

A world leading trade fair: sustainable

For several years now, sustainability goals have been a focus for companies and service providers worldwide. Participants in global markets must contribute their part to climate neutrality and preserving our living environment. In the context of Earth Day, we take a look at the ecological footprint of IWA OutdoorClassics, an internationally leading trade fair. We examine the measures the fair takes to achieve its own sustainability goals and how it can sustainably influence the industry.

The sustainability goals of the NürnbergMesse

As an event of NürnbergMesse GmbH, the IWA OutdoorClassics pursues company-wide goals. The sustainability strategy adopted by the company in 2021 serves as a compass for all events of the Nuremberg trade fair company. It is based on the 17 Sustainable Development Goals of the United Nations. In an interview, Peter Ottmann, CEO of NürnbergMesse, talks about the associated challenges but emphasizes the potentials: "Many of our trade fairs worldwide are platforms for sustainable technologies," Ottmann strengthens the role of trade fairs in the question of innovations needed to stop climate change faster. "We want to expand this further. Operationally, we have also set ourselves goals: we want to save even more energy and water and reduce waste. The central point is the carbon-neutral energy supply of the company by 2028," the CEO concludes. The goals of NürnbergMesse can also be found in the business and sustainability report.

And where does the IWA OutdoorClassics come in?

"To make a world-leading trade fair climate-friendly, it takes many stakeholders," says Pia Freitag. The young event manager of IWA OutdoorClassics recently led a sustainability project that dealt exactly with this topic.

"As a trade fair company, we have chosen a path that we are now bringing into our events," Freitag reveals. "The careful use of resources, for example in the carpeting of stand construction and equipment, social recycling projects such as the

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PFANDNETZWERK, the use of sustainable materials in the production of advertising materials, or sustainable trade fair catering are just a few examples of how strongly the topic influences trade fair organization." In addition to the organizers, exhibitors and visitors are also an integral part of the strategy development, as can be seen in Freitag's project results. "We offer trade fair visitors attractive conditions for climate-friendly travel by train as well as charging stations for electric cars on the premises. For exhibitors, we provide access to reusable stand construction," Freitag continues, "making our community participants in our sustainability mission."

Sustainability in the hunting and shooting sports industry: trend or ghost?

The hunting and sports firearms and ammunition industry also deals with the topic of sustainability. Olaf Sauer, President of JSM, says: "We research and develop new production processes and products with environmentally friendly technologies and try to conserve all resources as best as possible." For example, projects that are sensible from an environmental, energy, and climate perspective are prioritized in investment planning. In addition, energy-intensive processes are continuously optimized, and environmentally friendly waste and water management systems are promoted.

Conclusion: Implementing and promoting sustainability

It can be seen that even a world-leading trade fair must work towards sustainable implementation, but it cannot do so alone. However, the importance of trade fairs is immense when it comes to the question of future-proof solutions and technologies. In every industry, they serve as innovation drivers and force markets to deal with global trends.