

Impact Ingenuity Connection Vitality.

Sustainability Report 2020



**IFEMA
MADRID**

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Sustainability Report 2020



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Vision, mission and values.

Focused on the mission.

We create and promote global environments to connect people, companies and society, boosting competitiveness through excellence and added value.

At IFEMA MADRID we have a clear objective: to create value to make people, businesses and society grow, while being an engine of economic and social value for those around us. A project that looks beyond our borders with international ambitions, and to the future with our sights on innovation and digitalisation, where we can generate wealth, progress and knowledge.

With a very clear vision.

We want to make Madrid, and by extension Spain, the leader on the world economic stage, driving the generation of wealth and business and sector development through our potential as a source of inspiration, knowledge and creation of business opportunities.

We intend to stay at the forefront of the sector, organising trade fairs, conventions and all kinds of musical and leisure events, through operational excellence and service quality.

Always true to our values.

Close and committed

Human, close, empathetic and committed, we are close to what matters, collaborating and helping sectors and companies along the way. We believe in a new shared horizon to generate opportunities, to transfer knowledge and to promote innovation.

Dynamic and inspirational

Creative, dynamic and innovative. We search for new opportunities, always going further, bringing you the future today. We are a source of knowledge and answers for those who need to grow. We have a proactive attitude, taking the lead to generate trust and value for our customers.

Efficient and flexible

We work smart by being efficient, useful and decisive. We overcome obstacles and find the best possible solution to each problem, presenting valuable proposals and alliances. Agile, flexible and realistic, meeting expectations while seeking excellence.

Sustainable and transparent

All our actions are based on transparent relationships, guided by rigour and objective criteria. We offer pertinent, accurate information. We act responsibly toward the environment and our society. We promote change, disseminating culture and respect for the environment and sustainability.



Committed to the present and the future.

We prioritise corporate social responsibility (CSR) as part of our activity, the purpose of which is to create business opportunities and bring wealth and progress to our environment. To achieve this, we opt for sustainable development based on harmonised economic growth, equity, social inclusion and environmental protection.

Aware of our ability to influence, we pioneer sustainability actions and, in alliance with our customers, we promote the development of actions and initiatives with a direct and measurable impact on our community. What is more, we comply with the highest national and international environmental, energy and sustainability standards.

Despite the reduction in fair and congress activity imposed by the disruptive COVID-19 pandemic, in 2020 we upheld our commitment to be responsible and fully compliant with all laws and regulations, which now include new health protocols and certifications imposed by the pandemic. Our sense of responsibility inspires us to go beyond legal compliance, increasing our efforts every year to create a more just, equal and sustainable shared future.



Aware of our ability to influence, we lead by example with sustainability actions and, in alliance with our customers, we promote the development of initiatives with a direct and measurable impact on our community.

CSR Master Plan.

With our CSR Master Plan, we have built a framework that guides our corporate social responsibility activities, a plan that specifies and quantifies what we do and shows how we can be a driving force and model of responsibility.

This Plan also includes activities related to the Sustainable Development Goals (SDG) promoted by the United Nations (UN), whose purpose is to eradicate poverty, protect the planet and ensure prosperity for all as part of a new global sustainable development agenda for 2030.

Set out below are main objectives of the 2020 CSR Master Plan and the plan's direct impact on six of the 17 sustainable development goals established by the UN:

Objectives of the IFEMA MADRID CSR Master Plan



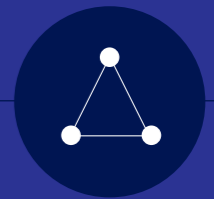
01

Promote economic growth, employment and decent work.



02

Promote sustainable tourism.



03

Endow our stakeholders – employees, companies, suppliers, visitors, etc. – with new skills with regard to the concept of sustainability in its three areas (society, economy, the environment).



04

Create sustainable infrastructure and reduce the environmental impact of our operations.



05

Support a commitment to society among employees and channel the efforts of other stakeholders to make these a hallmark of all our events.



06

Transparency, ethical management and effectiveness of a publicly-owned institution.

SDGS where the activity of IFEMA MADRID has an impact



SDG 8: Decent work and economic growth

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



SDG 13: Climate action

Take immediate action to combat climate change and its impacts.



SDG 9: Industry, innovation and infrastructure

Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation.



SDG 16: Peace, justice and strong institutions

Promote just, peaceful and inclusive societies.



SDG 11: Sustainable cities and communities

Make cities and human settlements inclusive, safe, resilient and sustainable.



SDG 17: Partnerships for the goals

Revitalise the Global Partnership for Sustainable Development.

Lines of action for each SDG.

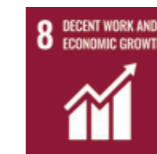
We are committed to contributing to the Sustainable Development Goals (SDG) with quantifiable goals in our CSR Master Plan. These include the following lines of action for the six SDGs that directly inspire the Plan:



01. Ethical transparency in management (SDG 16)

We are moving forward with our mission to be an ethical and transparent institution that promotes decent work standards throughout the value chain:

- The dissemination of the compliance regulations implemented in 2019 through our internal channels guarantees access to IFEMA MADRID staff and other stakeholders.
- Constant updating of the Transparency Portal with current information on the executive staff of IFEMA MADRID and the institution's results.
- Transparent communication of our CSR activity, both internally and externally, with clear and quantified objectives, by publishing and disseminating the CSR report and the CSR Master Plan.
- Transparent procurement processes, encouraging participation by providing all parties with the same information in invitations to tender and managing these through an electronic platform.



02. Economic growth and quality employment (SDG 8)

We work to promote and strengthen our employees' commitment. They are ambassadors of the IFEMA MADRID project and we promote employment, entrepreneurship and innovation by:

- Providing high quality stable jobs, improving working conditions and communicating with employees.
- Supporting the gender balance and non-discrimination in the workplace, guaranteeing compliance with the IFEMA MADRID Equality Plan approved and implemented in 2019.
- Encouraging entrepreneurship by encouraging newly created companies to exhibit at professional fairs under preferential conditions and organising specific support actions at some of our fairs.
- Committing to innovation, both at the institutional level and at fairs.
- Stimulating quality employment by promoting the inclusion of sustainability clauses in internal bidding and procurement regulations.
- Driving local economic development by sponsoring studies that measure the impact of our activity in Community of Madrid and other established international destinations.



03. Sustainable infrastructure
(SDG 9, 11 and 13)

The infrastructure elements that we build are evidence of our commitment to the environment and energy efficiency. We make efficient use of natural resources by:

- Improving energy efficiency in our facilities, with geothermal climate control in offices, LED lighting in offices, stands and halls, and temperature control in halls and offices.
- Complying with ISO 14001 and ISO 50001 standards, expanding the scope of the latter, and sustainable certification of new facilities.
- Reducing water consumption as established in the IFEMA MADRID Sustainable Water Management Plan.
- Measuring the greenhouse gas emissions emitted by IFEMA MADRID in tonnes of CO₂ and taking steps to reduce them.
- Using energy from 100% renewable sources with a certified guarantee since 2019.



04. Sustainable events
(SDG 8, 9, 11 and 17)

We define a sustainable event as one that establishes and implements policies that consist of actions that influence the culture of sustainability. We also work to improve aspects intrinsic to events such as waste processing. To do this, we make efforts to:

- Properly reduce and separate non-hazardous waste and the by-products of our activity, involving our partners and reducing rates of waste.
- We have been ISO 14001 standard certified since 2019.
- We ensure the safety of those who work at or visit our sites to attend fairs and events or during assembly and disassembly periods, and have added to our surveillance team.
- We have been ISO 22320 standard certified for emergency management since 2019.
- IFEMA MADRID takes specific measures to improve and encourage sustainability at our events, which have all been ISO 20121 standard certified since 2019.



05. Sustainable tourism
(SDG 8 and 17)

Use our activities as a means to encourage tourism as a way of contributing to the economic development of the Madrid Region. We want to convey appropriate policies to raise awareness of the need for a type of tourism that respects the natural and the socio-economic environment. We are therefore committed to:

- Being a benchmark in the generation of analysis and recommendations connected with the sustainable tourism goals by operating the FITURNEXT Sustainable Tourism Observatory, created in 2019.
- Promoting tourism in the Community of Madrid, contributing to its economic development, and encouraging our guests to combine their fair activities with tourism.
- Boosting business in all economic sectors linked to our activity, such as service and product providers, as well as all sectors dependent on business tourism.
- Supporting the international buyer programmes.



06. Social commitment by IFEMA MADRID personnel
(SDG 16 and 17)

We support cultural change in the company by promoting corporate volunteering. This charitable work done by our employees is valuable to society and promotes sustainability as a value of IFEMA MADRID:

- We strengthen and channel our employees' commitment to society through the Corporate Volunteering Plan.
- We support and encourage CSR proposals made by our employees.

Complementary lines of action.

As a result of our commitment to corporate social responsibility, our activity has a direct influence on a further eight SDGs:



SDG 1 and 2

- We organise talks from non-governmental organisations (NGO) that fight world hunger to raise awareness among IFEMA MADRID staff.
- We run volunteer projects and campaigns, helping to sort, distribute and donate food, clothing and toys to those in need.
- We create wealth and employment, directly and indirectly, with a significant impact on the Community of Madrid.

SDG 3

- We run campaigns to keep our workforce healthy: vaccinations, specific preventive health campaigns and for members of risk groups.
- We have a permanent, on-site medical service.

SDG 4

- We enter into agreements with universities, training centres for disabled people and vocational training centres to offer students work experience with IFEMA MADRID.
- Through EDUCATION WEEK, we share information about opportunities to attend university and vocational training courses.
- Promotion at all knowledge-themed fairs to provide opportunities with exhibitors.

SDG 5 and 10

- Equality in the workplace: more than 50% of the workforce are women, and 50% of executive positions at IFEMA MADRID are held by women.
- Actions to improve inclusion, based on an understanding of diversity, with projects like FITUR LGTBI.
- Actions to improve the accessibility of our fairs and communication channels.
- Policies to promote inclusion of people with disabilities.

SDG 7

- The electricity used at IFEMA MADRID is from 100% renewable sources, with Renewable Energy Guarantees of Origin.
- We use geothermal energy for temperature control in the office building.
- Electric vans for maintenance staff.
- We encourage sustainable mobility by providing a car park for electric vehicles.

SDG 12

- Collection and donation of surplus food from IFEMA MADRID's own agri-food trade fairs to NGOs.
- Collection and donation of toys, clothes and other goods to people in need.

This responsibility goes beyond legal requirements and is strengthened every year to create a more just, equal and sustainable shared future.



Certifications that guarantee our effort and commitment.

Our achievements under our quality and corporate social responsibility policies have been acknowledged with the renewal of the ISO 9001, ISO 50001, ISO 14001, ISO 20121 and ISO 22320 certificates.

