

# Responsibility Experience Progress Impact

Sustainability  
Report  
2023



# **Responsibility Experience Progress Impact**

**Sustainability Report 2023**

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# 2023-2026 CSR Master Plan: new objectives in the sustainability strategy.

**Sustainability is one of the cross-cutting themes for progress at IFEMA MADRID. The 2023-2026 CSR Master Plan records the main lines of action and the objectives of the Institution for continuing to actively contribute to the three areas of Environment, Social and Governance (ESG). This strategy is fully aligned with the United Nations 2030 Agenda and its Sustainable Development Goals (SDGs).**

Since 2018, IFEMA MADRID's commitment to sustainability has been developed through a CSR Plan that is reviewed and updated annually. In the last year, due to the full integration of this aspect into the Institution's business goals, a specific master plan has been defined and prepared, which has a longer timeline (four years) and sets medium-term objectives.

The 2023-2026 CSR Master Plan is thereby integrated into IFEMA MADRID's Strategic Plan, with a view to developing the sustainability line in detail. Operationally, two types of objectives are proposed:



**Objectives to be developed within the term of the Master Plan**—in this case with a 2026 horizon—considering that, for each objective, annual action plans and goals have been established for reaching the final result, step by step.



**Annual actions according to the circumstances**, which will seek to consolidate habits and results.



## Lines of action.

After defining the general methodology, the Master Plan establishes its principal lines of action, which are aligned with the Institution's Sustainability Policy. These lines of action cover the main management areas of IFEMA MADRID, thereby showing the cross-cutting nature of its vision of sustainability:



### Transparency and good governance:

being an ethical and transparent institution.

**Sustainable economic growth:** driving local economic development, sectoral development, entrepreneurship and innovation.

**Quality employment:** having committed employees and promoting quality employment throughout the value chain.

**Sustainable infrastructures:** increasing the efficiency of IFEMA MADRID's infrastructures and minimising their environmental impact.

**Sustainable events:** increasing the level of sustainability of all events organised by IFEMA MADRID.

**Social commitment:** contributing to cultural change in the company by driving corporate volunteering and other sustainability initiatives promoted by the employees.

## Specific objectives.

The Master Plan also establishes four specific objectives for 2026 regarding aspects that it considers to be a priority and for which more ambitious goals are required:



**1. Carbon-neutral:** reach carbon neutrality for scopes 1 and 2.

**2. Waste:** reach zero waste disposal for all the waste generated by IFEMA MADRID.

**3. Accessibility:** implement and announce accessible routes and achieve complete digital accessibility.

**4. Stakeholders (or interest groups):** continuously increase the levels of satisfaction with respect to preceding years (base year 2023).

The Master Plan establishes specific action plans for each of these objectives that include the respective responsible departments, the lead times and the monitoring indicators. It also relates each one with the pertinent SDGs.

## Contribution to the Sustainable Development Goals (SDGs).

The new CSR Master Plan also reviews and updates the list of United Nations Sustainable Development Goals (SDGs) that are priority for IFEMA MADRID. Thus, it aligns the Institution's values and business goals with the United Nations 2030 Agenda, which is the main global benchmark for sustainable development, assumed by companies and organisations around the world.

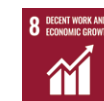
IFEMA MADRID deems that it can directly contribute to the following SDGs through the development of its business activity:



**SDG 4:** Ensure **inclusive and equitable** quality **education** and promote **lifelong learning opportunities** for all.



**SDG 7:** Ensure **access** to affordable, reliable, sustainable and modern **energy** for all.



**SDG 8:** Promote **sustained, inclusive and sustainable economic growth, full and productive employment and decent work** for all.



**SDG 9:** Build **resilient infrastructure**, promote **inclusive and sustainable industrialization** and foster innovation.



**SDG 10:** Reduce **inequality** within and among countries.



**SDG 11:** Make cities and **human settlements inclusive, safe, resilient and sustainable**.



**SDG 12:** Ensure sustainable **consumption and production** patterns.



**SDG 13:** Take urgent action to combat **climate change and its impacts**.



**SDG 16:** Promote **just, peaceful and inclusive societies**.



**SDG 17:** Revitalise the **Global Partnership for Sustainable Development**

# Responsibility.

# 01.

## Respect for our environment.

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**As set forth in the 2023-2026 CSR Master Plan, IFEMA MADRID’s overall commitment to environmental protection is expressed in two main objectives: achieving greater efficiency in the use of infrastructures and integrating the sustainable vision in all events that are organised.**

Along with starting to develop the Master Plan, one of the key actions related to environmental sustainability in 2023 is the review and approval of a new Policy of the Integrated Management System. That policy establishes the main management commitments of IFEMA MADRID in this area, which are aligned with the purpose of the Institution and its governing principles for sustainable development.

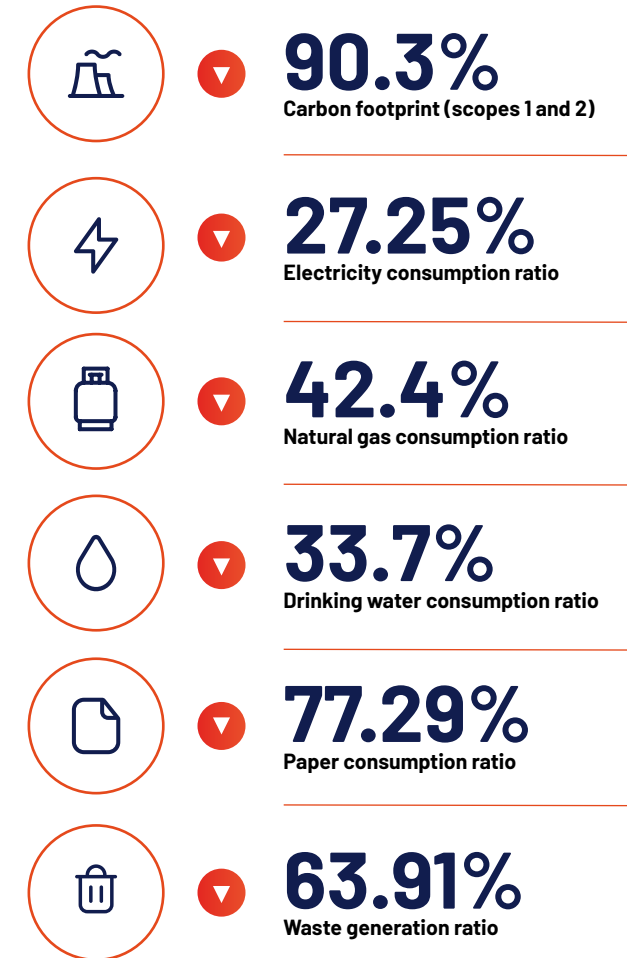
**Commitments of the new Policy of IFEMA MADRID’s Integrated Management System**

- Integrate the environmental management, quality, energy, event sustainability and emergency management systems into a common system that makes it possible to achieve excellence and efficiency in management through continuous improvement.
- Comply with all the applicable legislation and regulations in force, with the requirements of benchmark international standards, with those identified by stakeholders and with those established internally.

- Pursue objectives that ensure the continuous improvement of processes, the sustainability of events, environmental and energy performance, the welfare of the environment, the prevention of pollution, environmental protection, the efficient management of energy consumption and the safety of citizens and all other people.
- Consider environmental aspects and impacts and energy performance related to the management of events organised by IFEMA MADRID, to the management of spaces and services and to the design and maintenance of infrastructures, until the end of the cycle, so as to minimise any adverse effects caused by these events and encourage the rational use of resources, as well as environmental protection.
- Enhance energy savings and efficiency in activities by developing the existing energy management system.

- Encourage research and development and commit to efficient innovation and quality in the management of events organised by IFEMA MADRID, in the management of spaces and services and in the maintenance of infrastructures.
- Provide training and raise awareness at all levels of the workforce, establishing the appropriate channels of communication and participation among all employees.
- Move forward in procuring energy-efficient products and services and continue working with suppliers whose facilities, products and services are managed in an energy-efficient manner, as well as supporting design activities that improve energy performance.

**Improvement in environmental indicators compared to 2018.**



The continuous development of environmental protection actions in recent years has enabled major advances in some key aspects, which notably include a reduction of the carbon footprint, an increase in energy efficiency, the optimisation of waste generation and recycling and a decrease in the consumption of water, electricity, paper and other resources.



# Management of natural resources.

One of the main lines of action of IFEMA MADRID regarding its objective to minimise the environmental impact of its activity, is the precise and responsible management of the natural resources that are necessary for carrying out that activity.

The measures that have been implemented in recent years are based on an across-the-board philosophy of savings, efficiency and circular economy, thereby making the Institution's sustainability strategy compatible with handling the needs of exhibitors, visitors, employees and other groups.

## Water.

The commitment to the sustainable management of natural resources includes applying measures that promote saving water and the responsible use thereof. Within this area, the update of the Sustainable Water Management Plan in 2023 should be highlighted. Each plan covers a four-year period, with the new version covering the 2023-2027 period.

The measures implemented in recent years for managing natural resources are based on an across-the-board philosophy of savings, efficiency and the circular economy.

The following are some of the notable actions planned for this period:

- Monitoring and certification of the Environmental Management System, the Energy Management System and the Event Sustainability Management System.
- Replacement of sanitary ware by others that are considered more efficient (electronic taps, waterless urinals and dual-flush toilets) at the North and South Gates and in the new restaurant premises.
- Continuing with the reclaimed water contract for irrigation with Canal de Isabel II (CYII), from where the drinking water and reclaimed water come for all the facilities.
- Monitoring of the removal of used restaurant oil and monitoring of the biannual cleaning of the grease trap.

These actions are in addition to all the other measures that IFEMA MADRID regularly applies in order to constantly reduce water consumption, such as the use of bathroom fixtures with flow regulators in all installations, and efficient shower heads in changing rooms.

Likewise, various training and awareness-raising actions are carried out, targeted not only at the Institution's own staff, but also all other users of the facilities. Notably, in 2023, a municipal permit was obtained, which

authorises the discharge of all waste water from dressing rooms, toilets, kitchens and the laundry facilities to pipes of the internal drainage network, which connects to the City Council's sewerage network at a point of the South Gate.

All these measures have made it possible to reduce the consumption of drinking water once more with respect to the previous year, at both the Recinto Ferial and the Palacio Municipal.

### Water consumption in the Recinto Ferial and the Palacio Municipal (absolute values, m<sup>3</sup>).

	2022	2023	2023/2022
Drinking water consumption at the Recinto Ferial	86,501.00	84,747.00	-2%
Drinking water consumption at the Palacio Municipal	7,348.00	3,962	-46.08%
<b>Total drinking water consumption</b>	<b>93,849.00</b>	<b>88,709.00</b>	<b>-5.48%</b>
Reclaimed water consumption	73,930.00	85,595.00	16%
<b>Total water consumption</b>	<b>167,779</b>	<b>174,304</b>	<b>3.89%</b>

Note: includes the consumption of water for fire-fighting.

### Water consumption ratios at the Recinto Ferial.

	2022	2023	2023/2022
Drinking water consumption ratio (m <sup>3</sup> per year / turnover in millions of euros)	500.07	502.37	0.46%
Reclaimed water as a percentage of total water consumption (drinking + reclaimed)	44%	49%	-

Note: the 2022 Non-Financial Information Statement (NFIS) only included the calculations of the ratios for the Recinto Ferial. The 2023 NFIS contains the corrected calculations, which include the consumption of the Palacio Municipal.

Note: the 2023 turnover was calculated after verification.



## Raw materials.

Due to the nature of IFEMA MADRID's activities, paper and carpet are two of the raw materials most used at its facilities, together with water. Aware of this reality, the Institution is developing a series of measures designed to gradually decrease the consumption of these resources. In 2023, IFEMA MADRID continued with the actions that were being applied in previous years.

Regarding paper, actions that reduce both direct and indirect consumption were implemented.

For example, the promotion of flexible remote working and the implementation of digital platforms (Microsoft 365, Visual Space, Customer Relationship Management, digital signature systems, etc.); the issue of digital passes and invitations for the vast majority of trade fairs and events at IFEMA MADRID; and the reduction to the essential minimum of guides, brochures and other merchandising materials.

Regarding the use of carpet, IFEMA MADRID continues to be a benchmark in eliminating the use of this material at in-house trade fairs, such as **ARCOmadrid**, **ESTAMPA** and **100x100 MASCOTA**. The use of carpet has also been discarded in the perimeter areas (connecting the interior of the stands with the corridors) at most in-house trade fairs and events.

In any event, when it cannot be eliminated, all the carpet used can be recycled. Thus, as well as reducing the consumption of the natural resources used in its manufacture, the carpet's transformation into raw materials such as plastic pellets or paraffin for other production processes is facilitated.

### Consumption of paper and carpeting (absolute values).

	2022	2023	2023/2022
Paper consumption (units)	751,875	600,875	-20.08%
Consumption of carpet (m <sup>2</sup> )	646,962.80	546,649.00	-18.35%

### Paper and carpet consumption ratios.

	2021	2022	2022/2021
Ratio of paper consumption (units / turnover in millions of euros)	4,006.37	3,442.82	-14.07%
Ratio of Carpet consumption (m <sup>2</sup> / turnover in millions of euros).	3,447.34	2,919.19	-15.32%

Note: the 2023 turnover was calculated after verification.

## Energy.

In 2023, IFEMA MADRID completed the electrification of its own fleet of vehicles by replacing the last diesel and petrol models with electric vehicles. Thus, the Institution's entire fleet is now composed of low- or zero-emission vehicles.

The culmination of electrifying the fleet is one of IFEMA MADRID's main milestones in the area of energy consumption in 2023. Moreover, it exemplifies IFEMA MADRID's firm commitment to improving energy efficiency and reducing the consumption ratios.

Some of the most notable measures implemented in recent years to reach this objective include the installation of LED lighting, the implementation of the SMARKIA digitalisation and automation platform for monitoring energy consumption, and the design and expansion of the LIVE Connect platform for holding digital events, among many others.

It should also be recalled that IFEMA MADRID is supplied with renewable electricity at all its facilities (Recinto Ferial and Palacio Municipal), including the power for electric vehicles in the car parks.



