

messe frankfurt

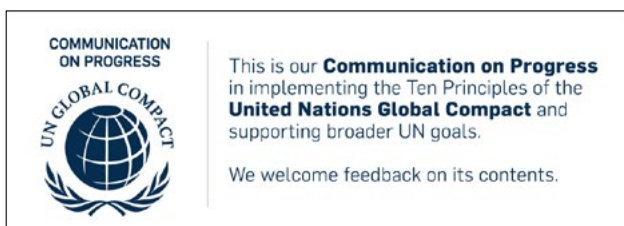
UN Global Compact Communication on Progress

2020/2021



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Our philosophy

At times like these, companies more than ever need sound judgement and endurance. The pandemic has changed international networks and structures from one moment to the next, giving rise to an unprecedented situation with severe impacts on the economy and the whole of society. For the industries we serve and for us as trade fair organisers, we now have to master these challenges under a radically altered set of conditions.

Trade fairs are a key element in the global economic fabric. Not least because their secondary effect on the influx of purchasing power and on employment is enormous. Especially for small and medium-sized enterprises, they provide an important presentation and sales platform. As unique places for personal encounters, our events bring together people from very different cultures to exchange ideas and develop visions together. In a world radically changed by globalisation and digitalisation, it is these

personal and international encounters that create trust and break down prejudices. Even if the present situation makes personal exchanges more difficult, we are confident that the very quintessence of trade fairs will remain unshaken. Once the pandemic is behind us, they will continue to be drivers of future technologies and trend-setting meeting places for their industries. Here, people can engage in lively dialogue with one another and every encounter sows the seed for long-term partnerships and sustainable commitment.

The principles of sustainable and responsible action and business practices have determined Messe Frankfurt's strategic orientation for decades. Our declared ambition is to continue to develop our group of companies profitably and successfully across generations. In doing so, we are integrating sustainability approaches into more and more areas of our activities. We see it as our duty to treat our customers, service providers, shareholders and employees with respect and fairness. We regard social responsibility as an integral part of everything we do. They can rely on us even in these difficult times. We stay in touch with them, always mindful of what is possible and expedient in the interests of the industries concerned.

Messe Frankfurt implements its 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.

Best regards,



Wolfgang Marzin

President and Chief Executive Officer
Messe Frankfurt



Our responsibility

Creating value for business and society

Messe Frankfurt's corporate mission is to leverage its industry expertise and establish itself as the first choice for its customers. As a partner to its industries, the group can provide targeted support with its leading international events.

International trade fairs like those under the umbrella of Messe Frankfurt are among the most powerful drivers of the economy. Since March of last year, the coronavirus pandemic has put much of the global trade fair industry on hold. With fatal consequences. The pandemic has also severely impacted on sectors that are closely related to the event

business, including hospitality and airlines, stand construction, various trades and bricks-and-mortar retailing. So far, despite having strict hygiene measures in place, we are only permitted to hold very few, locally limited physical events, not least due to travel restrictions, regulations and, hand in hand with these, the prevailing general uncertainty.



Bustling trade fair activity under strict hygiene rules.



Even when physical presence is limited and contact restrictions are in place, companies need internationally networked platforms. Until we can once again organise physical trade fairs under normal conditions, we are offering our sectors a variety of digital formats, individually tailored to their different needs. Digital and/or hybrid formats bring decisive added value for our customers, whether in terms of reach optimisation, lead generation or matchmaking. But while they will remain a fixed component in our trade fair portfolio going forward, they are no substitute for live encounters. Trust-building, networking, exchanging views on controversial topics, checking quality and the tactile experience of products – only a physical meeting platform can accomplish all this in its complexity. This is also reflected in many conversations we have had.

Trade fairs have been held in Frankfurt for around 800 years. While a global player, our 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. We take our social responsibility seriously and support social institutions and initiatives in our immediate neighbourhood in the fields of education, visual arts, sport and social affairs. And also in our subsidiaries around the globe our employees are involved in many community projects.



We stay in touch with our customers through alternative digital formats.

The group at a glance

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. We specifically support the interests of our customers in the business segments "Fairs & Events", "Locations" and "Services". One of the group's unique selling points is its global sales network, which covers all regions of the world. In line with its strategic objectives, the company is systematically expanding its expertise in defined sectors. These are: Building Technologies, Safety, Security & Fire, Environmental Technologies, Textile Care, Cleaning & Clean-room Technologies, Food Technologies, Electronics & Automation Technologies and Manufacturing Technologies & Components, Consumer Goods, Textiles & Textile Technologies, Mobility & Logistics as well as Entertainment, Media & Creative Industries.

In 2020, the group generated sales revenues of around 250* million euros, after closing the 2019 financial year with annual sales amounting to 736 million euros. The coronavirus pandemic brought a historic break in what had been decades of steady and stable growth.



Colourful Messe Frankfurt flags – a symbol of internationality and diversity.

30*

Subsidiaries and more than 50 sales partners, responsible for some 190 countries

Around

2,500*

employees

Exhibition grounds

> 592,000 m²
surface area

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

The company is headquartered in Frankfurt am Main

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

* preliminary key figures for 2020

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.

Messe Frankfurt is connected with its customers at around 150 group-own events held around the globe. With our worldwide events, we establish global interfaces between industry and trade, between politics, services and consumption. We see it as 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 encoun-

ters by underpinning them with digital business and digital services.

At its home venue in Frankfurt, Messe Frankfurt provides a platform for up to 250 guest events a year, from trade fairs and congresses to functions and shows. Our premises meet a wide variety of requirements, including many different formats, parallel events and a high degree of flexibility. 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.



Trade fairs are indispensable platforms for their industries, under strict hygiene rules even during the pandemic.



Compliance – reliable prevention and engagement

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. In light of the increasing globalisation of our corporate group and the growing importance of foreign business as a result, establishing and optimising globally coordinated systems and structures is of crucial importance. This is also happening against the background of having to comply with 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 to 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. Within the scope of our corporate social responsibility, we support the “fairpflichtet – right and fair” sustainability code for sustainable organisation and implementation of events. In addition, since 2011 we have participated in the Charter of Diversity, an employer initiative to promote diversity in companies and create workplaces free of discrimination.

