



**EASYFAIRS**

Visit the future

# SUSTAINABILITY REPORT 2023



# A personal message from our CEOs



We are excited to present the first Easyfairs annual Sustainability Report, for our fiscal year 2023. Its purpose is to inform customers, employees, partners, suppliers, shareholders and all other stakeholders about the progress we have made, and to outline our aims for the coming years.

The world is changing, and so is the world of events. Easyfairs has a socially responsible business model at the core of its operations. We recognise the profound impact businesses can have on society and the environment, and we are dedicated to leading by example. This report serves as a testament to our commitment to transparency, ethical governance, and responsible corporate citizenship.

Within these pages, you will discover a comprehensive overview of our initiatives on sustainability, milestones either already reached or yet to be attained, and the challenges we faced throughout the past year. Our pursuit of sustainability goes hand in hand with our broader mission of creating value for all our communities, whether they are exhibitors, visitors, guest event organisers, team members, business partners or shareholders. We believe that a sustainable future is not just an aspiration but an imperative, and we invite everyone to join us on this essential journey.

We extend our heartfelt gratitude to all our stakeholders for their support and engagement as we work together to foster a more sustainable and socially responsible world. This report reflects our shared dedication to a brighter and better future.

Sincerely,  
**Anne Lafère & Matt Benyon**  
Group CEOs

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# Easyfairs at a glance

## We organise events

 **110** Market-leading event titles

 **12** Industries

 **90%** B2B events

 **>1M** Visitors per year

 **23K** Exhibitors per year

 **12** Countries

## We operate venues

 **8** Venues

 **215K** Square meters

 **3** Countries

 **500+** Events hosted per year

## We invest in talents

 **820** Team members

 **37** Nationalities

 **20** Offices

 **11** Countries with offices

 **#9** in the top 10 events companies in the world



Entrepreneur of the Year®  
L'Entreprise de l'Année® 2018



figures as from march 2024.



## Our sustainability strategy

The world is changing, fast. In today's global economy, businesses must adapt quickly and integrate sustainability strategies more deeply than ever before. At Easyfairs, we're highly aware of this shift. In fact, our innovative approach has already positioned us at the forefront of sustainable exhibition hosting. We're proud of this progress but understand our move towards sustainability and corporate responsibility is an ongoing journey.

# Our engagements

## Paris Agreement and NZCE pledge

In October 2021, Easyfairs signed the “Net Zero Carbon Events” pledge. We’re committed to achieving “net zero” by 2050 and halving greenhouse gas emissions by 2030. This is so far the most global and ambitious action taken to tackle climate change within the event sector.



## UN Sustainable Development Goals (SDGs)

We are also proud to be part of the environmentally and socially conscious businesses that support the UN Sustainable Development Goals (SDGs). We have decided to focus on six of these objectives which complement our core values and help guide each of our decisions and actions.



# Our sustainability goals

We are committed to integrating sustainability throughout our operations: fostering eco-friendly practices in our offices and venues, executing our events with environmental consciousness, and promoting sustainable development for our clients and communities.



## 1 We strive to reduce the environmental impact of our own events, venues and offices

Caring for the planet is one of our core values. It guides what we do, and how we do it.



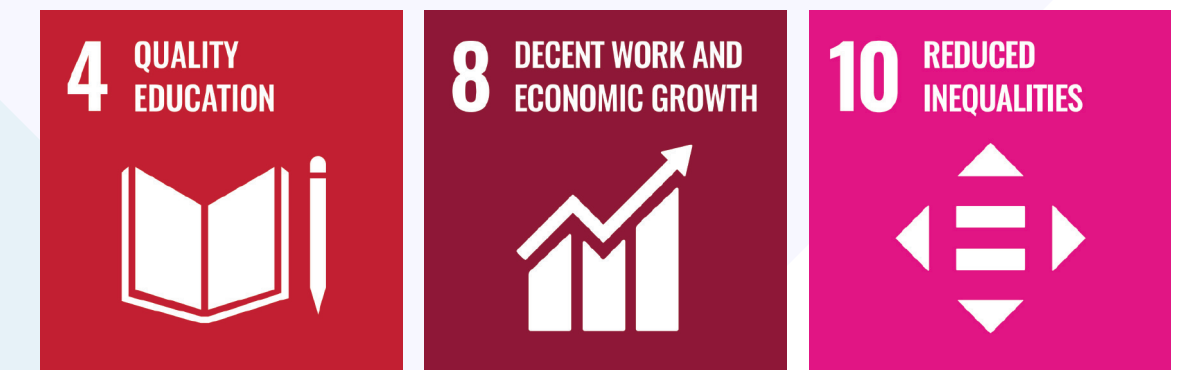
## 2 We aim to make a positive impact on society

We're helping our communities in their own transition to net zero by highlighting sustainable solutions at our events. We support economic growth by showcasing start-ups and the latest innovations. Alongside this, we're working with charitable organisations to support solidarity and sustainable development in local communities.



