



Sustainability Report
2023

Acting sustainably, building trust, securing the future

Sustainability is the key to a future worth living in – a world where we live in a more environmentally friendly, fair, and interconnected way. At the same time, sustainability is a driving force for innovation and progress. This becomes tangible at our trade fairs, which serve as platforms for new ideas and catalysts for transformation.

With this comes great responsibility – one that we are happy to take on. While we strive to achieve the greatest possible transformational impact by integrating sustainability content into the program of our events, we also want our events to have the smallest possible footprint. To achieve this, Messe Düsseldorf follows a holistic approach, driving sustainability on all levels – as a trade fair organizer, employer, and economic force in our region.

With a clear CSR strategy aligned with the United Nations' goals and a strong commitment to sustainability, we actively contribute to a future that is ecologically, economically, and socially sustainable.

In this first voluntary sustainability report of Messe Düsseldorf GmbH, we show how our CSR strategy is reflected in our exhibition grounds, at our events, and in daily operations – by providing insights into long-established business practices, initiatives, and new projects.



Wolfram N. Diener



Marius Berlemann



Bernhard J. Stempfle

We take pride in the successes of our long-standing strategic energy management system. It has enabled us to reduce electricity consumption at our trade fairs by up to 52 percent and heating energy demand by up to 30 percent over the past ten years, despite an increase in exhibition space.

Additionally, the first greenhouse gas inventory, including Scope 3 emissions, which we have compiled for this report, shows a significant reduction of nearly 50 percent in the recorded categories. We are on the right path. However, we remain committed to achieving even more ambitious targets in future.

Our trade fairs bring people, ideas, and markets together. They consolidate business contacts and help reduce unnecessary travel and CO₂ emissions. They serve as platforms that point the way to a sustainable future and create spaces for change. The combination of environmental commitment and a holistic culture of responsibility makes our business future-proof and creates trust and added value for all stakeholders.

Wolfram N. Diener,
Chairman
of the Board
of Managing Directors

Marius Berlemann,
Chief Operating
Officer

Bernhard J. Stempfle,
Managing Director
of Finance and
Infrastructure

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Messe Düsseldorf

For those who create tomorrow's business.

The place where growth meets innovation and sustainable success is created – that is Messe Düsseldorf. Powerful, full of energy, with real substance: this is where markets and movers and shakers come together. Committed and with our finger on the pulse, we break new ground together. Here, visions become the future, and opportunities turn into added value. Because we believe in openness, exchange, and new ideas. Because we are the partner at your side. With trade fairs where strong brands and strong networks emerge.

The power of global industries unfolds on our exhibition grounds. Our trade fairs, including many leading global exhibitions, attract international market leaders, innovators, and decision-makers year after year. This is where the business of tomorrow takes shape – across a diverse range of industries: from machinery, plants and equipment

(drupa, K, interpack, glasstec, wire, Tube) to retail, crafts, and services (EuroShop, EuroCIS, ProWein), health and medical technologies (MEDICA, COMPAMED, REHA-CARE, A+A), lifestyle and beauty (BEAUTY, TOP HAIR), and leisure (boot, CARAVAN SALON). And not just in our city. Thanks to our international network, our reach extends to 141 countries.

As a strong partner, we break new ground together with our clients. This includes our commitment to sustainability – because our trade fairs are a place where the future takes shape. That is why we align with the goals of the United Nations and strive to maximize our impact while minimizing our environmental footprint.

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Facts & Figures



1947	foundation of Messe Düsseldorf
73	events (27 in Düsseldorf, 46 abroad)*
613,000 m ²	total exhibition area
18	exhibition halls
24,549	exhibiting companies*
39 %	international visitors*
€422.5 million	in consolidated Group revenue*
€94.6 million	Profit after taxes (Group)*
629	employees*
77	foreign representatives in 141 countries*
6	subsidiaries and affiliates*

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* Numbers refer to the year 2023

Responsibility. Future.

Our Commitment to Sustainability

We are happy to take responsibility – for our environment and our future. That is why we are committed to sustainability and achieving the United Nations' climate goals. We have set ourselves ambitious climate targets by signing up to various industry initiatives such as the positioning of German trade fair companies and the global Net Zero Carbon Events initiative. Moreover, our comprehensive CSR strategy considers not only environmental aspects but also other dimensions of sustainability, thereby sending a strong signal – for our industry and a livable world.

Net Zero Carbon Events Initiative: Roadmap for the events industry

Net Zero Emissions by 2050. We share this goal of the global "Net Zero Carbon Events" initiative for the events industry, as well as the interim target of reducing greenhouse gas emissions by 50 percent by 2030. We aim to achieve this by consistently measuring, documenting, and purposefully reducing the impact of all our events and processes.

Learn more
0cn.de/net_zero_carbon

NET ZERO  CARBON EVENTS

AUMA: on the path to a climate-neutral trade fair industry

The German trade fair industry is united: When it comes to climate protection, we aim to be more ambitious than what is legally required. That is why we have jointly set ourselves the goal of becoming climate-neutral by 2040 within the industry association AUMA. Together, we have defined the key action areas for this, including resource conservation, sustainable procurement, environmentally friendly logistics as well as renewable energy supply, and have incorporated them into Messe Düsseldorf's CSR strategy.

