



# mce

24/27  
MARZO  
MARCH  
2026

ENERGY IS EVOLVING

44<sup>^</sup> Mostra Convegno Expocomfort | Fiera Milano - Rho

## ISO 20121:2024 SUSTAINABILITY REPORT

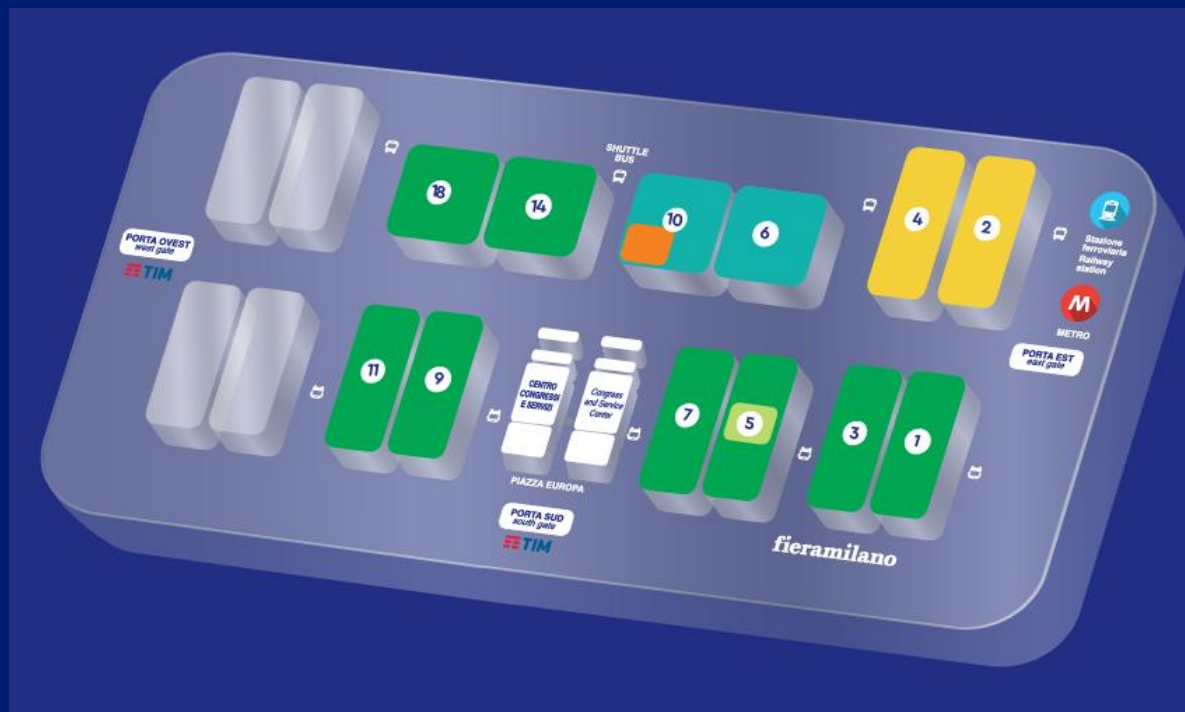
# MCE - MOSTRA CONVEGNO EXPOCOMFORT

For over 60 years, MCE has been the global business platform where companies in the **HVAC, renewable energy, energy efficiency, and water sectors** meet new customers and strengthen relationships with those who design, install, and construct systems and plants for industrial, residential, and commercial comfort.

From March 24 to 26, 2026, the 44th edition of MCE was held at Rho – Fiera Milano.

**RX Italy** is the organizer of MCE and part of RX, global leader in the events and trade shows sector, present in 25 countries with approximately 350 events per year. RX is also part of RELX, a world leader in providing professional solutions and services.