These are based on evaluations by accredited, impartial bodies that oversee and monitor our efforts to align our activity with the UN Sustainable Development Goals and to steer management practices towards continuous improvement, upholding high standards in strategic areas for our activity. These certificates cement our position as a major operator in the international arena.

Aligned with the principles of the United Nations Global Compact.

IFEMA MADRID became a signatory of the United Nations Global Compact two years ago. It is the largest corporate sustainability initiative in the world and has been joined by 13,000 organisations from more than 170 countries.

This step confirmed and ratified our commitment to align our operations with the ten Principles of the Global Compact on human rights, labour, environment and anti-corruption. We also work towards achieving the 17 Sustainable Development Goals upon which our activities have an impact.

IFEMA MADRID certifications



ISO 9001. Quality management.



ISO 50001. Energy efficiency certification for the Puerta Sur building.



ISO 14001. Environmental management.



ISO 20121. Sustainable event management.



ISO 22320. Emergency management and incident response.



AENOR Certification for Protocols against COVID-19.



Madrid Guarantee Seal through Madrid Excelente. Technical certification of commitment measures against COVID-19.



Safe Travels Stamp from the World Travel & Tourism Council for the Convention, Meeting and Event Centre industry.



Company Certificate for Family Responsibility (EFR) for compliance with the EFR 1000-1 standard on strategy and implementation of family-friendly practices.

Impact.

01. Environmental care and conservation.

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IFEMA MADRID considers environmental care and protection among its core objectives. Every year, our activities generate large-scale traffic as goods and people enter and leave our trade fair and venues for professional meetings.

To reduce the environmental impact of these operations as far as possible, we make every effort for our facilities to be sustainable, doing our utmost to keep our use of natural resources to a minimum, processing waste with care and reducing its volume.

We realise that we are in an excellent position to set an example with initiatives that will help to improve our planet, which is the motivation behind our initiatives to raise awareness among employees, visitors and exhibitors. We intend our events to have a positive impact on the culture of sustainability, hence the measures we implement with a direct effect on the meetings themselves.

In 2020, despite the unprecedented situation caused by the coronavirus pandemic, we made some noteworthy progress in environmental matters. We achieved a significant reduction in non-hazardous waste generation ratios and greenhouse gas emissions, and used fewer natural resources, primarily because of the decline in the number of fairs.

What is more, as stated in the CSR Master Plan, we took further measures to reduce and offset our carbon footprint, as well as introducing other initiatives to care for and protect the environment.

Efficient natural resource management.

We are committed to sustainability and making responsible use of natural resources. We use them sparingly and intelligently to be kind to the environment and to conserve our surroundings.

Our work in this area continued in 2020, with investments to improve, equip and maintain our facilities and increasing energy efficiency. We also worked hard to reduce our carbon footprint.

The data for 2020 shows that despite having consumed fewer cubic metres of drinking water in absolute terms compared to 2019 due to the stoppage in fair activity, the reduction was not proportional to turnover, and the ratio has increased in relation to previous years. The reasons for this were the IFEMA COVID-19 hospital and maintenance carried out on the facilities to ensure legal compliance.

Water consumption.

We know that water is an essential and scarce resource, so we are careful to use this precious substance sparingly, with precision and intelligence.

To achieve this, we have taken further measures to improve water management, which are set out in the IFEMA MADRID Sustainable Water Management Plan.

These include introducing sustainable gardening practices, adding to the areas irrigated with regenerated water and reducing the amount of grass in landscaped areas. We also improved our lavatory facilities in 2019, installing automatic taps, double flush toilets and dry urinals in the halls.



Energy consumption (electricity and natural gas).

Our work on the energy efficiency policy continued in 2020. We further improved the LED lighting that we had installed in the halls in 2019 by adjusting levels to operational needs. The ongoing process of optimising the performance of the geothermal plant that supplies the thermal energy to the South Offices building also continued.

As in the case of water, the exceptional circumstances occurring in 2020 affected our electricity and natural gas consumption.

With regard to the absolute consumption data, due to the stoppage of the fair activity, there was a decrease of 41% in electricity and 26% in natural gas consumption compared to the previous year, a fall which was reduced by the needs of the IFEMA COVID-19 hospital. This meant that our energy consumption did not fall in line with billing and, as a consequence, ratios increased considerably compared to earlier years.

In 2020, we introduced a policy to reduce paper consumption consisting of reducing the number of printers available to IFEMA MADRID staff and projects to digitalise the institution's processes.

Paper consumption.

The policy to reduce paper consumption was introduced in 2020, and consisted of making fewer printers available to IFEMA MADRID staff, driving digital transformation projects, and digitalising of the institution's processes. These projects are ongoing, so a gradual improvement in paper consumption will be seen in the coming years.

This has made us more efficient and our paper consumption ratio has fallen (units consumed/turnover in millions of euros): 43.18% compared to 2018 and 6.82% compared to 2019. The ratio reduction for 2020/2019 was less dramatic due to the stoppage in trade fair activity during the COVID-19 shut-down.

IFEMA MADRID also uses PEFC and FSC certificated paper manufactured with material from sustainably managed forests. This reduces the environmental impact of printing internal documents, graphic materials and envelopes used for institutional correspondence and events.



Data and indicators of natural resource consumption at IFEMA MADRID.

Absolute data	2020	% reduction compared to 2019	% reduction compared to 2018
Drinking water consumption (m ³)	51,842	-44%	-51%
Electricity consumption (MWh)	17,703.64	-41%	-38%
Natural gas consumption (MWh)	13,373.51	-26%	-23%
Paper consumption (units)	514,125	-70%	-75%
Carpet consumption (m ²)	308,457.00	-68%	-69%
Diesel A consumption (l)	4,806.20	-45%	-58%
Petrol consumption (l)	1,010.91	56%	47%

Consumption ratios.

Indicator	2020	2020/2019	2020/2018
Drinking water consumption ratio (m ³ / turnover € millions)	858.31	72.60%	13.35%
Electricity consumption ratio (MWh / turnover € millions)	293.11	82.76%	42.31%
Natural gas consumption ratio (MWh / turnover € millions)	221.42	129.83%	83.06%
Paper consumption ratio (units / turnover € millions)	8,512.00	-6.82%	-43.18%
Carpet consumption ratio (m ² / No. of net m ² sold)	0.93	41.14%	10.59%
Diesel A consumption ratio (l / turnover € millions)	79.57	37.31%	-4.28%
Petrol consumption ratio (l / turnover € millions)	16.74	382.33%	236.56%

Measures to combat climate change.

Calculating, reducing and offsetting our carbon footprint.

We know that companies have an important role in the fight against the climate emergency that is threatening the entire planet and upon which greenhouse gases (GHG) have a massive influence.

Because of this, we are calculating our carbon footprint as a preliminary step to understanding the impact of our activity, based on which we can take action to reduce and offset it.

In 2020 we formally registered our carbon footprint in the registry of footprint, compensation and CO₂ absorption projects of the Ministry for the Ecological Transition and the Demographic Challenge. This enabled IFEMA MADRID to obtain the "Calculation" seal in scopes 1 and 2, for 2017, 2018 and 2019.

The carbon footprint calculation encompasses all activities carried out at IFEMA MADRID, including events, fuel consumption (natural gas, diesel, petrol, etc.) and electricity.

The calculation is a way of publicising our past, present and future commitment to reducing and offsetting our activities' CO₂ emissions. This is now an intrinsic part of our transparency and good practices in sustainability policies.

In the last four years, in absolute terms, we have decreased the tonnes of CO₂ we emit by 84.45% (compared to 2017). Compared to 2019, our emissions are down by 80.11% also in absolute terms.

We know that calculating our carbon footprint is the first step to understanding the impact of our activity.

Of course, these data have been affected to some extent by the downturn in trade fair activity, however when compared with turnover, in relative terms, the "tonnes of CO₂/turnover in millions of euros" ratio has fallen by 67.70% in the last four years and by 34.02% with respect to 2019. The 2020 reduction was due to the use of electricity from 100% renewable sources and to IFEMA MADRID's commitment and the improvements implemented with respect to previous years.



Carbon footprint of IFEMA MADRID.

	Absolute data (kg of CO ₂)			Ratio (kg of CO ₂ / € million)		
	2019	2020	% 2020 vs 2019	2019	2020	% 2020 vs 2019
Electricity	8,997,063	(Not emitted due to the green energy purchased) 0	-100	48,112.64	(Not emitted due to the green energy purchased) 0	-100
Natural gas	3,639,056.26	2,433,979.548	-25.77	19,460.19	13,015.93	-25.77
Diesel	27,016.64	10,850.3594	-50.12	144.47	58.02	-50.12
Petrol	1,398.49	2,203.7838	-55.92	7.48	11.78	+55.92
Butane gas	5,557.5	(Not consumed due to the lack of fair activity) 0	-100	29.72	(Not consumed due to the lack of fair activity) 0	-100
Refrigerant gas leaks during refills	(No leaks) 0	(No leaks) 0	-100	0.00	(No leaks) 0	-100

Measurement of IFEMA MADRID's carbon footprint.

	2020	2019	2018	2017	2020 vs 2019	2020 vs 2017
T of CO ₂ emitted (scopes 1-2)	2,448.05	12,304.54	15,208.14	15,738.50	-80.10%	-84.45%
Ratio "T of CO ₂ / turnover" (scopes 1-2)	40.53	65.73	109.81	133.26	-38.34%	-69.59%

“Muévete verde” (“Move green”) award

Our work to promote sustainability was acknowledged by Madrid City Council's Environment and Mobility Area, which gave us a “Muévete verde” (“Move Green”) award in the “Energy Efficiency” category for reducing our carbon footprint in the last four years.

This award recognises our efforts in this area, such as installing a geothermal energy system, replacing lighting in halls with LEDs and environmental training for our staff, as well as obtaining three international environmental management and energy and sustainable event certificates.

All these factors establish us as a leading fair operator in terms of sustainability, not to mention our quality and social responsibility policies, all aligned with the Sustainable Development Goals linked to our activity that have been implemented in recent years.



Renewable energy and sustainable mobility.

When it comes to environmental responsibility, in 2020 we continued to opt for renewable energies rather than fossil fuels, and to track and monitor the energy expended by employee travel. We also spread good practices related to the renewable energy and energy efficiency.

We continued our commitment to use electrical energy from 100% renewable sources and air conditioning powered by geothermal energy, using heat in the subsoil to heat and obtain sanitary hot water in an ecological way.

Thanks to a strategic agreement signed with Iberdrola in 2019, we helped to prevent the emission of 8 tonnes of CO₂ into the atmosphere by using the on-site electric vehicle charging facilities. This infrastructure allows simultaneous recharging of 34 vehicles and supplies 100% green energy from clean generation sources with certificates of renewable origin.

In terms of mobility and electrification of transport, we have a fleet of electric vehicles, consisting of seven Kangoo ZE maintenance vans and two Hybrid Hyundai Ionics for commercial use. Since acquiring these in 2017 and 2019, we have significantly reduced our CO₂ emissions.

