



Messeforum Oy

Carbon footprint management report 10/2026

1. Messeforum's exhibition stands

Messeforum Oy is a Finnish exhibition stand builder operating internationally. From 2020 until the end of September 2026, all exhibition stands designed and built by Messeforum for its customers around the world were carbon neutral.

The carbon neutral exhibition stand concept was based on the definition of carbon neutrality in the ISO 14068 standard and complied with the carbon neutrality requirements set by the standard. Messeforum prepared a carbon neutrality management plan as required by ISO 14068 and operated in accordance with it. We reduce the emissions of our exhibition stands through numerous measures of our own, and emissions that could not be reduced through our own measures without jeopardising our business were reliably offset with additionality using CO2esto's emissions cutting service in order to achieve carbon neutrality. OpenCO2net Oy has reviewed the emission calculations for the exhibition stands and confirmed that the remaining emissions have been offset.

From October 2026, we have discontinued the carbon neutral exhibition stand concept following the entry into force of the EU's Empowering Consumers for the Green Transition (ECGT) Directive. Instead, we provide every exhibition stand customer with concrete information on the carbon footprint of their exhibition stand after our own emission reduction measures. They can use this information in their own sustainability management and reporting, as well as in developing their event and marketing activities.

In addition, we continue to focus systematically on emission reductions achieved through our own measures at every stage of the exhibition stand design and construction process. We are committed to reducing emissions in line with the Science Based Targets initiative. Our target is to reduce our absolute Scope 1 and Scope 2 greenhouse gas emissions by 42% by 2030 from a 2023 base year, and to measure and reduce our Scope 3 emissions.

The carbon footprint of each exhibition stand we have built have been calculated using an automated calculator that utilizes up-to-date emission factors from the OpenCO2 emissions database via an API. OpenCO2net Oy has verified the operating principle of the calculator and the emission calculations for the exhibition stands. The calculation is based on the ISO 14067 standard for the carbon footprint of products.

2. Emissions

In 2025, Messeforum produced a total of 101 exhibition stands. Following our own emission reduction measures, their

- remaining verified total emissions were 232.10 tonnes CO₂e.
(in 2024 the total emissions were 257.24 tonnes CO₂e)
- Our total emissions in 2025 were 25.10 tonnes lower than in the previous year.
- average emissions per built m² of stand were 0.053 tonnes CO₂e.
 - in 2024, the equivalent emissions / m² were 0.045 tonnes CO₂e.
 - at the start of our carbon neutral journey in 2021, the corresponding emissions figure was 0.073 tonnes of CO₂e.
- The increase in emissions per square metre compared to the previous year is primarily due to the fact that the average stand size—and consequently the total number of square metres we built—was more than 1,300 square metres lower in 2025 than in the previous year. More limited customer budgets have been a significant contributing factor.
- However, the number of projects did not decrease at the same rate. As a result, emissions from travel and accommodation—which remain largely the same on a per-project basis regardless of stand size—are allocated across a smaller total exhibition area, leading to higher emissions per square metre.

The emissions calculation incorporates all sources of emissions in building our stands, including construction materials, furniture and equipment and their transport. The calculation also includes the electricity used on the stand, the travel and accommodation of Messeforum employees and subcontractors when building the stand, and the transport and processing of waste arising when dismantling stands.

We will report on the emissions of the 2026 exhibition stands at the end of 2026.

3. What we are doing ourselves to reduce emissions

We will report on the 2026 emission reduction measures after the end of 2026. During 2025, we reduced emissions from our exhibition stand projects through a range of initiatives, including selecting low-emission materials wherever possible, optimizing

material usage, and embracing circular economy practices. We have also engaged in ongoing discussions with our subcontractors to identify further opportunities for reducing emissions.

In addition, we increased recycling efforts, developed a lower-emission exhibition stand concept, introduced a new materials library, and automated our emissions calculation process. These improvements have further enhanced the accuracy of our emissions monitoring and enabled us to identify and implement emission reduction opportunities more effectively.

3.1 Materials Library

During the year, we introduced a highly detailed and comprehensive materials library that helps optimize the use of materials and furniture while identifying the most suitable and lowest-emission elements and furnishings for each project. The materials library has further improved the accuracy of our emissions calculations, as they are now based on more detailed information about the materials used and their respective weights. The library also provided a strong foundation for automating our emissions calculation process.

3.2 Automation of Emissions Calculations

In 2025, we completed a major emissions calculation automation project in collaboration with OpenCO2net Oy. The carbon footprint calculations for our exhibition stands now utilize the detailed data from our materials library, our design software based on modeling systems, and an automated calculation tool that accesses up-to-date emission factors from the OpenCO2 database via an API.

OpenCO2net Oy has reviewed both the operating principles of the calculator and the methodology used for our exhibition stand emissions calculations. The calculations are based on the ISO 14067 standard for carbon footprint assessment of products.

