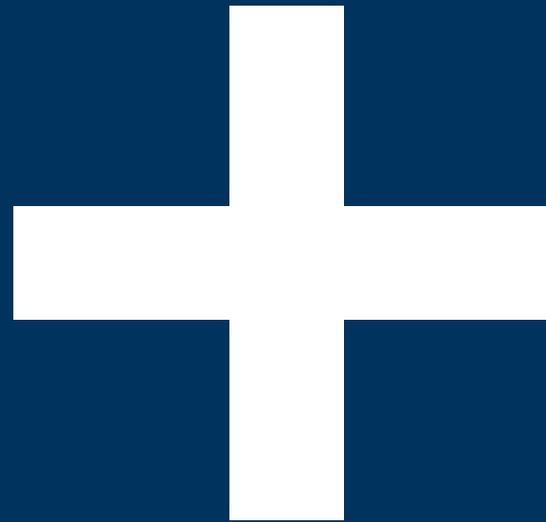




Hamburg
Messe + Congress

Sustainability Report 2020





Declaration of Compliance

Hamburg Messe
und Congress
GmbH

Reporting Year

2020

Indicator Set

GRI SRS

Contact

Hamburg Messe und Congress GmbH
Messeplatz 1
20357 Hamburg
Germany

Sustainability Officer
Sabine A. Off
+49 40 3569-2205
nachhaltigkeit@hamburg-messe.de



The
SUSTAINABILITY
Code
Signatory **2020**

Source: Company specifications. For the information provided by the companies no liability is been taken. This data provided is for information only. Please note the disclaimer at www.nachhaltigkeitsrat.de/en/imprint-and-privacy-policy, downloaded from www.nachhaltigkeitsrat.de/en



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General Information

The Ideal Connection

In Germany's second largest city, Hamburg Messe und Congress (HMC) organises, serves and enables a wide range of major national and international events year after year: Renowned industry fairs, world-leading congresses, political party conferences, annual general meetings, cultural and sports events all find the right conditions at this venue.

Situated between the University and the famous Reeperbahn district, in the midst of a vibrant inner-city with generously spaced parks, the eleven halls of the Hamburg trade fair campus offer more than 87,000 m² of exhibition space. Just a few metres away, the CCH – Congress Center Hamburg provides up to 50 event halls and rooms.

“We create connections. New ones, different ones, again and again. The ‘ideal connection’ motto describes our mission,” says Bernd Aufderheide, President and CEO, Hamburg Messe und Congress GmbH.



Central Entrance HMC
© Hamburg Messe und Congress / Michael Zapf

Broad Variety of Events

HMC's varied portfolio of exhibitions primarily focuses on industries clustered in the metropolis on the river Elbe: Top trade events which bring together key industrial decision-makers from around the world include SMM, the leading international maritime trade fair; WindEnergy Hamburg; or INTERNORGA, Europe's leading trade show for foodservice, hospitality, communal catering, bakeries and confectioners.

The Hamburg Messe und Congress exhibition campus not only offers ideal conditions for prominent guest events, including key exhibitions for industries such as aerospace, or major buyers' fairs for retailers, but also for attention-grabbing public trade fairs, international marketing events, TV galas, award ceremonies and political summits.

Hamburg Messe und Congress is well respected internationally for its expertise and dependability in organising and supporting successful trade fair appearances of German companies on all continents. Numerous award-winning German trade fair presentations at world expos have earned HMC an excellent reputation as a general contractor.



The new CCH – highly flexible and multifunctional

Just a few minutes' walk from the Hamburg Messe campus is the CCH – Congress Center Hamburg, one of Europe's largest congress centres. After undergoing comprehensive renovation and modernisation for the past five years, the complex provides 12,000 m² of exhibition space, 12,000 m² of foyer space, a total of 12,000 seats, and all the technology and flexibility today's congresses and events require as of 2021.



*The new CCH
© Hamburg Messe und Congress / Planung Arbeitsgemeinschaft agnLeusmann mit TIM HUPE Architekten, Hamburg*

In the Heart of the City

The Hamburg Messe und Congress campus is situated in a unique location in the Hamburg downtown area. The 'Planten un Blomen' park, the iconic Elbphilharmonie building, the new HafenCity district, the Speicherstadt World Heritage Site, and a colourful mix of fascinating neighbourhoods are all located in the immediate vicinity of the exhibition complex and the CCH.

The Corona-Year 2020

"People are yearning for face-to-face interaction"

The coronavirus year 2020, originally expected to produce the strongest business outcome in company history, turned out to be the weakest fiscal year Hamburg Messe und Congress GmbH (HMC) had ever seen, with preliminary sales revenues of 20.1 m euros and a bottom line of minus 58.2 m euros. Beginning in March 2020, postponements and cancellations accumulated, ending in an almost total exhibition lockdown. In particular, the cancellation of Hamburg's three flagship trade fairs, INTERNORGA, SMM and WindEnergy Hamburg, as on-site physical exhibitions rendered it impossible to achieve the envisioned record sales figure of 111.2 m euros.

When the first COVID-19 cases emerged in Germany in early 2020, HMC, like other organisations, felt compelled to implement suitable protective measures. In response to the restrictions imposed to fight the pandemic, a large portion of HMC's employees have been working remotely since May 2020. This practice has been extended until the end of the 2021 summer holidays in Hamburg. By practicing social distancing, HMC helps contain the coronavirus, providing opportunities to organise social gatherings while protecting participants by spacing them apart.



*Exhibition foreground
© Hamburg Messe und
Congress / Michael Zapf*

In the summer months, 26,300 university students were able to take their written exams in the exhibition halls while maintaining the required social distance. From December 2020 until August 2021 Hamburg's Vaccination Centre, organised by the Institute for Hygiene and The Environment, was set-up inside the exhibition halls.

Working closely with the authorities and relevant institutions, HMC has developed a COVID-19 Health And Safety Plan which specifies rules for events on the exhibition campus. All information and safety precautions are provided on the HMC website (e.g. [Health and Safety Guidelines](#)).

The HMC Executive Board expects a return to somewhat normal conditions from 2022. **"But it will be a different kind of normality than what we knew before the pandemic: The entire exhibition and congress business is undergoing profound change."** – Bernd Aufderheide, President and CEO.

The pandemic has accelerated the digital transformation enormously. Future event formats will be more hybrid, multifaceted and interactive. **"Attractive cities such as Hamburg with exhibition halls and a congress centre right in the middle of the city will benefit from this development,"** Bernd Aufderheide is certain. **"We are using this time to better position ourselves digitally and are looking forward to the day we will be able to fully resume our business activities."**



Criteria 1 – 10 Sustainability Concept

Criteria 1 – 4 zu STRATEGY

Criterion 1

The company declares whether or not it pursues a sustainability strategy. It explains what concrete measures it is undertaking to operate in compliance with key recognised sector-specific, national and international standards.

Strategic Analysis and Action

At Hamburg Messe und Congress GmbH (HMC), Corporate Social Responsibility (CSR) means doing business responsibly and sustainably, not only in an economic sense but also with regard to ecological and social aspects.

In its business operations HMC places great emphasis on sustainability. According to the “Guidance For Ecologically Responsible Procurement” (Leitfaden für umweltverträgliche Beschaffung) issued by the Free and Hanseatic City of Hamburg (FHH), “[Hamburg] has borne the title ‘Fairtrade Town’ since 2011, received the European Green Capital Award for 2011, and joined the Network of German Bio Cities in 2016. In its ‘Agenda 2030’, the United Nations agreed on 17 Sustainable Development Goals (SDG) in 2015. And: Hamburg is implementing the Agenda 2030.” HMC considers this a special obligation and responsibility.

As a wholly-owned subsidiary of FHH, HMC is committed to doing its share to implement the climate protection policy set forth by the Senate of the City of Hamburg. HMC has documented its principles of operational climate protection in its [Climate Protection Policy](#).

Sustainability and responsible business conduct are deeply engrained in the corporate culture of HMC. They provide the basis for the trust our stakeholders place in HMC. HMC constantly pursues sustainable solutions, whether as a trade fair organiser, an employer, or a site operator.

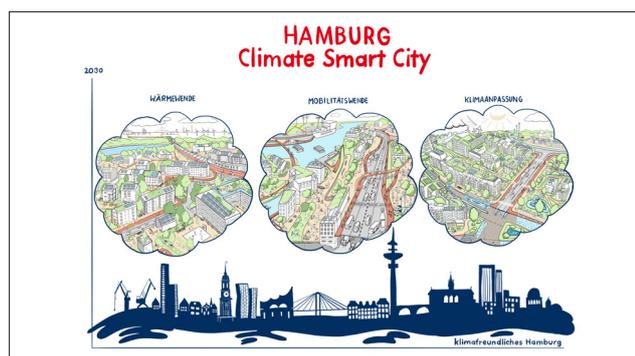
Our all-encompassing corporate strategy is based on the HMC Code of Conduct (“Trust, Responsibility And Performance”), our integrated Corporate Compliance Programme, the appointment of Compliance, Equality and Sustainability Officers, as well as appropriate training programmes for all employees.

HMC’s corporate responsibility spans numerous economic, ecological and social spheres of activity: HMC is committed to pursuing objectives such as climate and environment protection as well as compliance, occupational health and safety, and data protection with the same rigor we apply to ensuring responsible, sustainable business operations. In particular, this includes a sustainable energy supply and a focus on energy efficiency.



As early as 2009 HMC incorporated climate protection in its corporate policy as a permanent goal [please refer to Criterion 6]. This includes highlighting how every employee can contribute to the protection of the climate in their daily activities. HMC was guided by the idea that it is possible to protect the climate in ways which go beyond major projects, such as retrofitting LED lighting throughout the exhibition halls and car parks to reduce energy consumption significantly. Many small steps taken by HMC and its employees in their day-to-day activities can likewise contribute to the reduction of air pollutants. Moreover, through its events HMC can raise awareness among exhibitors, visitors, participants and the public about suitable technical solutions and methods to enhance climate protection while highlighting the importance of managing our natural resources more sustainably.

In the follow-up to its Climate Protection Plan (2019) and through its new Climate Protection Act (2020), the Senate of the City of Hamburg has taken two important steps enabling Hamburg to achieve its climate protection goals. The city's CO₂ emissions are to be reduced by 55 % by the year 2030 (based on 1990 levels). And by 2050 the city wants to cut emissions by at least 95 % as it endeavours to achieve climate neutrality. Furthermore, all of the city's public sector organisations are to be climate-neutral as early as 2040. The FHH Climate Strategy boosts the city's climate protection efforts as it continues to work towards becoming a city that is well adapted to coping with climate change. Four transformation pathways – the heating, mobility, economic and climate transformation – define strategic areas of focus for this transition. The Climate Plan comprises a wide range of specific measures designed to achieve the required low level of CO₂ emissions by the year 2030. The new Climate Protection Act provides a binding legal framework for these efforts. HMC contributes to the FHH climate goals in every conceivable manner.



*Transformation paths in the Hamburg Climate Plan
© Behörde für Umwelt, Klima, Energie und Agrarwirtschaft (BUKEA)*

Since 01 January 2020, sustainability has been a mandatory requirement for all public sector organisations as per the Hamburg Code of Corporate Governance (HCGK).



In addition, HMC bases its commitment to reconciliation of economic interests with ecological and social causes on the United Nations' 17 Sustainable Development Goals (SDGs). HMC pledges to follow these principles of sustainable operation in every respect as a fundamental element of its corporate culture. HMC's specific activities in pursuit of the SDGs have been published in detail on its [corporate website](#).

A fundamental new corporate strategy will be introduced during the year 2021. It endeavours to transform HMC into a "learning organisation" and integrates sustainability as one of four strategic pillars.

Criterion 2

The company discloses the aspects of its business operations that have a significant impact on sustainability issues and what material impact sustainability issues have on its operations. It analyses the positive and negative effects and provides information as to how these insights are integrated into the company's processes.

Materiality

As a Hamburg public sector organisation, Hamburg Messe und Congress GmbH (HMC) is under obligation to fully implement the FHH goals at all times in fulfilment of its responsibility towards society and the City of Hamburg. Therefore public sector organisations bear a major portion of the responsibility to secure various infrastructure systems and provide specific services to the population (outside-in).

