

Responsibility Talent Progress Commitment.

Sustainability
Report
2024



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Sustainability Report 2024



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CSR Master Plan 2023-2026: the roadmap for the sustainable development of IFEMA MADRID.

As part of IFEMA MADRID’s Strategic Plan, the CSR Master Plan 2023-2026 establishes the Institution’s key lines of action and objectives to actively contribute to sustainable development in the three ESG areas (environmental, social and economic). This strategy is fully aligned with the United Nations 2030 Agenda and its Sustainable Development Goals (SDGs).

Lines of action.

IFEMA MADRID’s commitment to sustainability is realised through an annual review and update of the CSR plan. In 2024, we continued to make progress on the CSR Master Plan 2023-2026, which sets out two types of operational objectives:



Objectives to be developed within the time frame of the Master Plan, i.e. until 2026, bearing in mind that action plans and annual targets have been established for each objective in order to achieve the final result incrementally.

Annual actions according to the circumstances, aimed at consolidating habits and results.

The CSR Master Plan sets out its main lines of action in alignment with IFEMA MADRID’s Sustainability Policy. These lines of action cover the main areas of the Institution’s management, demonstrating the cross-cutting nature of its sustainability vision:



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



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



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



Sustainable infrastructures: increase the efficiency of IFEMA MADRID’s infrastructures and minimise their environmental impact.



Sustainable events: increase the level of sustainability of all events organised by IFEMA MADRID.



Social commitment: contribute to the company’s cultural change by promoting corporate volunteering and other sustainability-related initiatives proposed by employees.

Specific objectives.

The CSR Master Plan sets out four specific objectives for 2026 in areas that it considers to be priorities, where more ambitious targets are needed:

- 1

Carbon neutrality: achieve carbon neutrality for Scopes 1 and 2.
- 2

Waste: achieve zero waste to landfill for all waste managed by IFEMA MADRID.
- 3

Accessibility: implement and communicate accessible routes and achieve full digital accessibility.
- 4

Stakeholders: continuously increase satisfaction levels compared to previous years (base year 2023).

For each of these objectives, the Master Plan sets out specific action plans, with the departments in charge of them, lead times, and monitoring indicators. It also links each objective to the SDGs involved.



Contribution to the Sustainable Development Goals (SDGs).

The CSR Master Plan also reviews and updates the list of United Nations Sustainable Development Goals (SDGs) that are a priority for IFEMA MADRID. It thus aligns the Institution's values and business goals with the United Nations' 2030 Agenda, the main global benchmark for sustainable development, adopted by companies and organisations worldwide.

IFEMA MADRID believes that it can contribute directly to the following SDGs through its business activities:

- SDG 4:** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.
- SDG 7:** Ensure access to affordable, reliable, sustainable and modern energy.
- SDG 8:** Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
- SDG 9:** Build resilient infrastructure, promote inclusive and sustainable industrialisation, and foster innovation.
- SDG 10:** Reduce inequality within and among countries.
- SDG 11:** Make cities and human settlements inclusive, safe, resilient and sustainable.
- SDG 12:** Ensure sustainable consumption and production patterns.
- SDG 13:** Take urgent action to combat climate change and its impacts.
- SDG 16:** Promote just, peaceful and inclusive societies.
- SDG 17:** Revitalise the Global Partnership for Sustainable Development.

Responsibility.

01.

Respect for the environment.

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IFEMA MADRID’s CSR Master Plan 2023-2026 establishes two specific lines of action for environmental protection: “sustainable infrastructures” and “sustainable events”, with the vision of achieving optimal infrastructure efficiency and integrating sustainability into all events organised. In 2024, the Institution made progress in meeting the set goals and promoted new initiatives aimed at further minimising the environmental impact of its operations.

IFEMA MADRID’s firm commitment to environmental protection enables us to make steady progress towards the strategic objectives defined in the CSR Master Plan 2023-2026. The measures implemented in this area set very high standards in aspects such as reducing consumption of water and other natural resources, improving energy efficiency, measuring the carbon footprint and managing waste.

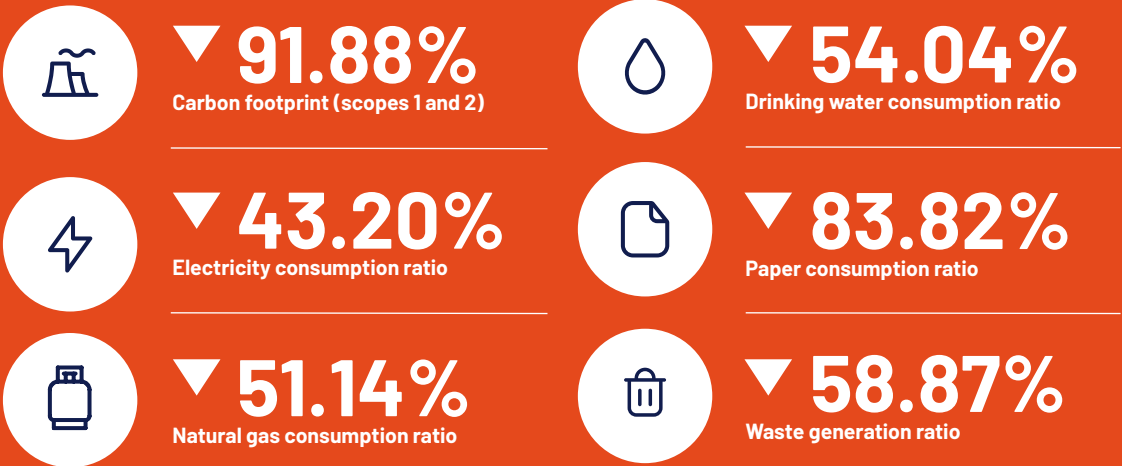
Alongside the implementation of these actions, 2024 saw the launch of significant projects that establish IFEMA MADRID as a leader in the area of environmental sustainability.

Due to their impact and visibility in the coming years, we mention on the one hand, the project for installing a photovoltaic generation plant for self-consumption, construction of which began in 2025, with the aim of it coming into operation in 2026; and on the other, the action to start measuring the scope 3 carbon footprint of our own events, which is a key indicator of the corporate commitment to fight climate change.

The measures implemented set very high standards in areas such as reducing consumption of water and other natural resources, improving energy efficiency, measuring the carbon footprint and managing waste.



Improvement in environmental indicators compared to 2017.



Efficient use of natural resources.

IFEMA MADRID is committed to sustainable development, which involves the efficient use and responsible management of the natural resources it needs for its activities. This commitment is realised through a cross-functional strategy that prioritises savings, efficiency, and circularity, seeking a balance between minimising environmental impact and meeting the needs of key stakeholders, such as exhibitors, visitors, and employees.

Water.


The natural resource most consumed by IFEMA MADRID's activity is water. To ensure the efficient and sustainable management of this resource, the institution has had a Sustainable Water Management Plan in place since 2019, which was updated in 2023 for the 2023–2027 period. The plan outlines the key actions to be carried out and their respective implementation deadlines.

In 2024, the measures implemented enabled a further reduction in drinking water consumption at IFEMA MADRID's managed facilities, as well as an increase in reclaimed water usage. These measures are grouped around three main themes:



Consumption optimisation

- Replacing traditional taps with perlator-equipped models in all facilities.
- Electronic taps and dual-flush toilets are installed in halls and changing rooms.
- Efficient shower heads are incorporated in changing rooms.
- Dry urinals are installed in halls and changing rooms to minimise water consumption in these spaces.



Water reuse and water use efficiency

- Reclaimed water will be used for irrigation in all facilities to ease the demand on drinking water and promote the circular economy.



Environmental awareness and education

- Training in water sustainability for the IFEMA MADRID team.
- Information signs have been installed on taps to remind visitors and employees to turn them off when not in use.

In addition, control actions were carried out in 2024 to improve water efficiency in the new catering facilities at the Recinto Ferial, amongst them the replacement of traditional taps with low-consumption electronic models and the installation of dual-flush toilets. These measures were not originally part of the plan, but were implemented throughout the year to bring the new premises up to the Institution's standards in this area.

Since November 2023, the connection that channels wastewater from the changing rooms, toilets, kitchens and laundry to the internal sewerage network (which is connected to the City Council's network at South Entrance) has had the relevant municipal licence and discharge authorisation.

Analyses carried out in 2024 confirm that IFEMA MADRID complies with all the limits set out in the control parameters.



Overall indicators for the year show an increase in total water consumption, primarily due to the increased use of reclaimed water for irrigation. Despite the overall increase, consumption of drinking water has decreased compared to the previous year, whilst consumption of reclaimed water has increased, resulting in a significant decrease in the drinking water consumption ratio.

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Water consumption at the Recinto Ferial and Palacio Municipal (absolute values, m³/year).

	2023	2024	2024/2023
Drinking water consumption at the Recinto Ferial	84,747.00	75,326.00	-11.12%
Drinking water consumption at the Palacio Municipal	3,962.00	4,779.00	20.62%
Total drinking water consumption	88,709.00	80,105.00	-9.70%
Reclaimed water consumption	85,595.00	99,045.00	15.71%
Total water consumption	174,304	179,150	2.78%

Note: includes the consumption of water for fire-fighting.

Water consumption ratios at the Recinto Ferial.

	2023	2024	2024/2023
Drinking water consumption ratio (m³ per year/turnover in € million)	499.88	348.00	-30.38%
Reclaimed water as a percentage of total water consumption (drinking + reclaimed)	49%	55%	12.24%

Note: 2024 turnover was calculated after verification.

Raw materials: paper and carpet.

In addition to water, the two other natural resources most consumed by IFEMA MADRID are paper and carpet. Although they are not technically raw materials, the institution classifies them as such due to the nature of the trade fair activity requiring their intensive use.

For this reason, their management is integrated into corporate actions aimed at minimising environmental impact by progressively reducing their use.

In the case of paper, a notable development in 2024 was the use of tablet devices by hall managers during the assembly and dismantling processes. Using digital media makes it possible to view the plans of the contracted spaces and services via the Visual Space tool, thus eliminating the need to print plans and documents.

This measure complements other ongoing initiatives to directly and indirectly reduce paper consumption, such as promoting flexible working and using digital systems and media in the different areas.

Along these lines, the Institution continues to issue digital passes and invitations at most of its own fairs and events and to limit the printing of materials such as guides, brochures and other merchandising products to what is strictly necessary. These actions have led to a 7.55% reduction in paper consumption per unit and a 28.72% decrease in the consumption ratio compared to 2023.

However, carpet consumption increased in absolute terms in 2024 due to the annual increase in activity and turnover compared to 2023. However, we have succeeded in improving efficiency in its use and the consumption ratio has decreased by 3.67% compared to the previous year.

In addition, the Institution continues to be a benchmark for the disposal of this material at its own fairs, including **ARCOmadrid** and **ESTAMPA**.

In cases where their use cannot be avoided, all materials are recyclable and consume fewer natural resources in their manufacture, being transformed into raw materials for other production processes such as pellets or paraffin.

The management of paper and carpet forms part of the corporate actions to minimise environmental impact by progressively reducing their use.

Paper and carpet consumption (absolute values).

	2023	2024	2024/2023
Paper consumption (units)	600,875	555,500	-7.55%
Carpet consumption (m²)	546,649.00	683,090.70	24.96%

Paper and carpet consumption ratios.

	2023	2024	2024/2023
Paper consumption ratio (units / turnover in € million)	3,385.97	2,413.22	-28.72%
Carpet consumption ratio (m² / turnover in € million)	3,080.41	2,967.51	-3.67%

Note: 2024 turnover was calculated after verification.

Energy.

In 2024, IFEMA MADRID worked on designing and implementing new measures to improve energy efficiency and optimise electricity consumption.

These include a new phase of the project to replace traditional outdoor luminaires with more efficient LED lighting, which reduces energy consumption and minimises environmental impact.

In 2024, LED lighting was installed in all halls, changing rooms and IFEMA MADRID’s own stands. The project will be completed in 2025, marking the culmination of an initiative progressively implemented over the past few years.

Other energy efficiency measures carried out during the year included the following:

- Installation of a humidification system in the South Entrance Building.
- Implementation of a geothermal air-conditioning system in the office building.
- Incorporation of an aerothermal heat pump for air conditioning and DHW in changing rooms.
- Efficient class A equipment was procured for the new catering premises.

These measures complement other previously implemented initiatives, such as the total electrification of the vehicle fleet and the exclusive use of 100% certified green energy in all facilities (Recinto Ferial and Palacio Municipal), thus promoting the transition to a more efficient model.

As a result of these actions, the electricity consumption ratio decreased further in 2024 (-21.55%), calculated in relation to IFEMA MADRID’s turnover.

A further decrease in the electricity consumption ratio (-21.55%) was achieved in 2024, calculated in relation to IFEMA MADRID’s turnover.

Types of energy and how they are used.

	Type	Use
Electricity	Indirect	Electricity supply
Natural gas	Direct	Air-conditioning, kitchens and main kitchen autoclave
Diesel A	Direct	For vehicles/machinery and generators
Petrol	Direct	For vehicles/machinery
Butane	Indirect	For preparing paellas in cafeterias by the contracted catering company



Main energy consumption data in absolute terms.

