

# Commitment Effectiveness Growth Cooperation.

Sustainability Report 2022



# **Commitment Effectiveness Growth Cooperation.**

Sustainability Report 2022

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# Commitment.

# 01.

## Respect for our environment.

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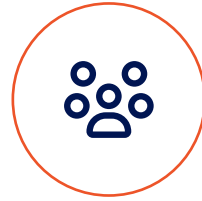
**One of the main cornerstones of IFEMA MADRID's global commitment to sustainability consists of taking actions that actively contribute to minimising the impact of its activity on the environment. This is set out in the institution's CSR Master Plan, which includes two areas of action specifically focused on environmental sustainability:**



**"Sustainable infrastructure"**, focused on achieving greater efficiency in the use of infrastructures, both in the consumption of natural resources and energy management, and in the appropriate handling and reduction of the waste generated.

In recent years, the high level of involvement in this area has made it possible to achieve major milestones in the main environmental indicators: reduction of the carbon footprint, energy efficiency, waste generation and recycling, water savings, etc.

In addition, mindful of the social repercussions of the activities it organises, IFEMA MADRID also carries out important work to raise awareness among all the stakeholders with which it has relations, with a particular focus on employees, visitors and exhibitors.



**"Sustainable events"**, which aims to integrate this vision of sustainability into all the events organised by IFEMA MADRID, as well as to raise awareness of the importance of this aspect among other event organisers and participants.

In an environment of gradual return to normality after two years affected by the impact of the covid-19 pandemic, the initiatives implemented in previous years became consolidated in 2022. At the same time, work has been carried out to analyse and reflect on the institution's new environmental challenges, as reflected in the CSR Plan 2023-2026, which includes even more ambitious goals in areas such as decarbonisation and waste generation.



**In recent years, we have achieved important milestones in the main environmental indicators: reduction of our carbon footprint, energy efficiency, waste generation and recycling, water saving, etc.**

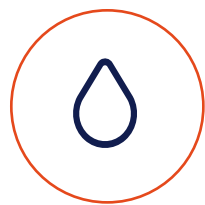
# Management of natural resources.

IFEMA MADRID's trade fair and conference activities entail the use of natural resources to adequately meet the needs of exhibitors, visitors, employees and other groups. As part of our commitment to sustainability, we manage these resources with the utmost precision and with an across-the-board philosophy of saving and efficiency.

The measures implemented in recent years have enabled us to actively contribute to preserving the environment and to carrying out our activity with the utmost respect for natural resources.

IFEMA MADRID also has a Sustainable Water Management Plan, which in 2021 passed the bi-annual compliance audit established by the municipal bylaw that regulates it.

Some of the plan's measures achieved in 2022 include obtaining a municipal licence for the discharge connections, prior to the discharge authorisation expected to be obtained in 2023; seeding the two meadows in the northern area with grass, a material that requires less water for its conservation; and the awarding of a new contract for the management of the smart meadow irrigation system, which will come into operation in the first half of 2023.



## Water.

The drinking and reclaimed water at IFEMA MADRID's facilities comes from the drinking water supply network and the reclaimed water supply network managed by Canal de Isabel Segunda (CYII).

Progressive savings and the appropriate use of water are priority objectives for the institution as part of its commitment to the sustainable management of natural resources. Some measures implemented in previous years were continued in 2022, among which emphasis should be placed on the following:



**Use of reclaimed water for irrigation in all facilities.** Together with a reduction in the consumption of drinking water from the supply network, this measure makes it possible to give a second use to treated water and thus promote the circular economy.



**Water-saving solutions:** taps with aerators in all facilities; electronic taps, dry urinals and dual-flush toilets in pavilions and changing rooms, and efficient shower heads in changing rooms.



**Environmental awareness-raising and training activities** aimed at IFEMA MADRID staff.



**Installation of signs** on the Canal de Isabel Segunda (CYII) taps at IFEMA MADRID asking visitors and staff to turn off the taps if they are not being used to avoid wasting water.

### Water consumption at the Recinto Ferial (absolute values).

	2021	2022	2022/2021
Drinking water consumption (m <sup>3</sup> ) per year	65,188.00	86,501.00	33%
Reclaimed water consumption (m <sup>3</sup> ) per year	61,318.00	73,930.00	21%
<b>Total water consumption (m<sup>3</sup>) per year</b>	<b>126,506.00</b>	<b>160,431.00</b>	<b>27%</b>

Note: the increase in the absolute consumption of drinking water in 2022 compared to the previous year is due to the fact that in 2021 the trade fair activity resumed in the second half of the year, whereas in 2022 there was normal activity throughout the year.

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

	2021	2022	2022/2021
Water consumption ratios at the Recinto Ferial (m <sup>3</sup> per year / billing in millions of euros).	661.14	460.92	-30.28%
Percentage of reclaimed water as a percentage of total water consumption	48%	46%	-4.93%

### Water consumption at the Palacio Municipal.

	2021	2022	2022/2021
Total water consumption (m <sup>3</sup> ) per year	3,623*	7,348	102.81%

\* Includes the consumption of fire-fighting water, which was not included in the previous edition of this report and will be accounted for in subsequent editions.



## Raw materials.

Due to the nature of the activities we organise and host, two of the raw materials most used at IFEMA MADRID's facilities are paper and carpet. For this reason, the institution implements actions specifically aimed at progressively reducing the use of these materials.

In the case of paper, the actions carried out to minimise consumption can be split into two main types:



### Organisational actions that indirectly reduce the use of paper.

These include a commitment to flexible remote working and the implementation of digital platforms (Microsoft 365, Visual Space, Customer Relationship Management, digital signature systems, etc.).



### Actions that directly eliminate paper consumption,

such as the digitalisation of passes and invitations at the vast majority of its own fairs and events, and a reduction in the printing of guides, brochures and other merchandising materials to a bare minimum.

## IFEMA MADRID carries out actions specifically aimed at progressively reducing the use of paper and carpet.

IFEMA MADRID is also a benchmark in eliminating the use of carpeting at its in-house trade fairs (**ARCOmadrid**, **ESTAMPA**, **100x100 MASCOTA** or **JUVENALIA**), as well as in the recycling of the carpeting used in its facilities. In addition, carpeting is no longer used in the majority of in-house trade fairs and events for the areas around the perimeter of stands, where it was traditionally used to connect the interior with the aisles.

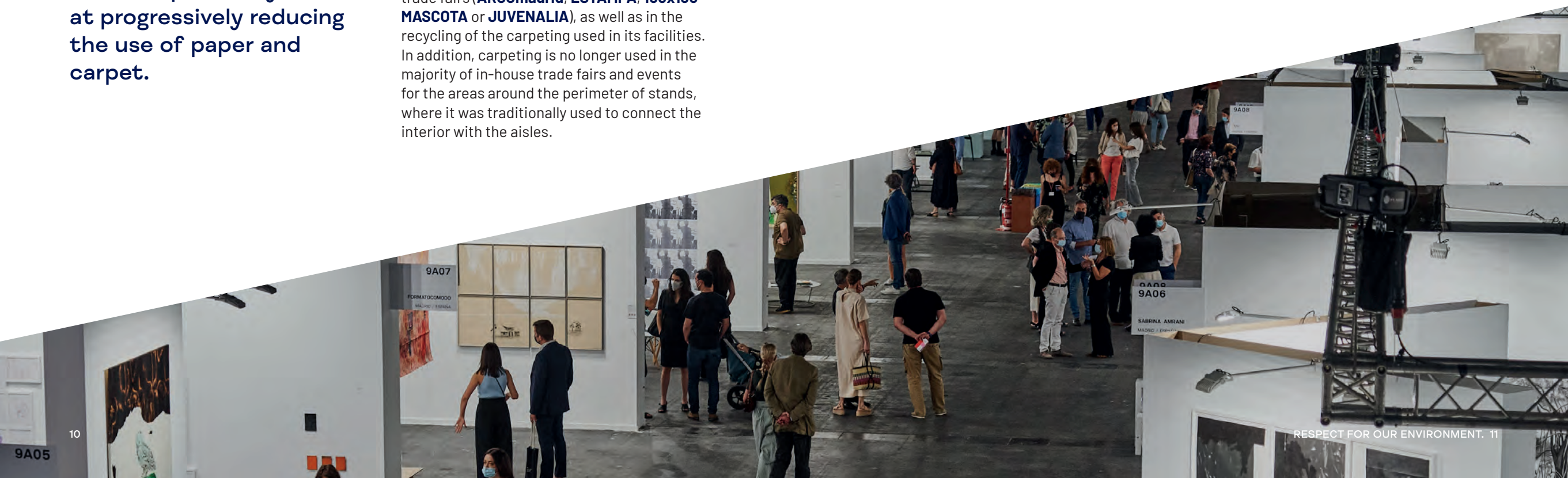
### Consumption of paper and carpeting (absolute values).

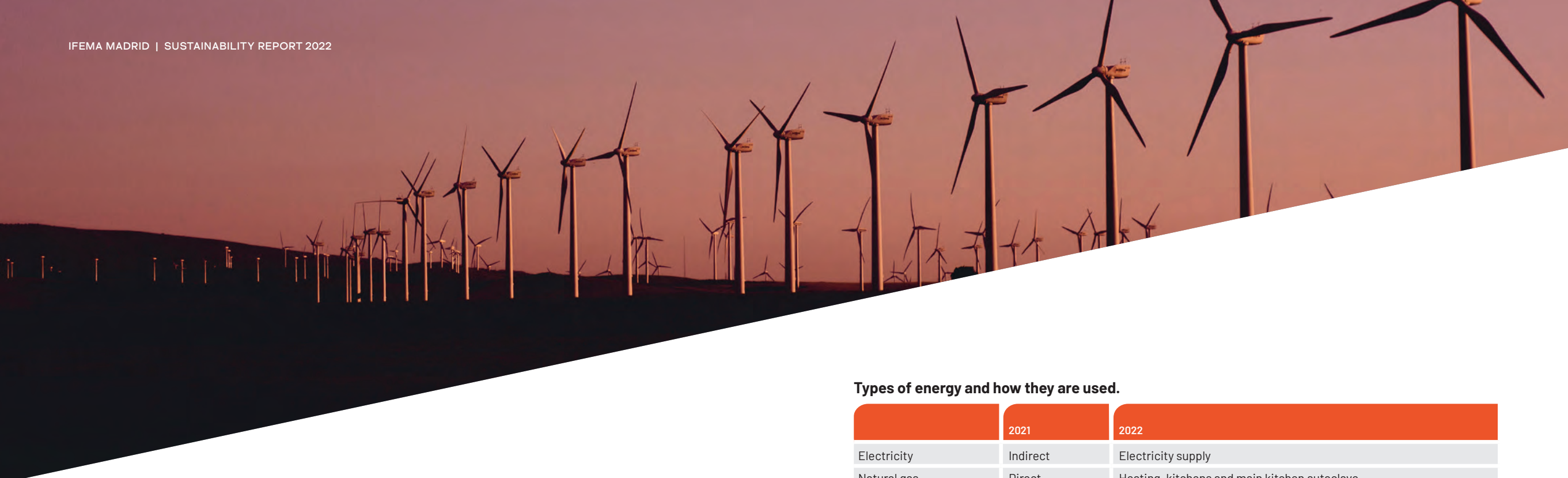
	2021	2022	2022/2021
Paper consumption (units) per year	705,000	751,875	7%
Carpeting consumption (m <sup>2</sup> ) per year	338,807.50	646,962.80	91%

Note: the increase in the absolute consumption of paper and carpet is due to the fact that in 2022 IFEMA MADRID's activity took place in full, while in 2021 it only resumed in the second half of the year because of restrictions and preventive measures due to the covid-19 pandemic.

