

Sustainability Profile

on the ten guiding principles of corporate responsibility for sustainability
in the organization and implementation of events

Our right and fair sustainability profile takes into account compliance with the United Nations [Sustainable Development Goals \(SDGs\)](#). Exemplary for three SDGs that are of particular importance to the events industry, you will find the designated [right and fair guiding principles](#):



right and fair guiding principles:
6 ● 7



right and fair guiding principles:
1 ● 3 ● 4 ● 5 ● 8 ● 9 ● 10



right and fair guiding principles:
1 ● 2 ● 3 ● 4 ● 5 ● 6 ● 8 ● 10

General guidelines

"Our employees are our greatest asset."

Healthy employees who feel good at work are essential to productivity and therefore to the economic success of our company and securing jobs. Health protection in the workplace, accident prevention and operational safety are therefore fundamental objectives of our company. To achieve these objectives, we strive to continuously improve the protection of our employees' health and occupational safety. All employees are encouraged to play an active role in this.

(Excerpt from the company guidelines on occupational health and safety)

1. STRATEGY. Sustainable corporate management means acting strategically, taking the lead and integrating it into company processes.

Topic	Goals & Measures	Results / Indicators	Time of implementation	References
Sustainability strategy in the company	Establishing and disseminating guidelines for sustainability in the company	<ul style="list-style-type: none"> - Defining guidelines that cover all areas of the company's work - Agreed on together with the parent company, Koelnmesse. "tradefairer - climate neutral by 2030" 	In implementation since Nov. 2022 - target achievement in 2030	Implemented / target agreement
	Sensitising employees to sustainable action	<ul style="list-style-type: none"> - Informational page on the Intranet - Company suggestions scheme 	2015	Implemented
	Communicating the guidelines to the outside world	- Information page on the website about the measures implemented as part of the "right and fair" initiative and on membership in the initiative since 2013	Koelncongress 2017, Koelnmesse 2022	Implemented on the pages of Koelncongress and Koelnmesse

2. Sustainability is primarily understood as an OPPORTUNITY; to solve the effects of corporate action in the future and for the benefit of all.

Topic	Goals & Measures	Results / Indicators	Time of implementation	References
Benefits for the company	Looking to the future, establishing sustainability as part of the corporate image, while addressing new customers and markets	<ul style="list-style-type: none"> - Publishing sustainability goals and opportunities - Winning customers at events and trade fairs on the topic of sustainability - Presenting best practices within the framework of "right and fair" 	2014	Ongoing
	Clearly defined interfaces and smoother processes based on long-term ties with regional partner companies	<ul style="list-style-type: none"> - Regular annual contracts for service providers / chief service officers - Involving the various caterers in event planning 	1995	Ongoing
	Weighing up possible investments and the resulting potential savings	<ul style="list-style-type: none"> - Renting waste compactors to reduce the amount of waste - Continuous optimisation of lighting (to LED) 	2015	Ongoing
	Cost savings by optimising processes in and around the company	<ul style="list-style-type: none"> - Transitioning to digital file management - Paper waste separation at all properties 	2014	Implemented - ongoing improvement process
Services for event organisers and visitors	Optimising traffic management on a large and small scale	<ul style="list-style-type: none"> - Connecting to public transport via admission tickets - Information on using buses and trains at the venue 	2000 – 2008	Ongoing

		<ul style="list-style-type: none"> - Shuttle services to parking lots as well as bus and train connections - Taxi call stations and shared taxi service - Deutsche Bahn congress ticket - Installing charging stations at the properties - E-smart procurement 	<p>2018 Tanzbrunnen 2024 Congress-Centren 2018</p>	<p>Implemented</p> <p>Implemented</p>
	Considering event processes in their entirety and optimising them with sustainability in mind	<ul style="list-style-type: none"> - Introducing the "green conference package" / using recycled products in event pre-planning and implementation - Offering seasonal and regional food through the various caterers 	<p>2015</p> <p>2014</p>	<p>Not implemented, as the costs are too high for organisers</p> <p>Implemented to the extent caterers are willing</p>

3. The 'sustainable entrepreneur' fulfills their responsibility in the region to promote the COMMON GOOD

Topic	Goals & Measures	Results / Indicators	Time of implementation	References
Making a contribution in the region	Supporting groups and associations in the region	<ul style="list-style-type: none"> - Special prices in the Gürzenich and Flora properties - Cultural events receive special price 		Implemented
	Supporting the preservation of local traditions	<ul style="list-style-type: none"> - Special offers for guests and event organisers during carnival 	1995	Ongoing
Events for everyone	Inclusion of socially or physically disadvantaged people	<ul style="list-style-type: none"> - Barrier-free construction to the greatest extent possible, specifically construction of a ramp at the Dank Augusta garden restaurant 	2014	Implemented to the greatest extent possible
		<ul style="list-style-type: none"> - Tactile guidance system within the buildings to the greatest extent possible 	2014	
		<ul style="list-style-type: none"> - Hearing aid support for audio playback - Constructing a lift at Rheinterrassen 	2020	Implemented