	2020 ⁽¹⁾	2021 ⁽²⁾	2022	2023	2024	2024/ 2023	2024/ 2022
Electricity consumption in the Recinto Ferial (MWh)	17,703.64	18,440.94	22,927.62	23,898.83	24,392.75	2.1%	6.39%
Electricity consumption in the Palacio Municipal (MWh)	2,100.87	1,958.04	3,069.21	2,562.132	2,535.161	-1.05%	-17.4%
Total electricity consumption (MWh)	19,804.51	20,398.98	25,996.84	26,460.97	26,927.91	1.76%	3.58%
Natural gas consumption in the Recinto Ferial (MWh)	13,373.51	9,964.543	12,302.733	11,313.367	12,257.59	8.34%	-0.36%
Natural gas consumption in the Palacio Municipal (MWh)	1,245.34	1,126.308	949.94	988.829	1,346.42	36.16%	41.73%
Total natural gas consumption (MWh)	14,618.85	11,090.85	13,252.67	12,302.20	13,604.01	10.58%	2.65%

Main energy consumption ratios.

2024 turnover, calculated after verification.	2020 ⁽¹⁾	2021 ⁽²⁾	2022	2023	2024	2024/ 2023	2024/ 2022
Electricity consumption ratio (MWh / turnover in € million)	327.89	206.89	138.52	149.11	116.98	-21.55%	-15.55%
Natural gas consumption ratio (MWh / turnover in € million)	242.03	112.48	70.62	69.32	59.10	-14.75%	-16.31%
Electricity consumption ratio (corrected)⁽³⁾ (MWh / turnover in € million)	327.89	206.89	156.01	149.11	116.98	-21.55%	-25.02%
Natural gas consumption ratio (corrected)⁽³⁾ (MWh / turnover in € million)	242.03	112.48	81.34	69.32	59.10	-14.75%	-75.58%

(1) In 2020, the year of the pandemic, there was only trade fair activity until the beginning of March. In addition, a hostel and a hospital with high electricity and air-conditioning requirements were set up in the Recinto in April-May. Subsequently, IFEMA took the opportunity provided by the stoppage of trade fair activity to perform maintenance work. These actions distorted both ratios, as turnover was minimal during this period.

(2) In 2021, pandemic-related restrictions continued, with activity only in the second half of the year. The halls were used, but with lower occupancy levels due to attendance limitations. This meant that the air could not be recirculated, which affected the efficiency of the air-conditioning consumption). Consequently, the ratios remained inefficient, albeit an improvement on 2020.

Therefore, 2020 and 2021 should not be taken into account when analysing the evolution of consumption.

(3) The electricity and natural gas consumption ratio for 2022 is corrected as it is understood that there was a distortion that year due to an event of special magnitude being held (the NATO Summit), which in a very short space of time produced a very high turnover compared to consumption. While it is important to consider the ratio at a global level, in order to analyse the evolution of the indicators rationally, it is necessary to eliminate these distortions.

Commitment to tackling climate change.

Reduction of the carbon footprint.



Since 2017, IFEMA MADRID has been working to reduce its greenhouse gas (GHG) emissions, aiming to achieve carbon neutrality in scopes¹ 1 and 2 by 2026, as set out in the CSR Master Plan 2023-2026.

Thanks to the comprehensive plan developed since then, the Institution managed to reduce its Scope 1 and 2 emissions ratio by 91.88% between 2017 and 2024, with a progressive decrease year on year and very close to reaching the set target.

Beyond this main objective, in 2024 IFEMA MADRID took another significant step in its commitment to tackling climate change, by starting to measure the scope 3 carbon footprint of its own events.

This project began in October 2024 at the **SALÓN LOOK** and was completed at the three other fairs held before the end of the year: **SEMANA INTERNACIONAL DE LA CONSTRUCCIÓN** (including **CONSTRUTEC**, **VETECO**, **SMART DOORS** and **PISCIMAD**), **MATELEC** and **GLOBAL MOBILITY CALL**. Throughout 2025 and 2026, the scope 3 measurement will be extended to other events organised by the Institution.

(1) Scope 1 comprises greenhouse gas (GHG) emissions from the Institution itself, while Scope 2 corresponds to indirect GHG emissions associated with the generation of electricity purchased and consumed by the organisation. Scope 3 includes the remaining indirect emissions originating in the value chain.

In 2024 IFEMA MADRID took another significant step in its commitment to tackling climate change by starting to measure the scope 3 carbon footprint of its own events.

The carbon footprint is measured using the method of the Ministry for the Ecological Transition and the Demographic Challenge (MITECO), which guarantees the reliability and official recognition of the data. IFEMA MADRID has the following certification seals awarded by MITECO:



- **“Calculate” seal**, awarded to companies that have measured their carbon footprint: 2017, 2018 and 2019.



- **“Calculate and reduce” seal**, awarded to companies that have measured their carbon footprint and demonstrated in a practical way that it has been reduced: 2020, 2021, 2022 and 2023 (achieved in September 2024). In 2025, the Institution will continue to work towards revalidating this seal.

Furthermore, in 2024, IFEMA MADRID reassessed all the risks and opportunities derived from climate change, identifying new factors and establishing measures to mitigate or turn them to good use. Based on this analysis, it was concluded that all actions intended to mitigate or contain risks have been effective, and that opportunities for improvement have been adequately planned.

Of the improvement actions identified and underway, a project aimed at achieving self-supply of energy and reducing dependence on the external mains supply stands out.

Work is also continuing on integrating all of the facilities’ electrical and thermal energy consumption variables into the Smarkia platform, with the aim of extending the scope of the ISO 50001 Energy Management certification.



Initiatives for low-emission mobility

IFEMA MADRID has stepped up its efforts to promote sustainable mobility alternatives and reduce the environmental impact of transport, which is one of the main sources of greenhouse gas emissions.

Alongside the total electrification of its vehicle fleet, the institution is implementing initiatives to encourage the use of less polluting modes of transport among its staff and the visitors to its facilities.

Notable measures include the installation of new bicycle and scooter parking, as well as additional charging points for electric cars.

IFEMA MADRID’s commitment to more sustainable mobility is also demonstrated by the organisation and promotion of **GLOBAL MOBILITY CALL**, an international event that has become a key player in this field, which celebrated its third edition in 2024.

Carbon footprint (scopes 1 and 2) of IFEMA MADRID in 2024*.

	Kg of CO ₂ *	Ratio of "Kg of CO ₂ / turnover in € million"	Percentage out of total emissions.
Electricity consumption (kWh)	0.00	0.00	0.000%
Natural gas consumption (kWh)	2,475,929.27	10,756.02	99.765%
Diesel A (B7) consumption (litres)	4,297.22	18.67	0.173%
Petrol (E5) consumption (litres)	1,019.58	4.43	0.041%
Butane gas consumption (Kg)	524.30	2.28	0.021%
Leaks of R134a coolant gas (Kg)	0.00	0.00	0.000%

* The 2024 carbon footprint has been calculated for the first half of 2025.



Waste management



Progressive reduction in waste generation.

IFEMA MADRID's CSR Master Plan 2023-2026 aims to achieve zero waste to landfill by 2026. To achieve this, the Institution is implementing various actions aimed at reducing, reusing and recycling waste. These measures have made it possible to reduce the waste generation ratio by 58.87% between 2018 and 2024.

IFEMA MADRID has an internal procedure for managing waste generated by its activities that protects people and the environment and ensures compliance with applicable legislation.

The measures implemented in recent years have improved the efficiency of waste generation, achieving a progressive and constant decrease of this indicator. The following initiatives stand out:

- Optimisation of waste management during the assembly and dismantling of events: assemblers are responsible for the management of waste generated at their stands and other facilities. IFEMA MADRID offers the option to assume this task, if the assemblers so wish, in exchange for a fee for the right to use the containers.

IFEMA MADRID's CSR Master Plan 2023-2026 aims to achieve zero waste to landfill by 2026.

Absolute emissions (tonnes of CO₂)

2,481.77

CO₂ emissions ratio (tonnes/turnover in € million)

10.78

Evolution of the carbon footprint (in absolute emissions and ratio).

	Tonnes of CO ₂	Ratio of "tonnes of CO ₂ per year / turnover in € million"
2017	15,674.46	132.72
2018	15,182.83	109.62
2019	12,287.10	65.64
2020	2,448.37	40.54
2021	2,889.94	29.31
2022	2,422.17	12.91
2023	2,272.52	12.87
2024	2,481.77	10.78
% 2024/2023	-15.81%	-15.81%
% 2024/2022	-16.47%	-16.47%
% 2024/2017 (base year)	-84%	-91.88%

- Promoting the segregation of organic and non-organic waste: providing means for the segregation of organic waste into five fractions in the staff canteen; offering last-minute discounts in the restaurants in order to reduce food waste; and replacing individual waste bins in the office building with clean points distributed on each floor.
- Sustainability in stand design: promoting the use of lighter, recyclable or reusable materials, and awarding a prize for the most sustainable stand at events such as **FITUR**.
- Awareness-raising actions: dissemination of the *Guide on the Organisation of Sustainable Trade Fairs and Events* and the *Guide for Sustainable Participation at Trade Fairs and Events* to raise awareness among exhibitors, external organisers and assemblers on responsible waste management.
- Sector-specific initiatives such as donating surplus food from agri-food trade fairs (**FRUIT ATTRACTION**, **INTERSICOP** or **MEAT ATTRACTION**) to NGOs, thereby promoting social responsibility and reducing organic waste.

Increased waste recovery.

In 2024, IFEMA MADRID managed 25 different types of waste (15 non-hazardous and 10 hazardous). Two types are disposed of entirely; 22 types are recoverable; and one type (mixed waste, comprising bulky and residual waste) was either recovered or disposed of depending on its destination. 88.29% of this mixed waste was destined for recovery, exceeding the target of increasing waste recovery by up to 80% during the year.

In 2024, 90.58% of the total waste generated was recycled.



Amounts of waste generated (tonnes).

	Waste	2023	2024	2024/2023
NON-HAZARDOUS WASTE	Paper and cardboard	48.86	37.12	-24.03%
	Plastics and empty containers	31.39	4.80	-84.71%
	Wood	567.37	1,004.12	76.98%
	Glass	27.099	22.896	-15.54%
	Organic waste	0	0	0%
	Mixture of inert materials or residues (mixture of paper and cardboard, plastic and empty containers, wood, glass, scrap metal and carpet)	4,107.354	5,986.65	45.75%
	Carpet	116.43	196.81	69.04%
	Scrap metal	8.62	5.24	-39.21%
	Construction and demolition waste (CDW)	14.82	50.9	243.45%
	Type I sanitary waste ⁽¹⁾	—	—	—
	Electrical and electronic waste	0.4	0	-100%
	Pruning waste	81.9	119.6	46.57%
	Waste from grease trap cleaning	3.58	6.76	88.83%
HAZARDOUS WASTE	Used kitchen oil	3.005	5.73	90.68%
	Oils used in industry	0.038	0	-100%
	Contaminated empty containers	0.186	0.067	-63.97%
	Paint and varnish sludge containing organic solvents or other types of hazardous substances	0.383	0.547	42.82%
	Batteries and accumulators	0.728	0.206	-71.7%
	Waste electrical and electronic equipment (WEEE)	0.296	5.902	1,893.92%
	Empty aerosols	0.006	0.016	166.67%
	Contaminated absorbent material	0.025	0.041	64%
	Fluorescent lighting and bulbs	0.107	0.148	38.31%
	Type III sanitary waste	0.03796	0.023	-39.4%

(1) IFEMA MADRID is not a producer of this category of waste; this responsibility falls to the new manager (RENTOKIL). It is therefore necessary to calculate it.

Amount of waste generated (absolute values, tonnes).

	2023	2024	2024/2023
Non-hazardous waste (NHW)	5,010.828	7,440.45	48.49%
Hazardous waste (HW)	1.81	6.95	284.62%
Total waste	5,012.63	7,447.40	48.57%

Waste generation ratios (tonnes / turnover in € million).

	2023	2024	2024/2023
Ratio of generation of non-hazardous waste	28.24	32.32	14.47%
Ratio of generation of hazardous waste	0.01	0.03	196.52%
Ratio of generation of total waste	28.25	32.35	14.54%

Note: 2024 turnover was calculated after verification.



Biodiversity conservation.

IFEMA MADRID is committed to protecting biodiversity, and takes measures to conserve and sustainably manage its landscaped areas.

The Institution carries out these initiatives on a completely voluntary basis, because its facilities are not located in an area of high biodiversity or a protected area, nor does its

activity affect any species that are protected, threatened or endangered in the Community of Madrid.

The following table summarises the main biodiversity protection measures, organised by line of action according to their specific characteristics and benefits.