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

	2021	2022	2022/2021
Ratio of paper consumption (units/turnover € millions)	7,150.10	4,006.37	-43.97%
Carpet consumption ratio (m <sup>2</sup> / turnover)	3,436.18	3,447.34	0.32%





## Energy.

IFEMA MADRID also applies various measures to guarantee the efficient use of energy and thus progressively reduce consumption ratios.

This includes a commitment to the use of renewable energy, both at its facilities and in ancillary services. At present, the electricity supplied to the IFEMA MADRID's Recinto Ferial and Palacio Municipal is certified as 100% renewable energy. In addition, specific actions have been implemented in areas of special energy consumption, such as the installation of photovoltaic panels for self-consumption of electricity and an aerothermal heat pump for air conditioning and domestic hot water (DHW). A geothermal system has also been installed for the air-conditioning of the Puerta Sur Central building.

Another area of action is the commitment to sustainable mobility through the progressive electrification of the company's own fleet of vehicles. In recent years, seven diesel-fuelled vans for technical staff have been replaced by electric vans (Renault Kangoo ZE), and eight plug-in hybrid vehicles have been added to the fleet, two for commercial use and six for directors. The security staff vehicles are also hybrid.

**We implement various measures to ensure efficient energy use and, in doing so, progressively reduce consumption ratios.**

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

	2021	2022
Electricity	Indirect	Electricity supply
Natural gas	Direct	Heating, kitchens and main kitchen autoclave
Diesel A	Direct	Vehicles, machinery and generators
Petrol	Direct	Vehicles and machinery
Butane	Indirect	For cooking in cafeterias by the contracted catering company

### Energy consumption (absolute values).

	2021	2022	2022/2021
Electricity consumption (MWh)	18,548.52	25,996.83	40%
Natural gas consumed in the trade fair facilities (MWh)	9,964.543	12,302.733	23.46%
Natural gas consumed at the Palacio Municipal (MWh)	1,126.308	949.94	-15.65%
Diesel A consumption (B7)(litres)	4,324.68	2,117.54	-51%
Petrol consumption (E5)(litres)	849.42	1,506.34	77%
Butane gas consumption (kilos)	200	487.5	143.75%

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

	2021	2022	2022/2021
Ratio of electricity consumption (MWh/turnover € millions)	188.12	138.52	-26.36%
Natural gas consumption ratio (MWh/turnover in millions of euros)	112.48	70.62	-37.22%
Ratio of diesel A consumption (litres/turnover € millions)	43.86	11.28	-74.27%
Ratio of petrol consumption (litres/turnover € millions)	8.61	8.03	-6.83%



# Commitment to fight climate change.

## Carbon footprint reduction.

In line with the roadmap defined by the main international organisations, over the last six years IFEMA MADRID has also made a firm commitment to reducing the carbon footprint (scopes 1 and 2) linked to its activity. Scope 1 includes 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.

IFEMA MADRID's commitment to progressively reducing its carbon footprint was established in 2017 based on an initial phase of accurate metering of the emissions generated by its activity. The process was carried out using a measurement methodology provided by the Ministry for Ecological Transition and Demographic Challenge (MITECO), which, together with the reliability of the results, ensures the registration and official recognition of the measurements.

This registration also includes a certificate of registration and the right to use a seal that highlights each company's level of involvement in reducing its carbon footprint. IFEMA MADRID has obtained the following seals to date:

### "Calculo" (I calculate) seal.

Awarded to companies that have measured their carbon footprint: 2017, 2018 and 2019.

### "Calculo y reduzco" (I calculate and reduce) seal

Awarded to companies that, in addition to measuring their footprint, are able to practically demonstrate that they have managed to reduce it: years 2020 and 2021.

According to this methodology, IFEMA MADRID calculates the carbon footprint of the previous year during the first half of the current year. Thus, the "Calculo y reduzco" seal for the 2021 financial year was awarded in July 2022 and IFEMA MADRID has already stated its objective of renewing it in the 2022 financial year. All the required actions to achieve this during the first half of 2023 are being taken.

Reducing the carbon footprint is a major corporate objective that requires across-the-board involvement from all of the institution's departments. Thanks to everyone's efforts, IFEMA MADRID has managed to reduce its emissions ratio (tonnes of CO<sub>2</sub> / turnover in millions of euros) by 90% over the last six years.



Thanks to everyone's efforts, IFEMA MADRID has managed to reduce its emissions ratio (tonnes of CO<sub>2</sub> / turnover in million euros) by 90% in the last six years.

## Renewable energies and sustainable mobility.

The use of renewable energies to replace fossil fuels is one of the initiatives with the most direct impact on the reduction of polluting emissions. This includes the use of 100% certified renewable energy in all the facilities, the installation of geothermal air conditioning in the Puerta Sur Central building, photovoltaic panels for electricity consumption in the staff changing rooms, and aerothermal air conditioning and hot water.

Another fundamental course of action to reduce dependence on fossil fuels is the electrification of transport and the commitment to more sustainable mobility through the progressive integration of electric and hybrid vehicles into the company's own fleet. A major milestone in this regard is IFEMA MADRID's agreement with Iberdrola, renewed in 2022, for the implementation of the first sustainable public car park at a fairground in Spain, which allows 34 vehicles to be recharged simultaneously using 100% green energy.



### Carbon footprint (scopes 1 and 2) of IFEMA MADRID in 2022.

	Kilograms of CO <sub>2</sub>	Ratio of "kilograms of CO <sub>2</sub> / turnover in millions of euros"	Percentage over total emissions
Electricity consumption (kWh)	0	0.00	0.000%
Natural gas consumption (kWh)	2,411,986.30	12,741.61	99.58%
Diesel A consumption (B7)(litres)	5,336.13	28.19	0.22%
Petrol consumption (E5)(litres)	3,389.27	17.90	0.14%
Butane gas consumption (kilos)	1,460.55	7.72	0.06%
Leaks of R134a refrigerant gas (kilos)	0	0.00	0.00%



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

**2,422.17**

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

**12.80**

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

	Tonnes of CO <sub>2</sub>	Ratio of "tonnes of CO <sub>2</sub> per year / turnover in millions of euros"
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
% 2022/2021	-16%	-56%
% 2022/2020	-1%	-68%
% 2022/2019	-80%	-80%
% 2022/2018	-84%	-88%
% 2022/2017	-85%	-90%

# Waste treatment.

Another of IFEMA MADRID's priorities in the field of environmental protection is the proper management of all waste generated by its trade fair and conference activities.


The institution has once again made a firm commitment to reduce waste generation. To achieve this objective, measures are being taken that are specifically aimed at the reduction, reuse and recycling of waste - both waste generated by the institution in the course of its own activities and waste produced during other events held at our facilities. In this case, our actions are mainly aimed at raising awareness and providing advice to all participating companies and professionals.


As a sign of our involvement in the reuse of resources and their efficient use, in 2021 IFEMA MADRID joined the Pact for a Circular Economy, promoted by the Spanish Government's Ministry for Ecological Transition and the Demographic Challenge (MITECO). As part of this membership, we undertook to work on the 10 actions included in this initiative, with a particular focus on the following points: "Progress in the reduction of the use of non-renewable natural resources" (point 1), "Favour the effective application of the waste hierarchy principle" (point 3) and "Promote guidelines that increase innovation and the overall efficiency of production processes" (point 4).




## Measures for reducing waste.


IFEMA MADRID has taken yet another step forward in its objective to progressively reduce its waste generation ratio, which in 2022 achieved a 60% reduction compared to the last five years. The following actions stand out among those that contribute to the continuous improvement of this indicator:


- 


**Obligation of the assembly contractors to manage the waste** generated during the assembly and dismantling of stands and other installations. IFEMA MADRID also gives them the option that it will take care of this management, subject to the payment of the corresponding amount for the right to use the containers.
- 

**Progressive reduction of carpeting** used at fairs and events, particularly in communal areas.
- 

**Elimination of the use of paper** for tickets and invitations, practically all of which are now issued in digital format. With the same aim of reducing the consumption of printed paper, the digitalisation of elements such as posters, plans, brochures and other merchandising materials is being promoted. The number of printers available has also been limited.

- 

**Distribution to exhibitors, external organisers and assembly contractors of the *Guide to sustainable participation in fairs and events***, published by IFEMA MADRID, which gives ideas on how to appropriately reduce and manage the waste generated.
- 

**Donation to various NGOs of surplus food from the agri-food sector** fairs held at IFEMA MADRID with a dual purpose: the development of social commitment and the reduction of the generation of organic waste. Among the fairs that implement this measure are **FRUIT ATTRACTION**, **InterSICOP** or **MEAT ATTRACTION**. The staff canteen is also involved in the reduction of organic waste through specific awareness-raising activities.
- 

**Awareness-raising and publicity initiatives** to encourage exhibitors to design and use stands with lighter materials that are easy to recycle or reuse. Other actions include the awarding of the Prize for the most sustainable stand at **FITUR**.

## Waste recovery.

In 2022, IFEMA MADRID generated 24 different types of waste (14 non-hazardous and 10 hazardous), of which three were disposed of and 21 were recoverable, accounting for 87.5% of the total.

83.6% of the total waste generated was recycled, representing an increase of 20.46% compared to the previous year. If the analysed period is extended to the last five years (compared to 2018), the increase in the percentage of recovered waste stands at 94.83%.

