

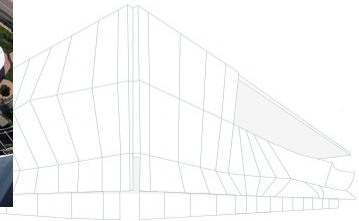
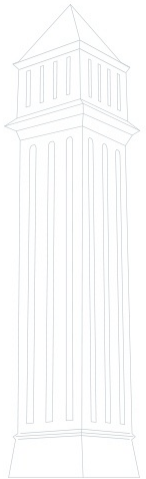


FIRA DE BARCELONA

Prova pilot envasos reutilitzables

David Sánchez
Cap de Recinte

Introducció a Fira Barcelona



Introducció a Fira Barcelona

2024

+300M
facturació

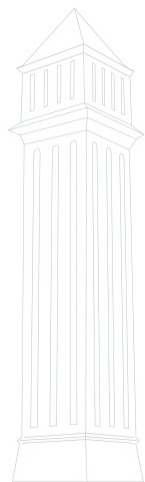
+270
esdevenime
nts

3M visitants

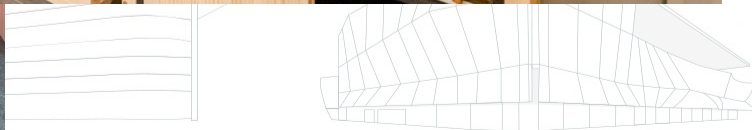
1.650.000
m2

47
restaurants

2,5M de gots
d'un sol ús



On estem



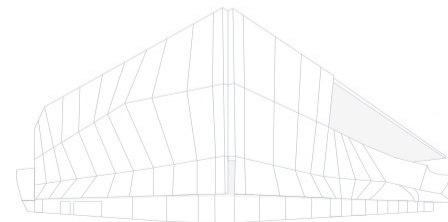
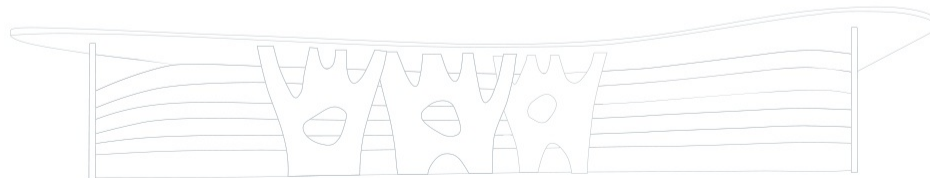
2024



SMARTCITY
EXPO WORLD CONGRESS

SAVE THE
DATE

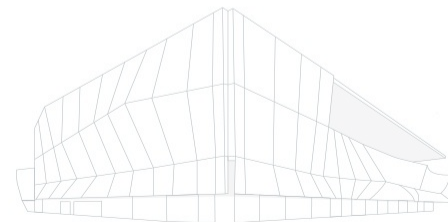
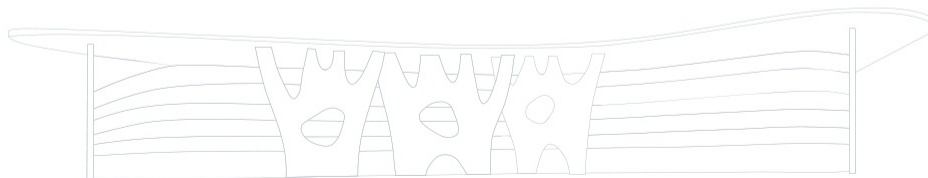
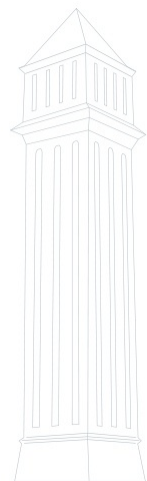
5 - 7 NOVEMBER 2024
BARCELONA



