



# OUR SUSTAINABILITY REPORT





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## COVER PHOTO

Landmark of the EXPO 2000 world exposition: Measuring more than 16,000 square meters, the EXPO wooden canopy is the world's largest cantilevered wooden roof.

## QUALITY SEAL

This sustainability report is printed on environmentally friendly recycled paper, which has been certified by the Blue Angel eco-label

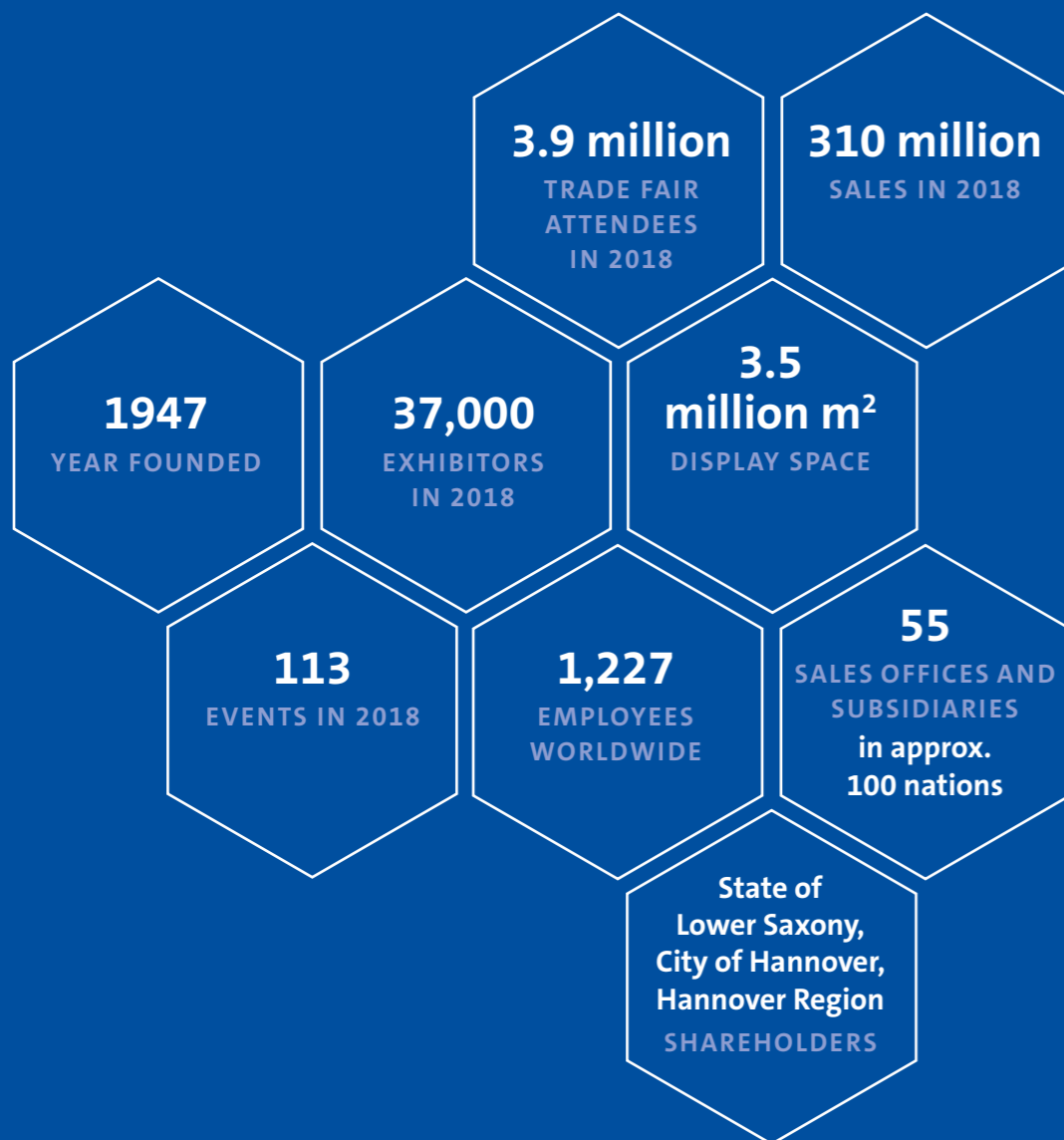
## IMPRINT

Sustainability Report for Deutsche Messe AG

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# Deutsche Messe



**DR. ANDREAS GRUCHOW,  
MANAGING BOARD MEMBER  
AND SPONSOR OF THE  
SUSTAINABILITY INITIATIVE**

**Deutsche Messe is firmly committed to sustainable practices.**

Our original corporate statement already contained a commitment to the responsible and environmentally friendly use of resources. As the organizers of EXPO 2000, we had the privilege of working on a site that was ecologically designed in accordance with the EXPO motto "People, Nature, Technology", including sustainable transport connections. However, we still have room for improvement within the framework of our operations and future structural development. We are concerned not just with the use of raw materials and energy, but also with the people who use them. It is our employees above all who

provide the impetus and take responsibility for numerous sustainable projects – something which gives us great pride.