**Types of energy and how they are used.**

	Type	Use
Electricity	Indirect	Electricity supply
Natural gas	Direct	Air-conditioning, kitchens and main kitchen autoclave
Diesel A	Direct	Vehicles/machinery and generators
Petrol	Direct	For vehicles/machinery
Butane	Indirect	To make paella, in the cafeterias, by the outsourced catering company

**Main energy consumption data in absolute terms.**

	2019 <sup>(4)</sup>	2020 <sup>(1)</sup>	2021 <sup>(2)</sup>	2022	2023	2023/2022	2023/2019
Electricity consumed at the Recinto Ferial (MWh)	29,990.2	17,703.64	18,440.94	22,927.62	23,898.83	4.23%	-20.31%
Electricity consumed at the Palacio Municipal (MWh)	7,401.68	2,100.87	1,958.04	3,069.21	2,562.132	-16.52%	-65.38%
Total electricity consumption (MWh)	37,391.8	19,804.51	20,398.98	25,996.84	26,460.97	2%	-29.23%
Natural gas consumed at the Recinto Ferial (MWh)	18,015.13	13,373.51	9,964.543	12,302.733	11,313.367	-8.04%	-37.2%
Natural gas consumed at the Palacio Municipal (MWh)	3,061.43	1,245.34	1,126.308	949.94	988.829	4.09%	-67.7%
Total natural gas consumption (MWh)	21,076.5	14,618.85	11,090.85	13,252.67	12,302.20	-7%	-42%

**Main energy consumption ratios.**

(2023 turnover calculated after verification)	2019 <sup>(4)</sup>	2020 <sup>(1)</sup>	2021 <sup>(2)</sup>	2022	2023	2023/2022	2023/2019
Electricity consumption ratio (MWh/turnover in millions of euros)	199.74	327.89	206.89	138.52	149.85	8.18%	-24.97%
Natural gas consumption ratio (MWh/turnover in millions of euros)	112.59	242.03	112.48	70.62	69.67	-1.34%	-38.12%
Corrected electricity consumption ratio <sup>(3)</sup> (MWh/turnover in millions of euros)	243.10	327.89	206.89	156.01	149.85	-3.95%	-38.36%
Corrected natural gas consumption ratio <sup>(3)</sup> (MWh/turnover in millions of euros)	120.09	242.03	206.89	81.34	69.67	-14.35%	-42%

- (1) In 2020, the year of the pandemic, there was only trade fair activity until the beginning of March. Moreover, in April-May, a shelter and a hospital were installed at the Recinto Ferial, which involved considerable air-conditioning needs and electricity consumption, with very little turnover. Subsequently, IFEMA used the stoppage of trade fair activity as an opportunity to perform maintenance work. All of this gave rise to a distortion of both ratios.
- (2) The pandemic continued in 2021, with activity only in the second half of the year. The halls opened, but with fewer customers in the interior, and the air could not be recirculated. Thus, the ratios continued to be relatively inefficient, although better than in 2020.  
Those two years (2020 and 2021) should not be taken into account when analysing the evolution of consumption because they are not representative years.
- (3) The electricity and natural gas consumption ratios for 2019 and 2022 are corrected, given that they were atypical years, understanding that there were distortions in those years caused by the holding of events of special magnitude (COP25 in 2019 and the NATO Summit in 2022),

resulting in a very high turnover with respect to consumption in a very short period of time. It is important to consider this at a global level, but in order to be able to rationally analyse the evolution of the indicators, it is also important to eliminate such distortions.

(4) In 2019, the electricity and natural gas consumption ratios (both the totals and the corrected figures) are higher than the other representative years (2022 and 2023). This is due to the fact that, in 2019, we began managing the Palacio Municipal of IFEMA MADRID, which required considerable prior maintenance work without any turnover. Moreover, in 2019, the facilities of the Recinto Ferial and the Palacio Municipal of IFEMA MADRID did not have LED lighting.



**IFEMA MADRID is supplied with renewable electricity at all its facilities (Recinto Ferial and Palacio Municipal), including the power in the car parks for recharging electric vehicles.**

# Combating climate change.



## Carbon footprint reduction.

Carbon neutrality for scopes 1 and 2\* in 2026 is one of the specific objectives established in the 2023-2026 CSR Master Plan of IFEMA MADRID regarding environmental sustainability.

The indicators from last year show that the Institution is making satisfactory progress towards this goal by progressively reducing the carbon footprint related to its activity: between 2017 and 2023, there was an accumulated drop of 90.3% in the emissions ratio (tons of CO<sub>2</sub> per year / turnover in millions of euros).

The method for measuring emissions is provided by the Ministry for the Ecological Transition and the Demographic Challenge (MITECO, *Ministerio para la Transición Ecológica y el Reto Demográfico*), thus guaranteeing the reliability of the results and the official recognition the same.

This recording process also includes a certificate of registration and the right to use a seal that indicates a company's level of engagement in reducing its carbon footprint.

To date, IFEMA MADRID has earned the following seals:

- **“Calculo” (I calculate) seal (scopes 1 and 2)**, awarded to companies that have measured their carbon footprint: for the years 2017, 2018 and 2019.
- **“Calculo y reduzco” (I calculate and reduce) seal (scopes 1 and 2)**, awarded to companies that, in addition to measuring their footprint, are able to practically demonstrate that they have managed to reduce it: for the years 2020, 2021 and 2022 (achieved in September 2023).

Following the procedure according to which the carbon footprint of the preceding year is calculated during the first half of the current year, the Institution is taking the actions that are required to renew the *“Calculo y reduzco”* seal corresponding to 2023.

\* Scope 1 includes greenhouse gas (GHG) emissions from the Institution itself, while Scope 2 corresponds to indirect GHG emissions associated with the generation of electricity that is purchased and consumed by the organisation.

## Promoting a more sustainable mobility

The management of transport, one of the main agents responsible for global greenhouse gas emissions, requires specific measures that promote the transition towards using renewable energies as an alternative to fossil fuels.

Together with the complete electrification of the vehicle fleet, IFEMA MADRID's Sustainability Group implemented a series of actions throughout 2023 to promote more sustainable models of mobility throughout the Institution's team, such as the shared use of vehicles and promoting the use of public transport.

To raise awareness and sensitivity about this matter, a survey was conducted, aimed at learning the mobility habits of the staff. Photography contests and stories about this subject were organised, among other activities.

Moreover, the Institution guarantees the availability of accessible public transport and parking areas for bicycles and scooters, as well as charging points for electric vehicles.



**Carbon footprint (scopes 1 and 2) of IFEMA MADRID in 2022.**

	Kg of CO <sub>2</sub>	Ratio of "kg of CO <sub>2</sub> / turnover in millions of euros"	Percentage over total emissions
Electricity consumption (kWh)	0.00	0.00	0.00%
Natural gas (kWh)	2,238,999.672	12,679.80	98,525%
Diesel A (B7) consumption (litres)	25,960.788	147.02	1.142%
Petrol (E5) consumption (litres)	6,701.9625	37.95	0.295%
Butane gas consumption (kilos)	861.35	4.88	0.038%
Leaks of R134a coolant gas (kilos)	0.00	0.00	0.00%



**Evolution of the carbon footprint (in absolute emissions and ratio).**

	Tonnes of CO <sub>2</sub>	Ratio of "tonnes of CO <sub>2</sub> per year / turnover in millions of euros"
2017	15,674.46	132.72
2018	15,182.83	109.62
2019	12,287.10	65.64
2020	2,448.37	40.54
2021	2,889.94	29.31
2022	2,422.17	12.91
<b>2023</b>	<b>2,272.52</b>	<b>12.87</b>
% 2023/2022	-6%	-0.29%
% 2023/2021	-21%	-56.09%
% 2023/2020	-7%	-68.25%
% 2023/2019	-82%	-80.39%
% 2023/2018	-85%	-88.26%
<b>% 2023/2017</b>	<b>-86%</b>	<b>-90.30%</b>

# Waste treatment.



The 2023-2026 CSR Master Plan of IFEMA MADRID also establishes a specific goal related to the management of waste: reaching zero waste disposal by 2026.

To achieve this objective, the Institution is developing various measures designed to reduce, reuse and recycle the waste that is generated, not only in the performance of its activity, but also by users of its facilities. This commitment is strengthened by considerable efforts to raise awareness and by promoting good practices related to waste management, thus fostering a sustainable culture in all areas.

These measures have enabled us to reduce the ratio of waste generation by 63.91% between 2018 and 2023, with a drop in both the absolute volume and the ratios compared to 2022 data. Moreover, in the last year, significant efforts have been made in waste segregation, especially with respect to plastics-containers, glass and paper-cardboard.

As an example of our across-the-board commitment in the area of waste management, IFEMA MADRID continues to form a part of the Circular Economy Pact driven by the Ministry for the Ecological Transition and the Demographic Challenge (MITECO) of the Government of Spain, thus undertaking to work on the 10 actions included in this initiative. These initiatives include, "Advance in reducing the use of non-renewable natural resources", "Favour the effective application of the waste hierarchy principle" and "Promote guidelines that increase innovation and the overall efficiency of production processes".

## Measures for reducing the generation of waste.

The Institution's active commitment to reducing the generated waste is expressed by the regular implementation of some measures that have contributed to the continuous improvement of this indicator in recent years.



The action plan includes the responsibility of installers to manage the waste generated during the assembly and disassembly of their stands and other installations, with the option of the Institution assuming this task. If they choose this option, the installers would thus be required to pay the corresponding amount for the right to use the containers.

The measures applied in recent years have made it possible to reduce a large part of the carpeting used at trade fairs and events, especially in common areas, and to almost completely eliminate the use of paper for tickets and invitations by encouraging the use of digital media. The digitalization of signs, maps and brochures has also been promoted, and the number of printers available has been limited. Individual waste paper bins have been removed from the office building, and several clean points have been created per floor, divided into five fractions.

IFEMA MADRID also distributes among exhibitors, external organisers and installers, documents such as the *Guide for the Organisation of Sustainable Trade Fairs and Events* and the *Guide on Sustainable Participation at Trade Fairs and Events* (versions for exhibitors and visitors), which have been developed internally to drive good practices and provide ideas for reducing and adequately managing all the waste that is generated.

Likewise, to encourage sustainability in the design of stands, the use of lightweight materials that are easy to recycle or reuse is promoted. One of the promotion actions with greatest impact in recent years is the award for the most sustainable stand at **FITUR**.

Finally, actions specifically adapted to the sectors of the trade fairs organised by IFEMA MADRID should be highlighted. For example, the donation of surplus food to various NGOs from trade fairs of the agri-food sector (**FRUIT ATTRACTION**, **INTERSICOP** and **MEAT ATTRACTION**) for the dual purpose of promoting the social commitment and reducing the generation of organic waste.

The staff canteen is also involved in the reduction of food waste through specific awareness-raising activities.

**To encourage sustainability in the design of stands, IFEMA MADRID promotes the use of lightweight materials that are easy to recycle or reuse.**

## Waste recovery.

At IFEMA MADRID, 24 different types of waste are generated (14 non-hazardous and 10 hazardous), of which three are disposed of and 21 are recoverable, accounting for 87.5% of the total. In 2023, a total of 79.10% of all generated waste was recycled.

### Amounts of waste produced (tonnes).

	2022	2023	2023/2022
<b>Non-hazardous waste (NHW)</b>			
Paper, cardboard	48.1	48.86	1.58%
Plastics, empty containers	6.3	31.39	398.25%
Wood	1,629.058	567.37	-65.17%
Glass	19.764	27.099	37.11%
Organic waste	0	0	0%
Mixture of inert materials or residues (mixture of paper, cardboard, plastic, empty containers, wood, glass, scrap and carpet)	3,921.83	4,107.354	4.73%
Carpet	107.26	116.43	8.54%
Scrap metal	6.55	8.62	31.6%
Construction and demolition waste (CDW)	22.88	14.82	-35.22%
Type I sanitary waste	3.268	*	—
Electrical and electronic waste	1.504	0.4	-73.4%
Pruning waste	299	81.9	-72.6%
Waste from grease trap cleaning	2	3.58	79%
Used oil in kitchens	4.285	3.005	-29.87%

\* IFEMA MADRID is not the producer, but rather the new manager (RENTOKIL).

Continues >

...> **Amount of waste produced (tonnes).**

	2022	2023	2023/2022
<b>Hazardous waste (HW)</b>			
Oils used in industry	0.07	0.038	-45.71%
Contaminated empty containers	0.18	0.186	3.33%
Paint and varnish sludge with organic solvents or other types of hazardous substances	0.22	0.383	74.09%
Batteries and accumulators	0.487	0.728	49.48%
Waste electrical and electronic equipment (WEEE)	1.318	0.296	-77.54%
Empty aerosols	0.0185	0.006	-208.33%
Contaminated absorbent material	0.0465	0.025	-46.23%
Fluorescent lighting and bulbs	0	0.107	100%
Type III sanitary waste	0.04228	0.03796	-10.21%

**Amount of waste generated (absolute values, tonnes).**

	2022	2023	2023/2022
Non-hazardous waste	6,071.842	5,010.828	-17.47%
Hazardous waste	2.38	1.81	-24.08%
<b>Total waste</b>	<b>6,074.22</b>	<b>5,012.63</b>	<b>-17.48%</b>

**Waste generation ratios (tonnes / turnover in millions of euros).**

	2022	2023	2023/2022
Ratio of generation of non-hazardous waste	32.35	28.71	-11.26%
Ratio of generation of hazardous waste	0.013	0.01	-18.36%
Ratio of generation of total waste	32.37	28.72	-11.26%

Note: the 2023 turnover was calculated after verification.

# Protection of biodiversity.

Despite the fact that the facilities of IFEMA MADRID are not located in an area of high biodiversity or in a protected area, and despite the fact that its activity does not affect or interfere with any species that are protected, threatened or at risk of extinction in the Community of Madrid, the Institution maintains a proactive approach to the protection and

sustainable maintenance of its landscaped areas.

The impact on biodiversity is managed through a series of strategic measures, which are grouped under different lines of action according to the nature and specific benefits of the same.

Line of action	Measures	Benefits
Selection of plant species adapted to the region's climate	Prioritisation of native or non-native plant species.	Decrease of water consumption and of the costs associated with their maintenance.
	Clustering of the shrub beds of the North Gate and South Gate meadows into hydrozones.	Optimal development and improvement in maintenance.
	Prioritisation of the purchase of new species for replacements, re-seeding or planting in local nurseries.	Reduction of transport time, with the consequent savings in fuel consumption.
Progressive reduction of lawn and meadow surface areas	Progressive reduction of the lawn and meadow surface area by a total of 29,279.64 m <sup>2</sup> .	Lower consumption of resources
	Mixture of seeds and re-seeding with species that have lower water requirements and are adapted to the climate of Madrid.	Savings in maintenance costs, less pruning and less need for fertilisers, among other things.
Use of fast-growing plants for ground cover	Use of creeping species for covering the slopes of the East and West car parks.	As well as stabilising the ground and providing greater ornamental value, it prevents weeds from growing and facilitates the use of a localised irrigation system, which also results in lower water consumption.
	Use of recycled bark chippings to cover bare soil in the new shrubbery areas of the North Gate and South Gate.	Reduction of temperature and humidity fluctuations, for a more efficient and sustainable maintenance.
Fertilisers and herbicides	Favouring the use of organic fertilisers, with low percentages of nitrogen.	Minimisation of the pollution of aquifers and a reduction of water needs.
	Elimination of the use of herbicides.	Conservation of the soil and preservation of the flora and fauna.
	Hoeing and tilling done manually or mechanically.	Reduction of the pollution of soil and water.

# Certifications.

In 2023, we maintained the environmental certifications obtained during the previous year, following an audit by a certified, accredited and independent entity.

These certifications demonstrate IFEMA MADRID's commitment to aligning its activity with the United Nations Sustainable Development Goals and maintaining the highest environmental and sustainability standards.

**These certifications are proof of upholding the highest standards of environmental quality and sustainability.**



## ISO 14001. Environmental management

ISO 14001 certification proves IFEMA MADRID's commitment to environmental protection by meeting international standards that certify the management of environmental risks and actions to minimise them.

We undergo regular external audits to demonstrate compliance with all applicable environmental laws related to waste and emissions at our facilities.

They also certify that we have an awareness-raising and communication programme for exhibitors during assembly and disassembly, which makes everyone aware of what is required and ensures the implementation of environmentally friendly practices.



## ISO 20121. Sustainable events

All the trade fairs organised at IFEMA MADRID are ISO 20121 certified for their sustainability management systems. This international certification recognises that, as well as generating business and boosting the economy, our events are committed to making a contribution to society, passing on some of the benefits received to the community, not only from a social point of view but also from an environmental and economic perspective.

