

## "Reisen für Alle" Classification

In August 2020, Frankfurt became the first Hessian city to receive the "Reisen für Alle" classification, with more than 20 tourist establishments having been officially examined on their degree of barrier freedom.

New Old Town



Next stop, Frankfurt!

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## BARRIER-FREE EVENTS

**Barrier freedom and accessibility are important aspects for many individuals.** In fact, some ten million persons depend on supportive measures in this area in Germany alone. How much thought is currently being given to the importance of accessibility in the MICE industry? Inclusion should be a key aspect whenever an event is being planned; barrier freedom, after all, means much more than a level entrance to a venue or location. The availability of comprehensive service offers and advance information as well as suitable event promotion are of equal importance when organising a barrier-free event.

**Easy arrival and departure** by road, rail or air are as important as having green spaces available nearby for guide dogs, ample wheelchair space in halls and auditoriums, and sign language interpreters on hand when needed, for example.

With its many benefits, such as its compact size, convenient traffic and transport connections and diversified event infrastructure, Frankfurt is well capable of satisfying the many different requirements of handicapped event participants. In fact, the city is known to be very accommodating when it comes to serving the needs of disabled persons. It has, for example, been hosting "SightCity" – a trade show presenting the latest assistive devices for the blind and vision-impaired – since 2003.

The many proprietary fairs of Messe Frankfurt are of course all well equipped to meeting accessibility requirements. For example, persons accompanying holders of disability passes with the letter "B" written on the front are granted free entry to the fairgrounds, while wheelchairs and scooters are freely available for a security deposit of fifty euro.

Meanwhile, the vast majority of **Frankfurt hotels** offer wheelchair-accessible rooms to handicapped guests, the leading hotel being the MOXY Frankfurt East with 20 such specially designed guest-rooms.

Frankfurt also has countless **recreational opportunities** for guests with physical or cognitive constraints. Almost all of our city tours are stepless, and there's also a special tour entitled "Feeling Frankfurt" for blind and vision-impaired guests. This tour lets participants experience the metropolis on the River Main with their other senses. Lastly, it's also possible to book a sign language interpreter for persons with hearing disabilities, if so required.

The vast majority of **Frankfurt's sightseeing attractions** are easily accessible to handicapped persons. Many institutions also feature special offers for the disabled. The Historical Museum Frankfurt is particularly recommendable, having been recently renovated and reopened with special emphasis on inclusion and accessibility.

[www.frankfurt-tourismus.de/barrier-free](http://www.frankfurt-tourismus.de/barrier-free)



### Reusable Cups from Mother Nature!

In an effort to solve the problem of single-use cups and other throwaway products, Frankfurt hot-beverage-lovers have been urged to take part in a municipal deposit system for coffee cups. Known as the "Mainbecher", these cups are made from renewable raw materials and are fully biodegradable. When you return such a cup to a café that accepts them, you'll be given a token, which you may use the next time to get a new cup.

[www.mainbecher.de](http://www.mainbecher.de)

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## FRANKFURT GREEN CITY

**Frankfurt is a city full of contrasts.** Its skyline is the only one of its kind in all of Germany. But did you know that the metropolis on the River Main is also home to one of the world's largest municipal forests? Consisting of 3,866 hectares of woodland, the "Stadtwald" is Frankfurt's largest oasis of green. In fact, approximately half of the city's urban area is natural, with some 80% of Frankfurt inhabitants having a green space no more than 300 metres from their front door.

**Frankfurt's event industry is becoming more and more green as well,** with environment-friendly and sustainable events – so-called "green meetings" – becoming evermore popular. Countless special event venues in FrankfurtRhineMain have already been officially certified, while the focus of most new building projects is being placed on sustainability from the very laying of the foundation. The local hotel industry is also doing its part in conserving our environment through their responsible use of natural resources. You'll find establishments implementing a green policy marked with a green leaf in the **FrankfurtRhineMain Online Meeting Guide**.

**Aside from climate, energy, resources, catering and communication, mobility also plays a major role in the**

**organisation of green meetings.** Frankfurt's compact size and well-developed public transport system enable visitors to not only get about quickly and easily, but to do so in an environment-friendly way. With the convenient Congress and Congress Combination Tickets, which offer unlimited use of the city's public transport system, the Frankfurt Convention Bureau is doing its part to support green mobility.