Sustainability is highly relevant to our enterprise. We aim to expand on this in the future and are prepared to make the corresponding investments. In the coming years, our goal is to implement many more projects from the point of view of sustainability and instill a corresponding attitude in every employee. Together we can achieve a great deal for our company and the environment.

## INTRODUCTION

# We bear responsibility for a livable environment and society

*There is only one planet earth. Which is why we must all ask ourselves what we can do for our planet and how we can preserve it for future generations. At the Deutsche Messe group of companies, we embrace the mantle of responsibility.*



## RESPONSIBILITY



We work to raise awareness of sustainability. We establish sustainable thinking and behavior at our company and commit ourselves to social and ecological values. This results in a number of tasks we need to perform on a daily basis: conserving resources, improving our efficiency in terms of the resources we actually use, capitalizing on the opportunities offered by technical innovations and new services – always with a view to the impact of these on society as a whole.

One of our guidelines consists of the United Nations (UN) Sustainable Development Goals of the Agenda 2030 – 17 goals which deal with the ecological, economic and social challenges we are facing. These goals came into force in 2016 with a term of 15 years and are applicable to all countries. Affordable and clean energy, gender equality, high-quality education, health and wellbeing, decent jobs and sustainable development of the economy, industry and infrastructure – those are all goals we wholeheartedly support.

### Sustainability as a goal

As early as the implementation of the EXPO 2000 master plan in the 1990s, Deutsche Messe had sustainability as its goal – according to the motto of the first World Expo to ever be held in Germany: “People, Nature, Technology”. This primarily concerned the development of the infrastructure and building services as well as the transport infrastructure and connections to the exhibition center. For the expansion of the local transportation infrastructure, particular importance was attached to rail connections in local and long-distance mass transit.

Our green zones are unique in all the world. They also make us a “fair in a friendly environment”. We’ve been using low-emission vehicles on our site for years. We provide charging stations for electric vehicles, operate an energy management system to conserve resources and develop transport offers for our employees. But that’s not enough. Which is why we are developing new products and services for our customers to support sustainable practices.

Sustainability is also reflected in many of our events, such as the new Micromobility Expo, the HANNOVER MESSE, with its topics of Energy and eMobility, and LIGNA, with the focus on sustainable forestry.

### Broad commitment

We are stronger together than alone. That is why we are involved in several initiatives, projects and networks. As a member of the “Germany – Land of Ideas” initiative, we support innovative projects – for example, the promotion of alternative forms of energy. We are members of the Hannover Climate Alliance, the Energy Efficiency Network of the city and region of Hannover, and the Chamber of Industry and Commerce’s environmental working group. We are also involved in the “100% Climate Protection Master Plan”, with the aim of creating a climate-neutral metropolitan Hannover.

We are aware that we must continue to follow the path we have taken if we are to firmly anchor sustainable behavior and management in all areas of our daily work – as an investment in our future.

01 INFRASTRUCTURE

Green is the color ...

Hannover not only has the world's largest, but also greenest exhibition center. Tree-lined avenues and lavishly designed park-like areas invite guests to linger. These were primarily created during the run-up to the EXPO 2000 world exposition, which turned parts of the exhibition center into a garden landscape.



Eye-catcher: Every year during HANNOVER MESSE, the flowering cherry trees are in full bloom.

GREEN ZONES

Some dates are particularly close to the heart of master gardener Joachim Knauer: When the Tree of the Year is planted every two years during the LIGNA trade fair, this master gardener and landscaper pitches in personally. "No other exhibition center has as much greenery as Hannover," says Knauer proudly. He started 35 years ago with us as a gardener and today heads up a team of 13 employees in the gardening and transport team. "Some of our people care for our greenery," he says, "while the others transport it."

anything our exhibitors could ever need, plus an adequate supply for our rest zones," explains Knauer. The portfolio ranges from table vases to Kentia palms and a 100-centimeter bamboo tub to full-grown apple trees, whose large plant containers are moved across the grounds with electric carts.

Older tree stock

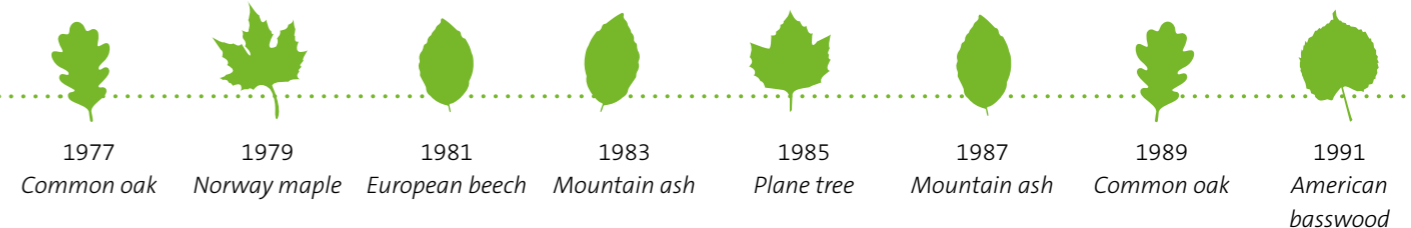
From the very beginning, the exhibition grounds have been green. An aerial photo of the first export fair in 1947 shows numerous oak trees between the halls. "During the Second World War, the VAW aluminum plant had moved its production plant to the district of Mittelfeld – in an oak forest off the beaten track, which was quickly integrated into the site," reports Kauer.