4. ECONOMY in balance with ecological and social aspects are equal concerns for the long-term stability of the company.

Topic	Goals & Measures	Results / Indicators	Time of implementation	References
Sustainability and economy	Sensible balance between ecology and economy (e.g., higher investment, lower follow-up costs)	<ul style="list-style-type: none"> - Successive switching to LED lighting - Connecting to the district heating system - Modernising air conditioning units / ventilation 	<p>Ongoing</p> <p>Implemented at all properties ongoing</p>	In progress
Stability	Creating a safe and consistent working environment for all employees	<ul style="list-style-type: none"> - Founding member of the training initiative of the event industry - Permanent contracts and strong cooperation with trade unions through a works council - Own collective agreement - Company health management - Employee training and further training in fire protection, as well as regular voluntary fire protection inspections by the safety officer 	2016	<p>Implemented</p> <p>Ongoing</p>

Risk management	Raising awareness among employees to potential risks and readying them for critical situations	<ul style="list-style-type: none"> - Monthly risk reports in all departments - Fixed contracts with service providers for long-term and therefore low-risk cooperation - Occupational safety committee that meets regularly to monitor occupational safety - Creating comprehensive safety, evacuation and fire protection concepts, including instruction of employees beyond the legal minimum 	2012	<p>Implemented</p> <p>Ongoing</p>
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5. Responsible use of RESOURCES AND ENERGY means 1. avoid, 2. reduce and 3. replace in a regenerative way.

Topic	Goals & Measures	Results / Indicators	Time of implementation	References
Prevent	Using resources and energy consciously and prevent avoidable consumption	- Digital file management - Waste separation - Reducing packing and storage costs	2014	Implemented Under revision
		- Providing waste prevention and effective disposal offers for event organisers	2017	Implemented
Reduce	Consciously using resources and energy, thus reducing the required expenditure	- Installing and using LED lighting in new buildings	Ongoing	In progress
		- Using appliances that save water and energy	2014	Implemented to the greatest extent possible
		- Optimised lighting control with presence detectors and timers - Active participation in the energy audit process beyond the legal requirements	1st quarter 2017	Implemented
Regeneration	Using resources and energy consciously, while keeping unavoidable expenditure to a minimum	- Covering the entire electricity requirement with green energy - Using heat recovery systems	2012 For new purchases	Implemented

7. Out of RESPECT for people, the 'sustainable entrepreneur' is committed to respecting human rights and opposes all forms of discrimination and corruption.

Protecting human rights and human dignity	Tolerance, equality, morality and respect as pillars of daily interaction within the company	<ul style="list-style-type: none"> - Criteria for cooperation and recruitment are purely qualitative in nature - Uniform standards are communicated to all employees 		
	Inclusion of socially or physically disadvantaged people	<ul style="list-style-type: none"> - Barrier-free construction to the greatest extent possible, specifically construction of a ramp at the Dank Augusta garden restaurant - Tactile guidance system within the buildings to the greatest extent possible - Hearing aid support for audio playback - "Parking spaces" for walkers and baby carriages 	2014 2014 2012	Implemented Implemented to the greatest extent possible
Measures against corruption	Complying with the corruption guidelines of the city, the country and beyond	<ul style="list-style-type: none"> - Implementing dedicated compliance guidelines and training for all employees 	2015	Implemented
Gender equality	Gender-sensitive language	<ul style="list-style-type: none"> - Using gender-neutral terminology 	2021	Ongoing

8. OPENNESS is an attitude. Transparency of measures for sustainability is the consequence.

Topic	Goals & Measures	Results / Indicators	Time of implementation	References
Transparency as the basis for professional collaboration	Creating a structured concept for transparent communication within the company	<ul style="list-style-type: none"> - Professional cooperation between management, the works council and the trade unions - Internal communication of a company's goals and the requirements for a sustainable company in the form of surveys - instead, connecting to the communication of the parent company, Koelnmesse "tradefairer - climate neutral by 2030" 	<p>2017</p> <p>2022</p>	<p>Ongoing</p> <p>Not done</p> <p>Implemented</p>
	Fair and transparent dealings with service providers and other contracting parties	<ul style="list-style-type: none"> - Transparent conditions for cooperation based on annual contracts 	Ongoing	

9. The voluntary SELF COMMITMENT to sustainability is a duty to oneself, which becomes a demand of society.

Topic	Goals & Measures	Results / Indicators	Time of implementation	References
Pioneer and role model	Open approach to internal measures on the topic of sustainability	<ul style="list-style-type: none"> - Publishing activities in associations (e.g., in the form of best practices) - Presentations by employees at events on the topic of sustainability - Encouraging partner companies to take their own measures in the area of sustainability 		Ongoing
	Documentation of work on the topic of sustainability	<ul style="list-style-type: none"> - Publishing the sustainability and progress report 	Ongoing	

10. The 'sustainable entrepreneur' sets INCITES to rethink and act in order to involve employees and market market partners in a continuous improvement process of sustainability.

Topic	Goals & Measures	Results / Indicators	Time of implementation	References
Direct incentives within the company	Sensitising employees to sustainable action	<ul style="list-style-type: none"> - Company suggestions scheme - Addressing sustainability at company meetings 		Ongoing
Indirect incentives for event organisers and visitors	Creating an awareness of sustainability through offers and tips	<ul style="list-style-type: none"> - Cooperation with public transport via admission tickets - Information on sustainability at the venue - Deutsche Bahn congress ticket - Installing an electric charging station at the properties - E-smart procurement 	2005	Ongoing
			2018 Tanzbrunnen 2024 Congress Centres 2018	Implemented

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