Prova pilot 2024 – preparació

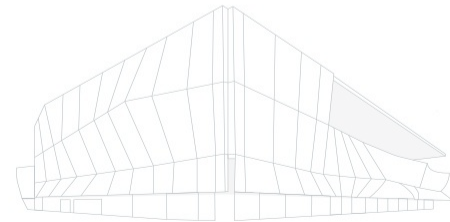
0. Partnership

inèdit



Prova pilot 2024 – preparació

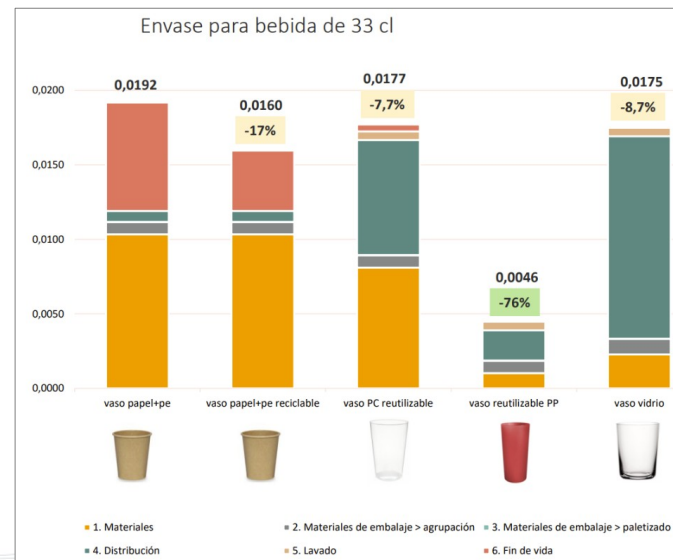
1. Lloguer o compra



Prova pilot 2024 – preparació

2. Tipus de gots

- **Material**

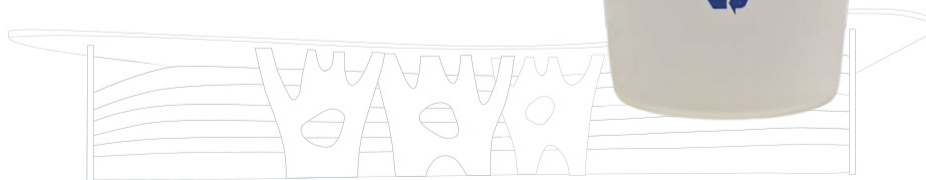
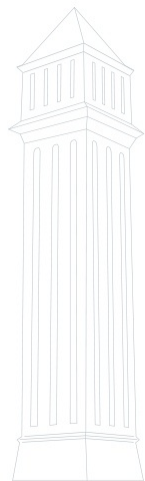


Font: Avaluació d'impactes ambientals realitzada per Inèdit, seguint la ISO 14040, a partir de dades primàries de la Fira i dades d'impactes ambientals de la base de dades Ecoinvent.

Prova pilot 2024 – preparació

2. Tipus de gots

- Material
- Estètica
- Logo



Prova pilot 2024 – preparació

2. Tipus de gots

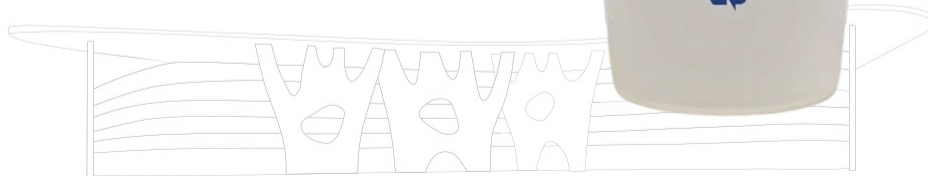
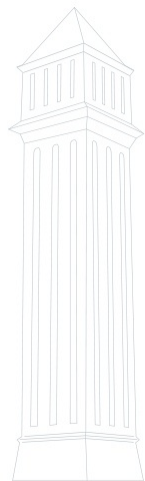
- Material
- Estètica
- Logo
- Mides