Green rest zones

Over the decades, the Hannover exhibition center not only has grown a stock of trees and shrubs – it offers an extensive rental service of 800 potted plants. "We have

OUR TREES OVER THE DECADES:

Since 1989, we've been planting the tree of the year for every LIGNA in a festive tradition, together with our exhibitors.



Even today, many an older tree spreads its canopy over visitors who are unaware of the exhibition center's eventful history.

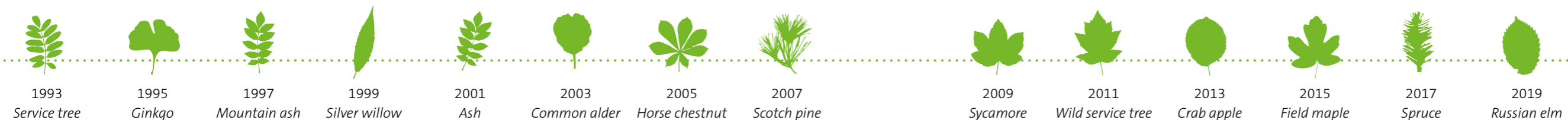
**The world in Hannover**

During the run-up to the EXPO 2000 world exposition, with its special focus on sustainability, the exhibition center experienced an enormous green surge. The exhibition grounds were integrated into the event and the entire area was connected to the surrounding landscape in the mid-1990s via spacious parks like the "Gardens in Transition". Knauer and his team planted almost 1,900 oaks, birches, maples and basswood trees in the large car parks around the fair, creating groves and lawns on an area of 33 hectares.

In keeping with the EXPO motto of "People, Nature, Technology", the four-row "Avenue of United Trees" was created – an idea by Swiss garden architect Dieter Kienast designed to contrast with the modern exhibition architecture. The avenue is 900 meters long and 25 meters wide, stretching from the west entrance across the exhibition grounds to the House of Nations. It comprises some 450 trees with 270 different species and varieties from temperate and arctic latitudes, including many rare specimens like the Himalayan birch and the dawn redwood.

**Avenue of United Trees**

This avenue is adjoined in a north-south direction by spacious parks, which were created in spaces which previously contained only asphalt and gravel, including the park wave, with its forest-like plantings resembling an English landscape park, and the earth garden with its lawn cones. In addition, there is the exhibition park, which was created on an existing green area surrounding the Convention Center. This is where several specimens of Knauer's favorite tree can be found: the Japanese flowering cherry tree, whose pink blossoms remind Japanese visitors of their homeland.



# Less is more

**ARCHITECTURE**

**Spotlight on energy efficiency. Environmental awareness plays a key role in the construction, modernization and operation of our exhibition halls and office buildings.**

"HANNOVER MESSE dares to make a new start": That was the headline of the November 2013 issue of the local newspaper "Hannoversche Allgemeine Zeitung", in an article covering the Managing Board's laying of the foundation stone for the first new hall in over 10 years. The internationally renowned architect Dr. Volkwin Marg, who had already designed several buildings at the exhibition center and was once again in charge of Hall 19/20, spoke of "maximum simplicity" combined with maximum functionality and flexibility.

The 225-meter long and 86-meter wide building completed by 2015 to replace its predecessors from the 1950s, fired the starting shot for the dynamic further development of the exhibition grounds to meet the changing requirements of exhibitors and the organizers. That is because the exhibition center is voluntarily and by conviction guided by the Energy Saving Ordinance (EnEV) when it comes to new construction.

**Energy requirements reduced by 40 percent**

The result? "We were able to reduce our primary energy requirement by 40 percent compared to conventionally designed halls," says Matthias Dorsch, Head of Technical Facility Management (TFM). Office buildings 1 and 2, which were completed

in 1999 and 2012, were designed with sustainability in mind. As Dorsch explains: "By optimizing our space utilization, we were able to significantly reduce building volumes and lower energy consumption for lighting and heating."

Energy consumption for existing buildings is also being lowered. Conditioning in office building 1 is now dependent on weather conditions: the warmer the air outdoors, the less heating power is provided. At the same time, we are tackling the energetic refurbishment of our exhibition halls, where – after exhibitor booths – heating and cooling are the largest factor. The first step will be Hall 11, where in 2020 thermal bridges via cable ducts and roof hatches will be eliminated, and walls and ceilings will be reinforced with insulation, where required.