Line of action	Measures	Benefits
Selection of plant species adapted to the region's climate	Prioritisation of native or non-native plant species.	Decrease of water consumption and its associated maintenance costs.
	Clustering of the shrub beds of the North Entrance and South Entrance grassland into hydrozones.	Optimal development and improvement in maintenance.
	Prioritisation of the purchase of new species for replacements, re-seeding or planting in local nurseries.	Reduction of transport time, with the consequent savings in fuel consumption.
Progressive reduction of lawn and grassland areas	Progressive reduction of the lawn and grassland surface area by a total of 29,279.64 m².	Lower consumption of resources.
	Mixture of seeds and re-seeding with species that have lower water requirements and are adapted to the Madrid climate.	Savings in maintenance costs, less pruning and less need for fertilisers, among other things.
Use of fast-growing plants for ground cover	Use of creeping species for covering the slopes of the East and West car parks.	This stabilises the ground, provides greater ornamental value and prevents weeds from growing. It also facilitates the use of a localised irrigation system, which results in lower water consumption.
	Recycled woodchip mulch is used in the new shrub areas at the North Entrance and South Entrance.	Temperature and humidity fluctuations are reduced, contributing towards a more efficient and sustainable maintenance.
Fertilisers and herbicides	Favouring the use of organic fertilisers with low nitrogen content.	Minimisation of the pollution of aquifers and a reduction of water needs.
	Elimination of the use of herbicides.	Conservation of the soil and preservation of the flora and fauna.
	Manual or mechanical hoeing or tilling.	Reduction of the pollution of soil and water.

Environmental certification.

In 2024, following an audit by a certified, accredited and independent entity, we maintained the environmental certifications obtained during the previous year.

These certifications demonstrate IFEMA MADRID's commitment to aligning its activities with the fulfilment of with the United Nations' Sustainable Development Goals and maintaining the highest environmental quality and sustainability standards.

These certifications demonstrate IFEMA MADRID's commitment to aligning its activities with the fulfilment of the United Nations' Sustainable Development Goals.



ISO 14001. Environmental management.

ISO 14001 certification demonstrates IFEMA MADRID's 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 legislation relating to waste and emissions at our facilities. We also have an awareness and communication programme for exhibitors during assembly and dismantling, which ensures that everyone is aware of what is required and that environmentally friendly practices are implemented.



ISO 20121. Sustainable events.

All the trade fairs organised by IFEMA MADRID are ISO 20121 certified for their event sustainability management systems. This international certification recognises that our events not only generate business and boost the economy, but also make a contribution to society by passing on to the community some of the benefits received, from a social, as well as environmental and economic perspective.

This certification recognises the contribution made by all our events to encourage entrepreneurship and add value while supporting the capacity for innovation of exhibiting companies or our promotion of specific corporate social responsibility initiatives that benefit society and the environment, such as agreements with NGOs and food banks for the distribution of surplus products, participation in projects, etc.



ISO 50001. Energy efficiency.

Obtaining ISO 50001 for our South Entrance building means that the general principles and guidelines are established for measuring and verifying the energy performance of an organisation or its components, and for continuous improvement.

For IFEMA MADRID, this certification highlights our commitment to sustainability, as demonstrated by our implementation of measures such as 100% green energy consumption and the generation of geothermal energy through a plant that supplies the air-conditioning needs of our central building, among many other initiatives.

Talent.

02.

**People, the best asset
for transforming the
future.**

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The CSR Master Plan 2023-2026 incorporates two objectives that are directly linked to IFEMA MADRID’s commitment to its employees: ensuring a high-quality working environment and encouraging corporate volunteering activities to promote cultural change within the Institution. In 2024, initiatives were developed that help us progress towards achieving these goals.

IFEMA MADRID’s social commitment is based on the principle of putting people at the centre of its activity, from the professionals in the organisation’s team to the other groups with which it interacts within the value chain. This principle also extends to the local community through the promotion of volunteering initiatives aimed at those at risk of exclusion.

Following the signing of the new Collective Bargaining Agreement in 2023, which establishes the framework of workers’ duties and rights, work was carried out in 2024 on implementing some of the commitments included in the agreement.

Of particular note are actions aimed at continuously improving the working environment, with the overarching goal of ensuring a safe and diverse space that is free from all forms of discrimination.

Of the actions implemented throughout the year, new measures to achieve work-life balance, and the signing of the Protocol on Harassment or Violence against LGTBI Persons stand out.

In terms of professional development, the restructuring of the Training Plan is noteworthy, categorising actions to ensure that IFEMA MADRID professionals have the necessary skills and knowledge to meet the sector’s new challenges. In 2024, particular emphasis was placed on strengthening and fostering a leadership environment that responds to current business needs.

Finally, one of the year’s key developments was the design and launch of the new FARO social engagement programme. This initiative, which was launched at the end of 2024, aims to increase corporate volunteering activities, engage new professionals, and strengthen the sense of community.

IFEMA MADRID staff



Distribution by gender



Breakdown by type of contract



People with disabilities:



IFEMA MADRID’s social commitment is based on the principle of putting people at the heart of the institution’s activities.



Flexibility and work-life balance.

IFEMA MADRID is committed to actively promoting the work-life balance of its team by implementing measures that facilitate an effective and fair work-life balance.

These actions are set out in the Collective Bargaining Agreement and in the Equality Plan and seek to ensure that each employee can organise their professional and family responsibilities proportionately.

Key initiatives in this area include the following:

Improvements in paid and unpaid leave

- Extension of leave established by law in situations of maternity, paternity, death of children or spouse, transfer of habitual residence, birth of grandchildren or personal matters.
- Paid leave in addition to statutory leave, including one extra week of maternity/paternity leave, two extra days in the event of the death of a child or spouse, one additional day for moving house, two days for the birth of a grandchild, 31 December as a public holiday, one additional day for personal matters, and three hours to attend children's medical appointments.
- Unpaid leave is granted for personal situations such as school parents' evenings, studies, hospitalisation and illness of family members, or international adoption.

Flexibility and adaptability in working hours

- Flexitime with flexibility of 90 minutes for starting work.
- Specific days are designated to favour the work-life balance, such as the eve of public holidays, Easter and Christmas.
- Employees with children under 12 years of age have the option of continuous working hours to avoid the need to request a shorter workday.

Additional employment benefits

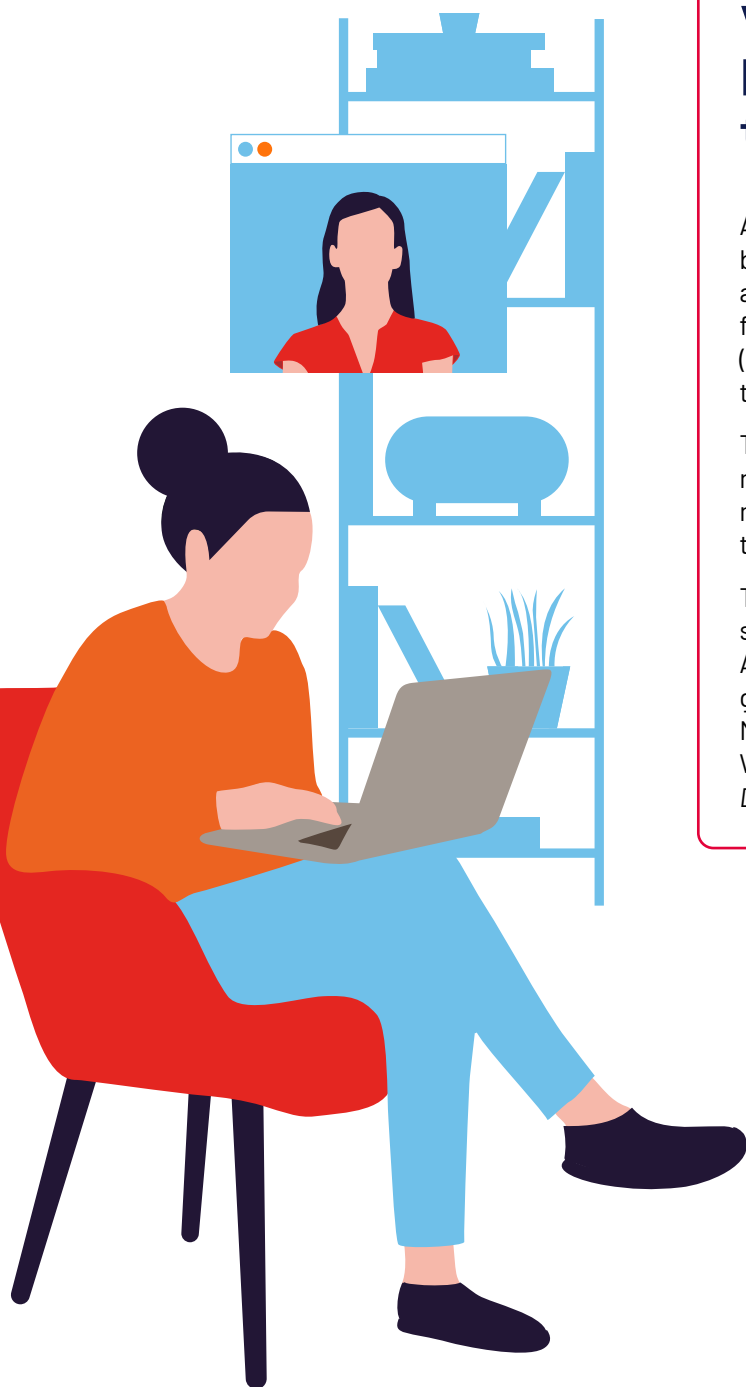
- Holiday entitlement increases with seniority.
- A social benefits package, including allowances for children's studies and childcare, allowances for employees' medical expenses and for children with disabilities, a medical service throughout the working day, a subsidised canteen service, free parking and insurance policies (a pension plan, life insurance and retirement insurance).

Health-related benefits and temporary incapacity

- Supplement the benefit for temporary incapacity (TI) to 100% of salary.
- The IFEMA FLEX flexible remuneration plan includes health insurance, restaurant vouchers, transport, childcare and training, among other things.

IFEMA MADRID's commitment to favouring the work-life balance has been recognised since 2007 with the Certificate for Family Responsibility (EFR, *Empresa Familiarmente Responsable*), a distinction that validates its commitment to equality and the work-life balance of its staff.





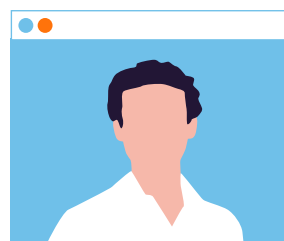
Work-life balance and teleworking



As a flexible working and work-life balance measure, IFEMA MADRID offers a hybrid work model combining face-to-face and remote working in a 3-2 format (three days of face-to-face work and two days of teleworking per week).

This format can be adapted to the needs of the business either of its two modalities can be expanded at specific times.

The conditions of the hybrid model are set out in the Collective Bargaining Agreement, while the principles and guidelines for teleworking at IFEMA MADRID are detailed in the Remote Working Guide (*Guía de Trabajo a Distancia*), drawn up in 2021.



Right to disconnection from work.

In 2023, the IFEMA MADRID Collective Bargaining Agreement was updated to include a chapter that established and regulated the right of employees to digital disconnection.

This right is recognised as a fundamental measure for the health and well-being of workers, as it mitigates technological fatigue and stress, contributing to a healthier working environment and improving the quality of the work.

Digital disconnection is also seen as crucial in facilitating a proper work-life balance, complementing the Institution's other work-life balance initiatives.

It encompasses all digital devices and tools that could extend the working day, such as mobile phones, tablets, corporate applications, emails and messaging systems.

The main actions implemented to guarantee digital disconnection include the right not to use digital devices outside of working hours or during breaks, leave or holidays, except in justified emergency situations.

The agreement specifically states that professional communications must be made during working hours, except for employees in positions of responsibility or on call.

It also includes guidelines for efficient time management, such as avoiding out-of-hours training, meetings, video conferences or presentations. These activities must be scheduled well in advance, specifying start and end times, and providing the documentation necessary to enable participants to prepare adequately.

It is also recommended that automatic responses be set up during absences to inform of unavailability and provide the contact details of the person responsible during that time.



Training and development.

IFEMA MADRID develops an annual Training Plan adapted to emerging technologies, business needs and professional growth.

This plan includes technical, institutional and individual training to strengthen key skills and knowledge. It is provided by the Institution,

which also supports and accompanies the team in their own training initiatives, provided these are job-related.

In 2024, progress was made in developing four categories of training, aligned with the business objectives:



Compulsory training Courses and activities regulated by legal or internal company regulations and compulsory for all IFEMA MADRID employees. This includes content related to quality, sustainability, occupational safety, and general regulations. This represents 30% of the total training provided.



Strategic training. Content designed for specific areas or groups within the organisation, aimed at updating or developing the skills necessary to face new challenges and business projects. In 2024, the main focus was on optimising the leadership competencies of executives and managers. Due to its high degree of specialisation, it accounts for the smallest percentage of the total number of actions in the plan (3%).



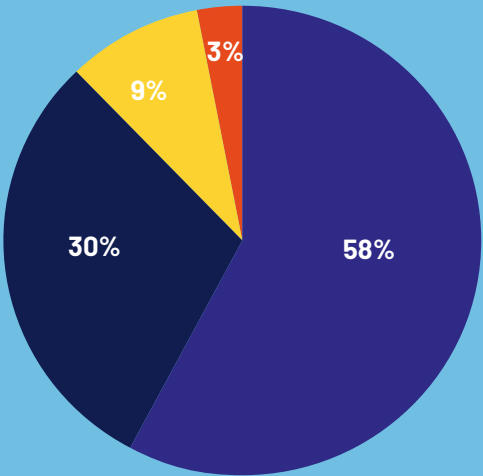
Technical training. Programmes to improve employees' technical skills in their daily work, including training in digitisation tools, languages, and other operational and theoretical skills. This category of training is deemed essential for maintaining quality and agility in internal processes when facing challenges such as business diversification, international expansion, and providing the best possible service to exhibitors and visitors. It represented 58% of the training activities carried out in 2024.



