

# Impact Ingenuity Connection Vitality.

Sustainability report 2021



**IFEMA  
MADRID**

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Sustainability report 2021





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# Mission, vision 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.

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 Madrid and for Spain. 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 strive to stay at the forefront of the sector, organising trade fairs, conventions and all kinds of musical and leisure events, through operational excellence and the quality of our services.

## Always true to our values.

### CLOSE AND COMMITTED

Human, close, empathic and committed, we are close to what matters, collaborating and helping sectors and companies on 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 propositions 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.





# Commitment to sustainability.

IFEMA MADRID is fully committed to the Agenda 2030 and promotes compliance with the Sustainable Development Goals (SDG), both directly in our own activity and by forging alliances with stakeholders to encourage proactivity in organisations, companies and individuals.

We are aware of our ability to influence the wide range of groups with which we have relationships. That is why we decided to lead the development of sustainability in the challenging trade fair and temporary event sector which, due to its nature and the large numbers of people involved, could be harmful to the environment.

**IFEMA MADRID is boosting its commitment to leading sustainable development in the MICE sector, which has a significant impact on the economy, society and the environment. Our goal is to minimise the negative impact of our activity and boost the positives, fostering alliances that involve all stakeholders and contribute to cultural development.**

## CSR Master Plan.

We produce a CSR Master Plan every year, setting out IFEMA MADRID's corporate social responsibility activities. This includes activities related to our sustainability goals, which are determined after evaluating issues related to sustainable development and the environment, and our commitment to society.

IFEMA MADRID is fully committed to the 2015 United Nations Sustainable Development Goals (SDGs). Our CSR Plan addresses these global goals and is an integral part of our business management strategy. It is based on a set of documents and activities:

- The "Principles of government for sustainable development" sets out our commitment to comply with, encourage and promote responsible activities in economic, social and environmental matters.
- Sustainability is one of the main values in IFEMA MADRID's corporate culture: "Being sustainable and transparent".
- Sustainability is also one of the cornerstones of our current Strategic Plan.
- IFEMA MADRID is a signatory of the United Nations Global Compact and is committed to compliance with its 10 principles.
- IFEMA MADRID is also a signatory of the Circular Economy Pact promoted by the Ministry for Ecological Transition (MITECO) and is committed to working on its ten actions, particularly by improving on Points 1, 3 and 4.

The 2021 CSR Plan focused on developing six lines of action, detailing specific objectives and the indicators to measure them:

01

**Transparency and good governance:** be an ethical and transparent institution.

02

**Sustainable economic growth:** promote local economic development, sectoral development, entrepreneurship and innovation.

03

**Quality employment:** have committed employees and promote quality employment throughout the value chain.

04

**Sustainable infrastructure:** improve the energy efficiency of IFEMA MADRID's infrastructure and minimise its environmental impact.

05

**Sustainable events:** improve the sustainability of all of the events organised.

06

**Social commitment:** support cultural change in the company by promoting corporate volunteering and other initiatives related to sustainability driven by workers.

## IFEMA MADRID's contribution to the United Nations SDG

IFEMA MADRID's activity has an impact on the following main SDG:



### SDG 8 Decent work and economic growth

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



### SDG 9 Industry, innovation and infrastructure

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



### SDG 11 Sustainable cities and communities

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



### SDG 12 Responsible consumption and production

Ensure sustainable consumption and production models.



### SDG 13 Climate action

Take urgent action to combat climate change and its impacts.



### SDG 16 Peace, justice and strong institutions

Promote just, peaceful and inclusive societies.



### SDG 17 Partnerships for the goals

Revitalise the Global Partnership for Sustainable Development.

Other SDGs related to IFEMA MADRID's activity are:



## Certifications.

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

These are based on assessments 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 the highest standards in strategic areas for our activity. These certificates cement our position as one of the most robust operators in the international arena.

### IFEMA MADRID certifications



**ISO 9001.**  
Quality management.



**ISO 50001.**  
Energy efficiency management for the Puerta Sur building.



**ISO 14001.**  
Environmental management.



**ISO 20121.**  
Sustainable event management.



**ISO 22320.**  
Emergency management and incident response.



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



**Madrid excelente**  
Madrid Excelente certification: Recognition awarded by the Community of Madrid to companies that meet quality and business-management excellence standards.



### COVID-19 certificates:

- **AENOR Certification** for our COVID-19 protocol (valid until September 2021).
- **Madrid Guarantee Seal** through Madrid Excelente. Technical certification of measures against COVID-19.
- **Safe Tourism Certified Stamp** from the **Institute for Spanish Tourism Quality (ICTE)** for its hygienic-sanitary standards providing services as a global fair operator.

# Impact.

## Environmental care and conservation.

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# 01.







IFEMA MADRID provides the services and venues needed for professional meetings and other social and cultural events. As a result, its trade fair and congress activities generate large-scale movements of goods and people. Being aware of the impact of these activities on our surroundings, we carry out a range of activities and programmes to protect and care for the environment. Our CSR Master Plan sets out our general objectives in this area, stating our overriding commitment to reducing and offsetting our carbon footprint.

With this goal, we promote sustainable and efficient use of natural resources, and reduction and management of the waste we produce. We take advantage of the visibility of the events we organise and host to help raise public awareness of the need to improve our planet. We implement projects and initiatives with a positive impact on our environment, involving employees, visitors and exhibitors. We are committed to organising sustainable events and meetings.

**2021 was a year of outstanding environmental achievements, despite the constraints of the coronavirus pandemic. For example, we achieved significant reductions in our ratios of production of non-hazardous waste and greenhouse gas emissions.**

2021 was a year of outstanding environmental achievements, despite the constraints of the coronavirus pandemic. For example, we achieved significant reductions in our ratios of production of non-hazardous waste and greenhouse gas emissions. One of our priorities in this area is our commitment to sustainable mobility by means of accessible public transport and parking facilities for electric cars, bicycles and scooters.

Our self-consumption and energy saving initiatives include our Puerta Sur building being equipped with a geothermal system and installation of solar panels and an air-source heat pump for air conditioning and sanitary hot water in changing rooms. We have also introduced measures to save water, such as using reclaimed water for irrigation and installation of electronic taps.





# Efficient management of natural resources.

We are committed to protecting the environment through responsible use of the natural resources we need for our activities. IFEMA MADRID manages these resources with the utmost care and with a universal philosophy of saving and efficiency to protect the environment and preserve our surroundings.

In 2021, we continued working in this area with investment to improve, equip and maintain our facilities and improve energy efficiency. We also worked hard to reduce our carbon footprint.



## Water consumption.

The drinking and reclaimed water at IFEMA MADRID is supplied through the general water mains and the reclaimed water network, both of which are managed by Canal de Isabel Segunda (CYII).

IFEMA MADRID has introduced the following measures to reduce water consumption:

- All irrigation on the site uses reclaimed water. This not only reduces the water bill but also gives this resource a second life, fostering the circular economy.
- All taps are fitted with flow regulators.
- Dry urinals, automatic taps and double flush toilets have been installed in our halls and changing rooms.
- Efficient shower heads in changing rooms.
- We organise events to raise awareness and teach IFEMA MADRID staff about environmental sustainability.
- Notices from CYII are displayed next to all taps at IFEMA MADRID to raise visitor and staff awareness of the importance of turning them off when they are not needed.

## Water consumption at the Recinto Ferial.

	2020	2021	2021/2020
Drinking water consumption (m <sup>3</sup> ) per year	51,842.00	65,188.00	26%
Reclaimed water consumption (m <sup>3</sup> ) per year	85,461.00	61,318.00	-28%
Total water consumption (m <sup>3</sup> ) per year	137,303.00	126,506.00	-8%

The increase in the absolute consumption of drinking water compared to the previous year is due to the stoppage of trade fair activity in 2020 caused by the coronavirus pandemic and the resumption of trade fair activity in 2021.

## Water consumption ratios at the Recinto Ferial (turnover calculated after verification).

	2020	2021	2021/2020
Drinking water consumption ratio (m <sup>3</sup> per year/turnover € millions)	858.31	812.82	-5.30%
Percentage of water reclaimed with respect to total water consumption	62%	48%	-22.13%

## Water consumption at the Palacio Municipal.

	2020	2021	2021/2020
Drinking water consumption (m <sup>3</sup> ) per year	3,954	3,497	-11.55%



## Consumption of raw materials.

As well as water, other raw materials used extensively at IFEMA MADRID include paper and carpeting.

We have introduced several initiatives to reduce paper consumption:

- Flexible remote working.
- Digitalisation (installation of Microsoft 365, Visual Space, CRM, etc.).
- Reducing the number of printers.
- Awareness raising by management.

We have also introduced initiatives to reduce the use of carpeting, completely eliminating its use at events such as **ARCOmadrid**, **ESTAMPA**, **100 x 100 MASCOTA** and **VO SHOW**, as well as in some parts of trade fairs such as **SALÓN LOOK**, **TRAFIC** and **ALMONEDA**. Used carpeting was installed at some events, such as **EXPODENTAL**, and we have stopped installing perimeter carpeting that connects the stands to the aisles at all fairs.



