

CONFERENCE: Nov. 15-18, 2021
TRADE SHOW: Nov. 16-19, 2021

IAAPA.org/IAAPAEexpo



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Sustainability in Attractions: The Road to Becoming the Greenest Day Out

Frank Cornelissen
Chief Commercial Officer
Floriade Expo 2022

World
Horticultural
Expo

Six months
only: Apr –
Oct 2022

2 million visitors – the
largest event in the
Netherlands in 2022

Once-in-a-
decade
experience



Floriade Expo 2022



Growing Green Cities

Greening
the City

Feeding
the City

Healthying
the City

Energising
the City



How can we integrate sustainability into a temporary project?



Case 1: Re-use of temporary buildings

1st Phase
Floriade Expo 2022



2nd Phase
2023 – 2025 Tour



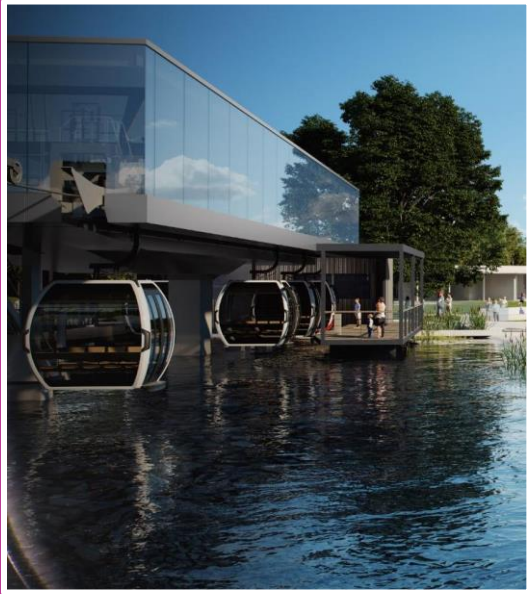
Final Phase
Energiehotel Ede



Case 1: Re-use of temporary buildings

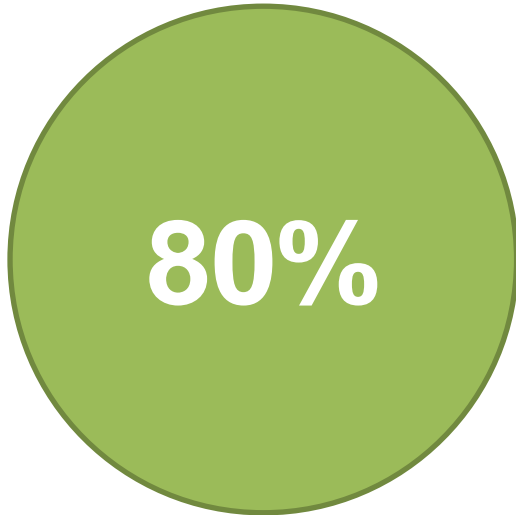


Case 1: Re-use of temporary buildings

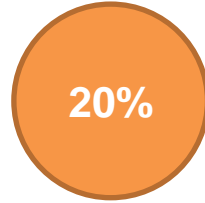


23
BUGA
BESTE AUSSICHTEN

Case 2: Sustainable F&B



- ✓ Seasonal produce
- ✓ Local produce
- ✓ Plant-based protein



- ✓ Non-seasonal produce
- ✓ International produce
- ✓ Animal-based protein



Case 2: Sustainable F&B



Case 3: Green transportation



Case 3: Green transportation



Case 3: Green transportation



Key Learnings

1. It's all about teamwork

- a) Know-how
- b) Funding

2. Don't forget about the small stuff

3. You don't have to be perfect

Key Learnings

4. Share – greater visibility and understanding equals greater impact
5. Do it because you want to, not because you have to



And don't forget...

If we can do it for 179 days,
you can do it for the next 5, 10
or 100 years of your
facility's operations!



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