

# MESSE FORUM

## Sustainability at Messeforum Oy 2021-2022

United Nations Global Compact  
Communication on Progress of Messeforum Oy  
Period covered:  
16.9.2021–15.9.2022

COMMUNICATION  
ON PROGRESS



This is our **Communication on Progress** in implementing the Ten Principles of the **United Nations Global Compact** and supporting broader UN goals.

We welcome feedback on its contents.



## 1. Statement of continued support by the chief executive officer

To our stakeholders, clients and partners,

I'm pleased to reaffirm the commitment and continuous support of Messeforum Oy to the United Nations Global Compact initiative and to the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption.

Messeforum Oy is a globally operating Finnish provider of exhibition stand construction and other exhibition services. Sustainability, transparency and trustworthiness have been our key values since the founding of the company in 2009. A major concrete step in sustainability, especially for larger environmental responsibility, has been the Carbon Neutral Exhibition Stand which we launched in 2020 and put into action in all our projects in autumn 2021 when the international exhibitions first time restarted after the 1,5 years break caused by the Covid-pandemic.

Since September 2021, we are a member of the United Nations Global Compact. The membership is giving us a structured framework, practical knowledge and continuous motivation in improving our sustainability. Participation in the SDG Ambition Accelerator program in 2021 gave us a good start in the membership. We realize that despite of what we already have done, we still are only in the beginning of our way towards more ambitious goal-setting and more sustainable actions within the whole supply chain and subcontracting network of ours.

Finland is a welfare country with a very advanced legislation and high moral in terms of human rights, labour and anti-corruption. Messeforum mostly works in European countries like Sweden, Germany, Switzerland etc. who also have high standards in human rights, labour and anti-corruption. Nevertheless, we realise that in a global environment we need to pay high attention to these principles also with a wider global viewpoint within our whole supply chain.

This is our first annual Communication on Progress report. We hereby describe our actions and commitment to improve the integration of the United Nations Global Compact principles into our business strategy, business culture and our daily operations. We are also committed to sharing this information with our stakeholders in our public communication channels.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Arto Varanki".

Arto Varanki

CEO, MESSEFORUM OY



## 2. Description of actions

### Human rights

**Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and**

**Principle 2: make sure that they are not complicit in human rights abuses.**

#### **Assesment, policy and goals**

Messeforum Oy is supporting the Universal Declaration of Human Rights and obeying national and international laws and regulations in its operations. Our Code of Conduct is based on these regulations and on overall high ethical standards . We respect the human rights and wellbeing of all individuals, may it be our employees, partners, clients , competitors or any third bodies. We believe that right to equality and personal security belongs to every individual despite of gender, race, age or any other quality.

We require our employees and partners to adhere these laws, principles and standards. We are monitoring our own and our partners operations and acting upon any violations of human rights that come to our knowledge.

#### **Implementation**

Our employees are sharing our values and are committed to the priciples of our Code of Conduct and all the laws, regulations and declarations concerned. We require and encourage our partners to respect and commit to our principles. We monitor and investigate their activity and act and report to authorities in all violations coming to our knowledge.

Among our employees and partners, we believe in transparency, mutual trust and open discussion. In addition to the formal regulations and laws, we believe that an open-minded and truthful business atmosphere is advancing both the business and the wellbeing and human rights of everyone.

We ensure work safety and comprehensive health care to our employees. Our employees are insured and paid adequately and they can work with modern and ergonomic equipment.



During the Covid-pandemic in 2020 and 2021 we paid special attention to the wellbeign of our employees taking care of physical distance but still keeping the contacts regularly by digital means in order not to leave anyone alone. We also supported our employees in the most difficult times when the whole exhibition industry was forced to furloughs. All our employees were loyal and stayed with us even through the difficult furlough-periods.

### **Measurement of outcomes**

There are no reported or known abuses of human rights in the reporting period 16.9.2021 – 15.9.2022.

## **Labour**

**Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;**

**Principle 4: the elimination of all forms of forced and compulsory labour;**

**Principle 5: the effective abolition of child labour; and**

**Principle 6: the elimination of discrimination in respect of employment and occupation.**

### **Assesment, policy and goals**

Messeforum obeys the Finnish labour legislation and international regulations like the ILO Core Conventions and Standards. Our employees have freedom of association and right to collective bargaining. We do not tolerate any forced and compulsory labour nor any child labour or any working conditions in conflict with international regulations. All our employees are equal and there is no disrimination in respect of employment and occupation. These principles are written also in our Code of Conduct.

### **Implementation**

We favor remote work based on mutual trust and believe in transparency, open discussions and continuos support of the company management to all employees. Our employees participate in the decision making concerning e.g. our business



strategy and their own workload, their workprojects and the conditions of their employment.

As a small company of six people in total, our employment contracts are not negotiated with a trade union but directly with the employees. Instead, our employees have used their right to join directly any union they prefer.

We object any kind of discrimination. Gender or any other personal attribute is no basis of employment. Instead, we believe in the skills and competences of our employees. Both men, women and other gender identities are equal. At the moment 50 % of our employees are men and 50 % are women. We have no age preferences and we respect highly the experience and the tacit knowledge of senior employees.

May any abuses within our networks or supply chain come into our knowledge, we will act and report to authorities.

#### **Measurement of outcomes**

There are no reported or known abuses of labor rights in the reporting period 16.9.2021 – 15.9.2022.