HMC's exhibition site and the CCH – Congress Center Hamburg are centrally located in Germany's second-largest city, in the immediate vicinity of Planten un Blomen Park. Excellent public transport connections and close proximity to the inner-city are major benefits to staff, visitors, exhibitors and the general public (outside-in). According to a study conducted by the Munich-based ifo Institute of Economic Research in 2016, HMC permanently secures 4,124 jobs in Hamburg alone. The same study stated that in non-pandemic times, the (direct and indirect) effects of events held in Germany on purchasing power amount to roughly 734 million euros spent on services, in general commerce, in the hospitality sector and at cultural events. This added purchasing power unfolds about 56 % of its potential in Hamburg (411 million euros), and roughly 44 % (323 million euros) in the rest of Germany. As many as 658,000 overnight stays per year can be attributed directly to HMC activities. Every year more than 40 trade fairs take place in Hamburg, drawing 15,000 exhibitors and approximately 700,000 visitors in total (inside-out).

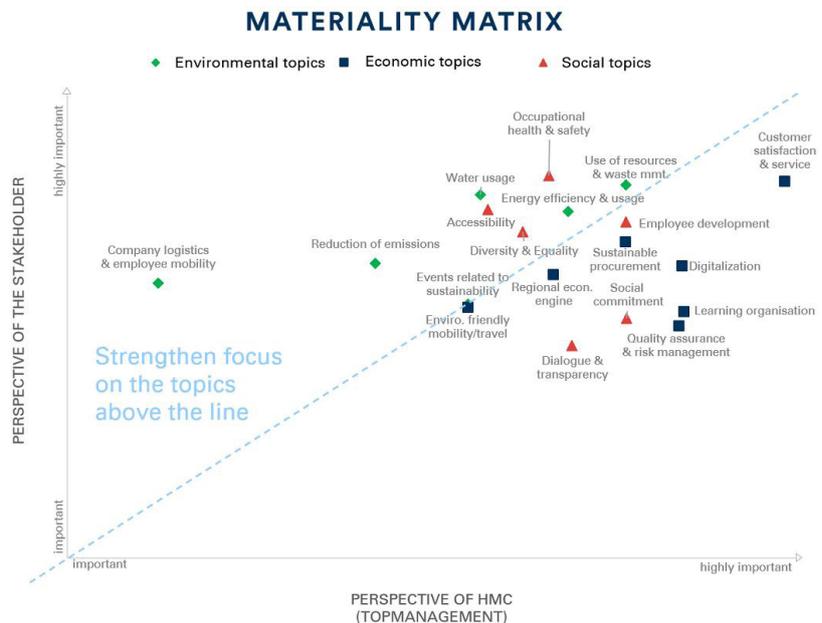
From an ecological viewpoint, however, this harbours significant risk in connection with the production of waste, something that cannot be avoided in the trade fair and congress business. Therefore HMC takes specific action, for example, to reduce the production of waste while making sure that as much unavoidable waste as possible is recycled or disposed of properly (inside-out).



The 87,000 m² exhibition area represents a significant amount of sealed soil. To compensate, measures such as the roof garden above Hall H of the CCH – Congress Center Hamburg (one of Europe’s largest herbaceous plant roof-top gardens) provide extra water seepage surface, biodiversity and an additional watering resource for the adjacent park (inside-out).

Furthermore, high emissions caused by journeys to and from venues play an important role in the events industry (inside-out). In the case of HMC, the location of the complex in the inner-city keeps travelling distances short, especially for pedestrians and users of public transport. This reduces traffic as well as emissions (outside-in). By implementing an effective sustainability management approach, additional incentives for low-emission, climate-neutral travelling will be created and communicated in future.

Sustainability is thus perceived as a highly relevant topic in the trade fair and congress sector. Ultimately, sustainability is considered as a key standard by which HMC is increasingly measured as a trade fair and congress organisation. HMC has been addressing sustainability actively for many years. An inadequate amount of attention to this topic in HMC’s business operations would put the trade fair and congress sector in a disadvantageous position. In fact, sustainability is a major competitive factor, one that HMC’s stakeholders expect the organisation to take seriously. HMC plans to integrate sustainability in its new corporate strategy as of 2021.



A materiality analysis was conducted to determine the most relevant sustainability aspects. For this purpose, HMC carried out its first-ever stakeholder survey, asking respondents to assess a wide range of environmental, economic and social issues. The outcome of the survey confirms the high relevance of all these topics from the perspective of both, HMC and its stakeholders. Stakeholder respondents taking part in online survey largely comprised visitors and exhibitors.



The diagram reflects HMC's tendency to place greater emphasis on business issues (such as customer satisfaction and service, digitalisation, quality assurance, risk management), whereas the responding stakeholders primarily focus on environmental and social aspects (including operational logistics and employee mobility, emission reduction, barrier-free access).

Furthermore, respondents were given an opportunity to submit suggestions of their own. Their feedback covered a multitude of subjects, such as greening exterior surfaces, as well as specific suggestions, for example abolishing "trade fair ticket ribbons". These responses helped identify relevant spheres of action and define goals to further the cause of sustainability.

Regular meetings of the Partnership For The Environment (UmweltPartnerschaft) and the Climate Partners Agreement (Klima-Partner-Vereinbarung) are additional sources of inspiration for further action.

Criterion 3

The company discloses what qualitative and/or quantitative as well as temporally defined sustainability goals have been set and operationalised and how their level of achievement is monitored.

Objectives

Through each of its public sector organisations, the Free and Hanseatic City of Hamburg (FHH) pursues certain industry-specific goals. In particular, the goals chosen for the individual public sector organisations have been documented in the vision statements passed by the Senate of Hamburg. They provide guidance to the business executives of the public sector organisations. Hamburg Messe und Congress GmbH (HMC) is committed to meeting the requirements set by the Senate of Hamburg.

Environment and climate protection are among the core goals. In its new Climate Plan and the new Climate Protection Act (as per 2020), the Senate of Hamburg defines CO₂ reduction targets for all of Hamburg (i. e., -55 % by 2030, and -95 % by 2050, compared to 1990 levels; also refer to Criterion 1). Furthermore, according to the coalition treaty for the 22nd legislative period of Hamburg's governing parties, "all public sector organisations shall have a climate-neutral carbon balance within the next two decades at the latest" to set an example to the industry at large. "Through their investments in infrastructure and sustainability, public sector organisations help Hamburg's economy recover from the restrictions imposed by the coronavirus pandemic." Within this framework, HMC's short- and medium-term goal is to determine the ecological effects of its existence as a business entity by preparing a carbon balance sheet.

In implementing this goal, the Sustainability Officer calculated the first-ever carbon footprint for the exhibition complex for the year 2019. The results of these assessments have been validated jointly with ClimatePartner.

Among the remaining key goals, the implementation of three future sustainability measures based on the Hamburg Code of Corporate Governance (HCGK) is prioritised:



1. As of the reporting year 2020, HMC is to publish a qualitative sustainability report every two years based on the DNK criteria (with the 2019 report representing the pilot project).
2. Another short- and medium-term goal to which HMC has committed as a public sector organisation is to fully compensate for all relevant air travel. The importance of compensating for flights is seen in the high emissions caused by this means of transport. As of 2020, all information about job-related travel will be recorded by the travel services provider, HANSALOG, in a climate-awareness travel management programme, and compensated monetarily. For further details, please refer to the Administrative Ordinance For The Hamburg Travel Expense Act.
3. In the years 2019/20, HMC recorded its activities towards implementing the 17 United Nations Sustainable Development Goals (SDGs) as required by the HCGK code. Using the globally-recognised SDGs as a benchmark is a useful way to reconcile economic with ecological and social concerns. Detailed activities and goals for each of the SDGs have been published on the HMC [corporate website](#) since August 2020.

The HCGK Declaration of Compliance is published annually on the [website](#) and included in the [Annual Report](#). Compliance with the goals and objectives under the HCGK is reviewed by HMC's internal auditors as well as an external annual auditor pursuant to the "Comply Or Explain" principle.

Furthermore, HMC plans to enhance the involvement of its employees in environmental and climate protection activities by providing relevant sustainability training courses as of mid-2021 through the internal HMC-Academy. The responsibility for all sustainability goals relating to environmental and climate protection has been entrusted to HMC's Sustainability Officer who has been in charge of these matters since 2009 (the current incumbent since 2013). The Sustainability Officer is supported by a cross-departmental "Sustainability Project Team". As a staff role, the Sustainability Officer reports directly to the corporate executive level. All progress is reported to the Supervisory Board (pre-2020 in a KPI report; as of 2020, in the DNK Report according to the HCGK, with activities being reported in the same way as SDG-related measures). As of 2021, sustainability will be an integral part of the Corporate Strategy, and additional relevant measures will be taken (structured by saving potential, costs and timing) so as to achieve the ambitious climate protection goal of FHH (climate neutrality of all public sector organisations by 2040; see above). Additional goals beyond meeting the FHH environmental targets are derived from the evaluation of the first-time Materiality Analysis conducted by interviewing relevant stakeholders [refer to Criterion 2].

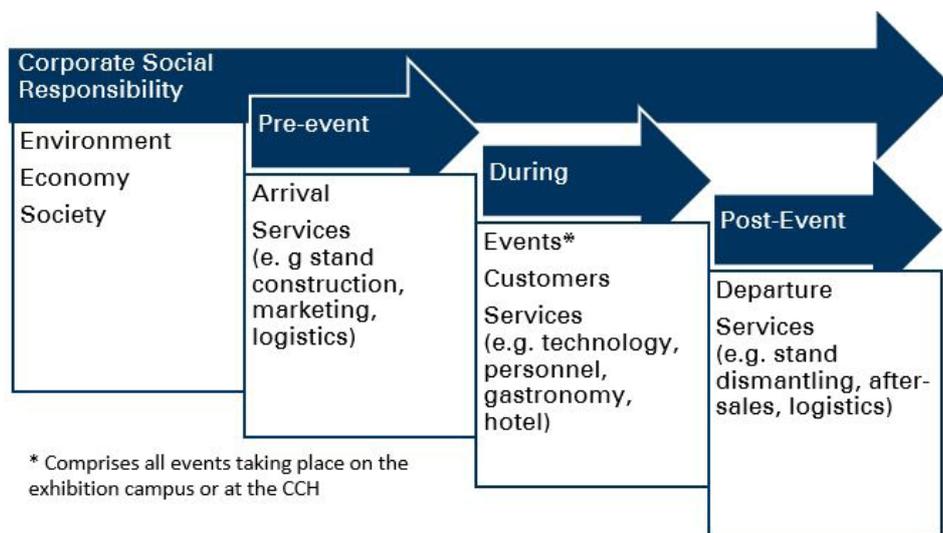


Criterion 4

The company states what significance aspects of sustainability have for added value and how deep in the value chain the sustainability criteria are verified.

Depth of the Value Chain

The definition of the value chain of Hamburg Messe und Congress GmbH (HMC) follows the principles described by Kopeinig and Gedenk (2005) in "Kölner Kompendium der Messewirtschaft: das Management von Messegesellschaften" (Cologne Compendium of the Trade Fair Industry: Managing Trade Fair Organisations). The Cologne Compendium proposes to subdivide the value chain into three phases: before, during and after the event.



The core business of HMC as a service provider comprises the execution of events organised by HMC or third parties as well as international events: "the bringing together of visitors and exhibitors at a specified place and time [...], the presentation of industries, companies and products (Kopeinig und Gedenk, 2005, p. 231). This is supplemented by individual services during all three phases which are either provided in-house or through service partners, based on the make-or-buy principle. These are either primary activities such as conducting requirements analyses, designing and planning activities, sales and implementation, or secondary, supporting activities, for example accounting and controlling, data-processing, facility management (cleaning, security services, maintenance etc.). Some of the secondary activities are outsourced. For example, HMC may contract an external company to clean the exhibition halls and the administrative building (facility management).

Pre-event activities focus on business travels and services such as exhibition stand construction, marketing and logistics. HMC cooperates with Deutsche Bahn, the German railway company, to offer visitors carbon-free travelling to and from its facilities. In stand construction, reusable stand designs as well as carpeting tiles are used wherever possible. HMC collaborates with experienced stand construction firms. Furthermore, the logistics provider's vehicle guidance system has been upgraded to optimise traffic on the exhibition campus and minimise emissions (both CO₂ and noise).



During an event, there is a need for technical services, staffing, catering and hotel services. All technical equipment is expected to be state-of-the-art and energy-efficient. HMC generally outsources catering services to partners who have an active sustainability concept of their own. For example, our catering provider Käfer gives priority to regional, seasonal and organic food and calculates quantities for the expected number of persons as precisely as possible to avoid wasted food. Any leftover food is recycled to generate biogas.

Post-event activities are similar to pre-event activities, including stand disassembly, logistics and travelling services. Supplementary activities include after-sales-service and others.

