

# UN Global Compact Communication on Progress 2019/2020





This is our **Communication on Progress** in implementing the principles of the **United Nations Global Compact** and supporting broader UN goals.

We welcome feedback on its contents.

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## Our philosophy

In an increasingly complex, interconnected and volatile world, communication, cooperation and interaction are keys to successful business relationships.

This will apply all the more once the coronavirus crisis is behind us. More than ever, we are convinced of the relevance of our business model with its focus on personal encounters. However, the proven business model of personal encounters also depends to a large extent on the freedom of movement and freedom to travel of our customers, as well as that of their customers in turn. Since the beginning of the year, we have all – not only in the exhibition industry – had to grapple hard with a completely unknown challenge.

In nearly all corners of the world, the coronavirus is turning society and the economy completely upside down, with hardly any sector of the economy that is not feeling the effects. Since March, we have been forced to either postpone or cancel a large number of events at our worldwide event venues. The entire economy has been hit by the consequences of the virus. However, the well-being of society and the health of our customers and employees must take precedence over all economic interests at all times. The situation remains volatile.



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We will need to be flexible and rise to the challenges. A sense of responsibility and foresight has accompanied us throughout our 800-year history. Respect and fairness in our dealings with our customers, with our service providers, with our shareholders and with our employees are embedded in Messe Frankfurt's corporate identity.

This year, both the UN Global Compact and the German Global Compact Network are celebrating their 20th anniversary. Our warmest congratulations on reaching this milestone. As the first and only exhibition corporation to date, Messe Frankfurt has been part of the UN Global Network since 2010. The principles of sustainable business practices and our commitment to social responsibility are our benchmark. We implement our CSR measures in line with the principles of the UN Global Compact. We have committed ourselves to its Ten Principles of good practice in the areas of human rights, labour standards, environmental protection and anti-corruption. We feel it is our duty to uphold these principles.

At our flagship fairs, innovation and sustainability go hand in hand, for example when it comes to addressing major topics such as mobility, smart cities and nutrition. In the textile sector, too, we are convinced that a shift towards a more sustainable value chain is only possible through innovation and collaboration. Within the scope of our textile expertise – Texpertise Network – we are therefore all the more pleased about the partnership and collaboration with the UN Conscious Fashion Campaign and the United Nations Office for Partnership (UNOP). This will allow us to further promote the UN's sustainable development objectives at Messe Frankfurt's 60 or so textile events in a targeted manner.

Best regards,

**Wolfgang Marzin**

President and Chief Executive Officer Messe Frankfurt

# Our responsibility

Creating value for business and society

Messe Frankfurt is the world's largest trade fair organiser with its own exhibition grounds. In the business segments Fairs & Events, Locations and Services, we specifically support the interests of our customers and organise successful encounters with services from a single source.

> 420\*

Trade fairs and events under the umbrella of Messe Frankfurt

30\*

International subsidiaries

50\*/190\*

More than 50\* sales partners in around 190\* countries

In line with its strategic objectives, the group is systematically expanding its expertise in defined sectors. These are: Building Technologies, Safety, Security & Fire, Environmental Technologies, Textile Care, Cleaning & Cleanroom Technologies, Food Technologies, Electronics & Automation Technologies and Manufacturing Technologies & Components, Consumer Goods, Textiles & Textile Technologies, Mobility & Logistics as well as Entertainment, Media & Creative Industries.

Messe Frankfurt's corporate mission is to leverage its global industry expertise and establish itself as the first choice for its customers. Trade fairs have been held in Frankfurt for around 800 years. We have a tried and tested business model that provides a solid foundation for supply, continued evolution and growth going forward. While a global player, the company

nevertheless has strong economic and cultural roots at its home venue in Frankfurt and the Rhine-Main region. This also comes as a result of the rewarding collaboration with our shareholders, the City of Frankfurt and the Federal State of Hesse. They enable our group to develop its entrepreneurial potential. We cooperate with many public institutions and create valuable mutual synergies. Events under the umbrella of Messe Frankfurt generate annual purchasing power in Germany to the tune of 3.6 billion euros, and also secure more than 33,000 jobs across Germany.

We take our social responsibility seriously and support social institutions and initiatives in our immediate neighbourhood in the fields of education, music, visual arts, sport and social affairs. And also in our subsidiaries around the globe our employees are involved in many community projects.

# 592,000 m<sup>2</sup>

Exhibition grounds: 11 halls, 2 congress centres, Festhalle multifunctional hall, Operation & Security Center, over 90 congress and conference rooms and much more besides

# 2,600\*

Around 2,600\* employees worldwide

# 60/40

The group is publicly owned, the shareholders are the City of Frankfurt with 60 percent and the State of Hesse with 40 percent.

## Our mission statement

Messe Frankfurt sees itself as a year-round marketing and service partner for its customers. Our actions and our strategic decisions are based on the group's long-term success and are geared to the needs of our customers. As a trade fair organiser, the group develops formats and innovative concepts on an international basis, which are scaled according to the needs of the respective industries and thus play a key role in the positive economic development and success of the sectors served.

With our worldwide events, we establish global interfaces between industry and trade, between politics, services and consumption. As a partner to our customers, it is our core mission to flexibly accompany the changes taking place in the various sectors with individual and industry-specific formats and to implement them at our events for the practical benefit of our customers. The sustainable development of our brands creates trust and gives us the opportunity to respond appropriately to the current challenges in the different industry sectors. We combine analogue and digital worlds to ensure that customers gain even more added value from their personal encounters by underpinning them with digital business and digital services.

Messe Frankfurt is connected with its customers worldwide at around 150 group-owned events held around the globe.

At its home venue in Frankfurt, it provides a platform for up to 250 guest events a year, from trade fairs and congresses to functions and shows.

The many encounters between people from all nations at the Frankfurt exhibition centre show that our exhibition venue is an ideal event location. A wide variety of different formats, parallel events and a high degree of flexibility are requirements that our premises have to meet. Safety regulations with regard to architecture, infrastructure, the provision of medical care and the implementation of events have also increased in recent years. Accordingly, we are continually investing in our home venue and the multifunctionality of our exhibition grounds.



150

At around 150 group-owned events, we create touchpoints between supply and demand, between trends and markets, at real and digital marketplaces, worldwide.

## Compliance – the commitment of each individual counts

The guiding principle of our successful business operations is based on our tradition as a reliable company. Statutory and voluntary obligations, guidelines and best practices are the cornerstones of this system. Clear, binding purchasing rules and the efficient design of internal regulations and procedures ensure reliable prevention in the fight against corruption and other rule violations. In addition to training our employees, the personal commitment of each individual makes a decisive contribution to ensuring that compliance is an integral part of our corporate code of conduct.