Trade fairs as platforms for encounters – thanks to safety measures a success even during the pandemic.



International trade fairs: hubs for future and trend themes.



Photo: Messe Frankfurt France / Thomas Deaton



Our Corporate Social Responsibility focus areas

We group our wide-ranging CSR activities relating to sustainable development into four areas of activity: Environment/Sustainability, Social Responsibility, Commitment to Culture 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.

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 with a focus on sport and art. For many years, one of the institutions we have sponsored is the Schirn Kunsthalle in Frankfurt. Every year, as part of a long-standing, strong partnership, the Mainova Frankfurt Marathon, one of the most popular races in Germany, ends on our exhibition grounds in the Festhalle. 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).

Incorporating sustainability within the company

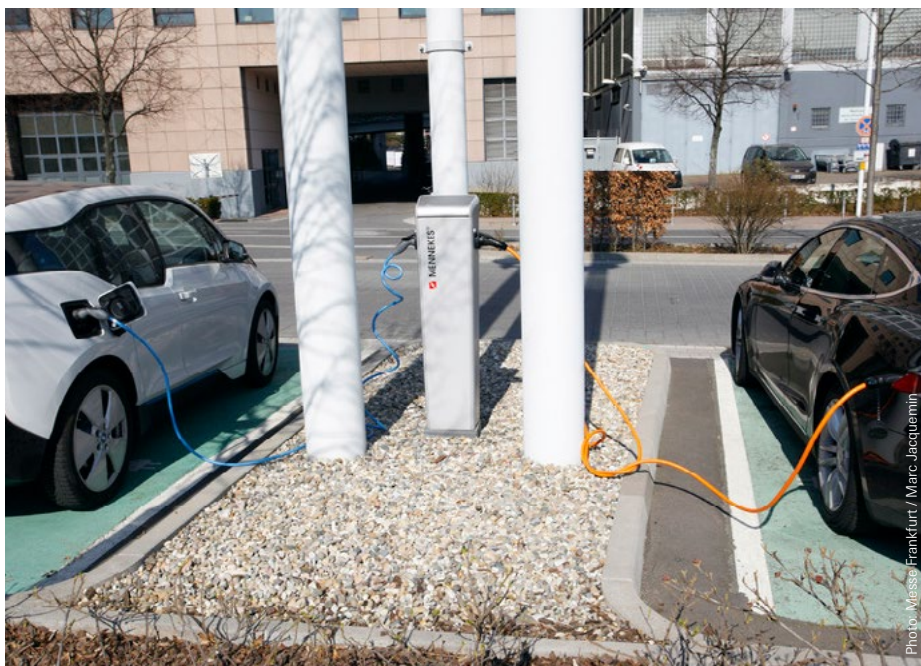
Responsibility for the climate and resources

Messe Frankfurt sees it as its duty to integrate sustainability and environmental protection into all processes and to consistently develop these issues across the entire group. As an exhibition centre operator, we are constantly striving to reduce our consumption of electricity, water and heating energy through efficient hall technologies and needs-based system operation. For many years, we have operated a sustainable mobility management system for our customers and employees, thus helping to reduce the environmental impact at our home venue.

We promote electromobility at our home venue. In the coming years, we are planning to expand our current capacity of more than 20 recharging points for electric vehicles to over 50 across the entire exhibition grounds. Last year, our British subsidiary, Messe Frankfurt UK, installed four recharging points for electric vehicles at its new office location.

As a “bicycle-friendly employer”, we were awarded an EU-wide seal of approval by the German Bicycle Club (ADFC) at our home base in Frankfurt in 2017.

For many of our colleagues at our British subsidiary, cycling to work not only contributes to protecting the climate, but also helps them to keep fit. Here, appropriate infrastructure has been created, such as the installation of a safe and covered bicycle station. The cycle initiative in companies is also promoted by the UK government’s Cycle to Work programme, which offers financial support for the purchase of bicycles.



We are successively expanding electromobility at our Frankfurt home venue.

Active energy management also during the pandemic

Successfully saving resources requires continuous optimisation processes, whereby many environmental and economic processes are to be found in the area of energy. At its home venue, Messe Frankfurt has identified and established appropriate and ongoing measures to increase energy efficiency and save resources. The one hundred percent conversion of the electricity supply to green electricity in 2020 will lead to an annual saving of around 19,000 tonnes of CO₂. Our photovoltaic systems also generate climate-friendly energy, which we use to supplement the power supply at our exhibition grounds. In 2020, a total of 2.3 GWh of solar energy was harvested.

Although the Frankfurt exhibition centre has only hosted a few events since March 2020 because of the coronavirus pandemic, our colleagues from energy management have kept busy. It is now possible to carry out a detailed analysis of the energy needs of the individual buildings and on this basis eliminate any unnecessary sources of consumption. This enables further efficiency measures to be developed in order to permanently reduce the energy requirement at the Frankfurt exhibition grounds.

Energy management at the Frankfurt venue, together with the implementation and the achievement of the defined efficiency targets, is supervised by our energy manager. The focus here is on monitoring the energy consumption of the exhibition halls and administrative buildings by improving the metering infrastructure, raising awareness and training colleagues at the Frankfurt venue, as well as on utilising forward-looking, optimised construction methods for new buildings and modernisations. Through a variety of measures, the base load was reduced by 1.75 million kWh per year by the end of 2019, which translates into a base load saving of 8.4 percent. The defined efficiency target to reduce the base load of the real estate by ten percent up to 2020 was achieved as planned – conditional upon the current evaluations of the real estate's energy requirement in 2020.



Solar panels on the roof of the Rebstock multi storey car park – one of our photovoltaic systems.

“ Uwe Behm, member of Messe Frankfurt’s Executive Board

“Even in the current difficult situation, we are working towards our goals to permanently reduce the energy requirement at the Frankfurt exhibition grounds. The large number of buildings on our exhibition grounds, their different structural characteristics and utilisation properties require individual facility analyses, which we continue to evaluate independently of events. This allows us to eliminate unnecessary consumption sources and develop further efficiency measures.”