Learn more
0cn.de/AUMA



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Düsseldorf climate pact: climate-neutral city – we are in on it

As a signatory of the Düsseldorf Climate Pact, we have been actively supporting the vision of making Düsseldorf climate-neutral by 2035 since 2011. Together with other companies from the region, we contribute to climate protection in our city and support concrete measures to reduce CO₂ emissions. Every five years, we evaluate our progress and engage in regular exchanges to learn from each other – for transparent and tangible sustainability.

Learn more
duesseldorf-klimapakt.de



Charta der Vielfalt: flying the flag for diversity

Openness to the world is our credo, and we embrace diversity with clients and colleagues from around the globe. Since signing the Diversity Charter in 2017, we have officially committed to a respectful and inclusive coexistence. For us, it is the people that count, regardless of gender, nationality, ethnic origin, religion, ideology, disability, age, sexual orientation, or identity. We embody this in all our teams and projects.

Learn more
charta-der-vielfalt.de



Ökoprofit: profitable in every respect

We have been a member of the Düsseldorf ÖKO-PROFIT® Club since 2011 when we were awarded the Ökoprofit (eco-profit) certificate for the first time. This means we have fulfilled all environmental legal obligations and implemented the necessary measures. We have established an energy management system, certified according to ISO 50001 since 2014. We reduce emissions, minimize waste and optimize processes – a benefit for both the environment and our company.

Learn more
oekoprofit.nrw.de



Future. Trade fairs.

Our sustainability strategy.

We are a place where the future begins. We bring people from all over the world together, provide platforms for contemporary topics, and help ideas to break through. Our great strengths are pooling innovations, curating trends, and paving the way for the players of the future – at our home base in Düsseldorf and through our global portfolios in strong, emerging economic regions worldwide.

Our vision

→ Sustainable events with a transformative impact

Our values

- Respectful. Open-minded. Cooperative.
- Resolute. Ambitious. Passionate.
- Skilled. Solid. Reliable.

Our approach

As a meeting point for the entire value chain and a marketplace for innovations and discourse, we aim to create the greatest possible effect through the most sustainable events. To this end, we minimize our environmental impact and resource consumption and integrate sustainability content into all our events.

This is how we contribute to transformation.

Level by level

We have the clear objective to embed sustainability into our core business and drive it forward at all levels. This includes consistently taking our corporate responsibility seriously: as an organizer, employer, regional economic factor, and international multiplier. At the corporate level, we encourage and support our employees, fostering their personal and professional development, and actively engage as a corporate citizen at our location. At the event level, we minimize the resource consumption of major events while simultaneously maximizing the trade fair experience for our visitors. This is how we shape the future – with a clear stance and a good feeling.



Reducing our footprint, expanding our handprint

We want our events to have an impact – while keeping the possible environmental footprint as low as possible.

We are allocating more space to sustainable topics and innovations at our events.

We promote networking and discourse to achieve the Sustainable Development Goals (SDGs).



We measure our environmental impact and set ambitious targets to reduce it.

We are embedding sustainability more deeply, broadly, and effectively into our corporate activities and all processes.

We report transparently and regularly on the status quo and our progress.



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Course 1.5 degrees

We are convinced that holistic thinking and action form the basis for sustainable economic growth in harmony with the environment and society – which is why sustainability is an integral part of our corporate strategy. We are committed to the goals of the Paris Agreement. Our actions are geared towards limiting global warming to 1.5 degrees and we engage in strategic alliances to achieve these goals. Doing so, the United Nations' Sustainable Development Goals (SDGs) serve as our guiding framework.

The future in 4D

Sustainability is teamwork. That is why we have identified our key sustainability topics in close exchange with our stakeholders and made them the foundation of our sustainability strategy. It defines our understanding of our corporate responsibility, sets the course for our activities, and is in line with the sustainability goals of the state capital Düsseldorf.

Our approach: comprehensive, holistic, long-term – and with a focus on four dimensions for sustainable change.