The increasing globalisation of our corporate group and the growing importance of foreign business as a result are just one of the reasons why establishing and optimising globally coordinated systems and structures is important. This is also happening against the background of tougher guidelines on governance and data protection, as well as generally applicable legal stipulations and regulations.

## Partnerships and cooperation

Messe Frankfurt is committed to long-term and sustainable partnerships and cooperation, both with respect to its worldwide events and its CSR pledge. Intensive networking within the national and international business community as well as with central associations, specialist and development institutes benefits the quality of our events and therefore our customers. Not least, this also allows us to help shape the trade fair industry on a sustainable basis. We demonstrate our CSR commitment through our participation in the United Nations Global Compact, to which we signed up in 2010. We support the “fairpflichtet – right and fair” industry code for sustainable organisation and implementation of events and participate in the Charter of Diversity initiative.



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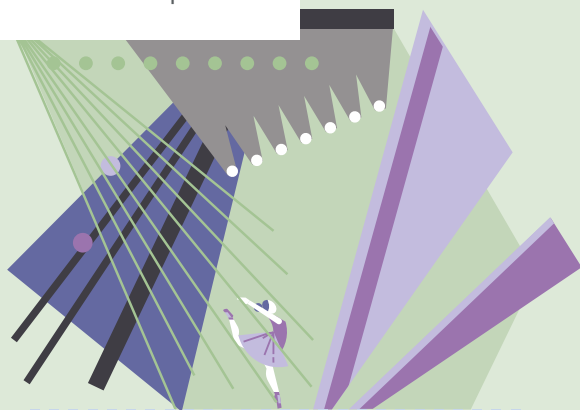
Promoting an international exchange of knowledge and expertise: Messe Frankfurt fosters long-term partnerships and cooperation.



## Our Corporate Social Responsibility priorities

We group our wide-ranging CSR activities relating to sustainable development into four areas of activity: Environment/Sustainability, Social Responsibility, Commitment to Culture and Sport and Education/Science. By designating our activities in these areas with the “simply sustainable” claim and a special logo, we are able to further increase the focus on sustainability while also raising awareness for this issue. In all our initiatives we attach great importance to long-term impact, transparency and credibility.

Commitment to culture and sport



© Aleksandar Savić

As a corporate citizen, Messe Frankfurt makes a valuable contribution to enhancing the cultural and sporting attractiveness of the Rhine-Main region through long-term partnerships.

And every two years, the Luminale joint project is a unique festival of light and urban design that builds a bridge between the city and the exhibition centre.

Education/  
Science

54

Through our cooperation with the Frankfurt University of Applied Sciences, we sponsor 54 places in the Bachelor study programmes “Real Estate and Facility Management” and “Real Estate and Integral Building Technology”.

## Environment/Sustainability

In the field of Environment/Sustainability we are implementing numerous measures to conserve resources and protect our environment, such as systematic energy management and the resource-saving development of our exhibition grounds.

## Social Responsibility

For Messe Frankfurt, Social Responsibility begins at home. We see ourselves as a reliable partner – around the world and on our own doorstep. We support social institutions at our business locations and offer better-than-average working conditions.

## Commitment to Culture and Sport

Commitment to Culture at Messe Frankfurt is expressed in cooperation and support for cultural institutions and events. Our focus is on the fields of art and music. For many years, we have sponsored the Schirn Kunsthalle in Frankfurt as well as the Rheingau Music Festival. Every year, the Mainova Frankfurt Marathon, one of the most popular races in Germany, ends in the Festhalle on our exhibition grounds as part of a long-standing, strong partnership. Messe Frankfurt is the main sponsor of this event.

## Education/Science

Education/Science is an area in which Messe Frankfurt has been taking specific, long-term steps – for example with its endowment of the Bachelor study programmes “Real Estate and Facility Management” and “Real Estate and Integral Building Technology” at Frankfurt University of Applied Sciences (Frankfurt UAS).



Social Responsibility

Through a series of measures, we are committed to improving the quality of life of people and communities worldwide. These include projects with the children's aid organisation Children for a Better World e.V. in Frankfurt and various charity organisations in Argentina, China, India and the UK.

100%

Environment/  
Sustainability

In the field of Environment/Sustainability we are implementing numerous measures to conserve resources and protect our environment. For example, we operate three solar power systems and the exhibition grounds is supplied with 100 percent green power.

# Incorporating sustainability within the company

## Energy management 2020 – action plan enters the next round

In 2007, Messe Frankfurt began to systematically record and analyse the consumption data for the exhibition grounds within the scope of its energy management. This was the first of many additional steps directed at comprehensively analysing the energy requirements of the exhibition grounds in a transparent manner and introducing targeted measures to sustainably practise and further develop energy management. Since 2014, our energy team – made up of the Executive Board, Vice Presidents and Heads of Department – has defined Messe Frankfurt's energy goals. This policy is further developed by our energy manager, whose job it is to effectively implement these measures company-wide.

Announced last year, since 1 January a reality: the Frankfurt exhibition venue now obtains 100 percent of its power supply from renewable energy sources, thus saving around 19,000 tonnes of CO<sub>2</sub> annually. Our photovoltaic systems also produce climate-friendly energy from solar power. During the past financial year, we harvested around two GWh of solar electricity at our exhibition grounds.

We are consistently pursuing our goal to sustainably reduce the base load at the exhibition grounds by ten percent. In addition to optimising the energy efficiency of our facilities and their operation, we are planning in a next step to introduce an energy-saving campaign aimed at further increasing awareness among all colleagues and service providers for the issue of energy efficiency.



© Messe Frankfurt — Pietro Suttera

“Every percent of power that we use responsibly and based on our needs is reflected positively in our ecological footprint and financial performance. Thanks to the untiring and at the same time meticulous efforts of the energy management team, paired with the growing amount of energy we produce ourselves, Messe Frankfurt has reduced its annual energy consumption by four GWh.”

### **Uwe Behm**

member of Messe Frankfurt's Executive Board

## Networking for the benefit of the climate and energy efficiency

Messe Frankfurt is a member of the Business Energy Efficiency Network. For us, meeting with other companies from the region is an important platform for exchanging information on topics related to energy efficiency. The network was initiated by Mainova AG together with the Frankfurt Chamber of Industry and Commerce, and the platform was established in 2017 by Hesse's Minister of Economics Tarek Al Wazir. It currently counts 14 renowned corporates from the Rhine-Main region as its members. These companies have all committed to driving the success of the energy transition through optimised processes and projects. The German Energy Agency (dena) selected the Business Energy Efficiency Network from among all nationwide energy efficiency networks and presents it in a brochure as a best practice example.