Protecting resources:
save drinking water, avoid and
recycle waste

In addition to the effective measures in the energy efficiency sector, resource protection at the Frankfurt exhibition grounds focuses on reducing the consumption of drinking water. For example, rainwater is used as flushing water for the toilet facilities, saving around seven litres of fresh water per flush. We also use rainwater to irrigate our green spaces. By switching from open cooling towers to closed recirculating systems, the spray water in cooling systems can be reduced. Last but not least, the use of a biological wastewater treatment plant to break down kitchen fats in the wastewater significantly reduces the amount of chemicals used in wastewater treatment. Being connected to the Mainova district heating network means that the Messe Frankfurt exhibition grounds can be heated and cooled in an environmentally friendly way.

In keeping with the concept of the circular economy, we recycle the waste generated at the Frankfurt exhibition grounds with a recycling rate of up to 90 percent. 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.



Effective and systematic resource protection.

To prevent the occurrence of waste in the first place, we already implement appropriate measures during the planning of trade fairs, for example in the concepts for special shows. For the design of the Trend Space, for example, Heimtextil, the leading international trade fair for home and contract textiles, and the International Trend Council have set themselves the goal of reducing the environmental footprint through an intelligent choice of materials. Procuring materials, equipment and services from local providers reduces CO₂ emissions, while socially responsible and high-quality materials as well as available materials from our extensive warehouse lower the consumption of resources.

Competence for more sustainable events

At our home venue in Frankfurt, we raise awareness – for example in the congress and conference sector – among employees by offering participation in sustainability seminars and advanced training courses to become sustainability consultants in the events sector 2.0. The training courses are organised by GCB German Convention Bureau e. V. with the aim to implement individual all-round solutions for staging sustainable congresses, conferences and company events. Messe Frankfurt runs two congress centres, including Kap Europa, which was awarded the German Society for Sustainable Construction's (DGNB) certificate in Platinum for its high environmental standards.

For our colleagues in our subsidiaries around the world, environmentally conscious behaviour also plays an important role. For example, at Messe Frankfurt UK, the issue of sustainability is already anchored in the onboarding process for new employees.

Resource conservation is practised in day-to-day operations as well as at events. For Automechanika Birmingham 2022, the colleagues and their suppliers have started planning to enable them to offer exhibiting companies more sustainable options, and are actively encouraging their exhibitors to specifically implement these at the trade fair.

Green exhibition grounds at the heart of the Frankfurt metropolis

More than 40 percent of the outdoor space at the Frankfurt exhibition grounds is unsealed. Some 890 trees have been planted here in the past decades, including chestnuts, red oaks, lime trees, robinias, hornbeams, plane trees, wild pears, pines, tulip trees and catalpa, as well as pagoda trees and dawn redwoods. There are also a variety of shrubs and even around 250 vines thrive here. In recent years, a valuable habitat for many birds and insects such as our bee colonies has developed in the midst of exhibition halls and office buildings. With the permanent settlement of bees in the city, Messe Frankfurt is doing its bit to save wild and honey bees.

Green spaces such as the Agora in the exhibition grounds are an invitation to unwind and communicate.



Photo: Messe Frankfurt



Messe Frankfurt as an employer

Award-winning employer even in challenging times

Messe Frankfurt is regularly rated among Germany's top employers. Even in these challenging times, our company was certified for its outstanding working conditions. This was one of the conclusions of a representative survey initiated by the organisation "Leading Employer" and the weekly magazine "Stern" among German employees. The survey was conducted between the first and second coronavirus wave in Germany, so the crisis management in the individual companies was also included in the assessments.

We are delighted to once again be the recipient of this accolade, especially in the ongoing difficult situation, which, in the form of restrictions, constraints and compromises, continues to make demands on the industry as a whole and on our entire workforce across the group. This unprecedented situation in our corporate history to date showcases what it is that makes Messe Frankfurt strong – our employees, their team spirit as well as their solidarity and sense of identification with the company. Job security is one crucial aspect that makes Messe Frankfurt stand out as an employer even in the current crisis. The members of Executive Board, together with the entire management, are committed to their duty of care towards all members of staff. Despite all the cuts, the company wants to retain its staff as far as possible. Therefore, in order to avoid forced dismissals for operational reasons, a new labour-management agreement was concluded with the employee representatives last autumn. This is based on a socially acceptable reduction of personnel costs to maintain jobs, for example by waiving variable remuneration, not renewing fixed-term employment contracts and suspending external job advertisements. At the same time, the management will abstain from forced dismissals for operational reasons until 12/2023. In addition, since April 2020 the company has availed itself of the instrument of short-time work applied by the federal government.

Women in management positions at the Frankfurt headquarters

The proportion of women at Vice President level at the Frankfurt headquarters increased slightly and was just over 31 percent as of 31 October 2020. Overall, the proportion of woman in management positions at the Frankfurt venue stands at a good 36 percent and is thus at almost the same level as in 2019. Messe Frankfurt's Executive Board explicitly intends to further increase the proportion of women wherever vacancies occur that can be filled with suitable and interested female candidates.

Protection has priority

With the outbreak of the pandemic last year, Messe Frankfurt was in the fortunate position thanks to its good IT structure to be able to offer its workforce practically overnight the possibility of mobile working from home. Since April 2020, the majority of the 2,500 or so group employees around the world have been working from home. At the headquarters in Frankfurt, only a small handful of staff are present at any one time, who need to be there to ensure the technical or organisational operation of the exhibition grounds or in order to prepare for events. Compliance with hygiene and distancing rules is a matter of course and, wherever possible, workplaces are spread among individual offices or very large distances are maintained between desks. Since a face covering must also be worn on all traffic routes within the Messe Frankfurt buildings, the company provides each of our colleagues



with three medical masks per working day. In addition, the company offers all colleagues working at the exhibition grounds two free Covid-19 rapid tests per week. In order to protect the health of our employees and minimise the risks from Covid-19, we adhere worldwide to the guidelines of experts such as the World Health Organization (WHO), as well as those of the local authorities in regions where we are present with subsidiaries and organise trade fairs.

