



# Sustainability at Messeforum Oy

Statement of the CEO

7.6.2024

Dear stakeholders, clients and partners,

I'm pleased to inform you about the continuous commitment of Messeforum Oy to sustainability. Since the founding of the company in 2009, sustainability, transparency and trustworthiness have been our key values. In 2021 Messeforum joined United Nations Global Compact initiative, a non-binding United Nations pact to get businesses worldwide to adopt sustainable and socially responsible policies, and to report on their implementation.

With the UN Global compact, we are committed to its Ten Principles in areas of Human Rights, Labor, Environment and Anti-Corruption as well as to the Sustainable Development Goals (SDG) of the United Nations. We believe that the human rights, equality and personal security belong to every individual despite of gender, race, age or any other quality. No discrimination is acceptable. We do not tolerate any forced labor nor any child labor nor any working conditions in conflict with human wellbeing or international regulations. We are committed to work in compliance with all relevant national and international laws and legal frameworks and do not accept any extortion or bribery or any other form of corruption.

These principles and goals are part of the strategy, culture and day-to-day operations of our company and are implemented in our Code of Conduct concerning the whole personnel and recommended to our partner networks.

## **Best effects in contributing to the well-being of the environment**

We are deeply focused on the UN Global Compact Principle of Environment and the UN SDG 13 (goal of urgent action to combat climate change and its impacts) and it is indeed in the sphere of environmental goals where we have the best possibilities to contribute in an effective way. Our business in designing and building exhibition stands is material intensive and requires lots of travelling which both generate lots of emissions. Therefore, fighting climate change, reviewing risks caused by our activity and finding ways to reduce our carbon footprint are key objectives to us.

In 2020 we launched the Carbon Neutral Exhibition Stand and produce all our exhibition stands carbon neutral. The carbon neutrality is achieved among other things by designing material efficient and reusable stand structures, choosing low-emission materials, reusing materials and furniture and choosing renewable energy.



The Scope 1, 2 and 3 emissions that we can not mitigate ourselves by our choices, we entirely offset by buying emission allowances out of the EU Emission Trading System. As the purchased allowances are kept off the market, our compensation genuinely reduces emissions in Europe.

We are constantly striving to improve in sustainability and are committed to an annual carbon footprint management plan for the carbon neutral stand and an annual carbon footprint report.

Our latest carbon footprint report of year 2023, complying with the requirements of Greenhouse Gas Protocol and ISO 14067 standard, has been completed in 7.6.2024. Based on the report, the total amount of our Scope 1, 2 and 3 emissions in 2023 were 313,56 ton CO<sub>2</sub>e (market-based) and 312,79 ton CO<sub>2</sub>e (location-based).

In the carbon footprint calculation, the following emission sources were identified relevant and included into the calculation: Scope 1: fuel consumption of company owned vehicle; Scope 2: purchased electricity of company office; Scope 3: purchased goods and services, fuel- and energy-related activities (upstream), transportation and distribution (upstream), business travel and use of sold products (scope 3). Other categories have been excluded from the calculation because there are no related emissions. For example, there are no emissions related to employee commuting because our company is entirely working remotely. Some categories in turn are included in other categories.

Compared to 2022, our emissions have slightly increased due to the growth in the number of our projects. In adjusting the total emissions relative to the net revenue of each year, the emission intensity has decreased from 92,2 in 2022 to 90,8 in 2023. The emissions of the exhibition stands we built in 2023 were 253 tons CO<sub>2</sub>e and the emissions per built m<sup>2</sup> of stand were 0.048 tons CO<sub>2</sub>e (0,052 in 2022).

In the latest carbon footprint management plan, complying with the ISO 14068 standard, we set the target of reducing the part of compensation in our exhibition stands to 0 % by 2035. Among other things, we are continuously looking for new ways to build stands with less emissions, to find new lower-emission materials, to optimize storage and travel and to engage our subcontractors and clients. Our next aim is to set soon a net-zero target.

I'm very grateful to our clients for the good reception the carbon neutral stand has received. Big thanks belong to our staff for their hard work to make our unique carbon neutral stand better known in the world as well as to our partners in contributing our efforts to minimize the emissions. Let us continue to work together to prevent climate change.

Arto Varanki  
CEO of Messeforum Oy