• 20 cl

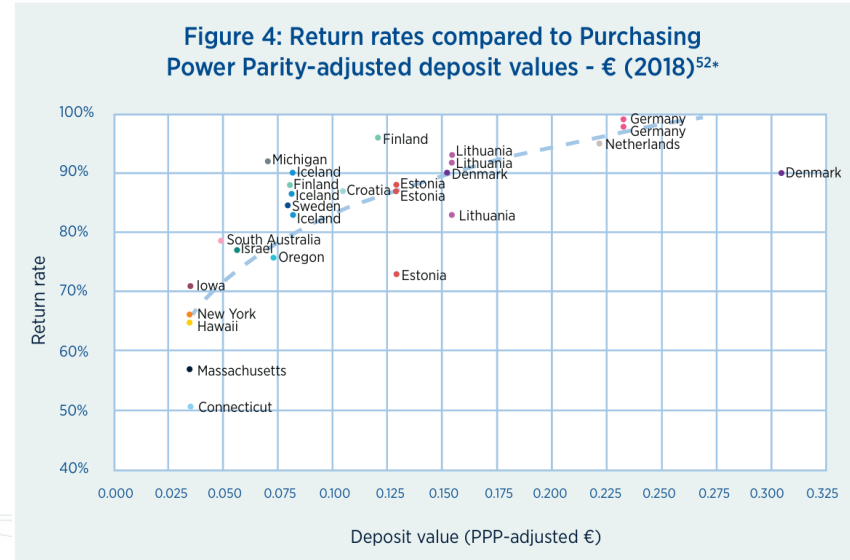
• 28 cl

• 33 cl



Prova pilot 2024 – preparació

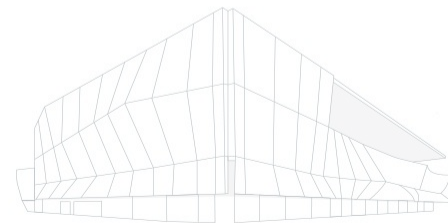
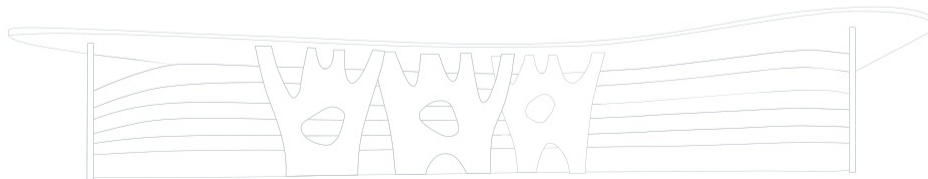
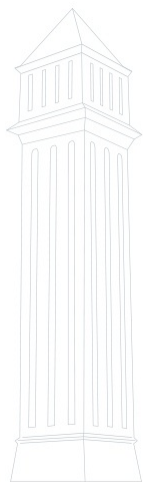
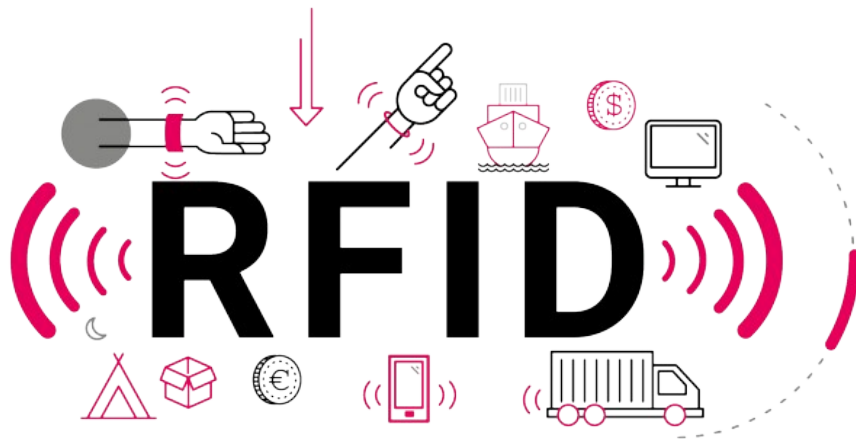
3. Dipòsit



