

Vodafone MOVE

Tour of 8 Spanish cities



MOVE Mobile Vodafone Expo is a model event in the telecommunications sector. ACCIONA Producciones y Diseño carried out the design, production and mounting, logistics, organization and coordination of this mobile exhibition in the 2010 and 2012 editions which comprised a tour through 8 and 6 Spanish cities respectively, attended by more than 5,000 people each year.

Date:
2010 and 2012

Client:
Vodafone

Besides an ample exhibition area of more than 1,000 m², MOVE12 counted on a networking point and a conference room where talks and round tables could take place. That year of MOVE reproduced a sustainable city in which were presented multiple technological solutions.

The event sought to minimize impacts associated with its celebration by means of a sustainability plan developed by APD. Special care was taken in creating awareness in the visitors through messages launched during the event and the application for Tablet called 'the CO2 Calculator' that permitted the users to know their own carbon footprint in relation to the mode of transportation used to access the event.

On the other hand, special attention was given to ensure access to the event area for people with reduced mobility, facilitating collection points for selective residues and that left-over food from the catering was delivered to kitchens feeding the needy.