Open access training. Training activities managed through flexible remuneration, based on proposals from the employees. For example, support for participating in programmes and certifications from business schools and specialised centres. This represents 9% of the total number of actions in the Training Plan.

Percentage of different types of training

- Technical training
- Compulsory training
- Open access training
- Strategic training



As a result of updating the Training Plan, more than 40% of the actions implemented throughout 2024 responded to specific demands arising from the Institution's evolution and growth.

By the end of the year, the number of training hours had grown compared to previous years, with an equal distribution among all professional categories of the IFEMA MADRID team.

The decrease in the number of people trained is due to the new strategy focusing on more specialised actions, which has meant fewer posts being impacted, but more hours being allocated.

Training information.



Training hours
10,087

Women
5,223
Men
4,864



No. of training impacts
632



No. of people trained
306

Diversity and inclusion.

IFEMA MADRID promotes an equitable working environment, based on collaboration, teamwork and equal treatment and opportunities for women and men. This commitment is materialised through specific policies set out in its renewed Collective Bargaining Agreement and Equality Plan, renewed in 2023 following agreement with workers' representatives, and effective for a period of four years.

The Institution's commitment to these principles has resulted in a balanced gender distribution among its staff, with 52.76% women and 47.24% men as at the end of 2024. Equality is also evident in the composition of the management team, consisting of 13 women and 17 men.



Equality Plan.

The Equality Plan establishes a framework for action to guarantee equality in the workplace and prevent any form of gender-based discrimination. Its main objectives are to:

- Guarantee compliance with the principle of equal treatment and opportunities among IFEMA MADRID employees.
- Promote a corporate culture of equal treatment and equal opportunities for the whole team.
- Establish actions, including positive discrimination measures, aimed at increasing the presence of the under-represented gender in relevant areas of the company.
- Continue assuring the absence of discriminatory procedures and policies in the areas of remuneration, selection and recruitment, work-life balance, promotion, training, professional well-being policies, and so on.
- Continue assuring the existence of inclusive procedures and policies in areas of selection and hiring, work-life balance, promotion, training, professional well-being and remuneration policies, and so on.

IFEMA MADRID promotes an equitable working environment, based on collaboration, teamwork and equal treatment and opportunities for women and men.



Actions for the continuous improvement of the working environment.

The main measures implemented to ensure a diverse, respectful and quality working environment include the following:



Talent acquisition procedure

- Selection processes based on objective criteria of merit and aptitude of candidates, guaranteeing equal treatment between women and men.
- Questions about marital status, pregnancy or family responsibilities are expressly prohibited during interviews.




Internal promotion

- The gender perspective should be applied to promotion processes to ensure a balanced presence of both genders.
- Prioritisation of access for the under-represented gender in cases of equal merit and skills.
- Regular monitoring of the promotion processes, including those of the management team.



Preference in employment

- A policy of avoiding any behaviour that would prevent equal access to employment and career advancement within the institution.
- The elimination of any element that might disrupt access to employment or career advancement that would lead to unjustifiable and preventable under-representation of any gender in any area of activity or occupational group.




Equal pay

- A pay system based on transparency and neutrality to ensure equal pay for women and men.
- Average salary values are recorded by gender to verify pay equity.
- There is no wage gap in any occupational group.



Development and growth

- Equal access to training, regardless of gender.
- Equal opportunities training programmes and actions for all workers.
- Promotion of online training to facilitate work-life balance.



Internal communication

- Dissemination work-life balance measures among employees and highlighting their accessibility to both men and women.
- Ensuring that the use of these measures does not affect professional development.



Use of inclusive language

- Promoting the use of non-sexist language in all IFEMA MADRID communications.
- Eliminating expressions that could lead to discriminatory situations or actions of harassment.



Protocol on Harassment or Violence against LGBTI Persons.

In 2024, IFEMA MADRID approved the Protocol on Harassment or Violence against LGBTI Persons. This protocol aims to guarantee an environment in which all people are treated with dignity and free from any kind of moral or sexual harassment, or harassment on the grounds of sex, gender identity or sexual orientation. To this end, the protocol establishes two key lines of action:

- **Active prevention.** Implementation of measures aimed at preventing and avoiding situations of harassment or any form of workplace violence.
- **Action to be taken on complaints.** An internal system for cases in which, despite preventive efforts, a worker makes a complaint.

The protocol aligns with Spanish Law 4/2023 of 28 February for the real and effective equality of transgender people, and the guarantee of LGBTI rights. It has been negotiated and approved following a collective bargaining process between the company and the workers' representatives.

As part of our commitment to raising awareness of and training on equality issues, the Protocol on Harassment or Violence against LGBTI Persons is included in the Onboarding Manual, which is given to all employees when they join the organisation.

Integration of people with disabilities into the labour market

IFEMA MADRID demonstrates its firm commitment to the integration and accessibility of people with disabilities by strictly complying with current regulations in this area and driving its own initiatives.

At the close of the 2024 financial year, IFEMA MADRID employed 10 professionals with disabilities, representing 2.04% of the Institution's total workforce.

Alongside regulatory compliance, IFEMA MADRID ensures that no one is discriminated against on the grounds of disability.

It also offers financial assistance and flexible working hours for employees who have family members with disabilities or special needs in their care.

The Institution is also part of the Forum for Socially Responsible Public Procurement "Foro con R", an initiative that promotes the creation and maintenance of employment for disabled people, as well as universal accessibility through public procurement.

Universal accessibility.



As a manager of public spaces, IFEMA MADRID also considers accessibility as a priority in its CSR Master Plan 2023-2026. The plan establishes the goals of creating and communicating accessible routes, and total digital accessibility by 2026.

In terms of accessibility, the Institution reached a key milestone in 2023 by developing an accessibility protocol and specialised training on this issue. This protocol establishes the framework for designing accessible routes and consolidates accessibility as an essential criterion in any reform of existing infrastructures. For new constructions, the Technical Building Code (CTE, *Código Técnico de la Edificación*) guarantees compliance with the latest regulations.

Measures implemented in 2024 to move towards a fully accessible environment, both physically and digitally, include improving visibility on Avenida Central by painting the columns, creating the necessary contrast with the pavement. Additionally, work has begun on the project to adapt the site for the Formula 1 Grand Prix in 2026, applying the requirements of the current accessibility legislation.



Since 2022, IFEMA MADRID has held AENOR A90/000062 AA Accessibility certification, guaranteeing compliance with the European standard UNE 139803:2012. This certification ensures that the Institution's websites are accessible to people with visual or hearing impairments, enabling them to use them effectively and without barriers.

The CSR Master Plan 2023-2026 aims to create and communicate accessible routes and achieve full digital accessibility by 2026.



Well-being and health.

The Institution monitors the health of its employees on an ongoing basis and promotes initiatives aimed at ensuring a safer and healthier working environment.

IFEMA MADRID promotes the emotional well-being of its employees through initiatives aimed at guaranteeing a safer and healthier working environment.

The Institution ensures that all staff receive effective health and safety protection thanks to regular monitoring by the Medical Service and the development of protocols for action in the event that situations of potential risk are identified. As a preventive measure, continuous training on occupational hazards and how to avoid them is also provided.

Alongside its ongoing monitoring and control activities, IFEMA MADRID implements specific actions to address issues with a significant impact on people's health.

A highlight in this area in 2024 was the launch of the Emotional Management Programme for the care and promotion of mental health and emotional wellbeing. One of its main initiatives is the Bienestar 10 awareness-raising and information campaign, which offers interesting

The Bienestar 10 awareness-raising and information campaign offers interesting content on mental health, cardiovascular health, and healthy habits to positively impact emotional well-being.

content on mental health, cardiovascular health, and healthy habits to positively impact emotional well-being. This content is disseminated via the Institution's intranet.

The Collective Bargaining Agreement regulates occupational health and safety issues, setting out the general principles for action in this area and the functions of the Health and Safety Committee.

This committee is responsible for regularly monitoring and consulting on the Institution's actions in the area of occupational risk prevention.



Progress.

03.

Governance and contribution to economic development.

Transparency and good governance_51

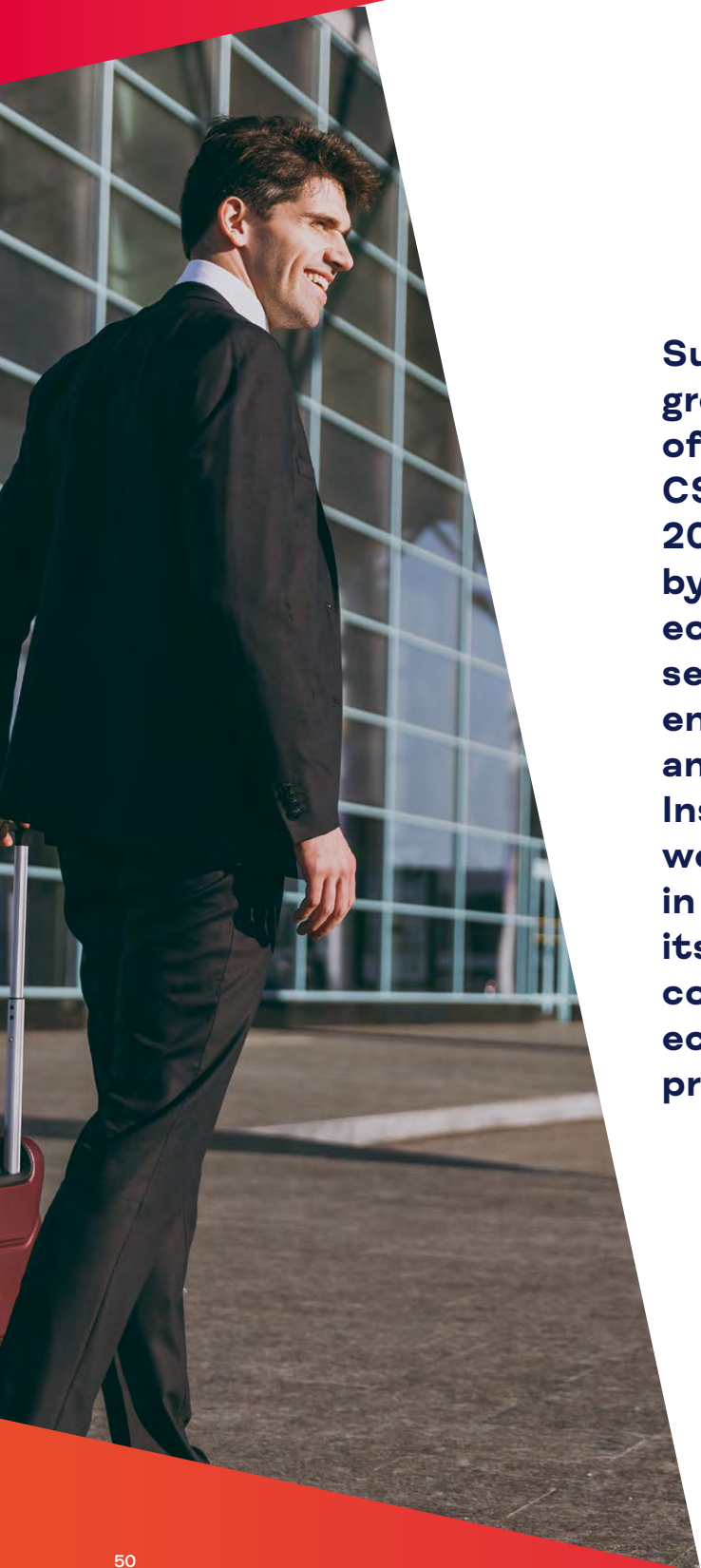
Revitalisation of the local economy and sectoral development_56

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Commitment to innovation_64

Customer satisfaction_70





Sustainable economic growth is one of the lines of action included in the CSR Master Plan 2023-2026 of IFEMA MADRID, by “boosting local economic development, sectoral development, entrepreneurship and innovation.” The Institution continued working along these lines in 2024, consolidating its capacity to actively contribute towards economic and social progress.

Transparency and Good Governance.

One of the lines of action in IFEMA MADRID's CSR Master Plan is linked to transparency and good governance, and the review and updating of this plan was reinforced for the 2023-2026 period.

Specifically, this line of action sets the objective to “be an ethical and transparent institution”, demonstrating IFEMA MADRID's respect for legislation and internal and external regulations. It also involves developing resources and tools to monitor and ensure compliance with internal regulations.

IFEMA MADRID's Regulatory Compliance Management System is a self-regulatory system designed to enhance the management and ethical conduct of its members.

Bribery and corruption.

Regulatory Compliance Management System

Since 2017, IFEMA MADRID has had a Regulatory Compliance Management System in place. This system is designed to improve the management and ethical behaviour of the Institution's members. The implementation of this system also contributes towards preventing and mitigating criminal risks that, despite not involving any criminal liability for IFEMA MADRID⁽¹⁾, could affect the Institution.