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

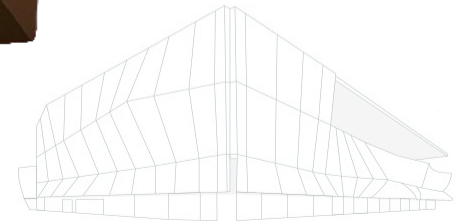
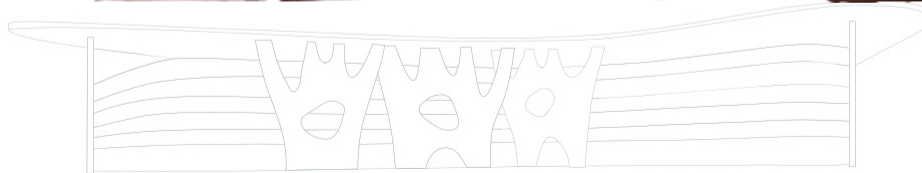
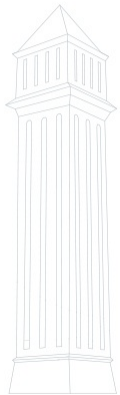
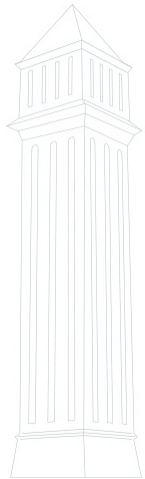
Prova pilot 2024 – preparació

4. Tecnologia



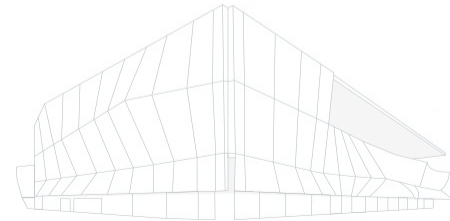
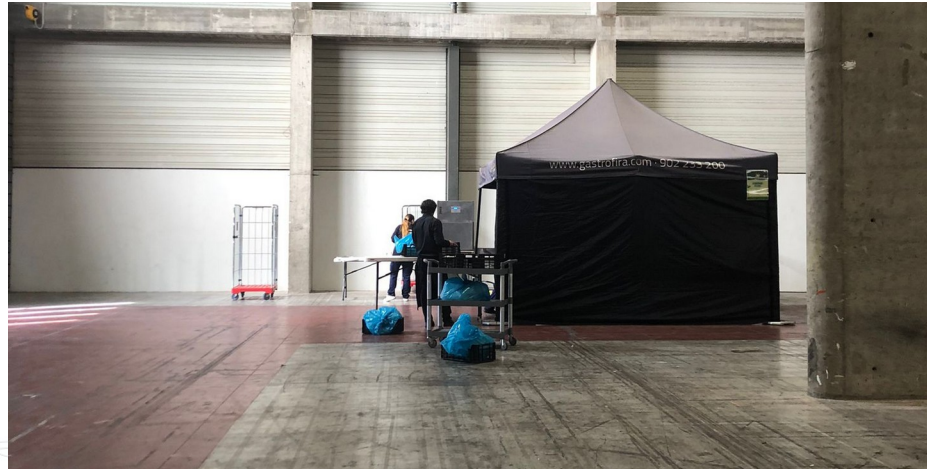
Prova pilot 2024 – preparació

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.