Yet again this year, the renewable energy sector was prominent on the fair calendar, which included, among other environmentally-themed events, the GENERA International Energy and Environment Fair, organised and held on our site.



Circular economy and waste management.

Reduce and separate.

In 2020, despite the decline in fair business due to the pandemic, we managed to be more efficient and produced less non-hazardous waste (NHW), reducing the “tonnes of NHW / turnover in million euros” ratio by 16.55% compared to the previous year, a percentage that increased to 43.62% compared with the figures obtained in 2018.

In January 2020, a new management system was established to reduce the non-hazardous waste produced at IFEMA MADRID. Since that time, exhibitors and assemblers requiring the Institution's waste removal and management service must book the service ahead of time. They are systematically informed of our new conditions and they are charged a penalty fee if they leave any waste behind.

Also, to raise awareness and provide information, IFEMA MADRID has produced a Guide to sustainable participation in trade fairs that explains exhibitors' and assemblers' waste management obligations throughout the life cycle of the fair, including assembly and disassembly. This guide is available on the IFEMA MADRID website and is sent to exhibitors for information purposes by the institution.

IFEMA MADRID is committed to moving toward a circular economy model that makes proper use of resources, as well as the reduction, reuse and recycling of the materials and waste resulting from our activity.

This system, a departure from the traditional linear “use and throw away” model, reduces the amount of natural resources consumed and cuts waste production, which helps to relieve environmental pressure and lower CO₂ emissions.

Our CSR Master Plan steers us in this direction. It contains measures to produce more sustainable events by raising awareness among companies and their staff, having an impact on aspects of trade fairs such as waste processing.

We promote the rational use and reuse of resources, as well as the reduction, reuse and recycling of the waste generated by our activity.

Likewise, although we generate a negligible volume of hazardous waste compared to non-hazardous waste, this year, more hazardous waste was produced than in the previous year. This was due to increased maintenance work during the stoppage (empty containers, paint sludge, solvents, etc.), and the replacement of the entrance turnstiles to offices, which produced additional electrical and electronic waste.

Finally, our environmental policy not only promotes waste reduction but also proper separation. In the case of non-hazardous waste, we involve collaborating companies by raising awareness of the importance of responsible waste management and legal compliance. We also provide bins and containers to separate and dispose of waste at our fairs and events, where everyone can dispose of their paper-cardboard, packaging, glass and organic waste.

Waste separation and recovery.

As a result of these initiatives, in 2020, the estimated volume of waste sent for recycling or recovery (use for other uses) accounted for 83.53% of the total, about 10% more than in 2019.

This improvement is attributable to a sharp reduction in mixed waste (more difficult to reuse) caused by a lack of fair activity and, as a result, recoverable waste had more weight compared to the total (such as pruning waste, wood, scrap metal, paper-cardboard, plastic, and so on). During the year, additional efforts were made to separate carpet waste to improve its recovery potential.



Waste produced at IFEMA MADRID (consumption).

Activity that produces waste	Waste type	Amount generated in 2020 (tonnes per waste type)	Change 2020 vs 2019
Non-hazardous waste			
Fair activity and catering	Rest: mixed, inert waste	1,018.22	-81.45%
Fair activity and offices	Paper and cardboard	103.83	-56.56%
Fair activity	Plastic and containers	23.33	-54.73%
Fair activity	Wood	900.42	-73.64%
Food and Drink	Glass	5.97	-58.08%
Maintenance	Construction and demolition waste (CDW)	61.38	-23.28
Maintenance	Pruning waste	275	-19.12%
Maintenance	Scrap	35.4	-87%
Offices	Waste electrical appliances	1.283	7%
Food and Drink	Waste oil	1.51	-67%
Toilets and medicine cabinet	Type I sanitary waste	2.514	-51%
Dangerous waste			
First aid kit	Type II sanitary waste	12 units	0
Maintenance	Waste oil	0.552	15%
Fair activity and maintenance	Contaminated empty containers	1.037	1,213%
Fair activity and maintenance	Solvent paint sludge	1.924	271%
Maintenance	Empty aerosols	0.009	0%
Maintenance	Contaminated absorbent material	0.2965	998%
Offices	Electrical and electronic waste	7.67	1,389%
Offices and maintenance	Batteries and accumulators	0.4215	-76%
Offices and maintenance	Fluorescent, bulbs, etc.	0	-100%

Non-hazardous waste (ratios).

Ratios of tonnes (T) of non-hazardous waste (NHW)	2020	% reduction compared to 2019	% reduction compared to 2018
T of NHW generated	2,676.28	-73%	-75.41
Ratio of "T of NHW / Turnover € million"	44.31	-16.55%	-43.62%

Hazardous waste (ratios).

Ratios of tons (T) of hazardous waste (HW)	2020	% reduction compared to 2019	% reduction compared to 2018
T of HW generated	11.91	214%	11%
Ratio of "T of HW / Turnover (€ million)"	0.20	871%	155%

End use of hazardous waste (HW) and non-hazardous waste (NHW) by quantity (tonnes).

End use	2020			2019			2018		
	Total	HW	NHW	Total	HW	NHW	Total	HW	NHW
Recovery	83.53%	81.36%	83.54%	73.74%	85.62%	73.74%	71.44%	100%	71.41%
Disposal or deposit	16.47%	18.64%	16.16%	26.26%	14.38%	26.26%	28.56%	0%	28.59%

Biodiversity and green areas.

Our facilities are not in a protected or highly biodiverse area, so our activity does not affect or interfere with any threatened, protected or endangered species in the Community of Madrid.

However, our policy of respecting our natural surroundings has led us to care for and conserve the green areas on our sites. These landscaped areas also help to reduce noise and atmospheric pollution in the area and encourage interaction with nature.

IFEMA MADRID's green areas are planted with both native and non-native species of plant, all suited to the local climate, safe for users and suitable for the reclaimed water irrigation system installed throughout the site. They have been selected and planted according to their characteristics and maturity to keep the need for maintenance to a minimum.

Similarly, in recent years we have reduced the area occupied by lawns and meadows, and chosen species suitable for the local environment for replanting, new planting and resowing. This has enabled us to reduce our water consumption while maintaining these green areas.

To stabilise land, prevent weeds from appearing and to be able to use of a localised irrigation system that reduces water consumption, the use of cover plants has been prioritised over other options. These species are also more attractive.



We prefer to buy plants and other supplies from local nurseries, which gives us access to plant species suited to local weather conditions. They also take less time to transport time to the site, which is an additional saving.

In the case of fertilisers, we encourage the use of organic products and only use chemicals to deal with deficiencies, always opting for low-nitrogen formulations to minimise water pollution. We also control weeds and control plants using manual and mechanical methods so as not to use herbicides.

Our policy of respecting the natural environment inspires us to care and conserve the landscaped areas on our site.

Certifications that endorse our environmental work.

We work hard to comply with the UN Sustainable Development Goals and uphold the highest standards of environmental quality and sustainability. This has enabled us to keep the certifications obtained in the previous year after being audited by a certified, accredited and impartial independent entity.

ISO 14001. Environmental management.



ISO 14001 certification allows companies to show their commitment to environmental protection by meeting international standards that certify environmental risk management associated with their activity, minimising any impact.

IFEMA MADRID undergoes regular external audits to prove its compliance with all applicable environmental laws on its facilities, both in terms of waste and emissions.

It also has an awareness and communication programme for exhibitors during assembly and disassembly that makes everyone aware of what is required and ensures the implementation of environmentally friendly practices.

ISO 20121. Sustainable events.



All the fairs we organise are ISO 20121 certified for their event sustainability management systems. This certification was granted in recognition of the fact that as well as generating business and energising the economy, our fairs are committed to making a contribution to society, transferring part of the benefits received to the community, not only from a social point of view but also from an environmental and economic perspective.

In this context, the standard recognises the contribution made by all our fairs, encouraging entrepreneurship and adding value and supporting exhibiting companies' capacity to innovate, as well as promoting specific Corporate Social Responsibility actions to benefit society and the environment (for example, through agreements with NGOs and food banks which distribute surplus product and cooperate on projects).

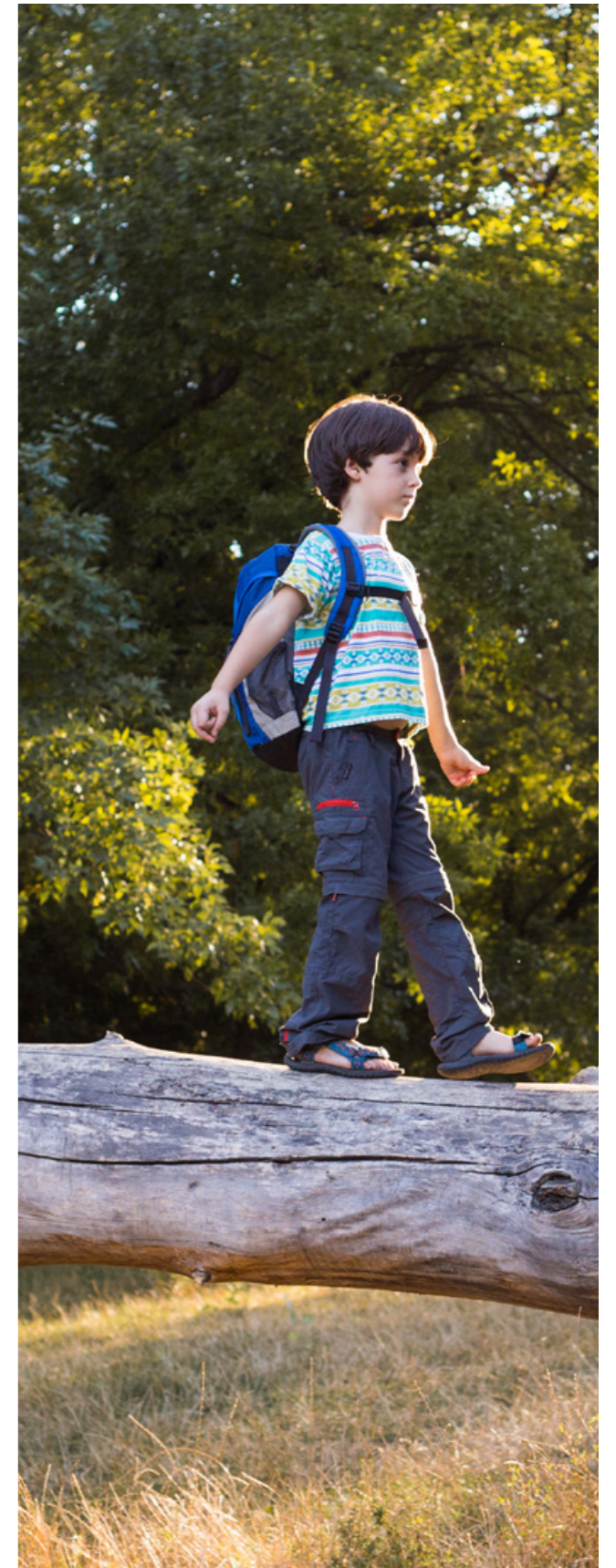
ISO 50001. Energy efficiency.