## The exhibition floorplan:



## The sectors:

### Padiglioni / Halls 1-3 • 5-7 • 9-11 • 14-18

- **INDOOR CLIMATE:**
  - Condizionamento / Air conditioning
  - Pompe di calore / Heat pumps
  - Refrigerazione / Refrigeration
  - Riscaldamento / Heating
  - Ventilazione / Ventilation
  - Geotermico / Geothermal
  - Cogenerazione / Cogeneration
  - Solare termico/ Solar heating

### Padiglioni / Halls 2-4

- Componentistica per impianti / HVAC components

### Padiglione / Hall 5

- That's smart

### Padiglioni / Halls 6-10

- **WATER SOLUTIONS**
  - Tecnica sanitaria / Plumbing technology
  - Accessori bagno / Bathroom accessories
  - Trattamento acqua / Water treatment
- Attrezzatura e utensileria / Implements and tools

# FOCUS AREAS

MCE 2026 focused on **three specific areas**, through in-depth events and itineraries to explore the opportunities and facilitate the meeting between supply and demand.

Industry



Digitalization



Water



# 2026 FIGURES

**1,648 EXHIBITORS**

of which 964 international from 51 Countries

79% satisfaction rate

**120,622 VISITORS**

of which 42,217 international from 124 Countries

94% satisfaction rate

# RX ITALY'S MANAGEMENT SYSTEM



RX Italy is committed to defining, implementing, and operating a Management System based on the international standard ISO 20121:2024.

RX's Management System falls within Category A as provided by ISO 20121:2024.



**ISO 20121  
CERTIFICATION  
SINCE 2021**

A commitment to the continuous improvement of the organizational phases and event management.

The willingness to become a driving force throughout the whole sector – from exhibitors to visitors to partners.

# SUSTAINABILITY POLICY

RX Italy has defined its *Sustainability Policy* with the objective of:

- Implementing best practices to minimize negative impacts and maximize positive impacts at social, economic, and environmental levels.
- Ensuring continuous improvement in event management in the years to come.
- Applying these principles to all phases of the event: ideation, planning, implementation, review, and post-event (including dismantling).

Policy

# DECLARATION OF INTENT AND VALUES

RX Italy has defined its sustainable development principles in a Declaration of Intent and Values.

## Declaration

The principles of Governance are: Ethical management, Integrity, Inclusivity, Transparency, Legacy.

These values are based on a customer- and people-centric approach, with a focus on:

- Process and product innovation
- Stakeholder engagement
- Continuous improvement of activities from the perspective of sustainable event management

# THE STAKEHOLDER ENGAGEMENT PROCESS

1

Preliminary  
stakeholder  
mapping

Materiality  
Analysis  
(July 2025)

2

3

Survey  
Conducted  
During the Event

Formal and Informal  
Engagement  
Moments

4

5

Awareness  
and Information

Targeted communications related to the Management System and objectives achieved through the main communication channels:

- Database
- Social Media
- Website
- Onsite

Dissemination of RX Italy's Values and Objectives:

- Declaration of Intent and Values
- Sustainability Policy
- Sharing best practices for visitors and exhibitors

# STAKEHOLDERS

```
graph TD; A[STAKEHOLDERS] --- B[EXHIBITORS]; A --- C[VISITORS]; A --- D[SPEAKERS AND GUESTS]; A --- E[REGULATORY AUTHORITIES];
```

EXHIBITORS

VISITORS

SPEAKERS  
AND  
GUESTS

REGULATORY  
AUTHORITIES

# STAKEHOLDERS

## ASSOCIATIONS AND PATRONAGE



# COMMUNITY AND PARTNERS



MCE's scientific and academic partner with whom sector-specific research and in-depth thematic studies dedicated to energy efficiency are developed. These initiatives aim to advance knowledge and foster innovative solutions in the field of energy efficiency.



A charitable organization supported by MCE for many years, dedicated to implementing projects that facilitate access to clean drinking water in the world's most vulnerable communities.

*Trenitalia*

Thanks to the partnership with Trenitalia, participants can benefit from a discount of up to -75% on round-trip train tickets from Milan.



