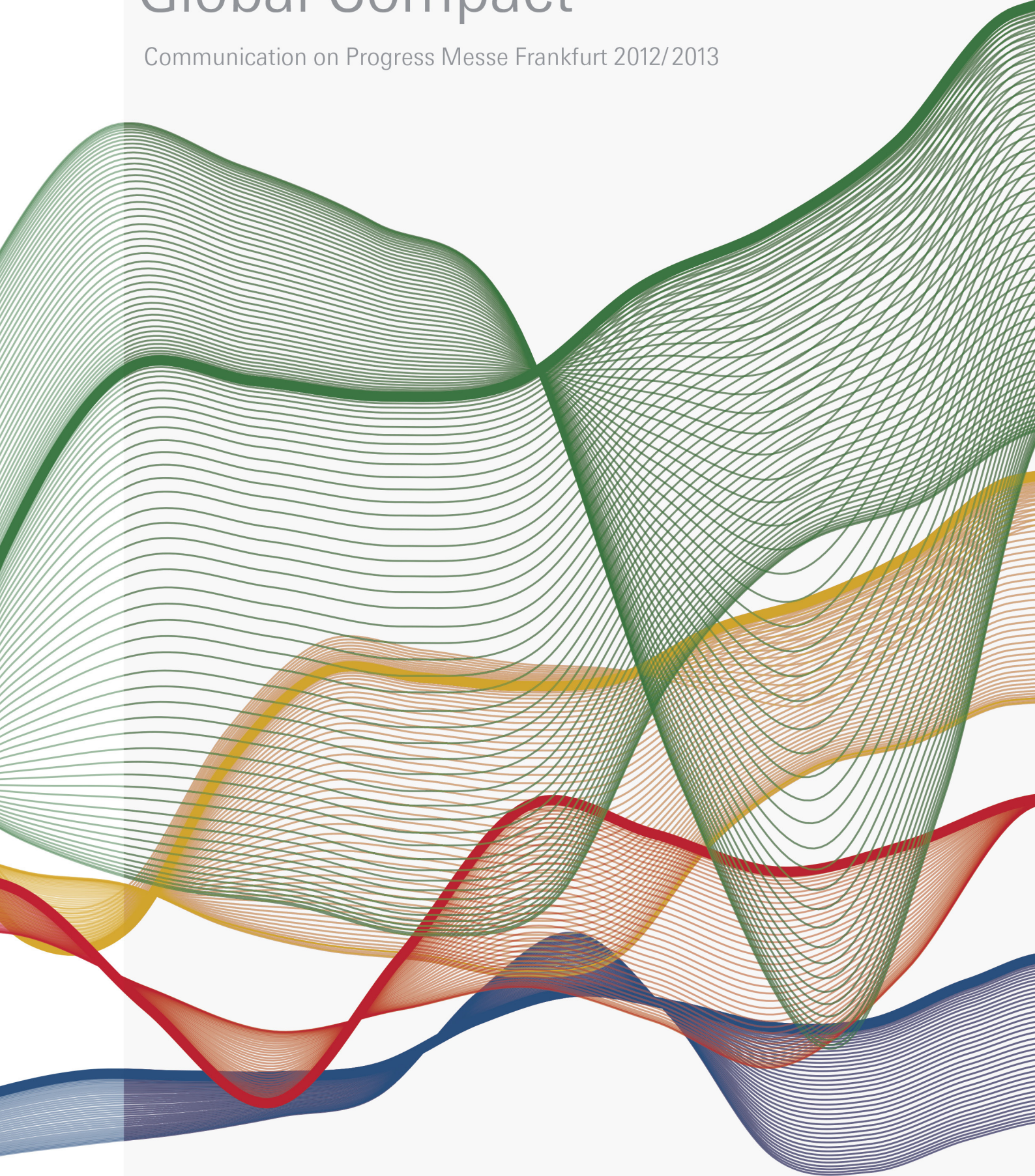


# Global Compact

Communication on Progress Messe Frankfurt 2012/2013





# Innovation for a sustainable future

## Foreword by the Executive Board



At Messe Frankfurt, the principles of sustainable management have been an integral part of our corporate philosophy for many years. We assume responsibility through a wide range of activities in the fields of environment, social commitment, education and culture. In addition, many of our in-house and guest events are showcases for sustainability-related topics around the world.

Innovation always plays a central role in our commitment. Together with our stakeholders, we act as catalysts to promote new developments. Our goal is to continuously develop new initiatives and in this way contribute to a more sustainable future.