This certification recognises the contribution made by all our events to encourage entrepreneurship and add value while supporting the capacity for innovation of exhibiting companies. We also promote specific corporate social responsibility actions to benefit society and the environment (for example, through agreements with NGOs and food banks for the distribution of surplus products, cooperation in projects, etc.).



## ISO 50001. Energy efficiency

Obtaining ISO 50001 for our South Gate building means that the general principles and guidelines are established for measuring and verifying the energy performance of an organisation or for its components and continuous improvement.

This underscores IFEMA MADRID's commitment to sustainability through measures such as opting for 100% green energy or generating geothermal energy from a plant that meets the air conditioning needs of our main building, among many other initiatives.



# Experience.

# 02.

## People management.

Diverse and inclusive work environment\_32

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**The commitment, effort and engagement of IFEMA MADRID’s human team is essential for taking on the strategic challenges that have been established for the coming years and for continuing to contribute to sustainable development. The Institution works to ensure a safe, diverse and discrimination-free work environment that boosts the personal and professional growth of the entire staff.**

The 2023 financial year was especially significant in defining the framework that regulates the labour conditions of the staff, mainly due to kicking off the implementation of the 2023-2026 CSR Master Plan and due to the signing of a fresh Collective Bargaining Agreement.

Promoting quality employment is one of the lines of action in the Master Plan, which sets the goal of “having committed employees and driving quality employment throughout the value chain”. Moreover, one of the four specific short-term objectives refers specifically to accessibility, an aspect that is particularly relevant for developing an inclusive environment for all stakeholders.

In turn, the Collective Bargaining Agreement that was agreed with staff representatives also includes the commitments and measures that should be developed in order to guarantee respect for all workers and to combat any situation of discrimination.

In this regard, 2023 was also notable for the signing of a new Equality Plan, which updates and aligns the measures that must be implemented in accordance with the legislation in force. The agreement, which also details all the aspects related to wages and to the work-life balance, is valid for four years, until 31 December 2025.

**Promoting quality employment is one of the lines of action in the CSR Master Plan, which sets the goal of “having committed employees and driving quality employment throughout the value chain”.**



**The Master Plan and the Collective Bargaining Agreement, through the measures included in them, reinforce and give continuity to the Institution’s corporate commitments concerning its employees.**

- Guarantee employment quality, thus maintaining stable and quality positions that guarantee the continuous improvement of professional skills and competencies.
- Establish measures for work-life balance.
- Develop the principle of equal opportunities among all professionals, particularly through the equal treatment of men and women.
- Respect diversity, thus promoting non-discrimination for reasons of race, colour, age, sex, marital status, ideology, nationality, religion or sexual orientation, or any other personal, physical or social condition of any professional.
- Uphold commitments with external institutions in order to obtain and maintain the accreditations and distinctions related to work-life balance and equality.

**Workforce figures**

Total employees:

**467**

Distribution by sex

Women:

**250**

Men:

**217**

Breakdown by type of contract

Open-ended:

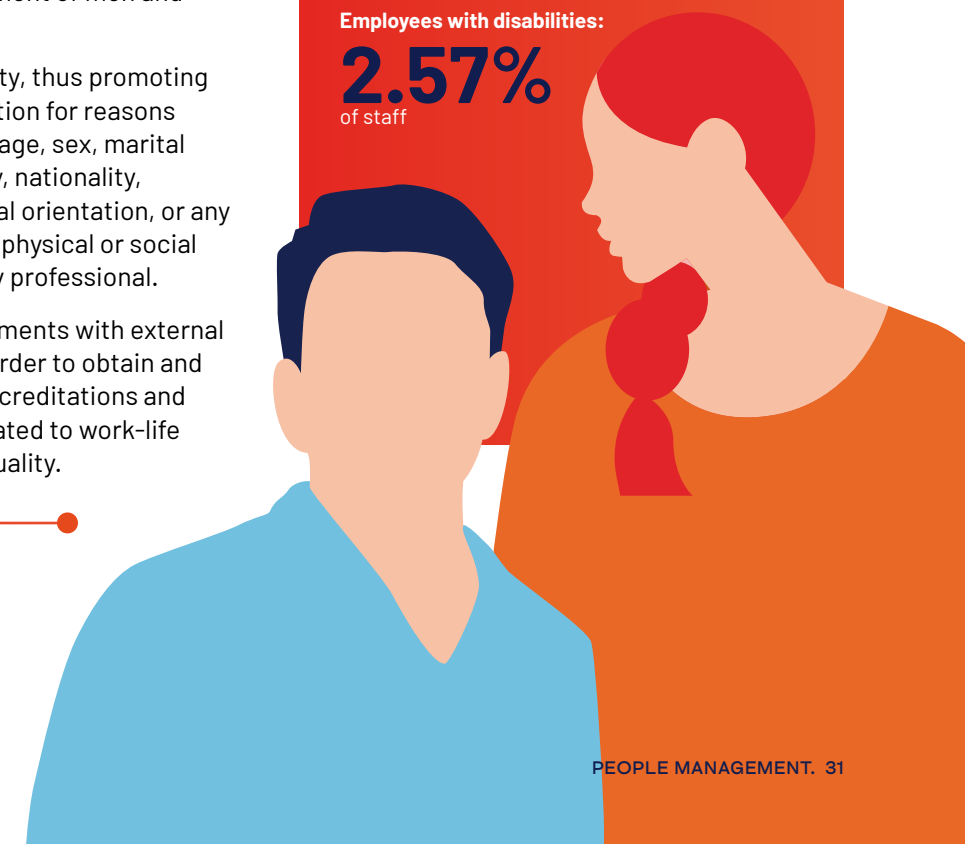
**96.6%**

Temporary:

**3.4%**

Employees with disabilities:

**2.57%**  
of staff



# Diverse and inclusive work environment.

IFEMA MADRID makes every effort to foster a quality work environment that promotes a corporate culture based on collaboration and teamwork. To achieve this objective, it pays special attention to guaranteeing the principle of equal treatment between women and men, which entails the absence of all discrimination related to sex.

The specific policies for ensuring equal treatment and opportunities were updated in 2023 by means of the measures included not only in the Collective Bargaining Agreement but also, in particular, those included in the new Equality Plan signed in February, which has a duration of four years.

IFEMA MADRID's commitment to equality is expressed in the equal distribution of its workforce, which, at the end of the 2023 financial year, was made up of 53.5% women and 46.5% men. This equality can also be seen in the management team, which is made up of 17 women and 15 men.

**IFEMA MADRID makes every effort to foster a quality work environment that promotes a corporate culture based on collaboration and teamwork.**

## New Equality Plan.

In 2023, IFEMA MADRID, jointly with the Works Council, prepared a new Equality Plan. The process began in 2022 with a situation analysis of matters pertaining to working conditions and access to employment, including remuneration, promotion, training, time and work organisation and the prevention of sexual and gender-based harassment. This preliminary report consisted of a quantitative and qualitative study.

The situation analysis enabled us to obtain a clear picture of IFEMA MADRID in terms of equality and work-life balance, to detect needs, define objectives for improvement, and design the measures to be included in the Equality Plan. Finally, negotiations began with the Works Council in the last quarter of 2022 to formalise a new plan, signed on 21 February 2023, which has a duration of four years.

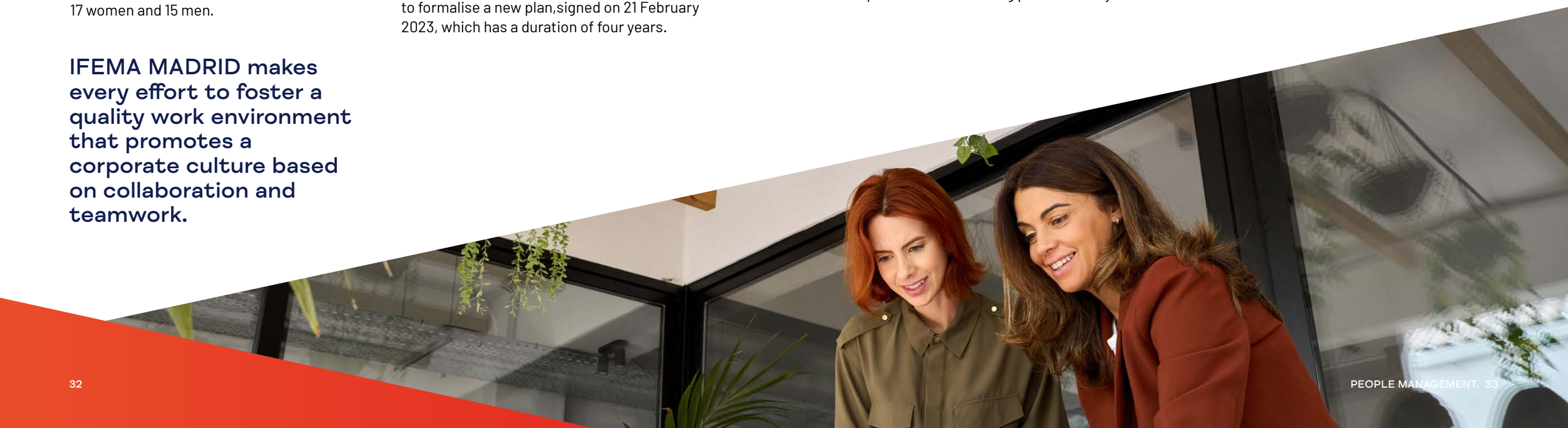
The Equality Plan contains a set of measures aimed at ensuring equal opportunities for all people and preventing any situation of gender-based discrimination in the workforce. Its main objectives are the following:

- Guarantee compliance with the principle of equal treatment and opportunities among IFEMA MADRID employees.
- Strengthen a corporate culture of aspects related to equal treatment and opportunities.
- Establish actions, including positive discrimination actions, aimed at increasing the presence of the under-represented sex in those areas of the company where this is relevant.
- Continue to assure the absence of discriminatory procedures and policies in remuneration, selection and recruitment, work-life balance, promotion, training, professional wellbeing policies or any other.

- Continue to assure the existence of inclusive procedures and policies in selection and hiring, work-life balance, promotion, training, professional wellbeing and remuneration policies or any other.

Likewise, IFEMA MADRID signed a Harassment Protocol, which refers to not tolerating any kind of discriminatory practice or behaviour within the organisation that could be considered to be moral, sexual or gender-based harassment.

The protocol also declares the concern for and the commitment to creating positive working environments in order to prevent and avoid all types of harassment, thus pursuing and resolving any cases that might occur in the workplace.



## Specific measures related to gender equality.



The specific measures developed by IFEMA MADRID regarding gender equality can be divided into the following areas:

- **Personnel selection:** equal treatment and opportunities for men and women in all selection processes, assuring they take place based on the criteria of merit, capability and equal opportunities. This assures that selection is neutral from the viewpoint of gender and that it is based on the merit and skills of the candidates. Respect for privacy in relation to sensitive subjects forms a part of the Code of Good Practices that is managed by IFEMA MADRID's Recruitment Area.
- **Employment preference:** policy of rejecting any behaviours that undermine equal access to employment and professional promotion within the Institution. IFEMA MADRID thus precludes any element that might disrupt access to employment or professional promotion and that unjustifiably seeks, in a premeditated manner, to under-represent gender in any area of activity or professional group.
- **Remuneration:** a salary system that guarantees equal remuneration regardless of sex, with transparency and neutrality and without any restraints based on gender. IFEMA MADRID keeps a record of the average values of men's and women's wages, which provides evidence of the absence of wage discrimination.
- **Internal promotion:** the gender perspective is present in internal promotion processes, although the assessment of candidates is based strictly on objective and neutral evidence. In the event of a tie based on equal merits and abilities, the application of the principle of preference in favour of the least represented group is assessed. Advancing towards the balanced presence of sexes in positions with less equality is reinforced by conducting periodic monitoring on the trend of promotions in all positions, including those of the management team.
- **Training:** the Corporate Training Plan contemplates and endorses gender-based equal opportunities for training development.
- **Internal communication:** dissemination, among the staff, of the work-life balance measures that are in force, thus explaining what they consist of and conveying that they do not affect professional development and growth. Communication actions place special emphasis on the responsible and effective use of the measures, and on the fact that they can be used by both men and women.
- **Non-sexist language:** enhancement of the use of inclusive language in all of IFEMA MADRID's communications. The use of sexist language that could propitiate discriminatory situations or acts of harassment is also avoided.

## Universal accessibility.



IFEMA MADRID, aware of its responsibility as an institution in charge of managing spaces visited by the public, has positioned continuous improvement of accessibility to its facilities as one of the four specific objectives of the 2023-2026 CSR Master Plan. Specifically, it sets the goal of implementing and communicating accessible routes, as well as complete digital accessibility by 2026.

Regarding the accessibility of its facilities, in 2023, the Institution fulfilled one of the intermediate set objectives: to produce an accessibility protocol and develop specific training sessions on this aspect.

This protocol is a consequence of prior research, conducted by an external consultant, to generate accessible routes and integrate accessibility as a priority condition in any remodelling of the facilities already existing at IFEMA MADRID.

In the case of new infrastructures, strict application of Spain's Technical Building Code (CTE, *Código Técnico de la Edificación*) would already guarantee compliance with the accessibility regulations.

As a result of the report, an action plan with a series of urgent actions was also drawn up.

Those actions were already carried out during 2023:

- Preferential access signage at the information desks of the North and South entrances, as well as at the entrances to the halls.
- Adjustment of the seats in auditoriums and rooms that must be reserved for wheelchairs, in accordance with current legislation. Along the same lines, the creation of signage elements for preferential spaces for people with any kind of disability in rooms and spaces for talks, conferences, etc.
- Inclusion of training workshops on this subject in the Corporate Training Plan, aimed at groups of the staff and related to accessibility in order to raise awareness and train staff on the needs, drivers and problem points.

On the other hand, within the area of digital accessibility, IFEMA MADRID has had an AA level AENOR A90/000062 certification for all its web pages since 2022. This certification guarantees that any person with special visual or hearing abilities can make proper use of the web pages, thus complying with the provisions set forth in standard UNE 139803:2012.

# Work-life balance.

## Integration of people with a disability

IFEMA MADRID's commitment to the accessibility and integration of people with a disability strictly complies with the legislation in force and includes the development of in-house initiatives.

In the purely regulatory aspect, the Institution complies with the General Disability Law, which establishes that companies must reserve 2% of their workforce for people with a disability equal to or greater than 33%. Specifically, at the close of the 2023 financial year, IFEMA MADRID had 12 professionals with a disability, representing 2.57% of the workforce.

In turn, Article 14 of the Collective Bargaining Agreement ("Workers' Rights") states that no one may be directly or indirectly discriminated against for employment or, once employed, due to a disability, as long as they are able to perform the job or occupation in question. Likewise, Article 71 of the agreement ("Social Benefits") sets forth financial aid for workers who have children with a degree of disability exceeding 33%.

Moreover, IFEMA MADRID is associated with the Socially Responsible Public Hiring Forum, *Foro con R*, which puts the focus on creating and maintaining employees with disabilities, as well as on universal accessibility through public hiring.