## Successful recycling management

In keeping with the concept of the circular economy, waste materials from the Frankfurt exhibition grounds are recycled or energetically recovered. Messe Frankfurt recycles up to 90 percent of its waste. Waste consultants are on hand at our events to give advice on waste avoidance and disposal during stand construction times. All of our exhibitors pay an environmental impact fee linked to the amount of square meterage they occupy.

Messe Frankfurt has had an efficient waste management system in place since the early 1990s. This early commitment was revolutionary in the German exhibition sector back then. In 1991, Messe Frankfurt entrusted its waste disposal operations to a private waste disposal company with a state-of-the-art sorting plant, Meinhardt Städtereinigung GmbH & Co. KG, which remains its partner to this day. The company is certified in accordance with Germany's Ordinance on Specialised Waste Management Companies ("Entsorgungsfachbetriebeverordnung") and DIN EN ISO 9001:2015. In addition, the company is subject to control by the Darmstadt Regional Administrative Council ("Regierungspräsidium"). A further partner is Frankfurter Entsorgungs- und Service GmbH (FES) municipal waste disposal company.



**19,000 t**

Messe Frankfurt has set itself the goal of helping to achieve the climate targets through optimised processes and projects. By obtaining our power supply from renewable energy sources, we save around 19,000 tonnes of CO<sub>2</sub> annually. Our photovoltaic systems also produce climate-friendly energy from solar power.

## E-waste collection drive on World Environment Day

5 June 2019 was Global Exhibition Day and World Environment Day, reason enough for our colleagues at Messe Frankfurt India to raise awareness with a campaign that helps industries and individuals take a greener approach to their CO<sub>2</sub> emissions. As part of this initiative, during the campaign week they collected electronic waste that was beyond repair and made sure that the old parts were disposed of at authorised collection points for recycling and further processing. Many people are unaware of the enormous damage scrap electronic equipment can cause to people and nature if not disposed of properly.

## Sustainable onboarding

For our colleagues at our British subsidiary Messe Frankfurt UK, environmentally responsible behaviour plays a massively important role not only in their day-to-day business activities, but also for the organisation of events such as Automechanika in Birmingham. For example, the issue of sustainability is already anchored in the onboarding process for new employees. In addition to responsible procurement of products and materials, the subsidiary's sustainability policy includes recycling management, e-mobility and a range of local social initiatives. The colleagues regularly meet up in order to add further improvements or new initiatives to their action plan.



© Messe Frankfurt

Setting a good example of how to dispose of electronic scrap properly. For a week, our colleagues from the subsidiary in India collected electronic waste.

## Everything's green, flowering and buzzing – ecosystem diversity at our exhibition grounds

In their sixth year at the exhibition grounds, our bees feel right at home. The 12 bee colonies survived the winter well and are now busy collecting pollen on the exhibition grounds and in the surrounding neighbourhood and reproducing. The selection of plants for them to feed on has grown somewhat, with our colleagues who are responsible for cultivating the grounds never tiring of finding a spot to plant something new. For example, eight Persian silk trees, or "sleeping trees" (*Albizia julibrissin*) now enrich the variety of trees found at the Frankfurt exhibition grounds. The sleeping tree belongs to the Mimosa family and is native to south-western and eastern Asia. It gets its name from its special characteristics: to protect itself, it rolls up its leaves not only at night, but also in dry weather conditions and thus adopts a kind of "sleeping position". We are confident that the flowering trees with their colourful blossoms will flourish in the increasingly warm and dry summers in Frankfurt.

With the sleeping trees, the diversity of the 890 or so trees at the Frankfurt exhibition grounds has become even greater. In addition to chestnuts, red oaks, lime trees, robinias, hornbeams, plane trees, wild pears and pines, there are also tulip trees and catalpa, as well as pagoda trees and dawn redwoods.

There aren't many cities in Germany that can boast their own vineyard within the city limits. As a small nod to the "Lohrberger Hang" or "Lohrberg Slope" in the city district of Seckbach, which belongs to the famous Rheingau wine-growing region, our colleagues have planted 244 vines on the exhibition grounds. The saplings have been planted in the Agora open space; to the west of the Torhaus and along the fences at the South Entrance, the 14 stately old vines are already bearing fruit. Varietals were chosen that are easy to cultivate and do not have to be sprayed.

# 12

© Messe Frankfurt



There are 12 bee colonies on the exhibition grounds. The selection of plants for them to feed on has grown somewhat, with our colleagues who are responsible for cultivating the grounds never tiring of finding a spot to plant something new.



## Speedy and environmentally friendly access to every event

The Frankfurt exhibition centre lies right in the heart of the city and is easily accessible via all major traffic routes. The Messe suburban railway (S-Bahn) station in the middle of the exhibition grounds, the underground (U-Bahn) and tram stops at the City Entrance / Festhalle and the proximity to Frankfurt Central Station take the strain off private transport and provide convenient and environmentally friendly transport links to and from the exhibition grounds for our customers and guests.

The combined admission ticket to our own events at the Frankfurt venue includes admission to the trade fair and free use of local public transport within the entire tariff zone. The combined admission ticket was introduced in 2002.

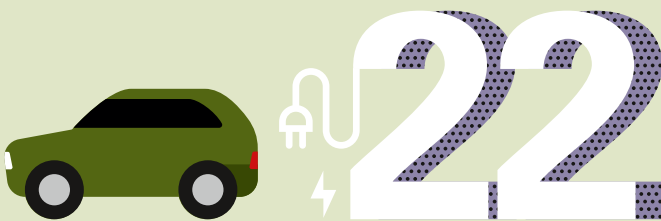
## Messe Frankfurt promotes electromobility across the entire exhibition grounds

22 recharging points for electric vehicles are available at the exhibition grounds and the car parks. There are plans to install a further 34 recharging points by 2022.

Messe Frankfurt's in-house fleet relies on a mix of different energy sources, with the first electric service car being acquired in 2011. At our Accente subsidiary, a good 25 percent of the fleet of 60 vehicles now have green credentials. With up to 300 events a year, this means that many delivery trips for services such as stand catering, gastronomy or rental equipment can be made across the exhibition grounds environmentally soundly and with a small CO<sub>2</sub> footprint.

**2,694,311 km**

Since 2007, Messe Frankfurt customers have also been able to travel emission-free with Deutsche Bahn. In 2019, guests who took advantage of the DB event ticket clocked up 2,694,311 passenger kilometres with 100 percent green electricity.



recharging points are available for customers and Messe Frankfurt service vehicles.

## A certified bicycle-friendly company

For many of our colleagues, cycling to work not only contributes to protecting the climate, but also helps them to keep fit. As an employer, Messe Frankfurt encourages this and provides the necessary resources at the exhibition grounds. For this initiative, it received the bike + business award in 2017. The Bicycle working group founded by employees promotes the further development of the bicycle-friendly infrastructure at the exhibition grounds.

