

# Sustainability Report 2019



# Declaration of Conformity

**Hamburg Messe  
und Congress  
GmbH**

## Reporting Year

2019

## Indicator Set

GRI SRS

## Contact

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# General Information

## The Ideal Connection

Hamburg Messe und Congress is a full-service provider with outstanding service in organizing and conducting national and international exhibitions and conferences.

87,000 m<sup>2</sup> of hall space at one of the most advanced exhibition sites in the world with an outstanding location for ideal logistics. Right at the center of Hamburg – a growing city, and one of the most beautiful in the world. With a flourishing economy in a green setting, rich in culture and tradition, with excellent quality of life and good prospects for the future.

Located just a few minutes' walk from the Hamburg Messe fair site, the CCH - Congress Center Hamburg is one of Europe's biggest convention centers. It has been undergoing comprehensive modernization and remodeling since January 2017. With 12,000 m<sup>2</sup> of exhibition space, 12,000 m<sup>2</sup> of foyer space and 12,000 seats in up to 50 halls, the new CCH will be an ideal venue for the varying requirements of today's conventions and events when it reopens in 2021.



# Criteria 1-10: Sustainability Policy

## Criteria 1-4 concerning STRATEGY

### Criteria 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) stands for responsible, sustainable management and includes economic as well as ecological and social aspects.

HMC is committed to sustainable practices in all its business operations. The award of the Free and Hanseatic City of Hamburg (FHH) as "European Green Capital 2011" is until today understood as a special obligation.

As a 100 % subsidiary, the HMC contributes to the implementation of the FHH Senate's climate protection policy. The HMC has laid out the principles of the corporate climate protection policy in [climate protection guidelines](#).

Sustainability and responsible action are integral parts of the corporate culture at HMC. These are at the basis for its stakeholder's trust. It always strives for sustainable solutions, be it as a trade fair organizer, as an employer or as a ground operator.

The basis of the overarching corporate strategy is set by the HMC code developed by the management ("trust, responsibility and willingness to perform"), the integrated corporate compliance program, the appointment of compliance-, equality- and climate protection- officers as well as the appropriate training of all employees.

HMC's corporate responsibility extends across numerous economic, ecological and social fields of action: The HMC's concern is to pursue issues such as climate and environmental protection or compliance, occupational safety and data protection alike next to responsible, sustainable business practices. This particularly includes sustainable energy supply and energy efficiency.

Already in 2009, the HMC anchored the protection of the climate as incremental, long-term task in its business policy [see also criterion 6 for details]. The aim is to show how every employee can contribute to protecting the climate in their daily work. The HMC is led by the idea that climate protection can not only be promoted through large-scale projects, such as the conversion to LED-lighting in the exhibition halls and parking lots, which significantly reduces its energy consumption. It is rather the numerous smaller measures through which the HMC and its employers can reduce the emission of air pollutant in their daily work. Not least, the HMC can, through the events, provide exhibitors, visitor and the public with suggestions for technical solutions and processes that contribute to climate protection. Meanwhile it can as well raise awareness of the need to treat natural resources with care.



By updating its climate plan of action and by passing a new climate protection law at the end of 2019, the Senate set two decisive courses in order to achieve Hamburg's climate goals. By 2030, CO<sub>2</sub> emissions are expected to decrease by 55 %. The city aims to reduce emissions by at least 95 % by 2050 in order to achieve climate neutrality. The climate plan describes the responsibility and the respective CO<sub>2</sub> reduction targets in the sectors "transport", "private households", "trade, services, trade" and "industry". It contains a large number of concrete measures that should lead to the necessary reduction in CO<sub>2</sub> emissions by 2030. The draft of the new climate protection law creates a binding legal framework for this. The HMC makes its best possible contribution to the FHH's climate goals.

From January 01<sup>st</sup>, 2020 the topic of sustainability will be mandatory in the Hamburg Corporate Governance Code (HCGK) for enterprises of the public sector. Moreover, the HMC also orientates itself towards the United Nations' 17 Sustainable Development Goals (SDGs), with the aim of uniting economic, ecological and social concerns. The HMC feels committed to such sustainable action in all areas and considered this as a fundamental component of its corporate culture. Detailed information about the measures taken according to each SDG is published on the HMC [website](#).

## Criteria 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 100% subsidiary of the Free and Hanseatic City of Hamburg (FHH), Hamburg Messe und Congress GmbH (HMC) is obliged to fully implement the FHH's goals and objectives, thereby always fulfilling its responsibility towards society and the city of Hamburg. In this sense, public companies have a material responsibility to secure a wide variety of infrastructures and to provide special services to the population (Outside-In).

The exhibition grounds and the CCH - Congress Center Hamburg - of the HMC are centrally located in the second largest city in Germany, right next to the park Planten un Blomen. The good connection to public transport and the proximity to the city center offer advantages for employees, visitors, exhibitors and the general public (Outside-In). According to a 2016 study by the Munich ifo Institute for Economic Research, the activities of HMC permanently secure 4,124 jobs only in Hamburg. Following this study, the macroeconomic (direct and indirect) purchasing power effects triggered by the events in Germany amount to around 734 million € for services, retail, gastronomy and cultural events. Around 56 % of this influx of purchasing power will be effective in Hamburg (411 million €) and around 44 % in the rest of Germany (323 million €). 658,000 overnight stays alone can be directly attributed to the activities of the HMC. Every year there are more than 40 trade fairs with up to 15,000 exhibitors and around 700,000 visitors (Inside-Out).



From an ecological point of view, however, this also entails significant risks with regard to waste generation, which inevitably occurs in the trade fair and congress business. That is why HMC is committed to reducing waste, among other things, so that unavoidable waste can, to the greatest possible extent, be recycled and properly disposed of (Inside-Out).

In addition, the ground is sealed by a trade fair and exhibition area of 87,000m<sup>2</sup>. In return, measures such as the green roof of Hall H of the Congress Center Hamburg (CCH) (“one of the largest rooftop gardens in Europe”) provide for more infiltration area, biodiversity and an expanded irrigation facility for the adjacent park (Inside-Out).

Furthermore, emission-intensive travelling often plays an essential role in the event industry (Inside-Out). However, the HMC’s inner-city location ensures short connection routes, especially on foot and by public transport. This leads to less traffic and fewer emissions (Outside-In). Effective sustainability management is intended to create and communicate further incentives for low-emission travel in the future.

The topic of sustainability has thus also reached the exhibition and congress industry. Ultimately, sustainability is an essential standard by which HMC as an exhibition and congress company is increasingly being measured. HMC has actively contributed to a more sustainable development within the last years. The main sustainability topics are identified by the sustainability officer together with the cross-departmental sustainability project group and coordinated with the management. The regular meetings with the partners of the environmental partnership (UmweltPartnerschaft), the climate partner agreement (Klima-Partner-Vereinbarung) and the air quality partnership (Luftgütepartnerschaft) broaden the perspective.

### Criteria 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

The Free and Hanseatic City of Hamburg (FHH) pursues the achievement of industry-specific goals with every public enterprise. The objectives set for the individual public companies can be found in particular in the “target images” passed by the Hamburg Senate. These serve as guidelines for the management of the public companies. Hamburg Messe und Congress GmbH (HMC) is committed to the requirements of the Hamburg Senate.

Protecting the environment and the climate is an important goal. With the “climate protection master plan”, the Senate has declared its goal of reducing CO<sub>2</sub> emissions by at least 95 % by 2050 compared to 1990 levels. The measures of the 2020 action plan are intended to achieve an interim goal of reducing CO<sub>2</sub> emissions by 40 %. In this context, the HMC aims, in the short and medium term, at determining the ecological effects of its corporate existence by means of a CO<sub>2</sub>-balance. Accordingly, the carbon footprint will be determined for the first time in 2019 by



the climate protection officer. The cooperation with a service provider (ClimatePartner) ensures the achievement of the goal and the validity of the data collected.

The priority of the other main goals is based on three sustainability measures to be pursued according to the Hamburg Corporate Governance Code (HCGK):

1. For 2019, HMC will publish a qualitative sustainability report for the first time according to the criteria of the DNK.
2. Another short- or medium-term goal that HMC is committed to as a public enterprise is the complete compensation of all air travel. The importance of compensation for flights results from the high emissions that are caused by air travel. Starting 2020, all data on business flights will be recorded through climate-conscious travel management with the help of the travel service provider HANSALOG and neutralized via compensation payments. The compensation amounts are collected promptly and paid to the environmental authorities. Further details can be found in the administrative regulation for the Hamburg Travel Expenses Act.
3. In 2019/20, the HMC wrote down its contribution to the United Nations' 17 Sustainable Development Goals (SDGs) for the first time in accordance with the HCGK. The orientation towards the globally recognized SDGs helps to unite economic, ecological and social concerns. HMC feels committed to such sustainable action across all areas. Detailed measures and objectives for each SDG will be available to the general public from August 2020 on the company's [website](#).

Aside from that, it is also planned to involve HMC employees more in environmental and climate protection by offering appropriate sustainability training at the HMC-Academy in the future.

Since 2009, the responsibility for all sustainability goals in the area of environmental and climate protection lies with the appointed climate protection officer of HMC. The climate protection officer is supported by a cross-departmental "project group Sustainability". The climate protection officer reports directly to the upper management as a staff unit. More objectives in addition to meeting the environmental objectives of the FHH:

- CO<sub>2</sub> reduction
- Operation resource conservation
- E-filling stations
- Switch to LED-lamps



- Innovative and future-oriented corporate management (e.g. digital transformation)
- Promotion and protection of workers by:
  - High quality education and training
  - Attractive working conditions
  - Occupational safety
  - Compliance

## Criteria 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

For the definition of the value chain of the Hamburg Messe und Congress GmbH (HMC) the display of Kopeinig and Gedenk (2005) from the “Kölner Kompendium der Messewirtschaft: das Management von Messengesellschaften” (“Cologne Compendium of the Trade Fair Industry: Management of Trade Fair Companies”) is used. Accordingly, the value chain can be divided into three phases: before, during and after the exhibition.

The core business of HMC lies in the service of organizing in-house, guest and foreign events: “the spatial and time-based bringing together of visitors and exhibitors [...] the presentation of industries, companies and products” (Kopeinig and Gedenk, 2005, p. 231). In addition, there are separate services in the three phases, which are provided according to the “make-or-buy principle” by the HMC themselves or outsourced in cooperation with service partners. These are either primary activities (1) such as the assessment of demands, design and planning, sales or execution. Or they are secondary support activities (2) such as accounting and controlling, data processing, facility management (cleaning, security, maintenance, etc.). In some cases, the secondary activities will be outsourced. In the case of HMC, for example, a cleaning company is ordered to keep the halls and the administration building clean (facility management).

**Before** the event, there are travel and services such as stand construction, marketing, and logistics. In cooperation with Deutsche Bahn, the visitors and exhibitors are enabled to CO<sub>2</sub>-free travelling. When building the stands, reusable stand concepts and carpet tiles are used if possible and experienced stand construction companies are hired. In addition, the logistics service provider’s truck control system was adapted to optimize traffic on the exhibition grounds and thus reduce emissions (CO<sub>2</sub> and noise).



**During** the event there are technical services, human resources, catering or hotel services. The technology should always correspond to the current state-of-the-art and function as energy-efficiently as possible. Concerning the gastronomy, HMC generally aims at, for example, outsourcing the service to partners who have a gastronomic sustainability concept. They pay close attention to regional, seasonal and organic food and adjust the number of people as precisely as possible to avoid food waste or converts it into biogas.

