

CSR MASTER PLAN 2023-2026 Plan for 2024



Madrid, 31 January 2024

Quality and Sustainability Management



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ANNEX I: SUSTAINABILITY BACKGROUND AND ACHIEVEMENTS

1. INTRODUCTION

- CSR Plan is part of the Strategic Plan working towards developing the area of sustainability.
- Its time scope is four years, although it has two kinds of targets:
 - Targets to be developed within this timeframe, even if they have annual action plans and goals, in order to achieve the final result in an accelerated manner.
 - Annual actions depending on the circumstances aimed at consolidating habits and results.

2. IFEMA MADRID GUIDELINES

IFEMA MADRID SCR Plan and its sustainability policy are governed by the following guidelines:

- **Transparency and good governance**: to be an ethical and transparent institution.
- **Sustainable economic growth**: boosting local economic and sectoral development, entrepreneurship and innovation.
- **Quality employment**: to have committed employees and promote quality employment throughout the value chain.
- **Sustainable infrastructures**: to increase the efficiency of IFEMA MADRID infrastructures and minimise their environmental impact.
- **Sustainable events**: to enhance the level of sustainability of all events organised by IFEMA MADRID.
- **Social engagement**: to contribute to the company's cultural change by promoting corporate volunteering and other employee-driven sustainability-related initiatives.

3. IFEMA MADRID DIRECT CONTRIBUTION TOWARDS SDGs: SDG PRINCIPLES



Goal 8: Promote sustained, inclusive and **sustainable economic growth**, full and **productive employment** and **decent work** for all



Goal 10: Reduce **inequality** within and among countries



Goal 9: Build **resilient infrastructure**, promote **inclusive and sustainable industrialization** and foster **innovation**



Goal 11: Make cities and **human settlements inclusive, safe, resilient and sustainable**



Goal 12: Ensure **sustainable consumption** and production patterns



Goal 7: Ensure **access** to affordable, reliable, sustainable and modern **energy** for all



Goal 13: Take urgent action to combat **climate change and its impacts**



Goal 16: Promote **peaceful and inclusive societies**



Goal 17: Revitalize the **Global Partnership for Sustainable Development**



Goal 4: Ensure **inclusive and equitable quality education** and promote lifelong **learning opportunities** for all

4. FOUR-YEAR SUSTAINABILITY GOALS

IFEMA MADRID aims to achieve four of the sustainability goals by 2026:

➤ **4.1: Carbon neutral:**

Achieve **carbon neutrality** for IFEMA MADRID for scopes 1 and 2 by 2026.

➤ **4.2: Waste:**

To achieve zero waste to disposal by 2026, at all the events managed by IFEMA MADRID.

➤ **4.3: Accessibility:**





Implementation and communication of **Accessible Programmes** and achieving **full digital accessibility** by 2026.

➤ **4.4: Stakeholders:**

Continued increase in **satisfaction levels** until 2026 and in comparison to previous years (2023).

4. FOUR-YEAR SUSTAINABILITY GOALS





4.1: CARBON NEUTRAL

TARGET DEFINITION	ASSOCIATED INDICATOR	ASSOCIATED GUIDELINES	ASSOCIATED SDGs
Be " <i>Carbon Neutral</i> " for scopes 1 and 2 by 2026.	TCO ₂ / turnover ratio in M€ = 0	Sustainable infrastructures	   

ACTION PLAN TO BE DEVELOPED OR ACTIONS TO BE CARRIED OUT	PERSON RESPONSIBLE	PERIOD FORESEEN
Renovation and energy improvement of humidification in the South Building.	Technical Dpt.	2023-2024
Maintain the 100% certified renewable origin of the electricity supplied to IFEMA MADRID and the zero-emission vehicle fleet.	Technical Dpt.	Continuous
Awareness-raising actions for staff on energy saving.	Sustainability group	Continuous
Renew annually the MITECO "I calculate and reduce" label for carbon footprint levels 1 and 2.	Quality and Sustainability Dpt.	Continuous
Advance in the calculation of the carbon footprint of our own trade fairs individually, incorporating scope 3.	Quality and Sustainability Dpt.	2024/2026