Last autumn, Messe Frankfurt organised a round table with certified bicycle-friendly companies from Frankfurt and the region, making it the first company in Hesse to actively host an event promoting cycling mobility. Seven renowned companies from the region, which between them represent tens of thousands of potential cyclists among their employees, accepted the invitation. Further companies are to be included in the network going forward.

The cross-company working group initiative was also welcomed by the German Bicycle Club ADFC Hessen (Allgemeiner Deutscher Fahrrad-Club Frankfurt am Main e.V.).

## Climate-neutral travel

Since 2019, our colleagues from Messe Frankfurt Istanbul have been flying carbon-neutrally on their business trips. The CO<sub>2</sub> emissions are offset by planting trees. 338 saplings were planted in 2019. It is planned to continue the initiative indefinitely.



Messe Frankfurt initiated a first meeting with certified bicycle-friendly companies from the Rhine-Main region.



## Messe Frankfurt as an employer – diversity and teamwork

Messe Frankfurt is regularly rated among Germany's top employers (independent survey conducted by the national current affairs magazine Focus). Over the past ten years, our workforce has grown from over 1,600 to around 2,600 worldwide today. Diversity plays an important role in our company, at our events and among our employees. At our headquarters in Frankfurt alone, our workforce is made up of 28 nationalities. This cultural and linguistic diversity, coupled with value-driven practices across the corporate group, are major strengths for Messe Frankfurt's long-term success.

By offering better-than-average working conditions and a good work-life balance, Messe Frankfurt hopes its employees choose to stay with the group for the long term. Job security, overtime pay, flexible working hours and working time models such as part-time work and working from home, as well as a company pension plan, are part of an extensive benefits scheme. Messe Frankfurt will continue to develop this agile working concept.

Our remuneration system is transparent; fair pay when it comes to salary is a given. As well as additional pay-scale benefits, we offer our workforce a number of voluntary fringe benefits. One that has become firmly established is an employee assistance programme, an external advisory service that offers individual counselling and support with professional and personal matters, as well as in problem and crisis situations.

To improve the compatibility of work and family life, we cooperate with a family service that provides our employees with competent assistance. In emergencies, employees are offered back-up care (emergency care and/or holiday programme, a total of 15 days a year). The company also offers support when family care time is taken up.

### Friday is Family Day at Messe Frankfurt Korea Ltd.

Every Friday our Korean colleagues can start into the weekend and go home to their family and friends two hours earlier. The Family Day was introduced in 2017 in order to further improve work-life balance. Initially, the Family Day was limited to once a month, which was extended to twice a month in 2018. Despite the reduced working hours, efficiency has increased during the past three years and job satisfaction is significantly higher. So in September of last year our Korean subsidiary decided that, going forward, Fridays would always be Family Day.



Top employer

Better-than-average working conditions and a good work-life balance characterise Messe Frankfurt as an employer.

## More women in management positions at the Frankfurt home venue

Top-tier management positions at Messe Frankfurt are increasingly being filled by women. As at 31 October 2019, the proportion of women at the top level below the Executive Board was 20 percent, at Vice President level 29.4 percent. Thus the targets set by the Executive Board for management level II (senior management and III (Vice President), of 17 and 15 percent respectively, were exceeded.

Overall, the proportion of women in management positions at the Frankfurt venue stands at 37 percent (2019).

The 20 percent target for the Supervisory Board of Messe Frankfurt was reached on 31 October 2019.

## Competence-based training management

As the major game changer of our century, digitalisation is transforming the economy and society and does not stop at qualification requirements in job profiles and at the workplace.

As an employer, Messe Frankfurt responds to rapidly changing customer and business requirements and places the focus on individual and needs-based staff qualification. The company has also implemented competence-based training management for employees and management staff – known as Messe Frankfurt Dialogue. Each employee receives targeted and continuous in-service training in line with their respective area of responsibility and thus gains additional or completely new qualifications. This professional and personal support contributes to the business success of the company and also strengthens the corporate identity of the group. The fluctuation rate in the company has been extremely low for many years and currently stands at around four percent. This is a sign that our employees feel comfortable in their working environment.

With the new Learning and Development Center, Messe Frankfurt invested in two new large training rooms directly on site last year. Modern and functionally equipped, some 300 square metres of space provides ideal conditions for different formats, from seminars and workshops to team development. A large foyer, a kitchenette and work islands ensure a comfortable ambience.



**37 percent**

The proportion of women in management positions at the Frankfurt venue stands at 37 percent (2019).

## Today's trainees are tomorrow's specialists

As a company that hires trainees, Messe Frankfurt offers young people a wide choice of development options. We offer vocational training in six different professions and dual courses of study. We currently have 29 young trainees. Towards the end of the summer, they will be joined by around ten more. Almost 100 percent of our trainees are subsequently hired on a permanent basis.

We have also committed to the training code of the event industry <https://100pro.org/>, which advocates concrete quality standards for companies and universities and makes the corresponding quality of training transparent and visible.

## New dual course of study in the area of finance

With the Bachelor of Arts "RSW – Accounting & Controlling" a new study option has been on offer at Messe Frankfurt since last autumn. This aims to attract specialised junior staff for all departments in the finance sector.

In addition to the tried and tested Bachelor of Arts degree course with a specialisation in trade fair, congress and event management and a Bachelor of Science degree, we also provide training in business information systems with a specialisation in application management.

## University studies paired with hands-on professional experience

At Messe Frankfurt, students in the fields of construction management and IT management can deepen their theoretical knowledge through hands-on practical experience. Employing student trainees is a great way of promoting qualified young talent from within our own ranks. This enables us to counter the acute shortage of specialised staff and show students from both study areas that Messe Frankfurt also presents interesting job opportunities for technically-oriented students. Conversely, our company also benefits from the current scientific insights of our student trainees.

Since the winter semester 2018/2019 we have also cooperated with a university at our home venue. With an endowment sum totalling a quarter of a million euros, Messe Frankfurt sponsors 54 study places on the Bachelor study programmes "Real Estate and Facility Management" and "Real Estate and Integral Building Technology" at Frankfurt University of Applied Sciences (Frankfurt UAS).



© Messe Frankfurt — Marc Jacquemin

As a company that hires trainees, we offer young people a wide choice of development options. Almost all trainees are hired permanently.

## Frontdays – through the eyes of our service providers

Frontdays took place for the fourth time within the scope of the Ambiente consumer fair. During major events at the Frankfurt exhibition centre, our colleagues can slip into the role of our service partners. For a day or a few hours, they perform one of around 15 jobs provided by our service providers, for example waste consultant, cloakroom attendant, stand constructor, traffic officer, security patrol, at the information desk or in the uniform store. A new addition this year are activities in our Operation & Security Center. The change of perspective gives colleagues an opportunity to assess how we can optimise work processes and structures or even compensate for any defects. Their appraisals are collected, analysed and the findings are used to further optimise our customer service at the Frankfurt venue. Frontdays are part of a wide-ranging catalogue of measures that form part of our “Heartaffairs” initiative established in 2008 with the aim to continuously improve Messe Frankfurt’s customer friendliness.