**After** the event, similar to before the event, stand construction, logistics and travel services are again required, as well as e.g. an after-sales service.

A well-known problem of trade fairs and congresses is the waste that arises during construction, during events and during dismantling. HMC works with innovative service partners to reduce waste. These include the before-mentioned examples of waste-reducing measures in trade fair construction, namely the use of carpet tiles as reusable flooring and complete stands for exhibitors. The carpet tiles can be used in many ways and can be used for furniture upholstery afterwards through a recycling. The complete stands for the exhibitors can also be reused several times and do not have to be disposed of after only one use; this conserves valuable resources.

As a 100 % subsidiary of the Free and Hanseatic City of Hamburg (FHH), HMC also orients itself to the "Guide to environmentally friendly procurement and sourcing".

The HMC relies on transparent dialogue and awareness rising. Against this background, HMC 2019 questioned its service partners for the first time about their sustainability concepts.

The top management is convinced that climate protection must be understood as a cross-sectional task in order to be able to make economically justifiable progress. It therefore considers it imperative to anchor climate protection as a task at all stages of the value chain and to take it into account in the business activities of HMC, always from an economically viable point of view. This principle has been laid down in the climate protection concept since 2009.



## Criteria 5-10 concerning PROCESS MANAGEMENT

### Criteria 5

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

### Responsibility

The compliance and climate protection officer is responsible for the coordination of the issues of compliance and environmental / climate protection.

Further social issues of occupational safety or health management are assigned to the organisational units of technology, facility management and human resources at the operational level. The equal opportunities officer works in the legal department.

The central responsibility is assigned to the top management, who receives all information directly from the operational level. Investment projects (e.g. conversion to LED lighting, construction of e-filling stations) are also examined by the shareholder (HGV) and the supervisory board.

For optimal networking in the individual organizational units, a sustainability project group has been put together, in which there is regular exchange on sustainability issues.

### Criteria 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, sustainability is divided into the various organisational units (compliance, purchasing, climate / environmental protection, personnel, law and technology) of Hamburg Messe und Congress GmbH (HMC).

Until now, the ecological activities have been monitored by the management and the supervisory board in the form of an annual internal sustainability report as well as by the shareholders.

Important requirements and guidelines for the HMC's actions include the Hamburg Corporate Governance Code (HCGK) [see criterion 03 for details], the corporate compliance program of the HMC [see criterion 20], the guideline for environmentally compatible procurement of the Free and Hanseatic City of Hamburg (FHH), relevant legal requirements [see criterion 20] and the FHH climate plan.

The guide for green events (Hamburg environmental checklists) was also provided as an aid to orientation for planning and implementing events. HMC also refers its exhibitors to the specially created "guidelines for an ecological, sustainable trade fair appearance". Sustainability is anchored in the organizational manual through the HMC corporate-compliance-program. The organizational manual is binding for all employees.



In addition, the HMC already formulated its [climate protection principles](#) in 2009.

1. We acknowledge our responsibility for climate protection.
2. We understand climate protection as a management responsibility. All executives at HMC are required to contribute to achieving our climate protection goals.
3. We believe that climate protection starts at the workplace. All staff are therefore required in their daily work to contribute to reducing greenhouse gas emissions.
4. We regard climate protection as an increasingly important field of activity. Our business goals are therefore not in conflict with, but rather in keeping with climate protection.
5. We comply with the legal requirements on climate protection. As a company that is committed to climate protection, we aim to reduce greenhouse gases in our business activities by more than what the law requires.
6. We intend to monitor our climate protection activities continuously, and to improve them as far as possible.
7. Climate protection is an important activity for society. We therefore wish to maintain a dialogue with our employees, our Supervisory Board, our shareholder, our customers and suppliers and with the general public on climate protection in the conference and exhibition sector. We take questions, suggestions and criticisms seriously.

## Criteria 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 control and compare the environmental and climate impact at HMC, a quantitative sustainability report has been prepared annually since 2009. This report documents factors such as the amount of waste and the CO<sub>2</sub>-emissions from the use of electricity, heat and mobility. The data for this is based on the numerical management of approx. 2000 meters for electricity, heating / cooling and water.

Starting 2020, an externally tested CO<sub>2</sub>-balance (for 2019) will be carried out with the aim of validating CO<sub>2</sub>-compensation options. The balance includes emissions from facility management, employee mobility, business travel, procurement and in-house logistics in accordance with the recognized GHG Protocol (Scope 1-3). A tool specially designed for reliability, comparability and consistency ensures data quality.

In addition, every four years employee surveys take place at the HMC. The results of all employee surveys are compared in order to draw conclusions about employee satisfaction along the company.



The HMC also regularly undergoes an energy audit according to EDL-G (Gesetz über Energiedienstleistungen und andere Energieeffizienzmaßnahmen = Law on energy services and other energy efficiency measures), the last one is dated December 04<sup>th</sup>, 2019, and the next one is scheduled in December 2024.

## Key Performance Indicators to criteria 5 to 7

### Key Performance Indicator GRI SRS-102-16: Values

The reporting organization shall report the following information:

- a. A description of the organization's values, principles, standards, and norms of behavior.

The values of Hamburg Messe und Congress GmbH (HMC) are written down in the internal HMC code. The HMC code, which applies to all employees, is part of the organization manual and states that the primary goal of HMC is economic and entrepreneurial success. It is defined by the achievement of ambitious earnings and sales targets, by high indirect profitability, by satisfied customers and shareholders as well as motivated employees and service providers.

The actions of all HMC employees follow the basic values of "trust", "motivation" and "responsibility".

As a 100% subsidiary of the Free and Hanseatic City of Hamburg (FHH), HMC also pursues the objectives of the Hamburg Senate.



## Criteria 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

At Hamburg Messe und Congress GmbH (HMC) there is a monetary incentive system in the form of compensations for services rendered for the employees covered by the collective agreement. The compensation is a variable and performance-based payment in addition to the table remuneration. There is a bonus payment for employees with a special contract.

The amount of the special payments is based on the achievement of previously agreed annual targets. The details can be found in the "Company agreement for the introduction of performance and success-oriented payments and agreement on an operational system".

The target agreements include, for example (extract):

- Implementation of the topic of sustainability in the new CCH, program "Positive Impacts" with the UN guidelines
- Design of a "green book" for the new CCH
- Various goals for employees regarding the topic of energy saving in the halls (determining potential, conversion to LED, better documentation for the allocation of energy consumption) in the area of technology / facility manage

The objectives of the management result from the specifications of the Free and Hanseatic City of Hamburg (FHH). The Management Board may also receive a bonus payment. The remuneration of the members of the management is disclosed in the [HCGK declaration of conformity](#) (the [signed declaration](#) is in german language).

Adding to that, HMC offers non-monetary incentives to encourage HMC employees in particular to be more sustainable. Starting in 2020, the trainees for instance can be trained as so-called "energy scouts" by the Hamburg Chamber of Commerce. In a course lasting several days, they are trained in the areas of energy efficiency and resource conservation in order to use this knowledge to analyze their respective training company for solution-oriented potentials for more sustainability.

The HMC also offers its employees the discounted use of public transport (ProfiTicket) and company bicycles. The HMC has a regular bicycle repair service as well.

In addition to an in-house health day, employees can take part in the "MOPO" relay race every two years free of charge.



## Key Performance Indicators to criteria 8

### Key Performance Indicator GRI SRS-102-35: Remuneration policies The reporting organization shall report the following information:

- a. Remuneration policies for the highest governance body and senior executives for the following types of remuneration:
  - i. Fixed pay and variable pay, including performance-based pay, equity-based pay, bonuses, and deferred or vested shares;
  - ii. Sign-on bonuses or recruitment incentive payments;
  - iii. Termination payments;
  - iv. Clawbacks;
  - v. Retirement benefits, including the difference between benefit schemes and contribution rates for the highest governance body, senior executives, and all other employees.
- b. How performance criteria in the remuneration policies relate to the highest governance body's and senior executives' objectives for economic, environmental, and social topics.

As a 100% subsidiary of FHH, Hamburg Messe und Congress GmbH (HMC) is obliged by the Hamburg Transparency Act to report on the remuneration of the management (see §3 (1) No. 15).

The "Reports on the remuneration of the members of the board of directors and management of Hamburg's public companies" are freely accessible online. The HCGK (Hamburg Corporate Governance Codex) [declarations of compliance](#) since 2013, including management compensation, can also be viewed on the HMC website (the [signed declaration](#) is in german language):

- I. Success-independent components
  - a. Salaries  
Reimbursement of vacation compensation
  - b. Supplementary pension
  - c. Benefits in kind
- II. Success-based component, x variable remuneration
- III. Component with long-term Incentive effect



The 12 members of the Supervisory Board receive an attendance fee per meeting, which is the same in all public companies. Four construction committees, four personnel committees, two finance committees and four supervisory board meetings take place annually. Further information can be found in the "[Supervisory Board Manual for the Representatives of the Free and Hanseatic City of Hamburg](#)".

**Key Performance Indicator GRI SRS-102-38: Annual total compensation ratio**  
**The reporting organization shall report the following information:**

- a. Ratio of the annual total compensation for the organization's highest-paid individual in each country of significant operations to the median annual total compensation for all employees (excluding the highest-paid individual) in the same country.

The ratio of the annual remuneration can be found in the information on personnel expenses in the income statement and in the HCGK declaration of compliance, both in the [2019 annual report](#).

## Criteria 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

"Stakeholder mapping" enables the relevant stakeholders to be identified for the Hamburger Messe und Congress GmbH (HMC). This method supports the systematic identification of the expectations, needs, importance and power of the respective groups. These include the following interest groups:

- Shareholder: Hamburg Gesellschaft für Vermögens- und Beteiligungsmanagement mbH (HGV)
- Free and Hanseatic City of Hamburg (FHH) / authorities
- Employee (as of 31/12/2019: 340, thereof 2 executive managers and 21 trainees; incl. long-time sick employees and employees on parental leave)
- Organisations (especially Ausstellungs- und Messeausschuss der Deutschen Wirtschaft e. V (AUMA.), Interessengemeinschaft deutscher Fachmessen- und Ausstellungsstädte (IDFA) und UFI The Global Association of the Exhibition Industry
- Companies in the Umweltpartnerschaft & Klima-Partner-Vereinbarung
- Exhibitors (Clients, Unions and associations; up to 15.000 annually)
- Visitors (up to 700.000 annually)



- Event organizers
- Business partner
- Service partner
- Society / general public / science

For the CCH - Congress Center Hamburg - the German Convention Bureau e.V. (GCB) and the European Association of Event Centers e.V. (Europäischer Verband der Veranstaltungszentren e.V. - EVVC) are particularly active for the representation of interests, through information events (e.g. Green Meetings and Events Conference) and as strong networkers relevant in the context of sustainability.

As a public enterprise its shareholder (HGV) and the Free and Hanseatic City of Hamburg (FHH) are of particular importance for HMC. For example, the HMC is committed to their guidelines and sustainability goals, such as the Senate's climate goals. Both, in the role of a shareholder and in the performance of supervisory board mandates, the HGV has the task of influencing the achievement of sustainable goals and the public interest at its subsidiaries.