### Consumption of paper and carpeting (absolute values).

	2020	2021	2021/2020
Paper consumption (units) per year	514,125	705,000	37%
Carpeting consumption (m²) per year	308,457.00	338,807.50	10%

The increase in the absolute consumption of paper and carpeting compared to the previous year is due to the stoppage of trade fair activity in 2020 during the coronavirus pandemic and the resumption of trade fair activity in the second half of 2021.

### Paper and carpeting consumption ratios (turnover calculated after verification).

	2020	2021	2021/2020
Ratio of paper consumption (units/turnover € millions)	8,512.00	8,790.52	3.27%
Ratio of carpeting consumption (m²/turnover)	5,106.90	4,224.53	-17.28%

## Energy consumption.

The electricity supplied throughout IFEMA MADRID's facilities (Recinto Ferial and Palacio Municipal) is from 100% renewable sources. The Puerta Sur building is heated by geothermal power, which uses underground energy to heat and supply sanitary hot water ecologically.

Photovoltaic panels have been installed to supply power to the changing rooms with an air-source heat pump for heating and sanitary hot water.

Petrol vehicles have been replaced by low-consumption or zero-emission vehicles: seven electric vans (Kangoo ZE) for technical staff, two plug-in hybrid vehicles (Hyundai Ionic hybrids) for commercial use, six plug-in hybrid vehicles for managers, and electric vehicles for security staff. This fleet significantly reduces the CO<sub>2</sub> emissions from our everyday activities.





**Types of energy and how they are used.**

	Type	Use
Electricity	Indirect	Electricity supply
Natural gas	Direct	Heating, kitchens and main kitchen autoclave
Diesel	Direct	Vehicles, machinery and generators
Petrol	Direct	Vehicles and machinery
Butane	Indirect	For cooking in cafeterias by the outsourced catering company

**Energy consumption (absolute values).**

	2020	2021	2021/2020
Electricity consumption (MWh)	17,703.64	18,548.5	5%
Natural gas consumed at the Recinto Ferial (MWh)	13,373.51	9,964.543	-25%
Natural gas consumed at the Palacio Municipal (MWh)	1,245.337	1,126.308	-9.55%
Diesel consumption (B7)(litres)	4,806.2	4,324.68	-10%
Petrol consumption (E5)(litres)	1,010.91	849.42	-16%
Butane gas consumption (kilos)	0	200	—

**Energy consumption ratios (turnover calculated after verification).**

	2020	2021	2021/2020
Ratio of electricity consumption (MWh/turnover € millions)	293.11	231.28	-21.09%
Ratio of natural gas consumption at the Recinto Ferial (MWh/turnover € millions)	221.42	124.25	-43.89%
Ratio of diesel consumption (litres/turnover € millions)	79.57	53.92	-32.23%
Ratio of petrol consumption (litres/turnover € millions)	16.74	10.59	-36.72%



## IFEMA MADRID receives the A3E award for its commitment to energy efficiency and sustainability

In 2021, IFEMA MADRID received the Commitment to Energy Efficiency and Sustainability Award at the 8th Association of Energy Efficiency Companies (A3E) awards.

The award highlights IFEMA MADRID's work over recent years to boost energy efficiency in Spain. This is A3E's way of recognising IFEMA MADRID's commitment to improving energy efficiency and environmental sustainability, and its investment and projects to introduce energy saving and efficiency measures.

# Measures to combat climate change.

## Carbon footprint.

A company's carbon footprint is the sum of the greenhouse gas (GHG) emissions produced directly or indirectly by its activity in a given period, expressed in tonnes of CO<sub>2</sub> emitted. The United Nations says that these emissions accelerate climate change, and that there will be devastating consequences for the planet if we do not reduce or eliminate them.

IFEMA MADRID has been working to reduce its emissions over the last four years, with the first step being to measure them. This measurement is based on the methodology devised by the Ministry for Ecological

Transition and Demographic Challenge (MITECO), with the results being registered and officially recognised.

The MITECO CO<sub>2</sub> Footprint Registry, offsetting and absorption projects records the efforts by Spanish companies, administrations and other organisations to calculate, reduce and offset their greenhouse gas emissions.

Organisations that register receive a registration certificate and the right to use the official seal. The seal shows their level of participation in the registry, such as whether they calculate their footprint and have reduced and offset it, and the year to which the level of participation relates.

IFEMA MADRID calculated its carbon footprint for the previous year during the first half of the year. It now has "I calculate" seals for 2017, 2018 and 2019, and the "I calculate and reduce" seal for 2020 (awarded in May 2021). It intends to apply for the "I calculate and reduce" seal for 2021 during the first six months of 2022.

IFEMA MADRID measures its carbon footprint under scopes 1+2, i.e. it includes its own direct GHG emissions (scope 1) and indirect GHG emissions associated with the generation of the electricity it purchases and consumes (scope 2).



As a result of the efforts it has made in this area, IFEMA MADRID has reduced its emissions ratio (tonnes of CO<sub>2</sub>/turnover € millions) by more than 72% in the last five years.

## Carbon footprint (scopes 1 and 2) of IFEMA MADRID in 2021.

	Kg of CO <sub>2</sub>	Ratio kg of CO <sub>2</sub> / turnover € millions	Percentage over total emissions
Electricity consumption (kWh)	0	0.00	0.000%
Natural gas (kWh)	2,018,534.882	25,168.76	67.840%
Diesel (B7)(litres)	10,621.41408	132.44	0.357%
Petrol (E5)(litres)	1,906.09848	23.77	0.064%
Butane gas (kilos)	592.8	7.39	0.020%
Leaks of R134a refrigerant gas (kilos)	943,800	11,768.08	31.720%



Absolute emissions  
(tonnes of CO<sub>2</sub>)

# 2,975.46

Ratio of CO<sub>2</sub> emissions  
(tonnes/turnover  
€ millions)

# 37.10



**Trends in the carbon footprint (in absolute emissions and ratio).**

Year	Tonnes of CO <sub>2</sub>	Ratio "tonnes of CO <sub>2</sub> /turnover € millions"
2017	15,738.50	133.26
2018	15,208.14	109.81
2019	12,304.54	65.73
2020	2,448.05	40.53
2021	2,975.46	37.10
% 2021/2020	21.54%	-8%
% 2021/2019	-75.82%	-44%
% 2021/2018	-80.44%	-66%
% 2021/2017	-81.09%	-72%

### Increasing use of renewable energies and encouraging more sustainable mobility.

Other actions that help to reduce emissions and halt climate change include progressively increasing the use of renewable energy instead of fossil fuels, disseminating best practices for energy efficiency in the everyday use of our facilities, and fostering more sustainable mobility.

We have continued our commitment to use electricity from 100% renewable sources and air conditioning powered by geothermal energy in the Puerta Sur building.



Iberdrola is our strategic partner in the promotion of sustainable mobility and the electrification of transport. Under a strategic agreement signed in 2019 and renewed in 2021, we have partnered with Iberdrola on initiatives such as installation of the first sustainable public car park at a trade fair site in Spain and organising activities to promote and disseminate electric mobility. The car park has the capacity to charge 34 vehicles with 100%-green energy from clean sources with renewable origin certification simultaneously. Use of this facility has helped to prevent the emission of 8 tonnes of CO<sub>2</sub> into the atmosphere



In terms of mobility and electrification of transport, we have a fleet of electric vehicles comprising seven Kangoo ZE maintenance vans and two Hybrid Hyundai Ionics for commercial use, six plug-in hybrid vehicles for managers and electric vehicles for security staff. We have significantly reduced our annual CO<sub>2</sub> emissions from transport since acquiring this fleet.

The renewable energy sector was prominent in our trade fair calendar again in 2021. Among other environmentally themed events, this included the **GENERA** International Energy and Environment Fair, which featured debates on funding investment in such energy in "empty Spain".



**Under a strategic agreement signed in 2019 and renewed in 2021, IFEMA MADRID has partnered with Iberdrola to install the first sustainable public car park at Recinto Ferial.**



# Circular economy and waste management.

Moving toward a circular-economy model is another of the goals in our CSR Master Plan, with the objective of making better and more rational use of resources. This vision leads IFEMA MADRID to reduce, reuse and recycle the waste from its activities.

The plan also contains measures such as promoting sustainable events to raise awareness among companies and their staff, with special actions to process waste at these events.

The circular-economy model is a departure from the traditional linear economic system based on a “throwaway” mentality. Introducing our own circular measures enables us to use fewer natural resources, helping to relieve environmental pressure and reduce CO<sub>2</sub> emissions.



