

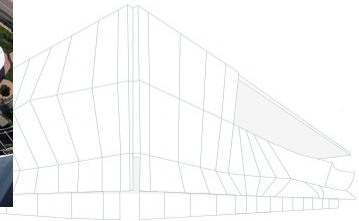
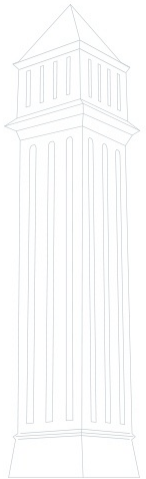


FIRA DE BARCELONA

Prova pilot envasos reutilitzables

David Sánchez
Cap de Recinte

Introducció a Fira Barcelona



Introducció a Fira Barcelona

2024

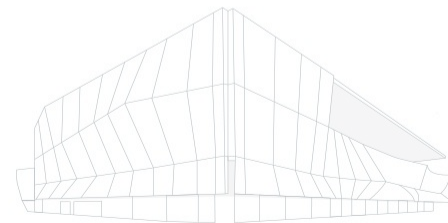
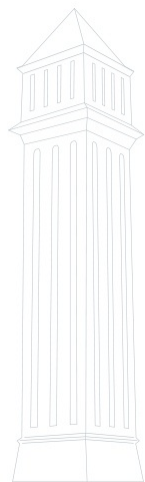
+300M
facturació

+270
esdevenime
nts

3M visitants

1.650.000
m2

47
restaurants



Introducció a Fira Barcelona

2024

+300M
facturació

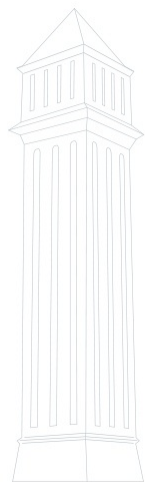
+270
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3M visitants

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47
restaurants

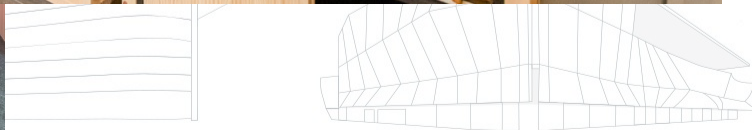
2,5M de gots
d'un sol ús



On estem



On estem



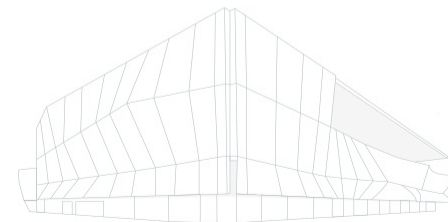
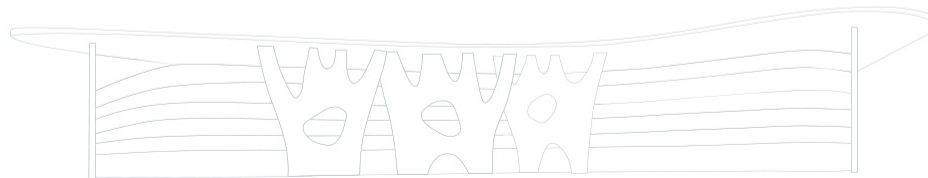
2024



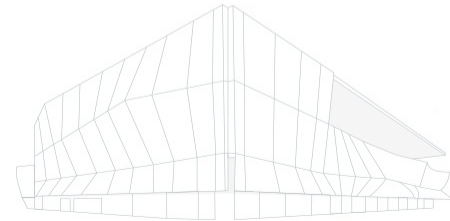
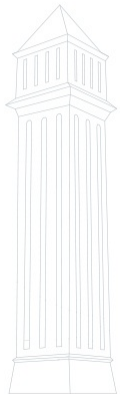
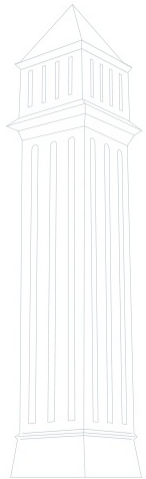
SMARTCITY
EXPO WORLD CONGRESS

**SAVE THE
DATE**

5 - 7 NOVEMBER 2024
BARCELONA

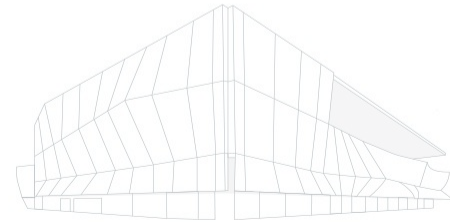


Prova pilot 2024 – preparació



Prova pilot 2024 – preparació

0. Partnership



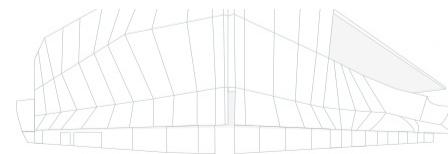
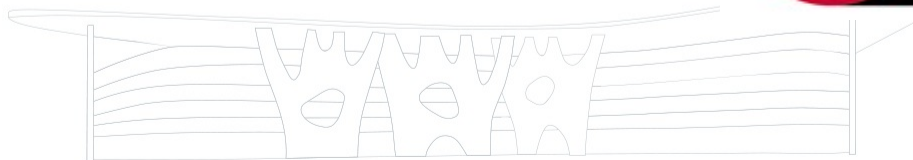
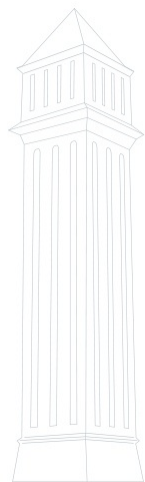
Prova pilot 2024 – preparació