In this regard, it is the ideal system for adopting adequate measures in the fight against fraud, favouritism and corruption, as well as for effectively preventing, detecting and resolving conflicts of interest (an obligation set out in Article 64 of the Spanish Public Sector Contracts Law).

(1) Article 31 quinquies of the Criminal Code specifies the public entities exempt from liability. Together with Circular 1/2016 of 22 January 2016 of Spain's State Attorney General's Office, this makes it possible to rule out criminal liability for IFEMA MADRID as a legal entity, since public consortia have been excluded from the scope of this regulation, as expressly established in the aforementioned Circular.

The Regulatory Compliance Management System is based on defining and assessing the risks of compliance of IFEMA MADRID⁽²⁾, as well as implementing the controls necessary to mitigate the identified risks. Therefore, it is necessary to analyse the key business processes of the various areas and departments of the Institution.

The system also promotes and encourages the development of an ethical culture that influences the decision-making and behaviour of IFEMA MADRID's professionals.

The Compliance function is responsible for establishing a programme for the prevention of compliance risks within the framework of a Compliance System based on ethical rules and standards. This function is carried out by the person that the Institution appoints as Head of Compliance at IFEMA MADRID.

The Regulatory Compliance Committee (CCN, *Comité de Cumplimiento Normativo*) is a collegiate body of an internal, executive and permanent nature with autonomous powers of initiative and control. It is appointed by the Executive Committee of IFEMA MADRID by virtue of Article 14.15 of the Institution's Articles of Association. Its mission is to guarantee compliance with the duties of supervision, monitoring and control of compliance risks as far as possible, as well as developing general policies and strategies in

terms of risk prevention, the Code of Conduct and, in general, compliance policies.

The Compliance function is responsible for promoting the CCN's actions in line with the Compliance Risk Prevention Programme within the framework of the Compliance System for ethical rules and standards defined by the Institution.

The specific functions of the Committee, as well as its composition, are regulated in the Compliance Committee Regulations approved by the Executive Committee.

The Regulatory Compliance Management System comprises the following documents, in addition to the aforementioned **Code of Conduct**:

- Regulatory Compliance Policy.
- Regulatory Compliance Manual.
- Regulations of the Regulatory Compliance Committee.
- Anti-Corruption Policy.
- Conflict of Interest Policy.
- Gifts and Hospitality Policy.
- Harassment Protocol.
- Information and complaints management policy.
- Information and complaints management procedure.

Measures taken to prevent bribery and corruption

Corrupt practices are considered to be those set out in the Spanish Criminal Code, as approved by Organic Law 10/1995 of 23 November. Examples include corruption in business, bribery, influence peddling, and the illegal financing of political parties.

Specific measures to prevent bribery and corruption are set out in the Anti-Corruption Policy. The aim of this policy is to clarify IFEMA MADRID's position and establish guidelines to prevent the individuals to whom it applies from engaging in conduct that violates the current regulations.

IFEMA MADRID will act on its own initiative or after being alerted to any reports of corruption. It will investigate those acts that may conflict with the provisions set out in the Code of Conduct or the Anti-Corruption Policy, and take the appropriate disciplinary and legal measures where applicable.

IFEMA MADRID has an internal whistle-blowing channel intended as a key source of information for identifying compliance risks.

Internal whistleblower channel

In compliance with Spanish Law 2/2023, IFEMA MADRID has an internal whistleblower channel which serves as one of the main sources of information for detecting compliance risks and preventing any unlawful acts or crimes from being committed within the institution or in its name.

In line with our commitment to continuous improvement, we may use the information received to review and, if applicable, update internal processes, policies, procedures and protocols to avoid or prevent future misconduct. Likewise, enabling this tool for external use guarantees a greater level of social responsibility on the part of the institution with respect to its stakeholders.

IFEMA MADRID's internal whistleblower channel is managed by an independent, external company that specialises in dealing with complaints ("Complaints Manager"), which provides the channel's web platform. There is also a Channel Management Procedure, which regulates how the channel operates.

The channel is accessible on the Institution's website: <https://www.ifema.es/en/about-us/transparency/good-governance>

(2) Compliance risk is the risk that an organisation may suffer sanctions, fines, financial loss or loss of reputation as a result of non-compliance with laws, regulations, self-regulatory standards or codes of conduct that apply to its business.

IFEMA MADRID prohibits cash payments from the exhibiting companies participating in the events.

Risk management

IFEMA MADRID has developed a risk management methodology that consists of a uniform treatment of the different types of risk to which it is exposed. The final objective is to have an effective risk management system that will include the strategies, processes and procedures necessary to identify, measure, monitor, manage and periodically report on the risks to which it is or may be exposed at an individual and aggregate level.

In this regard, there are formalised processes in place for identifying, documenting and assessing risks and controls, divided into three broad phases:



- **Phase I** - Identification and assessment of risks and controls.
- **Phase II** - Maintenance of the system.
- **Phase III** - System monitoring.

These phases ensure an adequate risk management and mitigation, as risks and controls are reviewed, assessed and monitored regularly.

Measures related to anti-money laundering and combating the financing of terrorism

Going beyond the provisions of Law 11/2021, of 9 July, on measures to prevent and combat tax fraud, IFEMA MADRID prohibits cash payments from the exhibiting companies participating in the events, as an anti-money laundering and counter-terrorist financing measure.

IFEMA MADRID also collaborates with financial institutions, providing the information they require whenever it receives income for participation in fairs from restricted countries.

Human rights.

The Code of Conduct explicitly sets out IFEMA MADRID's commitment to respecting and protecting the public rights and freedoms recognised in the Universal Declaration of Human Rights and in the main international agreements on this matter.

Similarly, it condemns and prohibits any work or service performed under threat, as punishment, or in inhumane conditions; or by any person under the minimum working age.

The Code of Conduct also states that IFEMA MADRID must guarantee equal employment opportunities and no discrimination on any grounds, and must not tolerate any discriminatory practices or conduct that could be considered moral, sexual or gender-based harassment. In this respect, it reflects the Institution's concern for and commitment to maintaining positive working environments.

In 2024, no reports of human rights violations were received through the Ethics Channel or by any other means.

Also in terms of respect for human rights, the Collective Bargaining Agreement of IFEMA MADRID expressly condemns any type of work or service obtained under threat or as punishment, or from any person under the minimum working age. For the Institution, the use of this type of labour constitutes an attack on human rights and is contrary to any form of ethics.

In 2024, IFEMA MADRID did not receive any complaints of human rights violations.



Revitalisation of the local economy and sectoral development.

Since it was founded almost 45 years ago, IFEMA MADRID has taken responsibility for and committed itself to being a driving force for the local economy, based on two fundamental principles:

- The sustainable economic development of the institution and its commitment to the growth of its local area, generating wealth and promoting employment in the Community of Madrid and, by extension, Spain as a whole.
- Secondly, it contributes to the development of the sectors represented by each of the fairs and events it organises and hosts.

IFEMA MADRID has consolidated its position as one of the main drivers of economic, social and cultural development in Madrid. According to the Socioeconomic and Fiscal Impact Report prepared by PwC for 2024, it contributed to generating 5.779 billion euros of economic activity in the productive sectors as a whole, while being responsible for the creation and maintenance of 47,691 jobs.

IFEMA MADRID's activity directly reflects its ability to generate wealth for the region and city. The report also shows the economic impact of each new national visitor, which stands at 809 euros, while the presence of

each foreign professional accounts for 1,582 euros. Similarly, each national exhibitor contributes 50,352 euros, a figure that rises to 73,568 euros in the case of international exhibitors.

This level of activity significantly impacts sectors such as the hospitality (hotel and catering) industry, the manufacturing industry, transport and storage, commerce, and administrative activities, in terms of economic benefit and job creation.

Economic impact of IFEMA MADRID's activity.

5.779
billion euro impact on economic activity

3.2% of the GDP of the City of Madrid
2% of the GDP of the Community of Madrid

47,691
jobs

Source: Report on the socio-economic and fiscal impact of IFEMA Madrid on the region and the city of Madrid (2024), prepared by PwC for IFEMA MADRID (May 2025).

Economic impact of IFEMA MADRID on the different sectors.



€M: million euros.

International projection.

One of the main actions contributing to economic development is the promotion of the internationalisation of Spanish companies and their respective sectors. With this in mind, international projection is one of the overarching goals of the trade fairs organised by IFEMA MADRID, which are designed to generate business and access new markets.

Among the specific promotional resources, the International Buyers Programme is particularly noteworthy, as it specialises in attracting and inviting importers from outside Spain to its trade fairs.

In 2024, a total of 24 shows included this programme, attracting 2,309 international buyers from more than 65 countries. Guests are selected in collaboration with national exporters' associations, foreign economic promotion agencies, or the exhibitors.

Guests attending through the International Buyers Programme.	
Trade fair / exhibition	No. of guests
FITUR	52
PROMOGIFT	66
INTERGIFT-BISUTEX-MADRIDJOYA-MOMAD (Feb. ed.)	234
INTERSICOP	112
ARCOmadrid	409
ARCOlisboa	122
SPAIN SKILLS	98
INTERGIFT-BISUTEX-MADRIDJOYA-MOMAD (Sept. ed.)	271
FRUIT ATTRACTION	665
GUEXT	21
SEMANA INTERNACIONAL DE LA CONSTRUCCIÓN	200
GLOBAL MOBILITY CALL	59
TOTAL	2,309



Boosting entrepreneurship.

IFEMA MADRID promotes entrepreneurship at the events it organises or hosts through a wide range of initiatives aimed mainly at encouraging the participation of new companies, start-ups and professional entrepreneurs.

The most noteworthy actions include offering spaces at special prices and raising awareness of entrepreneurial activity through competitions, training and advice sessions, or conferences and meetings that foster relationships between new companies and established players in their respective sectors.

In 2024, a total of 91 entrepreneurial support actions were carried out, including those described below.

IFEMA MADRID promotes entrepreneurship through a wide range of initiatives, mainly aimed at encouraging the participation of new companies, *start-ups* and entrepreneurial professionals.

BISUTEX. International Fashion Jewellery and Accessories Show **MADRIDJOYA. International Trade Fair for Urban and Trendy Jewellery and Watchmaking**

After the success of previous editions, both fairs have once again opted for the so-called “mini stands”: smaller spaces than traditional stands, aimed at new entrepreneurs. In 2024, this initiative was extended to **EXPOOPTICA**.

Likewise, **BISUTEX** and **MADRIDJOYA** once again collaborated with the Asociación de Mujeres Brillantes, to which they provided a stand for exhibiting their products with the aim of promoting equality and entrepreneurship among women.

MADRIDJOYA also announced the Madrid Designers Award, aimed at start-ups that stand out in innovation. This award offers the possibility for the winner to have their own stand at the fair.

The two shows also hosted a training talk in collaboration with ViaTextil, an innovation accelerator for the Galician textile sector. The talk, also held at **INTERGIFT** and **MOMAD**, focused on the importance of trade fairs as a marketing tool.



FITUR. International Tourism Fair

Once again, **FITUR** integrated various initiatives to support and disseminate the proposals of recently created companies. Among them, the FITUR Know-How & Export space, located in the SEGITTUR (State Company for the Management of Tourism Information and Technologies) area, aimed at giving visibility to Spanish tourism SMEs, once again stood out. This space integrated networking and consulting areas for start-ups, as well as the SEGITTURLAB project laboratory, focused on internationalisation.

FITUR has extended its support for entrepreneurship to companies from other countries through the inspiring talks and debates of the FITURNext Observatory, where they have reflected on the local impact of the tourism activity. In this forum, success stories of revitalising territories and enhancing the value of their history, culture and roots were presented.

MOMAD. International Fashion, Footwear and Accessories Trade Show

MOMAD has continued two initiatives from the previous year to promote the talent of new brands and designers: the EGO programme, which offers affordable participation in the show with special press coverage, and the #MOMADTalents by ISEM competition, organised through social networks a few months prior to the event. The competition jury assesses aspects such as originality, sustainability and commercial potential, and the winners receive a free stand at the show.



MERCEDES-BENZ FASHION WEEK MADRID. Spain's Great Fashion Show

The initiatives to support young designers at **MERCEDES-BENZ FASHION WEEK MADRID** have been grouped under the Allianz EGO programme, which has included showroom spaces, free fashion shows and two awards: Fashion Talent, whose winner has the opportunity to participate in the show's international catwalks, and Confidence in Fashion, which provides funding for creating a collection to be presented at the next edition of the event.

INTERSICOP. International Bakery, Confectionery and Coffee Show

INTERSICOP organised competitions for young confectioners and bakers, offering financial subsidies to cover participation costs (travel, accommodation and subsistence), as well as considerable media coverage.

The *Foro Mujeres Panaderas* (Forum for Women Bakers) included a roundtable discussion on young and/or enterprising women in the sector with success stories being recognised.

ARCOmadrid. International Contemporary Art Fair

The OPENING space once again offered galleries with less than seven years of activity, previously selected by a fair curator, the opportunity to exhibit at a reduced-price. This initiative also included the award of a special prize, refunding the cost of the stand to the winning gallery.