## Measures for reducing waste.

In the last four years, IFEMA MADRID has reduced its waste ratio by 53% through:

- A requirement that assemblers manage the waste produced during assembly and dismantling, and that they pay a fee for using recycling and disposal containers.
- Eliminating the use of carpeting at numerous fairs and events.
- Reducing carpeting use in common areas.
- Eliminating almost all paper passes and invitations.
- Publication of the *Sustainable Trade Fair Participation Guide*, which helps raise the awareness of exhibitors, external organisers and assemblers of the importance of reducing the waste they generate and managing it correctly, together with other responsibilities.
- Donating surpluses from food sector events at IFEMA MADRID (such as **Fruit Attraction**, **Intersicop**, or **Meat Attraction**) for use by various NGOs, reducing the waste generated.

## Waste recovery.

IFEMA MADRID generates 24 different types of waste, 14 non-hazardous and 10 hazardous. Five of these are eliminated and 19 are reclaimed in some way, amounting to 79.16% of the total. In 2021, 69.40% of the waste generated was recycled.



## Amount of waste produced

	Waste	2020 (tonnes)	2021 (tonnes)	2021/2020
NON-HAZARDOUS WASTE	Paper-cardboard	103.83	10.34	-90.04%
	Plastic and containers	23.33	2.38	-89.80%
	Wood	900.42	327.12	-63.67%
	Glass	5.97	12.504	109.45%
	Organic waste	76.55	5.88	-92.32%
	Other inert waste and other (paper-cardboard, plastic and empty containers, wood, glass, scrap and carpeting)	1,018.22	2,158.322	111.97%
	Carpeting waste	170.87	50.76	-70.29%
	Scrap	35.4	3.962	-88.81%
	Construction and demolition waste (CDW)	61.38	39.02	-36.43%
	Type I sanitary waste	2.514	2.8807	14.56%
	Electrical and electronic waste	1.283	0	-100.00%
	Pruning waste	275	350	27.27%
	Waste oil in oil separator	1	1	0%
	Used oil in kitchens	1.51	2.83	87.42%
HAZARDOUS WASTE	Used oil	0.552	0	-100.00%
	Contaminated empty containers	0.162	0.06	-78.59%
	Paint sludge, organic solvents and other hazardous substances	1.924	0	-100.00%
	Batteries and accumulators	0.4215	0	-78.17%
	Electrical and electronic waste	7.67	0.064	-99.17%
	Empty aerosols	0.009	0.006	-33.33%
	Contaminated absorbent material	0.2965	0	-100.00%
	Fluorescent lighting and bulbs	0	0	-100.00%
	Type II sanitary waste	1 unit	5 units	400.00%

	2020 (tonnes)	2021 (tonnes)	2021/2020
Non-hazardous waste	2,677.287	2,966.69	10.81%
Hazardous waste	11.91	0.38	-96.81%
Total waste	2,689.20	2,967.07	10.33%

## Waste generation ratios (turnover calculated after verification).

	2020 (tonnes)	2021 (tonnes)	2021/2020
Ratio of generation of non-hazardous waste (tonnes / turnover € million)	44.33	36.99	-16.56%
Ratio of generation of hazardous waste (tonnes / turnover € million)	0.20	0.005	-97.60%
Total ratio of generation of waste (tonnes / turnover € million)	44.52	36.999	-16.89%

## IFEMA MADRID joins the MITECO Circular Economy Pact

IFEMA MADRID joined the Circular Economy Pact in 2021. This is an initiative from the Ministry for Ecological Transition and Demographic Challenge (MITECO) that has brought together almost 400 Spanish companies, associations and entities.

Joining this initiative has furthered IFEMA MADRID's implementation of sustainable policies that encourage reuse and efficient use of resources, reducing the use of non-renewable materials in its activities.



# Biodiversity and green spaces.

IFEMA MADRID's activity does not affect or interfere with any threatened, protected or endangered species in the Community of Madrid, because our facilities are not in a protected or highly biodiverse area.

Our policy of respecting green spaces inspires us to care for and conserve the landscaped areas on our site. These landscaped areas also help to reduce noise and atmospheric pollution in the area and encourage interaction with nature.

IFEMA MADRID's green spaces are planted with both native and non-native plant species, all of which are suited to the local climate, safe for users and suitable for the reclaimed-water irrigation system in use throughout the site. They have been selected and planted according to their physiological characteristics and maturity, making them more stable and minimising the need for maintenance.

We have gradually reduced the area occupied by lawns and grasses to reduce our water consumption and maintenance requirements. In recent years, we have reduced these by around 29,300 square metres, and replaced them with new planting and reseeding with a mixture of seeds that are less demanding.



We have prioritised the use of cover plants over other options, to stabilise the land, prevent weeds from appearing and enable use of a localised irrigation system that reduces water consumption. 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 and fuel to transport to the site, which is an additional saving and reduces our carbon footprint.

We foster the use of organic fertilisers and only use chemicals to deal with deficiencies, always opting for low-nitrogen formulations to minimise water pollution. We also use manual and mechanical methods to control weeds and raking and hoeing, so as not to use herbicides.

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





# Certification endorsing our environmental work.



In 2021, we kept the environmental certifications obtained in the previous year, following an audit by a certified, accredited and independent entity. These certifications demonstrate IFEMA MADRID's commitment to align our activity with the United Nations Sustainable Development Goals and maintain the highest environmental and sustainability standards.

## ISO 14001. Environmental management.

ISO 14001 certification allows IFEMA MADRID to demonstrate its commitment to environmental protection by meeting international standards that certify the management of environmental risks and actions to minimise them.

We undergo regular external audits to demonstrate compliance with all applicable environmental laws relating to waste and emissions in our facilities. We also have 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 events organised at IFEMA MADRID are ISO 20121 certified for their sustainability management systems. This international certification recognises that, as well as generating business and boosting the economy, our events are committed to making a contribution to society, passing on some of the benefits received to the community, not only from a social point of view but also from an environmental and economic perspective.

This certification recognises the contribution made by all our events, encouraging entrepreneurship and adding value while supporting exhibiting companies' capacity to innovate. We also promote specific corporate social responsibility actions to benefit society and the environment, for example, through agreements with NGOs and food banks for the distribution of surplus products and cooperation on projects.



## ISO 50001. Energy efficiency.

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

This underlines our commitment to sustainability, through measures such as opting for 100%-green energy and generating geothermal energy from a plant that meets the air conditioning needs of our main building, among many other initiatives.



# Promoting sustainability.

The social and media impact of our trade fairs every year puts us in an excellent position to raise awareness among society at large of the importance of caring for the environment.

This management activity is based on three lines of action: hosting events that address the main challenges to environmental sustainability; organising parallel activities on this issue during events in any sector; and supporting specific CSR activities at our events.

One highlight of the trade fairs organised was **GENERA**, the International Fair of Energy and Environment, in November 2021, with seminars and activities to foster rural development in “empty Spain”. The topics addressed included options for funding investment in renewable energies in these areas and the grants available in rural areas to adapt homes. **GENERA** is organised by IFEMA MADRID in collaboration with the Institute for Diversification and Energy Saving (IDAE).

Our trade fairs with links to environmental protection include **VO Show**, the second-hand and semi-new vehicle show, which organised the debate “The role of used electric vehicles in the energy transition”, and **MOMAD**, the International Textile, Footwear

and Accessories Show, which offered a programme of seminars on sustainability, trends, digitalisation and business.

We also recognised the most sustainable exhibitors at **MOMAD**, through the MOMAD LIVE Connect platform, and **FITUR**, to raise awareness of our commitment to protecting the environment. The winners were selected based on the use of recyclable, durable and low-maintenance materials and energy-saving lighting in their stands, while we also recognised the use of sustainable modes of transport (public transport, zero-emission vehicles, walking and cycling, etc.) by their personnel.

There were also successful collaborations with **Organic Food Iberia**, **Eco Living Iberia** and **Fruit Attraction** and the Madrid Food Bank to collect surplus foodstuffs. Fruit Attraction also hosted the Innovation Hub Awards, which recognised a number of sustainability and commitment activities.

In terms of recycling and reducing waste, carpeting was not used at **ARCOmadrid**, **Estampa** or **100 x 100 MASCOTA**. Paper passes and invitations were scrapped almost entirely at almost all events.



Guidelines for sustainable participation at fairs/events.

## Publication of the “Guide to sustainable participation in trade fairs”

In 2020, IFEMA MADRID pioneered the publication of the *Guide to sustainable participation in trade fairs*, a compendium of protocols and recommendations to help companies and operators make their participation in our events a model of sustainability. This is the first guide of its kind published by a trade fair organiser.

In 2021, we did more work to promote the guide, which is free and available on the IFEMA MADRID website. It was downloaded more than 16,000 times during the year, demonstrating the level of interest it has aroused.

As well as containing practical information for exhibitors, this document is very useful for positioning the trade fair sector's response to the challenge of the United Nations (UN) 2030 Agenda for Sustainable Development.

# Ingenuity.

## Human resource management.

Occupational health and well-being\_37

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# 02.



IFEMA MADRID has a team of people who are highly committed to its objectives. Their work and dedication have been key to our growth throughout our 40-year history. They will be indispensable in meeting the challenges of the future. This commitment was particularly important during the exceptional circumstances in 2020 and 2021 that marked the development of our business.