## **Environment**

**Principle 7: Businesses should support a precautionary approach to environmental challenges;**

**Principle 8: undertake initiatives to promote greater environmental responsibility;**

**Principle 9: encourage the development and diffusion of environmentally friendly technologies.**

#### **Assesment, policy and goals**

Environmental protection and especially measuring and reducing of our carbon footprint are of major importance to Messeforum, written also in our Code of Conduct. Our goal is to enhance environmentally responsible and precautionary approach to environmental challenges among our own company and in our whole value chain. We are taking concrete initiatives like our Carbon Neutral Exhibition Stand in order to promote greater environmental responsibility.



Our further goal is to study, encourage and advance the development and introducing of new environmentally friendly materials and technologies for our operations and for the whole industry of exhibition construction. We are going to develop our carbon footprint management plan further and are also searching for suitable ways to measure and analyse the effectiveness of our actions to reduce greenhouse gas emissions and to decrease the share of used carbon offsets.

### **Implementation**

We formulated a climate strategy for Messeforum's business and operations in 2020 with the help of an expert organisation Clonet Oy, specialised in developing responsible, low-carbon business and calculating carbon footprints.

Based on the climate strategy, Messeforum reduces the emissions of its product, the exhibition stands, by rationalizing the use of materials, favoring low-emission materials and promoting circular economy. Materials and furniture are reused whenever possible. At the stands, Messeforum uses electricity produced by renewable energy sources whenever it is available. Our most important country of operations is Germany. Normally all German exhibition organisers already provide renewable energy. The waste resulting from the dismantling of the exhibition stands is sorted and processed in accordance with the exhibition organiser's recycling systems, which especially in Germany are quite advanced already.

At the same time, Messeforum is committed to reducing its carbon footprint in all its office activities, for example by using electricity produced with renewable energy sources and favouring digital tools and electrical vehicles.

Those emissions that Messeforum cannot reduce through material choices, recycling or other means, we compensate in full through a reliable compensation channel, the CO2esto Emission Cutter. CO2esto buys emission allowances from the EU Emission Trading System (EU ETS), which is a system controlled by the authorities. Buying emission allowances off from the emissions trading market genuinely reduces emissions. While our emissions are compensated with the system, another player in Europe has to reduce their own emissions and, for example, invest in new technologies with lower emissions.

For us this is of utmost importance, while as a small project management organisation with limited resources, it is difficult for us to effectively develop new more sustainable technologies ourselves.



Based on this emission reduction and compensation strategy, we have been able to launch our product carbon neutral. Messeforum's Carbon Neutral Exhibition Stand is based on Messeforum's climate strategy and accurate quantification of emissions from our operations. We implements all our exhibition stands as carbon neutral, without a separate order from the customer for carbon neutrality. Clonet Oy is Messeforum's partner in emissions calculation and analysis.

All the emission sources have been accurately taken into account, including e.g the construction materials, furniture and equipment of exhibition stands, their transportation, electricity in the trade fair stand, business travel of Messeforum staff and subcontractors related to stand construction, as well as transportation of the waste resulting from the stand dismantling to waste treatment.

After having planned and designed the exhibitions stand as sustainable as possible by our own means, Messeforum's staff determines the residual emissions of each stand requiring offset. The tool used for the emission calculation is the OpenCO2.net-based carbon footprint calculator developed by Clonet Oy. The calculation is based on the carbon footprint calculation standard, ISO 14 067. The calculations are checked by Clonet Oy, which also verifies that the remaining emissions are compensated.

Verified calculations and compensations are awarded the OpenCO2.net Carbon Footprint Label. The label is validated by the international accreditor and rating agency DNV. DNV's statement confirms that the OpenCO2.net Carbon Footprint Label complies with the requirements of the Greenhouse Gas Protocol and the ISO 14067 standard.

### **Measurement of outcomes**

We are rationalizing the use of materials, searching for low-emission materials for our operations and promoting circular economy. Green energy is used always when available. Emissions generated from our stand construction are accurately measured with the OpenCO2.net-based carbon footprint calculator.

Since Messeforum started providing Carbon Neutral Exhibition Stands in September 2021, until now, mid-of September 2022, we have offset 186 tons of emissions with the CO2esto's Emission Cutter.



## Anti-Corruption

**Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.**

### **Assesment, policy and goals**

Messeforum does not accept any extortion or bribery or any other form of corruption. We are committed to work in compliance with all relevant national and international laws and legal frameworks such as the UN Convention against Corruption.

We are committed to fair business and fair competition. The company, its management and its employees will never offer, give, ask for or accept any form of bribes and will never let any outside opinion affect a fair and honest decision making. These principles are written in our Code of Conduct.

### **Implementation**

Since the war of Russia in Ukraine, Messeforum has ended all sales efforts related to trade fairs organised in Russia or by Russian organisations. We have also noticed with pleasure that our international partners (trade fair organisers Messe Frankfurt and NürnbergMesse, whose representative we are in Finland and whose Russian trade fairs we were selling before the war) have ended all their activities in Russia. In all businesses ever done in Russia or in any other countries Messeforum always has emphasized the non-tolerance of any kind of bribery or any corrupted way of business.

In our normal operations in Finland, we only offer minor Christmas gifts with no important monetary value to our clients. We do not accept any form of bribery in any relations with our clients or partners. Were there any violation detected, it would be reported to the authorities.

### **Measurement of outcomes**

During all our years of operation, Messeforum has never been involved in any investigation or legal case related to any violation of the Global Compact Anti-Corruption Principles. Neither has there been any reported or known violations among our partners that would have come to our knowledge.