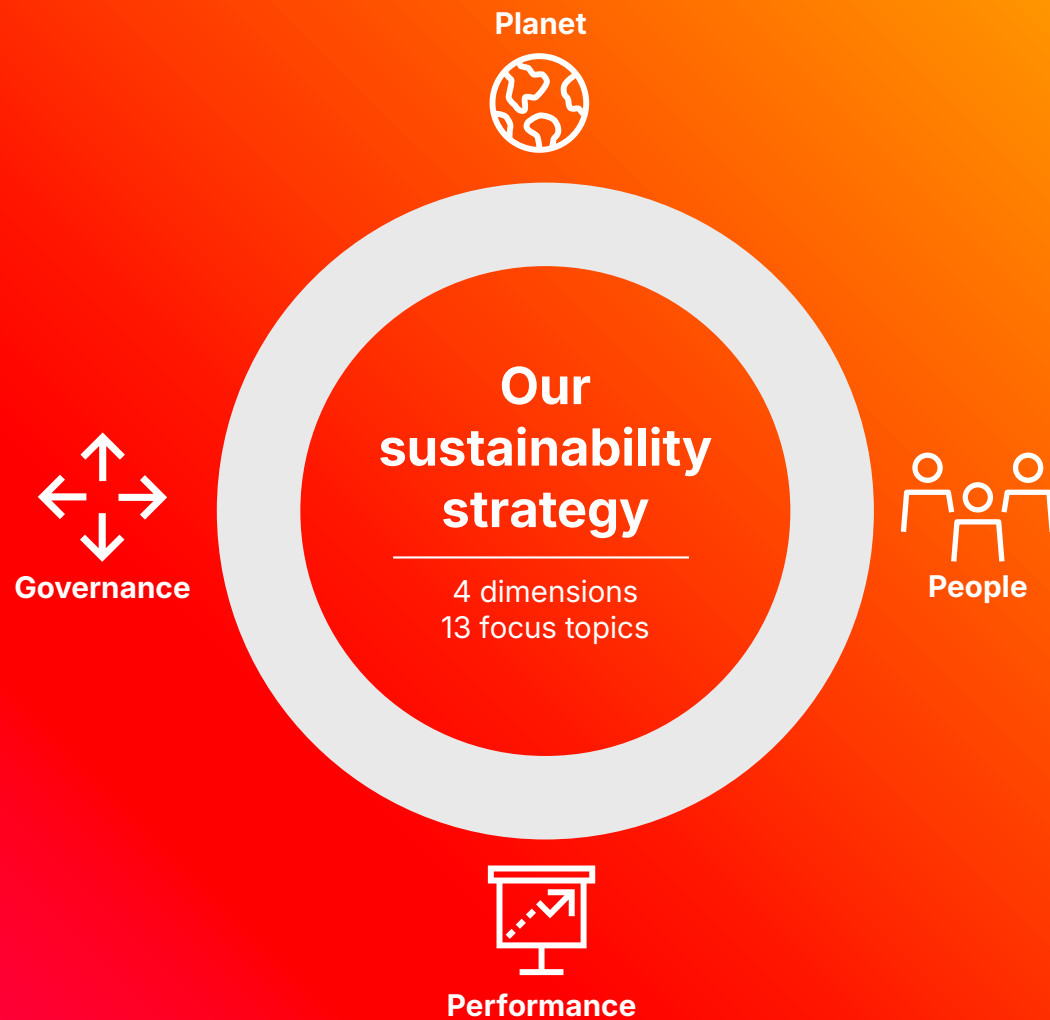
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Our key dimensions for action

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Our sustainability strategy comprises four key dimensions for action. Within these dimensions, we concentrate our sustainability efforts on thirteen focus topics which we have linked to specific targets. This way, we ensure that we embed sustainability in our strategic management process and contribute to achieving our eight essential SDGs. We pursue this with commitment, determination, and passion.



Planet

Reducing environmental impact and resource consumption

Focus topics:

- Energy & emissions
- Circular economy & resources
- Premises & buildings

People

Bringing people together and empowering them

Focus topics:

- Knowledge & education
- Diversity & equal opportunities
- Encounter & networking
- Corporate citizenship

Performance

Sustainable growth and value creation

Focus topics:

- Future-proof business fields
- Platforms for sustainability
- Regional value creation

Governance

Ensuring structures for reliable standards

Focus topics:

- Compliance
- Sustainable procurement & supply chain management
- IT security & data protection

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**Our essential
SDGs**



Energy efficiency. Resource conservation.

Our commitment to environmental sustainability

We are happy to leave a mark – except when it comes to our environmental footprint. That is why we continuously reduce our CO₂ emissions and overall environmental impact. We organize our events as sustainably as possible and offer our clients eco-friendly services and facilities. Our key focus areas include energy efficiency, resource conservation, and the circular economy. We design our premises with nature in mind and build sustainably.



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Energy & emissions

How we reduce our footprint

Sustainability is not a trend for us – it is a mindset.

That is why we are working persistently to reduce our environmental footprint. As early as 2011, our participation in ÖKOPROFIT® sent a strong signal of our commitment. In the same year, we became one of the first trade fair companies to introduce an energy management system, which was certified according to ISO 50001 in 2014.

Energy efficiency is our benchmark. We analyze new buildings and conversion, ventilation, heating, and lighting systems, as well as cooling and compressed air generation facilities – always with an eye to potential savings. With 700 measuring points, we monitor the consumption of water, electricity, and heating energy to continuously optimize our energy processes. To this end, we have made numerous adjustments, including installing photovoltaic systems, a combined heat and power plant, and an intelligent, demand-driven LED lighting control system.



The numbers speak for themselves. Since 2010, we have reduced electricity consumption at our Düsseldorf exhibition grounds by approximately 52 percent. Our employees play a crucial role in this achievement. Their suggestions for improvement alone save us around 968,000 kWh of electricity each year. We have also reduced our heating energy demand – by around 30 percent since 2000. We are also on track when it comes to CO₂ emissions. Since 2011, we have been cutting up to 19,500 metric tons annually, partly due to our switch to green electricity at the beginning of 2022. This reduction is roughly equivalent to the annual emissions of around 2,150 people.