4. FOUR-YEAR SUSTAINABILITY GOALS

4.1: CARBON NEUTRAL

TARGET DEFINITION	ASSOCIATED INDICATOR	ASSOCIATED GUIDELINES	ASSOCIATED SDGs
Be “Carbon Neutral” for scopes 1 and 2 by 2026.	TCO ₂ / turnover ratio in M€ = 0	Sustainable infrastructures	   

ACTION PLAN TO BE DEVELOPED OR ACTIONS TO BE CARRIED OUT	PERSON RESPONSIBLE	PERIOD FORESEEN
Increase the scope of ISO 50001 to the entire site (regardless of whether it is certified).	Quality and Sustainability Dpt. Technical Dpt.	2024/2026
Implementation of a photovoltaic energy generation project.	Technical Dpt.	2024/2025
Complete the replacement of all lighting with LED technology.	Technical Dpt.	2024/2025
Integration of energy consumption measurement and control system.	Technical Dpt.	2026
Plan the integration of individual trade fair carbon footprint measurements with the three scopes and propose a global scope 3.	Quality and Sustainability Dpt.	2025
Propose a global offsetting project with a view to achieving the target of carbon neutrality .	Quality and Sustainability Dpt.	2026

4. FOUR-YEAR SUSTAINABILITY GOALS

4.2: WASTE

TARGET DEFINITION	ASSOCIATED INDICATOR	ASSOCIATED GUIDELINES	ASSOCIATED SDGs
“Zero waste” by 2026 in all the events managed by IFEMA MADRID	100% recycled waste	Sustainable events	 

ACTION PLAN TO BE DEVELOPED OR ACTIONS TO BE CARRIED OUT	PERSON RESPONSIBLE	PERIOD FORESEEN
Reduction of the waste generation ratio (T./M€ invoiced) compared to the previous year (reduction of wooden elements in stands, information to all assemblers and exhibitors, surveillance, etc.).	Trade Fair Services Dpt.	Continuous
Elaboration and publication of the Sustainable Participation Guide for Event Organisers and communication of the other two existing sustainable participation guides (Exh. and visitors).	Quality and Sustainability Dpt.	2023
Review and update of the Sustainable Participation Guidelines (Exhibitors, Visitors and Organisers) distribution among our potential clients.	Quality and Sustainability Dpt.	2024
Elimination of individual rubbish bins in work areas and replacement by waste bins with 2 or 5 sections depending on the areas and awareness raising/communication actions on waste separation.	Sustainability Group	2023
Include in general non-hazardous waste agent specifications the obligation to always recycle Non-Hazardous Waste (NHW), whether separated or mixed, as well as hazardous waste (HW) whenever technology allows it.	Fair Services Dpt. Sales Dpt.	Continuous

4. FOUR-YEAR SUSTAINABILITY GOALS




4.2: WASTE

TARGET DEFINITION	ASSOCIATED INDICATOR	ASSOCIATED GUIDELINES	ASSOCIATED SDGs
<u>“Zero waste”</u> to disposal by 2026, in all the events managed by IFEMA MADRID	100% recycled waste	Sustainable events	 

ACTION PLAN TO BE DEVELOPED OR ACTIONS TO BE CARRIED OUT	PERSON RESPONSIBLE	PERIOD FORESEEN
Include in specifications that involve operational work that generates waste (e.g. maintenance, installations, etc.), the obligation to manage their waste in their facilities and in accordance with the provisions of the legislation, and it is forbidden to leave waste behind.	Sales Dpt. Management Centres	Continuous
Contracts for the management of waste carpet shall always ensure its final recycling.	Trade Fair Services Dpt.	Continuous
Generate an action programme to deal with food waste with the relevant supplier.	Quality and Sustainability Dpt. Trade Fair Services Dpt.	2024



