

## **Messe Düsseldorf sets new standards with forward-looking CSR strategy**

**The aim is to promote sustainability in all business areas.**

**All content is based on the sustainability goals of the United Nations.**

**The core topics are spread across four key dimensions: Planet, People, Performance and Governance.**

**Messe Düsseldorf wants to actively shape the trade show landscape of the future with a comprehensive CSR strategy that focuses on sustainable innovations and social commitment. The topic of sustainability is to be focused and promoted at all business levels. In doing so, Messe Düsseldorf combines corporate responsibility with ecological and social responsibility.**

**Düsseldorf, January 17, 2024.** All-round sustainability: Messe Düsseldorf is at the center of innovation and progress. In its multifaceted role as an organizer, employer, regional economic factor and international multiplier, it systematically promotes sustainability in all areas of the company - with a strategy that is clearly structured and divided into 13 focus topics and 4 overarching dimensions - Planet, People, Performance and Governance. The focus topics are underpinned by specific targets and are based on the Sustainable Development Goals (SDGs) of the United Nations. The four areas form the basis of all activities and are in line with the City of Düsseldorf's sustainability goals. "This holistic approach encompasses ecological and social factors and includes all of the company's fields of action and activities. This strategy can thus show the trade fair business the way into the future and realize the values of Messe Düsseldorf in day-to-day business," explains Erhard Wienkamp, Managing Director at Messe Düsseldorf.

### **Course 1.5: Clear commitment to climate protection**

By signing global initiatives such as the positioning of the German trade show companies and the worldwide Net Zero Carbon Events Initiative, Messe Düsseldorf has committed itself to anchoring sustainability as an integral part of its corporate strategy. Messe Düsseldorf has also committed itself to the goals of the Paris Climate Protection Agreement and aligns its actions with limiting global warming to 1.5 degrees.

In order to live up to the agreements and reduce Messe Düsseldorf's ecological footprint, MD's events should promote positive sustainability developments while minimizing CO<sub>2</sub> emissions and environmental impact. "Specifically, we are planning to give more space to forward-looking topics and innovations within our events and thus proactively promote dialogue around the achievement of the Sustainable Development Goals. At the same time, we will measure and document the impact of all events and processes in order to

reduce them in a targeted manner,” explains Andrea Eppert, Head of Corporate Social Responsibility at Messe Düsseldorf.

The company is also focusing on increased efforts in the areas of energy efficiency and recycling management as well as sustainable site and building planning.

### **People at the center**

As a responsible employer, Messe Düsseldorf attaches particular importance to promoting its employees and strengthening shared values. The focus here is on developing employees' individual skills and promoting diversity and equal opportunities. In addition, the leading trade fairs also serve as a platform for encounters and networking between industry players with a wide range of expertise, nationalities and ethnic backgrounds.

### **Create added value**

Overall, Messe Düsseldorf strives for long-term and sustainable growth that also creates tangible added value for the economic regions of Düsseldorf and North Rhine-Westphalia and their stakeholders. As an innovation platform and meeting point for current discourse, the trade fair acts as a multiplier and thus promotes sustainable development across the board through its attitude.

### **The right framework conditions**

Messe Düsseldorf stands for transparent operating and business practices and is consistently committed to compliance with laws and standards to ensure the highest level of safety, reliability and partnership. These standards form a solid foundation for the integration of sustainability into the entire operation. Messe Düsseldorf will continue to report transparently and regularly on the status and progress of CSR.

You can find more information on Messe Düsseldorf' sustainability strategy here:

<https://www.messe-duesseldorf.com/csr>

### **The Messe Düsseldorf Group**

Messe Düsseldorf is one of the most successful trade fair organisers in the world. Around 40 trade fairs, including 20 world-leading trade fairs, take place on its 613,000 square metre site on the Rhine. Every year, international market leaders and top decision-makers from various industries come together in the 18 halls to present and discover innovations, exchange ideas and network. Messe Düsseldorf's areas of expertise include "Machinery, Plant and Equipment" (e.g. drupa, K, interpack, glasstec, wire and Tube), "Trade, Craft and Services" (EuroShop, EuroCis, ProWein), "Health and Medical Technology" (MEDICA, COMPAMED, REHACARE), "Lifestyle and Beauty" (BEAUTY, TOP HAIR) and "Leisure" (boot, CARAVAN SALON). In addition, numerous congresses, corporate events, conferences and meetings are organised annually by the subsidiary Düsseldorf Congress. Messe Düsseldorf organises 65 events and participations abroad. 76 foreign representatives for 139 countries - including six international subsidiaries - make up the group's global network.

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