



Always ahead
Upgrade your business.

Mercato Internazionale
Audiovisivo
Film-Drama-Doc

MIA 2020: AN ISO 20121 CERTIFIED EVENT

A sustainable event is one designed, organised and implemented in a way that minimises potential negative impacts and leaves a beneficial legacy for the host community and all involved UNEP 2009 (United Nations Environment Programme).



MAIN NUMBERS

1800 ATTENDEES onsite & online from over 50 countries
2 WALKING DISTANCE LOCATIONS
79% LOCAL SUPPLIERS within 100 Km
1100 covid-19 anti-contagion kits distributed
600 L of fuel saved compared to MIA2019
92,5% saved compared to MIA2019



A COMPLETELY PLASTIC FREE EVENT!

100% compostable or reusable catering tableware
1100 complimentary cotton bags
100% glass bottle
100% Plastic badges replaced by QR codes



EAT AND DRINK RESPONSIBLY!

30%+ km0 seasonal products in the catering menu
Differentiated dietary options for vegetarians, vegans, gluten free and dairy free
100% (60Kg) food surplus donated to *Equoevento Onlus*



RECYCLING MAKES THE DIFFERENCE!

4 separate collection areas for paper, plastic, organic and general waste
12 recycling areas
100% materials for staging reintegrated into circular economies



YES, WE OFFSET!

MIA 2020 has offset 10,000 kg of CO2 greenhouse gases associated with energy consumption and 10% of participants flights



SUSTAINABILITY NEVER ENDS!

We spread the sustainability culture through:

Dedicated panel: Green Growth and Sustainable Development
Ecodecalogue totems in key areas
Sustainability area on MIA Website

UNI ISO 20121:2013



SISTEMA DI GESTIONE
SOSTENIBILE DEGLI EVENTI
CERTIFICATO