New actions this year include inviting young professionals to design the uniforms for **ARCOmadrid** staff and for the fair's private rooms.

Lastly, it is worth highlighting the spaces made available to the technology start-up Exhibify, in charge of developing the event's digital system, and to the ArtsLibris association, which allows younger publishers to participate free of charge.

SICUR. International Security Fair

Within the framework of **SICUR**, the Fundación para el Conocimiento madri+d and IFEMA MADRID organised a brokerage event, which consists of putting new entrepreneurs or universities in contact with the sector's industry for possible future collaborations.



In 2024, 91 actions were carried out to support entrepreneurship at the fairs held at IFEMA MADRID.

ORGANIC FOOD IBERIA. Organic Products Trade Show

Along with a special participation model for start-ups, **ORGANIC FOOD IBERIA** organised technical days so as to give visibility to the proposals of new companies. A special matchmaking day was also held, which put organic supermarket chains in contact with start-ups.

FSMS. Sustainable Environmental Solutions Forum

This forum offers various spaces for companies in the sector to meet with start-ups, such as a special day in the auditorium and the activity at the ICEX Spain Export and Investment stand.

In addition, IFEMA MADRID provided special advice to young companies on how to manage their contribution to society.

GUEXT. Suppliers and services for the Hospitality sector trade fair

In its first edition, the new **GUEXT** fair integrated some of the entrepreneurial support actions of IFEMA MADRID's most consolidated events: smaller stands at a more affordable price for micro-SMEs and start-ups; special invitations to new companies to facilitate their participation, and giving start-ups visibility in front of the guests of the International Buyers Programme.

SIMO EDUCACIÓN. International Exhibition of Education Technology and Innovation

Support and visibility for new companies in the sector was developed in two specific areas of the show: Show up, with special conditions for start-ups, and Impulso, with the presence of four companies from the educational technology sector selected by a jury in the months leading up to the event. As well as participating in the show, the selected companies have the opportunity to join an accelerator programme with 50 investors, in an initiative developed jointly with Fundación para el Conocimiento madri+d and SEK-Lab.

Additionally, **SIMO EDUCACIÓN** carried out targeted media campaigns to promote the value propositions of companies participating in the Show up and Impulso areas.

GLOBAL MOBILITY CALL. Congress + Global Expo on Sustainable Mobility

Through an agreement with EDIH (European Digital Innovation Hubs Network) and the Fundación para el Conocimiento madri+d, the third edition of **GLOBAL MOBILITY CALL** encouraged the participation of start-ups in the event through special grants and their presence at debate sessions.

Prior to the event, a meeting was organised between start-ups and leading companies in the sector.

Special conditions for startups

As an initiative common to most of the shows and fairs organised by IFEMA MADRID, the special conditions for start-ups or recently-created companies to facilitate their participation in the events stand out.

These conditions include stands at lower prices, exclusive spaces and the dissemination of their presence through communication channels.

The fairs that implemented these initiatives in 2024 included **INTERGIFT, MATELEC, CONSTRUTEC, EXPOÓPTICA, MOMAD, ARCOmadrid, SIMO EDUCACIÓN, GLOBAL MOBILITY CALL, GUEXT, VETECO, ACCOUNTEX, FRUIT ATTRACTION, ESTAMPA, GENERA, SEMANA DE LA EDUCACIÓN, IBERZOO+ PROPET** and **PROMOGIFT**.



Commitment to innovation.

Another pillar to boost business activity is the promotion of innovation. The two main objectives of this line of action are to:

- Create virtual spaces for interaction and networking to complement the face-to-face fairs and keep their momentum going once the event is over.
- The second objective is to organise and support specific actions at each fair so as to highlight the most innovative proposals and key new developments in each sector.

In 2024, 294 initiatives were carried out to promote innovation, further demonstrating IFEMA MADRID's ongoing commitment to technological progress and to creating new opportunities for the business community.

Innovation Galleries.

One successful initiative in this field is the development of the so-called "Innovation Galleries", which are cross-cutting spaces created to showcase the most outstanding products and services at each event.

Due to the positive reception of this initiative, other activities have been progressively integrated, such as forums for debate and reflection on the future challenges and opportunities of the respective sectors.

In 2024, Innovation Galleries were organised at trade fairs such as **GENERA**, **SICUR**, **SALÓN LOOK** and the first edition of **GUEXT**, which included a competition to recognise innovative sustainability practices.

Another way of exchanging ideas and presenting new products consists of the Speaker Corner spaces, which were also created for face-to-face product demonstrations and have incorporated new activities.

In 2024, the following shows opted for this initiative: **EXPODENTAL**, **INTERGIFT**, **SEMANA DE LA EDUCACIÓN**, **ESTAMPA**, **SICUR** and **SALÓN LOOK**. Particularly noteworthy are the cases of **SICUR**, with the so-called "Exo Corner," a space dedicated exclusively to exoskeletons; and **SALÓN LOOK**, with four stages dedicated to new products and techniques (LOOK FOCUS, Speaker Corner, Barber Rings and Nails and Make up Stage).

LIVE Connect.

As part of its digital transformation strategy, IFEMA MADRID has continued to promote the LIVE Connect digital platform, which enables fairs to run simultaneously in both on-site and virtual formats (hybrid mode).

Originally launched in 2020 as a pioneering resource to maintain activity during the period of mobility restrictions resulting from the Coronavirus pandemic, its function has continued to evolve and gain value, consolidating itself as a continuous forum for networking between professionals and companies throughout the year.

Consequently, LIVE Connect has become a vital tool for improving the experience of exhibitors and visitors at trade fairs and events, while also contributing to IFEMA MADRID's positioning as an innovative, continuously developing institution.

Also noteworthy is the use of this platform as a space for the streaming of trade fair activities, a resource used in 2024 by **SICUR**, **GLOBAL MOBILITY CALL** and **FRUIT ATTRACTION**.

In 2024, LIVE Connect evolved to provide greater value to exhibitors, enabling them to improve the visibility of their offerings and their ability to attract leads.

The Innovation Galleries are cross-cutting spaces originally created to showcase the most exceptional products and services of each event.

Use of advanced technologies, in collaboration with IFEMA MADRID LAB

The collaboration between the fairs and **IFEMA MADRID LAB**, the Institution's R&D&I laboratory, has made it possible to develop new resources and exhibition spaces through the application of advanced technologies.

Examples include the creation of a virtual photocall at **MADRID CAR EXPERIENCE**, the proposal of augmented reality activities at **FRUIT ATTRACTION**, and the application of digital design for the creation of environments at **FERIARTE**.

IFEMA MADRID LAB also participated in various shows by recording the activities and uploading them to LIVE Connect.



Outstanding innovation initiatives.

FITUR. International Tourism Fair

Innovation has been the guiding thread of the FITURTechY space, which explores technology in the tourism industry through four themes: business, destination, sustainability and future. With the slogan "Desafío total" (Total Recall), referencing the popular science fiction film, this year's key themes were artificial intelligence, the data economy, and the challenges facing the hotel industry.

Also, the "Hotel of the future" showroom was organised once again, where attendees can experience the use and implementation of new technologies in a hotel environment.

Meanwhile, the FITUR Know-How & Export space held its twelfth edition, focusing on the Smart Destination Platform, the role of European funds in the digital transformation of the tourism sector, and artificial intelligence.

The exhibition space brought together over 40 companies showcasing technological solutions for destinations and businesses, and its extensive programme included technology-, innovation- and sustainability-related content.

BISUTEX. International Fashion Jewellery and Accessories Show **MADRIDJOYA. International Trade Fair for Urban and Trendy Jewellery and Watchmaking**

The Image Forum hosted an extensive programme of conferences, talks and round tables in both shows, with a special focus on innovation in the sector.

For the second consecutive year, **MADRIDJOYA** organised the Ephemeral Museum, which was integrated into the 8th Exhibition of Contemporary Goldsmiths (*VIII Muestra de Orfebrería Contemporánea*).

MERCEDES-BENZ FASHION WEEK MADRID. Spain's Great Fashion Show

The main novelty was the first edition of CibelfEST: a 500-square-metre space presided over by a large screen, created for the purpose of offering new content to attract alternative visitor profiles. This space hosted concerts and DJ sets, audiovisuals, talks and performances of all kinds, as well as a unique gastronomic offering.

Similarly, **MERCEDES-BENZ FASHION WEEK MADRID** boosted its social media presence by inviting prestigious national and international influencers.

ARCOmadrid. International Contemporary Art Fair

The catalogue of the fair has given continuity to the proposal initiated in 2023, converting this means of communication into a space for debate on the question "What should the catalogue of an art fair be like in the present?" Following a competition involving three design studios, a catalogue was published that reflected three perspectives: the physical space, the printed space, and the digital space.

ARCOmadrid also promotes research in contemporary art by holding professional meetings behind closed doors.



SICUR. International Security Fair

Innovation in the sector was one of the main topics of discussion at two of the show's venues: SICUR Forum and SICUR-CIBER Forum, where the current situation and trends in the sector were discussed.

IBERZOO+ PROPET. International trade fair for pet professionals

At this event, the Madrid Association of Pet Veterinarians (AMVAC, *Asociación Madrileña de Veterinarios de Animales de Compañía*) was provided with a space in which to celebrate a benchmark congress in the sector. The theme of the congress was "Medicine and surgery of the digestive system and nutrition".

ANTIK ALMONEDA. Antiques, Art and Collectors Fair

The fair promoted two innovation initiatives launched in its 2023 edition. Firstly, the content of the Almoneda 365 virtual platform was expanded to include articles developed in collaboration with the Universidad Rey Juan Carlos and sectoral news. Secondly, the Time Capsule experiential space continued, this time focusing on the 1980s.

ORGANIC FOOD IBERIA. Organic Products Trade Show

Alongside the first on-site exhibition of new products in the "Innovation Zone", an extensive programme of technical conferences on innovation in the sector was held, and awards were presented for the "Best Marketing Campaign Promoting Organic Products", the "Best Initiative to Improve the Shopping Experience" and the "Best Specialised Organic Store".

Other new features included inviting influencers from the food and cosmetics sectors to achieve greater dissemination on social networks, as well as premièring the "Organic & Friends" podcast, which featured in-depth interviews with sector experts exploring future trends.

MOMAD. International Fashion, Footwear and Accessories Trade Show

In keeping with the show's spirit of continuous renewal and keeping a leading edge, a new exhibition area dedicated to the ancillary services subsector was added in 2024, featuring companies focusing on technology, sourcing and shopfitting.

INTERGIFT. International Gift and Decoration Fair

Two new areas were created: one dedicated to candles and scents, and another showcasing designer items under the name "Producto Neo".

The eighth edition of the Gift of the Year Awards, which recognise the most exceptional gift and decorative solutions, was also announced. Winners and finalists will be exhibited in an exclusive space to promote innovation and give visibility to the sector.

GUEXT. Suppliers and services for the Hospitality sector trade fair

With the aim of adding value to innovation in the sector, the show invited exhibitors to select their most exceptional products, which were then promoted through digital campaigns.

The GUEXT Forum programme included a specific section on innovation, technology and digitalisation.

FRUIT ATTRACTION. International Fruit and Vegetable Sector Fair

The fair includes various spaces dedicated to innovation, including the Innovation Hub, with an exhibition area and the Innovation Hub Awards Ceremony, as well as the Innova & Tech hall.

The Biofruit Congress and Biotech Attraction stand out amongst the various specialised conferences on innovation.

SIMO EDUCACIÓN. International Exhibition of Education Technology and Innovation

This new edition of the INNOVA platform showcases the most innovative products from exhibitors at the show, selected by a specialist jury.

Talks dedicated to artificial intelligence are to continue, having been organised for the first time in the 2023 edition and delivered by representatives of the world's leading technology companies.



Creation of the SEMANA INTERNACIONAL DE LA CONSTRUCCIÓN

With the aim of joining forces and achieving a greater impact, IFEMA MADRID has united its four trade fairs specialising in the construction sector (**PISCIMAD**, **CONSTRUTEC**, **VETECO** and **SMARTDOORS**) under the name of **SEMANA INTERNACIONAL DE LA CONSTRUCCIÓN** (International Construction Week).

This strategic rethinking establishes this event as the most significant in the Southern European construction sector, offering unparalleled business opportunities to professionals in construction, windows, façades, solar protection and cladding, doors and automatisms, as well as aquatic installations.

The conference programme included an exclusive block related to innovation and technology.

Customer satisfaction.

IFEMA MADRID’s management principles and internal policies reflect the Institution’s commitment to quality as an essential element for maintaining its position as a market leader in Spain and a global benchmark.

The institution approaches the concept of “quality” from two main perspectives: first, a commitment to continuous improvement in all areas of its activity; and second, regular communication with stakeholders to identify new needs and opportunities. The second area includes systems for measuring customer satisfaction using various analysis and monitoring tools.

Suggestions, complaints and claims.

Among the resources available to guarantee service quality is the management of suggestions, complaints and claims (SCC, or SQR for its Spanish initials) from customers through the SCC process.

This system is linked to the customer service department, enabling swift responses to all communications received, as well as the identification of areas for improvement and the action plans to achieve them.

