

Global Compact

Communication of Progress Messe Frankfurt 2010/2011





Gain and sustain.

And build your good business
on our good service.

Building a brighter tomorrow – today

Preface from the Executive Board



Messe Frankfurt has long been committed to the principles of sustainable, ecological and socially responsible business; corporate responsibility means more than just lip service to these practices. We take on responsibility in a number of ways, including photovoltaic systems on our exhibition grounds and numerous other measures related to the environment, education, social issues and culture.

One year ago in June 2010, Messe Frankfurt documented its commitment to maintaining and expanding this responsibility by signing the UN Global Compact. We have officially endorsed the ten principles of this initiative in the areas of human rights, labour, the environment and anti-corruption and are committed to upholding them.

Since then, we strive on a daily basis to integrate these principles in our company, whether practically, strategically or culturally. Tried-and-true practices have been retained and further developed, while new projects have been introduced and integrated. The future undoubtedly holds exciting challenges for us.

Our achievements in corporate social responsibility in the past year and Messe Frankfurt's goals for the future are documented in the pages that follow.



Wolfgang Marzin
President and Chief Executive Officer (CEO)
Messe Frankfurt GmbH

About Messe Frankfurt

Messe Frankfurt's profile

Messe Frankfurt supports exhibitors by opening up international markets for their products. As the world's largest trade fair corporation with its own exhibition grounds, we can offer our customers a presence in more than 150 countries around the globe. Before, during and after the trade fair, we are attentive hosts who take excellent care of our exhibitors, visitors and guests – everywhere in the world.

Our tradition and our vision are the foundations for what could be called a global artisan workshop. Our successful trade fairs are the result of careful craftsmanship and the outstanding dedication of our employees. More than 1,700 experts around the world make each of our trade fairs a one-of-a-kind event. All members of our team contribute their own valuable expertise. At each venue, the event is carefully planned, prepared and implemented. As a global artisan workshop, Messe Frankfurt unites the highest quality with proximity and international orientation – at every trade fair, be it with one of our 28 global subsidiaries, over 50 international Sales Partners or at our headquarters in Frankfurt.

Our organisation exemplifies internationalism. Over the course of the year, events “made by Messe Frankfurt” take place in more than 30 locations. In 2010 alone, we organised a total of 88 trade fairs, of which 52 were held outside Germany.

Our company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. Frankfurt am Main has always been and will continue to be our home. This is where 31 trade fairs were held in 2010 with more than 36,700 exhibitors and around 1.47 million visitors – in addition to 93 congresses and conventions with 110,000 participants. Our international flagship fairs left their mark on markets and trends.

In the Consume & Leisure segment, Ambiente, Beautyworld, Christmasworld and Paperworld are the most important meeting places for the consumer goods sector. In the realm of Textiles & Textile Technology, Heimtextil, Techtextil and Texcare are international highlights for the textile industry. Our industry classics and giants also include a number of major technology events within the Technology & Production and Mobility & Infrastructure segments, from Automechanika for the automotive sector to Light+Building, IFFA, ISH, Musikmesse and Prolight+Sound for other fields.

With all of these trade fairs, we offer individual coverage of the global markets of each industry. We provide trade fair visitors with a transparent overview of the current range of products and services available as well as developments within their sector.

Our global reputation as experienced hosts has spread. Internationally famous events such as the IAA motor show, the Frankfurt Book Fair and Achema, the world's largest chemistry trade fair, feel at home with us and value our hospitality.



Focus on corporate sustainability

As a global trade fair corporation, Messe Frankfurt and its subsidiaries have a responsibility to operate profitably while conserving resources and maintaining socially responsible workplaces.

Whether solutions in the field of energy technology, the usage of renewable energy and climate protection measures at ISH; energy efficiency at Light+Building; recycling and other green office solutions at Paperworld; conferences, events, green directories and eco-textiles at our textile trade fairs Heimtextil, Techtextil and Texworld; the labelling of products manufactured in accordance with socially responsible standards at Interstoff Asia Essential; technologies for water management at Water Expo China; or recycling and waste disposal as a key topic at the Waste&Recycling Expo: sustainability is a recurring theme at our trade fairs. New sustainable events in Messe Frankfurt's portfolio include the Ethical Fashion Show as a platform for sustainable fashion, the GREENshowroom for high-end eco fashion and an event where recycling of printing supplies is addressed.

Messe Frankfurt is also dedicated to social and cultural sustainability in its complementary programmes and non-show activities. Our commitment is focused on the following four fields:

Environmental friendliness

Environmentally friendly operations are a key issue at Messe Frankfurt. We support the Forest Stewardship Council and use FSC-certified paper; visitors ride local transport for free and employees receive subsidies for using buses and trains; logistics are co-ordinated in our own cargo centre and intelligent management systems ensure a smooth traffic flow; optimised hall technology conserves resources; three photovoltaic systems produce electricity for our own use, and up to 90% of waste after trade fairs is fed back into the material cycle.