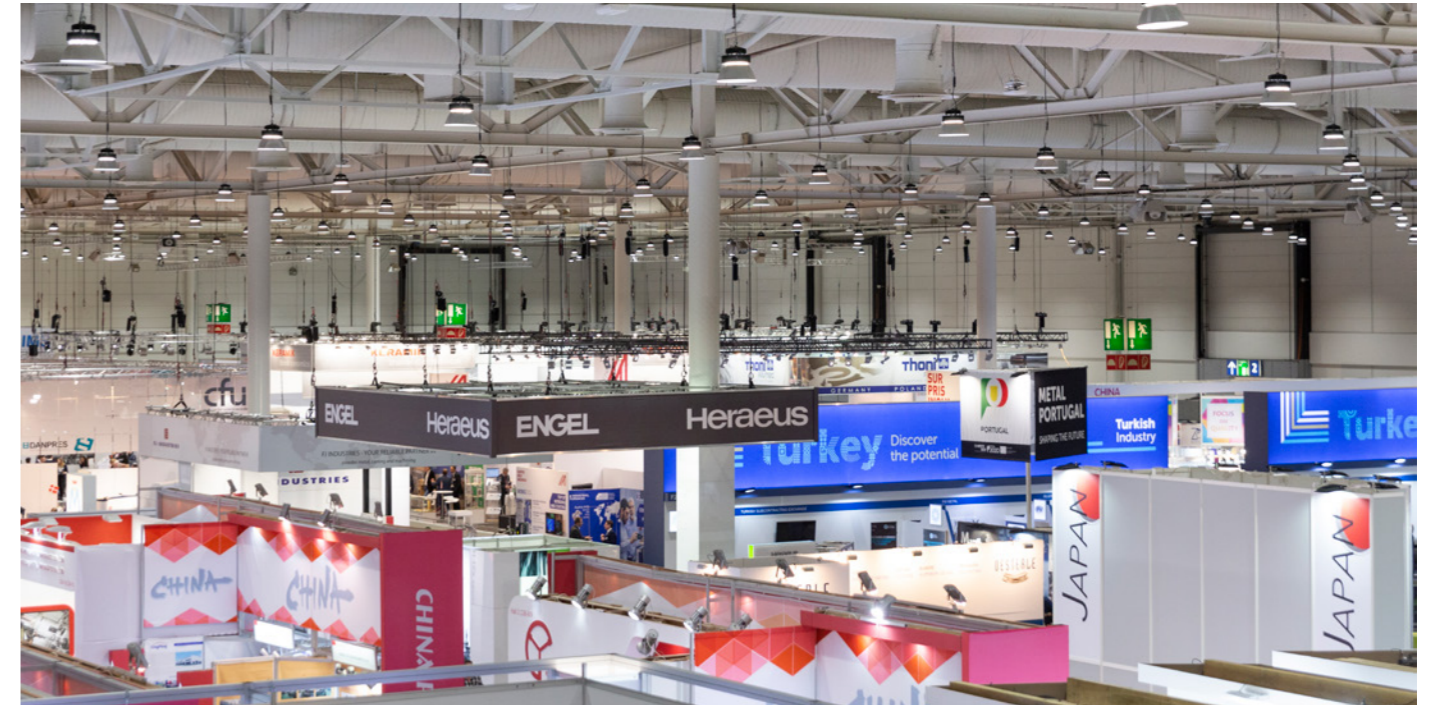
**Total conversion to LED**

We've been busy converting our indoor lighting in the halls from halogen to LED, lowering power consumption around 40 percent. "By around 2025 we'll have replaced the last of our approximately 6,500 halogen lamps," says Dorsch. Our two office buildings, which score highly with employees thanks to their flexible, colorful working environments, are already largely equipped with LEDs. The first square meters of fully recyclable carpeting will soon be laid there as well as in the conference areas of the halls. So we are sustainably on the move at every turn.

## 02 ENERGY

# Renewable energy for the exhibition center

At our site, we consume as much electricity as around 10,000 four-person households. Since 2018, we have completely switched our energy consumption to green electricity – thus saving a good 18,000 tons of CO2 annually.



Glowing example: Hall lighting becomes more efficient.



**400**  
SERVERS



**200 TB**  
OF INTERNET TRAFFIC  
PER YEAR



**100**  
DATABASES

Our IT in numbers

From lighting on the exhibition grounds to office printers: “At HANNOVER MESSE 2018, we reduced our annual electricity consumption from some 45,400 megawatt hours by completely converting to certified green electricity from hydropower,” reports Matthias Dorsch, Head of Technical Facility Management. “This sustainable commitment is important to us,” he adds.

Saving energy is no easy task for an exhibition company. “Our buildings are used in very different ways. The offices are constantly in use, but our halls are only used during events – but then require lots of energy over a short period of time,” explains Dorsch. That’s why his colleagues need to carefully check the effectiveness of their energy-saving measures.

#### Clever cooling

We manage 24 exhibition halls as well as conference buildings, pavilions, multi-story car parks, office buildings, computer centers, industrial and service buildings. The three top power consumers are our 220 ventilation and air-conditioning systems, lighting equipment and services supplied to our exhibitors. For the ventilation and air conditioning of the almost 400,000 square meters of hall space, we use electricity and for heating, we use natural gas.