0. Partnership

inèdit

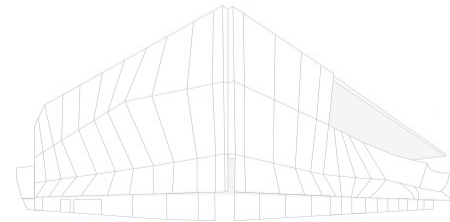
SIRESA

Triana
PACKAGING & PHARMA



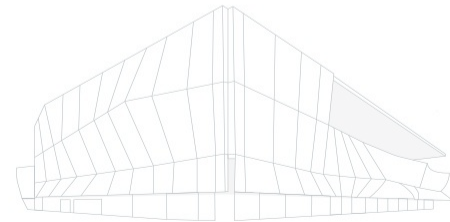
Prova pilot 2024 – preparació

1. Lloguer o compra ☐



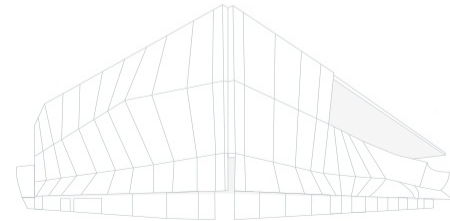
Prova pilot 2024 – preparació

1. Lloguer o compra



Prova pilot 2024 – preparació

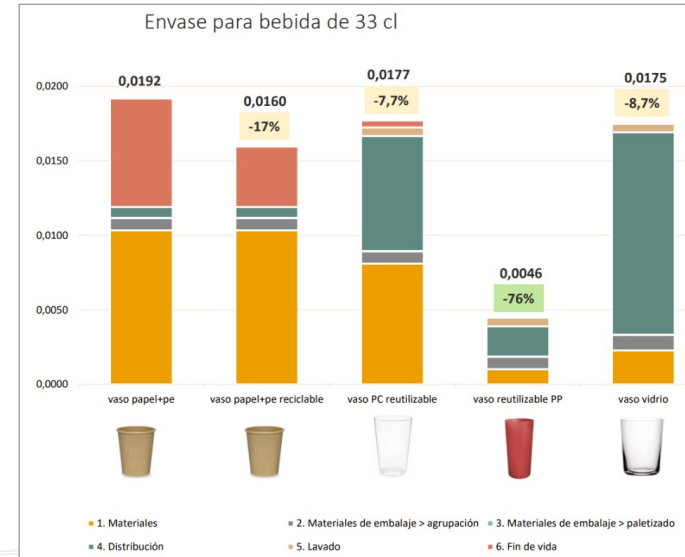
2. Tipus de gots



Prova pilot 2024 – preparació

2. Tipus de gots ☐

- **Material**

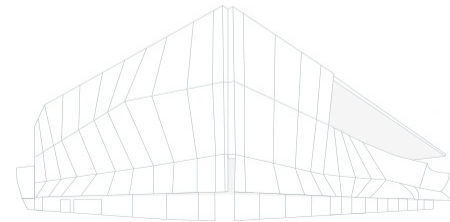
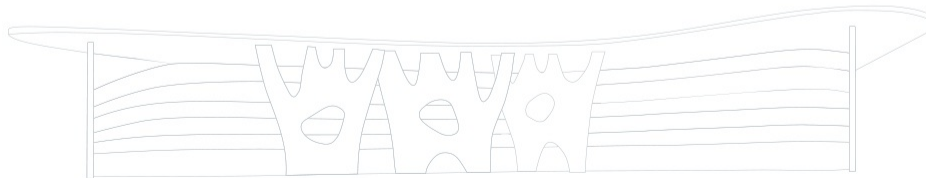


Font: Avaluació d'impactes ambientals realitzada per Inèdit, seguint la ISO 14040, a partir de dades primàries de la Fira i dades d'impactes ambientals de la base de dades Ecoinvent.

Prova pilot 2024 – preparació

2. Tipus de gots □

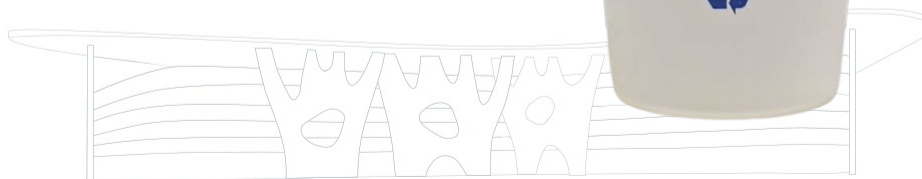
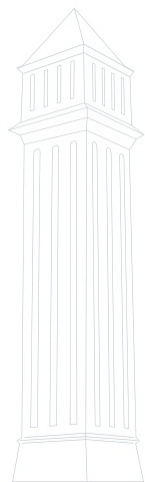
- **Material**
- **Estètica**
- **Logo**