Heating energy requirements

compared to 2000 despite an increase in exhibition space



Specific electricity consumption at all trade fairs

between 2010 and 2023 at the Düsseldorf trade fair location

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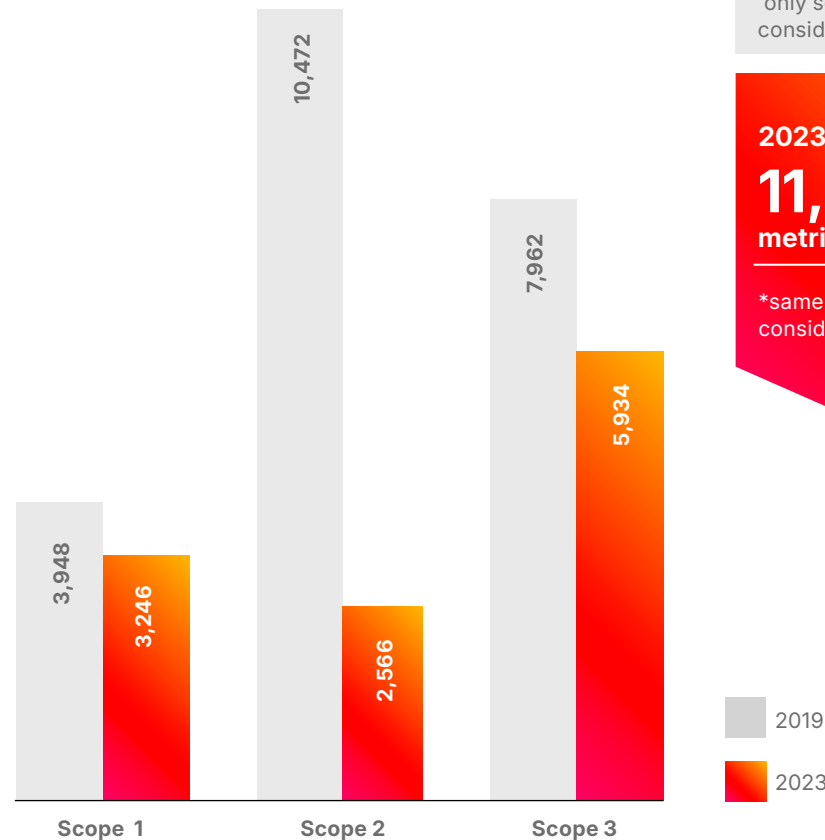
We like to think big but our carbon footprint can never be small enough. The equation is simple: the less fossil energy we consume, the better our greenhouse gas balance.

We have long been tracking our Scope 1 and 2 emissions as part of our energy management. To gain a more comprehensive understanding of our environmental impact, we have now also recorded Scope 3 emissions for the first time – covering indirect emissions from upstream and downstream activities in our value chain in accordance with the internationally applicable Greenhouse Gas Protocol standard for greenhouse gas accounting. This assessment follows the internationally recognized Greenhouse Gas Protocol for greenhouse gas accounting.

Initially, we focused on a limited number of categories and only considered activities at our Düsseldorf site. In the coming years, we will continuously expand the scope of our accounting and refine our database.

Compared to our baseline year 2019, we achieved a 48 percent reduction in emissions across the assessed categories by 2023. This means we have nearly halved our environmental impact through emissions. This was made possible by switching to green electricity as well as through reduction and efficiency measures.

Total CO₂ emissions by Scope 1, 2, and 3 in metric tons of CO₂



Total corporate carbon footprint reduced by nearly half

2019*
22,382
metric tons of CO₂

*only selected Scope 3 categories considered

2023*
11,746
metric tons CO₂

*same Scope 3 categories considered for comparability

Accounting framework (considered categories)/ Reporting year 2023 (baseline year 2019)/Düsseldorf site (no international activities included)
Scope 1: Company fleet (gasoline and diesel)/heating (heating oil, natural gas)/refrigerants
Scope 2: Electricity (conventional, CHP electricity)/CHP heat
Scope 3: 3.1 (selected) purchased materials/ 3.2 3.2 capital goods/3.3 energy provision and losses/ 3.4 upstream transportation/ 3.5 waste and (waste)water/3.6 business travel/ 3.7 employee mobility

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We make the most of every opportunity – because even small steps make a difference. Among other measures, remote work has helped us reduce mobility-related emissions per employee by around 26 percent since 2019: from an average of 1.32 metric tons of CO₂ per person per year to 1.05 metric tons in 2023. An increase in electric vehicle users, pedestrians (each up by 3 percent), bicycle commuters (up by 25 percent), and public transport users (up by 15 percent) has contributed to further savings.

We have also recorded significant emission reductions in other categories: emissions from business travel decreased from 2,143 metric tons of CO₂ in 2019 to 1,598 metric tons in 2023, while emissions from waste and wastewater dropped from 420 metric tons to 216 metric tons of CO₂.

Our trade fairs themselves also help reduce CO₂ emissions. By bringing business contacts together in one place, they eliminate the need for unnecessary flights. According to the **AUMA study "The Added Value of Trade Fair Visits,"** an average of 5.1 trips are saved per trade fair visit per day. For international guests, the figure is as high as 7.9 avoided trips. On average, each visitor makes 13.1 business contacts per trade fair day.



