

## CIFA, "Our Zero-Impact Bauma"

**CIFA fully offsets the CO2 emissions generated by its participation in the Munich trade fair through environmental sustainability projects in Italy and social initiatives in India.**

*Milano, Italy - March 24, 2025 |* For the 2025 edition of Bauma in Munich, the world's largest construction industry trade fair, CIFA offsets all emissions generated by its participation by investing in two high-impact sustainability projects: the **Siro Negri Forest in Italy** and the **solar energy project by Renew Solar Power Private Limited in India**.

**CIFA's carbon footprint calculation for Bauma includes activities before and during the trade show.** The CO<sub>2</sub> offset was made possible thanks to collaboration with **LifeGate**, a company specializing in corporate sustainability, which also identified the two sustainability projects.

### **What activities are considered in the environmental impact assessment?**

Measuring the environmental impact of participation in an event like Bauma involves analyzing various aspects. In partnership with LifeGate, CIFA calculated emissions generated by activities such as:

- Transporting exhibited machinery
- Stand setup and dismantling
- Number of staff members
- Number of visitors
- Modes of transportation used by staff and visitors
- Electricity consumption
- Type of lighting
- Heating
- Audio/video systems
- Food and beverages
- Printing of catalogs and graphics

- Giveaways

## **Siro Negri Forest Project: Protecting a Unique Ecosystem**

Located within the Lombard Park of the Ticino Valley, the Siro Negri Forest is one of the last remaining lowland forests in the Po Valley. Recognized as a UNESCO Biosphere Reserve since 2002, the park spans over 91,000 hectares across Lombardy and Piedmont, hosting rich biodiversity.

Since 2001, the Lombard Park of the Ticino Valley has launched a reforestation and conservation project in collaboration with LifeGate, generating carbon credits to fund environmental protection activities. These efforts include planting native trees, monitoring biodiversity, conducting maintenance to ensure forest growth, and promoting environmental awareness among local communities.

The Siro Negri Forest plays a crucial role in combating climate change due to its CO<sub>2</sub> sequestration capabilities. Additionally, it protects soil from erosion and facilitates the natural regeneration of surrounding woodland areas. With its contribution, CIFA helps sustain this virtuous model of sustainable development.

## **Solar Energy for a Sustainable Future in India**

Simultaneously, CIFA invests in the Renewable Solar Power Project by Renew Solar Power Private Limited, an initiative focused on generating clean energy in India. With an installed capacity of 927 MW, the project provides renewable electricity in the states of Gujarat, Karnataka, Madhya Pradesh, Rajasthan, and Telangana.

Since 2017, the project has significantly contributed to reducing greenhouse gas emissions, avoiding 370,310 tons of CO<sub>2</sub> emissions during the last monitoring period (July-September 2023). Furthermore, the initiative supports local socio-economic development by creating jobs, improving infrastructure, and encouraging investments in renewable energy.

## **A Model of Environmental Responsibility for the Industry**

Through these initiatives, CIFA demonstrates that sustainability is not only an ethical responsibility but also an opportunity to generate a positive impact on the planet and local communities. Participating in Bauma with zero impact represents a tangible step toward a business model increasingly focused on environmental stewardship and ecological transition.

Investing in offset projects like the Siro Negri Forest and solar energy in India enables the reduction of the carbon footprint while promoting innovative and sustainable solutions. CIFA calls on companies and professionals in the industry to follow this example, contributing to building a greener future for all.



*"Sustainability is at the core of our vision for the future of the construction industry. Participating in Bauma 2025 with zero impact is another milestone in our journey toward a sustainable world that began over a decade ago with the first electric mixer. Our commitment goes beyond offsetting emissions—we aim to create a positive global impact. Through our support for the Siro Negri Forest in Italy and the solar project in India, we show that innovation, environmental responsibility, and social progress can go hand in hand. We invite the entire sector to join us in transitioning toward a more sustainable model." — Davide Cipolla, CEO of CIFA*

## **Don't Miss: The Three New Machines Debuting at CIFA's Stand (Outdoor Area 1105/4)**

Each of these machines features a distinctive keyword hint:

- “Electric” powered by BEE-Technology (Battery Electric Equipment)
- “Underground” with a multipurpose machine
- “Large” and unparalleled in its category

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### **About CIFA**

CIFA is a leading Italian manufacturer of concrete machinery and equipment and a key player in the global market. Part of the Chinese industrial group Zoomlion since 2008, CIFA operates internationally with sales and support networks on every continent, offering customers not only a reliable and high-quality product range but also financial support through Zoomlion Capital Financial Services. For more information, visit [www.cifa.com](http://www.cifa.com).

CIFA SpA  
Lucia Salomoni  
Mob: +39 340 0758750  
lucia.salomoni@cifa.com