Prova pilot 2024 – preparació

2. Tipus de gots ☐

- Material
- Estètica
- Logo



Prova pilot 2024 – preparació

2. Tipus de gots ☐

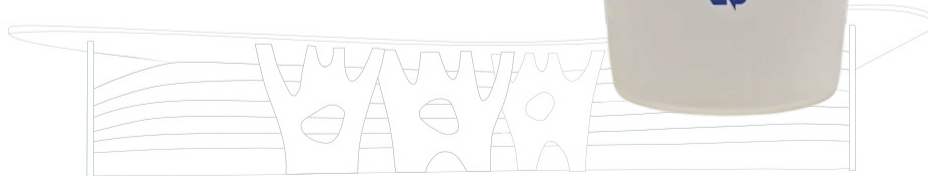
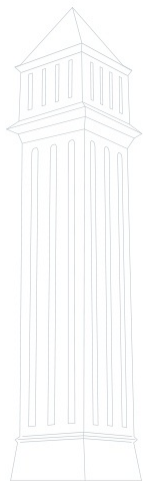
- Material
- Estètica
- Logo
- Mides



• 20 cl

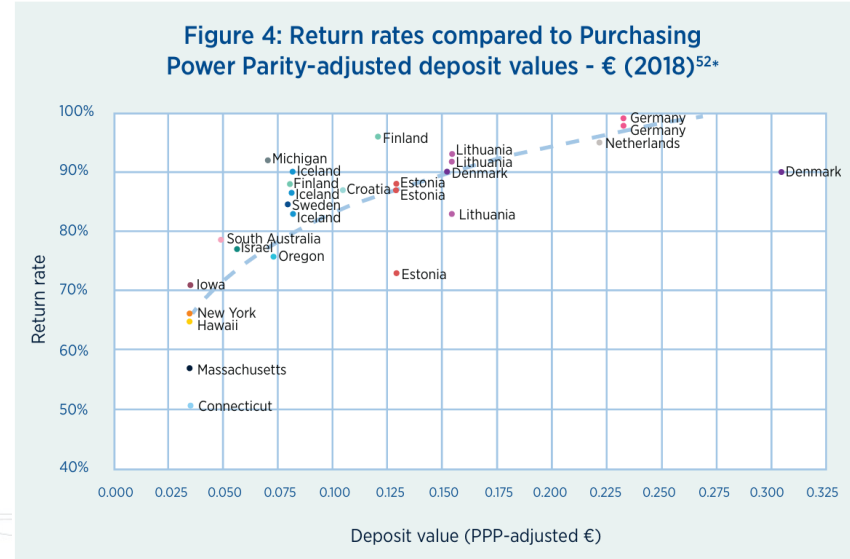
• 28 cl

• 33 cl



Prova pilot 2024 – preparació

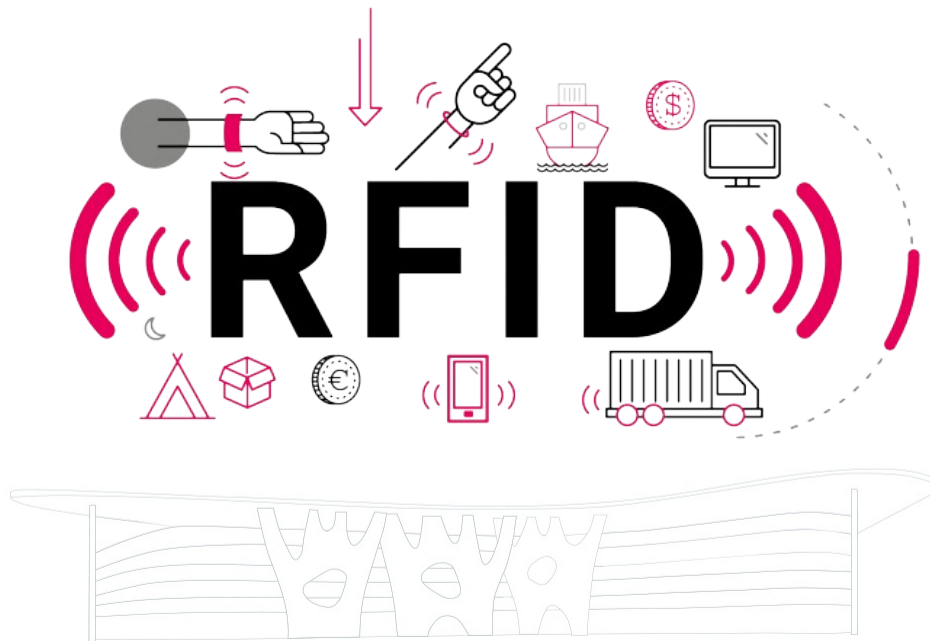
3. Dipòsit 💰



Font: Tomra (2022). *Rewarding Recycling: Learnings from the World's Highest-Performing Deposit Return Systems.*

