences aims to achieve a 50% reduction in the carbon footprint of all its venues and a 33% reduction in terms of transport/freight by 2030 (in relation to 2016 levels). Viparis ensures its venues are operated in a socially-responsible manner by optimising energy and resource consumption (green energy, reducing unnecessary consumption through automated protocols and energy renovation investments). It has also implemented actions to promote sustainable mobility for both visitors and freight and is gradually reinforcing its waste sorting processes and combating food waste. At the same time, to help achieve these goals, Viparis is developing socially-engaged partnerships with its service providers (for example, caterers are approved according to CSR criteria: organic produce or short distribution channels).

Paris Nord Villepinte is actively committed to a virtuous CSR strategy and aims to establish itself as the leading sustainable exhibition centre. Since its environmental footprint is a key priority (for example, Hall 7 is HQE-certified, as regards 100% renewable electricity), the venue also aims to be an exemplary green space: 18,000m<sup>2</sup> of green roof, 10 beehives, nesting boxes, insect homes, and 20 hectares of green spaces supervised by an ecologist and on which no phytosanitary products are used.

### **About Viparis**

Viparis is a subsidiary of the Paris Ile-de-France Chamber of Commerce and Industry and Unibail-Rodamco-Westfield. It is the European leader in hosting conferences and trade fairs.

Viparis manages nine main events venues in the greater Paris region. Every day, we strive to make our venues and our services more efficient and adaptable. Because our customers' well-being comes first, we have developed Guest Attitude, a unique blend of prestigious venues and high-quality services for the 10 million visitors (general public, professionals and spectators) and the 800 events we host each year at our various venues (*Espace Champperret, Espace Grande Arche, Hôtel Salomon de Rothschild, Les Salles du Carrousel, Palais des Congrès d'Issy, Palais des Congrès de Paris, Paris Expo Porte de Versailles, Paris Le Bourget and Paris Nord Villepinte*).

Since we are always looking to the future, we co-founded French Event Booster, the event industry's only innovation platform, where creative, collaborative ideas can circulate between the industry's stakeholders.

For more information, please visit [Viparis.com](http://Viparis.com) or join us and follow our news on [Twitter](#), [Facebook](#) and [Instagram](#).

### **About GL events**

As an integrated Group that operates in all event-related professions, GL events is a leading player in the three main events markets: congresses and conventions; sporting, cultural, corporate and political events; and fairs and exhibitions aimed at trade professionals or the general public.

With offices and venues on five continents and in more than 20 countries, GL events employs 4,500 people. GL events is organised into three main business divisions: GL events Live groups together all the professions and services associated with corporate, institutional, and sporting events. Its teams provide turn-key solutions, from consulting and design to the final production of the event. GL events Exhibitions manages and produces over 300 proprietary fairs. Its portfolio covers a wide range of sectors: food-services, culture, textiles/fashion, industry, etc. GL events Venues manages a network of 50 event venues (Convention Centres, Exhibition Parks, Concert Halls and Multi-purpose venues) based in France and around the world.

## **PRESS CONTACTS**

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