One well-known issue associated with trade fairs and congresses is waste created during assembly and disassembly as well as during the event itself. To minimise waste, HMC works with innovative service partners. These efforts include trade fair-specific waste-reduction measures such as those mentioned above: use of carpeting tiles as reusable flooring, or offering standard, pre-fabricated exhibition stands to exhibitors. Carpeting tiles can be reused many times and are subsequently recycled for use in furniture upholstery. Ready-made exhibition stands can likewise be reused multiple times and do not have to be disposed of after an exhibition. They help conserve valuable resources. Exhibitors are required to follow HMC's Technical Regulations, which include mandatory sorting of waste. What is more, HMC's "[Green Guidelines for Exhibitors To Ensure An Eco-Friendly Exhibition](#)" raise awareness about the above-mentioned waste issue and about other sustainability considerations during an exhibition. For further information regarding sustainability at HMC please refer to the [HMC-website](#).

As a wholly-owned subsidiary of the Free and Hanseatic City of Hamburg (FHH), HMC also applies the "Guidance For Ecologically Responsible Procurement of FHH" and the "Guidelines For Organising Events Sustainably" as issued by the German Federal Ministry For Environmental Affairs, Nature Conservation and Nuclear Safety and the German Federal Environmental Agency (Umweltbundesamt).

The Executive Board is convinced that climate protection must be approached as a cross-enterprise challenge in order to achieve progress. It therefore believes it to be essential to integrate climate protection as a task at all levels of the value chain, including HMC's own business operations, always with economic feasibility in mind. This principle was first established in the company's 2009 sustainability concept. HMC plans to make sustainability a more prominent criterion when awarding future contracts. This will encourage third parties to sharpen the focus on sustainability, especially with regard to minimising waste and emissions. Many of HMC's service partners have taken part in the Materiality Analysis survey [refer to Criterion 2].



Criteria 5 – 10

PROCESS MANAGEMENT

Criterion 5

Accountability within the company's management with regard to sustainability is disclosed.

Responsibility

The HMC Compliance and Sustainability Officer is in charge of coordinating compliance and environmental & climate protection activities.

Operational responsibility for other social matters related to occupational health and safety management has been entrusted to the Technical Services, Facility Management and Human Resources functions. The Equality Officer is appointed by the Legal and Controlling (stand-in) departments for the given reporting period.

Central responsibility rests with the Executive Board which receives all information directly from the operational departments. All investment projects (e. g. retrofitting LED lighting equipment, installing charging stations for e-cars) are additionally subject to revision by the Supervisory Board and approval by the shareholder.

To ensure close interaction between the company's organisational units, a Sustainability Project Team was formed in 2019 which establishes an ongoing exchange of information on sustainability issues across the company. Furthermore, the CCH Division has appointed two sustainability representatives who work closely with the HMC Sustainability Officer.

Criterion 6

The company discloses how the sustainability strategy is implemented in the operational business by way of rules and processes.

Rules and Processes

In day-to-day business operations, sustainability is implemented by all organisational units (e.g. Compliance, Purchasing, Climate & Environment Protection, Human Resources, Legal, Technical Services) of Hamburg Messe und Congress GmbH (HMC).

All ecology-related activities are monitored by the Executive Board, the Supervisory Board and the shareholder.

Key guidance and principles for the related activities of HMC include, without limitation, the Hamburg Code of Corporate Governance (HCGK) [for details refer to Criterion 3], the HMC Corporate Compliance Programme [refer to Criterion 20], relevant guidelines issued by the Free and Hanseatic City of Hamburg (FHH) and Federal Ministries, relevant legal provisions [refer to Criterion 20], and the FHH Climate Plan.

Furthermore, HMC has prepared "[Green Guidelines for Exhibitors To Ensure An Eco-Friendly Exhibition](#)" of its own which it provides to exhibitors.



Sustainability is anchored in the HMC Operations Manual as part of the Corporate Compliance Programme. The Operations Manual contains compulsory rules for all employees.

Furthermore, HMC documented its own Climate Protection Policy as early as 2009.

1. We recognize our responsibility to protect the earth's climate.
2. We consider climate protection as a matter that must be addressed at the executive level. Therefore all managerial staff are required to help us achieve our climate protection goals.
3. We believe that climate protection begins at the place of work. We therefore expect all our employees to do what they can in their daily work to reduce emissions of noxious substances to air.
4. We consider climate protection as a business activity of growing importance. As a consequence our business goals do not clash with climate protection but are aligned with it.
5. We comply with all statutory provisions regarding climate protection. As a company committed to the protection of the climate, we endeavour to go beyond the statutory requirements in reducing harmful emissions to air from our business activities.
6. We monitor and improve our climate protection measures continuously to the extent that is possible to us.
7. Protecting the climate is a challenge for society at large. We therefore engage in a continuous dialogue with our employees, our Supervisory Board, our Principal, our customers and suppliers and society at large about climate protection in the context of trade fairs, congresses and other events.

Criterion 7

The company states how and what performance indicators related to sustainability are used in its regular internal planning and control processes. It discloses how suitable processes ensure reliability, comparability and consistency of the data used for internal management and external communication.

Control

To review and compare the environmental and climate effects of its operations, Hamburg Messe und Congress GmbH (HMC) prepared a CO₂ balance sheet for the previous year for the first time in 2020, which was audited externally, to validate existing CO₂ reduction potential and compensation options. The CO₂ balance sheet covers emissions from facility management, employee mobility, business trips, procurement and company logistics pursuant to the generally accepted GHG Protocol (Scope 1 – 3). A software tool designed specifically to ensure reliability, comparability and consistency ensures data quality and manages the readings from approximately 2,000 counters for electricity, heating and cooling, and water.

Furthermore, HMC conducts surveys among its employees every four years. The results of all surveys are correlated to draw conclusions about employee satisfaction.



Other than that, HMC has energy audits according to the German law about energy services and other energy efficiency measures (EDL-G) performed on a regular basis. The last such audit was carried out on 04 December 2019, and the next one is scheduled for December 2023.

Key Performance Indicators to Criteria 5 – 7

GRI SRS-102-16

Values

The Values of Hamburg Messe und Congress GmbH (HMC) are a constituent part of the internal HMC Code. The HMC Code, which is binding upon all employees, is a part of the HMC Operations Manual. It defines economic and entrepreneurial success as the highest goal of HMC. In turn, this success is defined as the achievement of ambitious revenue and sales targets, high indirect profitability, high customer and operator satisfaction, as well as motivated employees and contractors. The HMC Operations Manual is likewise an internal document.

The conduct of all HMC employees shall be based on the values of Trust, Performance and Accountability.

Additionally, as a wholly-owned subsidiary of the Free and Hanseatic City of Hamburg (FHH) HMC is committed to the goals set by the Senate of Hamburg.

Criterion 8

The company discloses how target agreements and remuneration schemes for executives and employees are also geared towards the achievement of sustainability goals and how they are aligned with long-term value creation. It discloses the extent to which the achievement of these goals forms part of the evaluation of the top managerial level (board/managing directors) conducted by the monitoring body (supervisory board/advisory board).

Incentive Systems

Hamburg Messe und Congress GmbH (HMC) uses a monetary incentive system for employees in the form of a performance-based bonus in line with the relevant collective agreement (TV-AVH). The performance-based bonus is a variable extra amount paid in addition to the payroll amount. Exempt employees working under a special contract receive a management bonus. The amount of a bonus payment is determined based on the achievement of pre-defined annual performance targets. The details of this compensation system can be found in the "Company Agreement on the Implementation of Performance and Success-based Compensation, and Agreement of a Company-Wide System" (Betriebsvereinbarung zur Einführung leistungs- und erfolgsorientierter Entgelte und Vereinbarung eines betrieblichen Systems). Because of the coronavirus pandemic, no targets were agreed for the year 2020.

The targets of the Executive Board are based on the specifications provided by the Free and Hanseatic City of Hamburg (FHH). The Executive Board may receive a management bonus, as well. The salaries paid to the Executive Board are disclosed in the [HCGK-Declaration of Compliance](#).



Furthermore, HMC offers non-monetary incentives to encourage its employees to embrace sustainability. For example, as of 2020 trainees have the option of receiving training from the Chamber Of Commerce to become so-called "Energy Scouts". In a course lasting several days, they receive instructions on energy efficiency and efficient use of resources. They can take this knowledge to their training company to identify solution-oriented potential for more sustainability.

In addition, HMC offers its employees discounted public transport tickets (ProfiTicket) as well as company-owned staff bicycles.

Employees are also given the option to participate in an in-house Health Day, which typically takes place every two years, and to enter the annual MOPO relay race free of charge.

Key Performance Indicators to Criterion 8

GRI SRS-102-35

Remuneration Policies

As a wholly-owned subsidiary of FFH, Hamburg Messe und Congress GmbH (HMC) is subject to the Hamburg Transparency Act, which includes a reporting obligation about the compensation paid to the Executive Board (Refer to Section 3(1)(15)).

These Reports About The Compensation Of Executives And Managing Directors Of Hamburg's Public Sector Organisations are freely accessible online. In addition, the Declarations of Compliance required under the HCGK (Hamburg Code of Corporate Governance) and the executive compensation information have been published on the HMC-website since 2013. This information comprises both, performance-based and performance-independent (e. g. salaries, supplements, benefits in kind) compensation components.

The twelve members of the Supervisory Board receive an attendance fee per meeting which is identical throughout all public sector organisations. Four construction committee meetings, four human resources committee meetings, two finance committee meetings and four Supervisory Board meetings take place every year. For further information please refer to the Supervisory Board Manual for representatives of the Free and Hanseatic City of Hamburg.

GRI SRS-102-38

Annual Total Compensation Ratio

The annual total compensation ratio can be found in the comments on personnel expenditures in the HMC balances of expense and income accounts and in the HCGK Declaration of Compliance, both of which are included in the 2020 Annual Report.

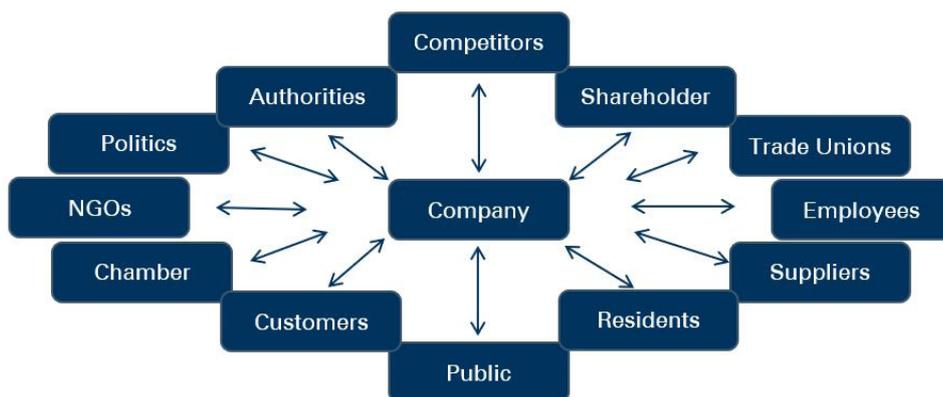


Criterion 9

The company discloses how the socially and economically relevant stakeholders are identified and integrated into the sustainability process. It states whether and how an ongoing dialogue takes place with them and how the results are integrated into the sustainability process.

Stakeholder Engagement

The relevant stakeholders of Hamburg Messe und Congress GmbH (HMC) can be identified by "stakeholder mapping", a method which allows to determine the expectations, needs, importance and power of individual stakeholder groups systematically. These include the following special interest groups, among others:



In the case of the CCH – Congress Center Hamburg, the German Convention Bureau e.V. (GCB) and the European Association of Event Centres (Europäischer Verband der Veranstaltungszentren e.V., EVVC) are additionally relevant for sustainability-related matters as interest groups, through information events (e.g. Green Meetings and Events Conference), and as powerful networking groups.

HMC's shareholder, HGV, and the Free and Hanseatic City of Hamburg (FHH) are of particular importance for HMC as a public sector organisation. As such, HMC is committed to fulfil their guidelines and sustainability targets, such as the Climate Goals of the Senate of Hamburg. HGV, The Hamburg Asset And Corporate Investment Management Limited (Hamburger Gesellschaft für Vermögens- und Beteiligungsmanagement mbH), in its dual roles as shareholder and holder of supervisory board mandates, is under obligation to drive the implementation of sustainable goals and the pursuit of the public interest by its subsidiaries.

Moreover, HMC communicates with the authorities of the State of Hamburg (e.g., Department for the Environment, Climate, Energy and Agriculture; Department for Economy, Transport and Innovation) about sustainability topics on a regular basis. This allows HMC to seize opportunities for participation in informational events hosted by the authorities which address a broad range of topics, such as preparing sustainability reports or implementing climate protection goals.