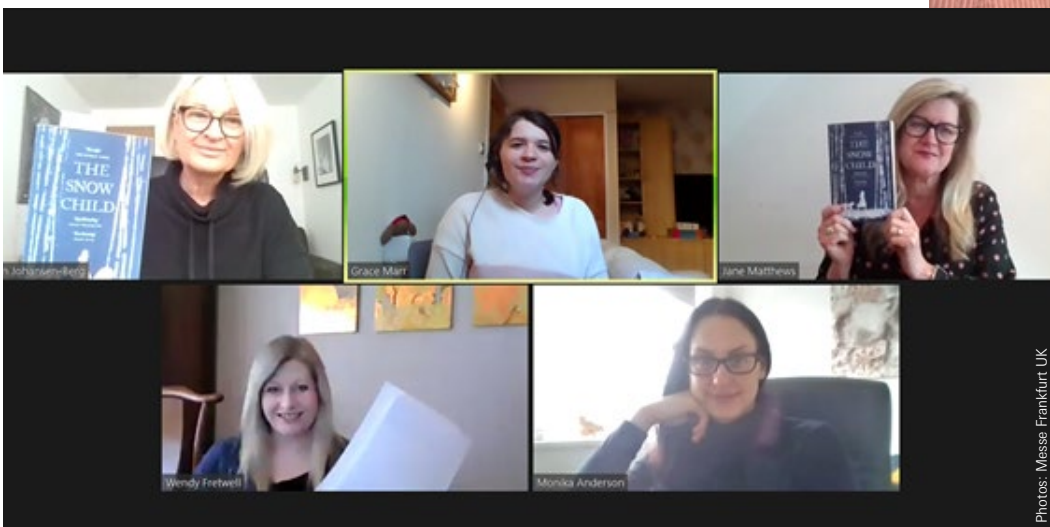
Advice in crisis situations

One aspect of our company health management system is the Employee Assistance Programme (EAP). For many years, our colleagues at the home venue have been able to turn to this holistically oriented external counselling service in all situations, whether professional or personal. This service is free and available 24/7. Over the past few months, the coronavirus has upended the lives of many people, both professionally and personally. For this reason, the assistance programme has been extended to include topics that specifically address the current situation, such as the challenges posed by loneliness and living alone in times of restrictions and working from home.

Solidarity among colleagues

Especially in these difficult times, a good work-life balance and psychological well-being are essential if we are to come out of this crisis stronger. This also applies to our international subsidiaries. To promote a sense of solidarity, the colleagues from our British subsidiary, Messe Frankfurt UK, regularly meet up for lunch via video chat, for example, for a midday exchange on different topics and for walks in the fresh air – of course always strictly following the applicable social distancing rules.

The same spirit of collegiality is also very much alive at Messe Frankfurt Korea in Seoul, where the colleagues are pulling together to navigate these challenging times and, post-pandemic, contribute to the economic recovery of the global trade fair industry. Additionally, training courses and webinars on a wide variety of topics support our colleagues in their professional and personal development.



Virtual Book Club and taking a walk during lunch break.



Messe Frankfurt Dialogue – skills-based training management

To support all colleagues in their professional and personal development, we have established a skills-based training management system at our home venue, which we have called Messe Frankfurt Dialogue. This allows employees and managers alike to plan their continued development in a focused manner, and acquire additional or new qualifications tailored to their individual needs. This professional and personal support contributes to the business success of the company and also strengthens the corporate identity of the group.

In the current pandemic situation, with the majority of the workforce working from home and/or on short time, knowledge retention and developing skills pose a major challenge for the company as an employer. With its new online training platform launched in February, Messe Frankfurt has provided its employees with an opportunity for self-organised and independent learning. This was also the kickoff for establishing a new learning culture in the company, where employees assume the initiative and responsibility for organising their own personal development. The platform offers different topic areas and formats. Depending on employees' learning style and preferences for certain forms of learning, they can work through the modules individually or in self-organised study groups. The offering is being systematically expanded.

In order to channel knowledge retention and acquisition even more effectively, formal and informal learning will in future be linked on a common learning platform and centralised at one location for all employees. A working group is steering the project, supported by trainees and students on sandwich courses. This will ultimately also ensure the quality of training. The project is being developed exclusively with resources and systems already available within the company.

Initial and advanced staff training also plays an important role at our subsidiaries around the world. Colleagues at Messe Frankfurt UK, for example, are actively encouraged to submit their own business ideas and think outside the box, for example with initiatives such as the "Idea of the month". In order to promote junior talent in the industry, we regularly offer student internships. However, due to the general Covid-19 travel restrictions, these have been severely cut back in recent months.

Shaping the future – continued training even in times of crisis

Even in such challenging times as now, Messe Frankfurt is adhering to its training concept and assuming its responsibility as a training company. As an internationally operating company, we offer young people numerous opportunities, not least through the wide range of possible assignments during their training.

In August and October 2020, 11 school graduates started their new trade fair career at our home venue. Even though, like their colleagues, the majority of our trainees are working from home and many things are still done digitally, the training managers in the individual departments are adhering to the tried-and-tested practice-oriented concept. Thus our trainees gain a comprehensive insight into all areas of the company – from financial controlling and IT to event organisation and corporate communications. And thanks to the "trainee call", our young trade fair professionals have a regular opportunity to exchange information and network via video link. Currently, as many as 31 young people are doing their training with us.



Our 2020 junior staff at the Frankfurt headquarters.



The planning and selection process for students and trainees for the 2021 training year is almost complete. The Assessment Center, previously held on site at Messe Frankfurt, was given a new structure and is currently taking place entirely online.

Messe Frankfurt has 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.

What makes training at Messe Frankfurt so special?

To get other young people excited about Messe Frankfurt, our trainees and students came up with something special: a new recruiting campaign by trainees for trainees.

