

Diseño e Innovaciones Feriales, S.L. (Difer – Event Crafting)

Sustainability Policy

At Difer – Event Crafting, we believe our mission is prioritizing sustainability at every stage of event production. We want to design and deliver event solutions that not only enhance our clients' brand presence but also minimize environmental impact, promote ethical work conditions, selective material sourcing and drive positive change within the industry. By integrating sustainability into our processes, we aim to create impactful, innovative, and responsible event environments.

Being associated in Net Zero Carbon initiative, we align our goals with the Paris Agreement to achieve a 50% reduction in greenhouse gas emissions by 2030 and to reach net zero emissions by 2050.

I Our values

Responsibility

We acknowledge the role we play in shaping a more sustainable event industry. At Difer – Event Crafting, we take ownership of our environmental and social impact by actively seeking ways to reduce our carbon footprint, minimize waste, and promote ethical business practices. Our responsibility extends beyond compliance—we aim to set an example by adopting sustainable materials, working with responsible suppliers, and ensuring fair labor practices.

Collaboration

Sustainability is a collective effort, and we recognize the importance of working closely with all stakeholders—clients, suppliers, venues, and industry partners—to implement best practices. We actively engage in dialogue to educate and inspire our partners to make more sustainable choices.

Innovation

Sustainability is not a limitation; it's an opportunity to drive creativity and innovation. We challenge conventional event design approaches by integrating cutting-edge, eco-friendly solutions without compromising quality or visual impact.

II Sustainability Goals and Commitments

SDG 10 (Reduced inequalities)

We believe that sustainability extends beyond environmental concerns—it includes social responsibility as well. We promote fair employment practices, ensuring equal opportunities regardless of gender, background, or abilities. We work with local and diverse suppliers to support underrepresented businesses in the event industry.

SDG12 (Responsible production and consumption)

We are committed to minimizing waste and using sustainable materials in event design. We prioritize modular, reusable, and recyclable stand components to extend product lifecycles, if possible. Through efficient supply chain management, we partner with responsible suppliers that uphold ethical and environmental standards. We also educate our clients on making more sustainable choices, such as opting for digital displays instead of printed materials and selecting environmentally friendly event structures.

SDG13 (Climate action)

To reduce our carbon footprint, Difer – Event Crafting integrates energy-efficient solutions. We optimize transportation logistics by choosing local suppliers and materials to cut down emissions from long-distance shipping. We also explore carbon offset initiatives, and our goal is to align our projects with climate-conscious practices that help reduce the environmental impact of the events industry.

SDG17 (Partnership for the goals)

Collaboration is at the heart of our sustainability strategy. We build strong partnerships with suppliers, industry organizations, and clients who share our commitment to sustainability. By engaging in knowledge exchange, we contribute to industry-wide improvements in event sustainability. We also participate in global initiatives and sustainability networks, ensuring that we stay ahead of best practices and continuously improve our impact. Through these partnerships, we amplify our efforts and contribute to a more sustainable and responsible events sector.

At Difer – Event Crafting, we are committed to designing impactful event experiences while minimizing our environmental footprint and promoting ethical business practices. Our sustainability policy is built on responsibility, innovation, collaboration, and efficiency, ensuring that every project we undertake aligns with sustainable best practices. We also implement annual measures to assess, update, and enhance our sustainability policy and action plan, ensuring continuous improvement and alignment with evolving best practices.

Policy Review

This policy will be reviewed annually to ensure alignment with evolving sustainability standards, stakeholder expectations, and industry best practices.

Signatory

Person responsible for managing sustainability: Iwona Wierzbanska/Abigail Amaya

This policy is endorsed by:

Johannes Siems

Founding Partner & CSO

21/03/2025

A handwritten signature in black ink that reads "Johannes Siems". The signature is written in a cursive, flowing style.

Availability

This policy is accessible to all employees, customers, suppliers, and the public. It is available on our website and may be sent to the interested parties by email.