4. FOUR-YEAR SUSTAINABILITY GOALS

4.3: ACCESSIBILITY

TARGET DEFINITION	ASSOCIATED INDICATOR	ASSOCIATED GUIDELINES	ASSOCIATED SDGs
Implementation and communication of “<u>Accessible Programmes</u>” and achieving “<u>full digital accessibility</u>” by 2026.	Number of accessible programmes: ≥ 1 Level of web accessibility: AA	Sustainable infrastructures	  
ACTION PLAN TO BE DEVELOPED OR ACTIONS TO BE CARRIED OUT	PERSON RESPONSIBLE	PERIOD FORESEEN	
Maintain the certified level of accessibility for the IFEMA MADRID website: AA.	Marketing Dpt.	Annually	
Carrying out minor infrastructure improvements with the aim of adapting them to the social groups with special needs (auditorium seating, check-in desks, etc.).	Quality and Sustainability Dpt. Technical Dpt.	2023/2024	
Generation of the Accessibility Protocol to be applied at all IFEMA MADRID trade fairs and events.	Quality and Sustainability Dpt.	2023	
To develop the project for the constructive adaptation of the site to the needs of Formula 1, applying the requirements of current legislation on the subject of accessibility.	Technical Dpt.	2023/2026	
Incorporate a model of signage adapted to convey information about the site and the events held there for people with special needs.	Communications and Marketing Dpt. Quality and Sustainability Dpt.	2026	







4. FOUR-YEAR SUSTAINABILITY GOALS

4.4: STAKEHOLDERS

TARGET DEFINITION	ASSOCIATED INDICATOR	ASSOCIATED GUIDELINES	ASSOCIATED SDGs
Continued increase in stakeholder " <u>satisfaction levels</u> " compared to previous years (2023).	Average stakeholder NPS increase compared to 2023 \geq 10 %	<ul style="list-style-type: none"> - Transparency and good governance. - Quality employment. 	 

ACTION PLAN TO BE DEVELOPED OR ACTIONS TO BE CARRIED OUT	PERSON RESPONSIBLE	PERIOD FORESEEN
Systematised satisfaction survey plan for stakeholders (exhibitors, visitors, external operators, suppliers, sponsors, media and employees).	Quality and Sustainability Dpt.	Continuous
NPS analysis of each group compared to the previous edition. Action plan in case of any deviances from expected.	Quality and Sustainability Dpt. Stakeholder controller Dpt.	Annually
Calculation of average NPS of all stakeholders compared to the previous edition. Results evaluation.	Quality and Sustainability Dpt.	Annually

5. OTHER 2024 SUSTAINABILITY ACTIONS

GOAL DEFINITION / ACTION	ASSOCIATED INDICATOR	PERSON RESPONSIBLE	ASSOCIATED GUIDELINES	ASSOCIATED SDGs
<p>With respect to own fairs, increase compared to 2023: -The ratio of sustainability actions -The ratio of actions to support entrepreneurship -The ratio of actions to support innovation.</p>	<p>-Ratio of sustainability actions</p>	<p>Quality and Sustainability Dpt.</p>	<p>Social engagement</p>	 
<p>Promote the culture of sustainability through the creation of participatory content and initiatives. (motivational stories, competitions, etc.) and, most importantly, their distribution through internal networks, promoting the concept of community, the assumption of the company's values and the pride in belonging.</p>	<p>-Number of initiatives undertaken. -Range of interactions (number of interactions/ number of publications)</p>	<p>Quality and Sustainability Dpt.</p>	<p>Quality employment</p>	 
<p>Promote the volunteering programme, focusing on the concept of beneficiaries, focusing on training and employability and incorporating the intention for follow-up.</p>	<p>-Number of educational actions implemented. -Number of beneficiaries</p>	<p>Quality and Sustainability Dpt.</p>	<p>Social engagement</p>	 

ANNEX I: SUSTAINABILITY BACKGROUND AND ACHIEVEMENTS

IFEMA MADRID has had a clear commitment to sustainability for several years now.

- Since 2018 it has been publishing a detailed CSR Plan to all its stakeholders (on the website and intranet) updated every year.
- Since 2019 IFEMA MADRID has implemented and certified an Integrated Management System based on 5 international ISO management standards: ISO 9001 (quality), 14001 (environment), 20121 (sustainability events), 50001 (energy efficiency) and 22320 (emergency management).
- Since 2019 IFEMA MADRID has adhered to the Pact for the Circular Economy.
- In the last 7 years it has reduced its carbon footprint in scopes 1 and 2 by 90%.
- In the last 6 years it has reduced its waste generation ratio in scopes 1 and 2 by 63%.
- In 2023 almost 80% of all IFEMA MADRID waste was recycled.
- In 2023 seven corporate volunteering projects were implemented.

CSR MASTER PLAN

Plan for 2024



JANUARY 2024

Quality and Sustainability Department