- 26%

1.32 metric tons of CO₂ per capita (2019)
1.05 metric tons of CO₂ per capita (2023)



+28%
remote work



+3%
electric vehicle users



+3%
pedestrians



+25%
bicycle commuters



+15%
public transport users

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Step by step to a better energy balance

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2009

Start of operation of the first **photovoltaic system**

2010

Start of operation of the new efficient **combined heat and power (CHP) plant**

2011

Membership in the **ÖKOPROFIT Club** and recognition as an "**ÖKOPROFIT Company**"

2014

Certification of the energy management system according to ISO 50001

2016

Start of operation of an **automated centralized cooling system** and connection of all halls and convention centers to a shared cooling distribution network

744 KW PEAK



Photovoltaic systems

→ Generation of approximately 7.7 million kilowatt-hours of electricity since the start of operation of the first solar panel in 2009

→ Annual generation of 550,000 kilowatt-hours of electricity – enough to supply around 187 two-person households with power

Establishment of an **energy management system**

Commissioning of **2 solar power systems**

Energy-optimized control systems for the ventilation systems in the exhibition halls

Start of operation of an additional **photovoltaic system**

2018

Establishment of an **e-vehicle pool** for employees

2019

Procurement of five **electric cargo bikes** for in-house transportation

2021

Signing of the **"Net Zero Carbon Events Pledge"**

Membership in the **"Düsseldorfer Climate Pact"**

2022

Transition to **green electricity**

2023

First CO₂ accounting, **including Scope 3 emissions**

Switch to **Cradle-to-Cradle certified carpet**
17 % less carpet used compared to 2019



Lower electricity consumption

→ **Reduction** of specific electricity consumption across all trade fairs at the Düsseldorf site by **up to 52 %**



Lower heating demand

→ **Reduction** of heating energy consumption across all trade fairs at the Düsseldorf site by **up to 30 %** despite increased exhibition space

Circular economy & resources

Keeping our trade fairs green

As one of the world's leading trade fair organizers, we move a lot: People. Markets. Opportunities. But also emissions and waste. Wherever large numbers of people gather, significant resources are consumed. That is why we make our events as sustainable as possible – by conserving resources, managing recyclables, and optimizing logistics.

Our logistics and truck guidance system sets industry standards and has served as a blueprint for the development of similar systems at trade fair venues worldwide. In 2009, we received an award from the International Association of the Exhibition Industry (ufi) for this pioneering concept. Through comprehensive recyclable material management, we ensure that waste is minimized and optimally processed or disposed of – achieving a recycling rate of 90 percent.

Digital processes and the "paperless office" help us reduce waste in our daily operations. In our canteen, we have eliminated disposable tableware and instead use environmentally friendly reusable containers for meals and our coffee to go. At our events, we now use only Cradle-to-Cradle-certified carpets – and as little of them as possible.

Sustainability works best when everyone gets on board. That is why we support our clients in making their trade fair appearances as resource-efficient as possible. To this end, we have developed a dedicated guide on "Sustainable Exhibiting" – featuring ideas and measures covering everything from planning and booth construction to follow-up after the event. The guiding principles behind it are the **7 Rs**: Reflect, Rethink, Refuse, Reduce, Reuse, Repair, Recycle.

Naturally, we have led by example and put these principles into practice ourselves. At our sustainably designed special booth "THINK SUSTAINABLY – ACT RESPONSIBLY" at EuroShop 2023, we showcased materials and approaches that are environmentally friendly while also offering tangible benefits for exhibitors. Reduced resource consumption and optimized logistics help save costs and effort – creating a real win for everyone.

The 7 Rs

Guiding principles for resource conservation

- 1 Reflect:** Plan carefully and continuously **reassess** – right from the start.
- 2 Rethink:** Let go of old habits, **think in new ways**, and make conscious, unconventional decisions.
- 3 Refuse:** **Avoid** materials and processes that negatively impact the environment and people.
- 4 Reduce:** Use energy-efficient technology, **optimize** logistics, and minimize material consumption.
- 5 Reuse:** Increase material reusability and frequency of use through modular design and rental options.
- 6 Repair:** Do not automatically replace damaged items – many things can be repaired.
- 7 Recycle:** Use recyclable materials, separate waste, and ensure professional disposal with the highest possible recycling rate.

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Premises & buildings

Innovative, energy-efficient, sustainable

When we build, we build for the future: with foresight and in line with the latest energy and resource efficiency standards. A prime example is our new South Entrance. Its architecture and facilities are designed for multifunctional use, all materials are selected for durability, and the technology – from lighting and ventilation to heating and demand-driven compressed air control – is fully optimized for energy efficiency. The foyer also makes the most of natural daylight, thanks to its glass façade and a translucent canopy made of fiberglass fabric.

Even where we are not building new facilities, we continuously invest in our premises to keep them at the cutting edge of technology. After all, we have a reputation to uphold: When the Düsseldorf exhibition center in Stockum went into operation in September 1971, it was considered the most modern and pioneering trade fair venue in Europe. Our modernization efforts focus not only on meeting the expectations and needs of our clients but also on ensuring sustainability and resource efficiency. This requires a modern, high-performance infrastructure. Whether photovoltaic systems, combined heat and power plants or an automated centralized cooling system – our investments in recent years have proven their worth in terms of energy efficiency.

We follow a well-thought-out strategy that addresses multiple aspects at once: the thermal insulation level of building envelopes, the standard of technical systems, the efficiency of the distribution network, and the flexibility of the control strategy. Over the years, we have gradually replaced old heating systems with modern technology and completely realigned the entire network structure. Today, four cooling and two heating centers supply the entire site via a flexible, adjustable network structure. This allows us to ensure demand-driven heating and air conditioning for halls, conference rooms, and seminar spaces at all times.