### Busy Little Bees



**Frankfurt is a busy little metropolis. This fact is made plainly evident by more than just its hard-working population.** Various establishments have made a home for large colonies of bees in an effort to counteract against their numerical decline. Be it on the rooftop of the Jumeirah Hotel Frankfurt, whose 60,000 bees provide the honey served at the hotel's breakfast tables, or on the campus of the Frankfurt School of Finance, bees are flourishing once again in the metropolis on the River Main.

At the **Museum of Applied Arts**, visitors have the chance to marvel at a bee colony that's been given its own bee museum. Last but not least, the many wild meadows situated throughout the city's districts are also helping to promote the biodiversity of insects and plants.

[www.meetfrankfurt.com/greenmeetings](http://www.meetfrankfurt.com/greenmeetings)

Messe Frankfurt is the world's largest congress, event and trade show organiser to have its own fairgrounds, with an average of 400 events taking place there every year. Such an undertaking requires not only smooth operation, but in today's world also calls for a high degree of sustainability. Uwe Behm has been a member of the executive board of Messe Frankfurt since 2006, promoting sustainability wherever and whenever possible.

*Mr Behm, sustainability is playing an increasingly important role in the special events industry. Messe Frankfurt, for example, switched to green energy at the start of 2020. How far has this trend come at Messe Frankfurt?*

We have in recent times witnessed an increased sensibility for sustainable events, both on a macro-social level and amongst our guest organisers and exhibitors. As a public-sector company and long-term partner of our customers, we feel an obligation to integrate sustainability and environmental protection into all of our business processes.



Kap Europa © Messe Frankfurt/Pietro Sutera



© Messe Frankfurt/Pietro Sutera

## SUSTAINABILITY & GREEN MEETINGS

### Interview with Uwe Behm, Member of the Executive Board of Messe Frankfurt

*Kap Europa, built in 2014 with the highest degree of sustainability in mind, has been awarded the German Green Building Award in Platinum. What exactly makes this congress centre so environment-friendly?*

Kap Europa was indeed conceived with particular emphasis on sustainability. Energy-optimised windows, a great deal of natural daylight, acoustic walls and a concrete core that supports the building's air-conditioning system are just some of its sustainable features. The building's feel-good atmosphere has been praised time and time again by both event organisers and participants. When the German Sustainable Building Council awarded Kap Europa a certificate in platinum, it became the world's first congress centre to receive such an honour, thereby confirming our efforts.

*Messe Frankfurt also offers event organisers a highly diversified service portfolio. How important is sustainability in this area of operations?*

Our in-house caterer, Accente Gastronomie Service, prepares its foods in a resource-friendly manner directly on the fairgrounds. They use regionally sourced products and fair-trade coffee, avoiding disposable tableware wherever possible. They also offer green catering packages. We are also taking great care to leave behind the smallest possible carbon footprint in terms of mobility. Messe Frankfurt is ideally connected to the city's local public transport system. We are continuously expanding the number of e-charging stations on the showgrounds and are also including more and more electric vehicles in our vehicle fleet. What's more, we are

also an officially certified bicycle-friendly company. Last but not least, our service partners have also obligated themselves to run sustainable and responsible businesses.

*Sustainability means more than just environmental protection. Messe Frankfurt is also known to be very active in the area of Corporate Social Responsibility. What are you particularly proud of in this area?*

We see ourselves as a valuable and reliable partner engaged in mutually trustworthy relationships with our clients, service providers and employees, a fact that we are indeed very proud of. Our CSR efforts are applied in four core fields of activity – the environment, social responsibility, education and science as well as culture and sport. As a member of the United Nations' Global Compact network, we have been diligently documenting our CSR activities since 2010. We are in fact the only trade fair organisation to have been included in this network.

*Looking ahead, what do you think Messe Frankfurt still needs to do in terms of sustainability?*

The infrastructure and energy requirements of our fairgrounds are comparable with those of a small city with approximately 40,000 inhabitants. As such, resource efficiency is obviously of great importance. Our optimisation efforts and investment in "flexible buildings" are aimed at saving resources wherever and whenever possible.

*Thank you for your time.*