### Amount of waste produced

Waste	2021 (tonnes)	2022 (tonnes)	2022/2021
<b>NON-HAZARDOUS WASTE</b>			
Paper-cardboard	10.34	48.1	365.18%
Plastic and containers	2.38	6.3	164.71%
Wood	327.12	1,629.058	398.00%
Glass	12.504	19.764	58.06%
Organic waste	5.88	0	-100%
Mixed inert or other waste (mixed paper-cardboard, empty plastic packaging, wood, glass, scrap metal and carpet)	2,158.322	3,921.83	81.71%
Carpet	50.76	107.26	111.31%
Scrap	3.962	6.55	65.32%
Construction and demolition waste (CDW)	39.02	22.88	-41.36%
Type I sanitary waste**	2.8807	3.268*	13.44%
Electrical and electronic waste	0	1.504	100%
Pruning waste	350	299	-14.57%
Grease separator cleaning wastes	1	2	100%
Used oil in kitchens	2.83	4.285	51.41%

Continues >

Waste	2021 (tonnes)	2022 (tonnes)	2022/2021
<b>HAZARDOUS WASTE</b>			
Oils used in industry	0	0.07	100%
Contaminated empty containers	0.222	0.18	-18.92%
Paint sludge, organic solvents and other hazardous substances	0	0.22	100%
Batteries and accumulators	0.092	0.487	429.34%
Electrical and electronic waste (EEW)	0.064	1.318	1,959.38%
Empty aerosols	0.006	0.0185	208.33%
Contaminated absorbent material	0	0.0465	100%
Fluorescent lighting and bulbs	0	0	-
Type III sanitary waste*	5 units*	0.04228	-

\* Type III sanitary waste: in the first half of 2022 a new company was contracted for the removal and management of sanitary waste, which provides the data of type III sanitary waste in kilograms.

\*\* Type I sanitary waste: based on the information provided by this new sanitary waste management contractor, it must be estimated from that date onwards on the basis of the average kilograms per removed container.

### Quantities generated (absolute values).

	2021 (tonnes)	2022 (tonnes)	2022/2021
Non-hazardous waste (NHW)	2,966.69	6,071.842	104.67%
Hazardous waste (HW)	0.38	2.38	526.92%
<b>TOTAL WASTE</b>	<b>2,967.07</b>	<b>6,074.22</b>	<b>104.72%</b>

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


	2021	2022	2022/2021
Ratio of generation of non-hazardous waste (tonnes/turnover € million)	30.08	32.35	7.56%
Ratio of generation of hazardous waste (tonnes of HW/turnover € million)	0.004	0.013	217.35%
Total ratio of generation of waste (tonnes/turnover € million)	30.09	32.37	7.57%


# Caring for biodiversity.


The IFEMA MADRID facilities are not located in an area of high biodiversity or in a protected area, so our activity does not affect or interfere with any of the protected, threatened or endangered species in the Community of Madrid. Nevertheless, as part of our overall commitment to environmental protection, we carry out actions that contribute to its preservation and to the sustainable maintenance of the landscaped areas that form part of our facilities.

**As part of our overall commitment to protecting the environment, we implement actions that contribute to the sustainable maintenance of the landscaped areas that form part of our facilities.**

The actions carried out in recent years can be split into the following categories:

 **Selection of plant species adapted to suit the region's climate.** The prioritisation of autochthonous or allochthonous plant species reduces water consumption and the costs associated with their maintenance. For example, in 2022, the bushes in the North Gate and South Gate meadows were split into hydrozones. This action makes it possible to distribute the shrubs according to their water needs and thus promote optimal development. For replanting, new planting and reseeded, priority is also given to the purchase of plant species from local nurseries. As well as opting for species adapted to suit the area's climate, this not only reduces the time it takes to transport the material, but also saves on fuel consumption.

 **Gradual reduction in the surface area of lawns and meadows, which require species that need more water and regular maintenance work.** In recent years, the area of grass and meadows has been reduced by a total of 29,279.64 square metres. In addition, the seed mix used when planting new lawns and reseeded lawns requires less water and reduces maintenance costs.

 **Encouragement of the use of organic fertilisers, with low percentages of nitrogen, to minimise contamination of aquifers.** The application of chemical fertilisers is limited to situations of deficient plant nutrition, after a technical analysis of each case. The use of herbicides has also been eliminated for weed control, digging and weeding, which are carried out solely by hand or mechanically.

 **Use of ground cover plants for coverage.** For example, in the East and West car parks, creeping species have been planted to cover the slopes. Along with stabilising the ground and providing greater ornamental value, the use of these species prevents weeds from growing and facilitates the use of a localised irrigation system, which also results in lower water consumption. Recycled woodchip mulch has been used to cover the new shrub areas at the North and South Gates.





# Certifications.



The audits carried out by the corresponding independent, certified and neutral entity have accredited that the environmental certifications obtained in the previous year have been kept in 2022.

These certifications are proof of IFEMA MADRID's commitment to align its activity with compliance with the United Nations Sustainable Development Goals and the maintenance of the highest standards of environmental quality and sustainability.

**These certifications are proof of IFEMA MADRID's commitment to maintaining the highest standards of environmental quality and sustainability.**

## ISO 14001. Environmental management

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

The annual external audits we undergo guarantee that our facilities comply with environmental legislation, both in terms of waste and emissions. They also guarantee that we have an awareness and communication programme for exhibitors during assembly and dismantling periods with the aim of aligning objectives and adding good practices that contribute to environmentally friendly practices.



## ISO 20121. Sustainable events

All the events organised at IFEMA MADRID are ISO 20121 certified for their sustainability management systems. This international certification recognises that, as well as generating business and boosting the economy, our events are committed to improving to society and passing on some of the benefits received to the community, not only from a social point of view but also from an environmental and economic perspective.

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



## ISO 50001. Energy efficiency

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

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

# Effectiveness.

# 02.

## People management.

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**At the end of the 2022 financial year, IFEMA MADRID had a team of 445 professionals known for their high level of dedication to the institution's objectives. This collaborative attitude has been decisive in overcoming the difficulties of the last two years and is one of the main values required to tackle the new challenges facing the sector with guarantees.**

Aware of the importance of having a team aligned with strategic growth goals, IFEMA MADRID's CSR Plan includes a course of action specifically linked to high-quality employment, with the objective of "having committed employees and promoting high-quality employment throughout the value chain". In keeping with this principle, the institution assumes and promotes the following corporate commitments:

-  To guarantee high quality employment by maintaining stable and high quality jobs that ensure continuous improvement of professional skills and competencies.
-  To introduce work-life balance measures.
-  To develop the principle of equal opportunities among its professionals and, in particular, equal treatment between men and women.
-  To respect diversity by promoting non-discrimination on the grounds of race, age, sex, marital status, ideology, nationality, religion and sexual orientation, or any other personal, physical or social conditions of its professionals.
-  To comply with current legislation.
-  To maintain commitments with external institutions in order to obtain and maintain accreditations and distinctions relating to work-life balance and equality.

2022 saw the continuation of measures to develop and implement these corporate commitments, which have contributed to the institution's return to normal activity after two financial years marked by the impact of the coronavirus pandemic.

## THE WORKFORCE

Total employees:  
**445**

### Distribution by gender:

Men:  
**213**

Women:  
**232**



### Distribution by type of contract

Permanent:  
**97.1%**

Employees with disabilities:  
**3.59%**  
of the workforce

Temporary:  
**2.9%**



# A diverse team.

IFEMA MADRID believes that equal opportunities and respect for diversity are essential factors in fostering a high-quality working environment that promotes a corporate culture based on collaboration and teamwork. For this purpose, the institution has specific policies in place to guarantee equal treatment and opportunity, as well as measures aimed at eradicating all forms of discrimination.

## Equal treatment and opportunities for women and men.

IFEMA MADRID's firm commitment to equality is expressed in the equal distribution of its workforce, which at the end of the 2022 financial year was made up of 47.9% men and 52.1% women. This equality can also be seen in the management team, which is made up of 17 men and 17 women.

The principle of equal treatment and opportunities between women and men is explicitly included in IFEMA MADRID's Equality Plan and Collective Bargaining Agreement. Specific gender equality measures are listed below:

**IFEMA MADRID has specific policies to guarantee equal treatment and opportunity, as well as measures aimed at eradicating any form of discrimination.**



**Personnel recruitment:** all decisions related to the selection and hiring of people are based on the skills, qualities, capacity and professional experience of the candidates. This ensures a gender-neutral selection process. In addition, candidates are never forced to answer questions related to their marital status, pregnancy status or family responsibilities.



**Employment preference:** we encourage measures to prevent any behaviour that is contrary to equal access to employment and professional promotion within the company. For example, IFEMA MADRID prevents the existence of any element that might disrupt access to employment or professional promotion that seeks, unjustifiably and in advance, an under-representation of gender in any area of activity or professional group.



**Internal promotion:** internal promotion processes ensure a balanced composition or presence of both sexes in the final stages of the application process. In the event of a tie on the basis of equal merits and abilities, a principle is applied to give preference to the person who is part of the least represented group. We are therefore moving towards a balanced presence in positions in which one of the two sexes is in a significant minority.



**Remuneration:** the current salary system guarantees equal remuneration regardless of sex, with transparency and neutrality and without any gender-based factors. To ensure regular monitoring of this issue, IFEMA MADRID keeps a record of the average values of salaries and salary supplements, broken down by gender and distributed by professional group. This record shows that there is no wage gap in any professional group.



**Training:** when attending training courses, we take into particular consideration any possible under-representation of a particular gender in certain areas of activity or professional groups. Furthermore, we promote equal opportunities training programmes and activities for the entire workforce. We also encourage the use of online channels for training activities, thus facilitating a better organisation of working hours and a work-life balance.



**Inclusive communication:** communications issued by IFEMA MADRID promote the use of inclusive language and avoid sexist language that could lead to situations of discrimination or harassment.

## Equality plans, measures to promote employment and protocols against sexual and gender-based harassment.

As part of its promotion of equality, IFEMA MADRID has worked with the Works Committee to draw up an Equality Plan aimed at eliminating discrimination against women in all areas of life, particularly in the workplace. This plan has been drawn up in accordance with the provisions of Organic Law 3/2007 on Effective Equality and the legal requirements established by Royal Decrees 901/2020 and 902/2020.

To prepare the Equality Plan, a preliminary diagnosis of the situation was carried out, based on a quantitative and qualitative study of the current situation in areas such as working conditions and access to employment, remuneration, promotion and training, organisation of working hours, and the prevention of sexual and gender-based harassment. This diagnosis has provided IFEMA MADRID with an insight into the reality of equality and work-life balance at IFEMA MADRID, and has also identified needs and defined objectives for improvement.

