

PRESS RELEASE

Palacongressi and "Al Mèni", solidarity in Rimini among EU best practices

Recovering surplus food at events and meetings, to donate it to those in need. "Food for Good", the initiative launched as an experiment by "Federcongressi & eventi" at Rimini's Palacongressi in 201, and which last year welcomed on board "Al Mèni", has become a European example in the fight against food waste. To date, more than 21 thousand meals and over one and a half tons of bread and fruit have been collected and donated to the Sant'Antonio Soup Kitchen in Rimini.

Video <https://www.youtube.com/watch?v=PgarAmcrPU0&feature=youtu.be>

Rimini, 11 June 2018 - IEG's Rimini Palacongressi was the first Italian conference centre to start the experimental phase of the "Food For Good" project and subsequently consolidate it as one of its best practices. Last year, "Al Mèni", one of the major Italian events dedicated to the culture of food also joined the initiative. And as of last month, "Food For Good", born from the partnership between "Federcongressi & eventi", the Italian meeting industry umbrella association, and non-profit organisations "Food Bank" and "Equoevento", is now one of the best practices in the European Union protocol in the fight against food loss and waste: "EU Platform on Food Losses and Food Waste". This platform was set up 2 years ago as part of the "EU Circular Economy Action Plan", aimed at identifying, sharing and developing solutions against waste in the food supply chain and reducing them by 50% by the year 2030.

In its first two years of implementation, the IEG Palacongressi has recovered and donated more than 21 thousand ready meals and more than one and a half tons of bread and fruit to the Sant'Antonio Soup Kitchen. Healthy, high quality food which has led to significant cost savings, and above all authentic solidarity. A goal that was achieved also thanks to the decision of dozens of organisers, companies or associations to join the project when organising their events at the Palacongressi. Together with the chefs of Summertrade (IEG catering and banqueting partner company), they planned the "Second Life" menu, which after a particular treatment and conservation process in line with legal protocols, can be consumed within 24 hours after the event.

A practical way of expressing corporate social responsibility, an objective to which Italian Exhibition Group has always dedicated great attention and commitment. In fact, the Palacongressi is built entirely with eco-friendly materials, such as wood, glass, stone. The energy system allows a 30% reduction in the cooling and electric power used. Practices are in place for reducing or eliminating the consumption of paper and plastic materials, there is an efficient separate waste collection, organic waste collection for composting and the use of 100% organic hygiene products has been adopted. Not forgetting of course that IEG and Vicenza fair events also offer their contribution to the "Food for Good" scheme, and every year the world-class ice cream trade fair, SIGEP, collect

thousands of kilos of ice cream left over from the event. The proceeds from the sale of the ice cream to the public are donated to the "Food Bank" in order to help families in Rimini who are living below the poverty line.

And starting from this weekend, the Palacongressi spotlights will be on important financial, economic and web marketing events. On June 14 and 15, Rimini will become the capital of online investments, hosting the 19th edition of "ITForum" (2,500 participants). Parallel to this event will be the two-day study of the "ERCEA Rimini Center for Economic Analysis International Conference". Whereas from June 21 to 23, the most important Italian event on web communication and commercial promotion, "Web Marketing Festival" will welcome more than 6,000 participants. The events will bring to more than 30,000 the number of participants that the Palacongressi will attract to the city in June.

PRESS CONTACT IEG - SEDE DI RIMINI:

Elisabetta Vitali (communications&media manager) mediarimini@iegexpo.it

Carlo Bozzo (media consultant Event&Conference) +39 3355778445 – carlobozzo@hotmail.com