



Is it possible to go **green**?

ESPRIT
arena

Viel Vergnügen.

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Where do you feel real emotion?
(The beginning of our PR & Marketing Presentation)



Inside the ESPRIT arena.

- Welcome to one of the most exciting places in Europe.

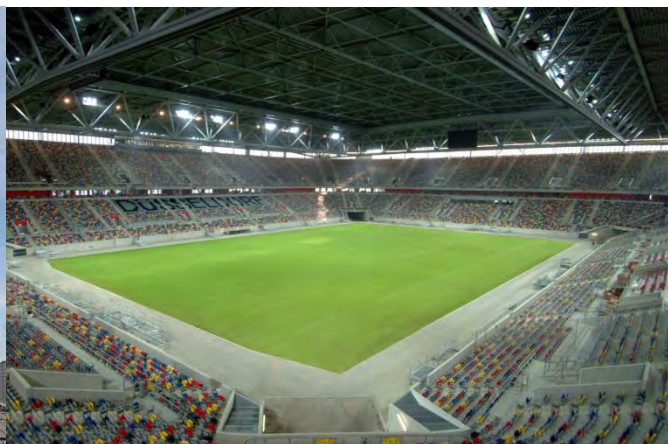
The ESPRIT arena is setting the benchmark through its multifunctional technical capabilities. It offers perfect conditions for sports and show events. Its state-of-the-art technology, huge capacity and far-reaching infrastructure make the ESPRIT arena one of the most modern and impressive arenas in Europe.

And the ESPRIT arena can also be used as a venue for exhibitions and other business events.

Please take a seat in the ESPRIT arena Düsseldorf.



Exterior view



Interior area



Interior area: concert

What is state-of-the-art technology?



The roof.

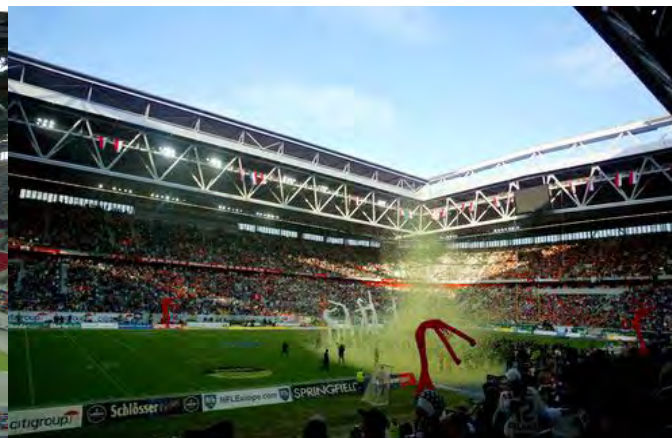
- Great performances any time of the year – no matter what the weather may be.

The ESPRIT arena is equipped with a closable, opaque roof construction. The essential components of this construction are two sliding roof elements weighing approximately 800 tons. These roof elements open or close in less than 30 minutes. When closed, the ESPRIT arena is insulated to both heat and noise.

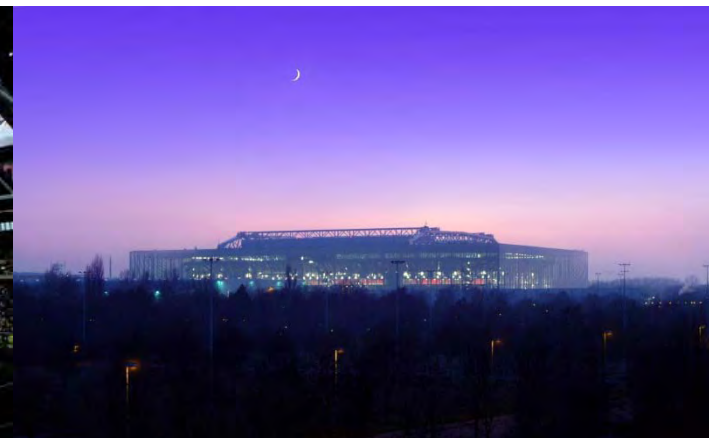
The ESPRIT arena is the perfect place to host your event. Experience the fantastic atmosphere and overwhelming emotions – open air in summer or in the heated ESPRIT arena in winter.