Furthermore, the employees of HMC constitute a substantial stakeholder group. To enhance general awareness of sustainability issues, HMC organises surveys, activity days and incentives, especially with a focus on sustainable mobility. Additional information addressing current topics is published on the intranet and in newsletters, and relevant documents are made available to all employees. Staff are provided with opportunities to express their personal opinions on the intranet using a bulletin board in the Sustainability section, and are encouraged to contact the Sustainability Officer with any concerns or suggestions. Those employees who are members of the cross-departmental project group are involved especially deeply. The dialogue about continued development will further be supported in the short- to medium-term by the trained Energy Scouts who will communicate their well-founded suggestions regarding a more efficient use of energy and other resources. As of 2021, interactive seminars offered by the HMC-Academy will intensify the exchange of views and information about the subject.



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Umweltpartnerschaft of BUKEA

Similarly, external organisations are important sources of input on sustainability management. Specifically, HMC is in constant dialogue with the Exhibition and Trade Fair Board of the German Industry (Ausstellungs- und Messeausschuss der Deutschen Wirtschaft e. V., AUMA), the Community Of Interest Of German Industry Fair and Exhibition Cities (Interessengemeinschaft deutscher Fachmessen- und Ausstellungsstädte, IDFA), and The Global Association of the Exhibition Industry (UFI). AUMA is the body which represents HMC's interests on the political stage. An initiative of the Joint Meetings Industry Council (JMIC), to launch in late 2021 within the scope of the "Net Zero" project, will help put the events sector on track to achieve zero emissions by 2050. This initiative consolidates the efforts of numerous companies of the events sector. HMC plans to subscribe to this joint initiative, as well.

As a signatory of the Climate Partner Agreement (Klima-Partner-Vereinbarung; since 2018) and a member of the Partnership for the Environment (UmweltPartnerschaft; since 2019), which includes membership in the Air Quality Partnership (Luftgütepartnerschaft; since 2020), HMC has several additional options for interacting with experts and improving its sustainability performance steadily. Within the scope of the Climate Partner Agreement, a so-called Sustainability Network (Netzwerk Nachhaltigkeit) was established to promote the exchange of information and experiences among the participating public sector organisations, and especially, the implementation of the HCGK code.

Exhibitors form another strong interest group, expecting sustainable implementation of their events, especially HMC-organised trade fairs such as WindEnergy Hamburg, SMM and INTERNORGA but also guest events such as Heldenmarkt. Furthermore, HMC supports ecologically sustainable event participation by offering exhibitors its "Green Guidelines for Exhibitors To Ensure An Eco-Friendly Exhibition".

Visitors represent yet another strong interest group which is consulted in surveys and kept informed through newsletters. The means of transport used by events visitors is a highly relevant sustainability issue.



An online survey will identify key spheres of activity as perceived by the above-mentioned stakeholders. In the medium- to long-term, sustainability will be incorporated into the training workshops for HMC executives. The Executive Board is convinced that climate protection must be approached as a cross-enterprise challenge in order to achieve progress. It therefore believes it to be essential to integrate climate protection as a task at all levels of the value chain, including HMC's own business operations. The HMC website disperses Corporate Social Responsibility(CSR) – related information to all interested parties.

Also refer to: “Our Contribution to The United Nations’ 17 Sustainable Development Goals”



Key Performance Indicators to Criterion 9

GRI SRS-102-44

Key Topics and Concerns

Exhibitors and visitors in particular show lively interest in the subject of sustainability. HMC provides a central meeting place for various industry flagship fairs.

The following is a list of industry fairs, events for the general public, and guest events which are explicitly linked to sustainability and are moving into focus to meet the demand from exhibitors, visitors and their respective industries. Participatory engagement of stakeholders will help meet these expectations.

Examples:

- INTERNORGA – Europe's leading trade show for foodservice and hospitality: Urban farming, vegan food, soul food, green packaging, etc.
- WindEnergy Hamburg – The global on- and off-shore Event: Energy, environmental technology, recycling and waste disposal: Energy sector (including conventional and renewable energy), #climatefirst conference concept, electrification, energy storage and power-to-X solutions, safety, cyber security and digitalisation, public engagement, jobs and skills



- [GET Nord](#) – Trade Fair for Engineering, Sanitation, Heating and Air Conditioning (List of industry segments accessible online)
Key terms: Building systems, electrical and sanitation, heating, renewable energy, lighting, VAC, refrigeration, pumps and drive systems, plumbing, tools and shop equipment, service providers
- [oohh! The LeisureWorlds of Hamburg Messe](#):
Regional tourism, mobility transition (e-bikes, electric cars), Green Screen Tour (nature documentary)

Especially among organisers of guest events and congresses, the most frequently-voiced concern is sustainability management for their event. Since late 2020, HMC has published concise one-page online documents addressing key [SDG implementation measures](#). Furthermore, the "[Green Guidelines for Exhibitors To Ensure An Eco-Friendly Exhibition](#)" should also be mentioned in this context.

For the results of the stakeholder survey please refer to Criterion 2, "Materiality".

Criterion 10

The company discloses how innovations in products and services are enhanced through suitable processes which improve sustainability with respect to the company's utilisation of resources and with regard to users. Likewise, a further statement is made with regard to if and how the current and future impact of the key products and services in the value chain and in the product life cycle are assessed.

Innovation and Product Management

Surveys and studies have confirmed the positive social and economic impact of the activities of Hamburg Messe und Congress GmbH (HMC). According to the latest employee survey in 2019, employee satisfaction is increasing. A study conducted by the Munich-based ifo Institute of Economic Research in 2016 attests to the positive social and economic effects throughout the region [for details please refer to Criterion 2].

In a longer-term project initiated in 2020, many processes are being digitalised ("Digital Transformation"). The progressing transition to New Work calls for continuous adjustments to adapt to new conditions while challenging conventional strategies and approaches. To support this adaptation process, a Chief Digital & Information Officer was first appointed in 2020 who is in charge of the development and company-wide coordination of HMC's digital transformation activities. Developing employees' "digital skillsets" is considered a high priority at HMC and supported by training programmes provided through the HMC-Academy. Digitalisation will change the reality at work in general and many job descriptions in particular. This became especially evident in the context of the coronavirus pandemic in 2020 when a substantial portion of work processes had to be digitalised. HMC successfully created remote working opportunities for all employees rapidly.

Because of the pandemic, many events were unable to take place as planned. Nevertheless, WindEnergy Hamburg 2020, the IDX_FS Expo powered by INTERNORGA 2021, and SMM 2021 were held as digital trade fairs. Digital event formats will continue to be a key field of activity in the events industry going forward.



© Hamburg Messe und Congress / Nicolas Döring

"Our experience has confirmed our view that digital formats will play a much more important role in supporting physical trade fairs in future without being able to fully replace them," says Bernd Aufderheide, HMC President and CEO.



© Hamburg Messe und Congress / Michael Zapf

To ensure utmost safety on the exhibition campus in times of the pandemic, HMC not only developed comprehensive Safety and Health Strategies. In 2020, HMC also installed UVC air sanitation devices in the central ventilation systems for the public spaces of Halls B1 to B4 and the East and South entrance areas as a precautionary measure in response to the coronavirus pandemic (refer to Health and Safety Guidelines, Article 3).

To reduce emissions during the assembly and disassembly of exhibition stands, HMC has implemented a slot system for its logistics contractor's vehicles since 2018. Lorries are directed to various waiting areas in Hamburg where they remain until called to the exhibition campus for unloading or loading. This reduces emissions and saves time.

The "Guidelines For Organising Events Sustainably" contain additional suggestions for sustainability enhancements when preparing an event and assembling stands, during the event itself, during disassembly, and for recycling of materials. Working with experienced trade fair and stand construction contractors further supports an effective event life-cycle.



The innovative revitalisation of the CCH – Congress Center Hamburg placed great emphasis on the implementation of sustainable development right from the planning stages. The new CCH meets all relevant current standards. Its smart features make it one of Europe's largest, most advanced congress centres. This includes an air conditioning system which uses the natural cooling effect of the adjacent Planten un Blomen Park to cool down the building during the summer months, eliminating the need for technical cooling equipment. This will conserve large amounts of energy. The goal has been to make this building sustainable at all levels and to earn 'Gold Status' in the certification system of the German Society for Sustainable Construction (DGNB). This would be the highest status any existing building can achieve.

The certification system accounts for the following properties, which are weighted nearly equally to create a meaningful overall assessment:

- economic quality
- ecological quality
- sociocultural and functional quality
- technical quality
- process quality



*CCH Entrance Hall
© Hamburg Messe und
Congress / Planung Arbeits-
gemeinschaft agnLeusmann
mit TIM HUPE Architekten*

By using 100 % green electricity as well as residual heat from a district heating network, the congress centre minimises the environmental impact of its event-related energy needs. Furthermore, the heating provider will gradually switch to regenerative energy sources in future.

By practising waste separation during events and ensuring proper recycling, the amount of waste is minimised while returning valuable resources to the productive material cycle. The service-booking-shop is gradually shifting to sustainable services. For example, a certified, fully recyclable cradle-to-cradle floor carpeting system has been offered as of 2022.



The HMC vehicle fleet is increasing its share of state-of-the-art electric carts and cars with a minimum emissions classification of Euro 5 – 6 while also successively converting to hybrid vehicles.

The positive impact of innovations becomes evident in HMC's CO₂ balance sheet. Throughout all of these measures, HMC stakeholders are consulted, informed and encouraged to provide feedback.

Also refer to: "Our Contribution to The United Nations' 17 Sustainable Development Goals"



Key Performance Indicators to Criterion 10

G4-FS11

Percentage of Assets Subject to Positive and Negative Environmental or Social Screening.

Hamburg Messe und Congress GmbH (HMC) holds financial assets in the form of shares in affiliated organisations and stakes in other companies.

Shares in affiliates:

By agreement, HMC has been Exclusive Limited Partner of MOLITA Vermietungsgesellschaft mbH & Co. Objekt Messe Hamburg KG, established on 09-02-2004, with a contribution in the amount of €10,000, which corresponds to the amount guaranteed and the share capital of the company. This arrangement, which was legally necessary in connection with the new exhibition halls, is not subject to screening based on environmental or social factors.

Investments held:

By an agreement dated 12-08-2020, and following commercial screening, HMC acquired a share of one third in HH Tower Betreibergesellschaft mbH. The purpose of the company is the construction and operation of an entrance building, interior finishing and operation of the observation rotunda, and operation of public lifts at and inside Heinrich-Hertz Tower which is situated on the plaza in front of the HMC fair site. Furthermore, the company may operate additional property and hold events there. Business operations have not commenced as yet.



Criteria 11 – 12 Sustainability Aspects

Criteria 11 – 13 ENVIRONMENT

Criterion 11

The company discloses the extent to which natural resources are used for the company's business activities. Possible options here are materials, the input and output of water, soil, waste, energy, land and biodiversity as well as emissions for the life cycles of products and services.

Usage of Natural Resources

The greatest ecological impact is caused by:

1. Surface area [m²]
2. Waste, especially non-recyclable waste [m³]
3. Electricity [kWh]
4. Heating/cooling [kWh]
5. Transport of arriving and departing trade fair and congress customers [t CO₂]

The sealed terrain covered by the exhibition halls and site and the CCH is the greatest resource in the day-to-day operations of Hamburg Messe und Congress GmbH (HMC). This is why one of Europe's largest herbaceous plant rooftop gardens was created on the roof of Hall H of the CCH – Congress Center Hamburg. Its purpose is to recreate some of the biodiversity and rainwater seepage surface.



*Aerial view of the fair site
© Hamburg Messe und
Congress / H. G. Esch,
Ingenhoven Architects*

The waste generated during trade fairs and congresses is disposed of by HMC's contractors as required under applicable regulations. Exhibitors are provided with separate waste containers enabling them to separate waste types for proper recycling. The HMC "[Green Guidelines for Exhibitors To Ensure An Eco-Friendly Exhibition](#)" were created to raise exhibitor awareness. The fee for the disposal of residual waste is higher to encourage exhibitors to minimise non-recyclable waste.

The office paper used in the administration building is 100 % FSC-certified. Ongoing digitalisation measures are expected to further reduce paper waste (implementation of the "paperless office" – for example, digital minutes from meetings are implemented using SmartSheet).

To reduce its CO₂ footprint, HMC uses 100% green electricity and heats its building nearly exclusively using residual heat from the district heating network, which will become more eco-friendly in future.



Regarding mobility, HMC is currently working on developing new options and implementing improvements. Electric carts, including the required re-charging infrastructure, are in use, and all fossil fuel-powered cars have an emission classification of at least Euro 5 – 6. This is consistent with the “Guidelines For The Procurement Of Vehicles With Low CO₂ And Other Noxious Emissions” (Leitlinie für die Beschaffung von Fahrzeugen mit geringen CO₂- und Schadstoffemissionen), which HMC has subscribed to under the Climate Partner Agreement to minimise emissions. From mid-2021, HMC’s company cars will be successively converted to hybrid vehicles. Beginning in 2022, numerous e-car charging stations will be installed in HMC’s indoor car parks as part of the ELBE project.