## Promoting healthcare

Occupational health and safety are key elements of our health management. Messe Frankfurt creates the conditions for a healthy workplace with a wide range of measures. For example, we offer employees regular Health Days, free flu vaccinations as well as colorectal cancer screening. Colleagues who are unfit to work for a longer period of time receive support through the company’s occupational rehabilitation programme.

As in the past 15 years, Messe Frankfurt’s Messe Vital occupational health programme helped to promote a healthy lifestyle through tried and tested and new measures in the year under review. For the first time, employees were given the opportunity to participate in a workshop on the topic of “visual cognitive training”. The professional Corporate Running work-out programme was continued, with colleagues taking part in the JP Morgan Run and the Mainova Frankfurt Marathon.

## Campaigns with the German Red Cross

Through a regular blood donation campaign we can all help to save lives. Once again, this was organised at our first aid post in the Operation & Security Center in cooperation with the German Red Cross and with the active participation of our colleagues.

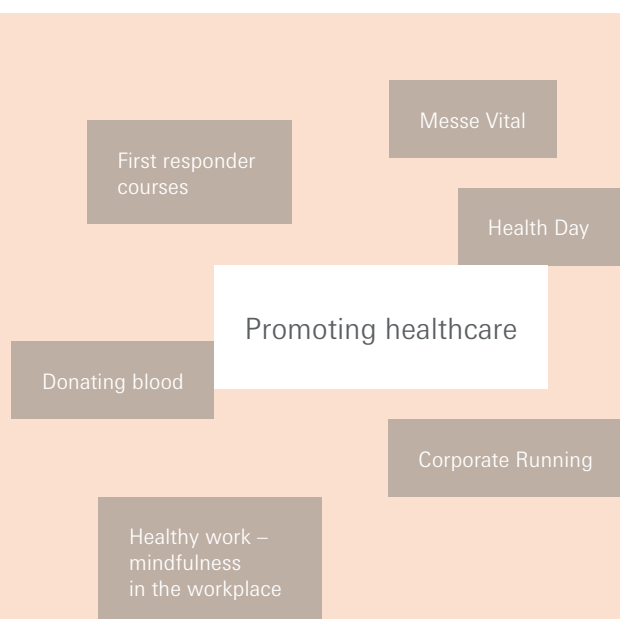
Training courses for company first responders are also offered under the guidance of the German Red Cross. 162 first responders are registered at Messe Frankfurt GmbH. That is a higher rate than is required by the law, which stipulates that only ten percent of the employees on site must be qualified as first responders. For Messe Frankfurt, with around 986 (2019) employees at the Frankfurt venue, this would equate to 90 employees. The fees for the course are borne by the employer’s liability insurance association, however only up to the legally stipulated quota. All costs over and above that are assumed by our company.



© Messe Frankfurt

Frontdays:  
swapping roles

During major events at the Frankfurt exhibition centre, our colleagues can slip into the role of our service partners. For a day or a few hours during Frontdays, they perform one of around 15 jobs provided by our service providers, for example waste consultant, cloakroom attendant, stand constructor or traffic officer.



## Practising social responsibility in the immediate neighbourhood

### With children. For children!

Within the scope of our partnership with Children for a Better World e.V., Messe Frankfurt supports socially disadvantaged children and teenagers. We sponsor a participating facility in the immediate vicinity of the exhibition grounds through an annual donation. In the multi-generational house, there is a free daily lunch followed by homework supervision. And in the run-up to Christmas, our colleagues dip into their own pockets to fulfil the wishes of the 40 or so children cared for at the childcare facility.

Messe Frankfurt has partnered the children's aid organisation for ten years now. Children for a Better World e.V. was founded in 1994 under the motto "With children. For children!". It supports around 250 projects annually, reaching more than 10,000 children and young people worldwide.



Within the scope of our partnership with Children for a Better World e.V., we support socially disadvantaged children and teenagers at a facility in the immediate vicinity of the exhibition grounds.

### Running for a good cause

41 of our 100 colleagues in Mumbai took part in the TATA Mumbai Marathon on 19 January in support of the initiative of Habitat for Humanity India. The non-profit organisation, a member of Habitat for Humanity International, supports low-income families and assists them with affordable housing and sanitary facilities. It supports families in Karjat, Raigad District of Maharashtra, that belong to the Katkari people.



Our Indian colleagues support of the initiative of Habitat for Humanity India by taking part in the TATA Mumbai Marathon.

## Mastering the future through education

Education is the key to a better life. That's why Messe Frankfurt India is providing financial assistance for the schooling of children from the Spark-A-Change Foundation (Lokhandwala and Oshiwara Center) for the years 2019/2020. The Spark-A-Change Foundation (SAC) is based in Mumbai. It was born out of the conviction that meaningful literacy enables every child, regardless of socio-economic strata, to access quality education and to realise and maximise their potential.

## Small aids with a big impact

NASEOH India, National Society For Equal Opportunities For the Handicapped, has given itself the task of helping people with disabilities to integrate into society by providing extensive opportunities for rehabilitation. Thanks to the financial support of our Indian colleagues, an additional 200 mobility aids, such as walking sticks, wheelchairs, prostheses, etc. were provided for people with disabilities. The aids are produced directly at NASEOH by people with physical impairments, thus promoting employment and independence at the same time.

Our subsidiary in India sponsors organisations that offer local communities new long-term perspectives through targeted measures.





## A Christmas Eve for all

The solidarity project “Nochebuena para Todos” (Christmas Eve for all) has a special significance. It was initiated by the non-governmental organisation (NGO) of the same name and has been cooperating for many years with Caritas. At Christmas, the initiative delivers food, clothing and other gifts to families in extreme poverty, some of whom also live in remote regions.

For our colleagues in the Argentine subsidiary, this involvement in the initiative is a beautiful way to revive the original spirit of the Christmas celebration.



Nochebuena para Todos  
(Christmas Eve for all)

## The “Mochi” project

A school satchel that is crammed with everything children need and also gives a great deal of pleasure – thanks to the “Mochi” project. The initiative was launched in 2016 with the aim to provide children from low-income families with all the materials they need for their respective grade at the beginning of the school year. The satchels are passed on anonymously to the parents by the social workers of the districts. The children are not aware that they have been donated. Colleagues from Messe Frankfurt Argentina participated in this campaign for the first time.



Help that reaches people: our Argentine colleagues help in many ways to improve the lives of disadvantaged people.

