# Messe Frankfurt and Paris 2024 Lead the Way in Carbon Footprint Reduction



### Messe Frankfurt and Paris 2024 Initiatives on Reducing Carbon Footprints

**Messe Frankfurt Collaboration:**
Messe Frankfurt, a prominent events organizer, has partnered with First Climate to measure and report its Corporate Carbon Footprint (CCF), aiming for greenhouse gas neutrality by 2040. This partnership will allow Messe Frankfurt to control and reduce its emissions, forming a comprehensive climate strategy. Wolfgang Marzin, CEO of Messe Frankfurt, expressed confidence in their experienced partner, First Climate, to help achieve their decarbonization goals, building upon their recent EMAS certification.

**Paris 2024 Carbon Reduction Efforts:**
Paris 2024 aims to halve its carbon footprint compared to previous Olympic Games held in London (2012) and Rio (2016). The organizing committee has adopted a proactive strategy by setting pre-Games carbon reduction targets. Paris 2024 scrutinizes all emissions, including spectator travel, and employs various measures across construction, energy, catering, transport, and equipment to minimize their climate impact.

Key highlights include:
- **Construction:** Utilizing 95% temporary or pre-existing infrastructure and employing low-carbon construction techniques.
- **Energy:** Connecting all venues to the electricity grid and using renewable energy sources.
- **Catering:** Increasing plant-based meal options and reducing single-use plastics.
- **Transport:** Enhancing public transportation and providing a fleet of low-emission vehicles.
- **Equipment and IT:** Ensuring most equipment and technology are repurposed or reused post-Games.

Preliminary assessments from 2018 to 2023 indicate that preparations for the Games generated 476,000 tons of CO2 equivalent, with continued efforts expected to meet their carbon reduction objectives by autumn 2024.

These initiatives underscore the growing emphasis on sustainability and the efforts by major organizations and events to reduce their environmental impact.