As part of its commitment to equality, the Collective Bargaining Agreement and the Equality Plan of IFEMA MADRID integrate an important package of measures to favour the work-life balance of employees. The following are highlighted:

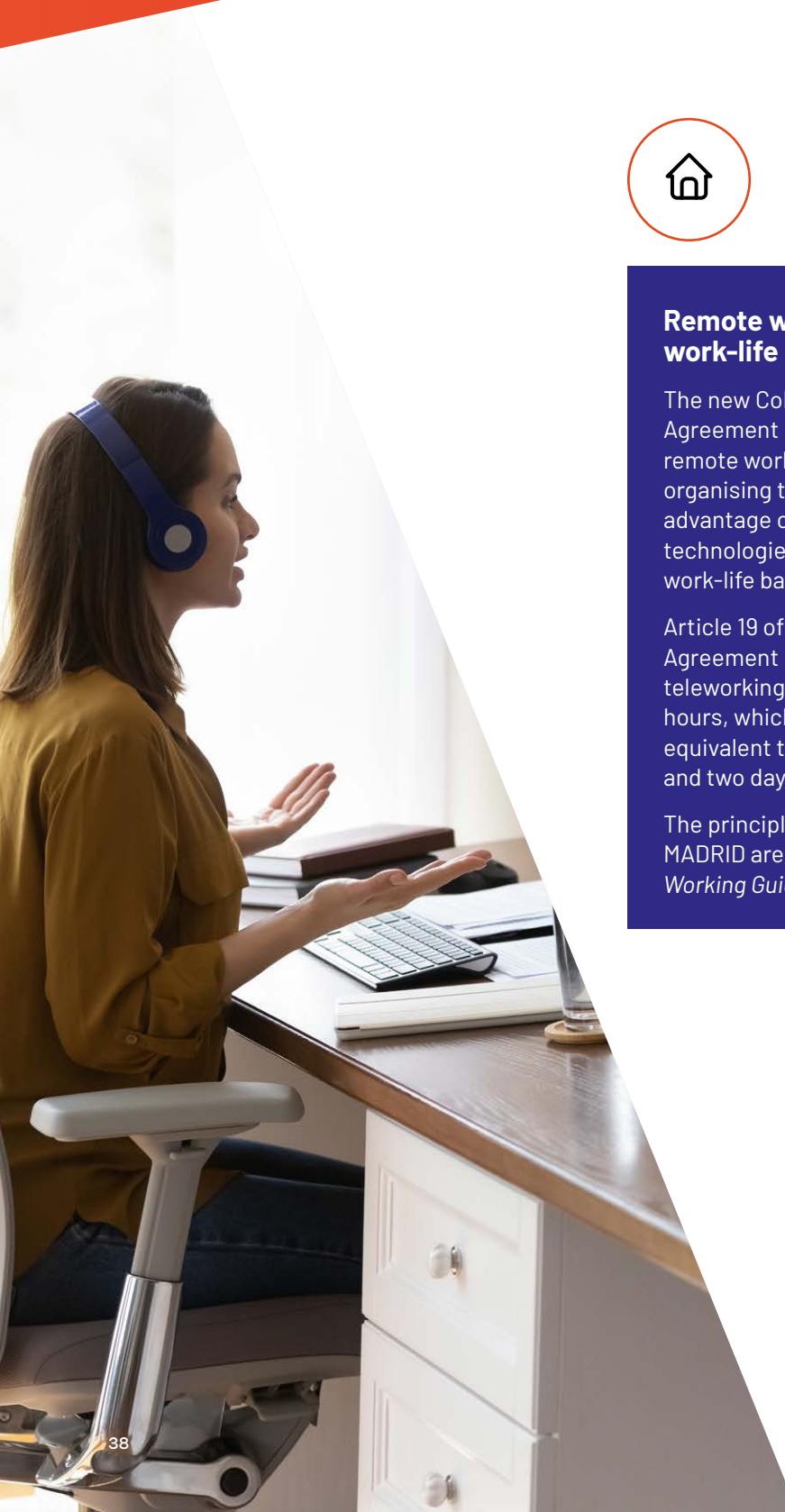


- Improvements to the legally established leave in situations of maternity or paternity, or in the event of the death of a child or spouse, due to a house move, because of the birth of grandchildren, or for personal matters.
- Granting of unpaid leave for personal matters, educational support, study, hospitalisation and family illnesses or international adoption.
- Flexible work schedules.
- Establishment of the option to link bank holidays to weekends during school holidays and the establishment of a continuous working day for certain days (eves of holidays, Easter Week or Christmas).
- Option of a continuous working day for people with children under the age of 12 years so they are not obligated to request a reduction of working hours.
- Supplement of the temporary disability benefit to make up to 100% full pay.

- Flexible remuneration plan: health insurance, luncheon voucher, transportation, daycare and training.
- 26 days of holidays after 21 years with the company and a continuous working day throughout summer.

In addition to the measures directly related to the working day, IFEMA MADRID also has a significant package of social benefits, including grants for children's studies and childcare, for medical expenses and for disabled children, in addition to a medical service throughout the working day, a subsidised canteen service, free parking, and insurance policies (pension plan, life insurance and retirement insurance).

The development of these measures and social benefits have resulted in IFEMA MADRID being certified as a Family-Responsible Company (EFR, *Empresa Familiarmente Responsable*) since 2007. This recognition proves the Institution's firm commitment to work-life balance and equality.



### Remote working as a model of work-life balance

The new Collective Bargaining Agreement recognises teleworking and remote working as innovative ways of organising that make it possible to take advantage of the possibilities that new technologies afford for improving the work-life balance.

Article 19 of the Collective Bargaining Agreement establishes the possibility of teleworking for 40% of the total working hours, which, broadly speaking, is equivalent to working three days on site and two days remotely each week.

The principles of teleworking at IFEMA MADRID are also included in the *Remote Working Guide* drafted in 2021.

## Work disconnection policies.

The Collective Bargaining Agreement signed in 2023 includes a new chapter called “Digital transformation and digital rights”, which recognises and regulates the staff’s right to digital disconnection. In fact, this chapter considers digital disconnection to be a priority aspect for health, given that it helps to reduce technological fatigue and stress, thus guaranteeing a good working environment and quality of work.

In addition, digital disconnection is considered to be a must for making the work-life balance viable, given that it reinforces all the other measures adopted by the Institution regarding this subject. The concept therefore covers all digital devices and tools that are likely to extend the working day: mobile phones, tablets, the company’s own mobile apps, emails and messaging systems.

**Digital disconnection is considered a must to make the work-life balance viable, given that it reinforces all other measures adopted by the Institution regarding this subject.**

Some of the main actions adopted by IFEMA MADRID to assure digital disconnection include the following:

- Employees have the right to not respond to digital devices outside of the working day or during rest periods, leave or holidays, except for justifiable reasons of urgency.
- Communications about professional matters will, generally, take place during the working day, with the exception of people with positions of responsibility and those who are on call.

Moreover, the chapter on “Digital transformation and digital rights” includes a series of measures for better managing work time, such as avoiding notifications about training, meetings, videoconferences or presentations outside of the ordinary working day, and scheduling them sufficiently in advance.

It also recommends that such notifications of meetings set both a start time and an end time and that they include the documentation that is going to be discussed so that it can be studied in advance and to prevent meetings from going on longer than planned.

# Talent.

## Training and development.

The IFEMA MADRID Training Plan is one of the major challenges and priorities in People Management. Training on new skills and knowledge, the adaptation and constant updating of acquired knowledge are musts around which training revolves.

In 2023, we continued to work on aligning the content and pace of training with the various emerging business objectives. To do so, lines of action focused on the aspects indicated below.



### Technical training

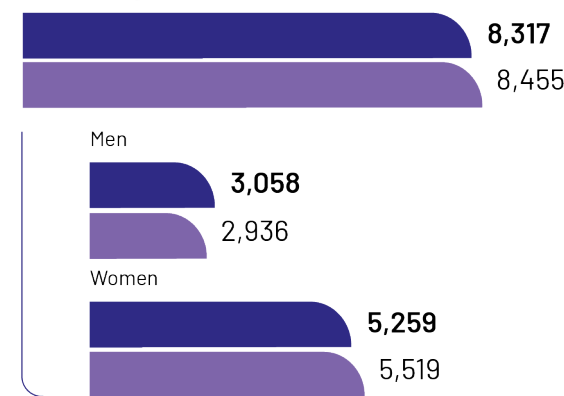
Considered to be a critical element for the professionalisation and optimisation of the Institution's processes and projects, three main lines of work were developed in this area:

- **Digitalisation:** a subject with an impact across the company, with training actions focused on the use of cross-cutting digital platforms and tools (LIVE Connect, Salesforce, Power BI, Visual Space and SAP).
- **Internationalisation:** also implemented across the board and supported by continuous language training. English, French and Portuguese were present the most in 2023.
- **Specialised content:** depending on the specific needs of each professional or group, requests from individuals or groups that drive and promote the development of employees are accepted. Post-graduate courses, public procurement, finance, cyber security and Microsoft applications are the content requested the most.

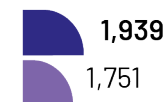
One of the other objectives met by the Training Area was the implementation of a greater number of training actions, with a high level of activity by the IFEMA MADRID team.

### Training information.

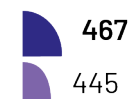
Staff training hours



No. of training impacts

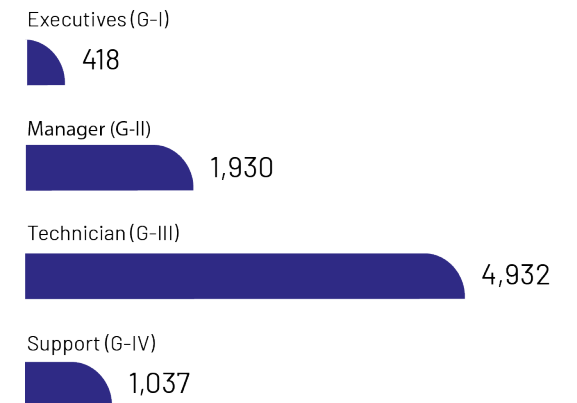


No. of employees trained



● 2023 ● 2022

### Hours of training by professional category.



Training on new skills and knowledge, the adaptation and constant updating of acquired knowledge are musts around which training revolves.



## Acquiring and building loyalty among talent.

During 2023, People Management put the focus on hiring new profiles that suit the needs of both the business and the company and that respond to the strategic objectives, such as digitalisation or young talent, thus bringing new skills to the organisation.

Moreover, the onboarding process has been improved, especially with respect to supporting new hires, informing them about the importance of the company's strategic values and providing them with relevant information (Equality Plan, work-life balance possibilities, harassment protocol, etc.) through adequate and accessible communication channels.

Another key objective has been to assess internal promotion and mobility, which enables us to build loyalty among talent and to design career plans.



**In 2023, the spotlight has been on hiring new profiles that suit the needs of both the business and the company and that respond to the strategic objectives.**

# Corporate volunteering.

Driving corporate volunteering is the second line of action linked to the social commitment set forth in the 2023-2026 CSR Master Plan. It is based on involving staff in the proposal of actions and associations to be supported.

As a measure for promoting the team's involvement, IFEMA MADRID counts volunteer hours as effective work hours. For this purpose, the selection of initiatives must take into account that volunteering can take place during the working day, that an initiative should adapt to the skills of each professional, and that it should be coordinated by NGOs or foundations with proven solvency.

The evolution of the plan in recent years shows the progressive inclusion of volunteering actions that can be performed digitally. This digital approach was mandatory during the pandemic years due to the restrictions on in-person activities, and was maintained and enhanced in 2022 and 2023 because it offers the opportunity to benefit a greater number of people.

## Cooperation with social organisations.

The Corporate Volunteering Plan includes two types of activities: ongoing activities that are carried out throughout the year, and one-off projects that are carried out over a specific period of time and facilitate the participation of a greater number of volunteers.

In 2023, IFEMA maintained the same two activities developed in the preceding year, which are characterised by including a care option and a more technical option, with the aim of guaranteeing the participation of people with different interests and skills. These initiatives have been carried out with the following entities:

- **Madre Coraje:** support in logistics operations related to the selection and organisation of clothing and accessories.
- **Mensajeros de la Paz:** support for and collaboration with the breakfast service in the parish of San Antón in Madrid.

In both cases, groups were organised to participate in these activities every 15 days for about two hours a day.

Specific projects have focused on collaborating with institutions, mainly related to the area of training and motivation for tackling school drop-outs.

In 2023, we delved more deeply into this subject by creating a programme centred on educational support and on consolidating a method for quantifying the number of direct beneficiaries of projects. Using this approach, six projects were developed throughout the year, two of them for the first time.

The two new projects in 2023 have made it possible to collaborate with the following entities:

- **Salesianos de Estrecho (mentoring programme).** This initiative is focused on combating academic failure, increasing youth employability, and providing students with a greater number of tools for making decisions.

The project is based on meetings between professionals of IFEMA MADRID and students in the 4th year of compulsory secondary (ESO) to help them develop the necessary personal, social and professional skills for their subsequent insertion and performance in the labour market.

Throughout the year, 20 volunteers from IFEMA MADRID and 29 students taking the optional Economics course participated.

- **Proclade Foundation (“Understand your pay slip” workshop).** Online workshops were conducted to help people who perform odd jobs to read and interpret a pay slip.

The Proclade Foundation not only works to eradicate situations of inequality around the world, it also works to help improve the lives of the most vulnerable people.

Together with the two new activities, another four actions already carried out in preceding years continued in 2023:

- **Bertelsmann Foundation (“Companies that inspire” project).** Groups of students in the 4th year of compulsory secondary education (ESO) from various high schools visited the facilities of IFEMA MADRID to learn about the reality of the world of work, thus helping to stem the numbers of school drop-outs. In 2023, visits were received from the Colegio San Ignacio de Loyola (29 students) infant and junior school and from the IES Dámaso Alonso (29 students) and IES Cardenal Herrera Oria (14 students) secondary schools.
- **Adsis Araba Foundation (multi-sector round table on the good practices of diverse talent).** An activity that was divided into several parts for the purpose of disseminating practical experiences on diverse and inclusive ways of working. The method included an initial talk about selection processes by members of People Management at IFEMA MADRID, a presentation by the participants about their migratory process and a joint reflection about inclusive talent.
- **Adsis Foundation (job interviews).** Job interview role playing with vocational training students with a view to their upcoming internships. The IFEMA MADRID volunteer plays the role of interviewer, and the interviews are recorded so they can subsequently be used as training material. Eight interviews of these characteristics were conducted in 2023.

- **Reyes Magos de Verdad (Christmas campaign)** Delivery of 119 gifts to people in a situation of vulnerability who had previously written a letter asking for a specific gift (the only one they would receive over these holidays).

Other one-off actions were also carried out in 2023, such as collecting and donating milk in the summer for the Food Bank; lending picnic tables to the AMÁS Foundation; donating school materials for Plan Internacional and the Achalay Foundation; and the delivery of virtual reality glasses from IFEMA MADRID LAB to the Oxiria Foundation and the Juan XXIII Foundation.

All the actions carried out during the year received a very positive assessment, with special attention on the opportunity to expand the number of volunteers and beneficiaries made possible by online activities. The success of one-off projects that facilitate a larger number of staff members signing up to the programme, was also highlighted.



**Corporate volunteering in 2023.**





# Occupational health and safety.

Occupational risk prevention and protecting people's health are another cornerstone for IFEMA MADRID in its objective of ensuring a quality work environment.

Within this area, the Institution's management assumes its duty to protect staff from the risks derived from performing their professional activity.

