SUSTAINABLE EXPERIENCES

Messukeskus is Finland’s largest event venue

We organise 65 trade and consumer shows and host 1,500 meetings and congresses every year

1.2 million visitors, 9000 exhibitors, 200 employees

A leader in introducing new concepts and ideas among the branch in Finland

We celebrate our 100th anniversary in 2019

Corporate responsibility is embedded in our values
Being responsible is one of our three core values, including:

- I take responsibility for my work
- I take responsibility for our customers’ success
- I take responsibility for people, the economy and the environment

Messukeskus was the first Finnish exhibition and conference centre to receive ISO 14001 environmental management certification for its environmental management system in 2009.

Messukeskus is now the only Finnish event organiser to be granted an ISO14001 2015 environmental management certificate and an ISO9001 2015 management system certificate.

We comply with environmentally sustainable principles, laws and regulations and are part of the Sustainable Meetings Region in accordance with the Scandinavian Sustainable Meetings Accord of the International Congress and Convention Association (ICCA).

In spring 2019 we are implementing the ISO 20121 certification within the strategic framework together with a client as the first venue in Finland to improve sustainability standards. The client is the European Association for International Association (EAIE), which will bring 5000 professionals for its annual conference to the facilities of the Messukeskus Helsinki in September 2019. ISO 20121 is the only sustainability standard within the events industry, and focuses on creating a culture around sustainability including the social, economic and environmental impact.

OUR CLIENT SABRINA NIELEBOCK FROM EAIE

“It is really great to see these common goals between Messukeskus and EAIE. These 4 objectives (measurement, waste, education on sustainability and clarity on optimal management approach) align with what we had in mind and will really help us for the next years to move forward and to see what Messukeskus will do after our event. It is good that measurement is one of the objectives, when it comes to waste, all large conferences and events always produce so much waste and it is very sad for us to see the numbers afterwards. Education is also something that is very important for us. We have been testing awareness campaigns in the last years for participants and staff.”

OUR SUSTAINABLE STEPS

<table>
<thead>
<tr>
<th>Year</th>
<th>Sustainable Steps</th>
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<tbody>
<tr>
<td>2019</td>
<td>4 special tickets in 2018-2019 to raise funds for those in need</td>
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<tr>
<td>2018</td>
<td>New environmental policy steers environmental efforts</td>
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<tr>
<td>2017</td>
<td>An award from the Energy Authority and Motiva for energy efficiency efforts</td>
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<td>2016</td>
<td>We exceeded our targets for the energy efficiency programme: 9% -&gt; 26%</td>
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<tr>
<td>2015</td>
<td>New product range based on used Messukeskus carpets. Carpets were given a new life as business gifts and products: bags, wallets, wine bottle protectors and pads.</td>
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<td>2013</td>
<td>The Exhibition Office was overhauled. Materials such as 100% recycled plastic, domestic felt and acoustic panels made from ecological surface peat were used in its interior decoration.</td>
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<tr>
<td>2012</td>
<td>The meeting rooms of Messukeskus were included in the Sustainable Scandinavian Meetings Region of the International Congress and Convention Association (ICCA).</td>
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<tr>
<td>2011</td>
<td>Introduction of an energy efficiency programme aiming at energy savings of 9%, extending to 2016.</td>
</tr>
<tr>
<td>2009</td>
<td>First Finnish exhibition and convention centre to be granted ISO 14001 environmental certification.</td>
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EMBEDDED IN OUR VALUES

ECONOMY | GOALS AND ACHIEVEMENTS

MESSUKESKUS ECONOMIC IMPACT

INCOME WORTH 282 M€
TO THE HELSINKI METROPOLITAN AREA PER YEAR

MESSUKESKUS EMPLOYMENT IMPACT

3,957 PERSON-YEARS
AT THE HELSINKI METROPOLITAN AREA PER YEAR

INCREASE IN HORECA SALES

88 M€
AT THE HELSINKI METROPOLITAN AREA PER YEAR

Source: Haaga-Helia Report 2018

The economic impact of Messukeskus was calculated in a comprehensive and statistically reliable manner by Haaga-Helia Customer Service Unit. The calculation is based on the events organised at Messukeskus in 2018 and it takes into account both the income brought by exhibitors and visitors to the Helsinki region and the employment impact of the events.

PEOPLE | GOALS AND ACHIEVEMENTS

EMPLOYING PEOPLE WITH PARTIAL WORK CAPACITY

- 20 part time employed per event: cleaning, guiding, massaging, selling
- 20 part time employed per week: cleaning
- Partner: Vocational Collage Live

EASY ACCESS FOR EVERYBODY

- All entrances and premises are easily accessible
- All floors are accessed by lift
- Free parking for disabled
- Free entry for the personal assistants
- Special services for customers using the EU Disability Card

SUPPORTING THOSE IN NEED

- 4 special tickets to raise funds for clean Baltic Sea, children's equality, women in developing countries and youth well-being
- Cooperation between UNICEF Finland and Messukeskus enabled almost 20,000 children to attend school for a year and vital polio vaccinations for more than 1.8 M children during the report year.

THRIVING PERSONNEL

- Excellent work ergonomics
- Occupational health care
- Subsidising cultural and sport activities
- Early intervention model for people suffering addictions
- Special HRD-coach for training personnel

Environmental activities are included in our business planning; we set annual targets for these activities and monitor their achievement.

We actively communicate on environmental and corporate responsibility issues to our customers and stakeholders, and provide customers with opportunities to make responsible choices.

We provide our employees with regular training and actively communicate on environmental matters also internally to them.
ENVIRONMENT | GOALS AND ACHIEVEMENTS

KEY ENVIRONMENTAL GOALS:

• CUTTING ENERGY CONSUMPTION
• RECYCLING
• MINIMISING WASTE

CUTTING ENERGY CONSUMPTION

• Remarkable energy savings
• Increasing the share of renewable energy with 2000 solar panels in 2019
• Producing 592 MWh of energy per year with solar power from 2019 on
• Lighting with energy-saving LED-solutions
• All toilets with water-saving taps
• We print less, we go digital

MEMBER OF THE CLIMATE PARTNERS’ NETWORK, MAKING HELSINKI CARBON-NEUTRAL


RECYCLING AND FURTHER UTILISING

• Recycling and further utilising 99% of the waste
• Eco centre in every hall
• Giving up plastic products at the office
• We challenge our customers and personnel to participate
• Customers and employees instructed in efficient waste management

REDUCING IMPACTS OF TRAFFIC

• 32 electric car charging stations and 80 by year 2020
• Recommending visitors to use public transport
• Installing more bicycle parking facilities
• City bikes and stations near Messukeskus

REDUCING FOOD LOSS

• Favouring organic and locally sourced food
• Measuring the amount of biowaste regularly
• Campaigns draw attention to reducing food waste
• Selling and donating extra food to charity
• Careful planning and monitoring of consumption
• Checking amounts before ordering
• Correct storage
• Complete and thorough utilisation of raw materials

99% OF THE WASTE IS RECYCLED AND FURTHER UTILIZED