For one more year, the preventive measures in response to the coronavirus pandemic were our main human resources priority, consolidating the measures introduced the previous year to guarantee adequate protection for our employees.

We also promoted other initiatives in 2021 to boost and broaden aspects relating to the well-being of people. Our progress in terms of work-life balance and social benefits, the implementation of digital resources, disconnection from work policies and the training policy for professional development are aspects that have contributed to a high-quality working environment and meeting the challenges of a context of continuous transformation.

The workforce

Total employees:

429

Women:

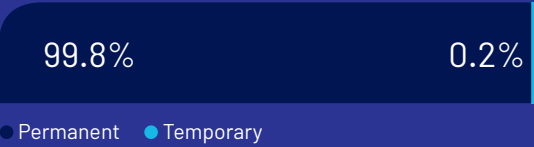
218



Men:

211

Breakdown by type of contract



Employees with disabilities:

3.26%

of the workforce

# Occupational health and well-being.

One of the strategic objectives of IFEMA MADRID's management is to develop employee relations based on equal opportunities, non-discrimination and respect for diversity, fostering a positive working environment and work-life balance while striving to follow best practices.

IFEMA MADRID has made and promotes the following corporate commitments:

- To guarantee high quality, stable jobs, with continuous improvement of professional skills and competences.
- To introduce work-life balance measures.
- To respect diversity, with no discrimination for reasons of race, colour, age, sex, marital status, ideology, nationality, religion or sexual orientation, or any other personal, physical or social condition of its employees.
- To comply with all prevailing laws and regulations.
- To respect commitments with external institutions to obtain and keep certifications and recognition in relation to work-life balance and equality.

## Employee relations.

The working conditions of all IFEMA MADRID employees are governed by the current Collective Agreement, which was negotiated between the institution and workers' representatives.

IFEMA MADRID's Company Committee, which was formed in 1990, has 13 members, consistent with the number of employees. The most recent elections were held in September 2020. IFEMA MADRID's employees are represented by three unions: Comisiones Obreras (CCOO), Unión General de Trabajadores (UGT) and Central Sindical Independiente y de Funcionarios (CSIF).

To date, nine collective agreements have been negotiated at IFEMA MADRID. Collective and union representation is addressed in chapter XI of the current Agreement. All aspects of occupational health and safety are covered in Chapter VIII of the Agreement, which defines the general principles in this area, the internal joint consultation and decision-making body (the Health and Safety Committee), the functions of health and safety officers, preventive organisation and specific protections (maternity and reduced capacity). It also includes a specific section on monitoring the health of workers.



## Occupational health, safety and emotional well-being policies.

Other major priorities of human resource management at IFEMA MADRID include the development of occupational health, safety and emotional well-being policies for its employees. These measures have become even more important in the extraordinary context of the COVID-19 pandemic and were enhanced in 2021. They include flexibility in remote working, ensuring safety distances and access control, providing specific personal protective equipment (PPE) and diagnostic testing.

These preventive activities made it possible to adapt our working environment to the exceptional situation without forgetting the corporate values and principles that have established IFEMA MADRID as a benchmark company for the management of human resources.

In 2021, there were five workplace accidents, three fewer than the previous year, a decrease of 37.5%.

### CONTINUITY OF PROTOCOLS TO PREVENT INFECTION

We have a Prevention Plan with procedures and actions to evaluate, detect and eliminate risks in our facilities and work systems. Our Health and Safety Committee is responsible for defining and controlling these actions, in coordination with our External Prevention Service. The Health and Safety Committee also manages our health monitoring campaigns for employees.

Since March 2020, all of our prevention work has focused on avoiding the risk of



transmission of the coronavirus. In 2021, we continued these special action plans, adapting them to the behaviour of the pandemic, with particular emphasis on fostering flexibility in remote work.

As well as complying scrupulously with instructions from the health authorities in each phase of the pandemic, IFEMA MADRID prioritised two aspects:

- Allowing particularly vulnerable employees to work from home.
- Applying emergency protocols for workers with symptoms related to the virus.

The COVID-19 Control Group remained active in 2021, with representatives from all areas of IFEMA MADRID. This Group meets regularly to monitor compliance with the regulations and any changes affecting our operations.

Our employees have continued to apply and improve general protective measures with the following initiatives:



Serological testing.



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



Installation of automatic systems for taking temperature readings at access points.



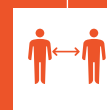
Posters encouraging safe behaviour in common areas (lifts, meeting rooms, printer areas, toilets, stairs, vending areas, etc.).



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



Replacement of the contact-based clocking-in method with proximity systems (*touchless*).



Implementing a protocol for visitors that limits interpersonal contact.



Application of organisational rules to guarantee social distancing and help minimise the risk of infection. These include limiting capacity ratios at fixed workstations, organising bubbles of workers and making continuous working hours generally available.

## Certification of COVID-19 management

During the first nine months of 2021, IFEMA MADRID retained the three certifications it obtained in the previous year: the AENOR, certificate, the Madrid Guarantee Seal and the Safe Travels Stamp.

IFEMA MADRID was the first trade fair operator to obtain AENOR certification for its health and safety protocols against COVID-19, guaranteeing safe events for employees, organisers and visitors.

The Madrid Guarantee Seal, an initiative from the Reactivation Plan of the Regional Government of Madrid, was obtained thanks to the solutions put in place to prevent the spread of COVID-19, in compliance with the regulations, extraordinary measures and social action.

## Commitment to flexible working.

The introduction of flexible and remote working for some professional groups was a key measure implemented in 2020 to keep IFEMA MADRID operating during the most restrictive phases of the pandemic.

During the year, and in record time, IFEMA MADRID implemented plans to extend remote working, providing mobile devices and computers to adapt to this new way of working. New methodologies, resources and practical tools were also applied to help workers with this transition.

In 2021, these measures were enhanced by the drafting and approval of the *Flexible Working Guide*, in collaboration with the Company Committee. This Guide will play a key role in the long-term consolidation of flexible working. The document includes the possibility of working remotely for six days in four-week cycles, preferably distributed in alternate weeks and working remotely for one or two days a week.

## IFEMA MADRID's staff made enormous efforts throughout 2021 to prevent the difficulties caused by the pandemic affecting its activity and results, demonstrating high levels of commitment and collective responsibility.

Although the introduction of flexi-working arrangements accelerated in 2019, IFEMA MADRID had already been developing this work philosophy. The Flexible Work Pilot Programme came into effect in 2019, embodying our commitment to increase and encourage this way of working. As well as improving quality of life for employees, the introduction of measures such as remote working also fosters sustainability and respect for the environment by reducing travel.

## Measures to facilitate work-life balance.

IFEMA MADRID has implemented many measures to improve work-life balance, such as extended leave for maternity, paternity and illness of direct family members, flexible working hours, and a flexible remuneration plan. Most of these are set down in the Collective Bargaining Agreement and in the Equality Plan.

Workers are also offered a major package of social benefits that help with their work-life balance, with assistance for study for children and medical costs, a medical service and subsidised canteen service, free parking and insurance policies.

Also, as previously mentioned, the *Flexible Working Guide* provides for the possibility of remote working for six days in four-week cycles, improving work-life balance.

Thanks to this set of measures, since 2007 IFEMA MADRID has held the Fundación Másfamilia's Family Responsible Company Certificate (efr), which is backed by the Ministry of Health, Consumption and Social Well-Being, highlighting its firm commitment to work-life balance and equality.

## Fostering an equal and diverse workplace.

### EQUAL TREATMENT AND OPPORTUNITIES FOR MEN AND WOMEN

IFEMA MADRID promotes equal opportunities for men and women through the measures in its Equality Plan and Chapter IX of the Collective Agreement, which focuses on gender equality and work-life balance:

- **Recruitment:** we guarantee equal opportunities for men and women in all recruitment processes, meaning we hire employees based on objective assessment of the candidates' merits and skills.
- **Training:** we guarantee that men and women have equal access to training to develop their skills and abilities, with no gender distinction.

• **Promotion:** we foster promotion for women in the company recognising professional merit as the key for promotion opportunities, always under equal conditions.

• **Remuneration:** a salary system guaranteeing gender equality in pay, transparency and neutrality, with no gender-based constraints. We keep records of average salaries and supplements by gender and professional group.

• **Work-life balance:** recognition of workers' right to balance in their personal, family and working lives, promoting joint responsibility between women and men in family obligations, which translates into full equality of leave for employees of both sexes.

This equality between men and women is reflected in the equal distribution of our workforce: At year end 2021, our workforce consisted of 211 men (49.3%) and 218 women (50.8%), with the management team comprising 16 men and 14 women.



## EQUALITY PLAN AND PROTOCOLS AGAINST SEXUAL AND GENDER HARASSMENT

The IFEMA MADRID Equality Plan was agreed with the Company Committee in November 2019 and is now in its fourth version. A new version is planned to adapt it to Royal Decree 901/2020, which governs equality plans and their registration.