Visitors have the option to travel to the HMC premises using a subsidised and CO₂-free Deutsche Bahn train ticket. The same applies to exhibitors. Furthermore, gathering at one large, central venue to present goods and services avoids multiple supplier and customer journeys across the country to offer or inspect products because all interested parties can be together at the same time and place. A single trip to a central meeting place of all exhibitors reduces emissions by avoiding individual trips to each exhibitor.

The indicators relating to resource utilisation are detailed in Key Performance Indicators 11 – 12.

Also refer to: “Our Contribution to The United Nations’ 17 Sustainable Development Goals”





Criterion 12

The company discloses what qualitative and quantitative goals it has set itself with regard to its resource efficiency, in particular its use of renewables, the increase in raw material productivity and the reduction in the usage of ecosystem services, which measures and strategies it is pursuing to this end, how these are or will be achieved, and where it sees there to be risks.

Resource Management

Sustainability, as Hamburg Messe und Congress GmbH (HMC) understands it, includes “[...] a development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (Brundlandt definition from the Report of the World Commission on Environment and Development, 1987).

Climate protection plays a key role in this context. Climate protection is per se sustainable, and not just at the ecological level. Avoiding major climate change creates stability and ensures long-term success at the social and economic levels, as well.

HMC is an organiser of leading global trade fairs which are linked to sustainability. One of these trade fairs is WindEnergy Hamburg, which showcases regenerative energy sources. But HMC not only provides a central meeting place to third parties (such as Heldenmarkt, a trade fair for sustainable consumption) but has adopted internal principles of operational climate protection in its Climate Protection Policy, as well [refer to Criterion 6].

Climate protection is consequently a core concern from the perspective of corporate responsibility, as well. This is another reason HMC as a public-sector company is committed to doing its share to implement the climate protection policy set forth by the Senate of the Free and Hanseatic City of Hamburg (FHH), and to contributing on a permanent basis.

To this end, HMC supports numerous continuous initiatives towards implementing the principles of climate protection. An excerpt:

General initiatives

- Sustainability Officer & internships focusing on sustainability for planning, monitoring and reporting
- Internal sustainability concept and goals as of 2021
- Climate Partner Agreement since 2019
- Eco-Partner (UmweltPartner) of the City of Hamburg since 2019
- Member of the Air-Quality Partnership since 2020
- Green Guidelines for Exhibitors To Ensure An Eco-Friendly Exhibition
- Guidance For Ecologically Responsible Procurement / Guidelines For Organising Events Sustainably
- “Pakadoo” packet delivery service to reduce CO₂ emissions locally
- Energy Scouts: Further education programme for trainees since August 2020



Waste

- Waste separation in the administrative sector and at events according to the Commercial Waste Management Ordinance
- Waste incineration according to the strict standards of the Federal Clean Air Act
- Glass and old batteries are collected centrally for proper recycling
- Digital signage and advertising
- Reduction of waste quantities (e.g. IT equipment recycling)
- Inclusion of exhibitors in waste management responsibility and waste avoidance measures (carpeting, pre-manufactured exhibition stands) a. o. through raising awareness

Office supplies and administration building

- Gradual implementation of ‚paperless office‘ / 100 % FSC-certified or recycling paper
- Reusable kitchenware only (‘‘Glass instead of plastic’’)
- Green IT
- Digitalisation, cloud-based solutions

Soil and water



aerial view of the fair site and surroundings
© Hamburg Messe und Congress / www.falconcrest.com

- Reduction of traffic areas and sealed surfaces (park enlargement: biodiversity, space for recuperation)
- Limitation of road salt use to absolute minimum
- Herbaceous rooftop garden above Hall H: Reduces water consumption, provides water for adjacent park and creation of green areas (biodiversity)
- CCH uses water-saving fittings to reduce water consumption, including flushing water
- CCH uses special water filters allowing it to serve tap water as drinking water (reduces use of plastic and saves transport costs)
- Ecologically and economically sound cleaning concept (Eco-friendly cleaning agents, water conservation, monitoring of cleaning activities to avoid environmental hazards)



Energy and fuels

- Reduction of power consumption (e.g. "Switch Me off" signs on light switches since 2021)
- CO₂ Balance Sheet
- Energy audit according to German Energy Services Act (EDL-G)
- 100 % renewable electricity since 2011
- Compliance with Energy Saving Ordinance of 2014 (exhibition halls)
- Efficiency Class A
- On-site electric carts and charging infrastructure
- Use of daylight instead of electric light whenever possible
- Retrofitting of energy-efficient technology (e.g. LED lighting, motion detector-controlled light switches in corridors, illumination and media equipment)
- Company-owned staff bicycles
- Successive conversion of company cars to hybrid vehicles

Heating / cooling

- 99 % recovered waste heat from the district heating network
- Heat recovery from ventilation systems
- Ventilation and air conditioning systems controlled separately for each hall
- UVC air sanitation systems (Halls B1 to B4, East and South entrances)
- CCH: temperature inside the building during operations is controlled hall by hall and adjusted for the respective building section and season
- CCH: Air-conditioning takes advantage of the natural cooling effect of the adjacent 'Planten un Blomen' Park

Additionally at CCH

- Air quality control:
 - onatural ventilation (from Planten un Blomen Park)
 - oair quality can be adjusted for number of attendees
 - oguaranteed air moisture, high air throughput
- Contaminants:
 - oexclusive use of DGNB-certified construction materials
 - ocompliant disposal of contaminated legacy construction material



The Sustainability Officer regularly reviews all implemented and planned measures, supported by the Sustainability Project Team. Further visions and optimisation potential are being developed. The implementation status of measures is reported regularly to the Executive Board. Furthermore, HMC reports its (planned) savings to the Climate Central Office, the initiator of the Climate Partner Agreement. No internal intermediate quantitative targets have been defined in addition to the FHH saving targets (refer to Climate Plan).

HMC considers its own use of resources and that of its service partners as substantial and is committed to improving the efficiency of its material and energy use steadily. Furthermore, HMC requires its contractors to comply with all applicable environmental and social standards.

One of the key risks in HMC’s business operations in terms of natural resources is proper recycling. Ensuring proper separation and recycling of waste is a highly complex task in many trade fairs and events. Exhibitors are required to give preference to reusable materials and adhere to waste separation rules. One example of sustainable material use is the provision of reusable carpeting tiles for events. In addition, certified cradle-to-cradle carpeting is offered as of 2022.

Another perpetual risk in terms of high consumption of natural resources (especially fuels) is associated with the transport of exhibitors, congress participants and visitors to and from the premises. It is not up to HMC to dictate a particular means of transport. All HMC can do is raise awareness and provide incentives (such as discounts for train passengers) (for the results of a scientific study on enhanced integration of public transport in event ticket prices please refer to reporting year 2019).

Also refer to: “Our Contribution to The United Nations’ 17 Sustainable Development Goals”





Key Performance Indicators to Criteria 11 – 12

GRI SRS-301-1

Materials Used

	2020	2019
Cleaning supplies (sustainable and ecologically compatible)		
Sanitary cleaning agent [Liters]	110	420
Neutral cleaning agent [Liters]	160	650
Office supplies (FSC certified)		
Copy paper A4 (80g/m ²) [sheets]	400,000	1,000,000
Business cards on both sides (5.5 x 8.5 cm à 300 g/m ²) [pcs.]	8,000	66,050
Envelope A4 (120g/m ²) [pcs.]	6,000	4,000
Mailers (– various sizes) [pcs.]	/	278,000
Complete stands (Here one can choose from four stand construction packages (Standard, Comfort, Business, Premium). In addition, reusable materials such as furniture, spotlights, etc. can be booked.)		
Area [m ²]	1,527	4,396
Single-use carpet [m ²]	1,527	4,396
Single-use wall paneling [m ²]	72	777
Carpet tiles One carpet tile corresponds to 1 m ² or 0.25 m ² and is reused on average 25 times. It is cleaned by a machine specially designed for this purpose.		
Area [m ²]	33,472	212,910
Corresponding weight [t]	100	639
The values are dependent on years in which events are strong or weak. Corona-related deviations are possible.		



GRI SRS-302-1

Energy Consumption

	2020	2019	2018
Green electricity [kWh]	6,011,005	10,043,128	11,999,346
Residual district heat [kWh]	5,135,331	6,556,458	6,934,810
Gas [%]	41,286	31,886	44,012
<p>Since 2017: no values for CCH due to the revitalization. The values are dependent on the weather, years when events are strong or weak, and energy-related renovations. 2020: Corona-related effects (hardly any event business, defective temperature regulator).</p>			

GRI SRS-302-4

Reduction of Energy Consumption

Compared to previous year	2020	2019	2018
Green electricity [%]	-40.1	-16.3	+7.6
Residual district heat [%]	-21.7	-5.4	-3.9
Gas [%]	+29.5	-27.6	+29.1
<p>Since 2017: no values for CCH due to revitalization. The values depend on the weather, years when events are strong or weak, and energy-related renovations. 2020: Corona-related effects (hardly any event business, defective temperature controller).</p>			

GRI SRS-302-3

Water Withdrawal

	2020	2019	2018
Water [m ³]	17,332	31,771	29,958
<p>Water use is limited to sanitary facilities, the pantries, cleaning purposes and catering (drinking water). Fresh water is obtained directly from the supplier Hamburg Wasser. Since 2017: no values for CCH due to revitalization. The values are dependent on the weather, years when events are strong or weak, and energy-related conversions. 2020: Corona-related effects (hardly any event business).</p>			



GRI SRS-306-2

Waste

	2020	2019	2018
Packaging / plastic [m ³]	85.0	28.6	28.6
Glass [m ³]	0.48	1.10	0.72
Residual Waste [Mg]	117.3	954.0	1,388.0
Paper [Mg]	5.4	18.0	25.8
Wood [Mg]	4.8	206.0	280.5
Halogen free machining emulsion [Liters]	1,550	n/s	4,600
Batteries [kg]	n/s	163,0	630,0
Used equipment containing chlorofluorocarbons e. g. refrigerators [pcs.]	8	5	6
Fluorescent tubes	n/s	520,0	180,0
Electronic waste [Mg]	n/s	1.1	n/s
Monitores [pcs.]	n/s	n/s	n/s
Fire extinguisher [pcs.]	12	n/s	n/s
Used tires [pcs.]	8	n/s	n/s
Insulation material KMF [cbm]	4.0	n/s	n/s
Coal tar tarry products [Mg]	26.4	n/s	n/s
Bitumen mixtures [Mg]	44.2	n/s	n/s
mixed construction and demolition waste [Mg]	434.0	3,1	n/s
Bulk waste [Mg]	6.8	n/s	n/s
Concrete [cbm]	425.0	n/s	n/s
Brick [cbm]	88.0	n/s	n/s
Paints and varnishes with the exception of 080111 [kg]	209.0	n/s	n/s
Paints and varnishes containing solvents [kg]	193.0	565.0	842.0
<p>The values are dependent on years in which events are strong or weak. Corona-related deviations are possible. Some values may be due to construction work or retrofitting, such as the switch to LED lighting in the Lagerstrasse parking garage or the renovation of the parking garage West ceiling at Halls A3/A4.</p> <p>The waste disposal method is determined by the disposal company and recycled in a standard and professional manner. Waste separation is a given.</p>			



Criterion 13

The company discloses the GHG emissions in accordance with the Greenhouse Gas (GHG) Protocol or standards based on it and states the goals it has set itself to reduce emissions, as well as its results thus far.

Climate-Relevant Emissions

The three most significant emission sources at Hamburg Messe und Congress GmbH (HMC) are (1) heating and cooling the exhibition halls, (2) the supply of electricity to the exhibition halls, the CCH and the administration building, and (3) the mobility of exhibitors, visitors and participants of trade fairs and congresses.

Since 100 % of the electricity consumed by HMC is green electricity from renewable sources, the associated greenhouse gas emissions are low. Compared with the average German electricity mix, this reduces HMC's greenhouse gas emissions by 5,800 metric tonnes of CO₂ equivalent annually.

A factor of significant climate relevance, however, is the use of recovered waste heat from the district heating network which is coal-powered. The heat it generates is first supplied to other consumers, then to HMC where it passes through heat exchangers. This form of heating could be described as 'heat recycling'. It is a good long-term option, especially since the City of Hamburg owns the district heating network and is planning to substitute the legacy high-greenhouse gas incineration stations with regenerative energy sources.