MCE supports Banco Alimentare through the "Together Against Hunger" project, which enables the association to distribute free meals to families in need. Through Banco Alimentare's Siticibo program, surplus food from various catering outlets at the show is collected and redistributed to those in difficulty.

# THE SUPPLY CHAIN



In the procurement and selection of suppliers for our shows, we rely on companies that adopt responsible practices.



We prefer to select local suppliers with the objective of supporting businesses in the territory and containing the CO<sub>2</sub> emissions produced by the transportation of goods. Specifically, 86% of the suppliers used for the event are based in Lombardy, with 71% of them located in Milan or its province.



We are committed to establishing sustainability requirements for the products we procure. For example:

- Cardboard badge holders featuring the recycling symbol
- Lanyards and backpacks produced in rPET (PET derived from recovery and recycling)

# FIERA MILANO – A STRATEGIC PARTNER



**Self-produced energy** through one of the largest rooftop photovoltaic plants in Europe and the use of **LED lighting systems**



Easily reachable by **public transport** and equipped with **sustainable mobility services** (shuttles, collective taxis, car-sharing service)



**Use of local suppliers, hybrid onsite logistics, and proximity to the warehouses** of the materials used for the show.



Adoption of **reusable or recyclable structures and materials** for stands, furnishings, signage, and carpeting.



**Commitment to waste reduction** through prevention, differentiated collection, circular economy, and plastic-free catering.









**Dedicated accessibility solutions** to promote the participation of people with disabilities.

# SUSTAINABILITY GOALS

	SHORT TERM	ACHIEVED
	Avoid food waste during the event and promote sustainable food practices.	<b>3 actions:</b> achieved
	Sharing of culture and training for the event community that enables the acquisition of better skills related to environmental and social sustainability as well as digitalization.	<b>3 actions:</b> achieved
	Promote entrepreneurship, creativity, and innovation.	<b>2 actions:</b> achieved
	Increase the perceived quality of the sustainable event.	<b>2 actions:</b> 1 achieved 1 not achieved
	Align with sustainability themes in the context of our Organization's internal management activities, including office operations.	<b>1 actions:</b> in progress

# SUSTAINABILITY GOALS

MEDIUM-LONG TERM		ACHIEVED
	Support for actions ensuring the availability of drinking water.	<b>2 actions:</b> achieved
 	1. Promote responsible consumption practices, waste reduction, and effective recycling.  2. Reduction of greenhouse gas emissions related to event organization.	<b>7 actions:</b> 6 achieved 1 not achieved  <b>3 actions:</b> 1 achieved 1 in progress 1 not achieved
	Encourage and promote partnerships with stakeholders and suppliers to achieve Sustainable Development Goals.	<b>1 actions:</b> achieved
	Meeting the Group's, shareholders', and Organization's strategic objectives, with a view to enhancing over time the value of the Organization itself and of each event.	<b>1 actions:</b> achieved
 	Raise awareness and provide staff training on sustainability issues.	<b>2 actions:</b> 1 in progress 1 not yet implemented