In addition to new wording, the entire layout of the campaign as well as the subsequent photo shoots were designed, developed and produced by our trainees themselves. The highlight of the campaign is the training film, which the young colleagues are immensely proud of. It was filmed in strict compliance with the German government's distancing, hygiene and masking up rules and presents a combination of direct address and authentic interview situations.

Teamwork in new office premises

A healthy working environment makes a big difference to motivation and performance. To promote communication and cooperation between colleagues, the new office space of our British subsidiary was designed to be both attractive and practical with the employees in mind. Now everyone is looking forward to being able to switch from working at home back into the office as soon as possible.



Training in times of the pandemic – not only from home.

Our trainees in action: here on location shooting the new recruiting campaign.



Practising social responsibility in the immediate neighbourhood

Commitment within the community is woven into our corporate culture. We support social institutions in the countries and regions where we do business. Our local subsidiaries there know exactly which initiatives and projects to support.

Festhalle event location becomes a big vaccination centre

The more than 100-year-old domed building on the Frankfurt exhibition grounds is a landmark with an impressive history. Since the beginning of December 2020, the venue for international shows, concerts and major sporting events that thrill enthusiastic audiences has been one of Germany's largest vaccination centres and one of 28 Covid-19 vaccination centres in the state of Hesse. The lessee is the Frankfurt Health Department and the centre is operated by the German Red Cross (DRK).

At the request of the Frankfurt Health Department, which works closely with the Fire Department as the lower public emergency response authority, Messe Frankfurt was able to convert the centre in a record construction time of just four days from planning to opening its doors. It was built by Fairconstruction, our in-house stand constructor, complete with the requisite waiting areas, vaccination booths and rest zones. The service staff are also provided by our subsidiary Accente Gastronomie Service

GmbH. Other services such as cleaning and waste disposal, WLAN network, telecommunications, signage, visitor guidance and traffic control are also contracted and coordinated by Messe Frankfurt.

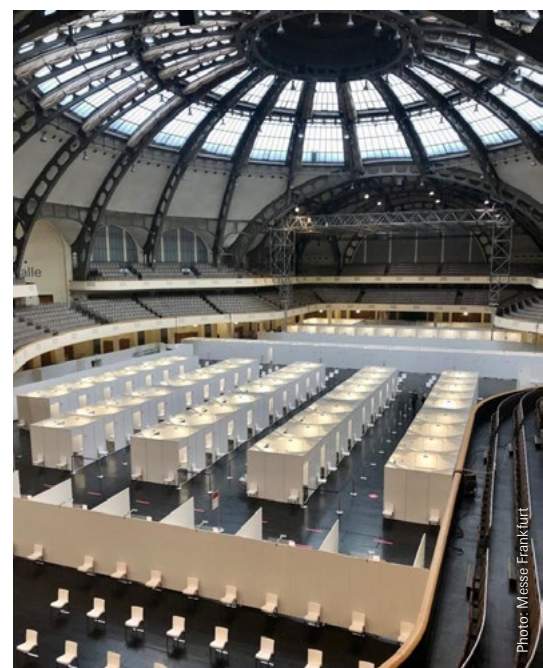
Spread across five inoculation lanes, the Festhalle accommodates 43 vaccination booths. Some 250 employees, from doctors and pharmacists, assistant nurses and pharmaceutical assistants to security personnel are in charge of the vaccinations in a two-shift system seven days a week. In the first quarter of 2021, some 100,000 people received doses of the jab at the centre.

For as long as the safety restrictions imposed by the coronavirus pandemic prevent the hosting of events in the Festhalle, the vaccination centre, which many consider to be Germany's most attractive vaccination centre by virtue of its exclusive architecture, will continue to be used. However, it can quickly and easily be moved to another hall if necessary. A drive-in coronavirus testing centre has also been set up on the exhibition grounds.



Modern vaccination centre in a time-honoured hall.

The inoculation lanes in the Festhalle.



Festhalle is the model for the vaccination centre in Milan

Frankfurt's partner city Milan is benefiting from Messe Frankfurt's experiences with the challenging construction of the vaccination centre in the Festhalle. The planning team from Milan was able to exchange ideas with the responsible colleagues from the Operations department and, after consultation with the Frankfurt Health Department, gain valuable insights into the planning documents for the vaccination centre in the Festhalle – from the design of the reception area to the arrangement of the parking facilities. So far, Italy has mainly used mobile vaccination centres, which are set up as pavilions in urban squares, sports facilities or hospital grounds.

Hall 11 turned into an auditorium

Messe Frankfurt supports Frankfurt University of Applied Sciences (UAS). Since the university does not have large enough rooms to be able to observe the hygiene and distancing rules required because of the pandemic, the UAS regularly rents Hall 11 for holding examinations. So far, some 9,000 students have sat papers here.

With children. For children!

Especially in these challenging times, it is important to continue to be there for disadvantaged children and teenagers and to support them with donations. Even in the current situation and despite a liquidity-driven corporate strategy, Messe Frankfurt is continuing to support social projects.

Within the scope of our partnership with Children for a better World, our company once again made an annual donation to an integration centre. The centre has been promoting integration, equal opportunity and educational justice since 1975. In the multi-generational house in the immediate vicinity of the Frankfurt exhibition grounds, a free daily lunch is offered, followed by homework supervision. And again last Christmas, it was possible to fulfil the wishes of the 40 or so children cared for at the childcare facility thanks to the generous donations from our staff.

Messe Frankfurt has partnered the children's aid organisation for more than 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.



Path-breaking: university exams held at the exhibition centre.



Messe Frankfurt has supported KIZ Gallus children's initiative for some ten years now.

Aid – digital and on the ground

Assuming social responsibility runs in the blood of our British colleagues at our Messe Frankfurt UK subsidiary. Even in times of Covid-19 restrictions, they got involved in a number of campaigns last year. Among others, in the run-up to Christmas money was raised for Children in Need through a virtual Christmas fancy dress event, and food and other daily items were donated to the North Guildford Food Bank. In their free time, our colleagues helped out with sorting and dating the food items.

