

Corporate Social Responsibility as an integral part of the corporate concept

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Agenda

- **Introduction**
 - Company profile
 - Key milestones
- Strategic overview
 - CSR strategy
 - Fields of action
 - Sustainability events
 - Strategic partnerships
- Recommendations

Three business roles distinguish Messe Frankfurt as a unique player in the exhibition industry

Messe Frankfurt employs a unique corporate concept that features three business roles and continuously and lastingly shapes our industry.

- **Venue** for exhibitions and events
- **Organiser** of exhibitions and events
- **Facilitator** within the exhibition industry



A strong local and global presence is the key to Messe Frankfurt's success today

Messe Frankfurt organises trade fairs, exhibitions and conventions in Frankfurt and around the globe.

- One of the global exhibition industry leaders
→ 1,769 employees, 457 million € turnover
- One of the world's largest exhibition grounds
→ 578,000 m² total exhibition space
- Global presence due to worldwide network
→ 28 subsidiaries, 5 branch offices,
52 sales partners (>150 countries)



With a wide portfolio of events and services Messe Frankfurt sets standards worldwide

Messe Frankfurt organises industry-leading events while providing its customers with excellent quality service.

- Events focus on five areas of expertise
 - many ‘most relevant’ in respective sector
- 101 trade fairs (mostly B2B) worldwide
 - > 68,000 exhibitors, > 3.3 million visitors
- Wide portfolio of additional services covering every trade fair discipline
 - e.g. stand construction, logistics, catering, training and further education



A rich heritage and a close bond to its stakeholders established Messe Frankfurt's commitment to CSR

At Messe Frankfurt, sustainability has always been a guiding principle in all areas.

- 800 years of trade fair history are evidence for sustainable business practices
- In Frankfurt, the fortunes of trade, finance & exhibitions were always closely intertwined
- The tight bond to its shareholders is the foundation for Messe Frankfurt's strong commitment to CSR



Above:
In 1329, the term “fair” was used for the first time in the Frankfurt customs regulations.

Responsible business practices by Messe Frankfurt create sustainable benefits throughout the region

Messe Frankfurt accounts for significant socio-economic effects in the city and the wider region.

- Employment and indirect economic effects
 - 32,500 jobs within Germany are linked to Messe Frankfurt's business
 - 3.1 billion € turnover per year for companies and businesses in Germany
- Direct economic effects
 - Messe Frankfurt directly distributes profits to its shareholders on an annual basis



Through constant exchange with its communities Messe Frankfurt acts as a catalyst for innovation

Messe Frankfurt engages in various dialogue formats to facilitate a permanent exchange with and between its numerous stakeholders.

Selected examples:

- Internal forums facilitate direct exchange between employees and management, e.g.:
→ Regular staff and management meetings (town hall format)
- External forums connect stakeholders with regard to common fields of interests, e.g.:
→ Advisory board identifies current topics to be showcased during Light+Building (e.g. energy efficiency, smart grids)



In over 30-years of sustainable initiatives Messe Frankfurt has reached various milestones

At Messe Frankfurt sustainability, in its present sense, has been on the agenda in various guises for more than 30 years.

- 1980s: Environmental issues, e.g.:
→ Implementation of waste management
- 1990s: Labour policy / Social issues, e.g.:
→ Institutionalisation of employee training
- 2000s: Internationalisation issues, e.g.:
→ Global positioning of trade fair brands
- 2010s: Corporate Social Responsibility, e.g.:
→ Development of global CSR-strategy



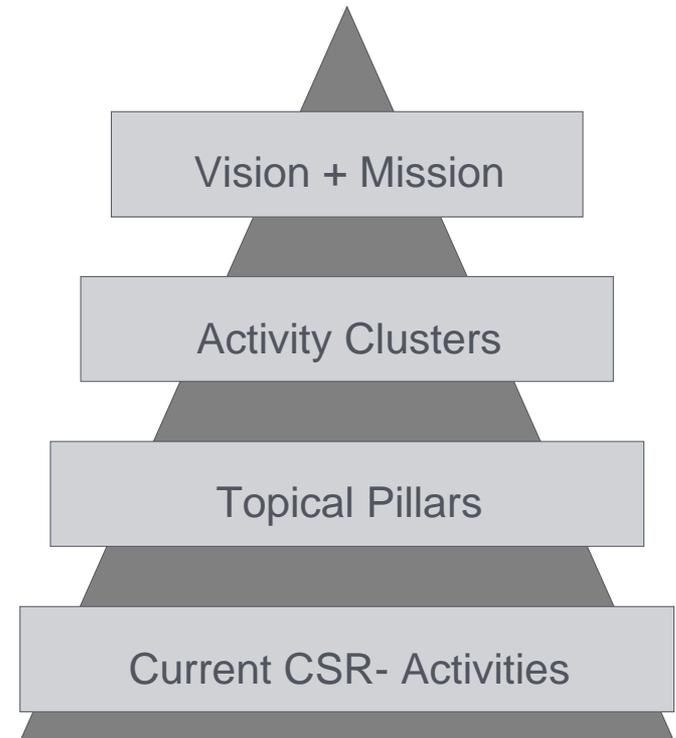
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CSR-strategy at Messe Frankfurt takes high complexity into account

Messe Frankfurt, due to the complexity of its organisational structure and service portfolio, adopted a CSR-strategy that is both flexible and comprehensive.