All this knowledge has made it possible to design the measures included in the Equality Plan, which has the following objectives:

- Guarantee compliance with the principle of equal treatment and opportunities among IFEMA MADRID employees.
- Promote a corporate culture of aspects related to equal treatment and opportunities.
- Take actions -including positive action- aimed at achieving a greater presence of the under-represented gender in the company in all relevant areas.
- Continue to guarantee the absence of discriminatory procedures or policies in the areas of selection and recruitment, work-life balance, promotion, training, professional welfare or salary remuneration.

In this field, IFEMA MADRID also has a "Harassment Protocol", negotiated with the Works Committee, which states that it will not tolerate any type of discriminatory practice or conduct considered as moral, sexual or gender-based harassment. The document explicitly reflects the institution's concern and commitment to maintaining positive working environments to prevent and avoid harassing behaviour, as well as its commitment to pursue and resolve any cases that occur in the workplace.

## Integration and universal accessibility for persons with disabilities.

The commitment to diversity and equal opportunities is also expressed through the integration of people with disabilities on the team, over and above the requirements set out in the General Law on Disability. The current regulations establish the obligation to maintain 2% of the workforce with a disability equal to or greater than 33%. This percentage at IFEMA MADRID stands at 3.59% at the end of the 2022 financial year (equivalent to 16 workers, two more than those registered at the end of 2021).

Article 14 ("Workers' Rights") of the Collective Bargaining Agreement includes a specific reference to the fact that no person may be directly discriminated against on the grounds of disability when accessing employment or once employed, provided that he or she is fit to perform the job in question. In addition, Article 16 ("Social benefits") states that financial assistance will be provided to workers who have children with a level of disability of more than 33%.

Through these measures, IFEMA MADRID responds to the commitment it has made as a partner institution of the Forum for Socially Responsible Public Procurement "Forum with R", which aims to promote the inclusion of social clauses in public contracts in order to create and maintain employment for people with disabilities.

### Accessibility of the facilities

As an institution responsible for the management of public areas, IFEMA MADRID's social commitment also includes the objective of accessibility to its facilities.

Given the limitations of both the IFEMA MADRID's Recinto Ferial and the Palacio Municipal due to the date of construction, research work has been carried out in partnership with an external consultant to determine the shortcomings of these spaces and develop a proposal for accessible routes. These routes will ensure that anyone can enjoy the products and services offered in these facilities. The next step is the detailed analysis of the required modification work in order to provide an adequate budget and a timeframe for action.

On the other hand, in 2022 the websites of IFEMA MADRID obtained the AENOR A90/000062 AA Accessibility certification, certifying that any person with special visual or hearing abilities can make proper use of the platforms under the ifema.es domain. The short-term objective in this area is to obtain UNE 139803:2012 certification, approved in July 2022, which establishes the most rigorous web accessibility requirements to date.

# Importance of a work-life balance.

In addition to the principle of equality and diversity, IFEMA MADRID has a series of internal regulations aimed at promoting a work-life balance. This objective is pursued through two main areas of activity: measures that directly facilitate the work-life balance, involving various social benefits, and flexible working policies, including the option of teleworking.

## Measures that facilitate the work-life balance.

IFEMA MADRID's commitment to the work-life balance goes back more than 15 years, when in 2007 it was certified for the first time as a Family Friendly Company. Its historical commitment to this principle means that it is now fully integrated into the institution's management policies.

Work-life balance measures are also included in the Collective Bargaining Agreement and the Equality Plan, covering a wide range of aspects, including an improvement on statutory paid leave in cases of maternity or paternity, death of a child or spouse, moving house, birth of a grandchild or medical situations, among others.

Other measures include the establishment of long weekends during school holidays, the establishment of a continuous working day on special days (eve of public holidays, Easter and Christmas) and the possibility of a continuous working day for employees with children under 12 years of age.

IFEMA MADRID employees can also access a significant package of social benefits, with grants for children's studies and childcare, for medical expenses and for workers with disabled children, medical service throughout the working day, subsidised canteen service, free parking and various insurance policies (pension plan, life insurance and retirement insurance).

Furthermore, the Internal Communication department runs specific activities to promote all these measures in order to ensure that the entire workforce is aware of them. The promotion policy also takes this principle into consideration and ensures that the professional development of people with greater family responsibilities is not limited.



## Digital disconnection policy.

Negotiations on the new Collective Bargaining Agreement, which began in 2022, include a new chapter entitled "Digital Transformation and Digital Rights", which regulates the right to digital and work-related disconnection. Digital disconnection is recognised as a right and its regulation contributes to:

To meet these objectives, the Collective Bargaining Agreement includes a series of measures regulating the use of devices and tools likely to prolong the working day beyond the legally established time (mobile phones, tablets, mobile apps, emails and messaging systems).

Specifically, the Collective Bargaining Agreement recognises the right of workers not to use digital devices outside the working day or during rest periods, leave, time off or holidays. It therefore recommends not making phone calls, sending emails or using digital messaging services outside working hours. Similarly, the document identifies exceptions to these general measures, such as emergency situations that may pose a risk to people, facilities or the business.

These general rules are implemented through actions such as the use of automatic reply software during periods when the employee is not available, scheduling meetings and other appointments sufficiently in advance, or including the start and end times of the meetings in the meeting notices, among other actions.

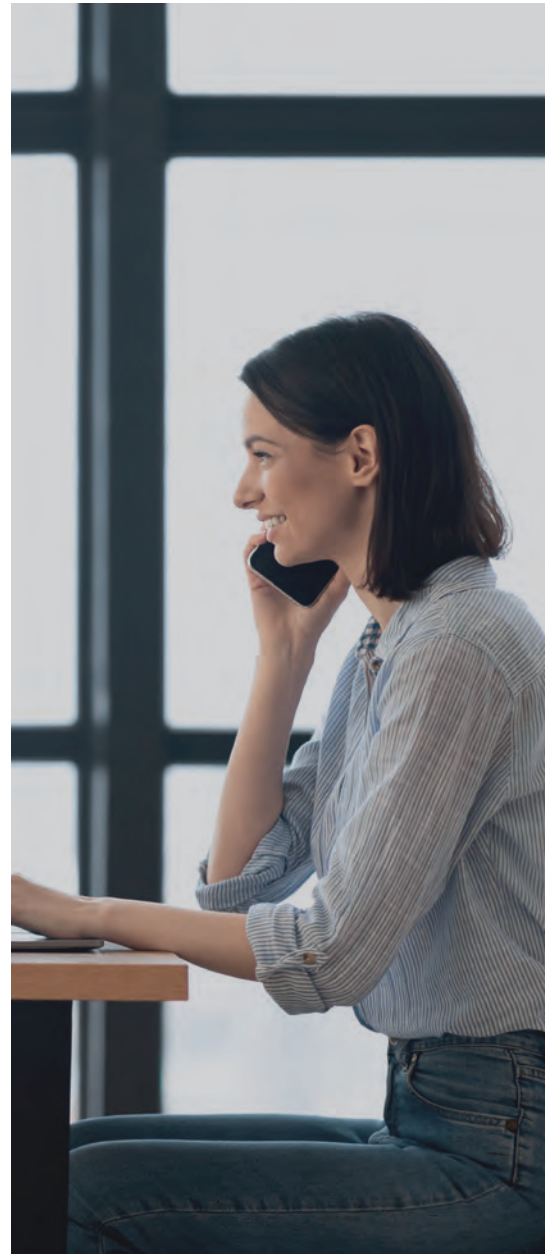


### Teleworking as an innovative form of work-life balance and organisation

Another specific work-life balance measure is the recognition of remote work and teleworking as innovative forms of organisation based on flexibility, derived from the advance of new technologies.

Negotiations for the new Collective Bargaining Agreement, which began in 2022, addressed the possibility of extending the percentage of the working day that can be carried out remotely, which would be roughly equivalent to three days of in-person attendance and two of remote work each week.

IFEMA MADRID's principles for this new organisational method are also set out in the *Remote Working Guide*, drawn up in 2021.



# Talent training and development.

The diversification and internationalisation of the business has led us to consider training as a fundamental component for the institution's progress. For this reason, the updating of knowledge and the adaptation of the team's skills have become consolidated as one of the priorities of the people management department.

In this regard the training policies implemented the previous year, which have an impact on all job positions, have been continued in 2022. The current training plan's three areas of action are as follows:



**Improvement in the training on specific skills and knowledge for each job position**, both through the acquisition of new skills (upskilling) and the refreshing of existing tools (reskilling). This includes training in Microsoft 365 or SalesForce, as well as individual actions for specialisation and commercial diversification, and language acquisition and optimisation.



**Expansion and updating of universal content related to the institution's day-to-day management** (sustainability, safety, occupational hazards and internal regulations, among others). Updating knowledge in these areas is decisive for achieving the objectives that have been set for service quality and other corporate aspects.



**Digitalisation:** strengthening and expanding the skills needed to implement and develop new digital management tools, including Customer Relationship Management (CRM), Microsoft 365 and corporate Enterprise Resource Planning (ERP).



# Occupational health and safety.

## Training information.

	2021	2022
No. of employees trained / No. of training posts	740	445 / 1,751
Hours of training received by IFEMA MADRID employees	9,079	8,455

## Hours of training by professional category.

	2022
Managers	554
Supervisors (G-I and G-II)	1,972
Technicians (G-III and G-IV)	4,966
Technical/support (G-V)	530
Support (G-VI and G-VII)	434
<b>Total</b>	<b>8,455</b>

Note: The 2022 Non-Financial Reporting Statement (NFRS) includes training hours by professional category based on the new classification criteria. This information was not included in the 2021 NFRS.



Covid-19 prevention was once again IFEMA MADRID's main priority in the field of occupational health and safety in 2022. Despite the progressive reduction in the number of infections and the development of the vaccination programme in Spain, the first few months of the year saw the continuity of the implemented policies and the Contingency Plan developed over the previous two years. Along with the use of masks, we maintained the safety distance, the reduced capacity and the distribution of hydroalcoholic gel. In addition, to enhance safety and control, participants and visitors to the fairs held in January and February were required to present their covid passport: **FITUR, INTERGIFT, BISUTEX, MADRIDJOYA, MOMAD, INTERSICOP, SICUR, TECNOVA-PISCINAS** and **ARCOmadrid**. Strict compliance with these actions prevented contagious outbreaks from occurring.

Finally, the covid passport requirement was lifted in March in response to the relaxation of current legislation and the general improvement of the pandemic situation. Fairs and events held from this date onwards went ahead normally and without any major incidents.

March also saw the conclusion of the regular meetings of the covid-19 Control Group, set up in 2020 with representatives from all areas of IFEMA MADRID to monitor the pandemic. In addition to the gradual lifting of the restrictions, this group was responsible for updating information to exhibitors and visitors and for appropriately communicating the new situation to all stakeholders.