Closed roof



Open roof



Exterior view at night

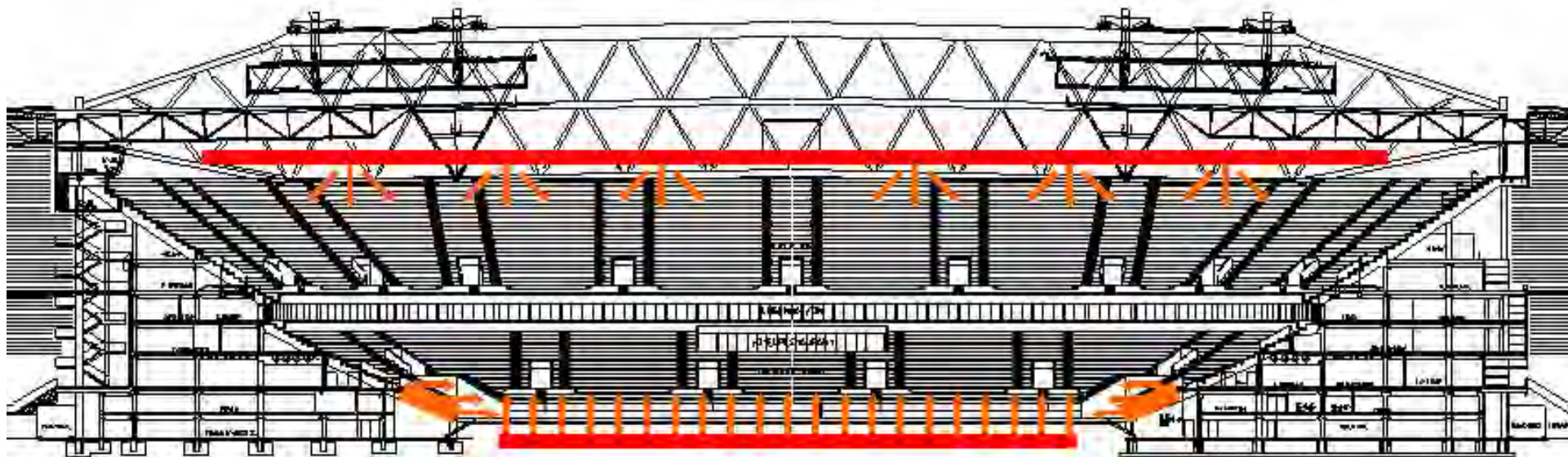
The indoor heating.

- At least 15 °C (60 °F) in winter.

The ESPRIT arena is equipped with a unique state-of-the-art heating system. When the roof is closed, visitors can sit on the grandstands at a minimum of 15 °C (60 °F) – even in winter. This is ensured by a threefold heating system comprising space heating, gas-fired radiant heaters and industrial floor heating supported by the thermal roof insulation. Events can take place throughout the whole year independently of the weather conditions.

A feature unrivalled by any other arena in Germany.

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Elements marked in red show the heating system

STOP!

Problem: The heating using gas and is NOT green.



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The bad things ...

- Concerts/shows: More than 60% of our visitors arrive by car.
- Power: We do not use 100% green power.
- Light: LED-light technology cannot provide the light we need for TV productions.

... and the good things ...

- Sports/"Fortuna": More than 60% of our visitors arrive by public transport.
- Power: We are discussing the green power issue with our partner/supplier.
- Light: We are using LED light sources wherever we can.
- Water: There are waterless urinals in all public areas.
- Waste: We implemented an ecologically advantageous cup deposit system.

... on our way to getting **greener.**

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What else can we do?

Actions / ideas

- Find green partners:
e.g., power supplier, automobile manufacturer



So the ESPRIT arena is actually getting **greener** ...



What else can we do? Actions / ideas



- Try to change people`s behavior or force them to change it.

Relevant groups are:

- presenters
- visitors
- partners

... and greener ...

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What else can we do?

Actions / ideas

- Ideas:

CO₂-free football matches

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- Vision(s):

CO₂-free arena

(some are already *called* like that, I doubt one actually *is*)



... and **greener.** Thank you!

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