In addition to structural improvements, our energy management system plays a key role in sustainability and energy efficiency. It covers all buildings on the exhibition grounds as well as our vehicle fleet and all energy sources used. Since 2014, we have been certified according to DIN ISO 50001. Although not part of the energy management system, but nevertheless important for the sustainable design of such a large site: the grass pavers and trees in our parking lots, along with approximately 10,000 square meters of green roof area, help improve the climate outside the field of vision of our clients.

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Best Practices

Projects & initiatives for resource conservation and environmental protection

At our trade fairs, we place a strong focus on resource conservation and environmental protection through our own projects and initiatives. Doing so, we not only create added value for the environment, we also make an important contribution to the United Nations Sustainable Development Goals (SDGs). Our best practices demonstrate how sustainability and economic efficiency go hand in hand.

2011

interpack: **SAVE FOOD initiative**
GMTN: **ecoMetals campaign**

2017

boot:
love your ocean special booth

2018

boot:
ocean tribute award

2019

K:
Circular Economy Forum

2023

EuroShop: **Think Sustainably – Act Responsibly special booth**

2024

drupa:
touchpoint sustainability

EuroShop: Sustainable trade fair planning special booth

THINK SUSTAINABLY – ACT RESPONSIBLY: We put this sustainability principle into practice at EuroShop 2023. At our special booth, we provided a hands-on demonstration of the various phases of sustainable trade fair stand planning and showcased practical examples of environmentally friendly materials. Our focus was particularly on recyclability and reusability.

The flooring and textiles in the special exhibition area were made from recyclable materials, counters were built from untreated natural wood, and only LED spotlights and energy-efficient screens were used. For catering, we provided reusable tableware or biodegradable disposable tableware made from renewable raw materials.

With just under 3 metric tons, the carbon footprint for the construction of the special booth was significantly lower than that of other stands of comparable size. This was due to the consistent application of sustainability criteria, the materials used, and the short transport routes made possible by working with local partners.

Learn more
0cn.de/euroshop-sustainable



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SAVE FOOD

One-third of all food worldwide is wasted or lost – enough to meet global food demand. This waste is also responsible for approximately 3.3 gigatons of CO₂ emissions each year, generated during the production, processing, transportation, and storage of food that is never consumed. To reduce this impact for both humanitarian and environmental reasons, we launched the SAVE FOOD initiative together with the FAO in 2011 under the umbrella of interpack. With the help of our members from industry, politics, and civil society, SAVE FOOD aims to drive innovation, foster interdisciplinary dialogue, and initiate debates to create solutions – along the entire value chain, from farm to consumer.

Learn more
save-food.de



ecoMetals

How can raw materials be extracted more sustainably and processed more efficiently? Sustainability, resource conservation, and energy efficiency in production and processing are among the most important topics for the energy-intensive foundry and metallurgy industries. For downstream industries, innovations in resource conservation and energy efficiency play a key role in investment decisions. To make these innovations more visible and emphasize them, Messe Düsseldorf launched the eco-Metals campaign at the leading metallurgy trade fairs GIFA, METEC, THERMPROCESS, and NEWCAST as early as 2011. Relevant products were grouped into two dedicated trails and specially highlighted.

Learn more
0cn.de/ecoMetals



love your ocean

Marine protection is climate protection. Both have long been a top priority at boot, the world's largest water sports trade fair. Since 2017, our "love your ocean" initiative, in partnership with the German Ocean Foundation, has been showcasing how industry, science and society can protect the ocean and the climate. Our interactive campaign booth featuring more than 75 partners, invites children to participate, presents companies and projects dedicated to water and climate protection, and highlights positive developments.

Learn more
0cn.de/love_your_ocean

love your ocean





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Ocean tribute award

Since 2018, we have been annually honoring initiatives, associations, and projects dedicated to marine conservation and climate protection through the Marine Conservation Award. This award is presented in collaboration with the Prince Albert II of Monaco Foundation and the German Ocean Foundation. The winner of the ocean tribute award, which carries a prize of 20,000 euros, is announced each year during the BLUE MOTION NIGHT at boot. The goal is to promote the preservation and sustainable use of oceans, seas, and marine resources in line with sustainable development principles.

Learn more
[Ocn.de/ocean-tribute-award](https://ocn.de/ocean-tribute-award)



Circular Economy Forum

The demand for plastics is increasing, but fossil resources are finite. The solution? Circular economy. At the Circular Economy Forum at K, the world's leading trade fair for the plastics industry, visitors can see how circular economy principles are applied in practice. The machines and systems on display demonstrate circular processes that help conserve valuable raw materials, reduce emissions, and turn plastic waste into a valuable resource in the form of recyclates. The forum also features a high-level lecture and discussion program focused on circular economy topics.

Learn more
[Ocn.de/circular_economy_forum](https://ocn.de/circular_economy_forum)



Opportunities. Perspectives.

Our responsibility as an employer and corporate citizen

Building bridges. Strengthening diversity. This principle guides our actions – both at our trade fairs and behind the scenes. As a fair and responsible employer, we promote the well-being, performance, and engagement of our employees while actively contributing to our local community as a corporate citizen. We ensure our long-term viability by fostering targeted skill development and the promotion of diversity.

