

## Messe Frankfurt joins Net Zero Carbon Events initiative

**Frankfurt am Main, 17 October 2022**

**Messe Frankfurt has signed the Net Zero Carbon Events Pledge with a view to driving forward sustainable development in the international event sector. This was initiated by the Joint Meetings Industry Council (JMIC) and is supported by various organisations and associations in the trade fair and event sector, including UFI and AUMA. All organisations that sign the pledge commit to making their events climate-neutral by 2050 at the latest.**

As Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, emphasises: “Messe Frankfurt aims to work closely together with the sectors to raise awareness of the importance of sustainable events. Through its active membership of national and international associations, the Group plays its part in gradually reducing emissions and working towards the target of zero net emissions in the global event sector by 2050.”

Messe Frankfurt is resolute in its efforts to drive sustainability as a central pillar within its corporate strategy. The Group follows a holistic approach and defines sustainable business practices as striking a healthy balance between ecological and economic interests, social responsibility and diversity, while also factoring in governance issues. A Sustainability Governance Code provides the framework for the long-term planning and implementation of Messe Frankfurt’s sustainable orientation in all areas of the company and at all its events around the world. For example, it aims to establish a sustainable value chain among suppliers and service providers. First and foremost, emissions are to be avoided and reduced. Waste is to be further reduced and 100 percent of unavoidable waste is to be incorporated into its closed-loop system. At present, over 90 percent of waste is either recycled or reused.

Messe Frankfurt has been part of UN Global Compact since 2010 and is committed to publishing an annual Communication on Progress on its verifiable, forward-looking sustainability management. The company also belongs to the Charter of Diversity initiative. As a member of German trade fair association AUMA, Messe Frankfurt has continually supported the joint position of the German trade fair sector on sustainability.

**Press information and photographic material:**

<http://messefrankfurt.com/journalisten>

**Visit us at:**

[www.twitter.com/messefrankfurt](https://www.twitter.com/messefrankfurt)

[www.instagram.com/messefrankfurt](https://www.instagram.com/messefrankfurt)

[www.youtube.com/user/messefrankfurt](https://www.youtube.com/user/messefrankfurt)

**Your contact:**

Markus Quint

Tel.: +49 69 75 75-59 05

[press@messefrankfurt.com](mailto:press@messefrankfurt.com)

Messe Frankfurt GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

[www.messefrankfurt.com](http://www.messefrankfurt.com)

**Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)