In addition, the HMC is in constant exchange with the authorities of the State of Hamburg (e.g. Authority for Environment, Climate, Energy and Agriculture; Authority for Economy, Transport and Innovation) regarding aspects of sustainability. For example, the opportunity can be taken to participate in information events by the authorities on a wide range of sustainability issues, such as preparing the sustainability report or realizing the climate goals.

Moreover, the employees of HMC also represent an important interest group. Surveys, campaign days and incentives, especially with regard to sustainable mobility, create greater awareness of sustainability among employees. The intranet and newsletter also provide information on current issues and all relevant documents are freely available to all employees. The employees are given the opportunity to express their opinions on the "pin board" in the area of climate protection on the intranet and to the climate protection officer as a contact person. The employees who are part of the cross-departmental project group are particularly involved. In the short to medium term, the dialogue for further development will also be promoted by the trained energy scouts, who can communicate their sound suggestions on energy and resource efficiency.

Organisations are another important external contact group for sustainability management. Therefore, there is a regular exchange especially with the "exhibition and trade fair committee of the German economy e.V." (AUMA.), "The interest group of German trade fair and exhibition cities" (IDFA) as well as the UFI "The Global Association of the Exhibition Industry". AUMA in particular represents the HMC's interests in politics.



Companies in the Climate Partner Agreement (since 2018: Klima-Partner-Vereinbarung) and membership in the Environmental Partnership (since 2019: Umweltpartnerschaft) and the Air Quality Partnership (from 2020: Luftgütepartnerschaft) also represent contacts for the HMC for professional exchange and continuous improvement.

Additionally, the exhibitors represent a strong interest group. This interest group expects a sustainable orientation of the respective event especially with own events like the WindEnergy, the SMM and the INTERNORGA as well as with guest events like the hero market (Heldenmarkt). HMC also offers exhibitors a “green guide” to support their environmentally sustainable event appearance.

Visitors as another strong interest group are involved in visitor surveys and newsletters, too. A special sustainability topic of the visitors represents the topic around the travel.

In the medium to long term, the topic of sustainability should also be integrated into the top management workshops of the HMC. The top management is convinced that climate protection must be understood as a cross-sectional task in order to make progress. It therefore considers it imperative to anchor climate protection as a task at all stages of the value chain and to take it into account in the business activities of HMC. The HMC official website provides information on corporate social responsibility (CSR) for all interested parties.

See also: [“Our Contribution To The 17 Sustainable Development Goals”](#)

- SDG 13: Climate Action
- SDG 17: Partnerships for the Goals

## Key Performance Indicators to criteria 9

**Key Performance Indicator GRI SRS-102-44: Key topics and concerns**  
The reporting organization shall report the following information:

- a. Key topics and concerns that have been raised through stakeholder engagement, including:
  - i. how the organization has responded to those key topics and concerns, including through its reporting;
  - ii. the stakeholder groups that raised each of the key topics and concerns.

The topic of sustainability is responding to a growing interest from exhibitors and visitors in particular. The HMC offers a central meeting point for various leading trade fairs.



In the following, trade fairs and public events with an explicit reference to sustainability are listed, which are increasingly coming to the fore in order to meet the demand from exhibitors, visitors and the industry. The stakeholders should be involved in a participatory manner:

- INTERNORGA - leading trade fair for the entire out-of-home market: urban farming, vegan food, soul food, green packaging, etc.
- WindEnergy - The global on and offshore event: Energy, environmental technology, recycling and disposal: Energy industry (conventional and renewable energies), conference concept #climatefirst, electrification, energy storage and power to-X solutions, security, cybersecurity and digitization, social commitment, jobs and skills
- GET Nord - northern Europe's only joint specialist trade fair for electrical engineering, sanitation, heating and air conditioning (list of offers can be viewed online) Generic terms: Building system technology, electrical and sanitary technology, heating technology, renewable energies, lighting technology, air conditioning, refrigeration, ventilation, pumps and drive technology, plumbing technology, tools and operating equipment, service providers
- oohh! The LeisureWorlds of Hamburg: regional tourism, mobility transition (e-bikes; e-cars), green screen tour (nature documentation).

The most frequently asked concern, especially from guest organizers and congress organizers, is about the measures taken by HMC to make events sustainable. To this end, HMC formulated a summary of the most important measures in the areas of electricity / heating, energy efficiency, logistics, mobility, catering, waste, environmental management, guidelines for exhibitors and partnerships. By the end of 2020, one-pagers with the most important measures will be available online corresponding to the SDGs.



## Criteria 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

The positive social and economic effects of the activities of Hamburg Messe und Congress GmbH (HMC) can be proven by surveys and studies. According to the last employee survey in 2019, employee satisfaction is increasing. A study by the Munich Ifo Institute for Economic Research from 2016 shows the social and economic effects in the region (see criterion 2 for details).

Another project for 2020 and beyond is the digitalization of many processes ("digital transformation"). The ongoing transformation into the new world of work means constant adaptation to the new circumstances and it questions the previous strategies and procedures. For this purpose, a Chief Digital & Information Officer will be appointed in 2020, who will be responsible for the development and implementation of a digital strategy. The development of "digital competences" in personnel has high priority for the HMC and is promoted by the HMC Academy in form of further trainings and workshops. Digitalization will change the work of employees in general and job profiles in particular.

The HMC is committed to the compatibility of family and work. More than half of employees (≈ 56 %) currently use the home office offer.

The effects on the ecological level can be recorded and determined by means of a pronounced numerical management. This makes it possible to inform exhibitors about their consumption or carbon footprint so that they can compensate for their used resources if necessary. In order to reduce emissions when setting up and dismantling the exhibition stands, HMC has been using the logistics partner's slot system for trucks since 2018. Previously, all loading and unloading trucks drove to the exhibition center in an unorganized manner, causing traffic jams, long idle times and running engines. Since 2018, the trucks have been directed to various parking spaces within Hamburg, where they can wait until they are called to the exhibition center for loading or unloading. This saves emissions and time.

The guideline for green trade fairs also calls for more sustainability, from planning to construction, to events to dismantling and subsequent use. Cooperation with experienced trade fair and stand builders facilitates the most effective event cycle possible.

The innovative revitalization of the Congress Center Hamburg (CCH) already focused on the implementation of sustainable development in the planning stage. The new CCH meets the current standards in all respects and has intelligent features that make it one of the most modern and largest congress centers in all of Europe. In the summer months, this includes air conditioning of the building by using the natural cooling function of the Planten un Blomen park, without any technical cooling systems. The aim is to make the building sustainable on all levels. The revitalized congress center is to be awarded gold status



in accordance with the certification system of the German Sustainable Building Council (DGNB). This would be the highest status that can be achieved for existing buildings.

The certification system observes the

- economic quality
- ecological quality
- socio-cultural and functional quality
- technical quality
- and process quality

almost in equal parts, so that a clear overall picture is created.

The use of 100 % green electricity and residual district heating already reduces the negative effects of the high energy consumption during the events. The residual district heating is also to be gradually converted to regenerative sources.

The large amounts of waste caused by the course of the event are to be countered with waste separation and correct recycling so that important resources can be returned to the value cycle.

With regard to the HMC fleet, modern electric carts and cars with a minimum classification of Euro 5-6 are increasingly being used.

The impact of the innovations becomes clear when the quantitative sustainability report is recorded. The stakeholders of HMC are involved in all measures, informed and encouraged to communicate feedback.

See also: "[Our Contribution To The 17 Sustainable Development Goals](#)"

- SDG 9: Industry, Innovation and Infrastructure
- SDG 11: Sustainable Cities and Communities
- SDG 12: Responsible Consumption and Production
- SDG 13: Climate Action



## Key Performance Indicators to criteria 10

**Key Performance Indicator G4-FS11 (report also in accordance with GRI SRS): Percentage of assets subject to positive and negative environmental or social screening. [Link \(Page 38\)](#) (Note: the indicator should also be reported when reporting to GRI SRS)**

As a 100% subsidiary of the Free and Hanseatic City of Hamburg (FHH), Hamburg Messe und Congress GmbH (HMC) has financial assets as a share in affiliated companies. HMC is the only limited partner in the company MOLITA Vermietungsgesellschaft mbH & Co. Objekt Messe Hamburg KG, which was founded on February 9, 2004, with a contribution, which corresponds to the liability amount and the share capital, of € 10,000. This legally necessary construct in relation to the new exhibition halls is accordingly not subject to a selection test based on environmental or social factors.



# Criteria 11-13: Sustainability Aspects

## Criteria 11-13 concerning ENVIRONMENTAL MATTERS

### Criteria 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 effects result from:

1. Sealed ground [m<sup>2</sup>]
2. Waste, especially residual waste [m<sup>3</sup>]
3. Electricity [kWh]
4. Heat / cold [kWh]
5. Mobility: arrival and departure for exhibitions and congress of visitors and exhibitors [t CO<sub>2</sub>]

The sealed area occupied by the exhibition halls / grounds and the Congress Center is the largest resource in the day-to-day work of Hamburg Messe and Congress GmbH (HMC). Therefore, one of the largest perennial roof gardens in Europe was created in 2007 on Hall H at the Congress Center Hamburg (CCH). The goal is to return part of the biodiversity and infiltration areas for rainwater.

The waste generated during the exhibition and congress events – especially residual waste – is recycled and disposed of in accordance with the rules by the HMC service partners. Various waste containers are available for disposal, so that there is the possibility of separating the waste. Paper in the administrative wing is 100 % FSC certified. Paper waste is also to be reduced further in the course of digitization (keyword “paperless office”: an example of this is the digital meeting minutes via Smartsheet).

Moreover, electricity, heating / cooling and water are used both in the administration building and in the exhibition halls / congress center. In order to reduce the carbon footprint of HMC, HMC uses 100 % green electricity and almost exclusively residual district heating, which will gradually become even “greener”.

In terms of mobility, HMC is currently working on potentials and improvements. For example, electric cars are already in operation and all other fuel-powered cars meet at least the Euro 5-6 classification. This is based on the “Guideline for the Procurement of Vehicles with Low CO<sub>2</sub> and Pollutant Emissions”, to which HMC subscribes as part of the climate-partner-agreement (Klima-Partner-Vereinbarung) in order to keep emissions as low as possible.



Visitors already have the opportunity to travel with Deutsche Bahn at reduced prices and CO<sub>2</sub>-free. The same applies to the exhibitors. The joint exhibition of stands at one large, central event location also replaces the fact that providers and interested parties make multiple trips through the country to offer or view products, since everyone can now be on site at the same time. The one-time trip to a central meeting point for all exhibitors ensures emissions savings, as not every exhibitor has to be visited individually.

The corresponding indicators for the resources used are reported in performance indicators 11-12.

See also: [“Our Contribution To The 17 Sustainable Development Goals”](#)

- SDG 7: Affordable and Clean Energy
- SDG 9: Industry, Innovation and Infrastructure
- SDG 11: Sustainable Cities and Communities
- SDG 12: Responsible Consumption and Production
- SDG 13: Climate Action
- SDG 15: Life on Land

## Criteria 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

Hamburg Messe und Congress GmbH (HMC) also understands sustainability as “[...] development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” (Brundlandt definition by the UN World Commission for Environment and Development from 1987).

Climate protection plays a particularly important role here. Climate protection is sustainability, not just on an ecological level. Protection against a rapidly changing climate also ensures stability and long-term success on a social and economic level.