The process integrates the communications received from various channels, mainly the forms that customers can fill in on site and the Institution’s website (<https://www.ifema.es/contacto/quejasreclamaciones>).

The internal reporting system forwards the reported complaints to the people in charge of the respective fairs and events for their analysis and response. In addition, the Management Committee receives a report every six months with the analysis of the communications received.

The 2024 the indicators show an increase of 1.83% in the number of suggestions, complaints and claims (SQR) compared to the previous year, with a reduction of 8.81% in the average response time. The most numerous complaints are linked to the administrative process of invoicing and to incidents in the process of assembling and dismantling stands.

Customer suggestions, complaints and claims (SCC).

	2023	2024
Suggestions	17	11
Complaints	242	157
Claims	329	431
Total SCC	588	599
Average number of days to respond to suggestions and complaints	1.65	4.75
Average number of days to respond to claims	17.15	15.76

The internal reporting system forwards the reported complaints to the people in charge of the respective fairs and events for their analysis and response.

Satisfaction surveys.



One of the main objectives of IFEMA MADRID's CSR Master Plan 2023-2026 is to continuously increase our stakeholders' satisfaction.

Significant progress has been made in recent years at systematising the collection and analysis of satisfaction levels among internal (employees) and external (exhibitors, visitors, organisers, sponsors, suppliers, and the media) groups.



The method for conducting satisfaction surveys is adapted to the different types of recipients:

- **Exhibitor and visitor** surveys are carried out during or at the conclusion of the fair. The questionnaire is divided into two blocks, with a series of questions common to all fairs and a series of questions specific to that event. In 2024, new biannual online exhibitor surveys on general aspects of IFEMA MADRID (services, customer service, etc.) were added.
- **External operator** surveys are conducted on a quarterly basis using a standard form.
- Surveys of **sponsors and strategic suppliers** are conducted annually. In the case of suppliers, recipients are selected on the basis of turnover or by the nature of the product or service.
- **Worker** surveys are carried out every two years.

Since 2021, all our surveys have included two common elements:

- The selection of the **sustainability issues** (economic, social and environmental) considered most relevant from the proposed list.
- The **Net Promoter Score (NPS)**, a benchmark indicator of overall satisfaction, which provides an overall assessment of all the groups surveyed.

The 2024 results show a positive NPS across all groups, with an average level of satisfaction of all stakeholders considered as "excellent" (above 50).

Quality certifications.

As part of its quality policies, IFEMA MADRID has renewed its ISO 9001 certification for 2024, which evaluates the design and monitoring of internal processes aimed at continuous improvement and customer satisfaction, values aligned with the objectives set out in the CSR Master Plan.

The ISO 9001 certification is key for the Institution, covering the activity linked to the service sector and, therefore, dependent on the responsiveness and degree of acceptance of exhibitors, visitors and external operators.

NPS (Net Promoter Score) index of overall stakeholder satisfaction.

	NPS 2023	NPS 2024	2024/2023
Trade fair exhibitors	30.54	23.25	-23.87%
General exhibitors	11.9	18.06	51.76%
Visitors	68.54	73.68	7.49%
External organisers	100*	50	-50%
Sponsors	84.21	70.83	-15.88%
Suppliers	50	45.45	-9.1%
Employees	—	62.07	—
Media	—	79.58	—
Stakeholder average	49.038	52.82	7.71%

* This is not a very reliable value, as the response rate was less than 20%. It is therefore not taken into account when calculating the average NPS of stakeholders.

Commitment.

04.

Impact on society.

Sustainable events_77

Support for corporate volunteering_86



IFEMA MADRID is committed to sustainability, promoting actions with a social impact at its fairs and addressing issues such as gender equality, the integration of marginalised groups and environmental protection. Training initiatives and collaboration with public and private entities also stand out, contributing decisively to a positive impact on the community.

The CSR Master Plan 2023-2026 reflects the overarching contribution of IFEMA MADRID events to society as a whole, based on two general lines of action:



“Sustainable events”. Sets the objective of increasing the level of sustainability in all events organised by IFEMA MADRID, considering “sustainability” from the three ESG areas (environmental, social and economic). To achieve this goal, the plan highlights the importance of collaborating with associations, exhibiting companies, visitors, and other stakeholders, through actions carried out at each fair with a clear sectoral focus.



“Social commitment”. An action based on contributing to the institution’s cultural change through the promotion of corporate volunteering and other sustainability-related initiatives proposed by the institution’s own professionals. These initiatives benefit the welfare of working people or non-governmental organisations (NGOs) and other charitable institutions. This issue is discussed at length in Chapter 3 of this report.

Sustainable events.

The “Sustainable Events” line of action of the CSR Master Plan aims to take advantage of the scope and impact of the fairs and events organised by IFEMA MADRID to promote actions of commitment to society.

These actions are developed by the institution and the organising entities of the various events in collaboration with key partners.

Thanks to the variety of sectors involved in these events, the themes of these actions are very diverse and have a wide-ranging impact on many different groups. IFEMA MADRID places a special focus on three areas:

- **Social integration and inclusion**, through actions aimed at recognising groups at risk of discrimination or social exclusion. Particularly noteworthy are the promotion and recognition of women in sectors where their presence is undervalued, and the support provided to people with special abilities.
- **Training**, based on involving students and teachers in events and integrating an educational vision into all events, with the aim of informing society about the trends and challenges of each sector.
- **Environmental awareness**, with actions to disseminate information not only at trade fairs directly related to environmental protection, but also at those related to other sectors.



In 2024, a total of 306 social actions were carried out at our own trade fairs and events, representing a 43.79% increase compared to the previous year. The most relevant actions in each of the three defined areas are highlighted below.

Promoting gender equality, inclusion and other social aspects.

Promotion and recognition of women in the workplace

One of the strongest pillars of IFEMA MADRID's social commitment is promoting initiatives that encourage gender equality and the participation of women in key economic sectors.

The Institution actively promotes women's leadership at its fairs and events, consolidating spaces for discussion, recognition and opportunities for the professional development of women in all the sectors represented.

One of the main exponents of this commitment is **FITUR**, which, in its 2024 edition, gave continuity to the FITUR WOMAN space developed in collaboration with the Spanish association Women Leading Tourism. This forum has become a benchmark for raising awareness and encouraging dialogue about the empowerment of women in the tourism industry from a sustainability and innovation perspective.

Similarly, other fairs have focused on promoting the work of professional women in their respective fields. An example of this is **INTERSICOP**, which organised a day to recognise the role of women in the evolution of the sector, presenting awards to outstanding figures in recognition of their careers, as well as to new generations of bakers.

With the same objective in mind, **SICUR** hosted the awards ceremony for the 10 women of the year, presented in collaboration with the Spanish Technological Platform for Industrial Security and Resilience (PESI, *Plataforma Tecnológica Española de Seguridad Industrial*). The show, which specialises in security, also presented the third study of the *Observatorio Mujer y la Seguridad* (Women and Security Observatory), and held a conference on the use of artificial intelligence in the fight against gender violence, with the intervention of the Valencia Municipal Police.

FRUIT ATTRACTION organised the Proyecto Mujer Agro Awards, aimed at giving visibility to women in the agri-food sector, while **SEMANA DE LA EDUCACIÓN** (Education Week) encouraged the participation of female professionals from different security forces and emergency services, such as the police, fire brigades, SAMUR and Maritime Rescue, in its training sessions.

The institution actively promotes women's leadership at its fairs and events, providing spaces for debate, recognition, and professional development opportunities for women.

On 8 March (International Women's Day), **ARCOmadrid** turned its ARCO Forum into a space for debating the role of women in the visual arts. **FERIARTE** also paid tribute to women in the art world, dedicating the name of one of its squares or common areas to the artist Luisa Roldán (La Roldana).

For their part, **BISUTEX**, **MADRIDJOYA** and **MOMAD** gave a free space to the Asociación de Mujeres Brillantes to promote gender equality in the sector and make their creations visible.

Continuing with the actions developed in previous editions, **MERCEDES-BENZ FASHION WEEK MADRID**, **MOMAD**, **BISUTEX** and **MADRIDJOYA** included in their fashion shows the participation of women of different nationalities and origins, as well as models with special abilities.

In addition, **MERCEDES-BENZ FASHION WEEK MADRID** maintained its commitment to equality in fashion by incorporating standard-size models in its fashion shows. The event also continued to promote racial diversity, both in the shows and in its promotional imagery, with its poster featuring a black model.

Promoting sexual diversity

IFEMA MADRID has also run various initiatives to promote sexual diversity and combat discrimination.

FITUR has proactively integrated these values into its promotional campaigns, highlighting in particular the material of the FITUR LGBT+ area, aimed at an increasingly relevant tourism segment, which has a growing demand for inclusive destinations and services.

In the area of food and agriculture, **FRUIT ATTRACTION** developed the "Proud to be FRUIT ATTRACTION" initiative, a recognition of the diversity of exhibitors and visitors. This fair has also set up a prayer room to cater for the spiritual and religious needs of people of all faiths.

Meanwhile, **SEMANA DE LA EDUCACIÓN** hosted the "Aula de Igualdad" (Equality Classroom) conference, promoted by Spain's Ministry of Equality, which addressed issues such as harassment and sexual identity.

In favour of social inclusion

With regard to the integration of people with special abilities and groups at risk of social exclusion, the training in accessibility given to the **FITUR** team of hosts and hostesses and the implementation of Navilens QR codes to facilitate the orientation of visually impaired people at the fair are noteworthy. This technology was also implemented at the **SICUR** information desks.

Other shows, such as **SIMO EDUCACIÓN**, **EXPOÓPTICA**, **FRUIT ATTRACTION** and **GLOBAL MOBILITY CALL**, have improved the accessibility in their spaces by incorporating deaf public address systems that allows attendees to listen to the forums and talks through the headphones of their mobile phones, without the need to use loudspeakers. Likewise, **GLOBAL MOBILITY CALL** renewed its collaboration with Fundación ONCE by installing a robot guide at its stand, facilitating the safe movement of blind people around the exhibition site.

For its part, **ARCOmadrid** promoted the attendance at the fair of minors at risk of social exclusion, in collaboration with the association CapacitArte, which supports young people with intellectual disabilities, and Fundación Melior.

Along the same lines, **ANTI Almoneda** distributed invitations to people with disabilities through the Domingos de Sonrisas association, while **ESTAMPÁ** organised guided tours adapted for children with intellectual disabilities.

Zero food waste and animal welfare

Food sector fairs developed specific initiatives to reduce food waste.

FRUIT ATTRACTION gave free space in its halls to the Food Bank and donated the food surplus to this same association. For its part, **ORGANIC FOOD & ECO LIVING** promoted various awareness-raising actions against waste, such as the dissemination of content through influencers and the *Organic & Friends* podcast, focused on organic production.

The new **GUEXT** show donated the milk left over from the baristas' activities to Mensajeros de la Paz through the Latte Art Grading Systems initiative.

In the field of animal welfare, **IBERZOO+ PROPET** announced a new edition of the Anton Awards, which recognise initiatives for animal integration and protection. In 2024, the Community of Madrid was given an award for its programme of dog-assisted therapies in public retirement homes. The show also hosted a talk on responsible animal ownership as part of the AEDPAC FORUM.

Cooperation with various social organisations

Throughout 2024, numerous IFEMA MADRID fairs collaborated with NGOs and non-profit organisations, reinforcing their function as a meeting point for social reflection beyond the commercial nature of the events.

These collaborations mainly consisted of providing free tickets and donating spaces and resources, making it possible to increase the visibility of associations and projects with a significant social impact.

Fundación A LA PAR collaborated in the floral decoration of the halls for **INTERGIFT** and **MADRIDJOYA**. The latter also supports the "Soy una joyita" (I'm a little gem) project, which provides inclusive jewellery-making training to people with intellectual disabilities, mental health conditions, or those facing social exclusion.

With the same objective, **MOMAD** has given visibility to projects of the Asociación de Artistas, Diseñadores y Artesanos (ADA), which uses art as a way of reincorporating people with mental health problems into the workplace.

SALÓN LOOK has allocated free spaces to social projects such as "Manicuras solidarias", which offers professional training to people at risk of exclusion and donates the funds raised to the Asociación Española contra el Cáncer.

On the other hand, in **IBERZOO+ PROPET**, the José Zúñiga AMVAC Solidarity Award was given to Alas Gambia, a non-governmental organisation that supports the schooling of children in marginalised neighbourhoods in Gambia.

Support for victims of the DANA (flooding caused by isolated depression at high levels) in Valencia

IFEMA MADRID also organised a donation of funds to the people affected by the DANA, which particularly affected citizens of the Valencian Community.

The campaign took place in the framework of the **ACCOUNTEX** exhibition, held a few days after the natural disaster.

As well as raising funds, the show also gave visibility through special signage to two exhibitors from the affected region, who were unable to attend the event.

Commitment to training and education.

IFEMA MADRID's commitment to training is demonstrated through free or discounted admission to fairs and shows for students and other members of the educational community, as well as collaboration with public and private entities to disseminate its activities.

Furthermore, the vast majority of events organised by the Institution host meetings and training sessions on key issues in the respective sectors, thereby fostering learning in the professional environment.