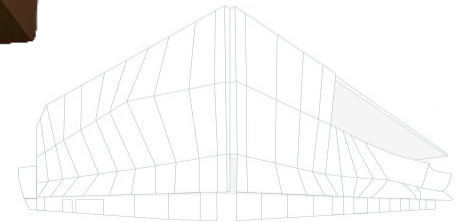
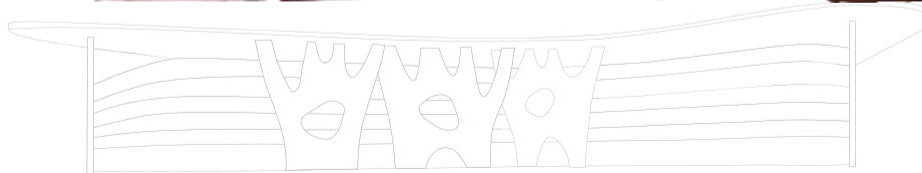
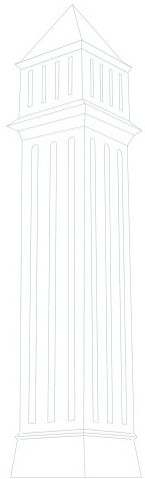
Prova pilot 2024 – preparació

4. Tecnologia



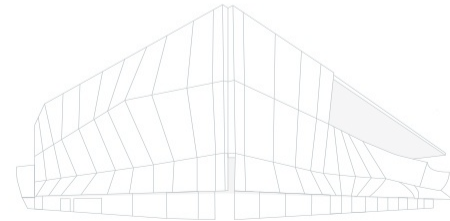
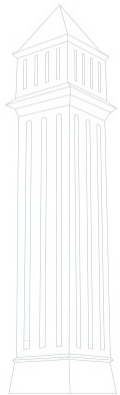
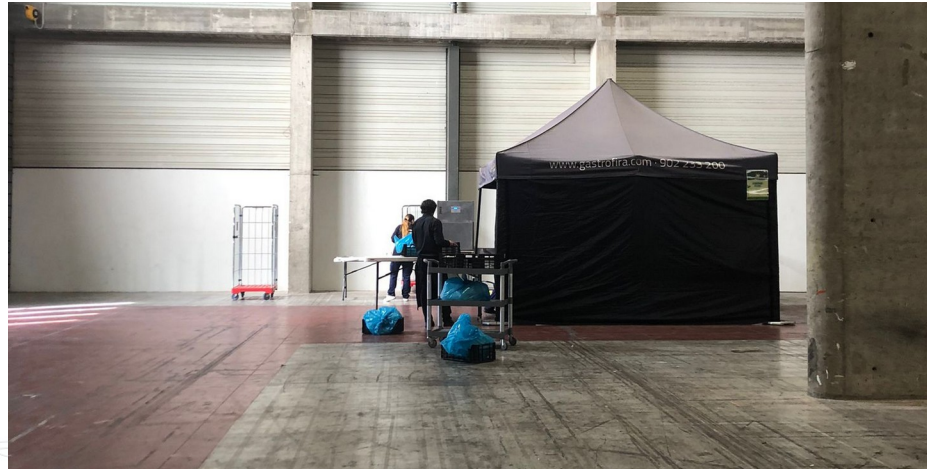
Prova pilot 2024 – preparació

5. Punts de retorn



Prova pilot 2024 – preparació

6. Rentat i assecat ☐



Prova pilot 2024 – preparació

7. Comunicació



REUSABLE CUP RETURN

RETORN DE GOTS REUTILIZABLES

RETORNO DE VASOS REUTILIZABLES

**1. empty
your
cup
here.**

Buida el got.
Vacía el vaso.

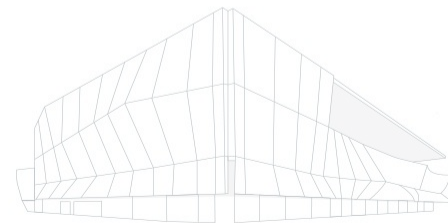
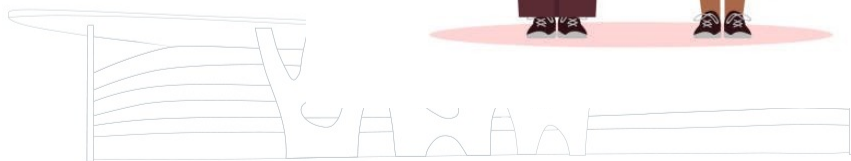
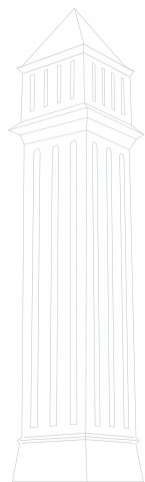
**2. return
your
cup.**

Torna el got.
Devuelve el vaso.