IFEMA MADRID's commitment to occupational health and safety involves adopting various measures related to the following points:

- Risk assessment.
- Information, consultation, participation and training of the staff in occupational risk protection.
- Action in cases of emergency and serious and imminent risk.
- Periodic health monitoring through the Medical Service, which is made up of health personnel with technical competency and accredited capacity, in its facilities throughout the entire working day.
- The organisation of a prevention service: a set of human and material means necessary for carrying out preventive activities and guaranteeing the adequate protection of people.

Matters referring to occupational health and safety are included in Chapter 9 of the Collective Bargaining Agreement, which sets forth the general action principles in this area and the functions of the Health and Safety Committee, among other matters. This committee is responsible for regularly and periodically examining the Institution's actions related to risk prevention.

## Occupational health, safety and self-protection



These areas are considered critical to the Institution due to the need to be prepared for managing emerging scenarios of operational risk. In 2023, both the content and good practices in the area of occupational health and protection were updated, notably the refresher courses for the self-protection teams, renewal of safety actions in the technical areas and maintenance of the legal preventive actions.



# Ethical and transparent conduct.

One of the lines of action of IFEMA MADRID's CSR Master Plan, the review and update of which were reinforced for the 2023-2026 period, is linked to transparency and good governance.

Specifically, this line defines the objective of "being an ethical and transparent institution", thus conveying IFEMA MADRID's respect for legislation and internal and external regulations, and it includes the development of resources and tools to ensure the monitoring and compliance with internal regulations.

## Quality, regulations and lawfulness



In its Training Plan, IFEMA MADRID makes a major effort to include awareness-raising actions on the importance of ensuring good practices in these three areas, given that a greater number of areas and people must become more aware of these subjects. To achieve this, the knowledge pill format was adopted. By using this format, it has been possible to optimise the amount of content learnt in relation to amount of time invested.



## Bribery and corruption.

### Regulatory Compliance Management System

Since 2017, IFEMA MADRID has had a Regulatory Compliance Management System, which is established as a self-regulatory system for improving the management and ethical behaviour of members of the Institution.

The implementation of this system also contributes towards preventing and mitigating the criminal risks that, despite not involving any criminal liability for IFEMA MADRID,<sup>(1)</sup> could affect the Institution. In this regard, it is the ideal system for adopting adequate measures in the fight against fraud, favouritism and corruption, as well as for effectively preventing, detecting and solving conflicts of interest (obligation set forth in Article 64 of the Spanish Public Sector Contracts Law).

The Regulatory Compliance Management System is based on defining and assessing the risks of compliance of IFEMA MADRID,<sup>(2)</sup> as well as being based on implementing the necessary controls for mitigating the identified risks. It is therefore necessary to analyse the key business processes of various areas and departments of the Institution.

Likewise, the system promotes and encourages the development of an ethical culture, which impacts the decision-making and behaviour of the professionals who make up IFEMA MADRID.

**The Code of Conduct of IFEMA MADRID explicitly includes the Institution's commitment to respecting and protecting rights and civil liberties.**

The Compliance function is responsible for establishing a programme for the prevention of compliance risks within the framework of a System of Compliance with ethical rules and standards. This function is developed by the person who the Institution appoints as the head of Compliance at IFEMA MADRID.

The Regulatory Compliance Committee (RCC) is an internal, executive and permanent collegiate body, with independent competency and powers of initiative and control, appointed by the Executive Committee of IFEMA MADRID in accordance with Article 14.15 of the Institution's Articles of Association. Its mission is to guarantee, as far as possible, compliance with the duties of supervision, monitoring and control of compliance risks, as well as the development of general policies and strategies regarding risk prevention, the Code of Conduct and compliance policies in general.

The Compliance function will be in charge of driving the actions of the Regulatory Compliance Committee (RCC), in line with the programme for the prevention of compliance risks and within the framework of the System of Compliance with the ethical rules and standards defined by the Institution.

The specific functions of the Committee, as well as its composition, are regulated in the Compliance Committee Regulations approved by the Executive Committee.

The Regulatory Compliance Management System is composed of the following documents, in addition to the aforementioned Code of Conduct:

- Regulatory Compliance Policy.
- Regulatory Compliance Manual.
- Regulations of the Regulatory Compliance Committee.
- Anti-Corruption Policy.
- Conflict of Interest Policy.
- Gifts and Hospitality Policy.
- Harassment Protocol.
- Reporting and Complaints Management Policy.
- Reporting and Complaints Management Procedure.

(1) Article 31 quinquies of Spain's Criminal Code specifies the public entities that are exempt from liability, which, complemented by Circular 1/2016, of 22 January 2016, of the General Prosecutor's Office, makes it possible to discard the possibility of any criminal liability being derived for the legal person of IFEMA MADRID, given that public consortia have been left outside of the scope of this regulation, as expressly set forth in said Circular.

(2) Compliance risk is the risk that an organisation could be subject to sanctions, fines, financial losses or the loss of its reputation as a result of a breach of laws, regulations, self-regulatory rules or codes of conduct that apply to the activity of the same.

### Measures taken to prevent bribery and corruption

Corrupt practices are considered to be those set forth in the Spanish Criminal Code, approved by Organic Law 10/1995, of 23 November, such as corruption in business, bribery, trading in influence and the illegal financing of political parties.

Specific measures to prevent bribery and corruption are set out in the Anti-Corruption Policy. The purpose of this policy is to make IFEMA MADRID's position clear and to establish a series of action guidelines that will prevent people to whom it applies from becoming subject to conducts in violation of the regulations in force.

IFEMA MADRID will act, either on its own initiative or after being alerted, upon any report of corruption, thus investigating acts that may be in conflict with the provisions set forth in the Code of Conduct or in the Anti-Corruption Policy and it will take the appropriate disciplinary and legal measures if applicable.

### The purpose of IFEMA MADRID's Anti-Corruption Policy is to establish a series of guidelines on actions for preventing conduct that is in violation of the regulations in force.

### Internal whistleblower channel

IFEMA MADRID has an internal whistleblower channel, in compliance with Law 2/2023, which serves as one of the main sources of information for detecting compliance risks and preventing any unlawful act or crime being committed within the Institution, in its name, or on its behalf.

In line with the commitment to continuous improvement, the information received may be used for reviewing and, if applicable, updating internal processes, policies, procedures and protocols for the purpose of avoiding or preventing future bad practices. Likewise, this tool, enabled for external use, makes it possible to guarantee a greater level of social responsibility by the Institution with respect to its stakeholders.

IFEMA MADRID's internal whistleblower channel is managed by an external company that is independent and specialises in dealing with complaints ("Complaints Manager", or "Gestor de Denuncias" in Spanish) and that provides the channel's web platform. There is also a Channel Management Procedure, which regulates how the channel operates.

The channel can be accessed at the Institution's website: <https://www.ifema.es/en/about-us/transparency/good-governance>

### Risk management

IFEMA MADRID has developed a risk management methodology consisting of a uniform treatment of the different types of risks to which it is exposed, with the ultimate objective of obtaining an effective risk management system that includes the strategies, processes and procedures necessary for identifying, measuring, monitoring, managing and periodically

communicating the risks to those who, whether individually or as a group, could be exposed to them.

In this regard, there are formalised processes for the identification, documentation and assessment of risks and controls, divided into three broad phases:



**Phase I - Identification and assessment of risks and controls.**

**Phase II - Maintenance of the system.**

**Phase III - Supervision of the system.**

### Measures related to anti-money laundering and combating the financing of terrorism

Going beyond the provisions of Law 11/2021, of 9 July, on measures to prevent and combat tax fraud, IFEMA MADRID prohibits payments in cash from exhibiting companies that participate in events, as an anti-money laundering measure and to combat the financing of terrorism.

IFEMA MADRID also collaborates with financial institutions by providing the information they require whenever it receives income for participation in fairs from restricted countries.

## Human rights.

The Code of Conduct explicitly includes IFEMA MADRID's commitment to respecting and protecting the public rights and freedoms recognised in the Universal Declaration of Human Rights and in the main international agreements on this issue.

Similarly, it condemns and prohibits any type of work or service performed by a person under threat, as punishment or under inhumane conditions, or by any person under the minimum working age.

Under the same heading, the Code of Conduct states that IFEMA MADRID must guarantee equal employment opportunities and non-discrimination on any grounds and must not tolerate any type of discriminatory practice or conduct considered to be moral harassment, sexual harassment or gender-based harassment. In this respect, it reflects the Institution's concern for and commitment to maintaining positive working environments.

In 2023, no complaints of human rights violations were reported either through the Ethics Channel or by any other means.

Also in terms of respect for human rights, the Collective Bargaining Agreement of IFEMA MADRID expressly condemns any type of work or service obtained under threat or as punishment, or from any person under the minimum working age. For the Institution, the use of this type of labour constitutes an attack on human rights and is contrary to any form of ethics.

# Progress.

# 03.

## Driving regional economic development.

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**IFEMA MADRID has strengthened its position as one of the main destinations for holding professional conferences and events with an international impact. This position means that it plays a fundamental role as an economic driver of the Community of Madrid and as an Institution that is committed to the progress of the sectors present at its events.**

In 2023, actions in support of entrepreneurship, driving innovation and committed to internationalisation have reaffirmed IFEMA MADRID's capacity to drive the economic and social development of Madrid.



## Contribution to economic growth and to development of the sector.

Sustainable economic growth is one of the lines of action included in the 2023-2026 CSR Master Plan of IFEMA MADRID. Specifically, this Plan cites the objective of “boosting local economic development, sectoral development, entrepreneurship and innovation”.

This line of action includes the cornerstones of projecting the activity internationally and acting with a forward-looking approach, paying special attention to innovation and digitalisation. The purpose is to position Madrid—and by extension, all of Spain—as a benchmark on the global economic stage, promoting business and sectoral development through the capacity to inspire, educate and create business opportunities.

In this regard, IFEMA MADRID has solidified its position as a key player in the business and cultural landscape, where it contributes to generating wealth and promoting employment. In recent years, it has become one of the main generators of business tourism, and

has diversified its activities through the organisation of leisure events that attract thousands of visitors. Our conferences and events have a wide-ranging impact on numerous local sectors, especially transportation, commerce, hotels and restaurants, among others.

Moreover, IFEMA MADRID's activity directly impacts the evolution of the sectors represented at the trade fairs, thanks in large part to the cooperation with the most important associations and the main players in each sector.

The shared objective is for trade fairs to be spaces that drive innovation and exports, and spread trends, whilst also serving as commercial platforms. To achieve this, every event has an organising committee, on which the main agents of the respective sectors are represented.

**IFEMA MADRID has solidified its position as a key player in the business and cultural landscape, where it contributes to generating wealth and promoting employment.**

## Economic promotion.

Driving Spanish industry is one of the main goals of IFEMA MADRID in its vocation to contribute to economic development. To do this, the trade fairs organised by the Institution provide companies with commercial platforms that have the highest prestige and the greatest impact, that promote the introduction of a company's products in new markets and generate new business opportunities, both nationally and internationally.

Furthermore, IFEMA MADRID reinforces promotional actions through the Buyers Programme, which invests in retaining and inviting important buyers from within Spain and from abroad. In 2023, a total of 22 events included this programme, attracting 2,155 buyers from over 60 countries.

### Guests attending through the Buyers Programme.

Trade fair / exhibition	Guests	Trade fair / exhibition	Guests
FITUR	114	INTERGIFT (September)	142
PROMOGIFT	45	BISUTEX (September)	48
INTERGIFT (February)	147	MADRIDJOYA (September)	32
BISUTEX (February)	84	MOMAD (September)	24
MADRIDJOYA (February)	14	GRAN CANARIA SWIM WEEK BY MODA CÁLIDA	31
MOMAD (February)	20	FRUIT ATTRACTION	657
ARCOmadrid	258	FUNDAE	65
MEAT ATTRACTION	87	HVAC & R	70
ARCOlisboa	151	MADRID CÓMIC POP UP	13
ORGANIC FOOD IBERIA	88	<b>Total</b>	<b>2,155</b>
GLOBAL MOBILITY CALL	65		

# Support for entrepreneurship.

IFEMA MADRID drives entrepreneurship at the events it organises or hosts through various initiatives that promote the participation of novel enterprises, start-ups and professional entrepreneurs.

Some of the main actions include offering spaces at special prices, activities aimed at promoting and making the entrepreneurial activity more visible, and specific contests or training and advice sessions.

A total of 53 entrepreneurial support actions were carried out in 2023, including those described below.



### FITUR.

#### International Tourism Trade Fair

FITUR has given continuity to the spaces and actions for young and recently-created enterprises. Once again, the SEGITTUR area (SEGITTUR being the State Company for the Management of Tourism Information and Technologies) hosted the FITUR Know-How & Export space, thereby giving visibility to Spanish tourism SMEs through networking areas and areas where advice is offered to start-ups.

It also include the SEGITTURLAB project laboratory, designed for boosting internationalisation and the exchange of knowledge with international buyers.

### ARCOmadrid.

#### International Contemporary Art Fair.

OPENING is a space of ARCOmadrid reserved for emerging galleries with less than seven years of activity. It stood out once again as a place for discovering new trends. In this edition, the Brazilian gallery HOA won the 9th OPENING Award by Allianz, which recognises the best stand of the section.

The event once again counted on the collaboration of young enterprises that specialise in general and interior design for decorating the private rooms, giving them a unique opportunity to show off their creative talent. A space was also provided to EXHIBIFY, a technology start-up in charge of developing the digital system of IFEMA MADRID.



In 2023, IFEMA MADRID carried out 53 actions to support entrepreneurship through initiatives that promote the participation of new enterprises, start-ups and professional entrepreneurs at trade fairs.

**MOMAD.**

International Fashion, Footwear and Accessories Trade Show

The two editions of the show in 2023 reaffirmed its commitment to new brands, designers and entrepreneurs through the EGO programme, which offers the opportunity to participate in the event at a more affordable price. Moreover, the press releases issued by the trade show placed a special emphasis on giving visibility to the participants of this programme.

The September edition also featured the #MOMADTalents by ISEM contest, created to recognise innovative ideas from brands and designers that have been in the market for at the most three seasons. The two winning projects can present their collection in a stand at the next edition of **MOMAD**, thus providing them with an additional boost on their professional path.

As a novelty with respect to previous editions, a space was allocated to the Association of Image Consultants International (AICI), which, in exchange, offered training and advice, and also to *Aceleradora Gallega*, a business accelerator that specialises in mentoring young enterprises.

**BISUTEX.**

International Fashion Jewellery and Accessories Trade Fair

**MADRIDJOYA.**

International Urban and Trendy Jewellery and Watch Exhibition Fair

The so-called “mini-stands”, available at both events for new entrepreneurs at a more economical price, have recorded an increase in participation compared to 2022. On the other hand, with the objective of boosting female entrepreneurship, a free space was once again offered to the MUBRI España Association of Brilliant Women (*Mujeres Brillantes*).

In the September edition, both trade fairs held their own contests. The Art and Talent training space of **MADRIDJOYA** focused on entrepreneurship and the generational change, and it highlighted three success stories to inspire young talent in the sector.

In turn, **BISUTEX** organised the #YoSoyBisutex (I’m Bisutex) competition through social media, in which young Spanish professionals are encouraged to send in their proposals. The first prize for both competitions is a mini-stand at the next edition.

**MERCEDES-BENZ FASHION WEEK MADRID.**

The Great Fashion Show of Spain

The EGO programme, aimed at emerging designers, was implemented during the two editions of the fashion event. The initiative offers a free exhibition space in a showroom format where participants can set up stands for direct sales to the public and for showing off their creations on catwalk shows.

There was also a commitment to provide free spaces to young designers, thereby contributing to the promotion of new talent.