Throughout 2024, numerous fairs facilitated the attendance of students, teachers and members of sectoral associations by providing them with tickets or discounts. These included **BISUTEX**, **MADRIDJOYA**, **INTERGIFT**, **MOMAD**, **MERCEDES-BENZ FASHION WEEK MADRID**, **INTERSICOP**, **ARCOmadrid**, **SICUR**, **EXPODENTAL**, **AULA**, **EXPOÓPTICA**, **ANTI K Almoneda**, **MADRID CAR EXPERIENCE**, **SALÓN LOOK**, **FIAA**, **FRUIT ATTRACTION**, **ESTAMPA**, **MATELEC**, **PISCIMAD**, **CONSTRUTEC**, **VETECO**, **SMART DOORS**, **GLOBAL MOBILITY CALL** and **GENERA**, which in 2024 increased the number of free entrance tickets for students studying renewable energies.

Many of these initiatives were organised in collaboration with other entities to contribute to the students' training and acquisition of professional experience.

In this vein, internships were facilitated at **ARCOmadrid**, **ESTAMPA**, **FERIARTE**, **ANTI K Almoneda** and **MOMAD**, where students from the ISEM Business Fashion School fashion course collaborated as retailer guides, advising visitors. Additionally, the new **GUEXT** show signed an agreement with the *Escuela de Hostelería y Turismo de Madrid* (School of Hospitality and Tourism of Madrid), enabling its students to undertake internships at the event.

Collaboration with public and private entities is mainly achieved by gifting them spaces for exhibition areas or for organising events and dissemination activities.

Using this approach, **FRUIT ATTRACTION** collaborated with the AgroTech initiative, focused on the digitisation of the agri-food sector; **MADRIDJOYA**, collaborated with Estimorun Academy, a school specialising in the training of jewellery professionals, and **SALÓN LOOK** collaborated with The Hair MBA, a training programme aimed at professional stylists.



In the construction sector, **CONSTRUTEC** and **VETECO** increased the space given to the *Fundación Laboral de la Construcción* to promote training of young people in trades.

Furthermore, almost all of the fairs included in their programmes educational talks, knowledge exchange forums, and technical conferences on the challenges and opportunities within their respective sectors. Among the most active in this regard were **ARCOmadrid**, **GENERA**, **SICUR** and **IBERZOO+ PROPET**.

Entrepreneurship training was a key focus in 2024. **SEMANA DE LA EDUCACIÓN** organised the first edition of the Talent and Entrepreneurship Campus, with conferences on talent, green entrepreneurship and entrepreneurship as a profession, among its 194 activities. Additionally, Fundación Capgemini organised meetings between schools to encourage mentoring among students, as well as setting up stands for student unions to advise students on job opportunities.

For its part, **EXPOÓPTICA** counted on the participation of two coaches who helped professionals in the sector to have a business vision of health.

The vast majority of events organised by the Institution host meetings and training sessions on key issues in the respective sectors.

Environmental actions.

Sustainable development and environmental protection also play an increasingly important role in IFEMA MADRID events, regardless of whether or not the sector is directly related to this area. In 2024, a total of 288 environmental actions were recorded, up 73.5% compared to the 166 actions carried out in 2023.

The most frequent initiatives include organising informative meetings on how to address the challenges faced by the different sectors, promoting exhibitors that are offering sustainable solutions, and awarding prizes for the most innovative proposals.

Fairs specifically focused on sustainable development (**GENERA**, **GLOBAL MOBILITY CALL**, **MALETEC** and **FSMS**) brought together leading international experts to address the minimisation of environmental impact from various perspectives, such as energy, urban planning, mobility and technological innovation.

FITUR, in collaboration with the Instituto de Turismo Responsable (ITR, *Responsible Tourism Institute*), awarded the Sustainable Stand Award for the fifth time, recognising exhibitors who have reduced their environmental impact and promoted social, cultural and governance values.

Similarly, **VETECO** awarded prizes for architectural projects that prioritise sustainability, and **GLOBAL MOBILITY CALL** incorporated social criteria into the evaluation of the Sustainable Participation Award for exhibitors, such as training, accessibility and the participation of people at risk of exclusion in handling the needs of exhibitors, visitors, employees and their groups.

Fashion and design also integrated new sustainable initiatives. **MOMAD** and **MADRIDJOYA** promoted the WABI-SABI project, an exhibition of jewellery and personalised garments to promote their second life and raise awareness of more responsible consumption.

ARCOmadrid and **MERCEDES-BENZ FASHION WEEK MADRID** also supported local production, with designers working with small companies to create uniforms and collections.

Trade fairs such as **BISUTEX**, **INTERGIFT** and **MOMAD** granted special visibility to exhibitors with sustainable products in their social media and press releases, inviting specialist media to provide exclusive coverage.

In the mobility sector, the **GLOBAL MOBILITY CALL** meeting was a particularly noteworthy activity, as all its talks had sustainable mobility as a cross-cutting theme. The meeting hosted a conference on active mobility with participation from Spain's Ministry of Transport

and various benchmark associations. It also organised a joint conference with Fundación ONCE on the need for new mobility policies to take the factor of inclusion into consideration.

Other outstanding actions related to sustainable mobility are the Electric Demo Show at **MADRID CAR EXPERIENCE**, with awareness-raising talks and electric vehicle testing; the presentations on accessibility in transport at **FIAA**, or the various initiatives promoted by **FSMS - Forum for Sustainable Environmental Solutions**. The meeting also promoted the Escobas Awards, which recognise innovative urban cleaning projects, and the Recuperadores Awards in the automotive sector. There was also collaboration with the FER association to disseminate new recycling techniques.

The dissemination and exchange of knowledge was also the focus of the programme for fairs such as **FRUIT ATTRACTION**, which promoted meetings such as Biofruit Congress, aimed at sustainable supply, and Biotech Attraction, on biotechnology applied to agriculture; and **GUEXT**, which held a conference on circular economy and hosted the presentation of the *Circular Hospitality Guide*.

In 2024, a total of 288 environmental actions were recorded, up 73.5% compared to the 166 actions carried out in 2023.

Support for corporate volunteering.

Corporate volunteering is presented as one of the main lines of action of the CSR Master Plan 2023-2026 in the social sphere, based on the active participation of the Institution's team in the selected actions and associations.

To further develop these activities, the institution launched the new FARO programme at the end of 2024. This initiative aims to promote employee participation in social activities based on three key principles: knowledge, collaboration, and corporate volunteering.

This project, launched in 2025, will include all volunteering activities organised by IFEMA MADRID and will encourage the participation of new volunteers.

IFEMA MADRID's new FARO programme aims to encourage employees to participate in social actions based on three concepts: knowledge, collaboration and corporate volunteering.

Collaboration with social organisations.

The IFEMA MADRID Corporate Volunteering Plan harnesses the Institution's team's spirit of solidarity and collaboration, enabling them to dedicate hours of their working day to volunteering projects.

The Quality and Sustainability Division carefully analyses the initiatives that are part of this plan to ensure they can be carried out during working hours, that they align with each employee's skills, and are coordinated by reputable and experienced NGOs or foundations.

The programme covers two types of activity: continuous actions, carried out throughout the year; and one-off projects involving a larger number of volunteers and of limited duration.

In 2024, continuity was given to the two permanent activities of the previous year, with participants divided into a service option on the one hand and a technical option on the other, in order to cater for a range of interests and skills. These actions were carried out in collaboration with the following entities:

- **Madre Coraje.** Logistical support in the selection and organisation of clothing and accessories.
- **Mensajeros de la Paz.** Assistance and collaboration in providing breakfasts in the parish of San Antón in Madrid.

In both cases, teams have been formed to participate in these activities on a fortnightly basis, dedicating approximately two hours to each session.

IFEMA MADRID's Corporate Volunteering Plan channels the spirit of solidarity and collaboration of the Institution's staff, allowing them to dedicate hours of their working day to volunteer projects.



The specific projects have been carried out with a variety of entities, facilitating the involvement of employees with diverse profiles. Throughout 2024, seven projects were run, three of them with new partners:

- **Fundación Espacio Mujer Madrid (EMMA).** Participation in motivational talks addressed to people at risk of social exclusion with the aim of inspiring and motivating people living in difficult situations. As part of the organisation's training and job search programme, two IFEMA MADRID volunteers gave a talk in which they shared their work experience and reflected on the reality of performing different professional roles as women.
- **Fundación Amigos de los Mayores.** Accompaniment on socio-cultural visits to overcome the loneliness of elderly people. Six IFEMA MADRID volunteers welcomed visitors to one of their fairs, explaining the event in detail and contributing to the visitors' integration and well-being.
- **Fundación Cáritas (parties for families).** Collaboration in logistical tasks and in the organisation of children's activities during a party for the families at the Cáritas residential centre. This space is aimed at families at risk of exclusion and offers training and housing development activities, among others.

In addition, in 2024, we continued to collaborate with other initiatives already carried out in previous years:

- **Fundación Bertelsmann ("Empresas que inspiran" (Companies that inspire) project).** Visit by groups of fourth-year students from various secondary schools and vocational training centres to the IFEMA MADRID facilities, with the aim of bringing them closer to the reality of work and reducing school dropout rates. In total, four actions were carried out with educational centres of the Community of Madrid, with the participation of 17 volunteer professionals as speakers.
- **Fundación Adsis (job interviews).** Simulation of job interviews with vocational training students preparing for their internships. In this case, an IFEMA MADRID volunteer acts as interviewer. In 2024, 15 interviews were conducted and recorded for subsequent use as training material.
- **Salesianos de Estrecho (mentoring programme).** Action that aims to combat school failure, improve youth employability, and provide students with the tools they need to make informed decisions about their future. The project involves meetings between IFEMA MADRID professionals and students in the fourth-year of secondary school, with the aim of

- strengthening their personal, social and professional skills for future integration and success in the labour market. Throughout the year, 13 IFEMA MADRID volunteers took part in this initiative, benefiting 27 students studying for the Economics option of the Baccalaureate.
- **Reyes Magos de Verdad (Christmas campaign).** Distribution of 82 gifts to people in vulnerable situations, who had previously written a letter asking for a specific gift.

IFEMA MADRID highlights the empathy and strong commitment demonstrated by its team members, qualities that enrich and strengthen the Institution's volunteer projects and social initiatives.

Corporate volunteering in 2024.

71

employees participating

391

hours dedicated

1,035

beneficiaries



FARO, IFEMA MADRID's new social commitment programme

With the aim of generating a greater positive impact on both business and society, the new FARO programme focuses on three points:

- **Corporate volunteering.** Proposal of actions for the IFEMA MADRID team to collaborate in social projects, both regular and one-off.
- **FARO Moments.** Presentations on different social and experiential topics with a focus on people. The aim is to develop two cycles of talks: "Impact on society" and "Impact on you".
- **Proposals without borders.** Various actions that add value to IFEMA MADRID and to society (donations, collections, cultural outings, library, etc.).

Through these lines of action, IFEMA MADRID also aims to strengthen the sense of community and social responsibility within the Institution.

Growth and sustainability: a feasible challenge.

IFEMA MADRID's CSR Master Plan 2023-2026 outlines the Institution's primary strategies and specific goals in the three areas of sustainability (environmental, social, and economic) over a four-year period. As reflected in this new edition of the *Sustainability Report*, the goals set in the Plan are being successfully achieved and the level of fulfilment at the halfway point of its implementation can be considered satisfactory.

At the same time, the Master Plan recognises the need to constantly review its goals to ensure that new IFEMA MADRID projects include an analysis of their environmental and social impact from the planning phase. This cross-cutting approach is essential given the need to combine the Institution's growth strategy with its firm commitment to sustainable development.

Alongside details of the indicators and targets achieved throughout the year, this report also anticipates various initiatives and projects designed in 2024 that will have a significant impact on IFEMA MADRID's sustainability efforts in the medium and long term.

These include the construction of a photovoltaic energy plant for self-consumption, the commencement of measuring Scope 3 of the carbon footprint of the company's own trade fairs, and the launch of the FARO programme, with the aim of encouraging the Institution's team to participate in social initiatives. Due to its relevance and scope, the FARO programme has been incorporated as a new objective of the CSR Master Plan 2023-2026.

Undoubtedly, one of the main projects for the future is the organisation of the Formula 1 Grand Prix. This event poses real challenges at various levels: mainly organisational, the adaptation of infrastructures, and compliance with IFEMA MADRID's sustainability standards.

Recognising the high level of requirements in this regard, the Master Plan also incorporates the objective of positioning the Formula 1 Grand Prix as a sustainability benchmark in its field, thus leveraging the event's global reach and visibility.

The inclusion of new objectives in the Plan and the constant development of innovative sector initiatives demonstrate IFEMA MADRID's commitment to continuous improvement in all areas and, above all, its ongoing dedication to combining sustainable development with economic and social progress.

IFEMA MADRID's new projects range from analysing its environmental and social impact from the planning phase onwards, with the aim of combining organisational growth with a firm commitment to sustainable development.

Published by
IFEMA MADRID

Editorial management
Communication and Institutional
Relations Department and Marketing
Department

Photography
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Editing, design and layout
www.cegegglobal.com

Printed by
EGESA

Legal deposit
M 18569-2022

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