The Equality Plan sets out our policies on work-life balance and equal opportunities for our employees.

One of the strategic objectives of IFEMA MADRID is to develop employment relations based on equal opportunities, non-discrimination and respect for diversity, fostering a favourable environment and

measures to improve work-life balance while striving to follow best practices.

IFEMA MADRID has negotiated a "Harassment Protocol" with the Company Committee. This Protocol declares that IFEMA MADRID will not tolerate any type of discriminatory practice or conduct considered to be moral, sexual or gender-based harassment within the organisation. It also states its concern for and commitment to creating positive working environments to prevent and avoid all types of harassment, and to pursue and resolve any cases that occur in the workplace. This Protocol is based on Organic Law 3/2007, on effective equality between women and men, the European Framework agreement on harassment and violence at work, International

Labour Organisation Convention No. 111, concerning discrimination in respect of employment and occupation, and Directive 2006/54/EC of the European Parliament on the European framework agreement on harassment and gender violence.

## INTEGRATION AND UNIVERSAL ACCESSIBILITY FOR PERSONS WITH DISABILITIES

IFEMA MADRID complies with the General Disability Law, which establishes that companies must reserve 2% of their workforce for people with disabilities equal to or greater than 33%. IFEMA MADRID has 14 workers with disabilities, representing 3.26% of its employees.

IFEMA MADRID's commitment to integration and accessibility for people with disabilities is reflected in its membership of the Socially Responsible Recruitment Forum (the CONR Forum), which focuses on creating and maintaining employment for people with disabilities and promotes universal accessibility through public contracting.

## Improvements to accessibility

IFEMA MADRID considers accessibility to be an objective consistent with its social commitment, particularly as it manages public spaces.

It is working to correct the accessibility shortcomings caused by the age of the Juan Carlos I trade fair site and the IFEMA MADRID Palacio Municipal.

Research has been conducted to generate a set of accessible routes that enable everyone to access all of IFEMA MADRID's spaces and enjoy the products and services on offer:

- We engaged a consultancy firm for detailed analysis of our shortcomings.
- We used that information to develop detailed proposals for accessible routes.
- The next step is more detailed analysis of the modifications needed, so we can prepare a budget and schedule.

The ultimate objective is to adapt our current facilities using this system of routes.

We have also asked the Spanish Confederation of Families of Deaf People (FIAPAS) for a proposal on improvements for people with hearing disabilities, which is currently being analysed.



# Professional growth and development.

## Constant updating of the Training Plan.

It is essential that we keep the knowledge and skills of our team up to date in the current environment of transformation of trade fair activity, marked by the digitalisation of events, globalisation of the sector and the incorporation of sustainability as a core value. This requires our employees to have skills that cut across various disciplines to keep our business growing.



The training policies introduced in 2021 were aimed at the following areas:



**Driving digitalisation.** Acquisition of new digital tools applicable to the trade fair business and the institution: including the digital platform and digital marketing, among others.



**Upskilling.** Internal and external programmes for knowledge and acquiring new skills: including Skill Campus, Zoom and 365, among others.



**Reskilling.** Recycling the tools already existing in the organisation and promoting better knowledge and mastery of them.

### Training information.

	2020	2021
No. of employees trained/ No. of training positions	1,194	740
Hours of training received by IFEMA MADRID employees	8,610	9,079

Practically all of our training is universal and attended by all professional categories. This explains the lack of information at this level of detail.



## Talent development.

In 2021, we continued working to identify talent and opportunities for professional growth among our workers.

### RECOGNITION OF SENIOR TALENT

Another milestone project started in 2020 and continued in 2021 focused on the promotion of senior talent, in response to the impact of increasing longevity in the business world.

IFEMA MADRID was involved in analysis of this trend as a member of the Másfamilia Foundation working group on fostering senior talent in Spain. The objective of this initiative is to nurture the potential of this group The working group is designed to be a meeting

space for sharing knowledge and promoting benchmarking measures for good practices, experiences and continuous training.

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

Participation in this initiative gives IFEMA MADRID specialist knowledge for introducing measures to improve the management and foster the talent of its workforce, which has an average age of around 49.



# Ethical and transparent conduct.

One of the objectives of IFEMA MADRID's CSR Master Plan, which establishes the framework for the company's corporate social responsibility is "to be an ethical and transparent institution that promotes quality working standards throughout its value chain". In other words, we are committed to complying with all laws and internal and external regulations, and developing the resources and tools needed to guarantee control and compliance with our regulations.

**In 2021, IFEMA MADRID's Regulatory Compliance Committee continued to foster a culture of compliance in the institution and reinforce its internal control rules and procedures.**

IFEMA MADRID has had a Regulatory Compliance Management System since 2017. The main regulation in this system is the Code of Ethics and Conduct. This sets out the basic rules of conduct governing the activity of our employees and partners, to help cement conduct based on respect, honesty, integrity, transparency and security. In addition to this code, the Regulatory Compliance Management System comprises the following documents:

- Regulatory Compliance Manual.
- Regulations of the Regulatory Compliance Committee.
- Anti-Corruption Policy.
- Conflict of Interest Policy.
- Gifts and Hospitality Policy.
- Harassment Policy.
- Compliance Policy.
- Social Network Policy.
- Information Classification Policy.
- Ethical Channel Management Procedure.
- Inspection Protocol.

Responsibility for compliance with the Regulatory Compliance Management System rests with the Regulatory Compliance Committee, which is an internal, permanent collegiate body. Its main mission is to monitor compliance with the Code of Ethics and Conduct, promoting understanding, interpreting its rules, and resolving any questions and doubts. To achieve this, it receives specialist external advice on compliance matters.

In 2021, the Regulatory Compliance Committee continued working to prevent any regulatory breaches, creating a culture of compliance in the institution and strengthening the regulations and internal control procedures. Its ultimate objective is to prevent any potentially illegal behaviour and strengthen our clear and unequivocal condemnation of any conduct contrary to the law.

IFEMA MADRID has a Risk Map, based on self-assessment of its controls, to ensure continuous monitoring of its control activities. The legal and regulatory risk assessment has also been adapted to our business activities, the needs of the company and the new circumstances arising from the health crisis.

## Continuous strengthening of internal control systems.

The direct impact of the pandemic on our working methods and organisational systems (adaptation to remote working, development of new action protocols, etc.) led us to review and reinforce our internal control regulations and procedures to prevent potential illicit behaviour. The updated documents and processes include:

- **Flexible Working Guide:** revision of the remote working protocol as a result of the coronavirus crisis and regulatory changes in Spain.
- **Ethics Channel Management Procedure:** annual review of the procedure and adaptation to the "Whistleblowing directive", which imposes an obligation on companies in the public and private sectors to provide a complaints channel. The Ethics Channel is available to make queries and report suspicions or breaches of the code of conduct and other compliance regulations. This platform is managed by an independent external company that specialises in dealing with complaints by workers, suppliers and customers.
- **Conflict of interest policy:** annual review of the document.

IFEMA MADRID acts transparently. All of the documents governing its behaviour towards the outside world are publicly available on our website. We stay in close contact with our employees by publishing regular information circulars on compliance matters on the corporate intranet.

## Human rights.

IFEMA MADRID's Code of Conduct includes a section that states its commitment to upholding and protecting the rights and public freedoms recognised in the Universal Declaration of Human Rights and other international agreements in this area.

Likewise, and in accordance with the Universal Declaration of Human Rights, IFEMA MADRID explicitly condemns and prohibits any type of work or service by a person under threat, punishment or inhumane conditions, or by any person under the minimum working age.

The Code of Conduct declares our commitment to equal employment opportunities and non-discrimination on grounds of gender, sexual orientation, marital status, age, race, nationality, social status, religion, political opinion, trade union membership, or any other grounds protected by law.

In 2021, no complaints of human rights violations were reported through the Ethics Channel or by any other means.



## IFEMA MADRID is committed to upholding and protecting the rights and public freedoms recognised in the Universal Declaration of Human Rights and other international agreements.

The Collective Bargaining Agreement also includes express condemnation by IFEMA MADRID's management and the Company Committee of any type of work or service obtained from any person under threat or punishment and not performed voluntarily, which would constitute a violation of human rights.

It also condemns all forms of work and service by persons below the minimum working age. IFEMA MADRID regards use of this type of labour as an attack on human rights and totally unethical.

## Corruption and bribery.

The Governing Board and Executive Committee of IFEMA MADRID are committed to fighting all forms of corruption. This is explicitly included in the Anti-Corruption Policy, the purpose of which is to prevent corruption and comply with prevailing legislation in all areas of activity and in all countries where IFEMA MADRID might operate.

It also includes the objective of ensuring that all of IFEMA MADRID's operations are performed with the utmost due diligence and considering the legal implications and risks.

Control of compliance with the Anti-Corruption Policy is integrated into the Regulatory Compliance Management System and is the responsibility of the Regulatory Compliance Committee.

