



Stazione Leopolda conquers sustainability certification

The Florentine exhibition space owned by Pitti Immagine is one of the first Italian locations to obtain international ISO 20121 certification, thanks to good practices such as eco layouts, zero km supply chains, public mobility and waste sorting.

In this way, Stazione Leopolda has become the ideal platform for anyone wishing to organize their event following environmental and socially responsible criteria.

The **Stazione Leopolda in Florence** is one of the first Italian locations to get **international ISO 20121 Certification – issued on 30 September 2021 – for the organization and sustainable management of events open to the public and private events.**

*“An extraordinary result which was achieved despite the difficulties connected with the health emergency that confirms the commitment and sensitivity of Pitti Immagine and Stazione Leopolda to environmental topics and respect for resources, as well as people and their work”, **comments Agostino Poletto, sole director of Stazione Leopolda and general manager of Pitti Immagine.***

“The ISO 20121 certification makes the Stazione Leopolda an international point of reference for anyone wishing to organize their event – fairs, conventions, festivals, company events and more – according to ecological and socially responsible criteria as defined by the United Nations’ Agenda 2030 for sustainable development for the protection of everyone’s future. But that’s not all, this goal will be a driver for attracting new investment to the territory that will generate development and new employment. From now onwards, thanks to the improvement plan that we are activating, we will be able to offer our public and private clients whose mission is sustainability, a “turnkey” service for events that don’t impact the environment, in a unique and atmospheric space that only this 19th century railroad structure can offer”.

ISO 20121 is the international standard for sustainable event management developed by the ISO committee. It establishes the basic principles that are valid all over the world based on which an event, location or a service supplier can call themselves sustainable on an environmental, economic and social level.

The Stazione Leopolda was already quite close to these principles. Even before starting the procedure to obtain the certification, it already made choices from an ethical and sustainable viewpoint through **“zero km” supply chains, low environmental impact mobility, waste sorting** and the use of **FSC brand ecological paper.**

An attention which, in this last year, was not only diminished by the application of national rules and company Covid prevention safety protocols, but found that public health protection provided an additional element of respect for the Planet and everything that lives there.

Stazione Leopolda started the procedure for obtaining the certification in 2020. The application was supported and managed by Punto 3 and Blumine, two leading names in the field of sustainable development consultancy. The structured path, which took over 12 months to complete, involved all the levels of the organization and resulted in the inhouse staff acquiring specific expertise. The certification was issued after an inspection carried out by the Rina certification body, Accredia accredited for ISO 20121, and will be valid for three years, with annual maintenance checks.

*“The path followed for obtaining the certification led to a further improvement of the activities of the Stazione Leopolda and of its suppliers and clients” **concludes Agostino Poletto, “and now the location will set up an ongoing improvement cycle for its services which will make it an increasingly innovative platform for sustainable events”.***



Aspects and sustainability practices already activated by the Stazione Leopolda:

_ Training and raising awareness of the staff with regard to the management of the location from a sustainability perspective;

_ Aspects linked to the safety of the location (as envisaged by Italian decree 81/08) which, subsequently, in the light of the COVID-19 emergency, were promptly aligned with the decrees concerning biological risk prevention;

_ Sustainable management of suppliers:

***preference for “zero km” companies: the usual suppliers – with regard to both “ordinary” services and those linked to individual events organized - depend on a network of companies located in the region;*

*** preference for companies with better social and environmental performances: evaluation possible thanks to a sustainable vendor rating policy implemented ad hoc for the management of this fundamental aspect for the sustainable success of an event.*

***purchase of 100% FSC certified stationery in order to guarantee sustainable forest management practices.*

_ Sustainable layouts and settings:

***adoption of eco-design principles;*

***research into materials with a lower environmental impact and projects for reducing the use of raw materials;*

***attention to waste disposal methods and ongoing improvements regarding modularity and reuse.*

_ Promotion of collective transport and sustainable forms of mobility:

***proximity to the Santa Maria Novella railroad station and connection to Tram line 1 with the “Porta al Prato-Leopolda” stop;*

***agreements for the purchase of train tickets on the occasion of events organized by the Stazione Leopolda and/or Pitti Immagine.*

_ Raising awareness from a sustainable viewpoint of the organizers of events hosted

_ Waste sorting management;

_ Historical-cultural maximization of the location.