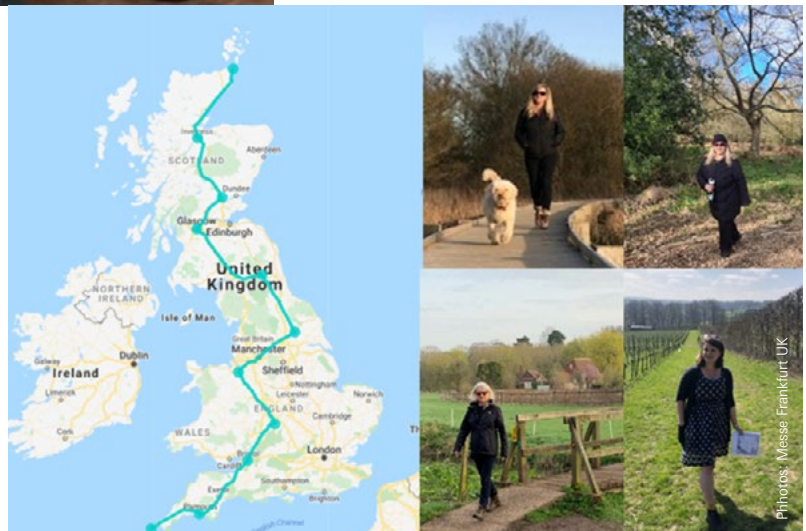
2.3 million steps for a good cause

“Messe March Marchers” – under this name, some of our British colleagues hiked the length and breadth of the country to collect money for “Make a Wish International”, a charity organisation that fulfils the wishes of children around the world. From Land’s End at the southernmost tip of England they covered 1,500 kilometres to John O’ Groats at the most north-easterly point in Scotland. To achieve their goal, they took small and large live walks during lunch breaks and after work. Especially at a time when social distancing rules prevail, walking together strengthened the feeling of togetherness in the team while at the same time promoting the health benefits. Motivated by the project’s success, they are already planning the next one.



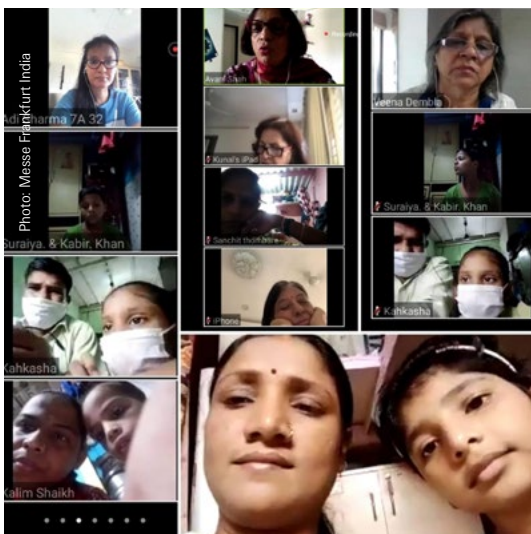
Our colleagues sorting foodstuffs.

1,500 kilometres for “Make a Wish International”.



Education for more opportunities in life

With their support for the Spark-A-Change Foundation (SAC), our colleagues at Messe Frankfurt India are committed to keeping the door to education open and thus supporting access to academic opportunities for children and young people. The Foundation is based in Mumbai and 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. The funding was started before the outbreak of the pandemic in 2019/2020 and is being continued and increased in 2020/2021. Due to the impact of Covid-19 and the accompanying rules, students are unable to attend their regular classes, missing out on crucial learning opportunities. In order to provide students with continuous and uninterrupted learning in times of social distancing, the support of our Indian subsidiary not only made it possible to fund the tuition fees for SAC students, but also to invest in study and art materials as well as mobile phone and data chargers. In addition to academic support, our colleagues, together with a strong network of volunteers from the SAC Foundation, helped to distribute "ration kits", packages of household and hygiene items and food, to over 250 families of the students.



E-learning – especially important in times of social distancing.

Sustainable support for a better future

Every year, our colleagues from Messe Frankfurt's Chinese subsidiaries in Hong Kong and mainland China support a wide range of social and community projects within the scope of their events. In the run-up to Paperworld China 2020 in Shanghai, a charity event benefiting disadvantaged children from the Liaoning Hope Primary School as well as autistic children from Liaoning Province was held in the coastal city of Huludao at the beginning of November. The event was organised by Messe Frankfurt (Shanghai) Co. Ltd. and the China Stationery and Sporting Goods Association, and was supported by leading exhibiting companies at Paperworld China with donations of stationery articles. The name of the campaign, "Small brush, big dreams", said it all, as the donated stationery items allowed the children to give free rein to their creativity. The result was beautiful landscapes of their home region. The subsequent donation ceremony was held in the Autistic Children's Centre. Ultimately, the benefit event also pursued the goal of raising public awareness in the city and the region and calling for more social support for those in need.



Official donation ceremony in Xingcheng.

Trade fair events – ground-breaking and sustainable

Meeting formats for future themes and social responsibility

At the worldwide events under the umbrella of Messe Frankfurt, ground-breaking innovations go hand in hand with the aspect of sustainability. In the 2020 financial year, around two thirds of the events held under the umbrella of Messe Frankfurt had to be either cancelled or postponed. A number of events took place as supplementary digital formats. And again the current event year, the pandemic is making physical meeting platforms difficult in many areas. The events described in the following represent the diversity of industries in our trade fair portfolio. As benchmarks for the economic strength of the sectors, our flagship fairs are also drivers of science and progress with a focus on the global social challenges of this century.