Quantifying emissions from event-related transport is a challenging task. Since it can only be approximated based on random surveys, it is impossible to provide more than estimates of these emissions.

In 2020, HMC prepared an event-independent CO₂ balance sheet for the year 2019, supported by an external consultant. This CO₂ footprint is based on data covering facility management, employee mobility, business trips, procurement, and company logistics pursuant to the generally accepted GHG Protocol (Scope 1 – 3). This data has enabled HMC to identify significant emission reduction potential. The largest emission source is externally-generated heat (37.9 %). The second most significant item is emissions from the heating and cooling supply chain (18.2 %). Third in line is the electricity supply chain, at 13.7 %. A CO₂ compensation scheme cannot be proposed feasibly in the current pandemic-induced economic situation. The pilot project further indicated that the data collection procedure as well as data quality need to be improved to achieve a more precise result. A calculation of the "footprint" for 2020 and 2021 is not carried out, as the volume of emissions was strongly influenced by the pandemic. The calculation of the carbon footprint is planned next for 2022. HMC intends to collect additional data needed for the CO₂ balance sheet in connection with events in the longer term.

In its Climate Protection Master Plan, the Hamburg Senate has proclaimed its target to reduce CO₂ emissions by at least 95 % by the year 2050 compared to 1990 levels. As an intermediate goal, the measures detailed in the 2030 Action Plan intend to reduce CO₂ emissions by 55 % by 2030. Hamburg's public sector organisations are expected to achieve climate neutrality by 2040.



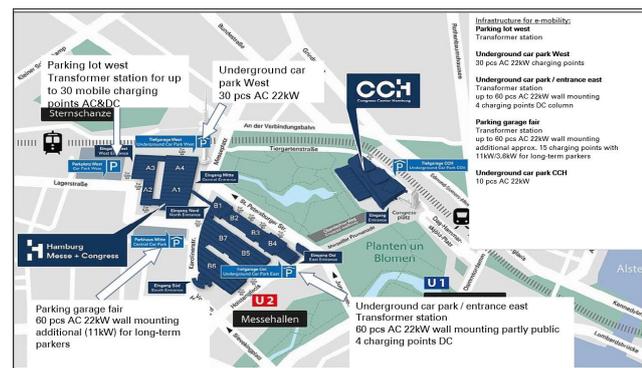
Progress towards the FHH climate targets are tracked continuously, and it is intended to make a positive contribution to the reduction of noxious emissions. The Executive Board and the Sustainability Officer are continuously monitoring the ongoing measures taken to reduce greenhouse gas emissions.

To achieve the climate protection goals set by the Hamburg Senate for 2030 (intermediate goal), the Industrial Transformation Pathway outlined in the Climate Plan calls for a combined CO₂ emission reduction from Hamburg's entire business sector by 5.5 m tonnes compared to 1990 levels.

Under the Climate Partner Agreement (since 2018), HMC and 15 other public-sector companies have agreed to adopt a first-mover role by committing to reducing their CO₂ emissions by 140,000 tonnes annually. The baseline year for greenhouse gas emissions as documented in the Agreement is 2012. Additional initiatives towards increasing HMC's contribution to emission reduction include HMC's commitment as an Eco-Partner (UmweltPartner) of the City of Hamburg, and its membership in the Air-Quality Partnership.

What is more, HMC invests in technology enabling significant CO₂ reductions on a regular basis, including:

- Energy optimisation of air ventilation fans in late 2017 (enabling CO₂ reductions of 28.113 tonnes),
- Retrofitting LED lighting in the Lagerstrasse indoor car park in 2019 (enabling CO₂ reductions of 94.257 tonnes),
- Installation of e-car charging stations as of 2022



*Charging infrastructure plan
© Hamburg Messe und Congress*

Future CO₂ balance sheets will provide further input supporting HMC's efforts to monitor its climate-relevant data.

Future emission reductions will strongly focus on the emission sources described above. Since the composition of both, the electricity supply and the district heating are dictated by the shareholder, HMC sees its primary responsibility in optimising the efficiency of its energy consumption.



A good example for further emission reductions is the cooperation with the logistics provider Pakadoo, an HMC contractor since 2018. Pakadoo allows HMC employees to have their personal online orders shipped directly to the place of employment. This ensures that deliveries will never be missed and the number of failed delivery attempts is minimised. The collaboration with Pakadoo has avoided approximately 1.67 tonnes of CO₂ emissions in 2020. This figure encompasses 1,802 individual packet deliveries, with one packet assumed to avoid 924 grams of CO₂ emissions. This is an innovative way to reduce traffic in cities while protecting the climate.

Further major measures taken to reduce climate-related emissions include:

- CCH-revitalisation: the new building is cooled using air from the adjacent park (refer to Criterion 10)
- Mobility concepts: e. g. lorry slot system used by the logistics provider (refer to Criterion 10)
- Improved public transport connections and ticket discounts; company-owned staff bicycles (refer to Criteria 2, 4, 12)
- CO₂-free trips to and from the fair site using the Event Ticket offered by the German rail company (bahn.corporate; refer to Criterion 4)
- State-of-the-art vehicle fleet, hybrid vehicles, electric on-site carts including charging infrastructure based on the "Guidelines For The Procurement Of Vehicles With Low CO₂ And Other Noxious Emissions" (Leitlinie für die Beschaffung von Fahrzeugen mit geringen CO₂- und Schadstoffemissionen) (refer to Criterion 11)
- Compensation of business flights as well as travel management through HANSALOG (refer to Criterion 3)

Also refer to: "Our Contribution to The United Nations' 17 Sustainable Development Goals"





Key Performance Indicators to Criterion 13

GRI SRS-305-1 (siehe GH-EN15)

Direct GHG-Emissions (Scope 1)

	<u>2020</u>	<u>2019</u>	<u>2018</u>
Fleet [t CO ₂]	23.53	32.49	33.52
Gas [t CO ₂]	7.51	5.80	8.01
Since 2017: no values for CCH due to revitalization. The values are dependent on the weather, years when events are strong or weak, and energy-related conversions. Corona-related deviations are possible.			

GRI SRS-305-2

Energy Indirect GHG-Emissions (Scope 2)

	<u>2020</u>	<u>2019</u>	<u>2018</u>
Green electricity from hydro-power [t CO ₂]	15.92	26.57	31.75
Residual district heat [t CO ₂]	1,602.22	1,829.25	2,177.53
Since 2017: no values for CCH due to revitalization. The values are dependent on the weather, years when events are strong or weak, and energy-related conversions. Corona-related deviations are possible.			

GRI SRS-305-3

Other Indirect GHG-Emissions (Scope 3)

Scope 3 of ‚Other Indirect Emissions‘ at HMC primarily comprises items such as service partner trips to and from the premises as well as transport of exhibitors and visitors to and from events. A potential method to document these emissions and a compensation approach are being investigated.

In 2020, the most important service partners were asked to provide information on the frequency of trips, distances travelled, and means of transport used for HMC’s CO₂ balance sheet.

In a scientific study conducted in 2019, visitors of two events were asked in a random survey (n = 335) about their means of transport to and from the respective event (also refer to the 2019 sustainability report under GRI SRS-305-3: Other Indirect GHG Emissions (Scope 3) in the database or on pages 39-40 of the CI document which can be found on the [HMC Website](#)).



GRI SRS-305-5

Reduction of GHG-Emissionen

- Energy optimisation of air ventilation fans in late 2017 (enabling CO₂ reductions of 28.113 tonnes),
- Retrofitting LED lighting in the Lagerstrasse indoor car park in 2019 (enabling CO₂ reductions of 94.257 tonnes)

Criteria 14 – 20 SOCIETY

Criterion 14

The company reports on how it complies with nationally and internationally recognised standards relating to employee rights as well as on how it fosters staff involvement in the company and in sustainability management, what goals it has set itself in this regard, what results it has achieved thus far and where it sees risks.

Employment Rights

As a public-sector company, Hamburg Messe und Congress GmbH (HMC) is fully aware of the responsibility it bears for the city of Hamburg and its region. HMC is committed to ensuring fair, just and respectful interaction with its employees.

Occupational safety is a matter of great importance to HMC. HMC is constantly working on protecting its employees as effectively as possible while minimising the number of accidents or eliminating them altogether.

HMC will continue making every effort to protect its employees against hazards and accidents through measures such as on-site training using the sam® e-learning system. All (100 %) employees are required to take these on-site training courses on a regular basis.

A company can only operate sustainably and successfully as long as its employees remain healthy. To ensure the long-term well-being of our team, HMC has introduced a multifaceted health management programme. For example, the internal HMC-Academy offers stress prevention courses. In addition, HMC regularly holds Health Days which provide instructions on physical exercise and healthy nutrition. Staff sport groups, medical care by the company physician, company-owned bicycles and support for active participation in a variety of athletic events complete the picture. Another health-related initiative is the annual free influenza immunisation campaign.

A good work-life balance is the very basis for long-term health and well-being. Therefore, HMC offers a flexible working time scheme which includes flexitime, part-time and remote working arrangements. Employees may also take a sabbatical if desired. In 2020, 232 employees were working full-time and 81 employees were working part-time. Because of the pandemic, all employees were able to work remotely, at least temporarily. No sabbaticals were taken.

HMC's work arrangements help employees reconcile their family duties with their job responsibilities and allow parents to perform their professional tasks more easily. These efforts have earned HMC the Hamburg Family Seal award several times.



During the pandemic year 2020, protecting the health of the workforce was the top priority at HMC. The pandemic, which brought the entire event business to a complete halt, harboured the risk of layoffs. By applying the Collective Agreement Governing Short-Time Work For Members Of The Federation Of Municipal Employer Associations (TV COVID) as well as the COVID-19 Applied Collective Agreement (Anwendungstarifvertrag COVID 19) in conjunction with the Company COVID-19 Short-Time Agreement, employment relationships at HMC were protected in an optimal way. A shut-down of operations in April 2020 and the initiation of short-time work from May 2020 secured and protected the jobs at HMC. Furthermore, all affected employees were quickly provided with the means required for remote work. The HMC crisis management group is in charge of ensuring that hygiene rules and occupational safety and health measures, such as social distancing, are adapted to changing conditions whenever appropriate. As of 2021, additional preventive measures will be taken to guide employees healthily through the coronavirus pandemic. For example, employees will be offered regular testing as well as a programme to enhance physical resilience.



*Exhibition foreground
© Hamburg Messe und
Congress / Michael Zapf*

HMC is committed to enabling and maintaining a transparent, open flow of communication with its employees. Regular newsletters, a bulletin board and the company intranet are all available to employees as sources of comprehensive, relevant, current information. Contact persons for all matters are announced so employees know at all times where to turn with their concerns. Employee interests are advocated by the works council and the trade union. Throughout the pandemic, communication with employees was kept alive through initiatives such as digital town-hall-meetings and digital works meetings.

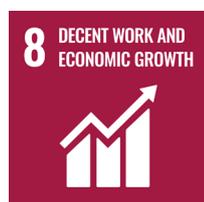
The German Minimum Wage Act (Mindestlohngesetz, MiLoG) went into effect on 01 January 2015, and the current Free and Hanseatic City of Hamburg (FHH) Collective Agreement took effect on 02 March 2019. HMC pays its employees at least the statutory minimum wage and fully complies with the stipulations of MiLoG.



As a wholly-owned subsidiary of the Free and Hanseatic City of Hamburg (FHH) HMC additionally commits to awarding public contracts for construction and other services exclusively to contractors who agree in writing, at the time they submit a proposal, to compensate their employees for the work to be rendered at least as stipulated in Section 5 of the Hamburg Minimum Wage Act or in the applicable, mandatory collective agreement under the German Posted Workers Act.

HMC does business internationally through its International Events (Auslandsveranstaltungen) department. HMC organises joint exhibition stands (German pavilions) at international trade fairs world-wide. HMC's International Department has comprehensive trade fair experience on five continents, offering a full range of services from a single source, from taking care of all preparations in Germany through to overseeing the exhibition activities at the fair site. HMC supports exhibitors on site before and during international events, including stand assembly activities, ensuring that everything is ready at the proper time. All applicable employee rights are complied with as a matter of principle. During official German joint trade fair engagements (with German ministries as the principal), HMC's International Department staffs information areas and lounges with hosts and hostesses subject to German employment standards, such as maximum working hours, breaks etc. International staff whose selection is outside of HMC's influence (e.g. those working for stand construction companies) are typically national or regional contractors selected by the relevant federal ministries in an RFP process, applying appropriate selection criteria.

