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## PRESS RELEASE

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# Congress destination Leipzig: Straightforward sustainability

Leipzig is taking a variety of paths towards sustainability. The conference sector is no exception, with plenty of exciting ideas and initiatives – for making events sustainable, but also when it comes to conference delegates staying in the city. In addition, international industry meetings provide a stage for innovation and give a concrete boost to climate-neutrality and eco-friendliness. Does this sound interesting? Then be sure to visit the Leipzig stand at IMEX 2023. Representatives of the congress initiative “Feel the spirit ... do-it-at-leipzig.de” will be presenting the latest examples at stand F150 from 23 to 25 May. The Congress Center Leipzig (CCL), Zoo Leipzig, Porsche Leipzig, the Leipzig Marriott Hotel, The Westin Leipzig and the Leipzig Convention Bureau will all be taking part.

### **From green power and photovoltaics to energy-saving electronics**

As one of the locations of Leipziger Messe, the CCL will use 100 per cent green electricity from 2023 – one of several sustainable steps to optimise energy consumption. In line with the goals set by the City of Leipzig, the trade fair company’s operations are to be carbon-neutral by 2040 at the latest. A photovoltaic system is currently being installed on the roof, which will cover more than ten per cent of the building’s electricity needs. The improvements also include a new PA system which uses energy-saving electronics and conserves resources. All the power amplifiers have been replaced with the latest high-efficiency technology, which cuts energy consumption by more than 80 per cent.

### **Zoo Leipzig: Compete for the 'forest cup'!**

One major event of a special kind is also providing momentum for greater sustainability: UEFA EURO 2024™. Leipzig will host four European Championship matches next year, and the Waldmeisterschaft ('forest championship') has already been announced – a tree-planting campaign by Zoo Leipzig, the Forest for Saxony foundation, the host city of Leipzig and other prominent supporters. To kick things off in April, the first 2,024 seedlings were planted to establish a mixed forest that is rich in structure and species, adapted to the site, and climate-resilient. In the run-up to UEFA EURO 2024™, a further 2,024 trees are to be planted for each of the four matches in Leipzig. More information (in German) is available at [www.waldmeisterschaft.team](http://www.waldmeisterschaft.team).

### **Sustainability. With a sporty touch – at the Porsche Experience Center Leipzig**

Much of what is served at events at the Porsche Experience Center Leipzig comes from the region or is produced in-house, such as honey from the 50 bee colonies that live on the grounds. The Exmoor ponies, wild oxen and wild flora are also well worth a visit. You can also take a tour of the factory to see what the production line of tomorrow might look like: the Zero Impact Factory is designed to leave no environmental footprint in the future. For a truly special experience, try the in-house test track with electric vehicles and professional drivers. Incidentally, the vehicles are charged at one of Europe's most powerful fast-charging stations using electricity generated from renewable sources.

### **Leipzig Marriott Hotel: An entire floor dedicated to sustainability**

The Leipzig Marriott is taking the next important step on its journey to become a sustainable hotel: with the introduction of the new PlanT room category, an entire floor is dedicated to sustainability. The rooms themselves have a more sustainable feel, with the addition of plants and various ecological alternatives to the previous standard. These include organic tea and coffee, sustainable pens and water-saving shower heads and taps. In addition, guests are provided with a complimentary bicycle for the duration of their stay, and for every overnight stay, a tree is planted locally by the Forest for Saxony foundation.

### **The Westin Leipzig: Demonstrably green**

If you are looking for a sustainable hotel, this one is hard to miss: the Westin Leipzig was voted Saxony's best and most sustainable meeting and conference hotel for 2020/21 by the CERTIFIED testing institute and is also a Certified Green Hotel. The hotel owes this title to a wide range of practices, including a general conversion to LED lighting, the efficient use of energy through timers for air conditioning and lighting, recyclable room cards, electric charging points for all types of vehicles, and the purchase of regional and seasonal produce for the kitchen.

### **IMEX 2023: Just follow the Leipzig lettering and the green stand number**

As well as the Leipzig logo, which will be visible from afar, the stand will also have a green stand number as part of the IMEX People & Planet Pledge initiative. All those involved voluntarily commit to implementing at least four measures aimed at achieving social and environmental sustainability. So it is only fitting that many sustainability-driven ideas have already been incorporated into the stand design, starting with its use of sustainable materials and reducing waste through reuse. There is also stand catering with regional specialities, there will be no printed material and, of course, the team will be travelling by train. So the converted shipping container is a good port of call for anyone looking for inspiration and a personal chat over a delicious 'coffee to go – to Leipzig' in a reusable cup.

**Pay the conference destination Leipzig a visit at IMEX 2023 at stand F150. In order to allow sufficient time, we recommend making an appointment in advance.**

Further information:

[www.do-it-at-leipzig.com](http://www.do-it-at-leipzig.com)

communication channels:

[www.linkedin.com/company/leipzig-tourismus-und-marketing-gmbh](https://www.linkedin.com/company/leipzig-tourismus-und-marketing-gmbh)

[www.youtube.com/LeipzigTourismus](https://www.youtube.com/LeipzigTourismus)

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