## Charity bike ride: peddle and collect

With a length of 160 kilometres, the Prudential RideLondon through the British capital and Surrey Hills is quite gruelling. In August of last year, three colleagues from our British subsidiary, along with around another 25,000 amateur cyclists, took on this sporting challenge. The cycling team's goal was to raise money for the Mind mental health charity organisation. Having raised a total of 2,000 pounds, the colleagues from Messe Frankfurt UK now have the motivation they need to take on the next 300 km challenge.

Prudential RideLondon is the biggest cycling festival in the world, attracting more than 100,000 cyclists. Apart from the world's top pro racing bikers, many amateur cyclists also take part, spurred on by the additional incentive of collecting money for a good cause. According to the organiser, the event has raised more than 66 million pounds since 2013.



**2,000**

pounds was raised through the charity bike ride.

## Small packages, big effect

At Christmas, our colleagues from the British subsidiary brought joy to elderly people, above all those on their own. Filled with useful everyday items, the lovingly packed Christmas boxes were delivered to local retirement and care homes. The campaign is an initiative of all the employees in the complex where our subsidiary has its offices.

## Support for Hong Kong's new art and culture festival

In November of last year Tai Kwun, Centre for Heritage and Arts, hosted "Projekt Berlin", Hong Kong's new art and culture festival. Visitors were offered unique insights into the diverse spectrum of Berlin's cultural landscape through classical and contemporary art forms. Messe Frankfurt was happy to sponsor the project, not least because our Messe Frankfurt H. K. celebrated its 25th anniversary in 2019 and like this was able to underscore its commitment to the socio-economic development of the greater Chinese region.



The gifts are packed and waiting to be distributed to retirement and care homes.



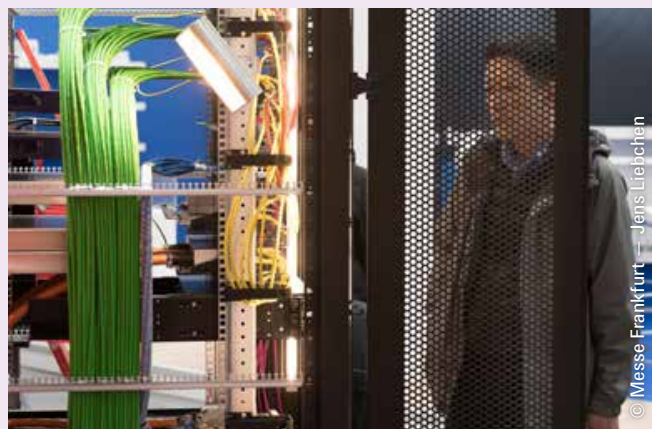
## Sustainability at our events

### Efficiency and security for tomorrow's urban spaces

By 2030 – according to estimates by the United Nations – five billion people will be living in more than 40 metropolitan agglomerations and newly emerging mega-cities. In Europe, the urban population is predicted to increase to around 80 per cent by 2050. Urbanisation in the context of climate change and a shortage of space and resources are presenting new challenges for urban planners and developers. Innovative technological and interconnected building services technology will play a decisive role in the urban living space with its horizontal and vertical movements. One solution to the urbanisation problem is the smart city concept. Intelligent building automation, for example, can save up to 20 to 30 percent of the energy requirement and, as a consequence, CO<sub>2</sub> emissions. When it comes to implementing the climate targets, smart lighting and smart mobility play an important role.

The use of digital technologies makes cities safer and more secure, more efficient and more sustainable and enables far-reaching and energy-efficient innovations for facility planning, equipment and maintenance. Knowledge about and interconnectivity with these forward-looking technologies is also becoming increasingly relevant in the development, operation and marketing of real estate. Representing the interests of its customers, Messe Frankfurt maintains a network of strong partnerships with associations and other enterprises and builds new ones, such as the new strategic partnership with Built-world, an initiative for a European platform of companies and experts from the construction and real estate industry. This has set itself the goal to drive innovation in the real estate sector and actively shape the built world of tomorrow.

Flagship trade fairs showcasing smart building automation, intelligent energy management and networked security technology offer their global industries and experts important platforms for discussing global challenges and converting them into marketable solutions. The leading international trade fairs ISH and Light + Building are two of the most important events in this sector.



Constant innovation is an integral part of building technology.

## Cost-effective solar power

In many parts of the globe, photovoltaics is the most cost-effective way of generating electricity and as an added bonus it's climate-friendly, too. Above all in Africa the demand for power, and for solar power in particular, is growing at a rapid pace. Forecasts predict that by 2030 nearly 30 percent of the electric power in countries south of the Sahara will be generated using solar energy, corresponding to around 30 gigawatts. The African Development Bank (AfDB) recently presented a new financing programme for small plants for energy production from renewable sources.

In partnership with the international event organisers SNEC PV Power Expo and Solar Power Events, Messe Frankfurt is this year for the first time organising Solar Power Africa. The two-day event focuses on creating an environment where leading experts and solution providers can exchange ideas, knowledge and expertise for furthering solar power and renewable energy development in Africa.

Solar Power Africa is one of five events altogether in Messe Frankfurt's Environmental Technology portfolio. With our environmental trade fairs and congress formats, we promote international networking between producers, users and public authorities.

## Environmental management and support for a civil society organisation

Within the scope of the Argentina Oil & Gas Expo, one of Argentina's largest events, the colleagues from our Argentine subsidiary once again supported the "La Rural Recicla" recycling project. After the close of the fair, and with the help of the exhibiting companies, 18.5 tonnes of recyclable material and items of furniture made from iron, wood, carpeting, glass and metals were collected. The material was donated to the Compromiso Foundation. From the recycled materials, the institute "13 de Julio", the technical high school no. 10 "Fray Luis Beltrán" and the organisation "Sol y Verde" create didactic toys and furniture, among other items..



In many parts of the globe, climate-friendly photovoltaics is the most cost-effective way of generating electricity.

## Together we are strong – greater sustainability in the textile industry

Within the scope of its Texpertise Network, Messe Frankfurt supports the UN's Sustainable Development Goals. The Sustainable Development Goals are to be presented successively at the approximately 60 textile events in order to highlight the most urgent challenges facing the textile and fashion industry worldwide. Messe Frankfurt's global textile network provides the ideal platforms to generate awareness for greater sustainability in the textile industry. Our events cover the entire value chain of the textile industry and attract more than 23,000 companies and 600,000 trade visitors every year. Discussion rounds, talks, interactive information stands, exhibition tours and the inclusion of special actions in the trade fair programmes are just some of the activities planned. Within the scope of the Texpertise Network, Messe Frankfurt has cooperated since 2019 with the Conscious Fashion Campaign and the United Nations Office for Partnerships.