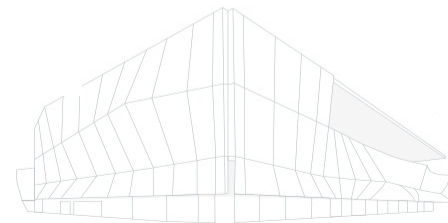
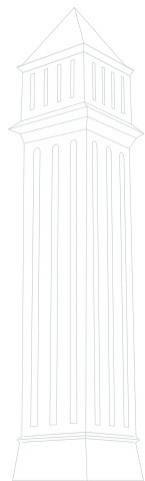


Prova pilot 2024 – preparació

7. Comunicació □



Resultat prova pilot 2024



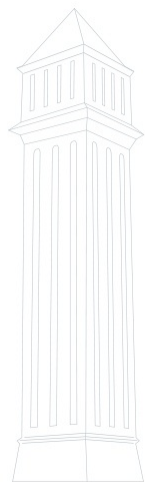
Resultat prova pilot 2024



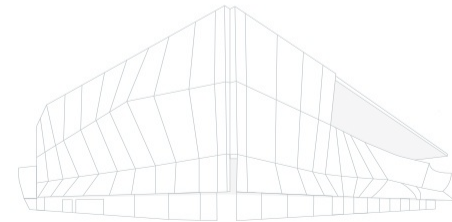
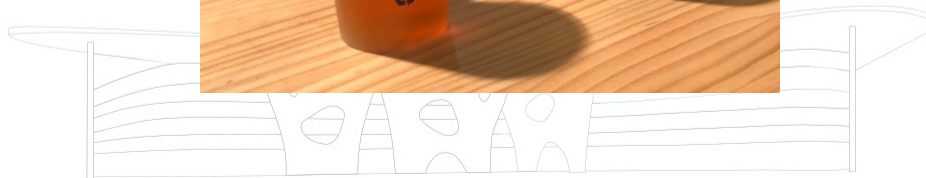
- Vam fer la prova!
- No vam haver d'utilitzar **gots d'un sol ús**.
- El **feedback** general d'usuaris, assistents, visites... va ser **positiu**.
- Vam deixar d'utilitzar més de **58.000 gots d'un sol ús**.

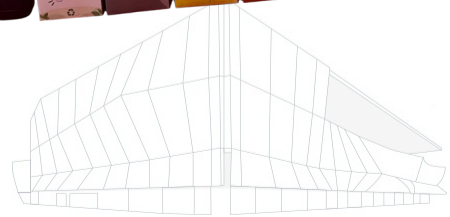
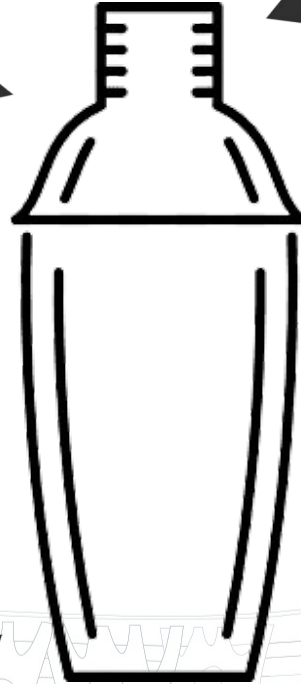


- El **percentatge de recuperació** va ser **molt baix**.
- Vam tenir més **impacte ambiental major** al sistema d'un sol ús.
- Els **punts de retorn semblaven una paperera**.
- Al got, degut potser al color, es quedaven **marques de pintallavis, suc de taronja...**



I ara què?







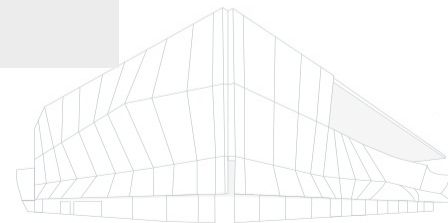
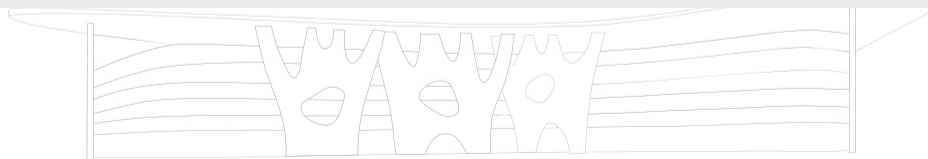
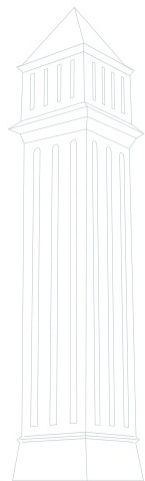
Prova pilot 2025

interihotel

EXHIBITION · CONFERENCES & WORKSHOPS
INNOVATIONS & TRENDS · AWARDS

BCN25

21, 22 & 23 Oct. FIRA BARCELONA - GRAN VIA



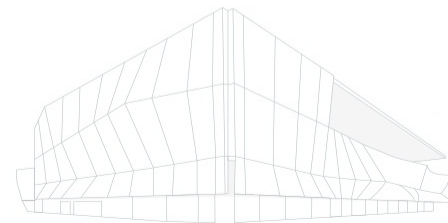
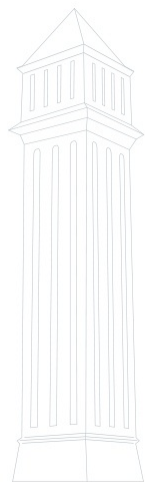
Prova pilot 2025