Obtaining ISO 50001 in our Puerta Sur building establishes general principles and guidelines for measuring and verifying the energy performance of an organisation and its components and continuous improvement.

In the case of IFEMA MADRID, it underlines our commitment to sustainability through measures such as opting for 100% green energy, and generating geothermal energy with a plant that covers air conditioning needs in our main building, among many other initiatives.

In 2020 we kept the certifications obtained in the previous year, after undergoing an audit by a certified, accredited and neutral independent entity.



Disseminate and promote sustainability.

We know that we have an enormous capacity to influence others, and have seen how the fairs and events that we organise are excellent opportunities to give visibility to initiatives and projects that raise awareness of importance caring for the environment.

That's why we have committed to hosting events that, regardless of the sector to which they are addressed, always feature environmental sustainability as a cross-cutting aspect of a concomitant exhibition, debate, conference or congress. In alliance with our customers, we promote and support concrete CSR actions at our events that have a direct and measurable impact on our community.

In February, in collaboration with the Institute for Diversification and Saving of Energy (IDAE), we organised **GENERA**, the International Fair of Energy and Environment. The theme was "Integrating energies for a sustainable future". This new edition was a meeting for the industrial renewable energy, distribution, energy efficiency sectors and their main applications, such as storage, self-consumption and mobility.

In May, during the fourth edition of the **FORUM OF THE CITIES OF MADRID**, held remotely to comply with coronavirus restrictions, there was a debate on the circular economy and measures to guarantee better, more efficient management of urban waste in the next decade, with a view to achieving the European objectives for 2030.

The 2020 edition of **MAÑANA**, a platform for social innovation and sustainability, was also a 100% digital event, whose discussions included the importance of climate, water, energy, the circular economy and the environment, among others.

There were also initiatives to promote responsible management of natural resources and reduce the carbon footprint of events held on our site, such as, for example, promoting public transport at **SMART DOORS**, **SICUR**, **BISUTEX**, **MADRIDJOYA**, **INTERGIFT** and **ARCOmadrid**, where electric cars were the official vehicle of the fair.



Publication of the first Guide to sustainable participation in fairs

Our progress in matters of sustainability inspired us to write and publish the first Guide to sustainable participation in fairs by a trade fair organisation.

It is a compendium of protocols and recommendations that will help fair companies and operators make their participation a model of sustainability with a positive environmental and economic impact.

This was done based on a structured analysis that takes into account the life cycle of all aspects susceptible to sustainable management throughout the work done by exhibitors as a reference, from the moment they decide to take part in the fair until it is over, including the return journey.

The guidelines and suggestions in the manual encompass everything from the choice of suitable materials for building the stand, to waste, packaging and chemical processing; security, intake and dispatch of goods, and sustainable catering and transport management.

The Sustainable Trade Fair Participation Guide is available free of charge on our website. We want this guide to contribute to improving the fair sector's response to the challenge of the United Nations (UN) 2030 Agenda for Sustainable Development, making fairs and congresses an opportunity to create shared value.

Carpets were not used at **ARCOmadrid**, which reduced consumption of textiles and, consequently, natural resources. The paper version of the VIP programme was scrapped and only the online format was produced. We stepped up efforts to recycle passes and invitations by collecting them in the halls and adjusting guest numbers for catering services. This measure to reduce food wastage and organic waste was also carried out during **BISUTEX**, **MADRIDJOYA** and **INTERGIFT**.

Support for sustainability was reinforced at **EDUCATION WEEK** with the Space for Dissemination of Sustainable Development Goals and, among other initiatives, the sustainable product exhibition at **INTERGIFT**.

With the same objective in mind, we awarded a prize to the most sustainable stand at **FITUR**. The use of durable, low-maintenance material that can be recycled and low-consumption lighting and sustainable means of transport used by stand staff were taken into consideration when choosing the winner.

Similarly, during **GRAN CANARIA SWIM WEEK BY MODA CÁLIDA** swimwear catwalk, organised by the Cabildo de Gran Canaria and IFEMA MADRID, there was an award for the Best Sustainable Collection to highlight designers' commitment to choosing materials and techniques that respect the environment when making their collections.



Ingenuity.

02. Human resource management.

Occupational health and well-being, top priority in 2020_20
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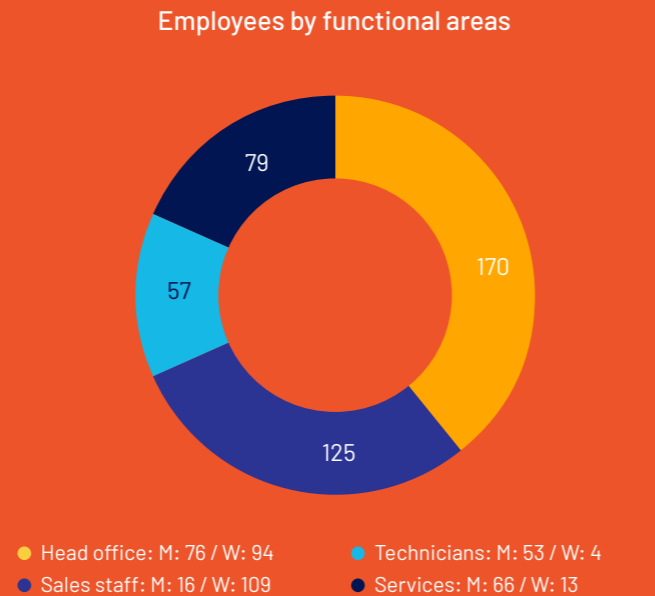


People are the driving force that has guided IFEMA MADRID's growth throughout its 40-year history and they will also be responsible for leading its growth in this new stage, full of challenges and opportunities. The year 2020 was exceptional one and highlighted, more than ever, the need to protect and support our workforce.

Our main priority during this difficult period has been the health and well-being of our employees, a year during which the pandemic revolutionised people's work routines and methods. The health crisis has also accelerated the transformation of trade fair activity, a change we had been preparing for, for years.

To prepare ourselves for this new challenge, we organised training programmes and designed new resources to ensure that our employees were trained to the highest professional and personal standards.

Our workforce.



Occupational health and well-being, top priority in 2020.

Two of our main human resources management policies are employee health and safety, and emotional well-being. These two aspects became pivotal in 2020 with the impact of the coronavirus pandemic on the day-to-day life of our workforce.

With the state of alarm and in accordance with our corporate values and principles, we devised specific health protection plans and extended the flexibility initiatives that we had already been applying for several years. All this allowed IFEMA MADRID to continue to be a benchmark company in human resources management, recognised by several certifications and awards.

Action protocols to avoid the risk of contagion.

IFEMA MADRID has a Prevention Plan with procedures and actions to evaluate, detect and eliminate risks in facilities and work systems, as well as regular employee health monitoring campaigns. The body in charge of defining and controlling these actions is the Health and Safety Committee, which works in coordination with the External Prevention Service.

The crisis in 2020 caused us to step up our efforts in this area and to design specific action plans. These were adapted as the pandemic developed. We have made every effort to safeguard the health and safety of employees by taking preventive measures to avoid the risk of transmitting the coronavirus.

IFEMA MADRID has a Prevention Plan with procedures and actions for evaluation, detection and elimination of risks in the facilities and work systems, as well as regular employee health monitoring campaigns.

Along with strict compliance with health authority instructions, our plans prioritised two areas:



Vulnerable workers were given the opportunity to work remotely.



Emergency protocols were developed to use with employees with symptoms potentially indicative of the virus.

We have made every effort to safeguard the health and safety of employees by taking preventive measures to avoid the risk of transmitting the coronavirus.

The general measures taken to protect the workforce included the following:



Serological testing for all employees.



Availability of personal protective equipment (gels, masks, gloves, disinfectant solutions, etc.).



We installed automatic temperature-taking systems at the entrances to sites.



Information about safe practices in common areas (lifts, meeting rooms, printer hubs, toilets, stairs, vending areas, etc.).



Dissemination of regulations for the safe use of shared work equipment (vehicles, tools, etc.).



Substitution of the previous contact signing procedure with contactless methods.



Drafting of a protocol for external visits, limiting interpersonal contact.



In the progressive return to in-person activity, application of organisational rules to guarantee social distancing and help minimise the risk of infection. For example, limiting in-person ratios in fixed positions, organising stable worker bubbles and general all-day working hours, among other measures.

More flexi-working.

In 2020, the stay-at-home orders issued during the state of alarm in Spain, with an explicit recommendation for companies to allow their employees to work remotely, when possible, caused us to ramp up the flexibility measures we have already been driving.

Our commitment to improve the work-life balance and job flexibility materialised in 2019 with the launch of the Flexible Work Pilot programme. As well as improving work and quality of life, the gradual introduction of remote working also supports sustainability and respect for the environment, reducing city congestion, and developing and encouraging diversity and inclusion.

The state of alarm declared in March 2020 and strict home confinement measures led IFEMA MADRID to immediately speed up plans to implement remote working. To do this, we provided an enormous number of mobile devices and computers, allowing our employees to adapt to this new way of working in record time. Based on data from the pilot programme and our ability to adapt, 100% of our employees were able to do their jobs satisfactorily from home.

Given the exceptional nature of the situation and the speed with which the new methodologies were applied, we also developed a series of resources and practical tools to help workers to adapt to remote working. Through our internal communication channels, good practice manuals were shared with the entire workforce to help them to get used to remote working.

Acknowledgement of our commitment to the work-life balance

IFEMA MADRID's commitment to the work-life balance, family and personal life is evidenced by the existence of an Equality Agent on the staff in order to optimise practices and proposals in this area. In 2020, we published a **Flexible Work Guide** to lay the foundations for this flexibility measure and communicate it throughout the entire organisation.

Our continuous commitment to the values of work-life balance led to the 2020 renewal of our certification as a **Family Responsible Entity (efr)** of the Másfamilia Foundation and our obtaining the Alares 2020 Award for the "Reconciliation of work, family and personal life, and promotion of Social responsibility".

IFEMA MADRID has been efr certified since 2007 and has renewed it four times, through regular review and follow-up audits carried out by the Másfamilia Foundation.

This certification guarantees that the efr management model implemented complies with the guidelines and requirements of the efr 1000-1 Standard in terms of design, strategy and implementation of family-friendly practices. In the last renewal, the efr certification in the Proactive B category was achieved, proving the institution's efforts to improve the professional and personal lives of its employees.

IFEMA MADRID's commitment to the work-life balance has also been recognised with the **Alares 2020 Award** for "Conciliación de la vida laboral, familiar y personal, y fomento de la Responsabilidad Social" ("Balancing of work, family and personal life, and promotion of Social Responsibility") in the Institutions category, awarded by the Alares Foundation.