“Our heating capacity corresponds to around 5,500 residential building heating systems, and our cooling capacity is in the order of 170,000 refrigerators,” Dorsch compares. “We try to move energy very economically. Apart from our offices, meeting rooms and public areas, we have no centrally air-conditioned buildings. In the halls, the temperature is no longer permanently cooled, but adjusted automatically, as required by the building management system.”



**Lighting by demand**

“For the last ten years, we’ve been consistently converting our lighting to LEDs and have already replaced 70 percent of our lamps,” reports Dorsch. Even the emergency exit lights are by now energy-efficient.

Lighting that adapts to the respective requirement is indispensable for greater efficiency. “In our office buildings, we’ve implemented a ‘task area’ concept. The lighting at our workplaces has a presence and brightness detector, and with time-controlled switches, we can reduce the required output,” comments Dorsch. Lighting in the halls is reduced during the assembly and dismantling periods, and the traffic routes on the grounds are equipped with daylight-dependent traffic lights. We have also reduced the lighting output in our multi-story car parks and additionally adapted the lighting to user behavior.

**Green IT and virtualization**

Our IT department provides a number of services for our core business, performing an additional array of tasks during events. The numerous network connections, servers, databases and applications converge in three separate computer centers on the exhibition grounds. The latest server room is particularly energy-efficient: a cold-warm aisle enclosure for the server cabinets brings cooling directly to where it is needed. As a result, the entire data center no longer needs to be cooled and cooling capacity is significantly reduced. The waste heat is also used to heat offices.



*Solar panels in covered walkway between Convention Center and Hall 7.*

Our IT Infrastructure Core Systems (ICS) department regularly renews its hardware components and replaces them with more efficient versions. In addition, the degree of system virtualization is constantly on the increase. This means that several servers are operated “virtually” on high-performance systems, leading to a better utilization of resources and a consequent conservation of energy and lower procurement costs. Intelligent data storage and archiving also serve to reduce data volumes and thus power consumption, which also cuts down on costs.

“We’ve achieved further savings by centralizing our printers, digitizing our processes and changing our users’ behavior,” reports project manager Jens Brenke, who has already replaced 80 first-generation multi-function devices with more efficient ones. “They consume less electricity and toner, and the toner cartridges are recyclable. The default setting is black and white and double-sided printing.” In the future, the number of workplace printers and fax machines will also be further reduced.

**Small measures add up**

“We regularly look into which improvement measures we will implement next,” says energy manager Andreas Dollenberg. “Some things are not efficient due to the long downtimes for some buildings. Solar energy, for example, is difficult for us to use because we are not allowed to place any superstructures on the roofs of our halls.” This is why a photovoltaic system has so far only been used in the passage-way connecting the Convention Center with Hall 7.

A series of small measures however can add up to overall success. In unused halls, for example, we switch off the transformers and reduce the medium-voltage supply. And we’ve lowered the minimum room temperature for our technical operation centers. The old dishwashers used in our office buildings and catering locations as well as for exhibitor rentals have been replaced by appliances with integrated heat recovery and dynamic heat adjustment. The result: energy savings of 30 percent per dishwasher.

# A cold calculation of water consumption

**RESOURCES**

**Every year, 180 million liters of water rush through our pipes. A series of targeted measures has resulted in a substantial reduction of water consumption.**

Roughly half of our water consumption occurs during trade fairs and events. The largest consumers include our exhibitors, our sanitary facilities in the halls and our catering operations. “We have, for example, reduced the amount of water used for toilet flushing from nine to six liters and

installed electronic proximity sensors for taps and urinals,” reports Matthias Dorsch, Head of Technical Facility Management. “Our sanitary facilities moreover have dispensed with warm water for the last ten years – something which is hygienically harmless, and which allows us to save around 80,000 kilowatt hours of electricity a year.” The exhibition center has also eliminated water fountains as a water-conserving measure.



*Our sanitary facilities in numbers*





# 94 percent of waste is recycled

## DISPOSAL



**We generate more than 5,000 tons of waste every year – the majority before, during and after our events. Only two percent is generated by ourselves. Thanks to a good disposal concept, we can recycle almost all our waste.**

During a fair, up to 400 cleaning staff are on the move every day to clean exhibitor stands and the sanitary areas in the halls and dispose of waste. In the past year, the exhibition grounds handled 5,265 tons of waste. Most of this was generated by events – especially HANNOVER MESSE, IAA Commercial Vehicles and DOMOTEX. “When the exhibition stands are set up, it is mainly wood, packaging and construction waste that are produced,” reports Ulrich Kusche, Waste Management Officer at HANNOVER MESSE. “In our offices and workshops, we generate only around 100 tons of waste a year – just two percent of the total amount of waste.

We collect the waste in various containers: residual materials are then taken to a landfill (around 230 tons per year), and hazardous waste is disposed of properly (around 25 tons per year). Most of the waste – consisting of glass, wood, recyclable materials and, for example, plastics – finds its way into recycling via a disposal company. „That is how we achieve such a high recycling rate of 94 percent,” emphasizes Kusche. “We want to avoid as much waste as possible and recycle whatever waste cannot be avoided.”