HMC hosts leading exhibitions relating to the topic of sustainability, such as renewable energy sources (WindEnergy Hamburg). However, the HMC not only offers a central meeting point for third parties (e.g. hero market), but has also laid down internal principles of corporate climate protection policy in its [climate protection guidelines](#).

Climate protection is therefore also a central concern for corporate responsibility. As a public company, HMC is also involved in implementing the climate protection policy of the Senate of the Free and Hanseatic City of Hamburg (FHH). This way, the HMC would like to make a positive contribution to the climate protection goals of the city of Hamburg.



To achieve these goals, the HMC supports numerous ongoing measures within the framework of the climate protection principles. Here is an excerpt:

### In General:

- Sustainability officer and intern for planning, monitoring and reporting
- Climate Partner Agreement (Klima-Partner-Vereinbarung) since 2018
- Environment Partner (UmweltPartner) to the city of Hamburg since 2019
- Member of the air quality partnership (Luftgütepartnerschaft) starting 2020
- Green guide for environmentally friendly exhibition appearance
- Guideline for environmentally compatible procurement of the Free and Hanseatic City of Hamburg (FHH)
- Pakadoo packaging delivery to reduce CO<sub>2</sub> Emissions at place
- Energy-Scouts: additional training for trainees starting august 2020

### Waste:

- Waste separation in Offices and at event according to law (Gewerbeabfallverordnung)
- Waste incineration according to strict guidelines of the Federal Emission Protection Act
- Used glass and batteries are collected centrally and returned to the recycling cycle
- Digital signage and displays
- Reduction of waste quantities (e.g. IT recycling)
- Inclusion of exhibitors in waste responsibility and avoidance (carpet, complete stands)

### Office supplies and administrative wing:

- Toward paper-free offices / 100 % FSC / recycled



- Only reusable dishes (“glass instead of plastic”)
- Green IT
- Digitalization, cloud solutions

### Soil and water:

- Reduction of traffic and sealed areas (enlargement of the park: biodiversity and space to relax)
- Extensive elimination/avoidance of road salt
- Perennial roof garden Hall H: Reduce water consumption, create irrigation of the adjacent park and green spaces (biodiversity)
- With water-saving fittings, CCH reduces the water flow values and flushing volumes
- CCH uses filters to serve clean tap water (reduce plastic and transport)
- Ecological and economical cleaning concept (save eco-cleaning agents & water and do not burden it: monitoring)

### Energy and fuels:

- Reduction of electricity consumption
- Corporate carbon footprint / carbon balance
- Energy audit according to EDL-G
- 100 % green electricity since 2011
- Compliance with the Energy Saving Ordinance from 2014 (exhibition halls)
- Efficiency class A
- Electric carts incl. charging infrastructure
- Preference to use daylight instead of electric light
- Conversion to energy-efficient technology (e.g. LEDs, motion detectors in corridors / corridors, CCH lighting and media technology “state of the art”)
- Company bikes



### Warm / cold:

- 99 % residual district heating
- Heat recovery with the ventilation systems
- Ventilation and refrigeration technology for all halls individually controllable
- CCH: operational temperatures in the building adjusted zonally and seasonally in all rooms separately
- CCH: Air conditioning of the CCH using the natural cooling function of the Pflanzen un Blumen park

### Additionally in the CCH:

- Air quality:
  - Natural ventilation (at the Pflanzen un Blumen park)
  - Air quality adjustable according to the number of people
  - Guaranteed humidity, high ventilation rates
- Pollutants:
  - Exclusive use of DGNB-certified construction products
  - Professional disposal when dismantling contaminated sites

In the future, these projects will amortize themselves energetically and in particular will contribute to reducing the exploitation of natural resources.

The sustainability officer - supported by the sustainability project group - regularly checks the implemented and planned measures. In addition, visions and potential are developed. The status of the achievement of all measures is reported to the management on a regular basis in results presentations. Moreover, HMC informs the Climate Control Center (Leitstelle Klima), as the initiator of the climate partner agreement, about the (planned) emission savings. So far, in addition to the saving targets of the FHH (see [climate plan](#)), no other quantitative interim targets have been set.

Resources used by HMC and its service partners are seen as essential. HMC works to continuously improve its material and energy efficiency. HMC also requires its service partners to comply with environmental and social standards.



A significant risk for natural resources of HMC's business may be in the case of repatriation. Ensuring the correct waste separation / recycling is complex for a large number of exhibitors and events. The exhibitors are required to pay particular attention to reusable materials and deliberate waste separation. An example of sustainable material use during an event is reusable carpet tiles that are already in use.

There is also an ongoing risk of high consumption of natural resources (especially fuels) from the arrival and departure of exhibitors and visitors. It is not up to the HMC to determine which means of transport should be used, so the HMC can only create awareness and incentives (e.g. DB discounts). Recently, the increased integration of ÖNPV in the event ticket was examined as part of a scientific work (bachelor thesis). The implementation of a public transport offer for visitors to HMC's own events is a complex undertaking that involves high financial burdens and logistical effort. In return, this mobility concept creates advertising for HMC. The advantage of this concept is the saving of gases that are harmful to the climate, the environment and human health. The success of this concept depends on the willingness of the visitors to switch to public transport. A visitor survey has shown that this is the case for more than half of the visitors. This statement applies to half of the visitors only as long as the public transport offer is free.

See also: ["Our Contribution To The 17 Sustainable Development Goals"](#)

- SDG 6: Clean Water and Sanitation
- SDG 7: Affordable and Clean Energy
- SDG 9: Industry, Innovation and Infrastructure
- SDG 11: Sustainable Cities and Communities
- SDG 12: Responsible Consumption and Production
- SDG 13: Climate Action
- SDG 15: Life on Land

## Key Performance Indicators to criteria 11 to 12

### Key Performance Indicator GRI SRS-301-1: Materials used

The reporting organization shall report the following information:

- a. Total weight or volume of materials that are used to produce and package the organization's primary products and services during the reporting period, by:
  - i. non-renewable materials used;
  - ii. renewable materials used.



### Office Supplies 2019:

- Copy paper (FSC certified and recycled):
  - A4: 1,000,000 sheets (80 g / m<sup>2</sup>)
  - A3: 100,000 sheets (80 g / m<sup>2</sup>)
- Envelopes / mailers (FSC):
  - C6 envelope 204,000 (80 g / m<sup>2</sup>)
  - C4 envelope 34,000 (100 g / m<sup>2</sup>)
  - C4 mailer 10,000 (120 g / m<sup>2</sup>)
  - C4 mailer 10,000 (120 g / m<sup>2</sup>)
  - C4 envelope 20,000 (100 g / m<sup>2</sup>)
- Letterhead:
  - A4: 4,000 pieces (120g / m<sup>2</sup>)
- Business cards on both sides:
  - Business cards on both sides

### Cleaning supplies (sustainable and ecologically compatible)

- Sanitary cleaning agent: 420 liters
- Neutral cleaning agent: 650 liters

### Complete stands

- A total of 4,395.5 m<sup>2</sup> of reusable system stands were built. You can choose from four stand construction packages (Standard, Comfort, Business, Premium). In addition, reusable materials such as furniture, spotlights, etc. can also be booked.
- In the case of the complete stands, carpet (4396 m<sup>2</sup>) and wall paneling (777 m<sup>2</sup>) count as single-use goods.



### Reusable carpet tiles

- In total 212.910,5 m<sup>2</sup> were laid out (638,7 t)
- One carpet tile corresponds to 1m<sup>2</sup> or 0,25m<sup>2</sup> and is reused on average 25 times. It is cleaned by a machine specially designed for this purpose.

### Key Performance Indicator GRI SRS-302-1: Energy consumption The reporting organization shall report the following information:

- a. Total fuel consumption within the organization from non-renewable sources, in joules or multiples, and including fuel types used.
- b. Total fuel consumption within the organization from renewable sources, in joules or multiples, and including fuel types used.
- c. In joules, watt-hours or multiples, the total:
  - i. electricity consumption
  - ii. heating consumption
  - iii. cooling consumption
  - iv. steam consumption
- d. In joules, watt-hours or multiples, the total:
  - i. electricity sold
  - ii. heating sold
  - iii. cooling sold
  - iv. steam sold
- e. Total energy consumption within the organization, in joules or multiples.
- f. Standards, methodologies, assumptions, and/or calculation tools used.



- g. Source of the conversion factors used  
 Green electricity 2019: 10,043,128.25 kWh  
 Residual district heat 2019: 6,556,458 kWh  
 Gas 2019: 31,886 kWh  
 Since 2017: no values for CCH due to the revitalization

**Key Performance Indicator GRI SRS-302-4: Reduction of energy consumption**  
**The reporting organization shall report the following information:**

- a. Amount of reductions in energy consumption achieved as a direct result of conservation and efficiency initiatives, in joules or multiples.
- b. Types of energy included in the reductions; whether fuel, electricity, heating, cooling, steam, or all.
- c. Basis for calculating reductions in energy consumption, such as base year or baseline, including the rationale for choosing it.
- d. Standards, methodologies, assumptions, and/or calculation tools used.

Green electricity 2018: 11,957,498.52 -> -16% in 2019 (as a result of the energetic renovations)

Residual district heating 2018: 7,753,410 -> -15.4% in 2019 (depending on the weather)

Gas 2018: 44,012 kWh -> -27% in 2019 (depending on the events during the year)

Since 2017: no values for CCH due to the revitalization

**Key Performance Indicator GRI SRS-303-3: Water withdrawal**  
**The reporting organization shall report the following information:**

- a. Total water withdrawal from all areas in megaliters, and a breakdown of this total by the following sources, if applicable:
  - i. Surface water;
  - ii. Groundwater;
  - iii. Seawater;
  - iv. Produced water;
  - v. Third-party water.



- b. Total water withdrawal from all areas with water stress in megaliters, and a breakdown of this total by the following sources, if applicable:
  - i. Surface water;
  - ii. Groundwater;
  - iii. Seawater;
  - iv. Produced water;
  - v. Third-party water, and a breakdown of this total by the withdrawal sources listed in i-iv.
- c. A breakdown of total water withdrawal from each of the sources listed in Disclosures 303-3-a and 303-3-b in megaliters by the following categories.
  - i. Surface water;
  - ii. Groundwater;
  - iii. Seawater;
  - iv. Produced water;
- d. Any contextual information necessary to understand how the data have been compiled, such as any standards, methodologies, and assumptions used.

Water 2019: 31,771 m<sup>3</sup>

The use of water is limited to the sanitary facilities, the pantries, cleaning purposes and catering (drinking water). The consumption depends on the events and the weather. The fresh water is obtained directly from the supplier "Hamburg Wasser".