The award ceremony was held virtually in June 2020, at a gala presided over by Their Majesties The King and Queen of Spain. The Alares Foundation has been working to improve people's quality of life and promote business and institutional competitiveness for more than 25 years.



Promoting equality and diversity.

The pillars of people management are framed in a business culture based on equality of gender and opportunities, non-discrimination and respect for diversity.

Our promotion of equality between men and women is manifest in the equal distribution of our human resources: at year end 2020 our workforce consisted of 431 people, with 51% women and 49% men.

In addition, equal opportunity is a mainstay of our equal opportunities policy and is applied in all recruitment, employment, training and professional promotion. That means that we hire new employees based on an objective assessment of the candidates' knowledge and skills, with no discrimination of any kind between men and women.

We also apply objective criteria to the promotion and professional development of our workers, and there are no salary differences for reasons of sex or other discriminatory reasons. At the end of 2020, IFEMA MADRID's management team consisted of 28 people, with 50% men and another 50% women.

The commitment to integration and non-discrimination also extends to people with disabilities. As members of the Socially Responsible Public Procurement Forum, our permanent staff includes eleven employees with some type of disability, that is 2.55% of the workforce, more than the legal minimum required by more than half a point. These employees have a stable environment for training and professional growth, and equal opportunities for promotion.

Professional growth and development.



This continuous updating of the knowledge and capacities of our human team is particularly important in the current environment of transformation of the fair activity, marked mainly by the progressive digitalisation of events, globalisation of the sector and incorporation of sustainability as an essential value in any activity.

These trends require our employees to have cross-cutting knowledge in different disciplines to keep our institution growing.

IFEMA MADRID plays an active role in the professional and personal development of its workers through three complementary lines of action



Continuous learning, with an annual training plan.



Financial support through personalised grants and scholarships for external training programmes.



Helping our workforce to analyse and update their skills.

This continuous updating of the knowledge and capacities of our human team is particularly important in the current environment of transformation of the fair activity.

Adapting the Training Plan to sector challenges.

Initiatives to develop IFEMA MADRID workers' knowledge and skills are organised accordance with the Training Plan, which allows workers to acquire new skills and abilities, motivates them and gives them confidence to take on new responsibilities.

Speeding up the transformation of the sector and the urgent application of new work methodologies due to the pandemic are the hallmarks of the 2020 Training Plan.

This transformation has been addressed mainly through digitalisation and reskilling, the main ways we are adapting to the new fair environment. Aspects of digital tools, agile methodologies and skills have taken centre stage. We have continued to address areas of knowledge already tackled in previous years, such as self-protection, risk prevention, quality and an integrated management system, equality, conciliation, and regulatory and legal compliance.

To provide effective training in all these subjects in a situation marked by mobility restrictions due to the pandemic, we opted for the flexibility of digital learning platforms. We used our internal communication tools, giving a new look and function to our intranet and internal interaction channels. Although this was an unusual year, we managed to deliver 8,610 hours of training through 106 actions.

In 2020, it is also worth highlighting our workforce's proactive attitude to honing their knowledge and skills to continue growing professionally and contribute to the progress of the institution. In response to this demand, IFEMA MADRID has granted direct financial aid for training in external entities, subsidising between 30% and 50% of the cost as flexible remuneration. Along with these personalised grants, annual scholarships have been awarded to employees for courses related to their professional profiles.



Talent development.

In parallel to the application of the Training Plan, in 2020 we have continued working to identify talent and opportunities for professional growth among our workers.

New skill development programme

One of the lines of action in this regard has been the implementation of a skills development programme that consists of measuring, assessing and adapting the cross-cutting skills of a broad group of professionals that encompasses all areas of the company.

Specifically, the programme has been applied to 189 employees from all organisational areas, designing personalised action plans for 43% of them. These plans focus on the development of critical skill to achieve an improvement in their performance and, with it, professional and personal growth.

The new programme was welcomed by employees, according to the results of the survey carried out after its implementation. Among the most popular aspects are benefits related to professional growth and the promotion of good practices in the field of internal communication.

Promotion of senior talent

Another relevant project started in 2020 focused on the promotion of older workers, in response to the impact of the growing longevity of the Spanish population in the labour market and, more specifically, in the business sphere.

IFEMA MADRID actively participates in the analysis of this trend as a member of the working group promoted by the Másfamilia Foundation for the promotion of senior talent in Spain. The objective of this initiative is to anticipate and adapt to this new reality, nurturing the potential and capacities of this group. To achieve this, the group is designed to be a meeting for sharing knowledge and benchmarking measures, good practices, experiences and continuous training.

Together with IFEMA MADRID, the working group is made up of the companies CaixaBank, Cepsa, Enagás, Reale Seguros, Generali, Línea Directa Aseguradora (host of the action), Mapfre, Pelayo and Red Eléctrica de España.

Participation in initiatives like these is strategic for IFEMA MADRID, to obtain specialised knowledge for introducing management improvement measures and promoting talented people in its workforce, with an approximate average age of 49 years.

Ethical and transparent conduct.

One of the objectives of the IFEMA MADRID CSR Master Plan is “to be an ethical and transparent institution that promotes quality work standards among its value chain”. We are committed to complying with both internal and external laws and regulations and developing the necessary resources and tools to guarantee control and compliance with the institution’s regulations.

The unit responsible for establishing the standards that regulate our compliance policies is the Regulatory Compliance Committee, an internal collegiate body created in 2017. It also oversees compliance with these rules by employees, exhibitors and visitors.

In line with the work done on the compliance system in previous years, in 2020, the Regulatory Compliance Committee worked to prevent regulatory breaches, creating a culture of compliance in the institution, reinforce the rules and internal control procedures to prevent potential illicit behaviour, and strengthen our clear and unequivocal condemnation of any conduct contrary to the law.

To keep the compliance risk assessment up to date, the IFEMA MADRID Regulatory Risk Map was regularly reviewed and updated throughout the year. The legal and regulatory risk assessment has also been adapted to our business activities, the needs of the institution and the new circumstances arising from the health crisis. For example, new risks have been included in connection with activities such as macro-festivals and concerts at IFEMA MADRID facilities, and necessary measures for the transition towards the so-called “new normal” after the pandemic.



Strengthening internal control systems.

The direct impact of the pandemic on work methodologies and organisational systems (adaptation to remote working, development of new action protocols, etc.) also led to reviews and tightening of internal control standards and procedures to prevent potential illicit behaviour. The updated documents and processes include the following:

- **Flexible Work Guide:** review of the remote working protocol as a result of the coronavirus crisis and regulatory changes.
- **Ethics Channel Management Procedure:** annual review of the procedure and adaptation to the so-called “Whistleblowing directive”, which imposes the obligation to implement a complaints channel to companies in both the public or private sectors.
- **Conflict of interest policy:** annual review of the document.

As well as updating the resources already available, new processes and documents were developed in 2020. We produced an Internal Investigations Procedure, aimed at improving the Regulatory Compliance Committee’s response to the need to carry out internal investigations, and the Return from COVID-19 Plan.

Likewise, a COVID-19 Control Group has been set up, comprising representatives from all areas of IFEMA MADRID, which meets regularly to assess compliance with the regulations and changes that may arise in the course of our activity.

When it comes to communication and raising awareness, several informative circulars have been published on the corporate intranet to establish regular and effective communication regarding compliance. Among these circulars, the IFEMA MADRID Gifts and Gifts Policy was updated in 2020.

Lastly, in terms of training, a training session was held for the members of the Regulatory Compliance Committee.

Certifications of good human resources policies

The management of the human team and everything related to people by IFEMA MADRID was audited in 2020 by the bodies responsible for granting two major certifications: the AENOR certificate and the Madrid Guarantee seal.

The institution became the first Spanish fair operator to obtain AENOR certification for the sanitary measures and security protocols implemented against COVID-19 to guarantee the holding of safe events for employees, organisers and visitors.

At the same time, IFEMA MADRID was granted the Madrid Guarantee seal, an initiative of the Plan for the Reactivation of the Government of the Community of Madrid, thanks to the solutions implemented against COVID-19 at three levels: compliance with measures, extraordinary measures and social action.

The direct impact of the pandemic on work methodologies and organisational systems (adaptation to teleworking, development of new action protocols, etc.) also led to reviews and tightening of internal control standards and procedures to prevent potential illicit behaviour.

Connection.

03. An engine for the economy and innovation.

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Since we were founded 40 years ago, we have set out to be an active agent in the creation of a new sustainability model capable of generating economic and social value for all those around us and our environment.

As a result of this commitment, IFEMA MADRID has become the leading trade fair operator in Spain, and one of the main in Europe, as well as one of the main driving forces in the Community of Madrid. Through our fair, congress, and event activity we have generated wealth, employment and business development not only locally, but also nationally and internationally.

In 2020, our efforts to stimulate and support business and development remained steadfast. We organised actions to promote entrepreneurship and innovation and helped to further the international efforts of companies and productive sectors that met at our fairs and events.

In March, the stoppage and restrictions on in-person activity caused by the coronavirus pandemic limited our objectives and added a new dimension to our work for society in the economic sphere: to stimulate business through the reactivation of the fair sector.

Accordingly, we adapted our offer to ensure the health, safety and mobility requirements of people. On the same line, we analysed our activity to identify opportunities for change and transformation that would allow us to develop new business models, combining in-person and virtual methods, with the aim of increasing turnover, generating activity in companies and reaching new markets.



Boosting economic development.

The line-up of fairs, congresses, conventions and other events at IFEMA MADRID mobilises and generates wealth among all the agents linked to our activity, such as transport, restaurants, hotels or tourism, as well as promoting job creation.

At the local level, this contribution has made us the second major economic engine in the Community of Madrid, after Adolfo Suárez Airport. In 2019, our activity generated more than €5.1 billion, more than 39,000 jobs and a contribution of 3.8% of the gross domestic product (GDP) of the city.

In 2020, the decline in trade fair activity from the second quarter of the year had an impact on these figures, which decreased significantly compared to 2019. Despite this, our responsibility and our commitment to boosting the Madrid economy remained intact. We focused on developing new business lines and recovering the pace of activity as soon as possible to take our place as major players in the revitalisation and economic reactivation of the city of Madrid, helping it to keep its leading position in business tourism.

International promotion.

Our work to stimulate and promote business activity in the different sectors featured in our meetings is not limited to the local sphere.

IFEMA MADRID increases international opportunities for Spanish industry by promoting and internationalising companies that participate in our events, providing them with business platforms that enable them to introduce their products in other markets and generate new business opportunities.

This aspect has been reinforced with the promotion of initiatives such as the International Buyers programme, which allows national companies participating in our events to select buyers from outside Spain to invite to our shows.

The outbreak of the coronavirus pandemic stemmed the flow and mobility of people, so we worked to facilitate contact with international agents at virtual and hybrid events to help reach new markets, particularly in Latin America and Europe.

We have continued to work to maintain our international leadership by organising fairs, conventions and all kinds of leisure events through our fair activity in other countries, to which we export our knowledge and experience managing and marketing events and spaces.