- **Goal:** Together with its stakeholders, Messe Frankfurt thrives to be a CSR-leader in its sector
- **Content:** CSR at Messe Frankfurt includes economic, ecological and social factors
- **Implementation:** New CSR-regulations and processes are implemented in a flexible and decentralised manner to ensure that they make economic sense over the long term



CSR-strategy at Messe Frankfurt features defined focus groups and fields of action

With its CSR-strategy Messe Frankfurt defines a structure for its engagement extending its responsibility beyond the immediate region.

- 3 activity clusters:
 - Company
 - Region
 - Society
- 4 topical pillars:
 - Environment / Sustainability
 - Social responsibility
 - Education / Science
 - Cultural involvement



Environmental / Sustainability policies are a vital part of Messe Frankfurt's responsible business practices

Messe Frankfurt addresses efficient use of resources with a variety of CSR-activities.

Selected examples:

- **Energy efficiency:** 'Kap Europa' Congress Centre is being built to comply with DGNB Gold standard
- **Waste management:** Up to 90 % of the materials generated at Messe Frankfurt are recycled
- **Transport / Logistics:** Innovative concepts at Messe Frankfurt help to avoid traffic and, thus, unnecessary environmental impacts



Social responsibility at Messe Frankfurt means fulfilling its obligations for employees, stakeholders and society

Messe Frankfurt runs targeted CSR-initiatives to address its diverse workforce and international orientation.

Selected examples:

- **Corporate culture:** Messe Frankfurt is committed to respect, fairness and mutual appreciation
- **Working conditions:** Secure jobs and long term employee retention, flexible working hours, employee training and qualification



Education / Science for Messe Frankfurt means a long-term and focused commitment in the region

Messe Frankfurt promotes education and science in the region as part of its CSR-engagement.

Selected examples:

- **Messe Frankfurt Akademie:** Courses, seminars and conferences for a variety of occupations and activities
- **Messe Frankfurt Endowed Chair:** Endowed Chair for International Economic Policy as long-term engagement at the University of Frankfurt



Cultural involvement reflects Messe Frankfurt's business portfolio, events and communities

Messe Frankfurt's cultural activities include targeted sponsorships, events and prizes for music, architecture and design.

Selected examples:

- **Sponsoring / Partnerships:**
Sponsoring of Kunsthalle Schirn
- **Award ceremonies:** Design Plus Award honours the best product designs of consumer goods displayed at Ambiente
- **Events:** Luminale light festival, a side event of Light+Building gains international attention



Subsidiaries and branch offices implement Messe Frankfurt's CSR-engagement on a global level

CSR-initiatives of subsidiaries and branch offices support local communities.

Selected examples:

- **Environment / Sustainability:** Bottle caps are collected and donated (Japan)
- **Social responsibility:** Commitment against discrimination through EOC-Membership (Asia)
- **Education / Science:** Paid internships for local and international students (Asia)
- **Cultural involvement:** Award for best sustainable fashion collection (France)



Events made by Messe Frankfurt are showcases for sustainability all over the world

Messe Frankfurt features many in-house and guest events all over the world with a focus on sustainability issues.

Selected examples:

- **Environmental protection:**
→ Eco Expo Asia
- **Water management:**
→ Water Expo China
- **Ecological textiles:**
→ Ethical Fashion Show (Paris, Berlin)
- **Future challenges:**
→ German pavilion at EXPO 2015 (Milan)



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Strategic partnerships feature sustainability as an integral component

The long-term cooperation between Messe Frankfurt and UBM Live includes organisation of fairs, but also sustainability goals.

- Sustainability Statement is a part of the Cooperation Agreement
- **Goal:** Further development of events based on sustainability considerations
- **Specific measure:** Use of 'green' electricity to power the events



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Successful CSR-engagement is based on commitment, realistic goals and credible action

A credible commitment to CSR helps to build trust among customers, stakeholders and employees and is key for business success.

- Consider that responsibility extends beyond the immediate business environment
- Assess what measures are already in place and analyse strengths and weaknesses
- Define realistic goals that are ambitious but also economically feasible
- Recognise CSR as a key aspect of your business activities, not as a PR-instrument
- Remember: CSR is more than ecology!



Thank you very much
for your attention!