For example, with the construction of the new Kap Europa congress centre Messe Frankfurt is setting new standards in many respects. For its consistent orientation towards sustainability and environmentally compatible construction, the building has been awarded the DGNB Pre-certificate in Gold. It is the first congress building worldwide to receive this distinction and will therefore serve as a future benchmark for the entire industry.

Sustainability is once again a key theme at many of our events this year: for example resource conservation was the top theme at our flagship ISH trade fair. Within the context of Heimtextil we for the first time honoured sustainable up-cycling concepts with the Young Creations Award. In the autumn, the new Ecostyle trade show will open its doors for the first time and present certified sustainable consumer goods.

We have been publicly demonstrating our commitment to CSR since May 2010, when we became the first German trade fair company to participate in the UN Global Compact. With this, we officially endorse the ten principles of this initiative in the areas of human rights, labour, the environment and anti-corruption. We are committed to upholding these principles and will continue to adhere to them in the future.

On the following pages we would like to inform you about our current activities and what we have planned for the future. We wish you a pleasant read.

Sincerely yours

A handwritten signature in blue ink, which appears to read 'W. Marzin'.

Wolfgang Marzin  
President and Chief Executive Officer  
Messe Frankfurt GmbH



## About Messe Frankfurt Company

Trade fairs present platforms for ideas, innovations and trends across national borders and cultures. With events at the home venue in Frankfurt as well as around the globe, Messe Frankfurt creates spaces in which it brings people together. The face-to-face conversations foster personal relationships and trust, which is the best foundation for sustainable business relations in the future.

With EUR 538\* million in sales and 1,891\* employees around the world, Messe Frankfurt is Germany's largest exhibition corporation. The Messe Frankfurt Group has a global network of 28 subsidiaries and approx. 50 international Sales Partners, giving it a presence for its customers in more than 150 countries. The company is publicly owned; its stakeholders are the City of Frankfurt with 60 percent, and the state of Hesse, which holds 40 percent.

(\* preliminary figures 2012)

The Messe Frankfurt Group combines all disciplines of the trade fair business: ownership and operation of one of the largest exhibition grounds in the world; trade fair, convention and event organisation at our headquarters and around the world. As a full-service provider, Messe Frankfurt also provides extensive services including logistics, stand construction and catering, as well as training and further education opportunities at the Akademie Messe Frankfurt.

Messe Frankfurt's leading international industry events in the fields of "Technology & Production", "Consumer Goods & Leisure", "Textiles & Textile Technologies", "Mobility & Infrastructure" and "Media & Creation" shape international markets and trends. Leading industry trade fairs such as Ambiente, Automechanika, Light & Building or ISH are among the highlights in their respective sectors.

## Our events

In 2012, Messe Frankfurt organised 109\* trade fairs, of which more than half took place outside Germany. At our events we welcomed more than 77,000\* exhibitors as well as over 2.9\* million visitors. In 2012, events “made by Messe Frankfurt” were organised at over 30 venues around the world.

(\* preliminary figures 2012)

In our core business of trade fairs, we fulfil our role as catalyst for sustainability in close cooperation with industry communities. Many of our international flagship fairs, both our own and guest events, have a focus on energy efficiency, recycling, water management, waste disposal or eco- and social textiles. The topic of sustainability is presented and discussed at special shows, conferences or workshops.

Sustainability is addressed at our events in many respects: for example within the context of

Heimtextil we for the first time honoured young designers for their sustainable up-cycling concepts with the Young Creations Award. At the ISH, resource conservation was the key theme within the scope of which our exhibitors showcased their solutions for sustainable bathroom, heating and air conditioning technology. These are complemented by our events outside Germany, such as the Canadian Waste & Recycling Expo or the Eco Expo Asia in the field of environmental protection.

Messe Frankfurt is also a top address for congress business: last year some 112,000 participants attended a total of 76 events in Frankfurt. Sustainability also features prominently on the agendas of our conferences. For example in 2013 the Zukunft Lebensräume (Future Living Spaces) congress and fair as well as the conference of the European Wind Energy Association will focus on sustainability issues.





# Sustainability at Messe Frankfurt

## Our philosophy

Our commitment to corporate responsibility and sustainability is not a new concept, but is based on the close relationship forged in the course of more than 750 years of trade fair history between the city of Frankfurt and the state of Hesse, which are also owners of the company today. The development of Frankfurt into an international financial service hub would hardly be conceivable had it not been a thriving trade fair centre over the centuries.