Business revitalisation and entrepreneurship.

One of our main objectives at IFEMA MADRID in the field of economic development is to support entrepreneurship in different economic and industrial sectors of the fairs.

As a result of this commitment, we promote actions aimed at attracting new companies, startups and entrepreneurs to our events, so that they can benefit from our fairs as a commercial lever and sector meeting point for the market launch of new products and Business projects.

One such initiative is the 50% subsidised participation programme, which helps companies and projects with potential to attend leading events in our country. This allows emerging businesses to come into contact with the main market agents, minimising investment costs and facilitating all business, communication and promotion tools.

In addition, in 2020 we carried out other specific actions at our fairs aimed at supporting businesses and entrepreneurship.



We promote actions aimed at facilitating the presence of new companies, startups and entrepreneurs in our events.

MOMAD.

International Footwear and Accessories Show.

During the event, young designers, emerging companies and newly created firms were provided with the Ego modular stand at a competitive price.

To support talent and entrepreneurship, the MOMAD Talents by ISEM contest was a platform for promotion and visibility for young entrepreneurs and companies keen to showcase their creations and fashion, footwear and accessory designs. The organisation also rewarded the finalist and the winner of the contest with a free stand at the fair.

We also supported the talent and professional development of young design students, who provided a Retailer's Guide service to visitors in their search for new trends. The students of the Higher Centre for Fashion Design of the Polytechnic University of Madrid (UPM) also exhibited their designs on a stand at the fair.



INTERGIFT.

International Gift and Decoration Show.

BISUTEX.

International Fashion Jewellery and Accessories Show.

MADRIDJOYA.

International Urban and Trendy Jewellery and Watch Exhibition Fair.

These shows encourage the participation of young creators and emerging companies on small stands set up in the Mini Zone.

In the case of **BISUTEX**, 56 new companies benefited from these small spaces, fully equipped to reduce the logistical and economic complexity of participating in a trade show. Likewise, the winners of the #YoSoyBisutex and #madridjoyadesigners contests were awarded a free Mini stand on which to publicise their creations. The 13th edition of these two awards, organised by IFEMA MADRID through social networks, was a platform for promotion and visibility of young entrepreneurs, providing new business opportunities for emerging creators.

In addition, during **MADRIDJOYA**, exchanges were carried out with specialised press in the jewellery and watchmaking sector, as well as with institutions representing the activity, such as the General Council of Commercial Agents of Spain (CGAC), which discussed the advantages and entrepreneurial proposals for young people looking for a job.



SICUR. International Security Exhibition.

The organisation launched the SICUR STARTS UP platform, a space for business projects and recently created companies that carry out innovative actions with wide application potential in the field of security.

The five initiatives selected were able to participate in the area for the platform in the show and benefit from the meeting point provided by **SICUR** to generate and attend to new professional contacts, in addition to obtaining high visibility through the communication campaign carried out by the organisation.

MBFWMadrid. MERCEDES-BENZ FASHION WEEK MADRID.

In its two annual editions, the great Spanish fashion catwalk **MERCEDES-BENZ FASHION WEEK MADRID** continued its role as a platform to promote emerging designers and new national talents in the EGO Showroom and catwalks, with special conditions for participation.

At each edition, almost a dozen designers has the opportunity to showcase their collections at the country's most important fashion event.

FITUR. International Tourism Trade Fair.

SEGITTUR (Spanish state company dedicated to the management of innovation and tourism technologies), ICEX Spain Export and Investments and **FITUR** organised the eighth edition of FITUR Know-How & Export, a space for Spanish tourism SMEs to show their potential and knowledge, services and products to buyers from other international markets.

In turn, participating companies linked to innovation and new technologies applied to the tourism sector had a networking area, advice for startups and specialised consulting.

Likewise, the SEGITTURLAB project laboratory offered practical workshops for entrepreneurs and professionals with which to respond to the needs of digital tourism, as well as other aspects related to the sector.

On the other hand, the second edition of "The Chatbots Tourism Awards 2020" contest was held to recognise the growing importance of conversational assistants in helping tourists in the different stages of their journeys.

ARCOmadrid. International Contemporary Art Fair.

Yet another year, the Opening section of **ARCOmadrid** allocated space to a selection of emerging galleries, providing them with the necessary support to boost their positioning in the art sector.

IBERZOO+ PROPET. Pet Industry International Trade Fair.

Support for entrepreneurs in the pet sector was reinforced with the creation of the Impulse Space, an area designed to attract newly created companies that complement the offer of the event.

Likewise, the Veterinary Employment Classroom hosted ten presentations on entrepreneurship and employability with more than 100 attendees.

INTERNATIONAL HIGHER EDUCATION AND ONGOING TRAINING FAIR - EDUCATION WEEK.

Within the framework of **EDUCATION WEEK**, the eleventh edition of **THE INTERNATIONAL POSTGRADUATE AND CONTINUOUS TRAINING EXHIBITION 2020** provided the Open Campus Training and Youth Employment area. This new space scheduled an extensive programme of conferences, talks and presentations given by professionals from the education sector who have guided attendees on issues related to employability.

In addition, training in the field of information and communication technologies (ICT) was offered to unemployed young people to facilitate their access to jobs driving the digital transformation of companies.

The event has also included a Social Green area in collaboration with the Higher Institute of the Environment (IMS). The space encourages social and green entrepreneurship through training workshops and project presentations.

Dissemination and recognition of innovation.

Our support for business revitalisation and entrepreneurship is complemented by initiatives to disseminate and recognise innovation.

In this area, we have promoted, for yet another year, the Innovation Galleries, a tool for exhibiting companies to communicate and promote innovative products.

The gallery seeks to encourage innovation and practical application of knowledge and technologies in industrial development, as well as to highlight and disseminate the most significant advances in the field. This space also acknowledges and disseminates research, development and innovation undertaken by companies in the sector.

In 2020, **GENERA**, International Energy and Environment Trade Fair; **IBERZOO+ PROPET**, Pet Industry International Trade Fair, and **SICUR**, International Security Exhibition all had areas for innovation, a value that we have reinforced by promoting other initiatives.

For yet another year, we have promoted the Innovation Galleries, a tool for exhibitors to showcase new products.



MOMAD. International Footwear and Accessories Show.

The MOMAD Forum featured an outstanding programme of technical and professional conferences with useful tools and resources for facing the new challenges of the market, courtesy of leading experts. The programme addressed issues related to training, entrepreneurship and sustainability. The latter topic had a dedicated session called Green Saturday.

In the meantime, the Sustainable Experience exhibition area shone a spotlight on manufacturers and designers of ethical textiles, footwear and accessories.

Likewise, the Spanish Sustainable Fashion Association (AMSE) arranged an exhibition area and fashion show on the MOMAD Catwalk to showcase products by emerging companies with sustainable and ecological parameters.

BISUTEX. International Fashion Jewellery and Accessories Show.

The Speaker's Corner space was the backdrop for 22 presentations, workshops and demonstrations with complementary information and tools for retailers and points of sale. Some exhibiting companies also showed sector innovations.

INTERGIFT. International Gift and Decoration Show.

The fair hosted a new edition of the Madrid Hotels & Retail Design Forum, organised by Grupo Via with 200 attendees. The initiative, aimed at the contract channel, is the place to see new trends in interior design for the hotel sector, restaurants and retail in collaboration with renowned professionals and their success stories.

The future of fashion and interior design were featured in WGSN Talk, organised by Regalo Fama in collaboration with **INTERGIFT**.

SMART DOORS.

International Doors and Automation Exhibition.

This year's innovative event featured a comprehensive programme of technical conferences during which leading experts and professionals analysed the main challenges of this industry for the future in the short and medium term. Exhibiting companies and visitors were able to network and share information on the event website, which was equipped with tools to encourage interaction.

The Auditorium also hosted a comprehensive programme of technical conferences by prominent officials from the public and private sectors, who addressed the new regulations and analysed the main challenges facing the sector.

SICUR.

International Security Exhibition.

The **SICUR** Innovation Gallery was a chance to see everything new from 33 companies in the security sector, selected by a specialised jury for their high degree of innovation in design and technology. By sectors, eleven of these products are applicable in the field of occupational safety, 14 correspond to the security sector, and eight, to fire and emergency safety.

The contents of **SICUR** were completed by the SICUR Forum, a programme of conferences, talks and presentations with more than 50 sessions that dealt with current issues and some of the sector's great challenges.

FITUR.

International Tourism Trade Fair.

The tenth edition of the Exceltur Forum addressed issues related to technology, big data, artificial intelligence or digital transformation in the field of tourism. In the FITUR Talent area, there were debates on essential new skills in the digital age, while participants in FITURTECHY analysed the future of technology in the tourism industry for business, destinations and sustainability with innovation as a common thread.

Also at **FITUR**, there were workshops in the FITUR Know-How & Export space that focused on chatbots/voiceapps solutions and conversational technology to improve the holiday experience.

ARCO.

International Contemporary Art Fair.

In order to promote contemporary art and collecting, **ARCOmadrid** relaunched the #mecomprounaobra initiative in the digital field. From 26 November to 26 December the public was able to buy works of art for up to €2,020 from European galleries participating in the Fair.

On the other hand, **ARCOlisboa**, the contemporary art fair in Portugal, rescheduled its physical version to become a four-week online edition. From 20 May to 14 June, users had exclusive access to the Portuguese art scene through the arcolisboa.com website.

IBERZOO+ PROPET.

Pet Industry International Trade Fair.

Exhibiting companies presented innovative and novel products in the Innovation Gallery. These were selected by a committee of experts made up of sector associations. The products presented were promoted and advertised internationally in the "Digital Guide to What's New", which was distributed free of charge to sector companies and professionals and has been available for consultation throughout the year on the trade fair website.

The first edition of the Innoval for Pets award was an initiative in collaboration with Grupo Asís, open to exhibitors at the fair. It recognises companies that have presented innovative products in the Veterinary and Distribution categories.

International Exhibition of Educational Material, Interdidac Espacio R.E.D. - EDUCATION WEEK.

The 24th edition of the International Exhibition of Educational Material **INTERDIDAC Espacio RED** during **EDUCATION WEEK**, organised "Neighbourhood Education", a space to promote educational change through the confluence of training with experience, together with mentoring of teachers in new methodologies and resources to improve their work and thus promote educational change.

Committed to customers.

At IFEMA MADRID we work to offer an experience based on quality, excellence and continuous improvement, with customer satisfaction at the centre of our interests.

As a result of this commitment, we have redesigned the way we deal with complaints, suggestions and claims, guaranteeing correct channelling and efficient management of all communication with customers and other stakeholders in our activity.

Our systematised, precise service model ensures an effective response to all communication received through all official channels: intake through the official registry, completion of the official form on site or submission of the form through the institution's website, which was added in 2019. When a form is received, it triggers an internal reporting system that informs those responsible for fairs and events and involves them in their resolution.