With regards to money laundering, IFEMA MADRID prohibits cash payments by exhibiting companies participating in its events. This goes beyond the provisions of Law 11/2021, of 9 July, on measures to prevent and combat tax fraud.

IFEMA MADRID also collaborates with financial institutions by providing the information they require when it receives funds for participation in fairs from restricted countries.

# Connection.

## An engine for the economy and innovation.

Boosting economic development\_53

Boosting business and entrepreneurship\_55

Driving innovation\_58

Customer satisfaction\_63

# 03.





**As the leading trade fair operator in Spain and one of the largest in Europe, IFEMA MADRID is a major economic driver of the Madrid region. The trade fairs and other events we organise and host promote business tourism and generate wealth at many levels. They drive activity and employment in related sectors and help spread Madrid's brand image around the world.**

For this reason, we are developing a new sustainability model that generates economic and social value. 2021 was particularly significant in this regard due to the increasing diversification of our business, enabling us to offer leisure events and concerts.

Along with diversification, another factor that marked our performance during the year was our commitment to the reactivation of trade fairs and congresses following the end of the coronavirus restrictions. IFEMA MADRID has been in the vanguard in the sector in Europe, both in the return of in-person activity and in the development of hybrid formats that enable the participation of visitors who cannot travel to the city. The most significant milestone in this commitment was the holding of **FITUR**, the International Tourism Fair, which was planned at the same professional level as in previous years and became the first major international trade fair to be held after the pandemic.

This was followed by other trade fairs and events, with the vast majority of the events in the calendar being held with successful participation, despite the impact of successive waves of coronavirus. As a result, IFEMA MADRID has made a significant contribution to the economic recovery from the pandemic.



## Boosting economic development.

The trade fairs, congresses, conventions and other events held at IFEMA MADRID generate wealth among all the agents involved, including transport, local trade, hospitality and tourism in the area.

The most recent figures available on the impact of our activity on the economy of Madrid show our activity generated more than €5.1 billion and 39,000 jobs in 2019, contributing 3.8% to the gross domestic product (GDP) of the city. This impact was not measured in 2020 or 2021 because they were exceptional years due to the effect of the pandemic. According to the latest available data, IFEMA MADRID is the second largest economic driver in the Madrid region, after Adolfo Suárez Airport.

### International promotion.

We increase 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 to other markets and generate new business opportunities.





To achieve this objective, we promote initiatives such as the International Buyers programme, which allows national companies participating in our events to select buyers from outside

Spain to invite to the event. By the end of the year, we had included this programme in ten events, attracting 1,304 international buyers from more than 60 countries.

Guests attending through the International Buyers Programme.

	Date	Guests
FITUR	17 to 18 May	56
ARCOmadrid	7 to 11 July	59
PROMOGIFT	14 to 16 September	12
INTERGIFT+BISUTEX+ MADRIDJOYA	15 to 19 September	308
FRUIT ATTRACTION	5 to 7 October	579
GRAN CANARIA SWIM WEEK BY MODA CÁLIDA	19 to 24 October	65
45th ILO/CINTERFOR-Fundae Technical Committee Meeting	16 to 18 November	122
CLIMATIZACIÓN + GENERA	16 to 19 November	103
TOTAL		1,304

# Boosting business and entrepreneurship.

Promoting entrepreneurship is one of IFEMA MADRID’s main goals for the development of the business and industrial sectors featured in its events. That’s why we encourage the participation of new companies, start-ups and entrepreneurs in some of our events. We want them to take advantage of the opportunity to meet the main players in their sectors, minimising their investment costs while providing them with all business, communication and promotional tools.

There were 13 entrepreneurship actions in 2021, including.

## ARCOmadrid. INTERNATIONAL CONTEMPORARY ART FAIR.

The Opening section of ARCOmadrid allocated space to eleven galleries that have been in business for no more than seven years. The Opening Award was presented to recognise the best stand in this section, with the prize being return of the cost of the stand.

## ESTAMPA. CONTEMPORARY ART FAIR.

PROYECT and PROYECT DUO were held during the event, providing galleries launching new artists with space at more economical rates.



## ORGANIC FOOD IBERIA & ECO LIVING IBERIA. INTERNATIONAL TRADE FAIRS FOR NATURAL AND ORGANIC PRODUCTS.

We launched two initiatives to support entrepreneurship in the organic sector: a participation scheme for start-ups at more economical rates; and a series of specialist technical sessions to publicise new companies in the sector.

## FITUR. INTERNATIONAL TOURISM FAIR.

SEGITTUR (the Spanish state company for the management of innovation and tourism technologies), ICEX España Exportación e Inversiones and FITUR organised the ninth FITUR Know-How & Export, a space for Spanish tourism SMEs to display their potential and knowledge, services and products to buyers from other international markets.

There was also a networking area, advice for start-ups and specialist consulting for participating companies involved in innovation and new technologies applied to the tourism sector. The SEGITTURLAB project laboratory was also held, with practical workshops for entrepreneurs and professionals on digital tourism and related issues.



## MOMAD. INTERNATIONAL FOOTWEAR AND ACCESSORIES SHOW.

During the MOMAD trade fair, young designers, emerging companies and newly created firms were offered EGO modular stands at more competitive rates.

## FRUIT ATTRACTION. TRADE SHOW FOR THE FRUIT AND VEGETABLE INDUSTRY.

FRUIT ATTRACTION provided start-ups with HUB stands in the Biotech Attraction zone.

## TRAFIC. INTERNATIONAL SAFE AND SUSTAINABLE MOBILITY EXHIBITION.

This event supported start-ups by creating a specific area with special conditions for participants.

## INTERGIFT. INTERNATIONAL GIFT AND DECORATION SHOW.

## BISUTEX. INTERNATIONAL FASHION JEWELLERY AND ACCESSORIES SHOW.

## MADRIDJOYA. THE INTERNATIONAL URBAN AND TRENDY JEWELLERY AND WATCH FAIR.

These events encouraged the participation of young creatives and emerging companies through small stands in the Mini Zone.

## GENERA. INTERNATIONAL ENERGY AND ENVIRONMENT FAIR.

The largest commercial platform for energy and the environment supported micro-SMEs through a more economical package.



# Driving innovation.

Our support and recognition for innovation complements our commitment to boosting business and entrepreneurship.

In 2021, our trade fairs included 40 innovation activities, such as Innovation Galleries and the LIVE Connect platform.

## Innovation Galleries.

In 2021, we hosted our Innovation Galleries again, a tool for exhibitors to showcase innovative new products.

These Galleries seek to encourage innovation and spotlight the most significant advances in this area, recognising and promoting research, development and innovation by companies in the sector.

In 2021, Innovation Galleries were included in **SALÓN LOOK, GENERA** and **CLIMATIZACIÓN & REFRIGERACIÓN (C&R)**.

## LIVE Connect.

LIVE Connect is a pioneering initiative by IFEMA MADRID to promote innovation. This digital platform allows virtual trade fairs to be held in parallel to the on-site version and provides a space for ongoing contact among agents in the sector throughout the year.

This resource was used at trade fairs including **FITUR, BISUTEX, MADRIDJOYA, INTERGIFT** and **MOMAD** in 2021.

## Other innovation actions.

### VO SHOW.

#### USED VEHICLE SHOW

The event "The role of the electric second-hand vehicle in the energy transition" highlighted the importance of sustainability and innovation in the automotive sector and featured leading figures from the sector. This event was held in hybrid format.

### ARCO.

INTERNATIONAL CONTEMPORARY ART FAIR. The new ARCO E-TALKS online forum, an action launched in advance of **ARCOmadrid** and **ARCOlisboa 2021**, is a digital communication space created by ARCO that gives a voice to gallerists, artists, collectors and curators through formats such as webinars, video interviews and podcasts.

The ARCO E-XHIBITIONS platform also gives participating galleries a new virtual space to increase their visibility and generate sales opportunities. This platform puts VIPs and collectors from both fairs in contact with the participating galleries through formats such as the viewing room and 3D. It also provides a means for visitors to submit spontaneous enquiries, and enables private meetings between collectors, art professionals and galleries.

### ESTAMPA

#### CONTEMPORARY ART FAIR

ESTAMPA has produced a podcast to share information about trends in the sector.

### ORGANIC FOOD IBERIA & ECO LIVING IBERIA.

#### INTERNATIONAL TRADE EVENTS FOR PROFESSIONALS IN THE NATURAL AND ORGANIC SECTOR

In 2021, two actions were carried out to raise the visibility of the most innovative proposals. An Innovation Zone was organised to showcase products, in which a jury and the public voted for the most innovative proposals. And technical seminars were held to raise awareness of innovation issues in the organic sector.



**FITUR.****INTERNATIONAL TOURISM FAIR**

The FITUR TALENT area debated data-driven strategies and digitalisation of human resources and talent in tourism.