# ORGANIZATIONAL CHART

*Massimiliano Pierini*  
*Managing Director,*  
*RX Italy*

## Sales

*Barbara Mauri*  
*Sales Area Manager*

*Sabrina Lattuada*  
*Sales Area Manager*

*Federica Merlo*  
*Sales Account*

*Catia Ranieri*  
*Sales Key Account*

*Valentina Busico*  
*Sales Account*

## Marketing

*Gloria Gualdi*  
*Marketing Manager*

*Chiara Abbate*  
*Digital Innovation Manager*

*Tommaso Collini*  
*Web Specialist*

*Chiara Ferreri*  
*Marketing & Digital Specialist*

## Operations

*Maura Colombo*  
*Operations Manager*

*Sara Mazzucchi*  
*Operations Specialist e RSG*  
*ISO 20121:2024*

## Finance

*Daniela Bianco*  
*Senior Finance Manager*

*Cristina Mogavino*  
*Finance and Credit Manager*

# 2026 RESULTS



**-31%**

*consumed energy*

**100%**

*from renewable  
energy sources*



**-37%**

*waste produced*



**-83.7%**

*laid carpet*

**100%**

*recycled by supplier  
at the end of the  
event.*



**-45,000**

*printed copies*

**-22.6%**

*total weight*

**87%**

*out of FSC paper*



**13,000**

*passengers from  
and to show venue  
using collective  
transportation  
provided by RX*

*(estimate)*

# 2026 RESULTS



**30,000**  
*meals donated to  
people and families  
in need*



**321 kg**  
*surplus food  
collected from  
catering outlets*

*(estimate)*



**100%**  
*catering outlets with  
vegetarian and vegan  
options*

*availability of  
gluten/lactose free  
alternatives and locally  
sourced products*



**100%**  
*Reusable or  
compostable  
tableware except  
water bottles,  
recycled by  
Consorzio Coripet*

# 2026 RESULTS

Support for actions ensuring the availability of drinking water:

- donation to Just a Drop aimed at repairing water wells for drinking water in Zambia
- installation of 2 drinking water dispensers in the Halls dedicated to the Water World

Sharing the culture of sustainability with the MCE community through:

- lead-up events (7 events throughout 2025)
- targeted information via DEM and social media
- conferences and workshops (133 sessions over the four-day event)

Special events to promote entrepreneurship and innovation linked to sustainability:

- MCE Excellence Awards to reward the most virtuous and innovative solutions in terms of efficiency, innovation, and sustainability, contributing to accelerating the energy and environmental transition: 88 products from 51 exhibitors were admitted, with 3 special mentions awarded by the Jury.
- Intelligent Use of Water to enhance technologies and products geared toward water efficiency: 32 Water Ambassadors, 2,044 plays, and 103 awards handed out.

# IMPROVEMENT GOALS



## ***Continuous improvement of performance Through increasingly challenging goals***

Further Reduction of:

- Waste and energy produced
- Printed copies
- Non-"sustainable" signage (in 2026, 36% using eco-friendly materials)

Greater Promotion of:

- Use of sustainable mobility
- Sustainable food (including vegan and locally sourced products)
- "Responsible" accommodation (in 2026, 52.7% of bookings in environmentally conscious hotels)

Enhancing results derived from the Carbon Footprint calculation tool created by the RX Global Group *(2026 results in progress)*



## ***Increase the perceived quality and awareness of the sustainable event through targeted communication and marketing moments***

In 2026, 64% of Exhibitors and 63% of Visitors were not aware of the sustainability initiatives implemented, versus 70% and 44% respectively in 2024.

41% of Exhibitors and 42% of Visitors were aware of at least one special event held at the show, versus 40% and 44% respectively in 2024.

80% of Visitors were aware of the conferences schedule.

# IMPROVEMENT GOALS



***Implement concrete actions to reduce the environmental impact of RX Italy's offices***

Currently:

**Waste Management:** Individual waste bins replaced by two common collection points per employee.

**Sustainable Utensils:** Use of biodegradable water bottles and cups (plastic free).

**Energy Efficiency:** Installation of sensors for automatic lighting control.



***Awareness raising and periodical training to staff on sustainability-related topics***

RX Group provides training on various sustainability-related issues

RX Italy periodically organizes targeted sessions covering topics such as regulatory updates and best practices for greenwashing, carbon footprint, and the certification of materials, products, and services.



# mce

24/27  
MARZO  
MARCH  
2026

ENERGY IS EVOLVING

---

44<sup>^</sup> Mostra Convegno Expocomfort | Fiera Milano - Rho

---

 mostra convegno  
expocomfort

Built by  
 In the business of  
building businesses