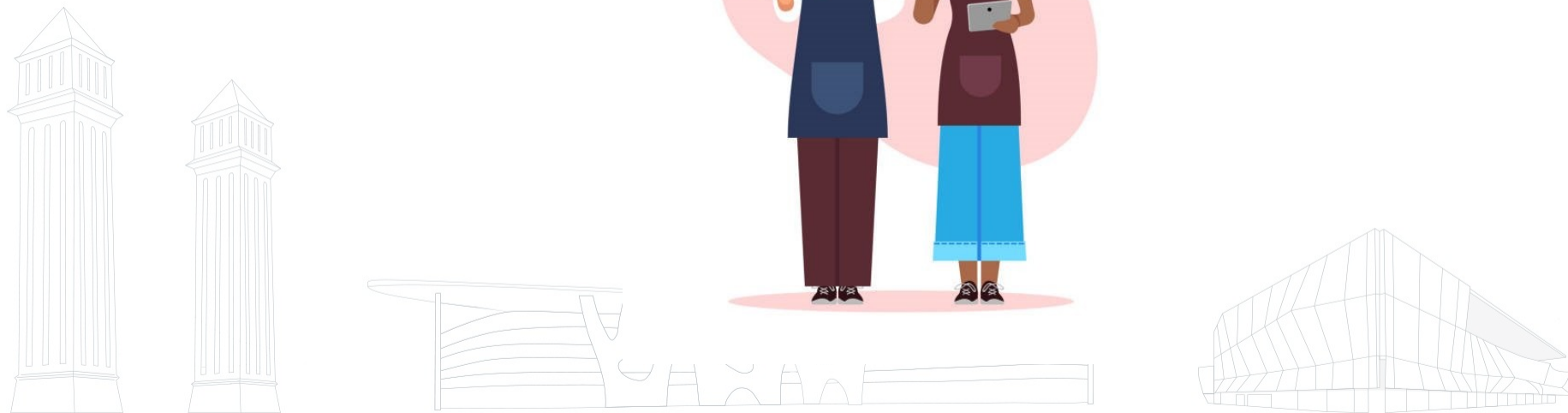
**2. return
your
cup.**

Torna el got.
Devuelve el vaso.



Prova pilot 2024 – preparació

7. Comunicació



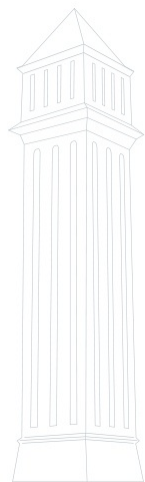
Resultat prova pilot 2024



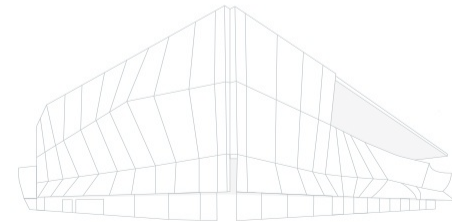
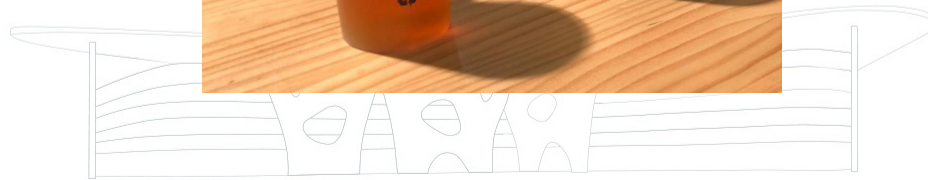
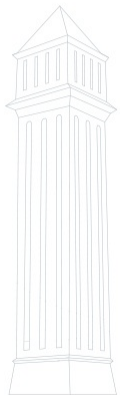
- Vam fer la prova!
- No vam haver d'utilitzar **gots d'un sol ús**.
- El **feedback** general d'usuaris, assistents, visites... va ser **positiu**.
- Vam deixar d'utilitzar més de **58.000 gots d'un sol ús**.