The effectiveness of the system is reinforced by a quarterly report submitted to the Management Committee and includes an analysis of reiterations and important communications, highlighting areas for improvement and plans to achieve them.

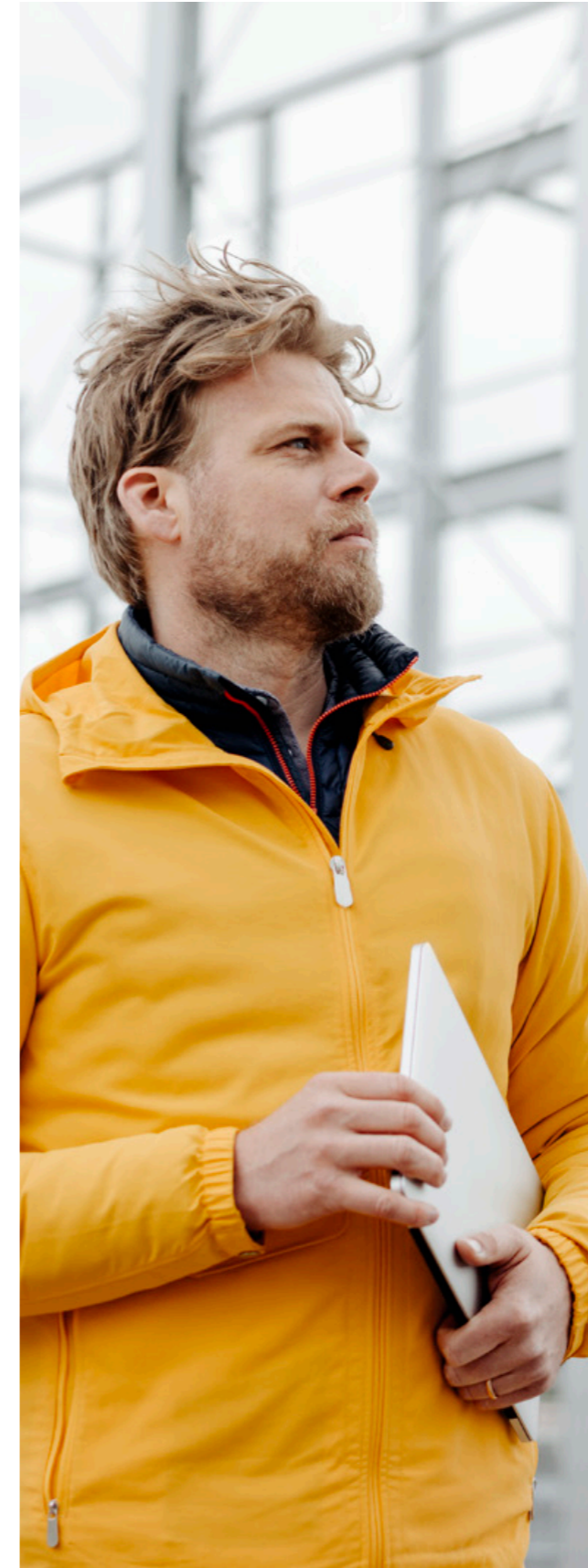
Because of these innovations, we reduced the response time to claims, complaints and suggestions received in 2020, and ensured an agile, direct response to the questions raised.

Customer suggestions, complaints and claims.

	2019	2020
No. of suggestions	20	3
No. of complaints	151	98
No. of claims	245	118
Average number of days to respond to suggestions and complaints	7	6.84
Average number of days to respond to claims	25.81	17.26
Percentage of unanswered suggestions	0%	0%
Percentage of unanswered complaints	0%	0%
Percentage of unanswered claims	1.91%	0%

Complaints from other stakeholders (citizens of the Community of Madrid, local residents, suppliers, the media, etc.).

	2019	2020
No. of complaints	13	9
Average number of days to response	8.84	3.25
Percentage of unanswered complaints	0%	0%



Quality management.

The work carried out within the framework of quality policies allowed us to maintain our ISO 9001 certification in 2020, after a follow-up audit by a competent body.

This certification endorses the strict design and monitoring of the structure of internal processes aimed at continuous improvement and customer satisfaction, values aligned with the objectives set out in our CSR Master Plan.

This ISO 9001 certificate is of key importance to IFEMA MADRID, given that the nature of its activities is inextricably linked to the service sector and therefore dependent on the response capacity and acceptance level of the exhibitors and visitors that constitute the core of its business.

At IFEMA MADRID we work to offer an experience based on quality, excellence and continuous improvement, with customer satisfaction at the centre of our interests.

Vitality.

04. Social commitment.

Corporate volunteering: team building_33
Sustainable events_36





In addition to environmental sustainability and economic sustainability, IFEMA MADRID addresses the pillar of social sustainability with the same level of commitment. Our involvement with local communities and groups is a founding principle of the institution, which has grown throughout its 40-year history and has been enriched by the contributions of all its stakeholders.

This landmark social involvement is now a part of the CSR Master Plan, which specifically includes “support for social commitment among employees and channelling the commitment of other stakeholders”. In 2020, this purpose acquired a new dimension given the impact of the pandemic on numerous groups. Along with the usual collaboration in projects by social organisations, staff volunteers participated in the hospital complex installed in our halls by providing logistical and emotional support to healthcare professionals, patients and their families.

Individual and collective participation in the IFEMA COVID-19 Hospital was a historic milestone in corporate volunteering at IFEMA MADRID and a new example of the level of commitment of workers and the institution. Taking advantage of the impact of our fairs, we continued to support and promote actions of a social nature at our events, so that issues such as social integration, inclusion and education are already an essential part of the principles of the organisation of most of them.

IFEMA MADRID’s commitment to society is now a part of the CSR Master Plan, which specifically includes “support for social commitment among employees and channelling the commitment of other stakeholders”.

Corporate volunteering: team building.

As well as being skilled professionals, IFEMA MADRID’s human team’s hallmarks are their solidarity and keen social awareness. This spirit has shown itself time and time again, whenever we have worked together as an institution to support the community.

Aware of our people’s awareness and within the framework of the development of the CSR Master Plan, General Management promoted the Corporate Volunteering Plan in 2019. This programme supports and promotes the involvement of the workforce in a series of external social projects selected by the workers themselves every year through an interactive process. IFEMA MADRID recognises its people’s commitment by counting the hours spent on these activities as hours worked. The result is that approximately 10% of the team are regular participants in these social initiatives.

The Corporate Volunteering Plan was developed according to the plans put together in January and February 2020, by supporting the selected projects. As of March, the spread of the pandemic and distancing measures temporarily restricted our social volunteering actions. The institution’s team turned to active collaboration in the IFEMA COVID-19 Hospital, a vital facility that cared for infected people in the Community of Madrid during the darkest months of the pandemic.

Throughout the year, the participation of our volunteers at the IFEMA COVID-19 Hospital and in other projects has been recognised by awards and recognitions, such as the Voluntary Certificate of Excellence, the Fundación Telefónica Volunteer Award and the Supercuidadores Award from the International University of La Rioja (UNIR). They all praise IFEMA MADRID for its excellent work to support those in need.



Voluntare Certificate of Excellence

Voluntare, the largest Spanish-speaking corporate volunteering network, awarded the Certificate of Excellence to the IFEMA MADRID Corporate Volunteering Plan, recognising its social responsibility and support for underprivileged groups.

This certification was awarded after a thorough analysis of the plan, focusing on volunteering in its business strategy, the management model and participation of the workforce, communication actions and the general involvement of the institution's management.

IFEMA MADRID has been part of Voluntare since December 2018 in order to link its brand to the world of volunteering, receive advice on aspects of corporate social responsibility and participation in initiatives in Spain and Latin America together with other large companies. Voluntare has more than 70 partners, between companies and social and academic entities. Among them are KPMG, Fundación Repsol, Iberdrola and the Spanish Red Cross.

Corporate volunteering at IFEMA MADRID

75
volunteers

2,858
total hours spent

2,674
hours at the
IFEMA COVID-19 Hospital

184
hours on other
social projects

Collaboration in the IFEMA COVID-19 Hospital.

Our organisation's previous experience with corporate volunteering and the staff's own culture of awareness facilitated the rapid participation of volunteers at the IFEMA COVID-19 Hospital, which turned out to be the largest social project in 2020.

While organising and installing the hospital, non-sanitary needs were identified that could be covered by volunteers from the institution. They were asked to help with tasks to support health professionals and to humanise the experience for doctors and assistants as well as for patients.

In this situation, their practical knowledge of the IFEMA MADRID facilities and ability to work under pressure were uniquely valuable. Faced with this need, an urgent process of recruiting volunteers was activated: the invitation was published on the intranet, with an immediate response from a group of 50 people. In less than 48 hours, the aid organisation model was defined by dividing them into 10 groups and two shifts.

Previous experiences of corporate volunteering and the staff's own culture of awareness facilitated the rapid participation of volunteers at the IFEMA COVID-19 Hospital, the largest social project in 2020.

The main tasks carried out by our volunteers were:



Looking after healthcare workers starting and ending their shifts, providing them with any information they needed, as well as food and drinks.



Picking up discharged patients at the door of the halls, taking them to the exit and arranging transfers to their homes.



Helping family members picking up discharged patients and, in the saddest cases, those who came to say goodbye to family members who lost their lives to the virus.



Receive and pass on the messages and artwork that citizens sent to the IFEMA MADRID website to encourage the sick and thank health workers for their commitment.



Organise changing rooms for healthcare professionals, distribute daily uniforms and coordinate the laundry in charge of disinfection.



Coordinate donations and actively seek the collaboration of companies and entities to cover important needs to maintain the hospital complex.

The volunteers throughout the period during which the IFEMA COVID-19 Hospital was in operation, between March and April.

Fundación Telefónica and UNIR recognise the work of volunteers on the health complex

The good work of volunteers at the IFEMA COVID-19 Hospital received two relevant acknowledgements in 2020. It received an **Award for Volunteering** in the category of Corporate Volunteering in the awards given annually by the Fundación Telefónica. These awards raise awareness, encourage voluntary action and serve as catalysts for volunteer initiatives in Spain. The award is endowed with a prize of €5,000 to invest in solidarity projects or entities, which IFEMA MADRID has donated to Save the Children.

On the other hand, the International University of La Rioja (UNIR) recognised this volunteer work by making it second runner-up in the Large Company category of the 6th edition of the **Supercuidadores Awards**.



Cooperation with social organisations.

In accordance with the actions provided for by the Corporate Volunteering Plan, in 2020, IFEMA MADRID employees collaborated on projects with the social organisations chosen by the institution. These were chosen by the workers themselves. It continued to support the work of Mensajeros de la Paz and Fundación 38 Grados, and the organisations Fundación Exit, Madre Coraje and Adopta un Abuelo.