## Preventive action model

In compliance with the provisions of the current Collective Bargaining Agreement, the body in charge of developing the Prevention Plan at IFEMA MADRID is the Health and Safety Committee, in coordination with the External Prevention Service.

Specifically, Chapter 8 of the Collective Bargaining Agreement sets out the general occupational health and safety principles, the internal joint consultation and decision-making body (Health and Safety Committee), the functions of the Prevention officers, preventive organisation and specific protections (maternity and reduced capacity).

Preventive action is made up of the following main areas:

- Training.
- Adaptation of facilities.
- Coordination of business activities.
- Safe working methods and procedures.
- Protective measures.
- Environmental conditions.
- Actions related to the monitoring of employee health.

# Ethical and transparent conduct.

One of the areas of action of IFEMA MADRID's CSR Master Plan, which was restated in the review and update of the plan for the period 2023-2026, is linked to transparency and good governance.

Specifically, this line includes the objective of "being an ethical and transparent institution", thus conveying the institution's respect for legislation and internal and external regulations, as well as the development of resources and tools to ensure control of, and compliance with, internal regulations.

## Regulatory Compliance Management System.

IFEMA MADRID has had a Regulatory Compliance Management System in place since 2017 to guarantee this principle, which sets out the governance model and the methodology to be followed in this area.

This system's main regulation is the Code of Ethics and Conduct, which sets out the basic rules of conduct that should govern the activity of IFEMA MADRID's employees and partners. In this sense, the mission of the code is to help consolidate conduct based on respect, honesty, integrity, transparency and safety.

Together with the Code of Ethics and Conduct, the Regulatory Compliance Management System is made up of the following documents:

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

The main management body of this system is the permanent internal Regulatory Compliance Committee, whose main mission is to ensure compliance with the Code of Ethics and Conduct. Its functions also include promoting knowledge of the code and the interpretation of its rules, as well as resolving any potential doubts or questions that may arise. The committee is supported in this task by an external consultant specialising in compliance.



All IFEMA MADRID employees, suppliers and customers have an ethics channel at their disposal that allows them to make enquiries and report any suspicions or violations of the Code of Conduct and other internal compliance regulations. This channel is managed by an external, independent company specialising in whistleblowing.

In this area there is also a risk map that allows us to continuously monitor the implemented control activities. This map is reviewed periodically by means of a self-assessment process to verify the effectiveness of the controls and to ensure that all risk mitigation or elimination objectives are met.

Finally, it is worth mentioning the measures to prevent and combat tax fraud and money laundering implemented by IFEMA MADRID, which go beyond the requirements established by Law 11/2021 of 9 July. Specifically, the institution's internal regulations stipulate the prohibition of cash payments by exhibiting companies participating in events. We also cooperate with financial institutions by providing the information they require when income is received from companies participating in fairs that come from restricted countries.

## Human rights.

The Code of Conduct also explicitly includes IFEMA MADRID's commitment to respect and protect the public rights and freedoms recognised in the Universal Declaration of Human Rights and in the main international agreements on this issue. Similarly, it condemns and prohibits any type of work or service performed by a person under threat, punishment or inhumane conditions, or by any person under the minimum working age.

Under the same heading, the Code of Conduct states that IFEMA MADRID must guarantee equal employment opportunities and non-discrimination on any grounds, and that it does not tolerate any type of discriminatory practice or conduct considered as moral, sexual or gender-based harassment. In this respect, it reflects the institution's concern and commitment to maintaining positive working environments.

In 2022, no complaints of human rights violations were reported through the Ethics Channel or by any other means.

Also in terms of respect for human rights, the IFEMA MADRID Collective Bargaining Agreement expressly condemns any type of work or service obtained under threat or 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 any form of ethics.

# Growth.

# 03.

## Promoting economic development.

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**Year after year, IFEMA MADRID demonstrates its significant role as the economic driving force of the Community of Madrid and an institution committed to the progress of the sectors of activity represented at its events. This commitment is embodied in various complementary and multi-faceted areas of activity, mainly involving support for entrepreneurship, the promotion of innovation and a commitment to internationalisation.**

After two years marked by the impact of the covid-19 pandemic during which we continued our activity thanks to the use of virtual platforms, the 2022 financial year was yet another example of IFEMA MADRID's involvement in economic development and social progress.



# Contribution to the economy and wealth creation.

Since its inception more than 40 years ago, IFEMA MADRID has assumed its responsibility as a driving force for the economy and has worked actively to carry out actions that fulfil a dual purpose:

In the first case, the institution has become one of the main generators of business tourism. To this should be added, in recent years, a commitment to leisure events that also attract a significant number of visitors and represent a new source of wealth. As such, our events provide a broad-based boost to various local sectors: transport, commerce, hotels, restaurants, etc.

As far as the promotion of different sectors is concerned, IFEMA MADRID's trade fairs work closely with the leading associations and the main players in each sector with the shared aim of ensuring that the events are not only commercial opportunities, but also platforms for promoting innovation, encouraging exports and highlighting trends. To achieve this, each fair has an organising committee on which the main players in the sector are represented and which ensures dialogue with the IFEMA MADRID organisers.



**To generate wealth and boost employment in the Community of Madrid based on a commitment to sustainable and environmentally-friendly economic development.**



**To promote the development of the sectors represented at each of the fairs.**



## International promotion.

One of the main areas of work in economic development is the contribution to the internationalisation of Spanish industry, providing the companies participating in the events with commercial platforms with which they can present their products on other markets and generate new business opportunities.

One of the main foreign promotion activities is the International Buyers Programme, through which IFEMA MADRID promotes the attraction of importers from outside Spain. Those invited

to each event are selected in collaboration with national exporters' associations, overseas economic promotion organisations and exhibitors at the shows and fairs participating in the program.

During 2022 and despite the mobility restrictions at the beginning of the year, this program was included in a total of 16 events, attracting 2,805 international buyers from more than 70 countries.

### Guests attending through the International Buyers Program.

	Date	Number of guests
FITUR	19 to 22 January	162
MOMAD (February)	3 to 5 February	8
INTERGIFT + BISUTEX + MADRIDJOYA (February)	3 to 6 February	215
INTERSICOP	19 to 22 February	155
ARCOmadrid	23 to 27 February	500
MEAT ATTRACTION	8 to 10 March	65
ARCOlisboa	19 to 22 May	121
ORGANIC FOOD	8 to 9 June	8
GLOBAL MOBILITY CALL	14 to 16 June	69
INTERGIFT + BISUTEX + MADRIDJOYA (September)	14 to 18 September	243
MOMAD (September)	14 to 18 September	8
FRUIT ATTRACTION	4 to 6 October	661
MODA CÁLIDA	20 to 23 October	28
SMART DOORS	15 to 18 November	15
EPOWER&BUILDING	15 to 18 November	492
AMAZON GAMERGY	16 to 18 December	55
<b>TOTAL</b>		<b>2,805</b>

# Support for entrepreneurship.

Another initiative developed by IFEMA MADRID to boost the economy is the promotion of entrepreneurship through a series of activities that facilitate access and involvement of new companies, start-ups and entrepreneurial professionals in the events organised or hosted by the institution.

For this purpose, specific spaces are offered to these companies at a lower price than the rest of the exhibitors. In addition, numerous events host initiatives aimed at raising the profile and promoting entrepreneurial activity through actions such as competitions or training and advisory services.

47 entrepreneurial actions were carried out in 2022, including those described below.

## FITUR, INTERNATIONAL TOURISM TRADE FAIR

During the year, the actions and services implemented in previous editions to give visibility to young companies were continued. Most of these initiatives were concentrated in the area of SEGITTUR ("State Company for the Management of Tourism Information and Technologies"), which hosted the FITUR Know-How & Export space, where Spanish tourism SMEs had the opportunity to share their knowledge, services and products with international buyers.

In the same environment there were networking areas, a consultancy service for start-ups and the SEGITTURLAB project laboratory, at the service of internationalisation and knowledge.



### ARCOmadrid, INTERNATIONAL CONTEMPORARY ART FAIR

The OPENING space was set aside for young galleries (in business for less than seven years), pre-selected by a curator and offering art pieces at a more affordable price than those in the rest of the fair.

**ARCOmadrid** also worked with new design and decoration companies on the interior design of the fair's private rooms in order to raise the profile of their talent.

### MOMAD, INTERNATIONAL FOOTWEAR AND ACCESSORIES SHOW

The EGO program, open to the participation of new brands, designers and entrepreneurs at a lower price, was developed for the two editions of this event held in 2022. In addition, the program's participants were publicised through the press releases issued by the show.

The September edition featured the #MOMADTalents by ISEM competition, which recognises innovative proposals from brands and designers that have been on the market for a maximum of three seasons. The two winning projects have the opportunity to present their collection at a stand at the next edition of **MOMAD**.

### BISUTEX, INTERNATIONAL FASHION JEWELLERY AND ACCESSORIES EXHIBITION

### MADRIDJOYA, INTERNATIONAL TRADE FAIR FOR URBAN AND TRENDY JEWELLERY AND WATCHES

Both shows have had so-called "mini stands" - smaller, more economically priced spaces set aside for new entrepreneurs. They also offered a free space to the Asociación de Mujeres Brillantes-MUBRI España (Association of Brilliant Women-MUBRI Spain) in order to raise the profile of female professionals and promote female entrepreneurship.

The September editions of both shows organised their own competitions. MADRIDJOYA's Art and Talent training space recognised the top final master's or bachelor's degree projects from the leading Spanish schools in the sector. In turn, **BISUTEX** organised the #YoSoyBisutex (I'm Bisutex) competition through social media, in which young Spanish professionals are encouraged to send in their proposals. The first prize in both competitions is a mini stand at the shows.

Numerous events have hosted initiatives aimed at raising the profile and promoting entrepreneurial activity.

### MERCEDES-BENZ FASHION WEEK MADRID

Both editions of this fashion event have developed an EGO initiative for emerging designers, including a showroom with stands selling directly to the public and participation in fashion shows. Both actions are free of charge for participants.

### MEAT ATTRACTION, INTERNATIONAL MEAT SECTOR FAIR

The Butcher's Shop space hosted the second edition of the young butchers' competition with the aim of highlighting the new generations in the sector and promoting generational relay. The candidates took part in two tests: butchering of Iberian pork and presentation of an artisan poultry meat product.

### VIVE LA MOTO, MADRID INTERNATIONAL MOTORCYCLE SHOW

The show featured the Motostudent promotional area, where university students presented and offered for sale their prototypes of electric and petrol-powered motorcycles.