Since 2017: no values for CCH due to the revitalization

**Key Performance Indicator GRI SRS-306-2: Waste**

**The reporting organization shall report the following information:**

- a. Total weight of hazardous waste, with a breakdown by the following disposal methods where applicable:
  - i. Reuse
  - ii. Recycling
  - iii. Composting
  - iv. Recovery, including energy recovery



- v. Incineration (mass burn)
  - vi. Deep well injection
  - vii. Landfill Incineration (mass burn)
  - viii. On-site storage
  - ix. Other (to be specified by the organization)
- b. Total weight of non-hazardous waste, with a breakdown by the following disposal methods where applicable:
- i. Reuse
  - ii. Recycling
  - iii. Composting
  - iv. Recovery, including energy recovery
  - v. Incineration (mass burn)
  - vi. Deep well injection
  - vii. Landfill Incineration (mass burn)
  - viii. On-site storage
  - ix. Other (to be specified by the organization)
- c. How the waste disposal method has been determined:
- i. Disposed of directly by the organization, or otherwise directly confirmed
  - ii. Information provided by the waste disposal contractor
  - iii. Organizational defaults of the waste disposal contractor



### Waste generation 2019\*:

Glass\*\*: 1.10 m<sup>3</sup>  
 Packaging/Plastic\*\*\*: 28.60 m<sup>3</sup>  
 Paper: 90.00 m<sup>3</sup>  
 Wood: 350.20 m<sup>3</sup>  
 Residual waste 4,273.92 m<sup>3</sup>  
 Batteries\*\*\*\*: 163.02 kg  
 Fluorescent tubes\*\*\*\*\*: 520.00 kg  
 Other Hazardous waste\*\*\*\*\*: 11.13 m<sup>3</sup>

- \* depending on the event; Source: Material flow volume balances: Richard John GmbH, Fuchslocher GmbH & Co. KG; Conversion factors, etc. according to the State Statistical Office
- \*\* There has been a waste glass container since 2016 [in 2019: 1 emptying of 1.10 m<sup>3</sup>]
- \*\*\* Sales packaging within the meaning of the Packaging Ordinance; since 2012 "yellow bin"; [Emptying the containers every 14 days (26 x p.a. ; trade fair: 1.1 m<sup>3</sup>, CCH: 0.24 m<sup>3</sup>) without weighing the actual content], since 2017: No packaging volume in the CCH
- \*\*\*\* hazardous waste within the meaning of the Waste Catalog Ordinance; in 2017/2018: Disposal of old batteries as part of the battery replacement for e-carts; Change takes place every five years.
- \*\*\*\*\* The major increase in the fluorescent tubes to be disposed of is the LED conversion in the Lagerstraße car park
- \*\*\*\*\* mainly electronic scrap (including refrigerators) and paints / varnishes

The waste disposal method is determined by the disposal company and returned by default and professionally. Waste separation is given.

## Criteria 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 important sources of emissions at Hamburg Messe und Congress GmbH (HMC) are (1) heating / cooling and (2) power supply for the exhibition halls, the congress center and the administration building, as well as the (3) mobility of exhibitors and visitors to the fair and congress events.

As the HMC's electricity supply is 100 % covered by green electricity / electricity from renewable energy sources, the resulting greenhouse gas emissions in this area are low. This reduces greenhouse gas emissions by around 5,800 t CO<sub>2</sub>-equivalents annually compared to the German electricity mix.

A climate-relevant factor, on the other hand, is the use of residual district heating that is rich in coal. The heat is first delivered to other users and then arrives at the HMC via heat exchangers. This form of heating could be called "waste recycling" and is also a very good option in the long term, since the Free and Hanseatic City of Hamburg (FHH) owns the district heating network and plans to replace the greenhouse gas-rich combustion plants with renewable energy sources.

The quantification of emissions from event-driven traffic and travelling is a major challenge. Since this can only be determined using sample surveys, only estimations of these emissions can be made.



Starting in 2020, the HMC will carry out a carbon balance with a service partner for all emissions that occur independently of any events. The CO<sub>2</sub> footprint is based on data relating to facility management, employee mobility, business travel, procurement and in-house logistics in accordance with the recognized GHG Protocol (Scope 1-3).

With the climate protection “master plan”, the Senate has declared its goal of reducing CO<sub>2</sub> emissions by at least 95 % by 2050 compared to 1990 levels. The measures in the 2030 Action Plan are intended to achieve an interim goal of reducing CO<sub>2</sub> emissions by 55 %.

The FHH’s climate targets are continuously being pursued and a positive contribution to reducing harmful emissions is aimed at. The management and the climate protection officer continuously monitor the measures to reduce greenhouse gases.

In order to meet the climate protection goals of the Hamburg Senate for 2030 (interim goal), a total of around 5.5 million t CO<sub>2</sub> emissions from the entire Hamburg economy have to be saved compared to 1990 according to the “Economy Transformation Path” of the Climate Plan.

As part of the Climate-Partner-Agreement (since 2018: Klima-Partner-Vereinbarung), HMC and 15 other public companies have set an example for private companies and are committed to each saving 140,000 t CO<sub>2</sub> annually. Here, the base year for reducing relevant greenhouse gases is anchored in 2012.

Further impulses for HMC’s contribution to emission reduction are provided by the cooperation of HMC as environmental partner (Umweltpartnerschaft) of the city of Hamburg and the membership in the air quality partnership (Luftgütepartnerschaft).

HMC also regularly carries out investments that lead to significant savings, e.g.:

- Energetic optimization of the fans in the ventilation systems at the end of 2017 (28.113 t CO<sub>2</sub> savings)
- Conversion of the car park in Lagerstrasse to LED 2019 (94.257 t CO<sub>2</sub> savings planned)

The planned CO<sub>2</sub>-balance in 2020 will provide further input and support the HMC in monitoring its climate-relevant data. Essentially, it is necessary to reduce emissions from the sources already mentioned. Since both the electricity composition and the district heating composition are specified by the shareholder, HMC deals primarily with energy efficiency. A good example to save emissions is the service of the logistics company Pakadoo which HMC has been using since 2018. With Pakadoo, HMC employees can have online orders sent directly to their workplace. This means that parcel deliveries always arrive and the



number of failed trips is reduced. In cooperation with Pakadoo, around 1,562,484 g of CO<sub>2</sub> was saved in 2019. This is made up of 1,691 packages in 2019, saving 924 g of CO<sub>2</sub> per package. This is an innovative way to reduce traffic within cities and to protect the climate.

Other important measures to save climate-relevant emissions are:

- CCH revitalization: natural cooling through the adjacent park (see also criterion 10)
- Mobility concepts: e.g. B.Truck slot system of the logistics service provider (see also criterion 10)
- Public transport connections and discounts as well as company bicycles (see also criteria 2, 4, 12)
- CO<sub>2</sub>-free arrival and departure with the event ticket from bahn. corporate (see also criterion 4)
- Modern vehicle fleet, e-carts incl. charging infrastructure in accordance with the "Guideline for the procurement of vehicles with low CO<sub>2</sub> and pollutant emissions" (see also criterion 11)
- Compensation for business air travel and travel management with HANSALOG (see also criterion 3)

See also: ["Our Contribution To The 17 Sustainable Development Goals"](#)

- SDG 7: Affordable and Clean Energy
- SDG 9: Industry, Innovation and Infrastructure
- SDG 11: Sustainable Cities and Communities
- SDG 12: Responsible Consumption and Production
- SDG 13: Climate Action
- SDG 15: Life on Land



## Key Performance Indicators to criteria 13

### Key Performance Indicator GRI SRS-305-1: Direct (Scope 1) GHG emissions The reporting organization shall report the following information:

- a. Gross direct (Scope 1) GHG emissions in metric tons of CO<sub>2</sub> equivalent.
- b. Gases included in the calculation; whether CO<sub>2</sub>, CH<sub>4</sub>, N<sub>2</sub>O, HFCs, PFCs, SF<sub>6</sub>, NF<sub>3</sub> or all.
- c. Biogenic CO<sub>2</sub> emissions in metric tons of CO<sub>2</sub> equivalent.
- d. Base year for the calculation, if applicable, including:
  - i. the rationale for choosing it;
  - ii. emissions in the base year;
  - iii. the context for any significant changes in emissions that triggered recalculations of base year emissions.
- e. Source of the emission factors and the global warming potential (GWP) rates used, or a reference to the GWP source.
- f. Consolidation approach for emissions; whether equity share, financial control, or operational control.
- g. Standards, methodologies, assumptions, and/or calculation tools used.

Direct CO<sub>2</sub> emissions 2019 (Scope 1):

Vehicle fleet: 32.49 t CO<sub>2</sub> (depending on usage behavior)

Gas: 5.80 t CO<sub>2</sub>

Since 2017: no values for CCH due to the revitalization

### Key Performance Indicator GRI SRS-305-2: Energy indirect (Scope 2) GHG emissions

The reporting organization shall report the following information:

- a. Gross location-based energy indirect (Scope 2) GHG emissions in metric tons of CO<sub>2</sub> equivalent.
- b. If applicable, gross market-based energy indirect (Scope 2) GHG emissions in metric tons of CO<sub>2</sub> equivalent.
- c. If available, the gases included in the calculation; whether CO<sub>2</sub>, CH<sub>4</sub>, N<sub>2</sub>O, HFCs, PFCs, SF<sub>6</sub>, NF<sub>3</sub>, or all.



- d. Base year for the calculation, if applicable, including:
  - i. the rationale for choosing it;
  - ii. emissions in the base year;
  - iii. the context for any significant changes in emissions that triggered recalculations of base year emissions.
- e. Source of the emission factors and the global warming potential (GWP) rates used, or a reference to the GWP source.
- f. Consolidation approach for emissions; whether equity share, financial control, or operational control.
- g. Standards, methodologies, assumptions, and/or calculation tools used.

Indirect CO<sub>2</sub> emissions 2019 (Scope 2):

Green electricity from hydropower: 26.57 t CO<sub>2</sub>

Residual district heat: 1,829.25 t CO<sub>2</sub>

Since 2017: no values for CCH due to the revitalization

**Key Performance Indicator GRI SRS-305-3: Other indirect (Scope 3) GHG emissions**

**The reporting organization shall report the following information:**

- a. Gross other indirect (Scope 3) GHG emissions in metric tons of CO<sub>2</sub> equivalent.
- b. If available, the gases included in the calculation; whether CO<sub>2</sub>, CH<sub>4</sub>, N<sub>2</sub>O, HFCs, PFCs, SF<sub>6</sub>, NF<sub>3</sub>, or all.
- c. Biogenic CO<sub>2</sub> emissions in metric tons of CO<sub>2</sub> equivalent.
- d. Other indirect (Scope 3) GHG emissions categories and activities included in the calculation.
- e. Base year for the calculation, if applicable, including:
  - i. the rationale for choosing it;
  - ii. emissions in the base year;
  - iii. the context for any significant changes in emissions that triggered recalculations of base year emissions.



- f. Source of the emission factors and the global warming potential (GWP) rates used, or a reference to the GWP source.
- g. Standards, methodologies, assumptions, and/or calculation tools used.

Scope 3 of other indirect emissions at HMC essentially includes:

E.g. : arrivals and departures from service partners and also arrivals and departures from exhibitors and visitors as part of the events. The recording method and possible compensation are being examined.

In 2020, the most important service partners will be asked about frequency, distance and means of transport as part of the CO<sub>2</sub> balance. In 2019, as part of a scientific paper, random samples (n = 335) at two events were asked about their travel behavior.