1. Lloguer o compra ☐



Prova pilot 2025

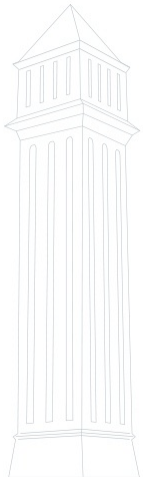
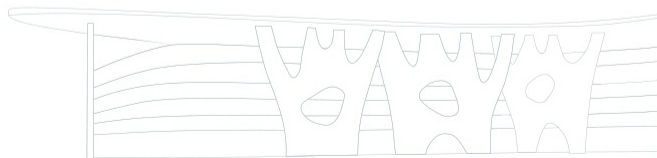
1. Lloguer o compra □



Prova pilot 2025

2. Tipus d'envasos ☐

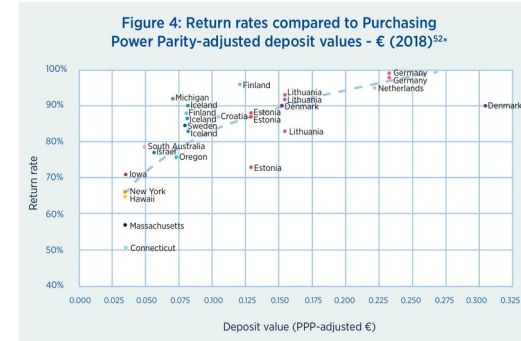
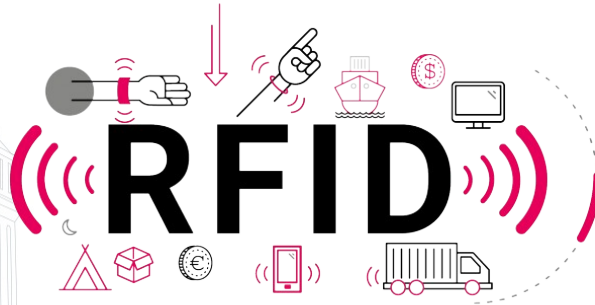
- Material
- Estètica
- Logo
- Mides



Prova pilot 2025

3. Dipòsit 💰

4. Tecnologia 📱



Fonte: Tomra (2022). Rewarding Recycling: Learnings from the World's Highest-Performing Deposit Return Systems.

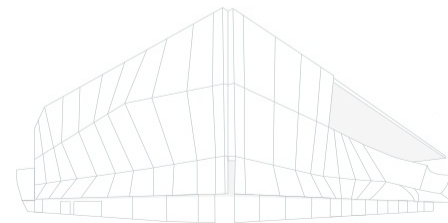
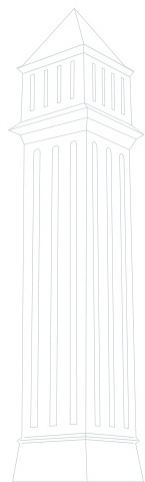
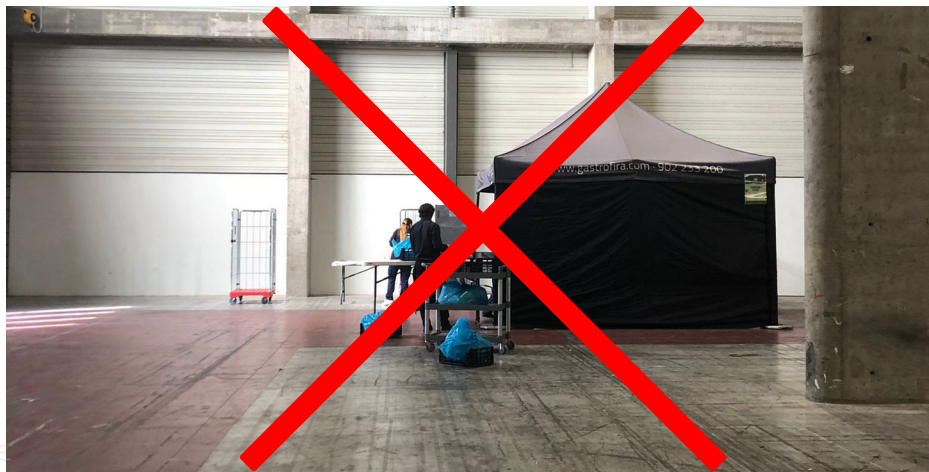
Prova pilot 2025

5. Punts de retorn



Prova pilot 2025

6. Rentat i assecat ☐



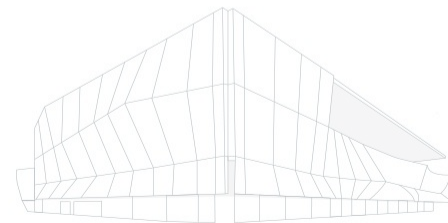
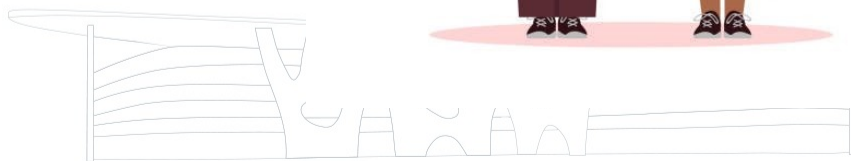
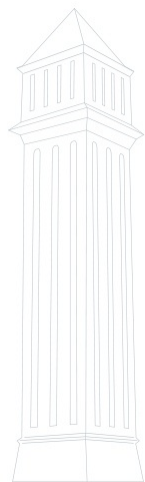
Prova pilot 2025