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### Detlef Braun

member of Messe Frankfurt's Executive Board

## Neonyt – hub for sustainable fashion

The Sustainable Development Goals were introduced for the first time last year at the leading international platform for sustainable fashion, Neonyt, where the Conscious Fashion Campaign was presented. The initiative, in collaboration with the United Nations Office for Partnerships, engages global industry events to commit to the achievement of the Sustainable Development Goals. Messe Frankfurt has been consistently developing Neonyt as an international hub for fashion, sustainability and innovation for more than ten years. Today, the event is not just Europe's biggest platform for sustainable fashion. Flanked by the Fashionsustain conference, it combines the paradigms technology and innovation with sustainability and interprets the innovation process in the fashion industry from a holistic perspective. Like this, it creates a common basis for all stakeholders and decision makers from trade and industry, science and politics. In some 50 keynote addresses, panel discussions and masterclasses, the Neonyt Fashionsustain conference in January focused on the central theme of "Air".

Neonyt's comprehensive sustainability concept runs like a green thread throughout the entire event, from the exhibited brands and fashion labels, through to waste avoidance and sustainable catering. For the past year or so, waste materials have been sorted and recycled by our cooperation partner. Thus the winter edition of Neonyt 2020 alone, held at the former Tempelhof Airport, distributed 1.4 tonnes of material to Berlin initiatives in the areas of social engagement, art, culture and sustainability.

By the way: the Fashionsustain conference is going global. It took place last year with additional spin-offs within the scope of the LA Fashion Festival in Los Angeles, in Shanghai at Intertextile Shanghai Apparel Fabrics and as part of Futures Modaportugal. Fashionsustain also made a first guest appearance at ISPO in Munich. This cooperation between the leading trade fairs in their respective areas is a first and a strong signal to continue promoting sustainability topics in their various sectors.

"Digitalisation and sustainability are currently having a significant impact on the global textile industry. We have been following this development under the umbrella of our Texpertise Network for over ten years. It is therefore only logical that we should actively integrate the Sustainable Development Goals into our textile events and by doing so raise awareness for greater sustainability in the textile industry."



Beyond the actual event itself, the Neonyt team is campaigning for change in the fashion industry. Within the scope of Fashion Revolution Week, one of the largest international movements for a fairer fashion industry, the colleagues from the Neonyt trade fair team participated in the online campaign, in line with the Neonyt motto “The Change of Fashion is now”.

## Sustainable production and action becomes a constant

Sustainable products and durability are also becoming increasingly relevant for products in the home furnishing and textiles segment. As the leading trade fair for this sector, Heimtextil is increasing the industry’s commitment to sustainability through a number of measures. In its tenth edition published in January, the Green Directory listed more sustainably producing exhibitors at Heimtextil than ever before. In this respect, Heimtextil has always been and still is a step ahead of the industry. The point of contact for innovations and changes throughout the value chain at the leading international trade fair is the Green Village sustainability area. Through intelligent material choices, the Heimtextil Trend Space also demonstrated how it is possible to create an immersive space with a minimal ecological footprint. Just as progressively sustainable within this space was the approach of the new Future Materials Library, where visitors were able to explore the nature and production methods of innovative materials, for example featuring natural elements such as cultivated mycelium, algae and nettles.



The Sustainable Development Goals are to be presented successively at the approximately 60 textile events in order to highlight the most urgent challenges facing the textile and fashion industry worldwide.

Guest of honour at Heimtextil in January was Lucie Brigham, Chief of Office, United Nations Office for Partnerships, who explained about the Sustainable Development Goals and the collaboration with Heimtextil. The topics sustainable development and strategies in trade and industry were also addressed in lectures and panel discussions with UN participation.

## Silkworm breeding – continued support for the initiative

“Proyecto Seda” is a Latin American initiative aimed at promoting silkworm breeding (production and breeding of the Bombyx mori silk moth) through a sustainable approach and with local added value. At our Emitex textile trade fair, colleagues from our Messe Frankfurt Argentina subsidiary dedicated a special show space to the initiative, giving it an opportunity to present its work and the various stages of silkworm breeding, through to finished products, to a broad specialist audience. This artisanal activity can be carried out in family businesses and does not require specialised skills, large cultivation areas or special technology.



Green Tour Heimtextil

In Argentina there are in the meantime around 50 silk producers spread across the entire Pampas, Misiones, Jujuy and Buenos Aires regions. The related income is around 60,000 dollars per season.

Proyecto Seda was set up in 2016 by the Argentine INTI (National Institute for Industrial Technology) with the support of the EU in order to foster cooperation in a spirit of partnership. The project aims to promote economic growth and improve the quality of life in rural and suburban areas of a number of Latin American and Caribbean countries. Six countries and eight Latin American institutions are participating in the project. According to INTI, the EU will continue to sponsor the initiative with 500,000 euros in 2020.

## Consumer goods with a focus on sustainability

Responsible and fair has long become more than just a trend in the consumer goods sector. Consumers are becoming more aware and critical of what they are buying and are scrutinising the value chain. At Ambiente, the leading international trade fair for the consumer goods industry, exhibiting companies that manufacture in accordance with ecological and socially compatible criteria are listed in a separate booklet, the Ethical Style Guide. This has proven to be a valuable instrument for the zeitgeist- and future-oriented retail sector. Clearly defined benchmarks for retailers include environmentally friendly material, resource-saving manufacture, fair and socially acceptable production, recycling or upcycling design, artisanal crafts and sustainable innovation. Which companies and products are included is decided by a jury of independent experts.



In 2020, as many as 314 exhibitors from 49 countries showcased products manufactured in accordance with fair and socially acceptable criteria, an increase of 66 over the previous year.

At Ambiente the collaboration was continued with the global initiative of the United Nations High Commissioner for Refugees (UNHCR), which teams up with business partners to help refugee artisans establish a future-proof new livelihood. Handcrafted home decorations and fashion items were presented to a broad international audience at the MADE 51 special show. A UNHCR panel discussion about the initiative was held in the context of the Ambiente Academy, at which eligible projects from around the world were able to present their products to the press.

At the stand of the World Fair Trade Organization (WFTO), visitors were able to inform themselves about the work of the global community at first hand. The organisation promotes fair trade worldwide by developing alternative business models.



314/49 + 66

Exhibitors at Ambiente included 314 companies from 49 countries that manufacture in accordance with clearly defined ecological and socially compatible criteria. This was 66 more than the previous year.

## In focus: the green office

Resource-saving processing and recycled products, together with ecologically sound action, are core topics in the paper, office supplies and stationery sector. As a reflection of the industry, Paperworld, the leading international trade fair for paper, office supplies and stationery, is increasingly focusing on sustainable and environmentally friendly products. Exhibitors with a good track record in this area are listed in the Green Directory. The Sustainable Office Day, with its specialist lectures, is dedicated to sustainable products and environmentally conscious purchasing. The Paperworld team is supported by B.A.U.M. e.V. (German Environmental Management Association) as a long-standing cooperation partner. Ecology in the workplace is an issue for the future because it not only serves to protect and preserve the environment, but also goes hand in hand with economic considerations.