### Motivation to participate

We also seek to involve our exhibitors in sustainable waste disposal. „Although we have no legal means of enforcing it contractually, we try to motivate them to separate their waste,” explains Kusche. “To guarantee proper separation, exhibitors need to order the appropriate waste containers before the setup period – and we make it cheaper to order two containers rather than just one to dispose of unsorted waste.

We also make it easy for trade fair visitors to separate their trash – for example, by setting up 26 glass recycling containers across the exhibition grounds.

# Our vision: the smart venue

## ANDREAS DOLLENBERG, ENERGY MANAGER TECHNICAL FACILITY MANAGEMENT

**Herr Dollenberg, what conclusions can you draw after 13 years of energy management?**

We’ve already made a number of improvements. Monitoring allows us to keep an eye on our main consumers and optimize efficiency in a targeted manner. We are currently further refining our energy management and introducing new software which we plan to integrate with our building automation.

### What challenges do you face?

One of our biggest projects is the energetic refurbishment of buildings, since several halls no longer meet today’s energy requirements. Basically, we need a comprehensive willingness to accept higher procurement costs in favor of environmentally friendly solutions and lower operating costs. And we want to take everyone involved with us and make sustainability a natural part of our daily activities.

**Where should we go in the future?**

We are a city within a city and are subject to constant change thanks to new construction and modernization. As a result, we constantly check to see whether we can implement further energy-efficient measures. Of course, we are also involved in the climate concepts of the city and region of Hannover. And we have a vision of the “smart venue” – an intelligent and sustainable venue in which our exhibition center becomes a showcase for digital transformation.

## 03 CATERING

# Enjoyment with a clear conscience

*Fast, flexible and clean:  
Our sustainable commitment has a long tradition, including when it comes to catering for our exhibitors and visitors.*



*We use cargo bikes to deliver food and beverages.*



40

SNACK STATIONS



34

RESTAURANTS  
& BISTROS

6

FOOD TRUCKS

*Our catering in numbers*

Our subsidiary Messe Gastronomie Hannover relies on emissions-free, resource-conserving transport whenever possible – and has been doing so for more than 35 years. Up to 60 cargo bikes with trailers are used every day. They supply fresh food and beverages to restaurants, bistros, snack stations and food trucks across the exhibition grounds. In the course of a typical event, up to 2,000 orders can thus be delivered quickly, the eco-friendly way.

#### **Fresh, seasonal and local**

The Cosmopolitan Restaurant on the exhibition grounds is Hannover's highest eatery, offering a breathtaking view of the surrounding landscape from a height of 38 meters. A large part of our fresh seasonal products, which the kitchen refines into creative menus, come from the local area. The other catering companies on the exhibition grounds also give the nod to regional products, for example some 300,000 bratwurst sausages and 65,000 eggs per year. In addition, the majority of

the bottled water consumed on the exhibition grounds, around 2,500 hectoliters per year, is locally sourced from a mineral spring. Our supplier VILSA is known for its strong commitment to the environment.

#### **Green power and efficient appliances**

Like all facilities on the exhibition grounds, our catering uses nothing but certified green electricity – and even there, as little as possible. For example, we are replacing all of our old combi steamers with new and more energy-efficient appliances, reducing power consumption per appliance by 20 percent.

Since the beginning of 2018, our catering subsidiary, Messe Gastronomie, has been focusing on climate-neutral coffee-to-go cups. The CO<sub>2</sub> released each year for the production and transport of around 300,000 cups is offset by corresponding reforestation measures. So you can enjoy your coffee with a clear conscience.

## 04 MOBILITY

# Climate-friendly mobility

*Mobility is a key prerequisite for the economic and social development of our modern industrial and service-oriented society. One of our key sustainability goals is to shape transport in a way that avoids unduly burdening people and the environment.*



22 parking spots with electric charging stations are available for visitors and employees.

## TRANSPORT

It starts with the trip to our events. If you come with an electric vehicle, you'll find 22 parking spaces with electric charging stations – by app, for maximum convenience.

### Electric mobility

eMobility is a topic we feature at numerous events. At trade fairs like ABF, IAA Commercial Vehicles and Micromobility Expo, we offer visitors the opportunity to try out eCars and eBikes. And we set a good example by having eight electric

carts for transporting potted plants as well as for general transport tasks on the grounds. We also check on whether electric vehicles are economical and make sense when making new purchases.

Visitors and exhibitors who don't want to forego their own cars can use the NUNAV app to avoid traffic jams and find the fastest route to the exhibition grounds. This app also takes drivers to the nearest free parking space, saving time spent circling the grounds or stuck in congestion, thus also serving to reduce CO2 emissions.





Our low-emission trade fair fleet.

### Mass transit, not cars

The exhibition railway station and several light rail lines with fast connections to Hannover's central railway station and airport make it easy for exhibitors and visitors to travel by mass transit instead of by car. The German Railways (DB) "best price" event ticket, which costs the same from any point in Germany, makes this even more affordable.