At Messe Frankfurt we understand sustainability as responsible business practices, something that encompasses economic, ecological and social factors. In this sense, sustainability is a firmly

established component of our business culture and is reflected in all parts of the company around the globe. New regulations or group-wide activities are adjusted to local parameters and implemented decentrally, which demonstrates our strong local connection with the city and the region not just at our headquarters in Frankfurt but all over the world.

Decisions concerning guidelines for our CSR involvement are taken by the Executive Board. Concrete resolutions are decided by a CSR Advisory Committee composed of senior executives from all parts of the company which meets twice a year.

## CSR activities worldwide

In 2012/2013 Messe Frankfurt Group also implemented new CSR activities outside Frankfurt. Through an increasing number of their own initiatives, our subsidiaries and branch offices share our CSR involvement around the world. The initiatives pursued are selected decentrally, ensuring that they target the needs of local communities.

Last year for example Messe Frankfurt Asia Holding Ltd. participated in a number of sporting events: in the "Jin Mao Vertical Challenge" in Shanghai the Messe Frankfurt team scaled the 88 storeys of the Jin Mao Tower in just 13 minutes in order to promote a healthy lifestyle. In Hong Kong our colleagues donated 50,000 HK dollars within the scope of the "Stride for the Cure" event of

the NGO "Hong Kong Cancer Fund" (HKCF) and thus contributed to the prevention and treatment of cancer.

Indexport Messe Frankfurt S.A. in Buenos Aires is also involved in local projects of its own: together with the fairground operator "La Rural - Predio Ferial de Buenos Aires" it supports the NGO "Fundación Compromiso". Instead of being disposed of, event materials in good condition are donated and made available for workshops that teach people lacking training or qualifications wood- and metalworking skills. Among other things they produce furniture which is subsequently donated to public institutions such as schools or libraries.

## Committed to sustainability



Since 2012, the claim “simply sustainable” along with a logo has been used to designate Messe Frankfurt’s diverse CSR activities. With this we are focusing even more strongly on the topic of sustainability and thus increase the awareness of our stakeholders.

Credibility and lasting impact are the key criteria for selecting and implementing CSR activities which ideally complement Messe Frankfurt’s portfolio. Our activities are divided into four fields:

In the field of **Environment/Sustainability** we have implemented a wide range of resource-conserving and ecological measures, for instance relating to the energy optimisation of our exhibition grounds.

**Social Responsibility** at Messe Frankfurt involves an obligation to our employees, our stakeholders and society in general. Of emphasis here are the above-average working conditions at our sites around the globe and our support for social institutions in the region.

In the area of **Education/Science**, Messe Frankfurt is involved in the region in a targeted way over the long term. The company is proud to sponsor the Chair of International Economic Policy at Frankfurt’s Goethe University as part of its corporate citizenship.

Messe Frankfurt’s **Cultural Involvement** includes targeted sponsorship of events and organisations, awarding prizes for outstanding achievements in architecture, design and music.

# Innovations 2012 / 2013

## Kap Europa congress centre receives DGNB Pre-certificate in Gold

Construction on the Kap Europa congress centre started in 2012 at a central location in the “heart of Frankfurt”, close to the existing exhibition grounds. With the congress building currently under construction, we are building one of the world’s greenest congress centres. From the outset, the design has consistently taken various aspects of sustainability into account. From planning, construction and operation, the concept covers the entire life cycle of the building through to deconstruction.

With this plethora of sustainable solutions the building sets new benchmarks for congress centres and is forward-looking in every respect. Kap Europa is the first congress building world-wide to receive a pre-certificate in gold based on the newly developed standard for venues from the German Sustainable Building Council (Deutsche Gesellschaft für nachhaltiges Bauen e.V. – DGNB) during the planning and building phase.

With Kap Europa our commitment to sustainability extends far beyond the innovative construction and operating concept of the building: together with other experts we have assumed responsibility and contributed our many years of experience to developing a new usage profile and international certification system for sustainable congress buildings. The new standard is one of the most stringent certification standards worldwide and will serve as a benchmark which will have a “sustainable impact” on the entire industry.

Our goal is to obtain the DGNB Full Certificate in Gold after completion of the centre. The DGNB Certificate is awarded in the levels gold, silver and bronze. To obtain a certificate in gold, the criteria with respect to ecological, economic, sociocultural and functional quality as well as technical, process workflows and locational quality must be met to at least 80%.



Kap Europa is the world’s first congress building to receive gold pre-certification from the German Sustainable Building Council. The new standard was developed on the initiative of Messe Frankfurt.