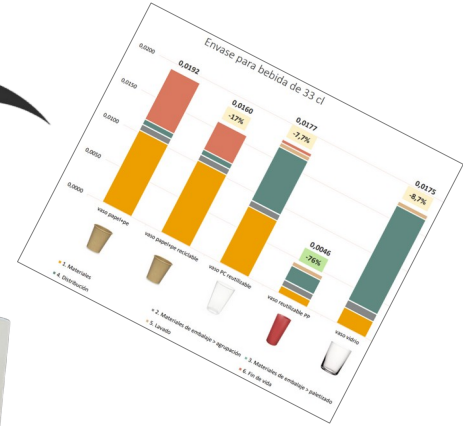
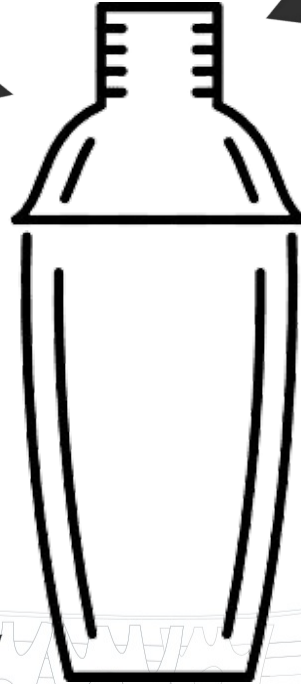
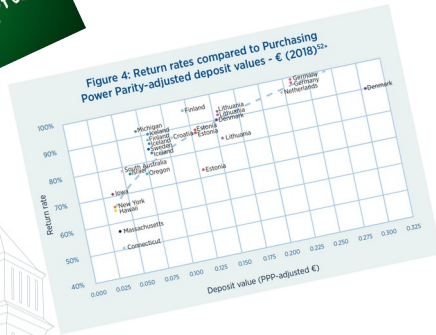
- El **percentatge de recuperació** va ser **molt baix**.
- Vam tenir més **impacte ambiental major** al sistema d'un sol ús.
- Els **punts de retorn semblaven una paperera**.
- Al got, degut potser al color, es quedaven **marques de pintallavis, suc de taronja...**



I ara què?



Prova pilot 2025



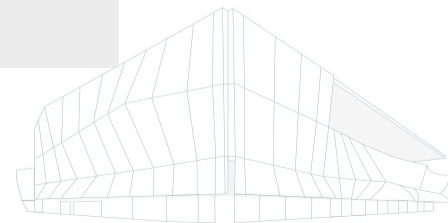
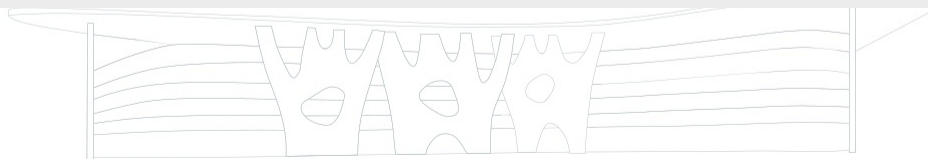
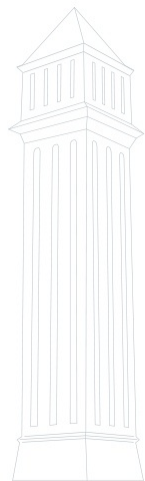
Prova pilot 2025