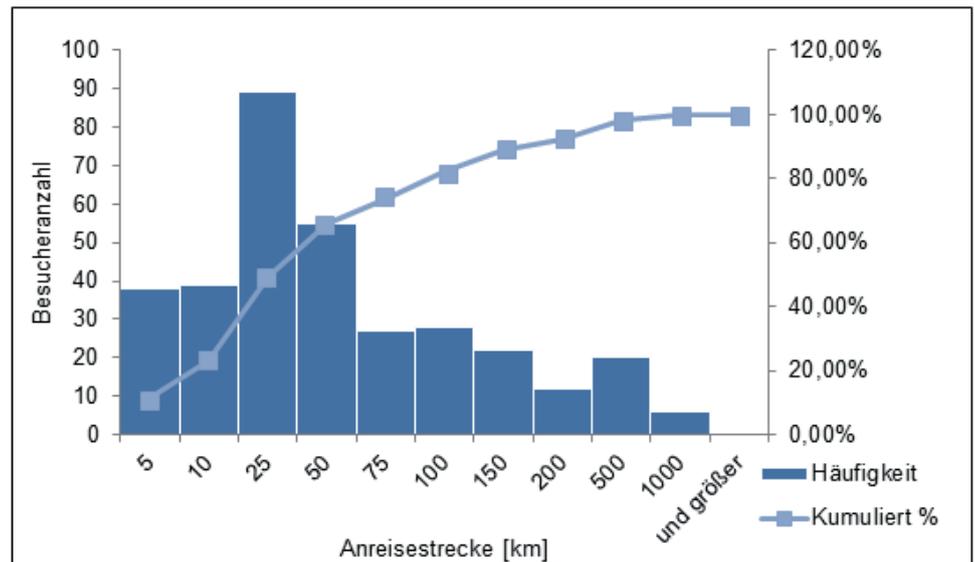


Illustration 1: Number of visitors at NORTEC and home2 according to traveling distance  
 x= distance in km  
 y= number of visitors

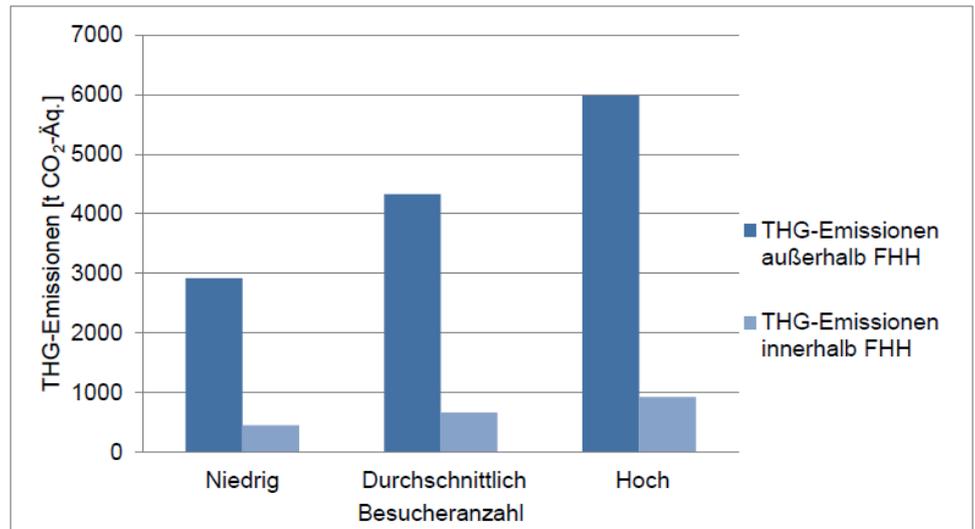


Illustration 2: TGH emissions depending on departing location  
 x= low; average; high number of visitors  
 y= TGH emissions  
 dark blue= Emissions out of Hamburg  
 light blue= emissions in Hamburg

Thereby the TGH-emissions outside of Hamburg correspond to almost 3000 t CO<sub>2</sub>e with a low number of visitors, more than 4000 t CO<sub>2</sub>e with an average number of visitors and about 6000 t CO<sub>2</sub>e with a high number of visitors. The TGH emissions inside of Hamburg are below 1000 t CO<sub>2</sub>e for low, average and high numbers of visitors

**Key Performance Indicator GRI SRS-305-5: Reduction of GHG emissions**  
**The reporting organization shall report the following information:**

- a. GHG emissions reduced as a direct result of reduction initiatives, in metric tons of CO<sub>2</sub> equivalent.
- b. Gases included in the calculation; whether CO<sub>2</sub>, CH<sub>4</sub>, N<sub>2</sub>O, HFCs, PFCs, SF<sub>6</sub>, NF<sub>3</sub>, or all.
- c. Base year or baseline, including the rationale for choosing it.
- d. Scopes in which reductions took place; whether direct (Scope 1), energy indirect (Scope 2), and/or other indirect (Scope 3).
- e. Standards, methodologies, assumptions, and/or calculation tools used.
  - i. Energetic optimization of the fans in the ventilation systems at the end of 2017 (28.113 t CO<sub>2</sub> savings)
  - ii. Conversion of the Lagerstraße car park to LED 2019 (94.257 t CO<sub>2</sub> savings planned)



# Criteria 14-20: SOCIETY

## Criteria 14–16 concerning EMPLOYEE-RELATED MATTERS

### Criteria 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 and municipal company, Hamburg Messe und Congress GmbH (HMC) is aware of its responsibility for the city and the Hamburg region. It relies on fair, just and respectful cooperation with its employees.

The topic of occupational safety is also of great importance for the HMC. HMC is always working to provide its employees with the best possible protection and reduce the number of accidents to a minimum / zero. In 2018 there was only one commuting accident and one work accident at HMC and in 2019 four commuting accidents and no work accident. In the future, HMC will continue to protect against dangers and accidents through company training courses on sam<sup>®</sup>. All (100 %) of the employees are required to study the company instructions (Schulungen) on a regular basis.

A company can only act sustainably and successfully if the employees are and remain healthy. To ensure the team's well-being in the long term, HMC has established a wide-ranging health management. The company's own HMC Academy, for example, offers courses on stress prevention. In addition, there is a regular health day on the topics of exercise and nutrition. There are also company sports groups, company medical care, company bicycles and the opportunity to actively participate in various sporting events. Another offer is the free flu vaccination once a year.

The basis for health and well-being is a good balance between work and private life. The HMC therefore has a flexible system that includes flextime, part-time and home office. And sabbaticals are also possible. In 2019, six employees (five women; one man) were granted parental leave, seven mothers part-time and two employees a sabbatical.

These offers constantly improve the compatibility of family and work to make it easier for parents to have a regular working life. For this, the HMC was awarded the Hamburg family seal (Familiensiegel) several times.

The HMC strives to maintain transparent and open communication with its employees. Regular newsletters, the bulletin board and the intranet with all relevant and current information are available for all employees. Contact persons for all matters are disclosed so that employees know who they can address at all times. In addition, the interests of employees are represented by the works council and the union.

The Minimum Wage Act (MiLoG) has been in effect since January 1, 2015 and the collective agreement of the Free and Hanseatic City of Hamburg



(FHH) since March 2, 2019. The HMC pays at least the minimum wage and complies fully with the requirements of the MiLoG.

As a 100% subsidiary of the FHH, HMC is also committed to only award public construction assignments and other services to contractors who, when submitting an offer, pledge in writing to provide employees, at least with a payments in accordance with § 5 of the Hamburg Minimum Wage Act or the collective agreement to be observed according to the Posted Workers Act.

The company operates internationally through the International Events Department. The HMC organizes joint participations (German pavilions) at international trade fairs worldwide. The international department has extensive exhibition experience on five continents and offers a full service from a single source - from the entire preparation in Germany to on-site support at the exhibition site. It supports the exhibitors in advance and on site during the construction and exhibition period and much more and, last but not least, ensures a ready-to-use stand abroad. Of course the respective employee rights are always taken into account. In the case of the official German joint participations (Gemeinschaftsbeteiligung) (commissioned by federal ministries), the foreign department uses host / hostesses in the information areas and lounges, where the German standards such as maximum working hours, breaks, etc. are observed. The employees, on whose selection the HMC has no influence (e.g. stand construction companies), are almost always national or regional "forced partners", which are determined by the federal ministries as part of a tendering process.

See also: ["Our Contribution To The 17 Sustainable Development Goals"](#)

- SDG 1: No Poverty
- SDG 3: Good Health and Well-Being
- SDG 4: Quality Education
- SDG 12: Responsible Consumption and Production
- SDG 5: Gender Equality
- SDG 8: Decent Work and Economic Growth



## Criteria 15

*The company discloses in what way it has implemented national and international processes and what goals it has for the promotion of equal opportunities and diversity, occupational health and safety, participation rights, the integration of migrants and people with disabilities, fair pay as well as a work-life balance and how it will achieve these.*

## Equal Opportunities

Equal treatment, non-discrimination and diversity stand for a fair, respectful and just coexistence of all people.

The Hamburg Messe and Congress GmbH (HMC) set diversity as its guiding goal back in 2008. Diversity and equal opportunities are positioned at HMC as cross-cutting issues for all HR functions. Priority areas for action are equal opportunities for women and men and the inclusion of people with disabilities. Another topic is the compatibility of work and private life.

The HMC has joined the "Charta der Vielfalt" ("Diversity Charter") and is committed to creating jobs free of prejudice and exclusion based on gender, religion, sexual identity, nationality, ethnic origin or belief. The company has employees from more than ten nations with an average age of around 44 years (41 years with trainees). Mutual respect and appreciation of each individual shape the actions in the company.

Against this background, the HMC also employs an equal opportunities officer. In addition, all employees undergo regular training on the General Equal Treatment Act (AGG) and training on the Code of Conduct.

The HMC was already awarded the "Helga Stödter Prize" in the "Mixed Leadership" category by the Hamburg Chamber of Commerce in 2015. Among other things, the high proportion of female managers was recognized. The Supervisory Board consists of 5 women and 7 men and thus complies with the Hamburg law on equality between women and men in the public service (Equal Opportunities Act-HmbGleiG). This sets a target of at least 40% women / men. Furthermore, the HMC is constantly creating additional offers to improve the compatibility of family and work - for example through home office regulations, a flex time system and part-time models - in order to enable parents to have a regular working life. For this, the HMC has been awarded the Hamburg family (Familiensiegel) seal several times.

In the revitalization of the new Congress Center Hamburg (CCH), a concept for the accessibility of current standards (DIN 18040) was defined together with representatives of the associations for inclusion. The multi-sensory principle is applied throughout the building to create a congress building that is free of barriers. There is, among other things, step-free accessibility, reduced counter and handrail heights, a floor guide system and automatic stairs and lifting platforms. Furthermore, tactile braille and pyramid writing is used for visually impaired and blind people.

Fair payment is a self-evident matter for HMC. Accordingly, the HMC strictly adheres to the Minimum Wage Act (MiLoG) for all employees and cooperating companies.



The satisfaction of the employees and the response from awards mean for HMC that the objectives are successfully implemented.

See also: [“Our Contribution To The 17 Sustainable Development Goals”](#)

- SDG 5: Gender Equality
- SDG 10: Reduced Inequalities

## Criteria 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

The basis for a stable, sustainable company is the training of young professionals. As a public company and part of the Free and Hanseatic City of Hamburg (FHH), Hamburg Messe und Congress GmbH (HMC) has enabled young people to start their careers with qualified training, for many years. Up to 20 apprenticeships in five different technical and commercial occupations are continuously filled. On average, six trainees are taken on and accepted for full positions contracts each year.

Furthermore, the company offers places in the dual study system as well as university student internships, the latter also optionally with technical support for the final thesis.

This is one of the reasons why HMC was awarded the “5-star seal” for the third time in the “Hamburg’s best training companies 2019” competition. Starting in 2020, the trainees will also be able to participate in the Hamburg Chamber of Commerce’s “Energy Scouts” project. This enables trainees to deepen their training in the field of energy and resource efficiency / conservation, with the aim of sharpening their understanding of ecological / technical issues. The promotion of young talents is particularly important having in mind the constantly aging society.

