

MANIFESTO





OUR RESPONSIBILITY: TO LEAD BY EXAMPLE

The world around us is changing, and there are daily reminders of the climate and environmental emergency everywhere. The construction industry must face up to the harsh reality that producing 145 million tonnes of CO2 equivalent makes it a leading source of greenhouse gas emissions.

As a long-standing industry player, it is our responsibility to work alongside the wider sector to ensure the success of the decarbonisation pathway.

We're aiming to go lower than ever to reach new heights: let's achieve Net Zero for all three Mondial du Bâtiment shows by 2040.



But how, we hear you ask?

Example

Let's first calculate our impact, before promising results.

According to the Bilan Carbone® methodology drawn up by the French Environment and Energy Management Agency, the show's provisional carbon footprint is 32,000 tonnes of CO2, generated through travel, materials, purchasing and waste. There can be no vision for the future without transparency, starting right now.

Example

Let's join forces and pool our knowledge to tackle these sizeable challenges.

With 200,000 participants and more than 1,500 exhibitors across 150,000 m2, we must involve all stakeholders in the drive to reduce emissions. Organisers, exhibitors, partners and visitors: let's all work together.

Example

Let's go beyond virtue signalling to prioritise action.

Championing eco-designed stands and spaces, recycling materials, reducing consumption, pooling travel, optimising build-up logistics; our plan is based on tangible and measurable actions. This year, a proactive and solutions-based approach is in order.

Example

Let's embrace change and collectively rethink our model.

Building trust, changing habits, re-organising; this is the only viable long-term pathway, and we're raring to go. Together, let's make Le Mondial du Bâtiment the benchmark low-carbon show.

Will you join us?





ACTION CHARTER





OUR PRIORITIES FOR THE 2024 SHOW:

As the show's organisers, we are working tirelessly to minimise our carbon emissions.

We have overhauled our business model, by no longer offering excessive exhibition spaces. We now only offer 5 stand sizes, with a maximum of 99m² per exhibitor company.

We are encouraging eco-design across the show. Half the exhibitors have opted for the eco-design stands we offer, meaning the materials used are either recycled (carpets, partition coverings, signage etc.), repurposed (wood) or re-used (partitions, LED lightbulbs, doors, furniture). Reception areas are made using "Bois de France" certified wood.

We are optimising build-up logistics by grouping transportation flows of stands and exhibition equipment.

We are reducing the impact of participant travel, as this accounts for 80% of our total carbon footprint. We are organising and funding group transport. For example, we have hired 50 buses within a 300km radius of Paris and funded over 50 train services for visitors. Naturally, we are encouraging the use of decarbonised modes of transport such as train, metro and tram.

We are offering responsible catering, serving local and seasonal produce.

We are minimising consumables by digitising communication media..

We are calculating and publishing our carbon footprint, using Bilan Carbone®.

Our partner Ecoact uses this methodology drawn up by the French Environment and Energy Management Agency, to calculate the show's greenhouse gas emissions.



As the industry's flagship event, we are giving our content a clear direction to inspire and engage professionals to decarbonise.

We are showcasing the players who provide concrete solutions to decarbonise the sector, dedicating a large part of the exhibition space to low-carbon solutions (low-carbon construction, photovoltaics, etc.) and organising themed guided tours.

We are training and educating professionals on the major climate and environmental challenges with a programme of 450 talks and over 1,000 speakers.

We are offering a platform to the leading voices on such matters: researchers, experts and tradespeople, for a society built on new foundations.