## Agora plaza in future with LED lighting system

At its home venue in Frankfurt, Messe Frankfurt operates one of the largest exhibition centres worldwide. Innovative measures aimed at sustainable development and management of our exhibition grounds therefore enable us to have the greatest environmental impact. We are continuously working to identify energy-saving potential and develop our exhibition grounds in line with the principles of sustainable management. The latest example of this is the conversion of the lighting system on the Agora plaza in the open air area of our exhibition grounds, which covers 18,000 sqm.

In the past this space was illuminated by lighting systems based on a secondary reflector principle.

In August 2012 two lighting masts were initially converted for test purposes to more energy efficient LED technology. The test proved successful, the technical and economic performance were convincing. Refitting of the remaining secondary reflector systems has been successfully implemented.

Use of the state-of-the art LED technology will reduce energy consumption by up to 75% and save up to 5.5 tonnes of CO<sub>2</sub> per year. The actual conversion work is also based on principles of sustainability: existing components will be used wherever possible in order to save material and costs.

## New Ecostyle trade fair showcases certified sustainable consumer goods

With its new Ecostyle trade fair, Messe Frankfurt is introducing its first ever information and order platform for verified sustainable consumer goods for the European retail trade. The new format is geared towards all manufacturers and retailers of sustainable products.

An independent Advisory Council made up of six nationally and internationally acknowledged experts will be evaluating all exhibitors and their products on the basis of five sustainability criteria: minimal ecological footprint, a high level of product quality, efficient utilisation of materials

and energy, positive social and cultural impact and outstanding transparency. Exhibitors must also sign the "Ecostyle Commitment", which obligates them to maintain a sustainable and beneficial corporate culture.

The event is being held for the first time at the Frankfurt exhibition centre in August 2013. Trade visitors can also expect to find a comprehensive supporting programme that offers many lectures and workshops covering the topic of "Sustainability in the Retail Trade".

## Extension of family service further optimises working conditions

At Messe Frankfurt we place great importance on ensuring optimal working conditions for our employees. One important element in this is supporting them in creating an optimum work-life balance. To help them achieve this, the company has offered its staff back-up childcare or activity programmes during school holidays in cooperation with our partner "pme Familienservice".

In the current reporting period we once again extended the services for our employees to include comprehensive information, advice and placement services related to all aspects of childcare. The programmes cover a wide range of topics from placing au pairs or home helps, to advice on private tutoring and holiday programmes or support in matters of childcare and parenting.



## Employee Assistance Programme provides assistance

Messe Frankfurt seeks to actively support its staff in making the most of opportunities for personal and professional development. With the "Employee Assistance Programme" Messe Frankfurt offers all employees an independent consulting service in cooperation with its partner "Insite Interventions". Experienced experts advise, inform and provide immediate assistance with professional and personal questions and problems.

Topics cover practically all areas of personal and professional life and offer assistance in dealing with crises and conflicts at the workplace, psychological stress, private emergencies and crises, financial and legal problems. A dedicated expert service is also offered for executive staff, works council, company physician and professional personnel support.

## Initiatives support work-life balance

Through small and larger initiatives Messe Frankfurt helps its staff to lead a healthy lifestyle. For the second time a Health Day was held in the reporting period at which experts informed about a balanced diet, new sports activities or how to cope successfully with stress situations.

By participating in external initiatives, we also enhance public awareness for these important topics: these include the J.P. Morgan Corporate Challenge Run, in which some 70,000 employees

participate in Frankfurt. Within the scope of the VeggiDay our Intermezzo staff canteen exclusively served up vegetarian dishes for a whole day – setting a signal for healthy and sustainable nutrition.

Together with the German Red Cross, Messe Frankfurt conducted a blood donation campaign last year in which 62 employees gave blood, 42 of them for the first time – a result we can be proud of.

## Training informs about anti-corruption measures

Messe Frankfurt works proactively to prevent corruption amongst all group employees. Therefore we have introduced unambiguous, mandatory rules for accepting gifts and favours. If illegal methods are suspected, employees have the possibility to anonymously contact an external ombudsman.

To ensure all staff remain up-to-date with compliance issues, this year Messe Frankfurt is offering

targeted training programmes in cooperation with an independent expert that are mandatory for all employees. All new employees additionally take part in an interactive training programme designed to increase awareness of the problem, provide concrete information and recommendations for behaviour. Information on this topic is summarised on the intranet and is accessible to every employee.

## The UN Global Compacts 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.

### Messe Frankfurt GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main, Germany

Tel. +49 69 75 75-56 61

Fax +49 69 75 75-66 00

csr@messefrankfurt.com

www.messefrankfurt.com

V.i.S.d.P. Kai Hattendorf

Editor Corinna Züge