7. Comunicació

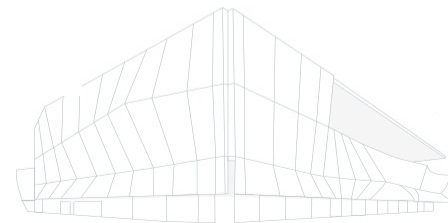
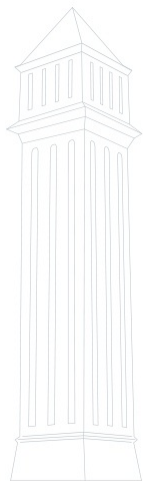


Prova pilot 2025

7. Comunicació □



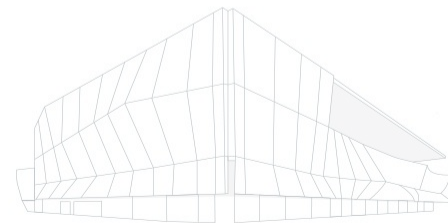
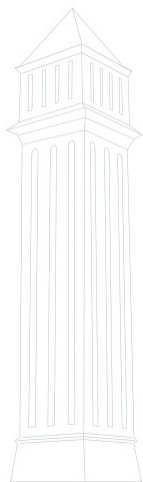
Resultat prova pilot 2025



Resultat prova pilot 2025



**Retorn del
90,7%!**

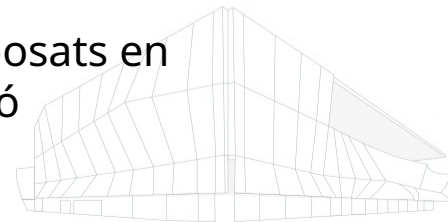
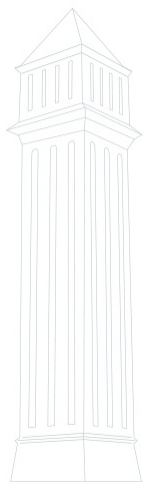


Resultat prova pilot 2025



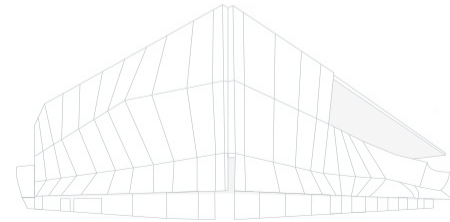
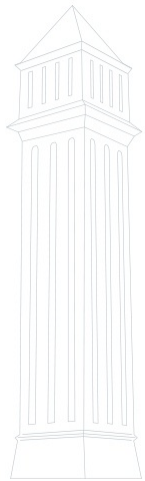
**Retorn del
77,9%!**