### MOTORTEC MADRID, INTERNATIONAL TRADE FAIR FOR THE AUTOMOTIVE INDUSTRY AND AFTERMARKET

The Comforp Foundation, in collaboration with **MOTORTEC MADRID**, has announced the 18th Young Automotive Technicians Competition, aimed at rewarding the talent of future vehicle repair professionals. After a preliminary screening and selection phase, the fair hosted the final rounds of the contest and the announcement of the winners.

### EXPOFRANQUICIA, INTERNATIONAL FRANCHISE SHOW

This show has implemented various initiatives aimed at supporting young entrepreneurs, such as the Business Room conference and an advice service with support from the Madrid Chamber of Commerce, Avalmadrid and the Madrid City Council. In addition, the promotion of the event has been enhanced thanks to an agreement with the Spanish Confederation of Associations of Young Entrepreneurs (CEAJE) and the magazine *Emprendedores*.

### SALON LOOK, INTERNATIONAL IMAGE AND AESTHETICS SHOW

**SALÓN LOOK** hosted the awards ceremony for the Supernova Awards, organised by the company Artero. Its aim is to recognise and promote the work of young professionals in the image sector.





### SIMO EDUCACIÓN, INTERNATIONAL EXHIBITION OF EDUCATIONAL TECHNOLOGY AND INNOVATION

The show has organised the Impulso Awards, which recognise technology projects for the education sector developed by new companies. The initiatives selected in the preliminary phase participated in a group stand and competed for the three prizes in the competition. This initiative has been developed with the support of Fundación Madri+d and SEK Lab.

### MADRID CÓMIC POP UP, COMIC SHOW

Support is given to small publishers through an exclusive area of small stands at more affordable prices and with shared spaces to host author signing events.

### Spaces for start-ups

Numerous trade shows and fairs have offered exclusive spaces for start-ups or newly created companies in their respective sectors at more affordable prices. Among the events that have used this formula to support new entrepreneurs are **1001 BODAS, ARCHISTONE, CONSTRUTEC, ESTAMPA, EXPOFRANQUICIA, EXPOÓPTICA, CITIES FORUM, FRUIT ATTRACTION, FSMS-ENVIRONMENT AND SUSTAINABILITY FORUM, GENERA, GLOBAL MOBILITY CALL, HIP – HOSPITALITY INNOVATION PLANET, IBERZOO + PROPET, MATELEC, EDUCATION WEEK, SICUR, SIMO EDUCATION, SRR (INTERNATIONAL RECOVERY AND RECYCLING FAIR), TECMA and VETECO.**

# Promotion of innovation.

Alongside support for entrepreneurship, the promotion of innovation is another of IFEMA MADRID's priority areas of activity as part of its commitment to stimulating business. Using the latest technologies, we are committed to innovation based on two basic objectives:



**Development of virtual spaces for relationships and networking to extend the activity of trade fairs beyond the dates on which they are held. In this regard, the extension of the LIVE Connect platform to new events was a highlight in 2022.**



**Organisation and support of specific actions at each fair with the aim of raising the profile of the most innovative proposals and the main innovations in each sector.**

This comprehensive approach, together with the return to normal activity of the vast majority of events, has enabled a very significant increase in the number of innovation actions carried out in 2022 compared to previous years. In total, 101 were carried out, compared to 40 in 2021.





## Innovation Galleries.

In order to maximise the visibility of the most innovative proposals by participants in the respective fairs, for many years IFEMA MADRID has been promoting the organisation of Innovation Galleries, designed as multidisciplinary spaces that showcase the most outstanding products and services. These spaces have become consolidated over time and, at some events, have included forums for debate and reflection on the new challenges facing the respective sectors.

In 2022, Innovation Galleries were organised at trade fairs such as **SICUR, HIP – HOSPITALITY INNOVATION PLANET, TECNOVA-PISCINAS, MOTORTEC, IBERZOO + PROPET, EXPOÓPTICA, GENERA, FSMS-ENVIRONMENT AND SUSTAINABILITY FORUM, TECMA, SALÓN LOOK** and **SIMO EDUCATION**.

Another way of presenting new products are the Speaker corner spaces, which host face-to-face product demonstrations. In 2022 **BISUTEX, MADRIDJOYA, INTERGIFT, EDUCATION WEEK** and **DIGICOM** participated in this initiative.

## LIVE Connect.

IFEMA MADRID launched the LIVE Connect digital platform in 2020 with the aim of preserving a space for relationships and exchanges between trade fair participants, in a scenario where the holding of face-to-face events was almost totally restricted. The success of the initiative led to LIVE Connect becoming an essential and extremely valuable resource for a large number of events, as it allows them to be held simultaneously in an in-person and virtual format (hybrid mode). It also provides a continuous forum for contact and networking between professionals and companies in the respective sectors throughout the year.

Some of the pioneering trade fairs that have adopted this platform include **FRUIT ATTRACTION, FITUR, BISUTEX, MADRIDJOYA, INTERGIFT** and **MOMAD**, which in 2022 have once again placed their trust in the possibilities of LIVE Connect. Furthermore, the following trade fairs and events have also added this platform to their range of services in the last year: **SICUR, MEAT ATTRACTION, MOTORTEC, EDUCATION WEEK, IBERZOO + PROPET, EXPOFRANQUICIA, CONSTRUTEC – ARCHISTONE, MATELEC, VETECO, FIAA, SIMO EDUCATION** and **SMART DOORS**.

## Innovation highlights

### FITUR, INTERNATIONAL TOURISM FAIR

In the field of innovation, the new edition of **FITUR** has also given a boost to initiatives developed in previous years, and that make a multi-faceted contribution to economic development:

- **Sustainable Stand Award.** Judging criteria included the contribution to local employment, based on Sustainable Development Goal (SDG) number 10. For example, value was placed on stands that hired local companies for their design and assembly.
- **FITURTechY.** Innovation has been the common theme of the debate forums in this space, based on a reflection on the role of technology in the tourism industry. In addition, the “Hotel of the Future” showroom was presented, giving attendees the opportunity to experiment with the use and implementation of new technologies in this setting.

- **FITUR Know-How.** On the tenth anniversary of this section, the GAIA-X national hub for deploying the data economy was presented by the Secretary of State for Digitalisation and Artificial Intelligence. The Chatbots Tourism Awards 2022 were also presented.

Finally, **FITUR**'s plan of activities and technical seminars included various educational talks based mainly on sustainability, accessibility and innovation.



### **ARCOmadrid, INTERNATIONAL CONTEMPORARY ART FAIR**

Launched to great acclaim at the 2021 edition, ARCOmadrid has continued with the ARCO E-XHIBITIONS platform, a virtual space that allows participating galleries to raise the profile of their proposals and generate new sales opportunities beyond the on-site exhibition.

To guarantee the best user experience, this platform has incorporated technologies such as viewing room and 3D, as well as relationship spaces and virtual meetings between galleries and collectors.

### **MOMAD, INTERNATIONAL FOOTWEAR AND ACCESSORIES SHOW**

The two editions of the show held in 2022 included the organisation of the MOMAD Forum, with talks and round tables on the most relevant innovation topics for the sector. It also hosted the Sustainable Experience area, which promotes sustainability in the fashion industry by raising the profile of brands that conduct their production and marketing in an ethical manner.

### **INTERGIFT, INTERNATIONAL GIFT AND DECORATION FAIR**

**INTERGIFT** celebrated its 40th anniversary with a commemorative event to recognise the companies that have participated without interruption in this show since its first edition in 1979. The Gift of the Year Award was presented at the same event.

### **MERCEDES-BENZ FASHION WEEK MADRID**

**MERCEDES-BENZ FASHION WEEK MADRID** once again decided to give maximum exposure to its fashion parades by streaming them, both on YouTube and on the show's website. An initiative known as Fashion Real has also been developed, allowing visitors to the fair to take centre stage in their own fashion show thanks to virtual simulation technologies and to share it on social media.

### **MEAT ATTRACTION, MEAT SECTOR FAIR**

This fair has promoted innovation through various spaces. On the one hand, the Innovation Hub presented the latest innovations in the meat sector, as well as hosting the presentation of the two categories of the Acelera Awards (best product and best auxiliary industry). The MEAT ATTRACTION and Innova forums were also held, with various talks on innovation issues specific to the sector.

Other highlights included the Factoría CHEF spaces, dedicated to show-cooking innovative cuisine, and The Butcher's Shop, aimed at retailers in the sector, where a prize was awarded for the best hamburger.

### **VIVE LA MOTO, MADRID INTERNATIONAL MOTORCYCLE SHOW**

The VIVE LA MOTO booking app allowed visitors to directly arrange bookings for test rides of the motorcycles presented at the show. Furthermore, the Motostudent area showcased prototypes of electric and petrol motorbikes developed by university teams.

### **EXPOÓPTICA, INTERNATIONAL TRADE FAIR FOR OPTICS, OPTOMETRY AND AUDIOLOGY**

The Expoaudio and Expoóptica forums, specialising in the audiology and optics sectors, respectively, were held as part of the framework of this fair. Both meetings included talks by speakers on the latest innovations in the sector, as well as on marketing and training topics.

### **EXPOFRANQUICIA, INTERNATIONAL FRANCHISE SHOW**

The show included two spaces for debating and sharing information about the sector: The Franchise Catwalk, where successful experiences and the latest innovations were shared, and the Franchise School, with a more educational approach to the characteristics of the franchise model and the analysis of international case studies.

### **GENERA, INTERNATIONAL ENERGY AND ENVIRONMENT FAIR**

The companies participating in **GENERA** had the opportunity to present their strategic vision and best practices at the Energy Efficiency Conference and the General Solar Forum.

### **SALON LOOK, INTERNATIONAL IMAGE AND AESTHETICS SHOW**

The show included the Hairdressing and Business Management Congress, organised by red.es with the aim of informing companies about the steps they need to take to access the Kit Digital programme subsidies and grants, aimed at promoting digitalisation in the business sphere.

### **FRUIT ATTRACTION, TRADE FAIR FOR THE FRUIT AND VEGETABLE SECTOR**

This fair once again included the Innovation HUB initiative, with the exhibition of innovative proposals in the sector and the awarding of prizes for the best product of the year, best auxiliary product and sustainable product.