Also refer to: "Our Contribution to The United Nations' 17 Sustainable Development Goals"





Criterion 15

Das Unternehmen legt offen, wie es national und international Prozesse implementiert und welche Ziele es hat, um Chancengerechtigkeit und Vielfalt (Diversity), Arbeitssicherheit und Gesundheitsschutz, Mitbestimmung, Integration von Migranten und Menschen mit Behinderung, angemessene Bezahlung sowie Vereinbarkeit von Familie und Beruf zu fördern, und wie es diese umsetzt.

Equal Opportunities

Equal treatment and openness for diversity characterise a culture of just, fair and mutually respectful interaction in a spirit of cooperation among all people on the job.

Hamburg Messe und Congress GmbH (HMC) adopted Diversity as one of its guiding principles as early as 2008. Diversity and equal opportunities are key goals pursued by all Human Resources functions at HMC. These efforts prioritise equal professional opportunities for women and men as well as inclusion of people with disabilities. Furthermore, HMC places emphasis on ensuring a good work-life balance.

HMC has joined the German "Diversity Charter", thereby committing to creating a working environment that is free of prejudice and discrimination on the basis of sex, religion, sexual identity, nationality, ethnic or social origin or convictions. HMC employs people from more than 10 different nations across all age groups. Showing mutual respect and valuing each individual are principles that define how people treat each other at HMC. To reflect this in spoken and written communication while implementing gender-sensitive language at HMC, Corporate Communications will gradually take steps to raise awareness and promote inclusion at this level as elsewhere. The corporate website currently includes a 'gender-note'.

For the same purposes HMC employs an Equality Officer.

In addition, all employees are required to participate in regular training on the German General Equal Treatment Act (AGG) and the Code of Conduct.

For its active commitment to these principles, HMC received the "Helga Stödter Award for Mixed Leadership" from the Hamburg Chamber of Commerce in 2015. HMC was lauded for its high share of female employees in management positions, among other criteria. The Supervisory Board consists of five women and seven men in compliance with the Hamburg Act For The Equal Treatment Of Women And Men In Public Service (Hamburgisches Gesetz zur Gleichstellung von Frauen und Männern im öffentlichen Dienst, Gleichstellungsgesetz-HmbGleiG), which aims to ensure a share of at least 40 % of women employees. In addition, HMC is constantly developing new working arrangements to help employees reconcile their family with their job responsibilities, for example by offering remote work, an adaptable flex-time system, and part-time schemes so parents can fulfil their professional duties more easily. These efforts have earned HMC the Hamburg Family Seal award several times.



During the revitalisation of the new CCH – Congress Center Hamburg a barrier-free architectural design concept based on current standards (DIN 18040) was defined jointly with representatives of organisations dedicated to promoting inclusion. To achieve a barrier-free congress building, HMC implemented a ‘multi-sensory’ concept throughout the building. This includes features such as stair-free access, reduced counter and handrail heights, a floor-integrated guiding system, and automated stairs and platform lifts. Furthermore, key information panels in Braille and tactile profile lettering have been installed to assist visually impaired and blind persons.

Fair compensation is something HMC considers as a matter of course. HMC is committed to complying with the German Minimum Wage Law (Mindestlohngesetz, MiLoG) for all employees as well as all cooperating companies (refer to Criterion 14).

HMC believes that the satisfaction of its workforce as evidenced in the employee survey, along with the awards received for its employee-friendly policies, indicate that these goals have been achieved successfully.

Also refer to: [“Our Contribution to The United Nations’ 17 Sustainable Development Goals”](#)



Criterion 16

The company discloses what goals it has set and what measures it has taken to promote the employability of all employees, i.e. the ability of all employees to participate in the working and professional world, and in view of adapting to demographic change, and where risks are seen.

Qualifications

Training young talent is the foundation of any stable, sustainably-operating company. As a public-sector company and part of the business community in the Free and Hanseatic City of Hamburg (FHH), HMC has been actively supporting young people’s professional development by providing them with training opportunities for many years. At any given time, there are approximately 18 trainees at HMC who work in five different technical and commercial disciplines. Every year HMC hires six former trainees on average as permanent employees. In addition, HMC offers internships to university students studying in combined work-while-studying programmes, including specialised thesis tutoring where desired.



This is one of the reasons HMC has earned the "5-Star Seal" in the competition "Hamburg's Best Companies For Trainees" on several occasions. Since 2020, trainees have been able to participate in the Energy Scouts project offered by the Hamburg Chamber Of Commerce. This opens up further education opportunities in the field of energy and resource efficiency / preservation which aims to build awareness of matters at the interface of technology and ecology. HMC trainees carried out a project called "Ist der Energieverbrauch im Keller" (paraphrased: When Energy Consumption Hits Rock Bottom), which dealt with retrofitting LED lights in the exhibition halls and earned them second place in a competition. Fostering young talents is an important task considering the ageing population in our society.



Energy scouts with their trainer and the management team
© Hamburg Messe und Congress

HMC places great emphasis on strengthening the individual skills of all employees while supporting their personal development continually. This led to the establishment of the HMC-Academy which, apart from promoting health, has become HMC's core resource for personnel development. Every year it offers a multifaceted catalogue of training opportunities tailored to suit the given needs. With the advisory support of experienced personnel development experts, HMC offers volunteer training courses imparting technical soft skills, organisational methodologies or negotiation skills, leadership workshops, stress management classes and much more (for the number of hours of training and further education programmes refer to KPI GRI SRS-404-1).

Since digitalisation and Social Media are often challenging for older employees, there is a growing need for appropriate skills. Several new training courses are dedicated specifically to these two topics to make sure all employees are sufficiently qualified to handle new trends in their personal and professional lives. Examples include:

- Fit for Digital: Coping with the digital transition successfully
- Successful with Social Media – Workshops for beginners and advanced users
- Leading digitally – Leadership 4.0 (How can we as leaders manage the accomplishments and challenges of the digital age?)



To better evaluate these further education programmes, HMC plans to implement a suitable assessment tool. The goal for 2020 was for the HMC Academy to offer 21 elective further education courses. Under pandemic conditions it was possible to hold seven of them digitally.

Apart from offering non-compulsory training courses, HMC expects employees to take regular online courses addressing relevant topics such as data privacy, fire protection, occupational safety, general non-discrimination etc. These and other subject matters are being taught on a regular basis using the business training tool sam®. All (100 %) employees are under obligation to take these training courses on a regular basis. This helps ensure the highest levels of safety and employability for HMC's staff. Compliance with training requirements is monitored by supervisors. In 2020 the compliance quota was at 62.5 %. To improve this relatively low participation rate, several measures have been taken, such as setting-up an automated reminder feature and notifying supervisors about inadequate compliance so they can encourage participation. From 2021 the e-learning tool sam® and the HMC-Academy will both provide training and seminars on the basics of operational sustainability.

Whenever HMC is able to hire its former trainees as qualified, enthusiastic future employees, this helps mitigate the risks inherent in the demographic shift while ensuring high-quality skill sets through providing optimal support to young talents. The Energy Scouts program encourages young employees to support the more experienced ones in addressing an especially urgent concern, thereby enhancing intergenerational collaboration.

As for safety and health management, other risks are overcome by HMC's meticulous tracking and updating its regular, mandatory training curriculum. To ensure compliant conduct on company premises, HMC underpins its training programmes by providing relevant fact sheets on the intranet, which can likewise help prevent accidents. The safety of employees as well as service and other business partners is a top priority at HMC. It is ensured by implementing continuous qualification programmes.

Another risk, employee dissatisfaction, would be reflected by a high staff turnover. In 2019, the employee turnover figure for all of Germany as published by the Federal Labour Agency was more than 33 %, expressed as the average of all employment relationships initiated and terminated relative to the total number of existing employment relationships subject to social insurance contributions during the year. At HMC, employee turnover was as low as 3.8 % in 2019 (not counting trainees or persons on long-term sick leave). This justifies assuming a high level of employee satisfaction, which was further confirmed in an employee survey 2019. The next such survey is planned for 2023.



Also refer to: “Our Contribution to The United Nations’ 17 Sustainable Development Goals”



Key Performance Indicators to Criteria 14 – 16

GRI SRS-403-9

Work-Related Injuries

GRI SRS-403-10

Work-Related ill Health

Work-Related Injuries

- 0 reportable travel accidents
- 2 work-related accidents

Work-related invalidities

- No documented cases

GRI SRS-403-4

Worker Participation on Occupational Health and Safety

Both internal and external employees were consulted for the hazard assessment of technical equipment. For the years 2019/2020, this includes:

- Lifts, escalators, district heating transfer stations, refrigeration/air conditioning equipment, cooling towers, fire extinguishing equipment, ventilation equipment, low-voltage main distribution enclosures, medium-voltage equipment, emergency power systems, sub-distribution systems, doors and gates.

In addition, general information on occupational safety (mainly in connection with the coronavirus pandemic) was distributed to all employees. General information is also posted on-site in buildings. Each individual employee was trained using the e-learning tool sam®.

Of two planned classroom training courses on operating working platforms, only one could be carried out due to the pandemic. Every year, all external service partners receive an advisory notice instructing them to comply with general requirements and regulations. They are required to return to HMC a written statement confirming the receipt of the notice, and related instruction of their staff.



Occupational health and safety meetings take place at quarterly intervals. They are attended by the members of the executive board, safety managers, safety officers, Human Resources, the works council as well as various facility and group managers from the technical departments at the Exhibition and CCH divisions.

GRI SRS-404-1

Average Hours of Training

In 2020, the average hours of training and further education per employee is 4.9 hours. The reason for this is the coronavirus pandemic and the resulting education funding cuts.

All employees participated in internal or external education and training courses. (Please note: Following a transition to digital formats, employees were able to participate in several training courses.)

- Participant gender ratio: Female – 209, male – 123
- Ratio of hierarchical levels: 34 managers, 276 non-exempt employees, 22 trainees

GRI SRS-405-1

Diversity

HMC has 332 employees (including employees on parental leave and long-term invalids). These include two corporate executives (both male), 34 managers, and 22 trainees.

Gender ratio (according to full-time equivalents):

- 209 female (63 %)
- 123 male (37 %)

As per 31 December 2020, HMC employs 124 full-time equivalents among women, and 110 full-time equivalents among men. Accordingly, the share of female full-time equivalents is 52.9 %.

Age structure and distribution:

- Below 20: 1.8 %
- 20 – 29: 10.8 %
- 30 – 39: 24.1 %
- 40 – 49: 27.4 %
- 50 – 54: 16.6 %
- 55 – 59: 9.6 %
- Above 60: 9.6 %



The HMC staff includes a total of 14 women in leadership roles, or 12.88 full-time equivalents. There are a total of 20 men in leadership positions, or 20 full-time equivalents. The share of female management-level employees is 39.18 % of the full-time equivalents.

The Supervisory Board consists of five women and seven men in compliance with the Hamburg Act For The Equal Treatment Of Women And Men In Public Service (Hamburgisches Gesetz zur Gleichstellung von Frauen und Männern im öffentlichen Dienst, Gleichstellungsgesetz-HmbGleiG).

In 2020 the ratio of severely disabled employees was 4.45 %. This is equivalent to an average 14.8 employees with a disability.

Whenever required, the statutory equalisation fees in accordance with the German Severely Handicapped Act are paid.

GRI SRS-406-1

Incidents of Discrimination

There were no incidents of discrimination during the 2020 reporting period. Employees are free to contact the Equality Officer, Works Council or their superiors with any concerns.

Criterion 17

Human Rights

The company discloses what measures it takes, strategies it pursues and targets it sets for itself and for the supply chain for ensuring that human rights are respected globally and that forced and child labour as well as all forms of exploitation are prevented. Information should also be provided on the results of the measures and on any relevant risks.

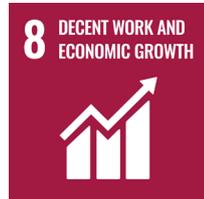
HMC's commitment in this context relates to Criterion 15, "Equal Opportunities".

As a public-sector organisation, HMC is committed to ensuring fair compensation (conforming to MiLoG), occupational safety and health, compliant business conduct, and privacy protection.

Striving to set a positive example, HMC considers it as absolutely essential to comply with all human rights. As a member country of the European Union and the United Nations, the Federal Republic of Germany has committed to the observance of human rights in international, multilateral treaties. Compliance with German law therefore implies adherence to human rights. Therefore, HMC does not see any current risk of human rights violations in the course of its business activities. HMC expects its business partners to demonstrate the same commitment as a basis for long-term cooperation. It is one of HMC's permanent goals to review its existing and new contracts on a regular basis and counting unfavourable aspects as more severe factors when selecting new business associates. When making relevant decisions, HMC uses the Hamburg Tendering Act (HmbVgG) and the "Guidance For Ecologically Responsible Procurement" (German only) as guidance. No quantitative goals are being set, apart from an unconditional commitment to compliance with applicable law.