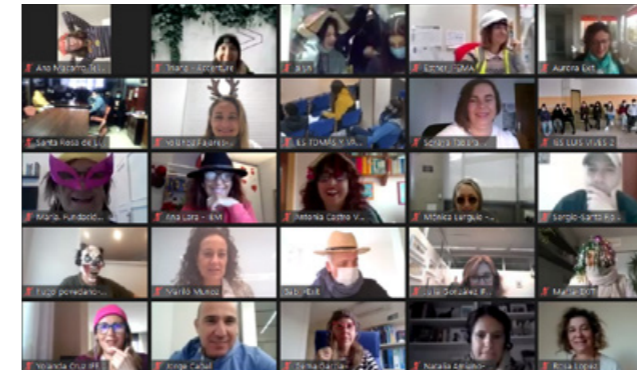
The collaboration with **Mensajeros de la Paz** consisted of the participation of 11 volunteers distributing breakfast to people in need at the church of San Antón in Madrid, and to collect and clean material.

The Fundación 38 grados was also helped to assist people in the final stage of their lives to fulfil their last wishes. Nine IFEMA MADRID workers participated in this project.

One of the new projects in 2020 was the collaboration with NGO **Madre Coraje**, which consisted of checking and classifying donations (clothing, footwear, toys, etc.) and preparing humanitarian aid packages. Being an in-person volunteer service, it was only possible for 16 workers to take part before the pandemic began. However, at Christmas, there was a special action, collecting more than 270 kilos of used clothing and footwear.

Another addition to the Corporate Volunteering Plan is the social enterprise **Adopta un abuelo**, which promotes contact and communication between young people and the elderly. A total of 54 IFEMA MADRID volunteers sent letters to elderly people who were alone during the Christmas period.

In 2020, IFEMA MADRID employees took part in projects run by social organisations voted upon by the workers themselves.



Finally, the collaboration with **Fundación Exit** was carried out through the Coach Exit programme, guiding and motivating vocational training students at risk of dropping out. Each volunteer is assigned to a student for three months and supports in aspects such as preparing study plans and selecting professional interests, among others.

This continued in 2020, mainly online, although it was possible to carry out in-person actions such as visits to the IFEMA MADRID facilities. A total of 13 employees from the institution have participated in these support groups, with a very positive assessment from both the volunteers and the tutored students.

The Corporate Volunteering Plan also includes the cycle **"Charlas para cambiar el mundo"** ("Talks to change the world"), aimed at knowing and supporting the dissemination of the activity of various NGOs and social organisations. Limited social contact due to the pandemic meant that the meeting scheduled for 2020 could not take place, but the cycle will continue in the coming years.

Donations to social entities

In addition to direct collaboration with the projects of the social organisations selected by the Corporate Volunteering Plan, the IFEMA MADRID staff and the institution itself made specific donations of materials to several entities:



Donation of surplus materials (hats, wooden cutlery and cloth backpacks) from COP25, held in December 2019, to the NGO Madre Coraje (by the Quality and CSR Department).



Donation of clothing from the MOMAD fair to Madre Coraje (Grupo Ferial).



Donation of furniture to Fundación Valora (Quality and CSR Department).



Donation of folders, filing cabinets and stationery material to several non-profit associations, through the Valora Foundation (Procurement Department).



Sustainable events.

The activities at our fairs make an active contribution to the United Nations Sustainable Development Goals (SDGs).

Along with the actions directly linked to the Corporate Volunteering Plan, we also use the scope and impact of our fairs and events to promote actions of a social nature and support entities that care for people in need.

Our experience in this field is reflected in the first Guide to sustainable participation in fairs, which includes specific references to initiatives that can be promoted during the organisation and holding of a fair or event. Among them, proposing a social use after the fair (for example, giving unused promotional materials to an organisation) or including social, innovation, and entrepreneurship actions in the programme of activities. This publication is a pioneer in the Meetings, Incentives, Conventions and Exhibitions (MICE) sector and has been disseminated by entities such as AFIDA (International Association of Fairs of America).

The actions we carry out at our fairs vary depending by business sector and the nature of each meeting, and actively contribute to the fulfilment of the United Nations Sustainable Development Goals (SDGs).

The main social actions at fairs and events are framed in the areas of social integration and inclusion (SDG 5 and 10) and education (SDG 4).

Social integration and inclusion.

Social integration and inclusion are cross-cutting aspects that IFEMA MADRID considers in all the events it organises. Among the permanent measures of the institution, admission to events is free for people with a minimum disability of 33%. Despite this being a very difficult year, numerous fairs held in 2020 included social integration and inclusion actions in their programmes.

One of the most common collaboration models is free assignment of spaces to carry out solidarity activities. For example, **MOMAD**, the International Fashion, Footwear and Accessories Fair, promoted the "MOMAD solidarity" initiative, with an exhibition space devoted to activities with entities that promote integration and inclusion and carry out social responsibility actions related to the world of fashion and beauty. The products and services marketed in the space had a charitable purpose.

At **INTERGIFT**, the International Gift and Decoration Show, there was a space at the fair for the AlaPar Foundation, which works to include people with intellectual disabilities in society and exhibit sustainable products.

MADRIDJOYA, the International Urban and Trendy Jewellery and Watch Fair had a free area for non-profit associations that work with groups of disadvantaged women.

The **AULA** fair, the International Student and Educational Offer Fair hosted several drama sessions by La Tramoya and Plot Point, committed to making the performing arts an inclusive sector. And **ARCOmadrid**, International Contemporary Art Fair, provided a space for workshops for Fundación Pequeño Deseo, dedicated to making the wishes of children with serious illnesses come true.

As usual, one of the most active fairs in this aspect of sustainability was **FITUR**, the International Tourism Trade Fair. In addition to initiatives in the fields of environmental sustainability and economic promotion, it is worth highlighting the inclusion of images that promote diversity in their promotional campaigns; the FITUR LGBT+ area, with a specific offer for this group; and the promotion of the conference "Mujer y turismo: otras visiones" ("Women and tourism: other visions"), organised by the Association of Women for Dialogue and Education. Another example of the commitment against discrimination is the incorporation of this criterion in the bases of the Sustainable Stand Award, which has contributed to the hiring of people at risk of social exclusion on different stands.

FITUR has also proposed initiatives aimed at promoting a sustainable tourism model that is respectful of destination countries. This includes the Fitur Next Observatory, which has recognised initiatives that promote local economic development; Investour Africa, focused on actions for sustainable development of the tourism sector in Africa; and the Responsible Tourism Award, convened by the InterMundial Foundation to reward tourism companies that work for the development and activation of responsible tourism with the environment, the economy and local society.



Education.

The main initiatives aimed at promoting inclusive, equitable and quality education were developed during **EDUCATION WEEK**, held within the framework of **AULA**, the International Student Show and the Educational Offer. Among these actions were the "Solidarity Classroom", open to the participation of NGOs that work in educational projects and offer volunteer activities to students, and "Equality Classroom", designed to promote sexual equality in collaboration with the Institute for Women and for Equal Opportunities.

EDUCATION WEEK hosted the fourth edition of the narrated micro-story contest "Convivir no es un cuento" ("Coexistence is not simply a tale", organised in collaboration with the General Council of Books for Children and Young People to reward creativity at school.

To promote training, several fairs gave opportunities for trainees to take part in work experience programmes. Among them were **FITUR**, the International Tourism Fair; **INTERGIFT**, International Gift and Decoration Show; **BISUTEX**, International Fashion Jewellery and Accessories Show, and **MADRIDJOYA**, International Urban and Trendy Jewellery and Watch Exhibition Fair.

Respect for animals at IBERZOO+ PROPET

Another of the most active fairs in the development of social actions is **IBERZOO+ PROPET**, Pet Industry International Trade Fair, which gives visibility to animal protection and welfare.

The organisation channels collaboration of exhibitors through product donations and offers a free information point to the Federation of Animal Protection and Defence Associations of the Community of Madrid (FAPAM).

The **IBERZOO+ PROPET** Awards held at the fair recognise the personal and professional work of people and entities who support animal protection and pet welfare.

The United Nations Global Compact recognises two good practices of IFEMA MADRID

The Spanish network of the United Nations Global Compact selected two good practices from IFEMA MADRID within its "COMparte" initiative, which compiles creative and innovative solutions from more than 1,500 organisations.

One of the actions chosen was the donation of surplus food to the Food Bank from the **FRUIT ATTRACTION 2019** fair. This initiative recognises IFEMA MADRID's commitment to SDG 2 (Zero hunger) and SDG 17 (Alliances to achieve goals).

The second initiative chosen was the **IFEMA Thinkids Campus** educational camp scholarships, held for the first time in 2019. Within this project, IFEMA MADRID gave 200 scholarships to STEM subject students (Science, Technology, Engineering and Mathematics) at schools and colleges in the Community of Madrid, in an action linked to SDG 4 (Quality education) and SDG 17 (Alliances to achieve objectives).



The main initiatives aimed at promoting inclusive, equitable and quality education were developed during **EDUCATION WEEK**, held within the framework of **AULA**, the International Student Show and the Educational Offer.



Sustainability, the only way forward.

As mentioned throughout this report, the health crisis experienced in 2020 had a far-reaching effect on all IFEMA MADRID's activities. In these exceptional circumstances, the assessment of compliance with the sustainability objectives - which have been set with expectations of a return to normality - cannot be compared with initial expectations.

In this case, the capacity for flexibility and adaptation to an extraordinary situation and an environment in continuous transformation must be taken into account. In this sense, and given the difficulty of achieving our quantitative goals, the Corporate Social Responsibility (CSR) Master Plan has guided the philosophy and qualitative approach of our work, always adapted to the current stage of the pandemic.

For example, we met our targets regarding the reduction of the carbon footprint (generation of non-hazardous waste and emission of greenhouse gases) in proportion to our activity. The extraordinary need for resources at the IFEMA COVID-19 Hospital prevented us from achieving our goals for water, electricity and natural gas consumption. Given the urgent nature of the project, our priority was emergency health care, framed within the social scope of our CSR policy.

The objectives achieved also include reducing response times to complaints and claims and an increase in social, economic and environmental sustainability actions at the fairs held. This final point is particularly relevant, because it shows that the

sustainable approach is fully integrated and is already considered an essential pillar in the action of IFEMA MADRID and the rest of the agents involved in the organisation of fairs and events.

Likewise, the situation experienced in 2020 has shown, more than ever, that the only way to make progress is by means of sustainable development of the activity, in which collaboration between institutions, companies and society in general is essential. This is reflected in the review of the Strategic Plan 2021-2023, also adapted to the new challenges posed by the post-pandemic reality for next year:



Gradual recovery of activity and economic sustainability.



Consolidation of our international presence, driven by the popularisation of digital platforms as a relationship model in the professional field.



Continuity in the development of internal talent through training plans that allow our workers to adapt to the transformation of the sector.



Renewal of objectives related to environmental sustainability and customer satisfaction.

The ultimate purpose of all this continues to be, as it has been throughout our 40-year history, to be a driver of development based on a model of continuous, rational and sustainable growth.

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