interihotel

EXHIBITION · CONFERENCES & WORKSHOPS
INNOVATIONS & TRENDS · AWARDS

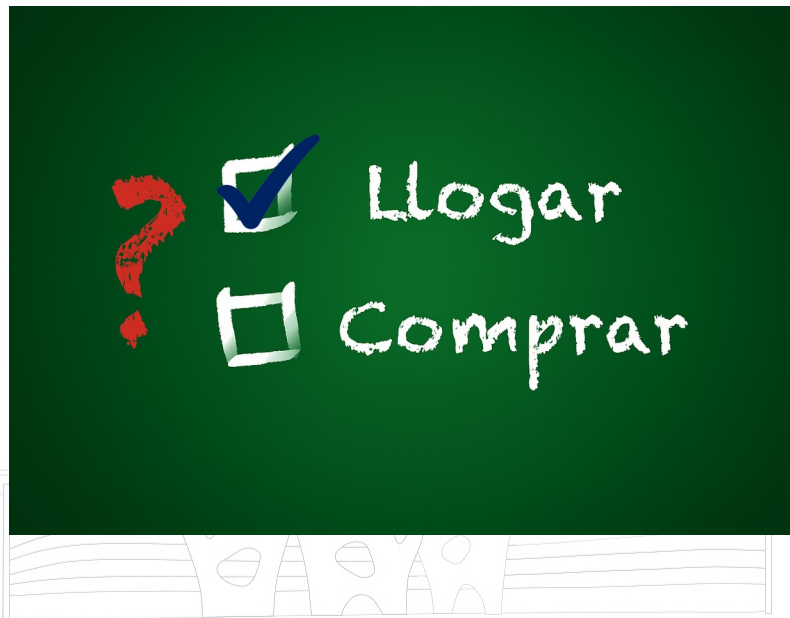
BCN25

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



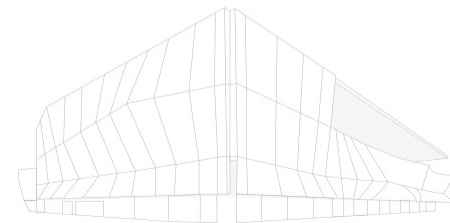
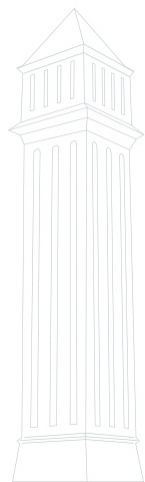
Prova pilot 2025

1. Lloguer o compra



Prova pilot 2025

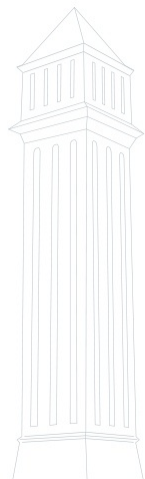
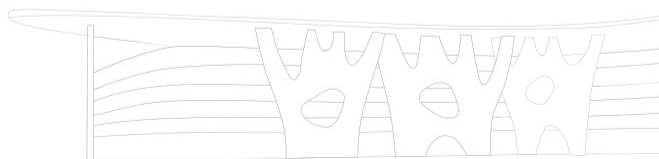
1. Lloguer o compra



Prova pilot 2025

2. Tipus d'envasos

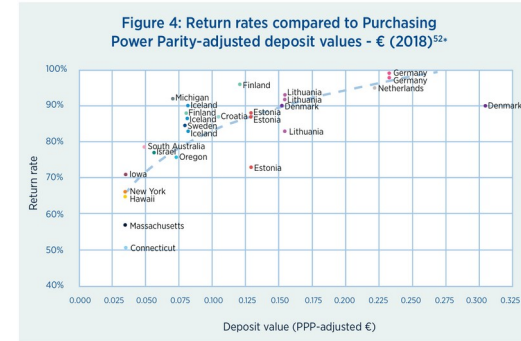
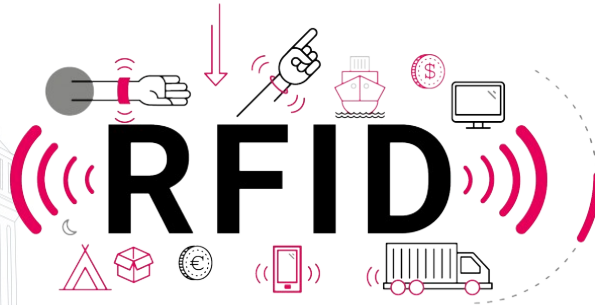
- Material
- Estètica
- Logo
- Mides