Future-pointing technologies for ambitious climate goals

With its core themes of water, heat and air conditioning, the ISH has always been an event with social relevance. The worldwide industries and experts discuss the global challenges and how these can be translated

into marketable solutions. Top themes at the ISH digital in March were the Green Deal, ventilation technology for clean and healthy air in indoor settings and the hygiene wave in the sanitary sector. With the Green Deal, the European Union is pursuing ambitious climate targets. The goal is for Europe to become the first climate-neutral continent by 2050. For the intermediate target in 2030, the EU is aiming for a CO₂ reduction of at least 55 percent compared to 1990. For that to be achieved, all sectors of the economy must make an active contribution. This has far-reaching consequences for the heating market, which is the largest energy consumption sector in Germany and Europe. The interconnectivity of energy systems, smart energy management, decentralised production, feed-in and storage of energy from solar power, photovoltaics and e-mobility, as well as the environmentally friendly new approach of using wood as a fuel, were therefore just as much at the focus of ISH digital as the current political framework conditions in the heating market. In the context of the ongoing coronavirus pandemic, the special importance of ventilation and air-conditioning systems was extensively discussed and the latest scientific findings were presented. Key topics in the ISH Water segment included smart solutions to meet growing hygiene demands, such as dirt- and bacteria-repellent surfaces, touch-free tap fittings and WCs with additional hygienic comfort features.



Solutions of the sanitary, heating, climate industry for the urgent issues of our time.



Fighting the pandemic with technical cleanroom solutions

How can we draw on cleanroom technology solutions to contain the Covid-19 pandemic? Last November, experts from all over the world discussed this important topic affecting the whole of society at the Cleanzone Digital Edition networking event. The focus was on new approaches in the construction of clean environments for medical and microtechnological applications. Other topics dealt with even faster and safer drug and vaccine production. Last but not least, with its knowledge of air purifiers, airlocks and correct behaviour in the cleanroom, the industry can right now provide welcome advice to politicians and society at large.

Outstandingly innovative: the Cleanzone Award was given to a product that photodynamically inactivates micro-organisms through its sustainable textile coating. This coveted prize is awarded annually to companies or institutions that develop special approaches to sustainability and energy efficiency.

Climate friendly solar power

Without sufficient electricity there is no socio-economic development. According to the World Bank, only five percent of the population in the region of Southern Africa have access to electricity. Renewable energies are an essential approach here for improving the energy supply on the African continent. In partnership with the international event organisers SNEC PV Power Expo and Solar Power Events, Messe Frankfurt South Africa for the first time organised the Solar Power Africa conference last November – as a digital event due to the coronavirus pandemic. Numerous industry experts addressed the continent's most pressing energy issues and discussed developments and trends in the renewable energy market.

cleanzone
Digital Edition

A shifting global situation for the vaccine market

COVID-19 Impact

- Billions of doses of Covid-19 vaccines will be required on top of existing vaccine demand
- Pharmaceutical companies assessing options to add capacity: more outsourcing, re-purpose existing facilities, building capacity
- Governments seeing increased merit of having their own vaccine production capabilities

Shifting market dynamics

- Will need rapid production capacity expansion that will be viable beyond the initial push for Covid-19 vaccines (i.e. diversified production portfolio)
- Growing population, increasing immunization coverage, new vaccine introductions
- More countries planning for eventual graduation from GAVI to self-paying

Shifting supply dynamics

- Countries and companies increasingly worried about security of supply
- More companies entering the field of vaccine manufacturing
- Move from western companies to DCVMN manufacturers

Core near term challenges

- Available expertise to facilitate correct planning and execution?
- How can facilities be flexible to meet demand for changes in product mix?
- Viable, long-term business case for local production?

Compliments to Kristopher Howard for global vaccine market insights
Kristopher Howard
NPL Enterprise Solutions
khoward@nplsolutions.com

Photo: Messe Frankfurt

KeyPlants

During the pandemic, the cleanroom industry has an important social responsibility.



Solar energy – sustainable and inexpensive.

Sustainable Texpertise networking

The textile and fashion industry is one of the most resource-intensive and globalised industries in the world.

According to a study by the Swiss agency Quantis together with the US-based Climate-Works Foundation, eight percent of global greenhouse gas emissions are attributable to the clothing and footwear industry alone. Sustainable value chains can make a decisive contribution to ensuring a paradigm shift towards a better future for the environment and for people. It is not just fashion and textile companies that can actively drive change. Trade fairs as the communicative and international platforms of their industries are the ideal hubs to generate awareness for greater sustainability in the textile industry.



At our approximately 60 textile events, we promote the UN's Sustainable Development Goals in a targeted manner.

The UN Sustainable Development Goals can help to bring about substantial improvements in the textile industry. Within the scope of its global textile network – Texpertise Network – Messe Frankfurt has been a partner of the Conscious Fashion Campaign (CFC) and the United Nations Office for Partnerships (UNOP) since 2019. The shared objective is to promote the Sustainable Development Goals at its 60 or so textile events worldwide with a wide variety of activities, both physical and digital. At Intertextile Shanghai Apparel Fabrics, for example, the “All About Sustainability” area showcased sustainable textile innovations, while the digital editions of Texworld/Apparel Sourcing NYC recently offered numerous talks on sustainability in the textile sector, including with Fair Trade USA or the Tony Blair Institute. “Allfashion Sourcing Cape Town” held a series of webinars in September that, among other things, looked at the future

of fashion and the importance of African countries in the global fashion industry, as well as sustainable fashion in South Africa.

With its SDG actions to date, Messe Frankfurt's Texpertise Network has so far reached around an estimated 146,000 visitors, around 170,000 followers on social media channels and around 65,000 newsletter subscribers at the participating events in Germany and abroad. Added to these are the approximately 2.5 million followers of the influencers, who were involved in the campaigns.

“ Detlef Braun, member of Messe Frankfurt's Executive Board

“Our worldwide textile events and digital supplementary formats cover the entire value chain. This makes them valuable industry platforms through which we contribute to actively changing the fashion and textile industry. This is most visible through our partnership with the United Nations Office for Partnerships and our joint commitment to the 17 Sustainable Development Goals (SDGs).”



Virtual “Discover the SDGs” event

From 1 to 29 December 2020, Texpertise Network took part in the virtual learning and trade fair event “Discover the SDGs” that was initiated by the Conscious Fashion Campaign and the United Nations Office for Partnerships. The aim was to strengthen knowledge and commitment within the fashion industry and to support the implementation of the SDGs and the UN Decade of Action. In addition to a virtual and interactive exhibition on the 17 Goals, there were on-demand discussions with industry representatives as well as representatives and advocates of the United Nations.