In general, HMC attaches great importance to strengthening the personal skills of all employees and continuously promoting their individual development. For this purpose, the HMC Academy was founded, which in addition to health promotion is now the central instrument for personnel development. Every year there is a wide range of advanced training courses that are adapted to the new needs every year. Advised by experienced personnel developers, HMC creates an offer for technical soft skills, management workshops, organizational methodology, coping with stress and the art of negotiation and much more.

Especially since digitization and social media pose a challenge, particularly for older employees, these topics are increasingly addressed. Some new training courses are explicitly devoted to these two topics in order to adequately qualify all employees for the trends in (work) life, e.g.:



- Fit for Digital: Mastering digital change successfully
- Successful social media - workshop for beginners / advanced "Leading digitally - Leadership 4.0 (How do we face the achievements and challenges of the digital age in the leadership role?)

In order to be able to better evaluate these training measures, the implementation of a suitable evaluation tool is planned in the future.

In addition to the voluntary further training (Weiterbildung), the HMC requires regular examination of relevant issues such as data protection, fire protection, occupational safety, general equal treatment, etc. Using the company instruction (Schulung) tool sam®, these and other topics for the best possible safety and employability of employees are regularly trained. All (100 %) of the employees are required to study the company instructions (Schulungen) on a regular basis. Execution is monitored by superiors.

Provided that the HMC can take on its trainees as qualified, enthusiastic employees, the risk of demographic change is averted and a high degree of qualification is ensured by optimally promoting young talent.

The "Energy Scouts" program encourages young employees to provide support to the more experienced in dealing with a particularly acute issue, so that the employees cooperate intergenerationally.

Other risks - in relation to health management - are counteracted as long as the HMC meticulously tracks and updates the training courses that are regularly to be undergone. In addition to the training courses, information sheets are therefore available on the intranet for correct behavior on the company premises, which can also prevent accidents.

The safety of employees, service- and business partners has top priority. This is ensured through accurate qualification.

Another risk of employee dissatisfaction would be reflected in high staff turnover. In 2019, this was only 3.8 (without trainees). A high level of employee satisfaction can be derived from this, which was last confirmed in 2019 by an employee survey.

See also: ["Our Contribution To The 17 Sustainable Development Goals"](#)

- SDG 3: Good Health and Well-Being
- SDG 4: Quality Education



## Key Performance Indicators to criteria 14 to 16

### Key Performance Indicator GRI SRS-403-9: Work-related injuries The reporting organization shall report the following information:

- a. For all employees:
  - i. The number and rate of fatalities as a result of work-related injury;
  - ii. The number and rate of high-consequence work-related injuries (excluding fatalities);
  - iii. The number and rate of recordable work-related injuries;
  - iv. The main types of work-related injury;
  - v. The number of hours worked.
  
- b. For all workers who are not employees but whose work and/or workplace is controlled by the organization:
  - i. The number and rate of fatalities as a result of work-related injury;
  - ii. The number and rate of high-consequence work-related injuries (excluding fatalities);
  - iii. The number and rate of recordable work-related injuries;
  - iv. The main types of work-related injury;
  - v. The number of hours worked.

You will find the remaining numbers c-g of the indicator SRS 403-9 in the GRI standard and may additionally report them here.

Work-related injuries:  
4 reportable commuting accidents  
0 accidents at work



**Key Performance Indicator GRI SRS-403-10: Work-related ill health**  
**The reporting organization shall report the following information:**

- a. For all employees:
  - i. The number of fatalities as a result of work-related ill health;
  - ii. The number of cases of recordable work-related ill health,
  - iii. The main types of work-related ill health.
  
- b. For all workers who are not employees but whose work and/or workplace is controlled by the organization:
  - i. The number of fatalities as a result of work-related ill health;
  - ii. The number of cases of recordable work-related ill health;
  - iii. The main types of work-related ill health.

You will find the remaining numbers c-e of the indicator SRS 403-10 in the GRI standard and may additionally report them here.

Work-related ill health:  
No documented cases

**Key Performance Indicator GRI SRS-403-4: Worker participation on occupational health and safety**

The reporting organization shall report the following information for employees and for workers who are not employees but whose work and/or workplace is controlled by the organization:

- a. A description of the processes for worker participation and consultation in the development, implementation, and evaluation of the occupational health and safety management system, and for providing access to and communicating relevant information on occupational health and safety to workers.
  
- b. Where formal joint management-worker health and safety committees exist, a description of their responsibilities, meeting frequency, decision-making authority, and whether and, if so, why any workers are not represented by these committees.



Risk assessments for the work done as well as of work equipment are created in cooperation with those carrying out the work. There is also the possibility of placing topics at the ASA meetings.

**Key Performance Indicator GRI SRS-404-1: Average hours of training**  
**The reporting organization shall report the following information:**

- a. Average hours of training that the organization's employees have undertaken during the reporting period, by:
  - i. gender;
  - ii. employee category.

The average number of hours for training and further education per employee in 2019 is 10.4 hours.

355 employees took part in internal / external further education / training courses (explanation: with 340 employees - not every employee has attended a further training course, while other employees have participated in several further training courses).

- Gender ratio: 249 female, 106 male
- Ratio of employee category: 33 managers and 322 collective bargaining employees

**Key Performance Indicator GRI SRS-405-1: Diversity**  
**The reporting organization shall report the following information:**

- a. Percentage of individuals within the organization's governance bodies in each of the following diversity categories:
  - i. Gender;
  - ii. Age group: under 30 years old, 30-50 years old, over 50 years old;
  - iii. Other indicators of diversity where relevant (such as minority or vulnerable groups).
- b. Percentage of employees per employee category in each of the following diversity categories:
  - i. Gender;
  - ii. Age group: under 30 years old, 30-50 years old, over 50 years old,



- iii. Other indicators of diversity where relevant (such as minority or vulnerable groups).

HMC employs 340 people (including employees on parental leave and long-term sick people).

Including 2 managing directors (male) / 28 executives / 21 trainees

Sex ratio: 219 female (64.4%), 121 male (35.6%)

As of December 31, 2019, HMC employed 163 female FTEs (full-time-employees) and 105 male FTEs. Accordingly, the proportion of female FTEs is 60.9%.

Age structure and distribution (number of FTEs by age group)

	< 20:	0
20	- < 30:	22.34
30	- < 40:	77.14
40	- < 50:	71.58
50	- < 55:	41.2
55	- ≤ 60:	29.72
	> 60:	24.7
total:		266.68

HMC employs a total of 12 women in management positions, which corresponds to 11.68 FTEs. In contrast, there are a total of 18 men in management positions, which corresponds to 18 FTEs. The proportion of female managers is accordingly 39.4% of the FTE.

The composition of the supervisory board consists of 5 women and 7 men and thus complies with the Hamburg law on equality between women and men in the public service (Gleichstellungsgesetz-HmbGleiG).

In 2019, the rate of severely disabled employees was 4.61%. This corresponds to an average of 13 people with disabilities. If necessary, the legally prescribed equalization charges are paid.

**Key Performance Indicator GRI SRS-406-1: Incidents of discrimination**  
**The reporting organization shall report the following information:**

- a. Total number of incidents of discrimination during the reporting period.
- b. Status of the incidents and actions taken with reference to the following:
  - i. Incident reviewed by the organization;
  - ii. Remediation plans being implemented;



- iii. Remediation plans that have been implemented, with results reviewed through routine internal management review processes;
- iv. Incident no longer subject to action.

There was no incident of discrimination in the 2019 reporting period. Employees have the opportunity to contact the equal opportunities officer, the works council or their supervisor.



## Criterion 17 concerning RESPECT FOR HUMAN RIGHTS

### Criteria 17

*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.*

### Human Rights

In this context, the contribution of the HMC relates to criterion 15 (equal opportunities).

As a public company, HMC is particularly committed to fair remuneration (MiLoG), occupational health and safety, compliant behavior (compliance) and data protection.

With the aim of being a role model, compliance with all human rights is essential for the HMC. The Federal Republic of Germany as part of the European Union and the United Nations is committed to human rights through international, multilateral agreements. Legal conformity with German law therefore requires respect for human rights. For this reason HMC does not currently see any risk of human rights violations through its business activities. The HMC expects the same from all its partners for continued cooperation. An ongoing goal is therefore the regular review of existing and new contract partners and the increased weighting of sustainable aspects in the selection of partners. For this purpose, the Hamburg Public Procurement Ordinance (HmbVgG) and the "Guidelines for Environmentally Compatible Procurement" are used. In addition to the unconditional legal conformity, no quantitative goals are formulated.

See also: ["Our Contribution To The 17 Sustainable Development Goals"](#)

- SDG 8: Decent Work and Economic Growth
- SDG 16: Peace, Justice and strong Institutions

### Key Performance Indicators to criteria 17

**Key Performance Indicator GRI SRS-412-3: Investment agreements subject to human rights screenings**

**The reporting organization shall report the following information:**

- a. Total number and percentage of significant investment agreements and contracts that include human rights clauses or that underwent human rights screening.
- b. The definition used for 'significant investment agreements'.



As a public company, HMC complies with all legal requirements of the Free and Hanseatic City of Hamburg. The applicable laws and regulations relevant to human rights include e.g. the General Data Protection Regulation (GDPR // DS-GVO), the Minimum Wage Act (MiLoG) or the Hamburg public procurement law (HmbVgG).

HMC has had a data protection officer since 1999.

With the entry into force of the MiLoG, HMC, as a subsidiary of the FHH, awards public contracts for construction work and other services as well as service concessions in accordance with Section 3 of the Hamburg Public Procurement Act (HmbVgG) only to contractors who undertake to submit the offer. In 2019, the internal revision carried out a key point review of the allocation of individual service providers for the years 2017/18 (18/2019). After the audit of the awards was carried out, it was possible to determine that they were fundamentally correct. As a result, a “self-declaration on the minimum wage” became a binding part of the contract instead of - as before - a separate standard document. The contractual partners were also asked to provide relevant evidence. 80% did so. A check is carried out regularly. A self-declaration by HMC itself was published on the HMC website under “The Company / Corporate Social Responsibility / [Minimum Wage](#)”. In 2019, HMC did not make any investments that had to be screened from a human rights perspective.

**Key Performance Indicator GRI SRS-412-1: Operations subject to human rights reviews**

**The reporting organization shall report the following information:**

- a. Total number and percentage of operations that have been subject to human rights reviews or human rights impact assessments, by country.

HMC only operates one place of business (Messeplatz 1 in 20357 Hamburg) and no other business premises. With regard to the audit, see also GRI SRS-412-3.

**Key Performance Indicator GRI SRS-414-1: New suppliers subject to social screening**

**The reporting organization shall report the following information:**

- a. Percentage of new suppliers that were screened using social criteria. Social criteria are assessed when selecting service providers. In the case of work and service contracts, new contractual partners must fill out and sign a declaration of exemption / self-declaration on the minimum wage.



With the report 2018/2019, the internal revision department checked whether all contractual partners had made a corresponding declaration. The contracting parties were also asked to provide relevant evidence / receipts. 80% have complied. See also GRI SRS-412-3.