Prova pilot 2025

3. Dipòsit

4. Tecnologia



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

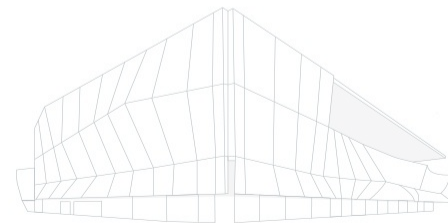
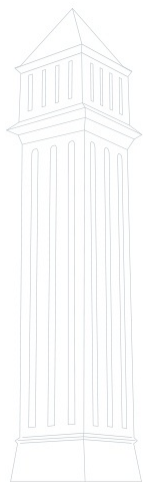
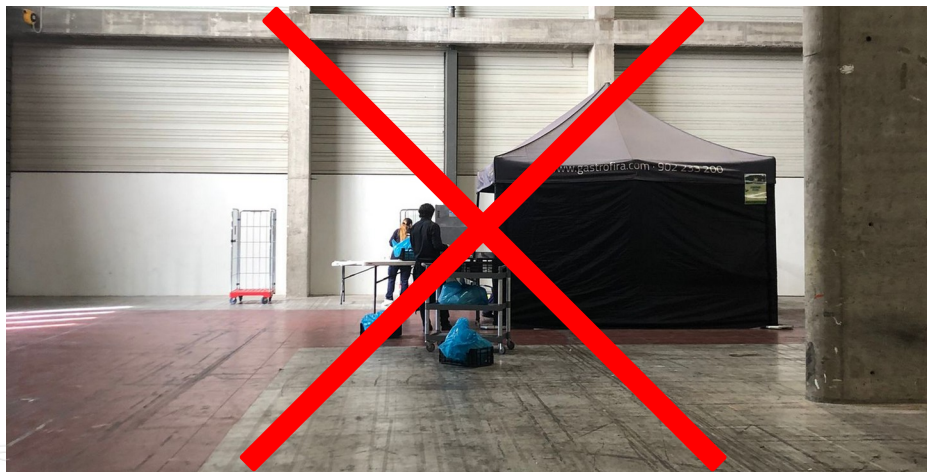
Prova pilot 2025

5. Punts de retorn



Prova pilot 2025

6. Rentat i assecat



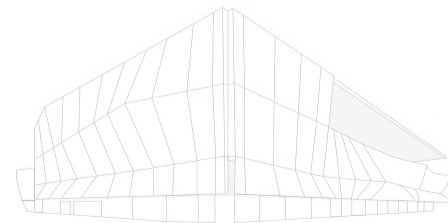
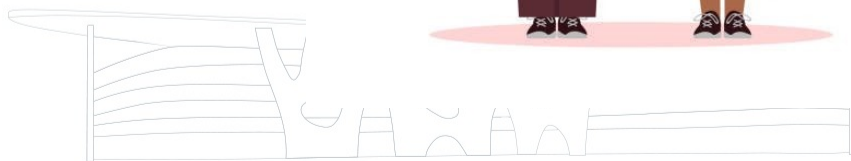
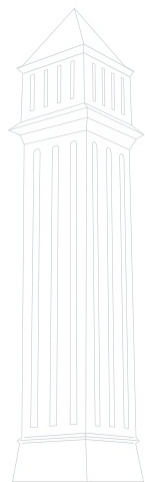
Prova pilot 2025

7. Comunicació



Prova pilot 2025

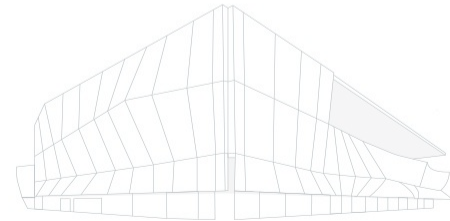
7. Comunicació



Resultat prova pilot 2025



**Retorn del
90,7%!**

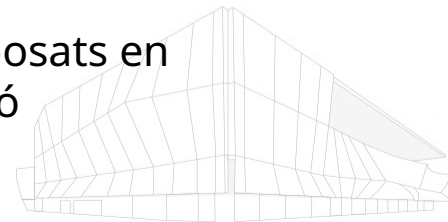
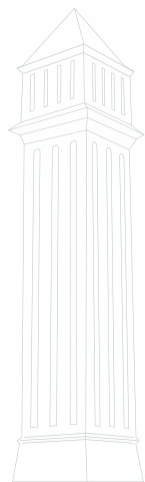


Resultat prova pilot 2025



**Retorn del
77,9%!**

9.135 envasos posats en
circulació





GRÀCIES!