**MEAT ATTRACTION.**

The Trade Show for the Meat Industry

The National Association of Meat Industries of Spain (ANICE, *Asociación Nacional de Industrias de la Carne de España*), a sponsor of the trade show, has helped small enterprises financially by providing them with small spaces.

Moreover, young butchers from all over Spain have participated in a new edition of the contest held in The Butcher’s Shop space, organised by IFEMA MADRID and CARNIMAD, with the objective of highlighting the potential of new generations and enabling the generational change.

**ORGANIC FOOD IBERIA.**

Ecological Products Trade Show

Holding technical workshops and seminars with guest speakers has facilitated a meeting place between large enterprises and recently created companies.

This action has promoted the exchange of knowledge, experiences and opportunities for collaboration, thus strengthening the business ecosystem.

**INTERGIFT.**

International Gift and Decoration Fair

**INTERGIFT** has offered a free space to Artesanías de Colombia (arts and crafts of Colombia) in order to give visibility to its creations, both on the catwalk and in the forum, as well as in other activities of the programme.

Many of its members use their skills in arts and crafts as a way to reintegrate into society, thus also linking this entrepreneurial initiative to social contribution.

### EXPOFRANQUICIA.

#### International Franchising Trade Fair

With the firm intention of promoting the entrepreneurial spirit in the franchise sector, this trade fair promotes a series of strategic initiatives, which notably include the Business Room workshop, a meeting point for investors, entrepreneurs and franchises.

To enhance the visibility and reach of the event, in this edition the trade fair renewed its agreements with the Spanish Confederation of Associations of Young Entrepreneurs (CEAJE), the Chamber of Commerce of Madrid, Avalmadrid, the Madrid City Council (*Ayuntamiento de Madrid*) and the *Emprendedores* magazine. Notably, in 2023, the trade fair renewed its collaboration with *El Economista* and with the gateways, Franchizone and Sivarious web portals.

Moreover, in collaboration with the association, Network of Entrepreneurs in Movement (REM, *Red de Emprendedoras en Movimiento*), invitations were sent to 20 female business owners, offering them the opportunity to get to know the sector and promote investment.



### SALÓN LOOK.

#### The International Image and Integral Aesthetics Exhibition

In line with actions from previous years, the exhibition granted a free space to the exhibitor ARTERO for holding the Supernova Awards. The objective of these awards is to promote and boost the work of new and promising young professionals who are getting started in the image and integral aesthetics sector.

### GLOBAL MOBILITY CALL.

#### Congress + Global Expo on Sustainable Mobility

In its second edition, the sustainable mobility event signed a strategic alliance with the European Digital Innovation Hub (EDIH) for the purpose of promoting the participation of start-ups at the event and opening up new opportunities for them in the market.

In addition to collaborating with holding the conference, the EDIH programme, managed by the Community of Madrid and backed by the European Union, subsidised the participation of start-ups.

### FERIARTE

#### Art and Antiques Fair

At just 23 years of age, Adrià Codina made his debut as a gallery owner at **FERIARTE**, thereby becoming the youngest exhibitor at the event. To highlight his presence and raise his profile and visibility, the fair carried out a special communication and dissemination action.



### SIMO EDUCACIÓN.

#### International Exhibition of Educational Technology and Innovation

As it normally does, the SIMO EDUCACIÓN IMPULSO platform gave awards to a selection of business initiatives and recently-created enterprises that are engaged in technology for education projects. In this edition, the awards, which have the support of Fundación Madri+d and SEK-Lab, recognised seven proposals that have the potential to be applied in education.

#### Spaces for start-ups

Together with specific actions that support entrepreneurship, a number of exhibitions and trade fairs offer exclusive spaces at more economical prices for start-ups or recently-created enterprises in their respective sectors.

The events that implemented this initiative in 2023 were **BISUTEX, MADRIDJOYA, GENERA, IBERZOO+ PROPET, EDUCATION WEEK, EXPOFRANQUICIA, ORGANIC FOOD IBERIA, LIBER, FRUIT ATTRACTION, ESTAMPA, GLOBAL MOBILITY CALL** and **SIMO EDUCACIÓN**.





# Promotion of innovation.

Together with IFEMA MADRID's active support for entrepreneurship and the work of new enterprises, it also promotes innovation as a cornerstone for boosting business activity. The promotion of innovation is based on adopting advanced technological solutions, with two main objectives:

- Creating virtual spaces for interaction and networking to complement in-person trade fairs and maintain the dynamic thereof after they are held.
- Organising and supporting specific actions at each fair with the aim of highlighting the most innovative proposals and the key new developments in each sector.

A total of 135 initiatives for driving innovation were carried out in 2023, thus proving the Institution's continuing commitment to technological progress and the creation of new opportunities for the business community.

## Innovation Galleries.

The so-called "Innovation Galleries" are one of the main initiatives promoted by IFEMA MADRID to give visibility to the most innovative proposals at the respective events.

These multi-disciplinary spaces were initially created with the aim of exhibiting the most outstanding products and services of each event, but because of the success and consolidation of the proposal, they have progressively included forums for debate and reflection about the challenges of the respective sectors. In 2023, Innovation Galleries were organised at fairs such as **GENERA, IBERZOO+ PROPET, HVAC & R** and **SALÓN LOOK**.

The Speaker Corner spaces, which host face-to-face product demonstrations, are another way of presenting new products. In 2023, this initiative was implemented at the **INTERGIFT, EDUCATION WEEK** and **SALÓN LOOK** fairs.

## LIVE Connect.

Within the framework of its digital transformation strategy, IFEMA MADRID has continued to promote the LIVE Connect platform as a key tool for enhancing the experience of exhibitors and visitors at its trade fairs and events.

In 2023, the platform reached the figures of 290,583 active visitor users, 109,223 established contacts, 7,827 products presented and 6,360 encounters and activities created.

This digital platform, launched in 2020, makes it possible to hold trade fairs simultaneously in the in-person and virtual formats (hybrid mode), as well as offering a continuous forum of contact and networking among the professionals and companies of the respective sectors throughout the year.

Some of the pioneering trade fairs that have adopted this platform include **FRUIT ATTRACTION, FITUR, BISUTEX, MADRIDJOYA, INTERGIFT, MOMAD** and **GENERA**, which in 2023 once again placed their trust in the possibilities of LIVE Connect. The following trade fairs and events have also added this platform to their range of services in the last year: **SECOND-HAND VEHICLE SHOW, LIBER, GLOBAL MOBILITY CALL, HVAC & R** and **FERIARTE**.

## Innovation highlights.

### FITUR.

#### International Tourism Trade Fair

In its newest edition, **FITUR** once again counted on the FITURTechY and the FITUR Know-How & Export spaces as the main meeting points with innovation and new technological solutions.

FITURTechY explored the role of technology in the tourism industry through four thematic forums: business, destination, sustainability and the future. In the "Hotel of the Future" showroom, visitors could experiment with using and implementing new technologies in the hotel environment. In addition, under the motto of "Journey to the centre of... tourism", the most innovative and cutting-edge solutions, initiatives and tools for promoting the tourism sector were exhibited.

FITUR Know-How & Export celebrated its eleventh edition, where it placed the spotlight on digitalisation, sustainability and smart tourism destinations.

### ARCOmadrid.

International Contemporary Art Fair.

The ART SITUACIONES exhibition at **ARCOmadrid** highlighted the emerging talent of young Spanish and French artists by supporting their development through an improved price policy and actions aimed at increasing their visibility.

Closed-door professional meetings were also held for the purpose of inspiring the investigation of contemporary art. As a part of the artistic production, an innovative project that consisted of Flamenco artists singing the announcements was implemented.

In an effort to promote design and creativity, a brochure contest was launched, which involved three design studios. Also in this edition, a room dedicated to premium guided visits was inaugurated, thus offering a more personalised and enriching experience to attendees.

Another interesting area of innovation is the development of synergies between artistic disciplines, which in this edition manifested through the collaboration with **MERCEDES-BENZ FASHION WEEK MADRID**: winners of the Allianz EGO catwalk fashion event were commissioned to design the uniforms of the staff for **ARCOmadrid** 2023.

### MOMAD.

International Fashion, Footwear and Accessories Trade Show

The two editions of **MOMAD**, organised together with **BISUTEX** and **MADRIDJOYA**, hosted the Image Forum, a programme of workshops, talks and round tables organised around innovation in the sector, and it also raised the profile of designers with special abilities.

The Sustainable Experience zone, backed by the event's management, served as a platform for exhibitors that meet strict standards of sustainability and social responsibility.

The relationships with trade associations of the sectors at the various trade fairs were strengthened in the September edition, and a selection of retail businesses were afforded special recognition to raise their visibility and promote their activity.

The Km0 Moda and ETMad events, organised by the Association of Clothing and Fashion Businesses of the Community of Madrid (ASECOM, *Asociación de Empresas de Confección y Moda de la Comunidad de Madrid*) and the Federation of Official Chambers of Commerce of Spain in Europe, Africa, Asia and Oceania (FEDECOM, *Federación de Cámaras Oficiales de Comercio de España en Europa, África, Asia y Oceanía*), made it possible to learn about local textile offers.

Finally, Fashion Inspiration Day offered a training workshop for retail businesses, with practical content on communication strategies for social networks or window-dressing techniques, among others.



### MADRIDJOYA.

International Urban and Trendy Jewellery and Watch Exhibition Fair

The Pop-Up Museum (*Museo Efímero*) of **MADRIDJOYA** premiered in 2023, where it hosted the "Contemporary-madOC space" exhibition, integrated in the 7th Exhibition of Contemporary Goldsmithery.

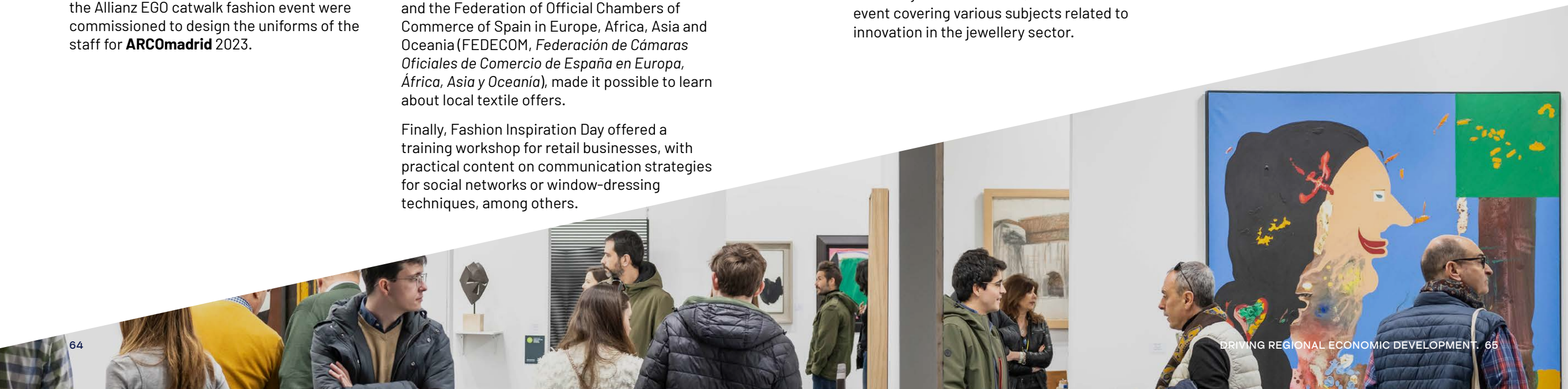
And in the September edition, the first Fitur Jewellery Forum was held, an educational event covering various subjects related to innovation in the jewellery sector.

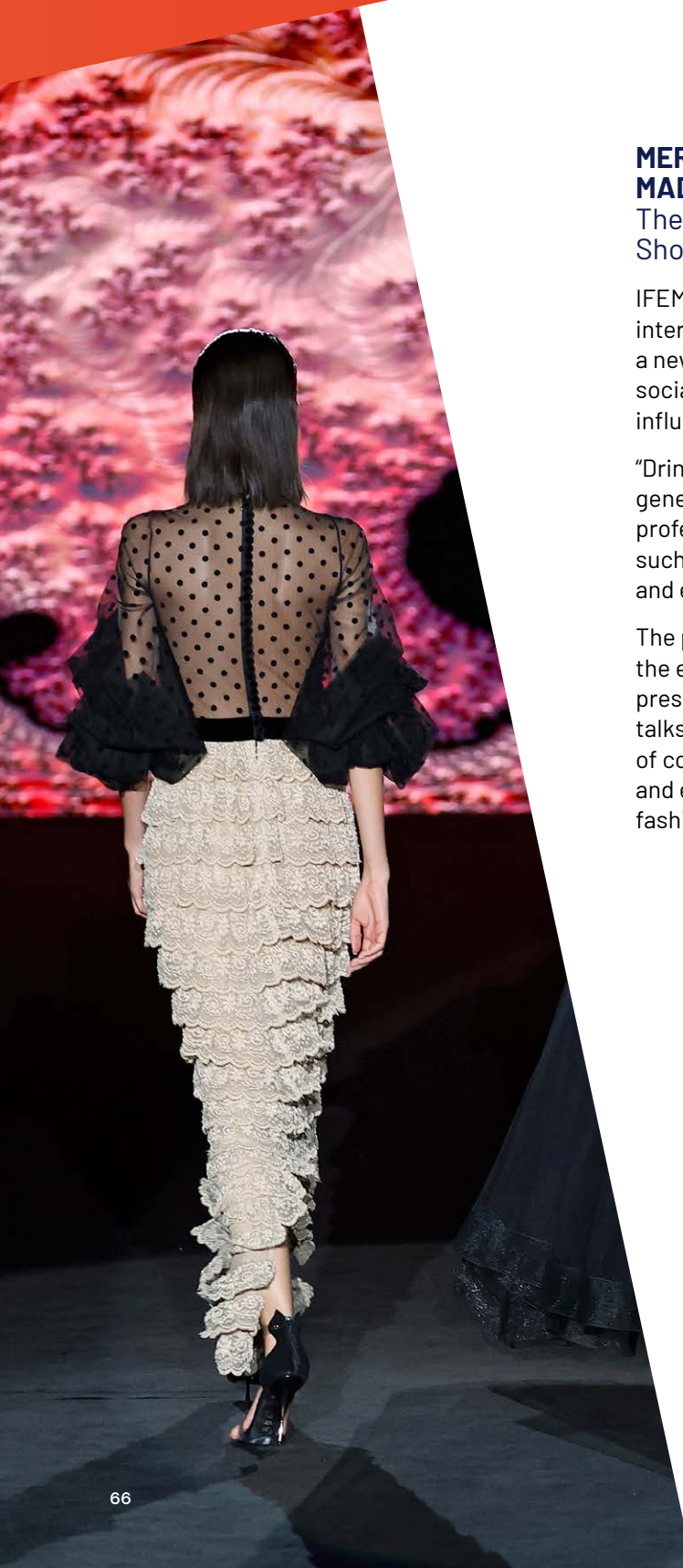
### INTERGIFT.

International Gift and Decoration Fair

**INTERGIFT**, in its September edition, offered an immersive experience that, for the first time at the fair, simulated the design of a house so that we could learn the latest trends in home decoration. This innovative exhibition captured the attention of interior designers and decorators, whilst at the same time offering added value to professional visitors.

Likewise, the seventh edition of the Gift of the Year Awards distinguished the best products in different categories, of which the most sustainable and the most innovative categories are highlighted.