360-degree communication in-house

With their global outreach, the subsidiaries, sales partners and partners of Messe Frankfurt are continuing to support the goals of the SDGs even during the coronavirus pandemic. In order to actively promote knowledge and further commitment to the Sustainable Development Goals, Texpertise Network has held several online seminars for its employees in Argentina, Ethiopia, China, Hong Kong, India, Japan, Russia, South Africa and the USA, among other countries, over the past few months, thereby also improving in-house communication of sustainability topics.

Photo: Conscious Fashion Campaign



Frankfurt Fashion Week – focus on applied sustainability and digitalisation

The Conscious Fashion Campaign in cooperation with the United Nations Office for Partnerships are to be presenting partners of the Frankfurt Fashion Week. With a focus on sustainability and digitalisation – the future topics of the fashion and textile industry – a totally new Fashion Week Ecosystem is being created on the River Main this year. Due to the pandemic, the première event will be held digitally in the summer. By 2023, the

Sustainability Development Goals are to be made a requirement for all exhibitors. The Frankfurt Fashion Week SDG Summit by CFC is becoming the leading international conference for sustainability in the fashion world. At the heart of Frankfurt Fashion Week are Europe's largest fashion fairs Premium, Seek and Neonyt as well as the Fashionsustain and Fashion-tech conferences.

Neonyt – first mover for fashion and sustainability

Under the umbrella of Texpertise Network, Neonyt is the global hub for sustainability, fashion and innovations. Due to the pandemic, the last two events went digital. The focus of the January event was on transparency and sustainability in the textile and fashion industry. Among the presenting partners was the “Grüne Knopf” (“Green Button”), the national textile seal of the Federal Ministry for Economic Cooperation and Development, and Oeko-Tex, a partner for certification systems. Some 24,000 followers from politics, private enterprise, the IT sector, the lifestyle business and the textile and fashion industry accessed the content of “Neonyt on Air” more than 120,000 times during the digital week.

Sustainable supply chains – more important than ever in the textile and fashion industry.



Photo: Messe Frankfurt



Hypermotion – innovation platform for the transport and energy transition

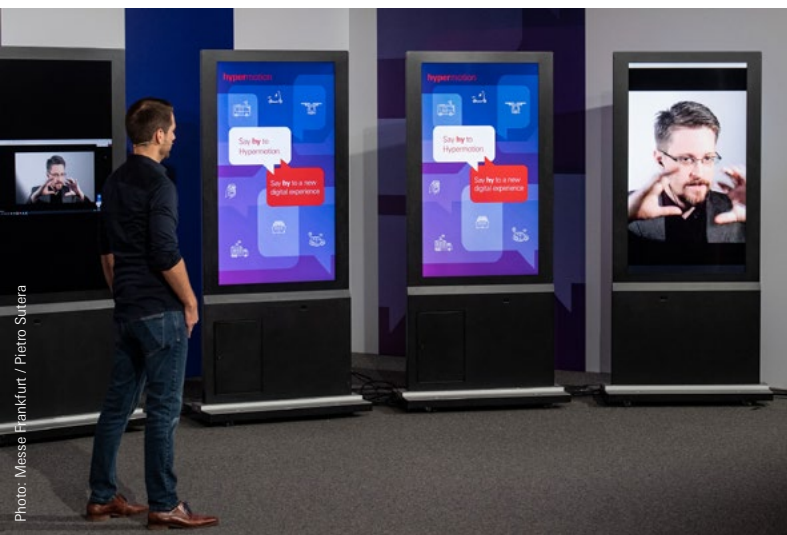
The transport sector plays a decisive role in reaching the EU's climate targets by 2030. If these are to be achieved, the industry must succeed within the next two decades in reducing CO₂ emissions by at least 42 percent. This means that profound changes are needed in the way we organise, regulate and manage transport and in the way we invest in physical and digital infrastructure. In order to bring about a holistic paradigm shift in transport and mobility, it is necessary to bring together as many stakeholders, companies and parties as possible under one roof. Hypermotion has succeeded in creating such a multimodal innovation and networking platform. Climate protection, digitalisation, sector coupling and sustainability, also in terms of the competitiveness of locations and modes of transport, are the core topics of the event. Due to the coronavirus pandemic, it was held last November as a digital event. Whistleblower Edward Snowden spoke on the topic of data protection. Bestselling author Marc Elsberg spoke about the effects of a total power blackout on systemic infrastructures.

Automechanika Frankfurt commits to sustainable driving

The aim of the FIA Smart Driving Challenge (FIA SDC) is to raise awareness for more road safety and sustainable driving and to encourage road users to get on board through a fun competition.

Launched by the governing body of international motorsports, Fédération Internationale de l'Automobile (FIA), the competition was now held for the third time. In the name of the FIA, Messe Frankfurt launched the Challenge in the spring in cooperation with the Swedish AI and Insurtech company Greater Than. The sub-event for exhibitors and visitors at Automechanika Frankfurt took place in the form of weekly competitions. The leading international trade fair for the automotive service industry itself is planned for September in Frankfurt.

Equipped with a smartphone app that is connected to a digital platform, drivers who regularly use a car can take part in the competition and win the contest for the most efficient driving style worldwide. Greater Than evaluates driving patterns in real time using artificial intelligence (AI).



Data protection: opportunities and risks – keynote speech by Edward Snowden at Hypermotion.



Raising awareness for sustainable driving.

The UN Global Compact's Ten Principles

Human rights

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

Labour

- 03 Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.
- 04 Businesses should support the elimination of all forms of forced and compulsory labour.
- 05 Businesses should support the effective abolition of child labour.
- 06 Businesses should support the elimination of discrimination in respect of employment and occupation.

Environment

- 07 Businesses should support a precautionary approach to environmental challenges.
- 08 Businesses should undertake initiatives to promote greater environmental responsibility.
- 09 Businesses should encourage the development and diffusion of environmentally friendly technologies.

Anti-corruption

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

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