Social responsibility

For Messe Frankfurt, corporate social responsibility also means responsibility towards its employees. Flexible working time models are offered and employees can keep physically and mentally fit by joining one of the many company sports groups. What is more, Messe Frankfurt offers back-up childcare services for its staff. Accessibility is another important issue at Messe Frankfurt: the entire exhibition grounds are designed with barrier-free access and mobility in mind.

Promoting education and science

Messe Frankfurt has sponsored an endowed chair for international economic policy at Frankfurt University since 2007. The professorship is intended to bridge the gap between academic research and the international exhibition industry. The chair is held by Prof. Matthias Schündeln. Furthermore, Akademie Messe Frankfurt serves as a comprehensive professional development network where employees from Messe Frankfurt and elsewhere undergo targeted training.

Social and cultural activities

Messe Frankfurt's commitment to cultural activities includes targeted sponsoring of events and prizes for outstanding achievements in music, architecture and design. The Frankfurt Music Prize for example recognises musicians for outstanding achievements, while the Design Plus Award honours excellent design. Off-site events such as Luminale, the Biennale of Lighting Culture, attract visitors from around the globe, as does the Rheingau Music Festival, where Messe Frankfurt is a sponsor.

Examples of sustainability

Since Messe Frankfurt signed the Global Compact last year, it has not only further developed its CSR activities but also made its overall operations more sustainable.

Group-wide CSR Advisory Committee created

The purpose of the Corporate Social Responsibility Advisory Committee established when Messe Frankfurt joined the Global Compact is to ensure the systematic integration and deployment of the ten principles throughout the company; it is constantly working to improve and expand CSR activities. This committee includes representatives from all company divisions and meets every six months to ensure an active exchange of ideas and information and ongoing growth in our corporate responsibilities.

Charter for Diversity joined

In the era of globalisation, we can only succeed by recognising and utilising diversity – in our workforce, in our customers and in our business partners. People from roughly 30 different countries work for Messe Frankfurt at our Frankfurt headquarters alone, while our events attract exhibitors and visitors from 190 countries.

Together with the German state of Hesse and 14 other companies and associations in the state, Messe Frankfurt signed the Charter for Diversity in February 2011. This diversity initiative from the German federal government aims to recognise, appreciate and integrate diversity in our company culture.

By joining this programme, Messe Frankfurt pledges to create a working environment free of prejudice and discrimination and to cultivate a corporate culture characterised by mutual respect and recognition, regardless of age, disability, nationality, religion, sexual orientation or philosophy.

Promoting diversity is essential for a global company like Messe Frankfurt; diversity amongst employees with their distinct abilities and talents paves the way for creative, innovative solutions.

New citizen-owned solar power station installed

Since 2009, Messe Frankfurt together with Sonneninitiative e.V. and with the assistance of energy suppliers Mainova AG has been operating citizen-owned power stations for generating climate-friendly energy on its exhibition grounds. This further emphasises our commitment to using innovative environmental technologies and promotes electricity from renewable sources. Our employees and Frankfurt citizens were able to purchase shares in solar power stations to show their dedication to protecting the environment and reducing carbon dioxide emissions.

Following the successful start-up of two photovoltaic systems on the roof of Hall 10, an additional photovoltaic park was installed on the roof of the Rebstock parking garage in September 2010 – the first solar carport station on top of a parking garage. The electricity generated can be used on-site, for instance as a climate-friendly way of charging electric vehicles.

But we have even better reasons for pursuing this project: with a guaranteed annual yield of approximately 985,000 kilowatt hours, roughly 780 tonnes of carbon dioxide emissions will be avoided which would otherwise be generated by burning fossil fuels.

In fact the premises of Messe Frankfurt boast the largest photovoltaic stations of the Frankfurt urban area. With more than 1,100 kW maximum output, they will generate enough electricity to power 350 homes in the coming 20 to 30 years. And that's not all: it is already planned to expand the project by approximately 300 kilowatts.

Ethical Fashion Show and GREENshowroom taken over

The boom in sustainable products has been apparent at our worldwide events for many years now. Since 2007 for example, Messe Frankfurt has organised special forums at its textiles fairs to show the importance of ecologically and socially responsible textiles, thereby creating an unparalleled platform for sustainable materials and accessories.

In April 2010, Messe Frankfurt expanded its portfolio with an event dedicated exclusively to the ecological, sustainable and socially responsible production of fashion, the Ethical Fashion Show in Paris. The fashion shows and special exhibitions of this annual event established by Isabelle Quéhé in 2004 feature ethical fashions from more than one hundred brands.

With our expertise as the worldwide market leader in the textiles field, we hope to increase awareness of this event and plan to launch it internationally. In this way, Messe Frankfurt supports brands that promote fair trade and ecological production.

Following the acquisition of the Ethical Fashion Show, another small but exclusive event will be added to Messe Frankfurt's textiles portfolio in July 2011, sending a strong message to the market for sustainably produced fashion: during the Berlin Fashion Week, the GREENshowroom will present environmentally friendly high-end fashion, accessories and lifestyle products produced in accordance with socially responsible standards. Founders Magdalena Schaffrin and Jana Keller will continue to direct the GREENshowroom while leveraging Messe Frankfurt's profound expertise in textiles.



The UN Global Compact's ten principles

Human rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.

Labour

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Anti-corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

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