### MERCEDES-BENZ FASHION WEEK MADRID.

#### The Great Fashion Show of Spain

IFEMA MADRID has driven the internationalisation of its fashion show through a new dissemination strategy that uses social networks and by inviting prestigious influencers.

“Drinks and talks” was a notable initiative for generating content, in which various industry professionals were interviewed about subjects such as sustainability, the circular economy and emerging trends.

The presence of Polimoda Fashion School at the event should be highlighted, which is a prestigious school based in Florence. It offered talks and courses, providing inspiring examples of communication and marketing campaigns and exploring cultural differences in the fashion world.

### MEAT ATTRACTION.

#### The Trade Show for the Meat Industry

Of the spaces at the fair dedicated to promoting innovation in the meat sector the following stand out: Innovation Hub, which presented the most innovative products; the CHEF Factory, including the presence of the world champion in meat cuts; and The Butcher's Shop, the stage on which the award for the best hamburger was handed out.

### EDUCATION WEEK

In 2023, the Avatar Corner initiative premiered at **EDUCATION WEEK**. The initiative was developed in cooperation with the school, Tecnoactiva. This space allowed visitors to learn about and experience the latest-generation digital techniques for creating a hyper-real and completely personalised character for use in the metaverse, free-of-charge.

### ANTIK PASSION ALMONEDA.

#### Antiques, Art Galleries and Collectors Fair

The Time Capsule is a new space created in 2023, which invited visitors at **ANTIK PASSION ALMONEDA** to travel to the past through a cultural game-playing experience in which music plays a fundamental role.

The Almoneda 365 virtual tool was also implemented in this edition, and the catalogue of exhibitors has been digitalised, now available as a file on the trade fair's website.



### EXPOFRANQUICIA.

#### International Franchising Trade Fair

In 2023, the trade fair dedicated to the world of franchises developed new initiatives to promote innovation. One of the most notable initiatives includes an action called “The entrepreneur's perfume”, in which a specialised company has combined essences associated with a selection of adjectives in order to create a unique fragrance. With a citric aroma, this essence was distributed using air fresheners placed strategically at the entrance to the hall, this offering visitors a sensory experience.

What's more, for the first time, meetings prior to the fair were held with exhibitors (20 days before the date of the event) to boost the sector and improve their participation at the event.

Another novelty was the creation of international zones, on this occasion dedicated to Argentina and Mexico, with the presence of various brands from each country.



### ORGANIC FOOD IBERIA.

#### Ecological Products Trade Show

The 2023 edition of **ORGANIC FOOD IBERIA** premiered its own awards to recognise the work of exhibitors in different areas. Specifically, awards were handed out for the best marketing campaign to promote ecological products, the best initiative for improving the purchasing experience and the best specialised organic store, in addition to the recognition of notable influencers in the sector.

### SECOND-HAND VEHICLE SHOW

The latest edition of the show incorporated several new features to expand its scope and relevance. On the one hand, online ticket sales were boosted by offering exclusive discounts and special promotions compared to purchases made in person. Exhibitor zones reserved for new sectors, such as motorcycles, carsharing and scrapping, were also inaugurated; and the first editions of the exhibition of antique Jaguar cars and of a car tuning contest were held.

### GENERA.

#### Energy and Environment International Trade Fair

Climate change and renewable energies were the central themes of the SPIREC Conference, organised by Ren21, the Ministry for the Ecological Transition and the Demographic Challenge (MITECO) and **GENERA**.

Some of the more notable activities included the institutional workshops on energy efficiency and the general forum on solar energy. These events provided a space for companies to present their innovations and discuss the latest trends and advances in the sector.

### C&R.

#### International HVAC & R Exhibition

**C&R** celebrated its 20th anniversary by revealing the keys to the sector's progress and unveiling the solutions and trends that will mark how the industry will develop, with a special focus on sustainability.

One of the initiatives that premiered in 2023 was Young Friday (*Viernes Joven*), which aimed to capture the attention of young students and help cover the current lack of professionals and the scarce generational change in the air-conditioning sector.



### SALÓN LOOK.

#### The International Image and Integral Aesthetics Exhibition

The principal new feature in 2023 was the creation of the Salón Look community. Its purpose is to generate cross-cutting content of interest throughout the year and to promote synergies among professionals from all the trade fairs included in the LIVE Style digital platform.

Moreover, the Business Meeting Congress, aimed at business owners of the sector, included a speech on digitalisation and the technology applied in the trade fairs.

### FRUIT ATTRACTION.

#### International Trade Show for the Fruit and Vegetable Industry

IFEMA MADRID LAB collaborated with the trade fair by recording videos to be shared on LIVE Connect and implementing augmented reality activities, including a game with 3D glasses.

Likewise, through the cooperation with Olyusei, visitors were provided with an app for the simultaneous translation and interpretation of conferences.

### GLOBAL MOBILITY CALL.

#### Congress + Global Expo on Sustainable Mobility

The mobility event included six forums and one auditorium for speeches on sustainable mobility, on the transport of people and merchandise and on innovation.

Moreover, advances in the sector were highlighted by handing out several recognitions, such as the award for the international personality in sustainable mobility and the award for innovation, given to the product or service with the greatest added value.

Within the framework of the **GLOBAL MOBILITY CALL**, the Las Rozas Innova Awards were also handed out, which are awarded by the City Council of Las Rozas and recognise the best solution for the merchandise distribution challenge.



**ESTAMPA.**

Contemporary Art Fair

The art fair's catalogue was completely revamped in 2023 to adapt to the new digital trends. Visitors could only access the catalogue digitally via the website.

**FERIARTE.**

Art and Antiques Fair

Within the framework of the FERIARTE Forum, a pioneering initiative was implemented, extending the invitation to museums of the city of Madrid to participate in talks on the fair's topic.

**SIMO EDUCACIÓN.**

International Exhibition of Educational Technology and Innovation

The INNOVA platform of **SIMO EDUCACIÓN**, a space that is dedicated to recognising innovation within the scope of educational technology, highlighted the 10 most innovative products of 2023.

As a novelty with respect to past editions, talks on artificial intelligence were organised to explore its impact in education.

# Customer service.

IFEMA MADRID's commitment to quality is set forth in the Institution's management principles and internal policies as an essential factor for maintaining our position not only as a market leader in Spain but also as a global benchmark.

We therefore approach the concept of "quality" from two main perspectives: a continuous state of improvement and customer satisfaction.

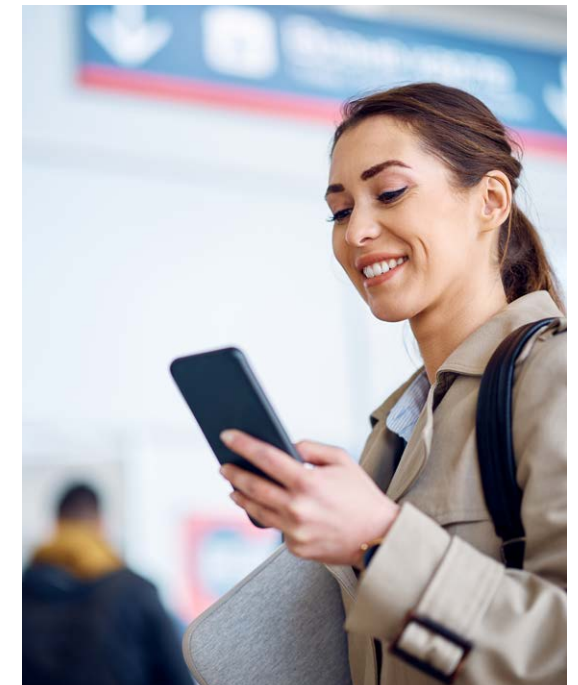
In order to adequately measure customer feedback and identify areas for improvement, we have a number of analysis and control systems in place.

The process manages not only the communications received through the forms that customers can fill in on site, but also those that are received through the institution's website. An internal reporting system allows the managers of fairs and events to be kept informed of the resolution or analysis of reported incidents. Subsequently, a six-monthly report is generated for the Management Committee, which includes an analysis of the most relevant communications or of the situations repeated the most.

## Suggestions, complaints and claims.

Among the resources available to guarantee service quality is the management of suggestions, complaints and claims (SCC) from customers through the SCC process.

This system is linked to the customer service department and allows a swift response to all communications received, as well as identifying areas for improvement and implementing action plans to attain them.



**Customer suggestions, complaints and claims (SCC).**

	2022	2023	2023/2022
Suggestions	5	17	240%
Complaints	845	242	-71.36%
Claims	266	329	23.68%
<b>Total SCC</b>	<b>1,116</b>	<b>588</b>	<b>-47.31%</b>
Average number of days to respond to suggestions and complaints	4.23	2.47	-41.6%
Average number of days to respond to claims	14.4	17.15	21.52%

**Satisfaction surveys.**



The method for conducting these surveys adapts to the various types of intended respondents:

- Surveys of exhibitors and visitors are conducted during or after a trade fair.
- Surveys of external operators are conducted monthly.
- Surveys of sponsors and strategic suppliers are conducted annually.

The continuous increase in the satisfaction levels of stakeholders related to IFEMA MADRID is one of the four specific objectives set forth in the Institution's 2023-2026 CSR Master Plan.

It therefore proposes intensifying the satisfaction surveys plan that it has been developing in recent years for groups such as exhibitors, visitors, external operators, suppliers, sponsors, the media and employees.

The programme also includes an analysis of the surveys and a comparison with previous editions to identify areas for improvement and to implement adequate corrective actions.

All our surveys have included two common elements since 2021:

- Selection of the sustainability actions deemed to be the most relevant.
- The Net Promotion Score (NPS), a benchmark indicator of overall satisfaction that makes it possible to obtain a combined assessment from all the surveyed groups.

In 2023, a new, shorter and more specific model was incorporated for the exhibitors' questionnaire with the aim of increasing the number of responses. Moreover, the exhibitor group was segmented between trade fair exhibitors and general exhibitors.

The annual results of all the groups present a positive NPS, and the majority show better results than in the preceding year.

**Quality certification**

Within the framework of its quality policies, IFEMA MADRID holds ISO 9001 certification, which assesses the design and monitoring of internal processes for continuous improvement and customer satisfaction. These values are consistent with the objectives of our CSR Master Plan.

This ISO 9001 certificate is of crucial importance to the Institution, given that our activities are inextricably linked to the service sector and, therefore, dependent on the response capacity and degree of acceptance of exhibitors, visitors and external operators.

**Net Promotion Score (NPS) for overall satisfaction among stakeholders.**

	NPS 2022	NPS 2023	2023/2022
Trade fair exhibitors	15.49	30.54	97.15%
General exhibitors	-	11.9	-
Visitors	64.11	68.54	6.9%
External organisers	66.67	100	49.99%
Sponsors	62.5	84.21	34.73%
Suppliers	50	50	0%
Employees	4.53	-	-

# Impact.

# 04.

## Commitment to society.

Sustainable events\_77



**IFEMA MADRID’s commitment to sustainability contemplates the promotion of actions that have a social and environmental impact at its trade fairs, thus enabling it to advance towards a model of sustainable events. Along this same line, the Institution promotes participation by the staff in initiatives of the corporate volunteering programme, thus making it possible for them to share their knowledge and engagement with other people and organisations.**

The 2023-2026 CSR Master Plan reflects this across-the-board contribution to society based on two general lines of action:



**“Sustainable events”.** Establishes the objective of increasing the level of sustainability in all events organised by IFEMA MADRID, thus considering “sustainability” from the three areas of ESG (Environment, Social and Governance). To reach this goal, it highlights the importance of collaborating with associations, exhibitor companies, visitors or other stakeholders through actions carried out at each trade fair and that have a distinctly sectoral orientation.



**“Social commitment”.** Is based on contributing to the cultural change of the Institution by driving corporate volunteering and other sustainability-related initiatives that are proposed by actual professionals of the Institution. These initiatives must have an impact on the staff’s wellbeing or to the benefit of non-governmental organisations (NGOs) or other solidarity institutions.

# Sustainable events.

The “Sustainable events” line of action of the CSR Master Plan seeks to take advantage of the scope and repercussion of the trade fairs and events organised by IFEMA MADRID in order to drive actions related to its commitment to society, whether they are developed at the Institution’s own initiative or in cooperation with leading organisations.

Thanks to the variety of sectors involved in these events, the themes of these actions are very heterogeneous and have an across-the-board impact on very diverse groups. However, IFEMA MADRID is especially focused on three areas:



**Social integration, inclusion, equality and animal welfare,** through actions that seek recognition of groups that suffer discrimination or social exclusion, as well as actions that pursue the promotion of animal welfare. Especially noteworthy is the promotion and occupational recognition of women in sectors where their presence is undervalued, as well as support for people with special abilities.



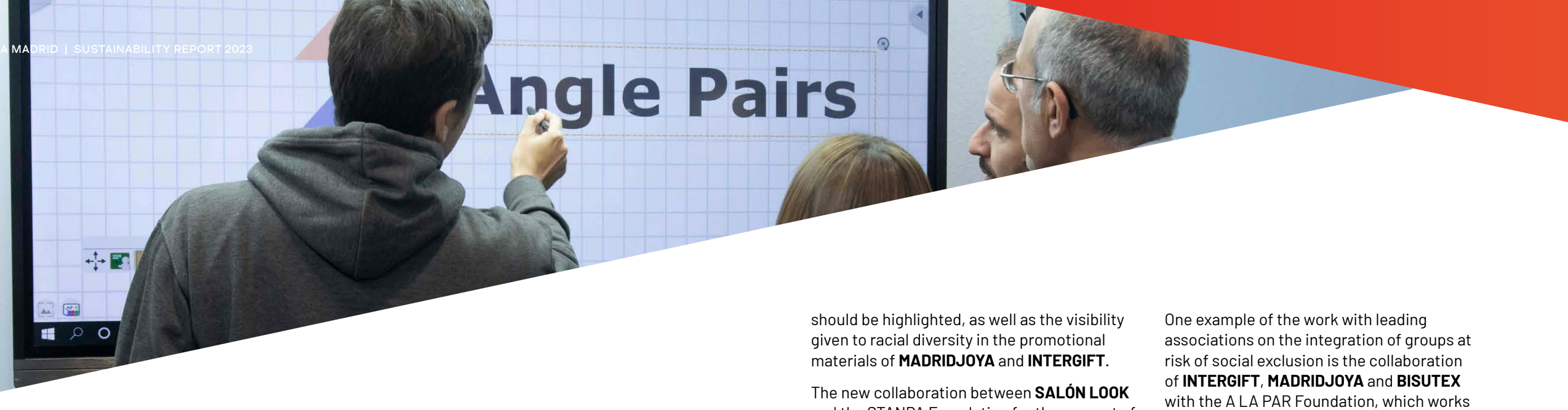
**Training,** based both on the involvement of students and teachers at events, as well as on the integration of an informative vision in all actions, with the aim of informing society about the trends and challenges of each sector.



**Environmental awareness,** with actions to disseminate information not only at trade fairs directly related to environmental protection, but also at those related to other sectors.

In 2023, a total of 172 social actions were carried out at the Institution’s own trade fairs and events, representing a 10.96% increase with respect to the 155 actions of the preceding year. The most relevant actions in each of the three defined areas are highlighted below.