### CONSTRUTEC, INTERNATIONAL TRADE FAIR FOR CONSTRUCTION MATERIALS, TECHNIQUES AND SOLUTIONS

### MATELEC, INTERNATIONAL EXHIBITION OF SOLUTIONS FOR THE ELECTRICAL AND ELECTRONICS INDUSTRY

### VETECO, INTERNATIONAL WINDOW, FAÇADE AND SOLAR PROTECTION SHOW

The three events, held simultaneously under the EPower&Building umbrella, hosted the presentation of several benchmark awards in their respective sectors:

- **Hispalyt Awards**, organised by the Spanish Association of Brick and Roof Tile Manufacturers and presented at CONSTRUTEC.
- **Innovation and Energy Efficiency Awards**, organised by MATELEC in collaboration with the Association of Electrical Material Manufacturers (AFME).
- **VETECO ASEFAVE awards**, organised together with the Spanish Association of Manufacturers of Lightweight Façades and Windows (ASEFAVE), which recognise the best façade, window and solar protection projects.

### ESTAMPA, CONTEMPORARY ART FAIR

As a novel initiative, custom melodies were composed for each of the paintings exhibited in the event's Colecciona Hall (guest artists at the fair).

### MADRID CÓMIC POP UP, COMIC SHOW

The second-hand comics area supported and raised the profile of an app that makes it possible to search for and consult information on out-of-print comics.

### FIAA, INTERNATIONAL BUS AND COACH FAIR

This fair organised the Minibus of the Year award, in which a panel of 20 journalists tested the competing minibuses and selected the winner. The awards ceremony took place on the first day of the event.

# Customer satisfaction.

IFEMA MADRID's management principles and internal policies reflect the institution's commitment to quality as an essential factor in maintaining its position as a market leader in Spain and a benchmark institution on a global scale. In this sense, it approaches the concept of "quality" from two main perspectives: a continuous state of improvement and customer satisfaction.

We have a number of analysis and control systems in place to adequately measure customer feedback and identify areas for improvement.

## Suggestions, complaints and claims.

Among the resources available to guarantee service quality is the management of suggestions, complaints and claims from customers through the process "CAL-PR-44 - Management of suggestions, complaints and claims from stakeholders". This system is linked to the customer service department and allows both a swift response to the communications received and the identification of areas for improvement and action plans to achieve them.





The "CAL-PR-44" process manages the communications obtained through the forms that customers can fill in on site, as well as those received through the institution's website. An internal reporting system allows the fair and event managers to be kept informed of the resolution or analysis of the reported incidents. Subsequently, a six-monthly report is generated for the Management Committee, which includes an analysis of the most relevant communications.

In 2022 there was an increase in the number of suggestions, complaints and claims (SCC) received compared to previous years, due, on the one hand, to the covid passport requirement for access to IFEMA MADRID during the months of January and February and, on the other, to the incidents recorded at two external events open to the general public held in June and September. If these extraordinary SCCs are not taken into account, the total number is even lower than in 2019, the pre-pandemic reference year (7% reduction).

**Customer suggestions, complaints and claims (SCC).**

	2021	2022
Suggestions	3	5
Complaints	122	845
Claims	110	266
<b>TOTAL SCC</b>	<b>235</b>	<b>1,116</b>
Average number of days to respond to suggestions and complaints	3.5	4.23
Average number of days to respond to claims	10.32	14.4

**Satisfaction surveys.**

As part of our commitment to listening to customers and other stakeholders, in recent years we have also introduced a system of satisfaction surveys to ascertain their needs and expectations, as well as the extent to which they are being met.

The methodology for carrying out these surveys is adapted to suit the different types of target groups: surveys of exhibitors and visitors are carried out during the fair or once it has ended; surveys of external operators are conducted on a monthly basis, and surveys of sponsors and strategic suppliers are carried out annually.

Since 2021, all the surveys include two common components: the selection of the sustainability aspects considered most relevant and the NPS (Net Promotion Score), a benchmark indicator of overall satisfaction that allows us to obtain a joint assessment of all the surveyed groups.

In 2022 we included two new stakeholder groups in the surveys: journalists/media and IFEMA MADRID employees. With a view to 2023, we are working on a new, shorter and more specific model for the exhibitor questionnaire, with the aim of increasing the number of responses.

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

	NPS 2022
Exhibitors	15.49
Visitors	64.11
External organisers	66.67
Sponsors	62.5
Suppliers	50
Media	84.62
Workers	4.53

**Quality certifications.**

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

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

# Cooperation.

## 04.

### Commitment to society.

Actions for the community at fairs and events\_63

Corporate volunteering\_71



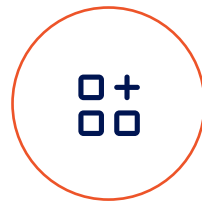


**IFEMA MADRID's across-the-board vision of sustainability is complemented by the social commitment of the institution and its professionals, characterised by their experience and competence in many areas and sectors, and by their ability to transfer this knowledge to other people and organisations.**

IFEMA MADRID's responsibility to society is essentially materialised through three objectives:



**1. Taking initiatives put forward by the staff and implementing those that are considered viable and that benefit the well-being of the staff, non-governmental organisations (NGOs) or other charitable institutions.**



**3. Catalysing and promoting initiatives in collaboration with associations, exhibiting companies, visitors and other stakeholders, carried out during each of the fairs and with a sector-specific nature.**



**2. Facilitating and encouraging, through the Corporate Volunteering Plan, the collaboration of staff members interested in participating directly in charitable activities, to give them the chance to develop their vocation.**

This final objective is part of one of the areas of action of IFEMA MADRID's CSR Master Plan, "Sustainable Events", which aims to integrate a responsible vision at all levels (economic, social and environmental) into the events organised by the institution, as well as to raise awareness of the importance of this aspect among the organisers and participants of other events.

# Actions in favour of the community at fairs and events.

In accordance with the "Sustainable Events" line of action of the CSR Plan, IFEMA MADRID takes advantage of the scope and impact of its events to promote both entrepreneurship and innovation (see chapter 3) and numerous actions related to its commitment to society and the environment, which it undertakes both on its own initiative and in partnership with leading organisations in a wide range of areas.

At the same time, this relationship model makes it possible to incorporate specialised knowledge, promote the inclusion of groups with little presence in the trade fair environment and guarantee the appropriate promotion of the actions that are carried out.

These social and environmental actions actively contribute to achieving the United Nations Sustainable Development Goals (SDGs). Specifically, they can be divided into three areas: social integration and inclusion (SDG 5 and SDG 10), training (SDG 4) and environmental awareness (SDG 13).

A total of 155 social and environmental actions were implemented in 2022. The most relevant actions in each area are highlighted below.



## Social integration and inclusion.

### Promotion of female empowerment

Promoting the role of women in economic sectors in which they are under-represented, or where they do not receive the recognition they deserve, is one of the priorities of social integration and inclusion actions. One of the most active trade fairs in this regard is **FITUR**, whose FITUR WOMAN space offers a meeting point for awareness, debate and dialogue focused on promoting the role of women in the tourism industry in terms of leadership and sustainability. This initiative enjoys a partnership with the Women Leading Tourism association.

**SICUR** also placed a particular focus on the empowerment of women by making space available free of charge for a talk by the Women's Observatory on its role in the security sector and for the organisation of the Women and Innovation in Security Awards, presented by the Spanish Technological Platform for Industrial Security (PESI).

Along the same lines, the meetings held during **MEAT ATTRACTION, VIVE LA MOTO, SALÓN LOOK, CONSTRUTEC – ARCHISTONE, VETECO** and **FERIARTE**, which debated the role of women in their respective sectors of activity, were also worthy of mention. Mention should also be made of the collaboration of **SALÓN LOOK** with the Stanpa Foundation, which supports women with cancer, with which it organised the workshop "Be beautiful and you will feel better", as well as **MADRIDJOYA** with the Association of Brilliant Women, to which it provided a free space at the fair. **SIMO EDUCACIÓN** held various activities led by women (round tables, conferences and workshops) to boost the presence of women in STEAM (Science, Technology, Engineering, Arts & Mathematics) careers.

Trade fairs linked to the image and fashion sectors have made a commitment to diversity through the participation of women of different nationalities and origins in their fashion shows. This is the case of **MOMAD, BISUTEX** and **MADRIDJOYA. MERCEDES-BENZ FASHION WEEK MADRID** featured models with special abilities.

Promoting the role of women is one of the priorities of IFEMA MADRID's social integration and inclusion actions.

### Support for people with special abilities and at risk of social exclusion

In fact, the integration of people with special abilities is another main area of activity in the field of inclusion, through joint actions with associations and foundations.

Of particular note is the collaboration of **INTERGIFT** with the A La Par Foundation, of **BISUTEX** and **MADRIDJOYA** with the Dalal Foundation, and of **MOMAD** with the Colectivo4R. Along the same vein, the FITUR NEXT observatory at **FITUR** held a talk entitled "How can tourism contribute to a more accessible society?", in which accessibility in the tourism sector was discussed at length. The FiturNext 2022 Challenge awards were also presented to companies committed to accessibility, and the report "Towards more accessible tourism" was unveiled. The **FITUR Sustainable Stand Award** also acknowledged the hiring of employees at risk of social exclusion and access to information, as well as access to the stand itself for people with hearing or visual diversity.

Other initiatives for the integration of groups at risk of exclusion include the FITUR LGBT+ area of **FITUR**, which brings together the range of tourism products aimed at the LGBT+ group; the partnership between **EDUCATION WEEK** and the ALTIUS Foundation to promote the employability of people at risk of social exclusion and young people; the donation of space at **INTERGIFT** to the Theodora Foundation, which works to support hospitalised children; and free tickets to **MADRID CÓMIC POP UP** for young people at risk of exclusion in partnership with the Paideia association.

In terms of the diversity of activities, it is worth highlighting the integration activities carried out at **JUVENALIA**: bracelets for children with disabilities so that they do not have to wait in queues, a special day with lower noise levels than usual for children affected by autism spectrum disorders (ASD), the provision of a breastfeeding room, and free spaces for the NGOs Save the Children and Médicos del Mundo.





### Against food waste and animal abandonment

In turn, trade fairs specialising in the food sector have developed specific actions to prevent food waste. **HIP - HOSPITALITY INNOVATION PLANET, MEAT ATTRACTION y FRUIT ATTRACTION** have donated surpluses to associations such as the Food Bank and Mensajeros de la Paz.

Finally, in the pet sector, **IBERZOO+PROPET** collaborated with the Federation of Animal Protection and Defence Associations of the Community of Madrid (FAPAM) by collecting food and accessories for abandoned animal centres, and **100X100 MASCOTAS** distributed food to animal protection centres. This latter fair has also organised talks on responsible dog ownership and has collaborated with associations dedicated to using therapy with dogs to help children with ADS and the blind.

### Aid for victims of the war in Ukraine

Throughout 2022, various trade fairs have organised specific activities in support of the economic sectors and groups affected by the war in Ukraine, which was declared in February.