At Paperworld, the Agency for Renewable Resources (Fachagentur Nachhaltige Rohstoffe e.V. – FNR), the lead partner of the Federal Ministry of Food and Agriculture, explained the connection between product selection and climate. The Forest Stewardship Council (FSC) informs companies about the requirements for FSC certification for paper products and sustainable packaging.



Retailers and manufacturers from all segments of the paper, office supplies and stationery sector are increasingly focusing on sustainable and environmentally friendly products.

## Creativeworld exhibitors make donations to the Frankfurt Children's Office

Creativeworld, the leading international trade fair for hobby, arts and crafts supplies, together with Paperworld and Christmasworld, is the international meeting place for the respective industries in January. For the past 12 years, Creativeworld and the Frankfurt Children's Office have been encouraging exhibitors to donate craft and creative products at the end of the event. 111 national and international exhibitors again took part in this year's "Creative Aid" campaign and donated paints, canvasses, easels, paper, pens and glue. Messe Frankfurt made a stand at Creativeworld available to the Frankfurt Children's Office free of charge, allowing it to make direct contact with exhibitors. At the beginning of March, the donations were distributed to more than 50 institutions across Frankfurt. The campaign benefits more than 3,000 Frankfurt children and young people from socially disadvantaged neighbourhoods annually. Each year, the donated materials are transformed into pictures, collages and objects that are exhibited in the Children's Art exhibition. These small works of art are put on display at the Frankfurt Children's Office and can be purchased for a donation. Children's Art 2020 focuses on Article 24 of the UN Children's Rights Convention, which states that healthcare for children and young people should be as good as possible. Children's Art 2021, which will arise from this year's donations, will focus on Articles 28 and 29 of the UN Children's Rights Convention. Article 28 deal with the right to education and vocational training and Article 29 deals with the goals of education and educational institutions.



**3,000**

More than 3,000 children and young people from socially disadvantaged neighbourhoods benefit from the campaign for donations annually. In 2020, their small and larger works of art have as a motto "Children's health".



## Support for Macau charity organisation

In the context of the three trade fairs Toy&Edu China, Baby&Stroller China and Licensing China, our colleagues from our Hong Kong subsidiary supported a charity organisation in Macau. In partnership with the Nam Kwong Culture and Creativity Industry, laptops, children's tricycles, towels and bags were donated to the Macau Tung Sin Tong Charitable Society, which was founded in 1892. As well as providing medical services and medicines, the society is involved among other things in promoting free education, childcare facilities and activity centres for older citizens. It organises an annual donation campaign.

## Hypermotion – pioneering role in protecting the climate

Together, all modes of transport account for nearly 20 percent of global CO<sub>2</sub> emissions, making them responsible for a fifth of all emissions of greenhouse gases. Mobility and logistics are each key factors for meeting the challenges of the future. Technology drivers and experts came together for the third time at Hypermotion in order to promote the cross-modal mobility transition and set new standards. The event in November demonstrated its pioneering role in protecting the climate in very practical terms. Not only is it the first trade fair in its industry to achieve climate-neutral status, but also the first Messe Frankfurt event.

Auditors from the independent CLIMATE EXTENDER agency carried out an in-depth analysis of all relevant aspects of the event to determine its impact on the climate and calculate its CO<sub>2</sub> footprint. To compensate for operational CO<sub>2</sub> emissions amounting to approx. 380 tonnes, certificates have been obtained from Gold Standard-certified climate protection projects aimed at achieving a sustainable reduction in greenhouse gases.



Ideas and solutions for mobility of tomorrow – Hypermotion networking event.



## Small footprint

Our colleagues from Messe Frankfurt Istanbul are supporting sustainable business activities through their “Climate-neutral Flying” and “Climate-neutral Exhibition” projects. At Motobike Istanbul, customers’ carbon footprint was calculated on behalf of all exhibitors and visitors and seedlings subsequently planted to offset the operational CO<sub>2</sub> emissions. The calculations were carried out by the Aegean Forest Foundation, a voluntary foundation established with the goal of saving the forests. The foundation was represented with a stand at Motobike Istanbul 2020.

## Road safety for children

Under the umbrella of its Automechanika brand, Messe Frankfurt supports the charity TEILEn e.V. as a member. More than 60 renowned companies from the independent aftermarket (IAM), which includes vehicle parts manufacturers and dealers as well as independent repair shops, have set themselves the goal of improving road safety for children in a wide variety of projects. These include, for example, partnering with the child accident assistance organisation Kinder-Unfallhilfe e.V. as well as with the Peter Maffay Stiftung (foundation), which offers recuperative aftercare. Established in 2000, the foundation provides therapeutic accident aftercare for up to 1,200 children a year at its shelters.

## Planting trees and promoting development

Again in 2019, colleagues from our subsidiary in Shanghai organised a tree-planting event ahead of CAPAS, international trade fair for automotive parts and aftermarket services. The CAPAS Arbour Day was organised jointly by the China Council for the Promotion of International Trade, the Automotive Sub-Council (CCPIT-Auto), Messe Frankfurt Shanghai Co. Ltd. and the China Council for the Promotion of International Trade, Sichuan Council (CCPIT-Sichuan) and sponsored by Sichuan Province. It was launched in order to promote the province’s cultural and ecological development.

## “Music warms the heart” – charitable project in support of autism

During Music China 2019 last October, our colleagues – as in the previous year – organised a project for the autistic community as a way of helping people with autism. Together with professionals from the music industry and members of the autistic community, they put on a series of inspiring instrumental and dance performances. 11 exhibiting companies donated musical instruments, while further donations amounting to around 50,000 RMB were collected at the dedicated “Love Coffee” shop in the exhibition grounds.



Making music together with professionals from the music industry and members of the autistic community as a way of raising public awareness and helping people with autism.



# The UN Global Compact's Ten Principles

## Human rights

- 1** Businesses should support and respect the protection of internationally proclaimed human rights.
- 2** Businesses should make sure that they are not complicit in human rights abuses.

## Environment

- 7** Businesses should support a precautionary approach to environmental challenges.
- 8** Businesses should undertake initiatives to promote greater environmental responsibility.
- 9** Businesses should encourage the development and diffusion of environmentally friendly technologies

## Labour

- 3** Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.
- 4** Businesses should support the elimination of all forms of forced and compulsory labour.
- 5** Businesses should support the effective abolition of child labour.
- 6** Businesses should support the elimination of discrimination in respect of employment and occupation.

## Anti-corruption

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

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