## Promotion of social integration, inclusion and equality.

### Women's empowerment and diversity

One of the most active trade fairs in promoting the role of women in strategic economic sectors is **FITUR**. In its new edition, the International Tourism Trade Fair once again organised the FITUR WOMAN space, a meeting point for raising awareness, debate and dialogue about the role of women in the tourism industry, with an emphasis on leadership and sustainability. This initiative is developed in cooperation with the Spanish association called Women Leading Tourism, which works to promote and drive the presence of women in the highest bodies of corporate governance of the tourism industry. As an example of FITUR's commitment to diversity, is its organisation of a new edition of FITUR LGBT+, a space where the tourism options aimed at this group are concentrated, simultaneously providing the group with visibility.

Two other trade fairs that shone spotlight on the role of women in their respective sectors were **MEAT ATTRACTION**, which hosted a workshop to give visibility to and highlight the contribution of female butchers, and **SIMO EDUCACIÓN**, which has boosted the presence of women in Science, Technology, Engineering, Art and Maths (STEAM) studies through the organisation of round tables and workshops.

In turn, **BISUTEX** and **MADRIDJOYA** provided MUBRI España Association of Brilliant Women (*Mujeres Brillantes*) with a free space for promoting gender equality in the sector and raising the visibility of professional women by exhibiting their products.

Continuing with actions initiated in previous editions, the image and fashion trade fairs have included the participation of women of different nationalities and origins in their catwalks, in addition to models with special abilities. This is the case of **MERCEDES-BENZ FASHION WEEK MADRID, MOMAD, BISUTEX** and **MADRIDJOYA**.

The aim of these initiatives is to highlight diversity and inclusion in sectors that have a significant amount of influence and social impact. In this regard, **MERCEDES-BENZ FASHION WEEK MADRID** commitment to including standard size models in its catwalks

should be highlighted, as well as the visibility given to racial diversity in the promotional materials of **MADRIDJOYA** and **INTERGIFT**.

The new collaboration between **SALÓN LOOK** and the STANPA Foundation for the support of women with cancer should also be mentioned. Together they have organised the workshop "Look beautiful and feel better". Also, the work by **ARCOmadrid** to use inclusive language is worthy of mention.

Finally, **SALÓN LOOK** granted a space to the platform *Alianza por la bajada del IVA* (Alliance for the reduction of VAT), which presented the report called *Study on the importance of women in the personal image sector* within the framework of the trade fair.

### Support for people with special abilities and at risk of social exclusion

The new collaboration between **GLOBAL MOBILITY CALL** and the ONCE Foundation for the integration of people with special abilities was emphasised through two main actions. On the one hand, the co-organisation of an event for spreading and driving Accessible EU, a project led by this same foundation and aims to promote the implementation of policies on accessibility by Member States of the European Union. On the other, the ONCE Foundation had its own stand at the mobility trade fair, where it made a guide robot available to blind people to assist them in safely moving about the corridors at the event.

One example of the work with leading associations on the integration of groups at risk of social exclusion is the collaboration of **INTERGIFT, MADRIDJOYA** and **BISUTEX** with the A LA PAR Foundation, which works to defend the rights and social participation of people with an intellectual disability. The members of this association were in charge of making gifts for the exhibitors of these fairs, as well as the various trophies that were handed out in the awards organised by **MADRIDJOYA** and **BISUTEX**.

**FITUR** reinforced its commitment to inclusion with the fourth edition of the Sustainable Stand Awards, which recognise the application of various areas of sustainability in the design and management of stands by the exhibitors. One of the six awards handed out in 2023 was given to the Balearic Islands stand, which presented an inclusive space for people with impaired vision, hearing or mobility. Moreover, the assembly of the stand was outsourced to people at risk of social exclusion and with functional diversity.

**FITUR is one of the most active trade fairs in promoting the role of women in strategic economic sectors.**

## Against food waste and animal abandonment

**FRUIT ATTRACTION**, **MEAT ATTRACTION** and **ORGANIC FOOD IBERIA**, trade fairs specialising in the food sector, follow a specific programme for avoiding food waste, which consists of allocating all surpluses to the Food Bank. Moreover, **FRUIT ATTRACTION** also provided the Food Bank with free spaces in the trade fair's various halls so that the Food Bank could raise awareness about its activity.



### Collaboration with social organisations

Throughout 2023, various trade fairs have occasionally collaborated with non-governmental organisations in support of their respective causes.

The majority of these collaborations has consisted in providing spaces: **ARCOmadrid** collaborated with the social enterprise AUARA on projects for the installation of drinking water in places where it is needed; the **SECOND-HAND VEHICLE SHOW** and **LIBER** worked together with ACNUR to sign up members from among the visitors to each event; and **MOMAD** and **INTERGIFT** collaborated with Artesanías de Colombia to sell pieces that contribute to labour re-insertion.

The support by **ARCOmadrid** for artistic initiatives originating in Ukraine was also worthy of mention.

In the pet sector, **IBERZOO+ PROPET** collaborated once again with the Federation of Animal Protection and Defence Associations of the Community of Madrid (FAPAM, *Asociaciones Protectoras y de Defensa Animal de la Comunidad de Madrid*). On this occasion, they worked together to organise the first Eureka! Animal Protection awards, which recognise the work of animal shelters in ensuring the wellbeing of pets and promoting responsible pet ownership. The winning animal shelter in this edition, which received an award of 3,000 euros, was the Animals with a New Path Association (ACUNR, *Asociación Animales con Un Nuevo Rumbo*).

**IBERZOO+ PROPET** also hold the Antón Awards, which include several categories that recognise actions oriented at favouring animal integration, living with pets in the city and animal protection. In 2023, the Spanish School of Rescue and Detection with Dogs (ESDP, *Escuela Española de Salvamento y Detección con Perros*) and the Global Vets Aid project were notable award winners.

In turn, **100X100 MASCOTA** provided spaces to animal shelters for promoting pet adoption, and collaborated with associations such as Roncescam and Aidog, which offer therapies with dogs to young blind people or to people with Seasonal Affective Disorder (SAD). It also organised informative talks about aspects such as the adoption process or responsible ownership, and it promoted an animal physical therapy service, which provided free care to the animals of the trade fair.

## Support for the fabric of education.

The social commitment actions in the area of education can be split mainly into three large initiatives:

- Free tickets or special prices for members of the educational community and of organisations in the sector.
- Collaboration with public and private entities for disseminating information about their activity.
- The organisation of talks and meetings on the subject of each event.

Some of the trade fairs that offered free tickets or discounts in 2023 to students, teachers and members of associations in their sector include **100X100 MASCOTA**, **ALMONEDA**, **ARCOmadrid**, **FERIARTE**, **GLOBAL MOBILITY CALL**, **INTERGIFT**, **MEAT ATTRACTION**, **MERCEDES-BENZ FASHION WEEK MADRID**, **MOMAD** and **SALÓN LOOK**.

In some cases, the collaboration extended beyond merely providing tickets, and joint initiatives were generated that seek a greater involvement by university students in the trade fairs related to their studies, whether through internships at **ARCOmadrid** or **MOMAD** or collaborating to generate content for the digital platform of **ALMONEDA**.



**MOMAD** also provided a space and a stand to the *Universidad Politécnica de Madrid – Centro Superior de Diseño de Moda de Madrid* (Polytechnic University of Madrid – Fashion Design Centre of Madrid) for exhibiting the designs of its students.

The collaboration with public and private entities mainly revolves around providing spaces for exhibition areas or for the organisation of informative events or activities. This is the area within which **GENERA** collaborated with the Industrial Technology Development Centre (CDTI, *Centro para el Desarrollo Tecnológico Industrial*), the Ministry for the Ecological Transition and the Demographic Challenge (MITECO) and the Institute for Energy Diversification and Saving (IDAE, *Instituto para la Diversificación y Ahorro de la Energía*). It is the same area within which **MEAT ATTRACTION** collaborated with the National Association of Meat Industries of Spain (ANICE, *Asociación Nacional de Industrias de la Carne de España*) and the Spanish Association of Distributors, Self-service shops and Supermarkets (ASEDAS, *Asociación Española de Distribuidores, Autoservicios y Supermercados*); and within which **SALÓN LOOK** and **MADRIDJOYA** have collaborated with various training centres to run courses.

**GLOBAL MOBILITY CALL** has been one of the most active trade fairs, having reached agreements with the International Police Association and 14 non-profit professional associations, as well as European and Latin American foundations.

We should also mention the new collaboration of **MADRIDJOYA**, **BISUTEX** and **MOMAD** with the non-profit association, Artists, Designers and Artisans (ADA, *Artistas, Diseñadores y Artesanos*), made up of artists from very diverse disciplines to implement multi-disciplinary actions of cooperation and visibility.



**A large number of trade fairs have included in their programme educational talks, forums for the exchange of knowledge and technical or training workshops on the challenges and opportunities of the respective sectors.**

Finally, a large number of trade fairs have included in their programme educational talks, forums for the exchange of knowledge and technical or training workshops on the challenges and opportunities of the respective sectors. They include **FITUR**, **GENERA**, **IBERZOO+ PROPET**, **LIBER**, **FRUIT ATTRACTION**, **ESTAMPA**, **GLOBAL MOBILITY CALL**, **HVAC & R**, **SALÓN LOOK** and **FERIARTE**.

The initiatives for the exchange of knowledge aimed at young business owners and potential entrepreneurs run by **EXPOFRANQUICIA** in collaboration with the Spanish Confederation of Associations of Young Entrepreneurs (CEAJE, *Confederación Española de*

*Asociaciones de Jóvenes Empresarios*), the Chamber of Commerce of Madrid, Aval Madrid and the Madrid City Council were highly noteworthy due to their relevance in promoting franchises.

Within the area of education, the two specific trade fairs of the sector organised by IFEMA MADRID were also outstanding: **EDUCATION WEEK**, the largest education event in Spain, with 146,296 visitors, and **SIMO EDUCACIÓN**, with the attendance of nearly 10,000 professionals from 34 countries. Both events have developed an intense schedule of educational activities, as well as collaborations with numerous entities and associations.





## Environmental awareness.

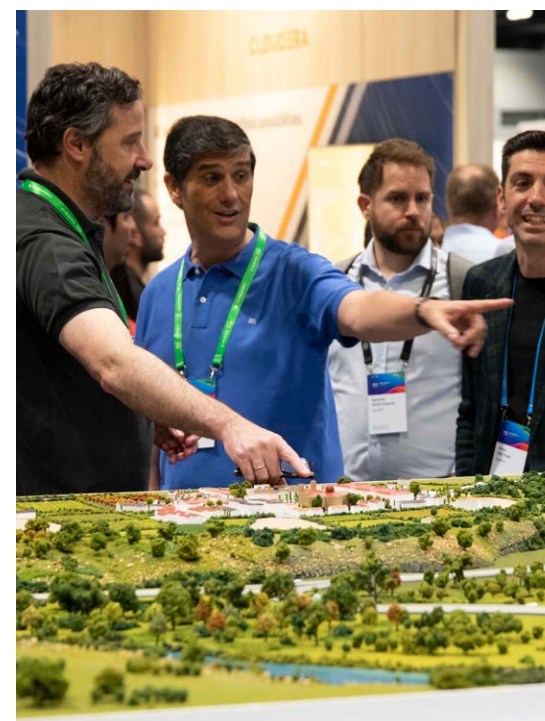
Protection of the environment is another subject with a growing and across-the-board presence in nearly all of the scheduled trade fairs, regardless to whether or not they are related to the topic. Some of the most common actions include the organisation of informative meetings on how to tackle this challenge in the respective sectors, or the giving of awards that recognise the most innovative initiatives of participating companies.

First of all are the initiatives implemented at events directly related to sustainable development, of which those of **GENERA** and **GLOBAL MOBILITY CALL** stand out. Both have brought together top international professionals for a multi-disciplinary discussion about environmental protection from the perspective of energy, urban development and mobility.

The International Renewable Energy Conference – SPIREC 23 stood out among the activities at **GENERA**. The conference was organised together with the Ministry for the Ecological Transition and the Demographic Challenge (MITECO) and the REN21 platform. The objective of the conference was to highlight opportunities linked to a sustainable model, while placing people at the centre of a just energy transition.

**GLOBAL MOBILITY CALL**, for its part, organised the Sustainable Participation Award, which assessed the involvement of exhibitors and partners in the three ESG sustainability areas. The award was given to the company Arriva, which presented a stand that was specifically designed to minimise waste and the excessive consumption of resources.

Other trade fairs that have given out similar awards are **FITUR** and **ARCOmadrid**. At the **FITUR** Sustainable Stand Awards, five awards were given to spaces that had integrated environmental protection solutions (Andalusia, Galicia, Murcia, Portugal and Mastercard), ranging from solutions for the reuse of materials, to systems for measuring and offsetting emissions, or informational activities.



**ARCOmadrid** held the first Sustainable Art awards to recognise the artist who best conveys concerns related to the subject of sustainability and environmental responsibility.

Alongside its holding of the Sustainable Stand awards, **FITUR** highlighted its agenda of talks, round tables and presentations related to the concept of “regenerative tourism”, which all took place at the FITUR NEXT Observatory. Within this framework, the following report was presented: “Keys for addressing the challenges and generating value in tourism and attaining the regeneration of the natural environment”. The report sets forth the conclusions from specific research on the subject.

Among the other actions related to environmental protection are the collaborations between **BISUTEX** and the Spanish Association of Sustainable Jewellery (*Asociación Joyas Sostenibles*) and between **LIBER** and PEFC, an entity that certifies the sustainable origin of paper.

Moreover, fairs such as **BISUTEX**, **INTERGIFT**, **MOMAD** and **MERCEDES-BENZ FASHION WEEK MADRID** were particularly diligent about using social networks and press releases to disseminate the proposals of exhibitors with sustainable products.

# On a path towards sustainable development.

**Since 2018, IFEMA MADRID has been framing its initiatives that contribute towards sustainable development within a CSR Master Plan, a strategy that makes it possible to compile, structure and prioritise its actions based on specific objectives and time frames.**

This new edition of the SUSTAINABILITY REPORT records the achievements from the first year of executing the current Master Plan, which is being implemented between 2023 and 2026. The efficacy of this way of working is demonstrated by the fulfilment of the vast majority of the established goals. By regularly reviewing the objectives and strategy, the Plan can be constantly adapted to changes in the

sector and its environment so that ever-more precise and ambitious milestones can be set.

However, sustainability—in the sense in which it is now understood—is a concept that has been at the forefront of IFEMA MADRID's work since it came into being 45 years ago: the Institution is oriented around driving economic activity in a wide variety of sectors and contributing to the development of not only Madrid, but also Spain as a whole, with a direct impact on society by generating employment and creating value. All of the aforesaid is based on one of the other principles considered to be essential today in global sustainability goals: collaboration between the public and private sectors, working together for prosperity and innovation.

While IFEMA MADRID has been evolving and growing, it has been simultaneously strengthening its commitment to all other areas of sustainability: protection of the environment, equal opportunities, the inclusion of groups at risk of exclusion, ethical and

transparent management, etc. Today, the Institution is considered a benchmark at the confluence between growth and sustainability, as inseparable objectives of economic progress and business generation.

IFEMA MADRID's differentiating characteristic in this contribution should be emphasised: its ability to identify and generate sustainable actions at the events it organises and hosts, while involving as many stakeholders as possible and giving them maximum publicity. This report gives a good account of the variety of actions that are implemented.

The experience acquired in this area demonstrates that there is still a long way to go and that new challenges and needs are identified year after year. True to its values and founding principles, IFEMA MADRID will continue to work towards a more sustainable future for all, in cooperation with Spain's business and economic fabric.



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