Knowledge & education Promoting individual skills

Together, we achieve more – especially when mind and heart work hand in hand. With our wide range of further training courses, we support individual strengths and the professional and personal development of our employees. Our comprehensive internal program covers topics such as project management, Asana and MS Office training, specialist and leadership skills, and team development. Additionally, our employees benefit from external training opportunities, including courses for IT courses or personal development. Every measure is a step toward strengthening future skills.



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Training Overview 2023

629 employees

Ø **11.4** hours
of training

of which

- 542 employees: Ø of 10.64 hours
- 87 executives: Ø of 15.93 hours



Diversity & equal opportunities

Benefits for our employees

Equal opportunities are an integral part of our corporate culture. We are committed to an inclusive work environment characterized by respect, appreciation, and mutual support. We recognize and reward performance and responsibility appropriately, regardless of gender, ethnic origin, or other personal characteristics – through fair pay and tailored benefits such as vacation and Christmas bonuses or a company pension scheme.

The health of our employees is a priority for us. As part of our corporate health management, we offer various company sports programs, as well as subsidies for online and in-person classes on topics such as back fitness, yoga, stress reduction, or nutritional advice. In addition to an excellent canteen, we also offer vaccinations and promote exercise at work, e.g. with desk bikes to borrow or challenges to climb stairs instead of taking the elevator. Thanks to a partnership with Gothaer Insurance, our employees can also benefit from health services and private supplementary insurance at special rates.

We aim to continuously increase the proportion of women, especially in leadership positions. Women make up around 56 percent of our 629 employees. At management level, the proportion is 23.5 percent. We want to increase this figure. With flexible working hours and mobile working, we support our employees' compatibility of career and family. We also offer assistance with childcare or in the case of caregiving needs, in cooperation with the pme Familienservice and through reserved places in a municipal daycare facility.

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Encounter & networking

Active for our community

We bring people together: at our trade fairs and within our team. Through sharing opportunities and joint activities such as the company run "B2Run", our soccer team "Messekicker", or our participation in the nationwide STADTRADELN campaign, we strengthen cooperation – at the workplace and beyond.

Working together for safety: our company fire brigade

For 20 years, our company fire brigade has been ensuring safety. Colleagues from various departments work side by side with professional firefighters to provide assistance, protect people, and create safe spaces for everyone.

The commitment to the company fire brigade is a true enrichment for many volunteers: "I have always wanted to do something on the side where I can help others," says Gwendolyn Schnittker, who works as a Senior E-Commerce Manager.

The voluntary commitment of Gwendolyn Schnittker and her colleagues creates a unique form of interaction. People who might never cross paths in their day-to-day work cooperate like a well-oiled machine, proving their strength as a team. "Together for safety" is a reality they live every day.

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Corporate Citizenship

Committed to our location

Düsseldorf is close to our heart – and this is reflected in our commitment to the city and its people.

We support good initiatives throughout the city: as a member of the corporate network Destination Düsseldorf, we contribute to enhancing the attractiveness, quality of life, and economic dynamism of our region by sponsoring events such as the Düsseldorf France Festival. Together with the Pro Düsseldorf association, we are committed to environmental protection and cultural and landscape conservation through collecting garbage on the banks of the Rhine at the "Dreck-weg-Tag" and the annual RhineCleanUp. For many years, our canteen has been cooking 50 extra meals a day and donating unsold food to Drogenhilfe Düsseldorf, a drug help organization. In times of crisis, we open our halls for social support, such as for COVID vaccinations, the reception of refugees or the collection of relief supplies for Ukraine.

Our employees make a significant contribution to this.

Together with the Red Cross, our trainees organize a blood donation day for our staff every year. Through the wish list campaign of the initiative Kind in Düsseldorf (KiD), colleagues fulfill Christmas wishes of children affected by violence, bringing them hope and joy. In addition, the majority of our workforce donates the cent amount behind the decimal point on their pay slip to the Elterninitiative Kinderkrebsklinik e.V. (Children's Cancer Clinic Parents' Initiative) every month. This alone raises around 3,000 euros a year.

We also make a difference as a sports sponsor. We are a committed partner of D.SPORTS and have a particularly big heart for parasports. In addition to the first teams of Fortuna Düsseldorf, DEG and Borussia Düsseldorf, we also support the blind and amputee teams of Fortuna Düsseldorf and the wheelchair table tennis team of

Borussia Düsseldorf. At the Olympic and Paralympic Games, we have been organizing the German Houses on behalf of Deutsche Sport Marketing (DSM) for over twenty years as international meeting points for the athletes, media and partners.

Growth. Added Value.

Our strategy for economic sustainability

We focus on long-term, sustainable growth and continuous development of our business areas. This allows us to provide security and long-term perspectives to our partners, customers, and employees, while generating added value for the entire region. Our company is economically successful, not dependent on subsidies, and operates in future-proof business areas. As a platform for innovation and current discourse, we act as a multiplier, thereby promoting sustainable development.

Future-proof business areas

Ideally positioned

2023 was a year of sustainable growth. With sales of 422.5 million euros and a record profit of 94.6 million euros, we were able to build on the strong pre-COVID years and successfully expand our leading position.

With 30 new events, one-third of them at the Düsseldorf location, we have vigorously advanced our new business. Through our participation in XPONENTIAL, the world's largest trade fair for unmanned systems and robotics in the USA – our largest investment in company history – we have entered another attractive future market. In doing so,



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we have further expanded our international markets, sustainably strengthened our global competitiveness, and are ideally positioned for the future.