Thanks to automation, we are able to achieve even more accurate calculation results and gain deeper insight into how different choices affect emissions. This has also made it easier for us to make lower-emission decisions in our projects.

3.3 Engaging Our Subcontractors

We have continued to engage our subcontractors in our emissions reduction efforts. Throughout the year, dialogue and training on low-emission practices have taken place in connection with project work, and regular discussions and idea-sharing continue on an ongoing basis.



A major step forward was achieved in 2025 when one of our key subcontractors entered into a local agreement to recycle all wood-based waste generated from the construction of our exhibition stands that can no longer be reused in future stand-building projects. This includes materials such as timber, particle board, plywood, and wood laminates.

The waste wood is collected by Timber Pak, a partner of the Austrian company Fritz Egger GmbH. The collected material is then supplied to Egger for reuse in its manufacturing processes.

3.4 A New Lower-Emission Exhibition Stand Concept

For our shared exhibition pavilions, we have further developed the lower-emission pavilion concept that was introduced in 2024. The reuse of modular elements has become even more versatile and efficient.

During the year, our design for a fully recyclable exhibition stand helped secure a significant contract for the construction of Finland's national exhibition pavilions. The concept will be further refined together with the client during 2026 and implemented at a mutually agreed date.

3.5 New Materials

Throughout the year, we have explored and sought out new, lower-emission materials. We have also worked to reduce emissions arising from transportation by selecting lighter construction materials.

In Finland, we have always used laminated veneer lumber (LVL), an exceptionally durable and lightweight material that enables multiple reuse cycles in exhibition stand construction. During 2025, we also worked to increase its use in projects delivered by our international subcontractors around the world.

Our objective is to replace as much particle board as possible with laminated veneer lumber wherever it is practical and technically appropriate for the intended structure.

3.5. Use of materials

Flooring materials

Instead of stand carpeting, we have sought to use low-emission laminate as the flooring material whenever our customers are happy to do so. For customers, the choice usually comes down to price, as laminate is a more expensive material. However, we seek to steer our customers towards lower-emission choices. Laminate is a sustainable material and we have reused it as much as possible. For the

structure below the laminate floor, we have made use of wall materials saved from previous projects. We also reuse the metal corner pieces used with laminate flooring.

If carpet is used as flooring and if the carpet can no longer be removed neatly to be used again, it is used to protect furniture and elements that will be reused in other projects in transit. In some projects, we have also used wind barrier board underneath raised floors as this is a completely wood-based material which can be reused. As it is light, its transport emissions are lower too.

Wall materials and graphics

A major change during the year has been our decision to instruct both our designers and partners to use fabric graphics instead of vinyl prints whenever possible. Unlike vinyl prints, fabric graphics can be reused in future exhibition stands for the same client. If reuse in exhibition projects is not possible, they can be recycled as textile waste.

In many cases, clients also choose to keep the fabric graphics after an event, giving them a second life as decorative elements in meeting rooms, offices, or production facilities.

For wall structures, we use reclaimed furniture laminate that has already been utilized elsewhere whenever the surface will be covered by graphics or fabrics. We also extend the life cycle of wall materials by reusing them in non-visible applications, such as structural supports within walls or in storage furniture and fixtures.

Furniture

We have always saved and stored our customers' furnishings for next time whenever this is appropriate and makes sense in terms of reducing emissions. When examining emissions, attention must be paid to the furniture's own emissions burden and the emissions arising from its transport and storage.

Storage areas

For all our stands, we have adopted the Octanorm system for kitchens and storage areas and their furnishing. Octanorm is made from 100% reusable aluminium and can be reused a practically unlimited number of times. In visible areas of our stands, Octanorm doesn't meet the demanding level of quality required by Messeforum or our customers for areas which are on show, but it works very well in places, such as storage areas, that can't be seen.

3.6. Stand electricity and lighting

Most European trade fair and exhibition centres offer electricity from renewable energy sources. We have always purchased renewable electricity for all our exhibition stands wherever this is available.

For stand lighting, we have used LED lighting which can be kept and used again several times in different projects. LED lighting uses less energy and so helps to minimise emissions.

3.7. Travel and transport

Working with our subcontractors, we have optimised transport and accommodation routes in terms of the logistics involved in travelling and transporting stands. Due to the nature of our work and our project schedules with rapid turnaround times, we are unable to avoid flying, but we aim to take direct routes whenever we do have to fly. For short routes between fairs, we have sought to also use non-air travel and especially public transport. We offset our travel costs as part of our carbon neutral exhibition stand concept. Additionally, we are members of the Lufthansa Group's offsetting programme, in which the business benefit points collected from our flights are used to buy Sustainable Aviation Fuel (SAF).

3.8. Waste

After dismantling the stand, any waste is sorted in line with the exhibition centre's recycling guidelines. All the major exhibition centres have signed up to advanced sorting and recycling systems in line with sustainable development.

This document was updated on 4.10.2026.

It will next be updated by 31.1.2027 at the latest.