Our special "job ticket" allows our employees to use public transport at particularly attractive rates. With a 24 percent subsidy for an annual mass transit subscription, more than 100 of our employees have already opted for this offer.

Our employees also use public transport for their business trips. As part of a special German Railways (DB) business customer program, they traveled over one million CO<sub>2</sub>-free kilometers by rail in 2018. Whenever possible, we also try to combine trips or avoid them altogether – for example by video conferencing.

### Avoiding CO<sub>2</sub>

However, our main means of transport on the exhibition grounds – the bicycle – is already climate-neutral. More than 300 bikes on the exhibition grounds make it possible to quickly and conveniently move employees, trade fair attendees, exhibitors and freight from point A to point B. In addition, our employees can also purchase bicycle helmets at a reduced price for their own private use.

Even more environmentally friendly than bicycles is the avoidance of transport altogether. We achieve this by locating services such as gardening, printing, advertising, catering and cleaning directly on the exhibition grounds. This shortens transport distances and avoids CO<sub>2</sub> emissions from the outset.

#### Red Dot campaign

When a strike paralyzed public transport in 2012, Deutsche Messe reacted creatively and requested the help of the citizens of Hannover. With success: Many Hanoverians put a red dot printed on cardboard behind the windshield of their cars to signal their willingness to take others to the fair.

# Faster by bike

**VOLKER EHRECKE,  
HEAD OF THE  
INFRASTRUCTURAL  
FACILITY MANAGEMENT  
DEPARTMENT**

***What do your co-workers have to say about being restricted to using bikes on the exhibition grounds?***

Bicycles have been around for ages as an alternative means of transportation on the exhibition grounds, and have always been a favorite with our staff.

***Can other people also use your bicycle fleet?***

Yes, we also make bikes available to the staff of our major guest organizers.

***Where can employees recharge their vehicles free of charge?***

Like our exhibitors and trade fair attendees, they can use the charging stations at our car parks

***Do you have any eVehicles in your fleet?***

We have eight electric carts in use for transporting potted plants and also general trade fair transport on the site. In addition, for all new purchases, we check whether an electric vehicle makes sense and is also economical. Looking to the future, we might even get to a 100% electric fleet.

## 05 EMPLOYEES

# The ideal foundation: our employees

*The personal development and health of our employees is close to our hearts. Because satisfied employees are the main prerequisite for sustainable corporate development!*



*Together they're strong – and fit: our trade fair employees.*

## HEALTH MANAGEMENT

The key factor for a successful future is the job satisfaction of our employees. This stands and falls with the work climate, which is based on mutual respect and trust as well as shared values and clear rules. Health management also plays an important role. Our preventive approach is designed to prevent unnecessary stress or overloads.

### Health in balance

We introduced our internal health promotion system in 2008, christening it "Fair Balance". The aim is not just to reduce the amount of sick leave, but also to achieve a better work-life balance and more satisfied staff members overall.

Fair Balance is open to all interested Deutsche Messe employees. Around 100 employees regularly take advantage of the relevant offerings. Topics from the areas of nutrition and exercise are particularly popular. In the categories of work, advice, fitness and activities, we offer courses in our Fair Balance room as well as workshops and seminars on health topics, plus physical checkups. The offerings range from skin screening and stress management, cooking courses and osteopathy to yoga, Pilates and Qigong. "And we are constantly considering new offerings to get as many co-workers as possible to become enthusiastic about our enterprise health management," says Steffen Loesdau, HR Development Officer.

In addition, our company physician Inga Sonnenfeld is available to assist employees with all health-related questions.





*Our “Voluntary Day” was an important and impressive experience which stimulated further thought and opened up new windows on the essential issues.*

OLIVER KRUSE, PROJECT DIRECTOR PARTS2CLEAN / SURFACE TECHNOLOGY EVENTS

#### **Fitness? Let's run with it!**

Running keeps you fit! And it is much more fun to run together than alone. Which is why we've been offering our employees regular running training in cooperation with Hannover's "Turn Klubb" since 2018. We also support employees' participation in running events like the Hannover Marathon, the B2Run and the Hannover Company Run. We pay their registration fees and provide jerseys and catering for our runners.



*Employee fitness strengthens team spirit!*

#### **Work-life balance leads to greater satisfaction**

The compatibility of family and career is part of employees' work-life balance, making a decisive contribution to staff satisfaction. Our "Hermes Kids" crèche offers ten places for staff members' toddlers between the ages of eight weeks and three years. During events, the crèche stays open longer in the evenings and is also open on

weekends. And working in our home office is already regulated by a labor-management agreement.

#### **Rewarding commitment**

Once a year, we give interested employees a day off to get involved in social activities within the framework of a local volunteer day. In addition, we pay them 150 euros for

any organizational expenses. The "Social Day" of the Hannover Volunteer Center allows them to get to know other working cultures and contexts in more than 40 non-profit organizations. 30 staff members took advantage of this opportunity in 2018. Sensitivity, patience, but also empathy are required on this day. This type of commitment promotes the development of our employees' social skills, and we as a company also benefit from it.