**Key Performance Indicator GRI SRS-414-2: Social impacts in the supply chain**  
**The reporting organization shall report the following information:**

- a. Number of suppliers assessed for social impacts.
- b. Number of suppliers identified as having significant actual and potential negative social impacts.
- c. Significant actual and potential negative social impacts identified in the supply chain.
- d. Percentage of suppliers identified as having significant actual and potential negative social impacts with which improvements were agreed upon as a result of assessment.
- e. Percentage of suppliers identified as having significant actual and potential negative social impacts with which relationships were terminated as a result of assessment, and why.

As a 100 % subsidiary of FHH, HMC follows the guidelines for environmentally compatible procurement of the City of Hamburg.

Accordingly, when making the selection, it pays attention to regional service providers (e.g. catering or office supplies), as far as this is economically justifiable.

In addition, HMC's service providers with multi-year contracts (e.g. for cleaning, stand construction, security, etc.) were most recently asked about their sustainability strategies in 2019. No negative social effects were found.



## Criterion 18 concerning SOCIAL MATTERS

### Criteria 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 100 % subsidiary of the Free and Hanseatic City of Hamburg (FHH), Hamburg Messe and Congress GmbH (HMC) is aware of its special meaning and responsibility. It assumes this responsibility conscientiously in the region and beyond.

The HMC attaches great importance to social engagement. HMC employees have therefore been supporting the “herz as - hoffnungsorte Hamburg” foundation with donations in kind and time since 2008. The place of hope “herz as” is available to homeless people as a central point of contact. Homeless people can register anonymously here and use various services and advisory services: showers, clean clothes, a postal address, lunch, rest or get advice on appointments from offices.

Moreover, there has been a cooperation with the Hamburger Tafel e-V network for several years. During the INTERNORGA, exhibitors can donate food and left-overs to the network.

In addition to the apprenticeships, student internships are available all year round; upon request, the interns can also receive technical support for their theses.

According to a study by the Munich ifo Institute for Economic Research from 2016, the HMC is also an important economic factor for the region [see criterion 2].

Furthermore, sustainability is also one of the criteria when selecting service partners. The local catering service partner purchases largely organic, regional and seasonal food.

Finally, the employees get involved with great commitment at local sporting events with a sustainable background. For example, the HMC organizes teams for joint free participation in the MOPO team relay race or the “Stadtradeln – Radeln für ein gutes Klima (bike riding for good climate”.

See also: [“Our Contribution To The 17 Sustainable Development Goals”](#)

- SDG 1: No Poverty
- SDG 2: No Hunger
- SDG 3: Good Health and Well-Being



## Key Performance Indicators to criteria 18

### Key Performance Indicator GRI SRS-201-1: Direct economic value generated and distributed

The reporting organization shall report the following information:

- a. Direct economic value generated and distributed (EVG&D) on an accruals basis, including the basic components for the organization's global operations as listed below. If data are presented on a cash basis, report the justification for this decision in addition to reporting the following basic components:
  - i. Direct economic value generated: revenues,
  - ii. Economic value distributed: operating costs, employee wages and benefits, payments to providers of capital, payments to government by country, and community investments;
  - iii. Economic value retained: 'direct economic value generated' less 'economic value distributed'.
- b. Where significant, report EVG&D separately at country, regional, or market levels, and the criteria used for defining significance.

The information regarding the directly generated and distributed economic value can be found in the corresponding annual reports of [Hamburg Messe und Congress GmbH](#) (HMC) and the [shareholder HGV](#).



## Criteria 19–20 concerning ANTI- CORRUPTION AND BRIBERY MATTERS

### Criteria 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 company, Hamburg Messe und Congress GmbH (HMC) is also in the limelight of the public and lives under the rules of political events. The HMC wants to maintain and promote its good image. The corporate activities are based on the applicable legal framework, rules of coexistence and ethical norms that impose a variety of duties on the company and its employees.

Accordingly, the HMC is involved in the implementation of the political goals of the Senate as part of its public mandate. Consequently, the most important guidelines currently include the implementation of the climate protection law / climate protection plan and the Hamburg Corporate Governance Code (HCGK). In this sense HMC is continuously committed to sustainability and the reduction of carbon emissions.

Furthermore, the regulations of the 2017 Commercial Waste Ordinance (GewAbfV) are relevant with regard to the obligation to separate waste, recycling or pre-treatment in the commercial sector. This is based on the previously high waste generation in the context of events. The HMC sees further particularly relevant legal requirements in the Minimum Wage Act (MiLoG) and the Award Regulations (HmbVgG).

In order to ensure compliance with the legal framework and its influence on the development of the HMC in the future, the HMC is in active exchange with the Free and Hanseatic City of Hamburg (FHH) and its authorities. HMC strives to establish and maintain a cooperative, open relationship with all competent authorities.

As a public company, HMC is generally subject to a zero-donation-policy. A possible political influence through possible party donations is excluded. This is laid down in the corporate compliance program.

The interests of HMC as an exhibition and congress company are primarily represented by AUMA (Exhibition and Trade Fair Committee of the German Economy). This is one of the most important representatives in the political environment.



Other relevant memberships include:

- Chamber of Commerce Hamburg (Handelskammer Hamburg (HK))
- Society for the voluntary control of trade fair and exhibition numbers (Gesellschaft zur freiwilligen Kontrolle von Messe- und Ausstellungszahlen (FKM))
- Interest group of German trade fairs and exhibition cities (Interessengemeinschaft Deutscher Fachmessen und Ausstellungenstädte (IDFA))
- UFI The Global Association of the Exhibition Industry
- Society of Independent Show Organizers (SISO)
- Association of Event Venues (AEV)
- Interest group of German trade fairs and exhibition cities (Industrieverband Hamburg (IVH))
- Air quality partnership (Luftgütepartnerschaft)
- Environmental Partnership (UmweltPartnerschaft)
- Climate partnership (Klima-Partner-Vereinbarung)

See also: [“Our Contribution To The 17 Sustainable Development Goals”](#)

- SDG 17: Partnerships for the Goals

## Key Performance Indicators to criteria 19

**Key Performance Indicator GRI SRS-415-1: Political contributions**  
The reporting organization shall report the following information:

- a. Total monetary value of financial and in-kind political contributions made directly and indirectly by the organization by country and recipient/beneficiary.
- b. If applicable, how the monetary value of in-kind contributions was estimated.

Zero-donation-policy stipulated in the Corporate-Compliance-Program: Hamburg Messe und Congress GmbH (HMC), as a 100% subsidiary of FHH, does not distribute any (political) donations - neither nationally nor abroad.



## Criteria 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 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.*

## Conduct that Complies with the Law and Policy

Compliance includes adherence with all laws, ordinances and guidelines as well as other contractual obligations. It means the legally compliant behavior of every individual in business transactions, starting with the employees, the managing directors, the supervisory board, the shareholders, to suppliers, exhibitors and visitors. As a result, the company respects applicable law and requires the same from its employees and business partners.

In order to prevent corruption and other illegal behavior, the management of HMC introduced a compliance management system (CMS) in 2008, which includes the corporate compliance program, regular training and the appointment of a compliance officer.

In March 2020, the Senate Commission for Public Enterprises will pass a compliance directive for public companies. The compliance directive is a consistent derivative of the Hamburg Corporate Governance Code (HCGK), which has been mandatory since 2009.

In addition, compliance and anti-corruption are expressly laid down in the collective agreement (§ 3 (2) TV-AVH):

“Employees may not accept rewards, gifts, commissions or other benefits from their work for third parties. Exceptions are only possible with the consent of the employer. If such benefits are offered to the employees, they must notify the employer immediately.”

There can always be a risk with such large numbers of people involved, particularly in the context of events, which involves many different parties. Nevertheless, HMC counteracts the risk through transparency and sources of information as well as support from the legal department.

All employees receive regular training on the topics of compliant behavior and prevention of corruption using the sam® e-learning system. The compliance program and the organizational manual are freely accessible to all employees on the intranet. Because it holds that competence and responsibility are the keys to success. Both also result from legal compliance and ethical behavior. Only by dealing regularly with the matter, the necessary awareness and sensitivity can be created.

All employees must immediately report any violations of the corporate compliance program etc. to their line manager or the compliance officer (duty to report). The complaint can also be submitted anonymously; however, the corporate culture practiced at HMC is characterized by openness and trust. Anonymous complaints should therefore only take place in exceptional cases.

The company will make sure that no employee is disadvantaged in any way simply because of a good faith whistleblowing. However, superiors



also have to carry out regular inspections on their own initiative and seek dialogue with employees.

Violations can be punished with warnings, with the assertion of claims for damages compensation or the termination of the employment relationship.

After all, the main goals of compliance are the minimization of company risks and damage and to increase the effectiveness of processes.

In summary, compliance at HMC is implemented as follows:

- Adoption of a corporate compliance program (in force since December 17, 2008)
- Commitment to the corporate compliance program upon entry
- Creation of an intranet page on this topic (glossary / compliance)
- Compliance: part of the organizational manual
- Appointment of a compliance officer (since January 9, 2008)
- Compliance training (regular; for new employees)

See also: [“Our Contribution To The 17 Sustainable Development Goals”](#)

- SDG 16: Peace, Justice and Strong Institutions

## Key Performance Indicators to criteria 20

**Key Performance Indicator GRI SRS-205-1: Operations assessed for risks related to corruption**

**The reporting organization shall report the following information:**

- a. Total number and percentage of operations assessed for risks related to corruption.
- b. Significant risks related to corruption identified through the risk assessment.

Hamburg Messe und Congress GmbH (HMC) has two corporate divisions, Hamburg Messe and the Congress Center Hamburg. The latter is currently being revitalized and is not in operation. There are therefore no risks here.



The Hamburg Messe corporate division is regularly the subject of inspection as part of the regularly revolving inspection plan of internal revision department, which also covers the area of compliance / corruption prevention.

So far, no significant corruption risks have been identified.

**Key Performance Indicator GRI SRS-205-3: Incidents of corruption**  
**The reporting organization shall report the following information:**

- a. Total number and nature of confirmed incidents of corruption
- b. Total number of confirmed incidents in which employees were dismissed or disciplined for corruption.
- c. Total number of confirmed incidents when contracts with business partners were terminated or not renewed due to violations related to corruption.
- d. Public legal cases regarding corruption brought against the organization or its employees during the reporting period and the outcomes of such cases.

In 2019 there was one confirmed case of corruption:  
Receipt of cash donations from a business partner after the event as a thank-you gift. The incident was reported immediately.

As a result, those affected were admonished and returned the money. There was also an awareness-raising circular mail to all HMC employees. The employment contract, the collective bargaining agreement and the compliance-program stipulate that employees do not have any direct or indirect advantage connected with their official activities, in particular when initiating, awarding or processing an order - whether with a private person, a company or an institution under public law - to demand, accept, offer or grant personal benefit.

**Key Performance Indicator GRI SRS-419-1: Non-compliance with laws and regulations**

**The reporting organization shall report the following information:**

- a. Significant fines and non-monetary sanctions for non-compliance with laws and/or regulations in the social and economic area in terms of:
  - i. total monetary value of significant fines;
  - ii. total number of non-monetary sanctions;



- b. cases brought through dispute resolution mechanisms.
  - i. If the organization has not identified any non-compliance with laws and/or regulations, a brief statement of this fact is sufficient.
  - ii. The context against which significant fines and non-monetary sanctions were incurred.

So far, also in 2019, no fines or non-monetary sanctions have been imposed on the HMC. See also “GRI SRS-205-3: Confirmed Incidents of Corruption and Actions Taken” for non-compliances.