9.135 envasos posats en
circulació



Resultat prova pilot 2025

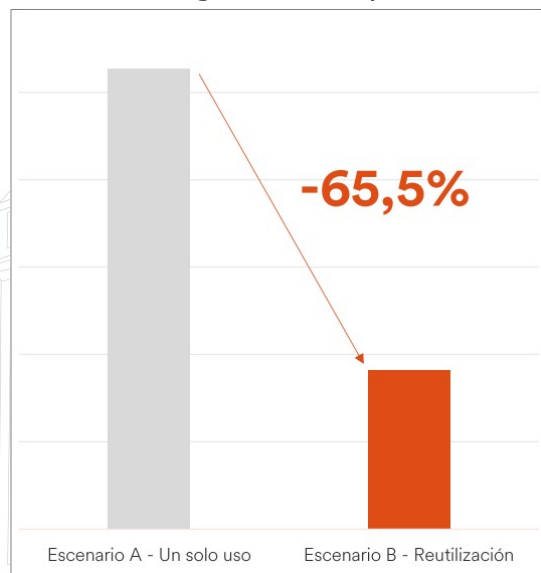
Indicadors ambientals



Resultat prova pilot 2025

Indicadors ambientals

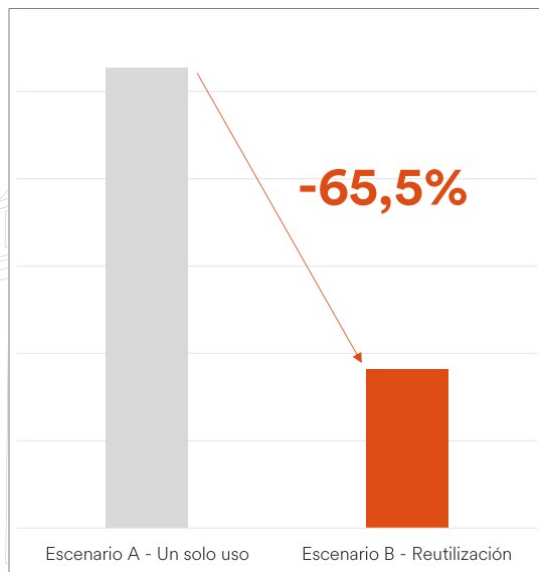
kg de CO2 eq



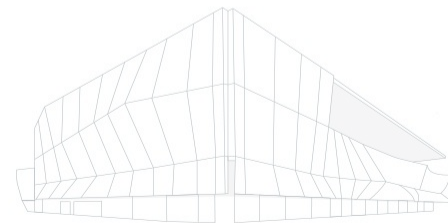
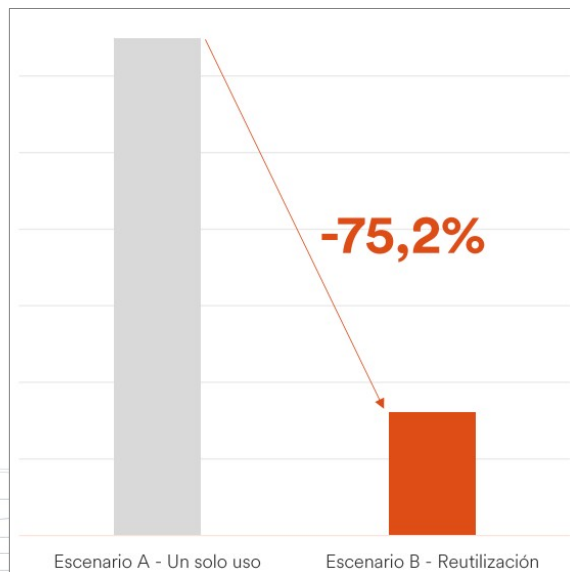
Resultat prova pilot 2025

Indicadors ambientals

kg de CO2 eq



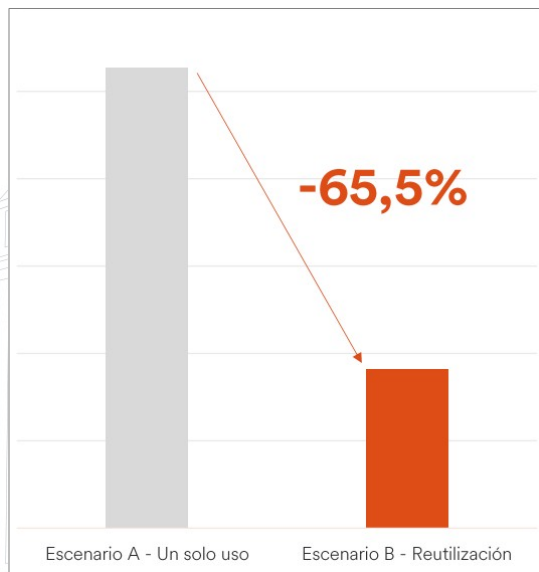
m3 de agua eq



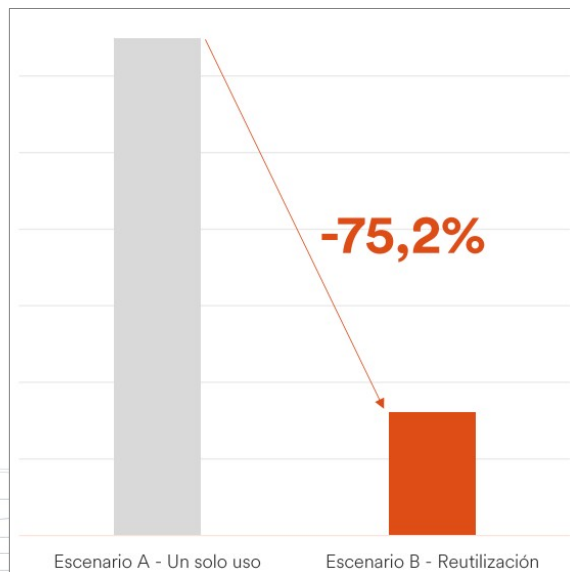
Resultat prova pilot 2025

Indicadors ambientals

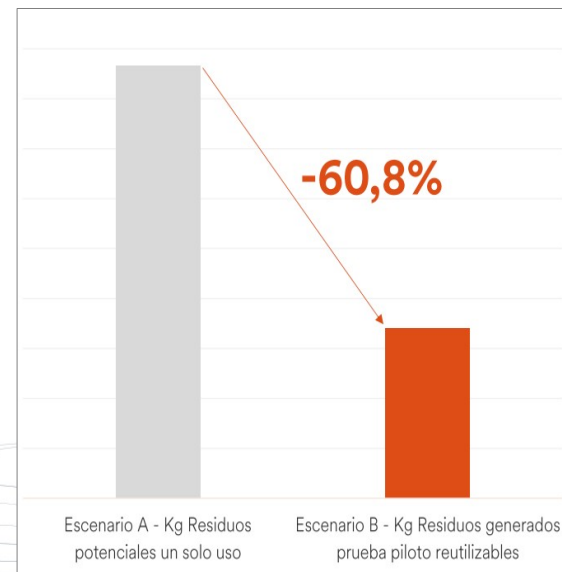
kg de CO2 eq



m3 de agua eq



kg de residus generats





GRÀCIES!