# Our work-health interface

INGA SONNENFELD,  
OCCUPATIONAL  
HEALTH PHYSICIAN

Inga Sonnenfeld has been the occupational physician at Deutsche Messe since 2017.

**Dr. Sonnenfeld, what type of problems do employees approach you with?**

As an occupational physician, I work at the interface between medicine and work. My most important tasks consist of assessing working conditions, advising employers and employees, conducting inspections and examining staff members. For example, I offer advice concerning frequent or long workplace absences or reintegration steps. Conflicts at the workplace or ergonomic problems are also a frequent topic. And prevention and advice at VDU workstations is also a frequent reason for contact.

**And what if someone comes to you with acute back pain?**

Then, of course, I take a look at it, advise the patient and possibly give direct tips or refer him or her for further treatment. But in-depth diagnoses and therapies are not part of my job.

**Do you have fixed visiting hours?**

Yes, I'm usually at company premises twice a week. It has proven a good idea for employees to make an appointment with me by phone or e-mail, which makes it easier to manage the amount of time I take for each person and each particular case. And nobody needs to wait – a win-win situation.

**Do you also offer courses and workshops?**

Yes, with the focus on ergonomics and occupational health and safety. But I also offer so-called "health days" – most recently in 2018 in cooperation with the employer's liability insurance association and a health insurer on the subject of skin. Along with answering specific questions and addressing specific issues.

**Do you also advise Deutsche Messe on decisions relating to occupational medicine?**

In line with the German Occupational Safety Act, that is one of my main tasks. As an occupational physician, I advise everyone in the company – from employees to employer representatives, from works councils to executive management. In person, by e-mail or on the phone. I receive regular invitations to meetings involving topics relevant to occupational medicine.

## 06 SOCIAL TOPICS

# Giving joy

*Promotions, donations and sponsoring:  
Our employees are engaged in numerous social  
arenas and support a number of initiatives*



*Delighted kids: Our employees supported the “Sunbeam” campaign to brighten up young people’s lives.*

### RESPONSIBILITY

For the 2018 company Christmas party, our employees designed a wish tree for the “Sunbeam” campaign. This Hannover-based charitable organization has supported children and young people from socially disadvantaged families for many years. The tree, which was specially made by our carpentry workshop, had 80 colorful notes with small, heartfelt wishes. For example, the children wanted a Monopoly game, a ball, Lego cars – and a teddy bear, which was ultimately provided by Carolin Von Tippelskirch from the department for VIP services and corporate events. “This was a great campaign, which I was absolutely eager to participate in,” she says. Like many of her colleagues, which explains why the wish tree is going to return. “This year, we will even accommodate up to 200 wishes,” reports Sarah Sheikh-Rezai, one of the initiators.

Most people were already familiar with the Sunbeam campaign from the annual Christmas raffle organized by our employees. We donate the proceeds to a good cause – for example to the Aegidius-Haus Hannover, the children’s hospice Löwenherz, the Clinic Clowns Hannover and the Sunbeam campaign. The sale of lottery tickets – almost 2,500 in 2018 – plus a company contribution have raised around 40,000 euros over the past five years.

#### Donations and sponsoring

We have also demonstrated our commitment in supporting refugees. Hall 27 served as an emergency accommodation for the city of Hannover on several occasions. We’ve organized clothing donations, sponsored sporting and cultural activities and provided internships. Friendships have developed between several of our employees and the refugees housed in Hall 27, which continue to this day.





Traditional donation at LIGNA: Managing Board Member, Dr. Andreas Gruchow, presents a check.

The regular donation to the Forestry Qualification Fund association at LIGNA Forestry Night has become a tradition. This is our way of promoting projects involving basic and further training at forestry companies. We also supported the Hannover "Residents' Brunch" in 2018. The proceeds from this public picnic, set up around the centrally located Marktkirche church, went to "Bürgerstiftung", a community foundation for charitable projects.

**Cooperation and participation**

Whenever we need to outsource any manual labor, we like to work together with the Hannover Workshop for the Visually Disabled, Diakovere Annastift and the local Hannover correctional institute. The Hannover Workshop, for instance, embroidered towels with our trade fair logo, which we sent out as a promotional gift.

A special cooperation offers employees the opportunity to participate in an annual volunteer day (see page 29). There, they can look beyond their professional horizons and become active in more than 40 non-profit, Hannover-based organizations. In 2018, some 30 employees took part in a range of social projects, including cleaning out a garage, painting a wall and giving severely handicapped children a trip to the Park of the Senses.

Deutsche Messe's cultural sponsoring not only benefits local theaters, but also its employees. In 2018, we provided a free contingent of 100 tickets for a musical in Hannover. Based on the brisk level of employee demand, we plan to repeat this commitment.



A tree full of wishes.

# Our memberships

For many years, Deutsche Messe has supported the following economic, cultural and social institutions:



Luftfahrtmuseum Laatzen-Hannover e.V.

Kestner Gesellschaft Förderkreis

Gesellschaft der Freunde des Opernhauses e.V.