FITURTECHY analysed the application of technology in the tourism industry with innovation as a common thread. The discussions in 2021 covered the capacity of technology to transform tourism and drive the recovery. One important subject covered was the use of the blockchain in tourism transactions.

The AMT Smart Destinations Awards were presented at FITURTECHY, recognising the best technological solutions and tools to help meet the challenges of implementing smart tourist destinations. Special attention was also paid to health solutions for COVID-19 and training workshops were held on digital transformation.

In the FITUR KNOW-HOW section, the State Secretariat for Tourism (SEGITTUR) presented the *2022 Guide to Technological Solutions for Smart Tourism Destinations*, to promote innovation and technology in the tourism sector, with topics such as the importance of cybersecurity in tourism companies and public-private collaboration through technology being debated. The Chatbots Tourism Awards 2021 were also presented.

As well as its in-person activity, FITUR also offered the LIVE Connect platform.

**DIGICOM.****TRADE FAIR FOR THE DIGITAL PRINTING AND VISUAL COMMUNICATION INDUSTRY**

DIGICOM's Speaker's Corner hosted talks on the latest trends and product demonstrations. The Digicomnews digital newsletter was also published with information from the sector.

**BISUTEX.****INTERNATIONAL FASHION****JEWELLERY AND ACCESSORIES SHOW****MADRIDJOYA.****INTERNATIONAL URBAN AND****TRENDY JEWELLERY AND WATCH FAIR****INTERGIFT.****INTERNATIONAL GIFT AND DECORATION SHOW**

These three trade fairs hosted talks on new sector trends and product demonstrations in the Speaker's Corner, and used the LIVE Connect platform to broadcast live from the events.

INTERGIFT also hosted seminars on sector trends and the Gift of the Year Award, to promote more creative and innovative gifts in several categories.

**MOMAD****INTERNATIONAL FOOTWEAR AND ACCESSORIES SHOW**

The MOMAD forum featured an outstanding series of seminars on sustainability, trends, digitalisation and business. MOMAD LIVE Connect provided a meeting place for fashion sector professionals.

This exhibition also featured the "Madrid Fashion Triangle Association" activity, where retailers showcased and promoted local fashion.

**FRUIT ATTRACTION****TRADE SHOW FOR THE FRUIT AND VEGETABLE INDUSTRY**

The Innovation HUB initiative hosted an exhibition of innovative proposals and awarded prizes for best product of the year, best auxiliary product and best sustainable product.

Fruit Tech was also presented in 2021, a space for learning, testing and trying out services, in which creativity and technology were combined to enrich the value proposition in relation to the customer experience and expectations.

FRUIT ATTRACTION was one of the trade fairs that incorporated the LIVE Connect space as a permanent meeting place for companies in the sector.

**SALÓN LOOK.****INTERNATIONAL IMAGE AND INTEGRAL AESTHETICS EXHIBITION**

SALÓN LOOK presented the Innovation Gallery through its social networks and incorporated the Business Meeting congress, at which awards were presented for digital transformation.





# Customer satisfaction.

## TRAFIC.

### INTERNATIONAL SAFE AND SUSTAINABLE MOBILITY EXHIBITION

In 2021, TRAFIC premiered the Innovation Arena, an area especially dedicated to start-ups. This event was integrated with the LIVE Connect platform so that it could take place in hybrid format. The space also included a small auditorium for workshops, debates and networking. There was also a special programme of talks on digitalisation.

## FERIARTE.

### ANTIQUES, ART GALLERIES AND COLLECTORS FAIR

### ANTIK PASSION ALMONEDA.

### ANTIQUES, ART GALLERIES AND COLLECTORS FAIR

Both fairs provided an online communication channel through their websites. This channel was designed to be a platform for disseminating knowledge and appreciation of art among the public, and to encourage collecting and sales of artworks. These channels were validated by the Rey Juan Carlos I University of Madrid.

## GENERA.

### INTERNATIONAL ENERGY AND ENVIRONMENT FAIR

Through its Innovation Gallery, GENERA gave exhibitors a physical space for presenting their products and solutions. A committee of experts made up of members of the trade fair's organising committee selected the most innovative proposals.

GENERA took place in a hybrid format through LIVE Connect, and included The MISS debate area, where experts discussed innovation in the sector.

## C&R.

### INTERNATIONAL AIR-CONDITIONING AND REFRIGERATION EXHIBITION

C&R also hosted an Innovation Gallery, signposting stands with selected innovative products. These products were selected by a jury comprising representatives of the associations on the organising committee for the event.

IFEMA MADRID works to offer an experience based on quality, excellence and continuous improvement, with customer satisfaction at the heart of everything it does.

## Suggestions, complaints and claims.

The "CAL-PR-44, Management of suggestions, complaints and claims" process is one of the resources available to guarantee the quality of the services provided by IFEMA MADRID. This process enhances our customer service, guaranteeing all communications are channelled correctly and managed efficiently.

This customer service system ensures an efficient response to communications through all available official channels: whether entered into the official register through an on-site form or by submitting the form via the website. When a communication is received, the internal reporting system alerts the event's managers so they can handle the issue. A six-monthly report is produced for

the Management Committee with analysis of repeated complaints and significant communications. These reports also identify areas for improvement and action plans to achieve them.





In 2021, IFEMA MADRID achieved its objective of reducing the number of days taken to resolve customer complaints. The initial objective was to reduce this period from 14 days to 13 days. However, the end-of-

year figures show this improvement was comfortably exceeded. The measures implemented have reduced the response time from an average of 17.26 days to 10.03 days, a 41.88% improvement compared to 2020.

Customer suggestions, complaints and claims.

	2020	2021
Suggestions	3	3
Complaints	98	122
Claims	118	110
Average number of days to respond to suggestions and complaints	6.84	3.5
Average number of days to respond to claims	17.26	10.32
Percentage of unanswered suggestions	0%	0%
Percentage of unanswered complaints	0%	0%
Percentage of unanswered claims	0%	0%



Satisfaction surveys.

IFEMA MADRID carries out regular surveys of exhibitors and visitors during and after its trade fairs to gather feedback on the quality of its services from customers and other stakeholders. Six-monthly surveys are also conducted with sponsors and annual surveys with operators.

From 2021, all the surveys have included some of the most important sustainability aspects and the Net Promoter Score (NPS), an indicator of overall satisfaction.

A survey of journalists, the media and employees prepared in 2021 will be included in 2022.

Net Promoter Score (NPS) for overall satisfaction among stakeholders.

	NPS 2021
Exhibitors	24.6
Visitors	47.07
External organisers	100
Sponsors	88.45
Suppliers	66.67
Media	NA (To be implemented in 2022)
Workers	NA (To be implemented in 2022)

Quality management

IFEMA MADRID has been awarded ISO 9001 certification, which assesses the design and monitoring of internal processes for continuous improvement and customer satisfaction. These values are consistent with the objectives in our CSR Master Plan.

This ISO 9001 certificate is of crucial importance to IFEMA MADRID, as our activities are inextricably linked to the service sector and, therefore, dependent on the response capacity and degree of acceptance of exhibitors, visitors and external operators.



# Vitality.

## Social commitment.

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# 04.



# Sustainable events.

**In addition to environmental and economic sustainability, IFEMA MADRID's CSR Master Plan includes other activities that it has decided to undertake as part of its commitment to society.**

The activities in this area have three main objectives:

- To catalyse and promote initiatives in collaboration with associations, exhibiting companies, visitors and other stakeholders at each event, with a strong sectoral character.
- To harvest initiatives suggested by staff and implement those considered viable that contribute to the well-being of employees and benefit non-governmental organisations (NGOs) and other charity bodies.
- To facilitate and encourage the involvement of employees interested in participating directly in volunteering activities, through the Corporate Volunteering programme.

IFEMA MADRID harnesses the range and impact of its trade fairs and events to promote social action and to support organisations that support disadvantaged groups.

Actions at our trade fairs vary depending on the sector and the nature of each event, and contribute actively to achieving the United Nations Sustainable Development Goals (SDGs). The main social actions at our trade fairs and events relate to social integration and inclusion (SDG 5 and SDG 10) and education (SDG 4).

## Social integration and inclusion.

One of our most active trade fairs for social action is **FITUR**, the International Tourism Fair, with activities designed to foster the role of women in the tourism sector, promote gender equality and support inclusion of the LGBTQ+ community.

Creation of the FITUR WOMAN initiative is an important development that aims to advance the role of women in this industry, focusing on leadership and sustainability. This action is supported by Women Leading Tourism, an association of female tourism professionals with long and successful careers who are recognised experts in various areas of the travel and tourism sector.





The FiturNext Observatory is dedicated to promoting good practices in tourism that foster sustainability. It was used to present the “Toward tourism with gender equality” report and organised three seminars on female empowerment in the sector. This report emphasises the potential of gender equality to facilitate sustainable development and reduce poverty. The event featured more than 30 panellists, many of whom are business leaders in the sector, who discussed the importance of education, funding and the creation of support networks in achieving gender equality.