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Platforms for sustainability

Ecology and economy in harmony

Our vision of a sustainable trade fair industry goes far beyond energy efficiency and resource conservation. We have anchored sustainability in our thinking and processes, making it a central theme of our events. By highlighting sustainable innovations and offering targeted information and programs on sustainability and the UN SDGs, we use our multiplier role to actively contribute to increasing sustainability knowledge and driving the transformation of business and industry. Doing so, we not only reduce our footprint but also increase our handprint in all dimensions.

Trade fairs as drivers of the economy

How we strengthen our location

Trade fairs are drivers of regional economic development – and we are the engine. Our events bring visitors, exhibiting companies, and multipliers from around the world to Düsseldorf. They generate added value: as a boost to purchasing power, job security, and tax revenue.

For Düsseldorf, we are a location accelerator. According to a study by the ifo Institute, our trade fairs generate an average annual turnover of 1.29 billion euro for the region, 30.1 million in tax revenues, and more than one million overnight stays. This secures over 12,800 jobs: in hospitality, retail, and also in the skilled trades. As an economic engine and incubator for young businesses, we not only strengthen our location, but also make it future-proof, while ensuring its global recognition through our international activities.

Location Düsseldorf

Trade fair-induced revenue

€1.29 billion

Expenditure by exhibitors and visitors

€795 million

Trade fair-induced overnight stays annually

1,035,000

Trade fair-induced tax revenue

€30.1 million

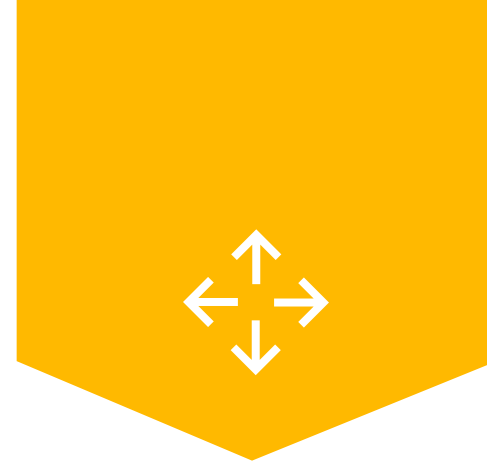
Trade fair-induced jobs

12,852

Integrity. Compliance.

Our principles for business conduct

Clarity creates trust. That is why we stand for transparent operating and business practices and reliably comply with laws, tax regulations and standards. We do not tolerate bribery and corruption, and we prioritize the security of the data of our clients and employees. We work in partnership with our stakeholders along the value chain and incorporate ecological and social sustainability criteria into our procurement processes. In this way, we create the necessary structures and processes to integrate sustainability throughout our business operations.



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Compliance

Guidelines for lawful and ethical conduct

We understand compliance as the foundation of responsible corporate governance. With our corporate governance code and compliance guidelines, we set binding standards that define the ethical and legal framework for our actions. This is not just about adhering

to legal regulations, but also about ensuring fair working conditions, environmental protection, and data security.

Our principles are clear:

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- We respect human dignity, human rights, and personal rights. With the Diversity Charter, we commit to diversity and oppose discrimination.
- We comply with laws against child labor, for dignified working conditions, and the minimum wage law. We have also obligated our commissioned service providers and subcontractors accordingly.
- We take responsibility for the health and safety of our employees.
- We prevent all forms of money laundering, corruption, bribery, and granting or accepting of advantages.

- We implement relevant environmental protection regulations and the principles of ecological sustainability.
- We apply tax laws and proper accounting principles diligently.
- We comply with all data protection regulations and IT security principles and behave ethically and legally in social networks.
- We observe the rules of antitrust and competition law.

Trust must be nurtured. Therefore, we regularly assess the integrity and reliability of our business partners and continuously work on optimizing our processes.



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Sustainable procurement & supply chain management

Integration of environmental and social standards into all processes

Sustainability starts with purchasing. Our strategic measures aim to promote environmental and social standards across all processes. With our purchasing policy, framework agreements, and sustainability criteria, we set standards for responsible procurement. Our vision: partnerships that create value – for us, our clients, business partners, our location, the environment, and society.

IT security & data protection

Data integrity builds trust

The protection of data and infrastructures is our top priority. With the high standards of our data protection policy and effective IT security measures, we ensure confidentiality, data integrity, and compliance with regulations such as GDPR and BDSG, overseen by our data protection officer.

- We only process the personal data of clients, employees and business partners for specific purposes.
- All employees are required to maintain confidentiality – especially when handling sensitive personal data. We also routinely sign confidentiality agreements with our clients.
- Our employees regularly receive practical training on information security and data protection.
- We continually develop our IT security strategy and technology to meet the demands of the future.

"The important thing
is to never stop
starting."

Albert Einstein



Messe Düsseldorf GmbH

P.O. Box 10 10 06
40001 Düsseldorf

Messeplatz
Stockumer Kirchstraße 61
40474 Düsseldorf
Germany

Telephone: +49 211 4560-01
Fax: +49 211 4560-668

E-Mail: csr@messe-duesseldorf.de
Website: messe-duesseldorf.com

Contact Person:

Andrea Eppert
Head of Corporate Social Responsibility

Telephone: +49 211 4560-241
E-Mail: EppertA@messe-duesseldorf.de