**MERCEDES-BENZ FASHION WEEK MADRID** has dedicated a space on its website to showcasing the work of Ukrainian designers, **WORLD DOG SHOW** gave a space to an NGO dedicated to saving dogs from the war and **JUVENALIA** offered free tickets to children from Ukraine or fostering centres.

## Training.

The fairs have also seen a variety of training activities, including participation of students or trainees in the organisation, free admission or special prices for students and other members of the educational community, and partnerships with training centres for running specific activities.

A good example is **ARCOmadrid**, which has agreements in place with universities for the participation of trainees in the fair, as well as offering free admission to teachers and special discounts for students. Other events that provided free tickets or discounts included **MERCEDES-BENZ FASHION WEEK MADRID, VIVE LA MOTO, MOTORTEC, GENERA, GLOBAL MOBILITY CALL, FERIAARTE, SALÓN LOOK, ESTAMPA, FIAA** and **CONSTRUTEC - ARCHISTONE**.

Actions taken by fairs in the fashion and image sector have been particularly noteworthy in terms of partnerships with educational centres. For example, **MOMAD** provided spaces to the Polytechnic University of Madrid (Fashion Design Centre) and the La Torreta Higher Education Institute (Leather and Footwear Cycle) for the presentation of their students' work and the promotion of contact with professionals from the sector. **BISUTEX, MADRIDJOYA y MOMAD** partnered with the non-profit association Artists, Designers and Artisans (ADA), which brings together artists from a wide range of disciplines in the development of multidisciplinary cooperation and visibility actions. Furthermore,



**MADRIDJOYA** has managed to bring together most of the schools in the sector in Spain in its training space for the presentation of the final projects of their master's and degree students, with awards for the most notable ones.

In other sectors, mention should be made of the partnership between **MOTORTEC** and the Comforp Foundation in the organisation of the 18th Young Automotive Technicians Competition; between **FERIARTE** and the Rey Juan Carlos University, which gave open lectures for the Master's Degree in Art at the trade fair site; between **CONSTRUTEC - ARCHISTONE, MATELEC** and **VETECO** and the Construction Labour Foundation; and between **MATELEC** and the Spanish National Federation of Electrical, Telecommunications and Air Conditioning Installation Companies (FENIE) in a competition for vocational training students; and **GENERA** with the Industrial Technology Development Centre (CDTI), the Ministry for Ecological Transition and the Demographic Challenge, and the Institute for Energy Diversification and Saving (IDAE).

Another partnership model has been developed by **ANTIK PASSION ALMONEDA**, which got students and professors from the Master's Degree in the Art Market to create content for the Almoneda 365 virtual platform, as well as to support exhibitors during the fair.

Due to their innovative and inclusive nature, the activities carried out by **MADRID CÓMIC POP UP**, aimed at promoting comics as an educational tool in the promotion of reading and other content (mathematics, science, etc.), were of particular interest.

Finally, mention should be made of the across-the-board commitment to training by various events, through the inclusion in their programs of promotional spaces and meetings. Among the most outstanding fairs in this regard were **EXPOFRANQUICIA, GENERA, SALÓN LOOK** and, of course **EDUCATION WEEK**, the largest education event in Spain, which in 2022 brought together more than 146,000 students, families, teachers, guidance counsellors, heads of educational centres and professionals from the sector.

## Environmental awareness.

Environmental protection is a fundamental cornerstone of all the events organised by IFEMA MADRID, and it is promoted through a wide range of activities. Along with the organisation of meetings directly linked to environmental sustainability, this aspect is also addressed at events in other sectors through the organisation of parallel activities or by supporting specific actions to acknowledge sustainability criteria.

Events directly linked to sustainable development included **GENERA, FSMS - Environment and Sustainability Forum, TECMA - International Trade Fair for Urban Planning and the Environment, CITIES FORUM, SRR - International Trade Fair for Recovery and Recycling** and the new **GLOBAL MOBILITY CALL** event. From a specialised and multidisciplinary point of view, with the participation of prestigious international professionals, these forums have held

multidisciplinary debates on environmental protection from the perspective of energy, urban planning and mobility.

The activities of these events included the presentation of various awards recognising good environmental practices at the local level. The first edition of the Tree Awards was held as part of the **FSMS** Cities Forum, which selected the best initiatives by local councils to improve green spaces. In turn, the **TECMA** fair hosted the Broom Awards, which are given every two years to public and private organisations involved in waste management and the cleanliness and hygiene of cities and industries.

Other fairs that included talks and debates on sustainability in their activities were **TECNOVA-PISCINAS**, with specialised technical seminars; **INTERGIFT**, which partnered with the Cotes Baixes Institute to offer training on sustainability adapted to textiles; and **FIAA, the International Bus and Coach Fair**, with talks on fleet maintenance (efficient management). As part of the Gift of the Year awards, **INTERGIFT** presented special prizes for the best product in terms of sustainability. Sustainability is also one of the key assessment criteria for the VETECO-ASEFAVE architecture awards, which are presented at the **VETECO** fair. Meanwhile, **MADRIDJOYA** has a partnership with the Sustainable Jewellery Association, a community that encourages sustainable practices in the sector around the world.

**FIAA** has also provided rooms for the International Public Transport Union (UITP) to hold meetings linked to projects on the development of alternative propulsion methods. Of particular note were the meetings held between JIVE initiative participants, to promote the commercialisation of hydrogen fuel cells, and Cleanbuseurope (CBEP), for the roll-out of clean technologies in buses.



**Environmental protection is a fundamental cornerstone of all the events organised by IFEMA MADRID.**



## Corporate volunteering.

The spirit of solidarity of IFEMA MADRID employees is channelled through the Corporate Volunteering Plan, promoted in 2021 by the institution's General Management as part of the implementation of the CSR Master Plan. This plan promotes the involvement of staff in external initiatives, selected each year based on the participation of the employees themselves, on the basis of proposals from the Quality and CSR Department.

In addition, IFEMA MADRID counts these volunteering hours as working hours. For this purpose, when the initiatives are initially selected, it is considered whether the volunteering can be carried out during the working day, if it suits the skills of each volunteer and if it is coordinated by NGOs or foundations with proven solvency.

Restrictions due to the covid-19 pandemic prevented in-person volunteering actions from being carried out in 2020 and 2021, and they were replaced by digital projects or personal meetings. The relaxation of prevention measures allowed the traditional volunteering model to resume in 2022, although it was still combined with online meetings to reach a greater number of beneficiaries.

**The Corporate Volunteering Plan promotes the involvement of staff in external initiatives, chosen each year by the employees themselves in a participatory manner.**

## Cooperation with social organisations.

The Corporate Volunteering Plan includes two types of activities: ongoing activities, which are carried out throughout the year, and one-off projects that are carried out over a specific period of time and facilitate the participation of a greater number of volunteers.

The ongoing activities selected in 2022 included a care option and a more technical option with the aim of guaranteeing the participation of people with different interests and skills. These activities were run in partnership with the following entities:

- **Madre Coraje**, through support with logistics operations for the selection and organisation of clothing and accessories.
- **Mensajeros de la Paz**, through support and collaboration with the breakfast service in the parish of San Antón in Madrid.

Specific projects have focused on collaboration with institutions, mainly related to the area of training and motivation to tackle school drop-out rates:

- **Spanish Volunteering Platform (Vol + project)**: supporting people at risk of exclusion to promote their employability by helping them to identify and enhance their skills.
- **Bertelsmann Foundation ("Companies that inspire" project)**: visit to our facilities by groups of fourth-year secondary school students from different schools to introduce them to the reality of the workplace and stop them from dropping out of school. In 2022 we welcomed visits from the Dámaso Alonso School (23 students) and the Velázquez Secondary School (25 students).
- **The Adsis Araba Foundation ("sector-specific motivational talks")**: presentations to groups of vocational training students to introduce them to various employment disciplines, increase their employability and motivate them to continue studying. The subjects covered were electricity, human resources, IT and communications, and logistics.

- **Adsis Foundation (job interviews)**: job interview role play with vocational training students with sights set on their upcoming internships. The IFEMA MADRID volunteer played the role of interviewer and the interviews were recorded for subsequent use as training material.
- **Adecco Foundation**: participation in various focus group sessions aimed at analysing the employability of people with diverse abilities.

In 2022, the Christmas campaign also took place normally, and donations were collected for two organisations: clothing, footwear and accessories for Madre Coraje; and school materials, toys and children's clothing for the Pozuelo centre for Ukrainian children, managed by Plan Internacional.

Following the excellent reception of the actions, the objectives set by the Corporate Volunteering Plan for 2023 are: to continue with on-site volunteering, to increase educational support to combat school dropout rates, and, in any activities where it is possible, to incorporate the number of direct beneficiaries in order to adequately measure the impact of the programme.

### Corporate volunteering in 2022.

**53**  
total employees

**403**  
hours dedicated

**10,123**  
euros of monetary value



# Adaptation and resilience to face new challenges.

The year 2022 saw the resumption of IFEMA MADRID's normal activity, after two years hampered by the impact of the coronavirus pandemic. This has had a decisive impact on the evolution of the actions and indicators linked to sustainable development included in this new edition of the *Sustainability report*.

The return to normality allowed the institution to fully develop its strategic objectives in the three areas that make up sustainability: environmental, economic and social. The 2022 performance overview shows IFEMA MADRID's capacity for adaptation and resilience, as during the pandemic period it made an extraordinary effort to maintain customer relations through channels other than face-to-face events. An example of this capacity is the current integration of the LIVE Connect digital platform in the day-to-day running of the fairs

and shows. Thus, a solution born out of urgency has established itself as a future resource of extraordinary value in the current development of a hybrid model for events and in building stakeholder loyalty beyond in-person meetings.

The details of the main environmental, economic and social milestones show further examples of this ongoing adaptation and interpretation of the environment. In this highly complex context, this service and response capacity is essential for an institution whose mission is to connect people, companies and society in order to boost competitiveness based on excellence and added value. Once again this year, the professionalism of the IFEMA MADRID team has been decisive in achieving the established objectives and preparing us for this new phase of growth.

In parallel, and in line with the vocation of continuous improvement and annual review

of objectives, IFEMA MADRID has updated its CSR Master Plan to set out the main areas of action for the period 2023-2026. This new phase is defined by the establishment of even more specific and ambitious goals, with the commitment to align IFEMA MADRID's business values and goals with its contribution to the United Nations Sustainable Development Goals (SDGs).

**The 2023-2026 CSR Master Plan sets even more ambitious goals as a sign of IFEMA MADRID's firm commitment to sustainable development as the only possible way to progress and grow.**



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