During this event, the winning initiatives in the Fitur 2021 Challenge were recognised for their contributions to female empowerment. The winners were: “Afrikable”, which offers job opportunities to women in the tourism sector in Kenya; Women in Travel CIC, which offers job opportunities to women at risk of social exclusion; and the “Routes” programme of the Fundación Codespa, which promotes community-based and inclusive rural tourism in Peru and Bolivia.

The FiturNext observatory has an advisory board led by FITUR and the consultancy Ideas for Change, with members from organisations including the Inter-American Development Bank, the National Biodiversity Institute and the Real Instituto Elcano.

Another example of FITUR's commitment to integration is the conscious and proactive use of images that communicate diversity in its promotional campaigns. Once again, there was an LGBTQ+ area at FITUR, showcasing specific offerings of destinations and companies in the sector for this community.

Diversity was also included at events including **FRUIT ATTRACTION**, the Fruit and Vegetable Trade Fair, which ran the “Smile you are at Fruit Attraction” campaign, with videos, images and posters showing people from different backgrounds, and **ESTAMPA**, which designed a brochure with images communicating diversity and equality.

**TRAFIC**, the International Exhibition for Safe and Sustainable Mobility, emphasised the role of women by hosting the sixth Women and Traffic Management Awards, presented by the Association of Traffic and Mobility Engineers, to recognise the work of women who have contributed to traffic engineering in Spain. This event also featured fund-raising dinners for the Association for the Study of Spinal Cord Injury (AESLEME), dedicated to the prevention of serious injuries caused by traffic accidents, and STOP Accidents.

**ORGANIC FOOD IBERIA**, the international trade event for professionals in the natural and organic food sector; **ECO LIVING IBERIA**, the trade show for natural, ethical and sustainable lifestyles in the Iberian Peninsula; and **FRUIT ATTRACTION**, the fruit and vegetable sector fair, partnered with the Madrid Food Bank to provide surplus food after these events for distribution to social groups in need.

**100x100 MASCOTAS**, the Pet Fair, raised awareness of responsible pet ownership and care, with the participation of the main brands in the sector and animal protection organisations and institutions. Other activities included an adoption catwalk, distribution of food to animal shelters and highlighting the work of associations that encourage the use of dogs in the treatment of seasonal affective disorder (SAD) and therapies for blind children.

Other events that included activities in the social sphere included: **INTERGIFT**, the international gift and decoration exhibition, which collaborated with the Fundación AlaPar, which works to include people with intellectual disabilities in society; and **FERIARTE**, the antiques and art galleries fair, and **ANTI PASSION ALMONEDA**, the antiques, art galleries and collectors fair, which distributed invitations to the Spanish Federation of Friends of Museums and art associations to facilitate participation in these events.



## Education.

The educational activities at our trade fairs focus on encouraging people to participate in training activities to develop their professional careers. Numerous events throughout the year were involved in these activities, including: **ANTIK PASSION ALMONEDA**, the Antiques, Art and Collecting Fair; **SALÓN LOOK**, the International Image and Integral Aesthetics Exhibition; **CLIMATIZACIÓN & REFRIGERACIÓN (C&R)**, and **ESTAMPAS**, with latter offering free tickets to students from art schools. **GENERA**, the International Energy and Environment Fair, distributed tickets to students in their final year of professional training to attend conferences and activities at the Fair.

In parallel to the trade fair, several events organised training activities for students and professionals in their sectors. This was the case at: **SALÓN LOOK**, which offered several educational conferences, workshops and master classes; **CLIMATIZACIÓN & REFRIGERACIÓN**, with workshops on applied construction techniques to develop and share good practices among installers; and **FERIARTE**, the Antiques and Art Galleries Fair, which offered open classes from the master's degree in art at the Rey Juan Carlos I University of Madrid.



**The training offered at our trade fairs focused on encouraging the participation of trainees to contribute to the development of their professional careers.**

# Corporate volunteering: team building.

Along with their professional skills, the members of IFEMA MADRID's team are characterised by their social awareness and conscience. This spirit has been displayed when we have worked actively to support the community.

As part of the CSR Master Plan, in 2021 the General Management promoted the Corporate Volunteering Plan, which encourages employees to get involved in external initiatives, which they help to choose. IFEMA MADRID counts these volunteering hours as working hours.

In 2021, corporate volunteering activities continued to be subject to the limitations on in-person activities that continued to affect

society as a whole. In addition, the furlough scheme (ERTE) in place during part of the year made it difficult to arrange volunteering work during this period.

Despite the difficult situation, which made it hard to identify initiatives to participate in, we applied a volunteering model that worked in two main areas:

- Telephone support and advice.
- Training and motivational support.

We managed to participate in three projects: one with the Red Cross and two with the ADSIS Foundation, a non-profit organisation that offers opportunities to people in vulnerable situations.



## Our impact on the United Nations SDGs.

The UN Sustainable Development Goals (SDGs) to which our volunteering efforts contributed in 2021 are:



**SDG 1**  
End poverty.



**SDG 3**  
Health and well-being.



**SDG 4**  
Quality education.



**SDG 8**  
Decent work and economic growth.



**SDG 17**  
Partnerships for the goals.

## Corporate volunteering at IFEMA MADRID.

**22**  
volunteers

**50**  
total hours  
(monetary contribution: 1,231 euros)

**20**  
hours with the Red Cross  
(monetary contribution: 492.4 euros)

**30**  
hours with the Fundación ADSIS  
(monetary contribution: 738.6 euros)

## Cooperation with social organisations.

Our collaboration with the Red Cross involved the participation of 10 volunteers in providing telephone company for elderly people, to remind them of the recommendations for protection against COVID-19 and to check on their well-being. The results of this innovative non-physical volunteering were very satisfactory as an alternative to face-to-face interactions in exceptional situations.

In the case of the ADSIS Foundation, 12 volunteers gave motivational talks on training to young people in difficult environments, encouraging students at risk of exclusion in their search for employment.

The assessment of this collaboration was very positive, as it opened up a new form of participation through involvement in training. The opportunity to deliver this volunteering work online also means we can extend its territorial scope.



## An enriching experience for our volunteers.

Surveys of the volunteers involved in the Red Cross and ADSIS Foundation projects showed high levels of satisfaction and willingness to continue participating in such initiatives.

The experience met the expectations of 65% of the participants and exceeded the expectations of 35%. None of the participants were disappointed. This was the first volunteering experience for 58% of the participants, while 27% are regular participants and 15% are occasionally involved in volunteering activities. The participants rated the attention and follow-up by the NGO and IFEMA MADRID's Quality Department as highly satisfactorily.

As a result, 58% of the participants said they would repeat the experience and 35% said they might repeat it. 95% of the participants thought they had made a positive contribution.



# New challenges for more sustainable development.

This year's *Sustainability Report* brings together IFEMA MADRID's main principles, objectives and actions in its commitment to sustainable development in 2021. We have achieved new milestones in the three areas of sustainability - environmental, economic and social.

The exceptional nature of the current conditions has led us to reinforce our relationship channels with stakeholders, and our risk identification and anticipation systems, applying the principle of transparency.

Highlights in the environmental field include the significant reductions in the ratios of non-hazardous waste generation and greenhouse gas emissions, and the actions to promote more sustainable mobility.

At the economic level, IFEMA MADRID has led the reactivation of trade fair and congress activity in Europe, both through the return of in-person events — led by the successful hosting of **FITUR** — and the development of new hybrid models that open up alternative business opportunities. This vocation for leadership and innovation has enabled us to continue making a significant contribution to the economic reactivation of Madrid and the whole of Spain following the shutdown caused by the pandemic.

In the social sphere, we have continued gradually integrating inclusive actions into our trade fairs, together with new training activities. The involvement of everyone who takes part in our events (exhibitors, installers, visitors, etc.) represents a key element in the development of IFEMA MADRID's commitment to sustainability, as spaces with enormous social and media impact.

The effort and commitment of the entire IFEMA MADRID team in achieving the planned objectives has been a key element in the growth of the institution throughout its more than 40 years of history, as it will be in facing the challenges of the future. Being aware of our team's importance, we strive to guarantee a safe and equal working environment, and to foster professional development plans.

These actions are achieved through our CSR Master Plan and our own working methodology based on continuous improvement. This model includes annual reviews of indicators and objectives that enable us to set new challenges so we can continue to lead the sustainable development of the sector.

**IFEMA MADRID implements its own working methodology based on continuous improvement and annual reviews of indicators and objectives. The aim of this is to set ourselves new challenges that will enable us to continue setting the standard for sustainable development in our sector.**

**Published by**  
IFEMA MADRID

**Editorial management**  
IFEMA MADRID, Communication  
and Marketing Department

**Photography**  
© IFEMA MADRID Photo Library  
© Getty Images  
© Shutterstock

**Editing, design and layout**  
[www.cegeglobal.com](http://www.cegeglobal.com)

**Printing**  
COYVE Artes Gráficas

**Legal deposit**  
M-18570-2022

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