Please also refer to: [“Our Contribution to The United Nations’ 17 Sustainable Development Goals”](#)



Key Performance Indicators to Criterion 17

GRI SRS-412-3

Investment Agreements Subject to Human Rights Screenings

As a public-sector company HMC is committed to complying with all legal obligations set forth by the Senate of the City of Hamburg. Applicable human rights-related laws and regulations include, without limitation, the General Data Protection Regulation (GDPR), the German Minimum Wage Law (Mindestlohngesetz, MiLoG), the Hamburg Tendering Act (HmbVgG) and others. HMC has had a Data Protection Officer since 1999.

Since the coming into force of MiLoG, HMC, as a subsidiary of FHH, has awarded public contracts for construction and other services as well as public service concessions exclusively to contractors who signed an appropriate agreement when submitting their tender, pursuant to Section 3 of the Hamburg Tendering Act (HmbVgG).

The most recent random audit of individual service contract awards for the years 2017/2018 was conducted by the Internal Auditing Department in 2019. This audit confirmed that the contracts had in essence been awarded lawfully. As a result, a “Self Declaration of Compliance with Minimum Wage Provisions” became a binding clause of all contracts, rather than a separate standard document as in the past. Furthermore, contractors were requested to submit appropriate proofs of compliance. 80 % complied. Audits are carried out regularly.

HMC’s own Self-Declaration has been published on the HMC website under [“The company / Corporate Social Responsibility / Declaration on minimum wages”](#).

HMC did not transact any investments in 2020 that required human rights auditing.



GRI SRS-412-1

Operations Subject to Human Rights Reviews

HMC operates a single place of business (Messeplatz 1, 20357 Hamburg) and no other sites. Regarding audits, please refer to GRI SRS-412-3.

GRI SRS-414-1

New Suppliers Subject to Social Screening

When selecting services, social criteria are duly considered.

For contracts for work and services, new business partners must complete and sign a Deed Of Release / Self-Declaration Of Compliance With Minimum Wage Provisions.

In 2019, the Internal Auditing Department conducted a review whether all contractual partners had submitted this declaration. Furthermore, contractors were requested to submit appropriate proofs of compliance. 80 % complied. Please refer to GRI SRS-412-3.

GRI SRS-414-2

Social Impacts in the Supply Chain

HMC adheres to the "Guidance For Ecologically Responsible Procurement" (German only) issued by the City of Hamburg.

This means that when selecting potential contractors, HMC gives preference to regional providers (such as caterers or office supply companies) wherever this is economically feasible. Furthermore, the most recent screening of HMC's service contractors with multi-year contracts (for services such as cleaning, stand construction, security etc.) for their sustainability strategies was conducted in 2019.

No negative social consequences were found to result from their activities.

Criterion 18

The company discloses how it contributes to corporate citizenship in the regions in which it conducts its core business activities.

Corporate Citizenship

As a wholly-owned subsidiary of the Free and Hanseatic City of Hamburg (FHH), Hamburg Messe und Congress GmbH is fully aware of its special significance and responsibility. HMC takes this responsibility conscientiously within the region and beyond.

HMC places great emphasis on acting on its social responsibility. HMC employees have supported the "herz as – hoffnungsorte Hamburg" foundation with donations and volunteer services in cases of need since 2008. "herz as" is a place of hope for homeless people where they can turn to. Homeless people can call there anonymously and use a variety of services including consulting.



In addition, HMC has been cooperating with the "Hamburger Tafel e. V." network of food banks for several years. During the trade fair INTERNORGA exhibitors are given the opportunity to donate food.

Apart from trainee positions, HMC offers internship positions to university students year-round. If so requested, interns are given expert advice in support of their final theses.

HMC is a key economic factor for the region [refer to Criterion 2]. This was confirmed by a study conducted by the Munich-based ifo Institute of Economic Research in 2016.

What is more, sustainability is one of the selection criteria when choosing service partners. HMC's catering partner largely relies on organically grown, regional and seasonal foodstuffs.

Finally, employees participate in sports events with a sustainable background with great enthusiasm. For example, HMC organises teams for joint, free participation in the MOPO team relay race or the initiative "Stadtradeln – Radeln für ein gutes Klima" (City Cycling – Cycling For A Good Climate).

Please also refer to: "Our Contribution to The United Nations' 17 Sustainable Development Goals"



Key Performance Indicators to Criterion 18

GRI SRS-201-1

Direct Economic Value Generated and Distributed

Information about direct economic value generated and distributed by HMC can be found in the relevant business reports of Hamburg Messe und Congress GmbH (HMC) and its shareholder, HGV.



Criterion 19

All significant input relating to legislative procedures, all entries in lobby lists, all significant payments of membership fees, all contributions to governments as well as all donations to political parties and politicians should be disclosed by country in a differentiated way.

Political Influence

As a public sector organisation which is always in the public eye, Hamburg Messe und Congress GmbH (HMC) operates according to the rules of its political environment. HMC is determined to maintain and strengthen its positive image. It conducts its business based on applicable legal stipulations, the rules of peaceful coexistence, and ethical standards, all of which impose a wide range of obligations on the organisation and its employees.

Therefore, in fulfilling its public obligations, HMC contributes to the implementation of the political goals of the Senate of Hamburg. Some of the most important guidelines to be implemented at this time include the Climate Protection Act / Climate Protection Plan and the Hamburg Code of Corporate Governance (HCGK). In pursuit of these goals, HMC remains committed to sustainability and the reduction of CO₂ emissions.

Furthermore, the stipulations of the 2017 version of the Industrial Waste Ordinance (Gewerbeabfallverordnung, GewAbfV) are relevant with regard to the obligation to separate, recycle and pre-treat waste from commercial operations. The underlying goal is to improve the reuse of waste from events. Additional relevant legal stipulations HMC complies with include the German Minimum Wage Law (Mindestlohngesetz, MiLoG) and the Hamburg Tendering Act (HmbVgG).

To ensure future compliance with legal requirements and their effects on HMC's development, HMC maintains a constant dialogue with the Free and Hanseatic City of Hamburg (FHH) and its authorities. HMC places great emphasis on creating and maintaining a cooperative and open relationship with all relevant authorities.

As a public sector organisation, HMC is generally subject to a zero political donations policy. This precludes any political influence-taking through political party donations. This principle is part of the Corporate Compliance Programme.

HMC's interests as a trade fair organisation are mainly represented by AUMA, the Exhibition and Trade Fair Board of the German Industry (Ausstellungs- und Messeausschuss der Deutschen Wirtschaft e.V.), one of the key representatives in the political sphere.



Other relevant association memberships include:

- Hamburg Chamber Of Commerce (Handelskammer Hamburg, HK)
- Society for Voluntary Monitoring of Trade Fair and Exhibition Statistics (Gesellschaft zur freiwilligen Kontrolle von Messe- und Ausstellungszahlen, FKM)
- Community Of Interest Of German Industry Fair And Exhibition Cities (Interessengemeinschaft deutscher Fachmessen- und Ausstellungsstädte, IDFA)
- UFI The Global Association of the Exhibition Industry
- Society of Independent Show Organizers (SISO)
- Association of Event Venues (AEV)
- Hamburg Industry Association (Industrieverband Hamburg, IVH)
- Partnership for the Environment (UmweltPartnerschaft)
- Climate Partner Agreement (Klima-Partner-Vereinbarung)
- Annual reporting to the management

Also refer to: “Our Contribution to The United Nations’ 17 Sustainable Development Goals”



Key Performance Indicators to Criterion 19

GRI SRS-415-1

Criterion 20

The company discloses which measures, standards, systems and processes are in place to prevent unlawful conduct and, in particular, corruption, how they are verified, which results have been achieved to date and

Political Contributions

Zero political donations policy, a constituent part of the Corporate Compliance Programme: As a wholly-owned subsidiary of FHH, Hamburg Messe und Congress GmbH (HMC) does not make any (political) donations, whether nationally or international.

Conduct that Complies with the Law and Policy

Compliance includes adherence to all laws, regulations and guidelines as well as all applicable contractual obligations. The term Compliance denotes that every single individual, from employees and the Executive Board to the Supervisory Board, the Principal, and through to suppliers, exhibitors and visitors, is expected to follow all applicable legal stipulations in the course of business. HMC consequently respects applicable laws and expect its employees and business partners to do the same.



where it sees there to be risks. The company depicts how corruption and other contraventions in the company are prevented and exposed and what sanctions are imposed.

To combat and prevent corruption and other unlawful conduct, the HMC Executive Board introduced a Compliance Management System (CMS) comprising the Corporate Compliance Programme, regular training courses, a Compliance Officer and other measures.

In March 2020, the Hamburg Senate Committee for Public Sector Organisations passed a Compliance Guideline for public-sector companies. The Compliance Guideline is a logical extension of the obligatory Hamburg Code Of Corporate Governance (HCGK) which has been in effect since 2009.

Furthermore, compliance and anticorruption are expressly included in the applicable collective labour agreement (TV-AVH, Section 3(2)):

"Employees are prohibited from accepting any rewards, gifts, commissions or other favours in connection with their work. No exceptions are permissible unless expressly approved by the employer. Any employee who is offered such a favour is under obligation to notify the employer without delay."

Since many different parties interact in the context of an event, there is a certain risk of non-compliance and corruption. HMC counteracts this risk by ensuring transparency, providing sources of information, and consulting with its Legal Department.

All employees receive regular compliance and anticorruption training through the e-learning system sam®. The Compliance Programme and the Operations Manual are freely available to all employees on the intranet, true to the concept that knowledge and accountability are keys to success. Both arise from strict obedience to the law and ethical conduct. It takes regular study of the subject to build the required awareness and sensitivity.

All employees are required to report violations of the Corporate Compliance Programme and other applicable provisions to their supervisors or the Compliance Officer without delay (duty to report). Violations may be reported anonymously.

HMC will ensure that no employee will suffer any reprisals as a consequence of reporting a violation. Supervisors are required to conduct regular checks proactively and engage in conversations with their employees.

Violations may be penalised in a variety of ways, including reprimands, claims for damages, and through to termination.

The ultimate goals of compliance are to minimise risks and damage to the organisation and to increase the efficiency of operations.



In summary, Compliance at HMC is implemented by:

- Enactment of a Corporate Compliance Programme (in force since 17-12-2008)
- Written commitment to the Corporate Compliance Programme when joining the company
- Creation of an intranet page addressing the issue (Glossary/Compliance)
- Incorporation of compliance into the HMC Operations Manual
- Appointment of a Compliance Officer (since 09-01-2008)
- Compliance Training (periodic)

Also refer to: “Our Contribution to The United Nations’ 17 Sustainable Development Goals”



Key Performance Indicators to Criterion 20

GRI SRS-205-1

Operations Assesed for Risks Related to Corruption

HMC has two corporate divisions, the trade fair division Hamburg Messe (HM) and the Congress Center Hamburg (CCH). The CCH is currently undergoing revitalisation and not operational. Therefore there are currently no risks associated with the CCH. The Hamburg Messe division is subject to periodic audits as part of the multi-year revolving auditing schedule of the Internal Auditing Department which includes Compliance and Anticorruption. No major corruption risks have been found to date.

GRI SRS-205-3

Incidents of Corruption

There was no corruption case in the year 2020.

The Employment Contract, Collective Labour Agreement and HMC Corporate Compliance Programme prohibit employees from requesting, accepting, offering or granting any personal favours that are directly or indirectly linked to their professional duties, in particular in the context of initiating a business deal, or awarding or executing a contract, whether with a private individual, a business or a legal entity under public law.



GRI SRS-419-1

Non-Compliance with Laws and Regulations

HMC was not penalised with any fines or non-monetary sanctions in 2020. For non-compliance cases please also refer to: "GRI SRS-205-3: Incidents of Corruption".



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Messeplatz 1
20357 Hamburg
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Local Court HRB 12054
VAT no. DE811214125
Phone: +49 40 3569 - 0

Power of representation:
Bernd Aufderheide (President and Chief Executive Officer), Uwe Fischer
Chairman of Supervisory Board: State Secretary Andreas Rieckhof

Responsibility for content in line with § 55 section 2 of the State Broadcas-
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Karsten Broockmann – Head of Public Relations department

Realization & Execution

Content:
Sabine Off – Internal Audit – Sustainability Officer
Hannah Kindler – Internal Audit – Working Student Sustainability

Graphics:
HMC intern
Sabrina Neumann, MVG-S

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Hamburg Messe und Congress GmbH
P.O. Box 30 24 80 · 20308 Hamburg
Messeplatz 1 · 20357 Hamburg
Germany

Phone +49 40 3569 0
Fax +49 40 3569 2203
info@hamburg-messe.com · info@cch.de
hamburg-messe.com · cch.de