## 3 We commit to being a responsible employer

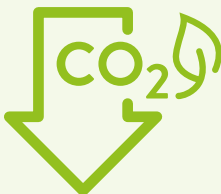
We take the wellbeing of our 820 team members very seriously. We're committed to each individual's personal and professional development, while also ensuring our workplace celebrates diversity and inclusivity.





# 2023 achievements

In 2023, we observed key results in our sustainability strategy aspects. Here are some highlights:

## ACT FOR THE PLANET

 **-33%**  
CO<sub>2</sub> emissions reduction from our 2019 baseline.

 **-37%**  
energy-related CO<sub>2</sub> emissions from our 2019 baseline.

 **-35%**  
carbon intensity by employee from our 2019 baseline.


 **20**  
key ESG indicators are established to monitor events. Our ESG Scorecard is launched.

## ACT FOR SOCIETY

 **67%**  
of Easyfairs events embed sustainability in their content programme.

## ACT FOR OUR PEOPLE

 **40**  
is the Employee Net Promoter score achieved.

 **31 hours**  
is the average time each team member dedicated to learning on The Academy Online in 1 year.

 **46%**  
of our Senior Leadership Team are women (out of 89 employees).

## GOVERNANCE

 **BEST MANAGED COMPANIES**

We retained the Best Managed Companies label for the 5<sup>th</sup> time running and thus became a “Gold Requalifying Laureate”.

 We adopted our Code of Business Conduct, outlining our shared responsibility to maintain the highest ethical standards.

 We ran a full cybersecurity audit and started implementing corrective actions.



# Our sustainability journey so far...

2021

We sign the **Net Zero Carbon Event pledge**, with the commitment to achieve net zero by 2050.

We appoint a **Chief Sustainability Officer**.



2022

We organise the **ESG Online Day**, our first employee awareness initiative.



We define our **group carbon footprint baseline** related to our 2018-2019 operations.



The **ESG Academy** learning channel is launched on Easyfairs Academy Online, together with an internal awareness campaign on **Diversity, Equity and Inclusivity**.

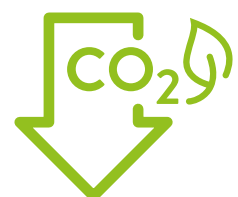
We launch our **ESG Scorecard**, aiming to track our events progress.

2023

We issue our **Net Zero Roadmap** and our **ESG Action List** for our venue, event and office teams.



**-33%**



It's official! We've **reduced our group carbon footprint by 33%** since 2019, according to our assessment for 2023 operations.



Our **Code of Business Conduct** is released, outlining our responsibility to maintain the highest ethical standards.

2024

Easyfairs wins the **ESG Strategy Award** from Exhibition News.





# ACT FOR THE PLANET

## Reducing environmental impact

At every event, we promise you one thing: a visit to the future. But this future needs to be healthier, cleaner and greener for all. That's why caring for our planet is one of our core values. And it's why we've built sustainability into our business model.

Despite our hard work, we know there's more to be done. Hitting our sustainability targets and achieving net zero by 2050 demands innovation and action. So, that's exactly what we're doing.

# A sustainable business model

Our values and business model inherently support sustainability. Our all-in, tech-driven business model is testament to a pioneering spirit that positions us as one of the world’s most sustainable exhibition organisers. Here’s how we’re making a difference:



1

**Reusable stands:** Our all-in modular stands are re-used from one edition to the next, which significantly reduces purchase and waste emissions. As transport of all-in stands is grouped, this model also reduces transport emissions. In the case of our events in Sweden and in The Netherlands, our all-in stands are stored in our venues and do not even require transport.

2

**Short duration:** Our events are compact and usually last no more than two days. This means the carbon footprint is lower than traditional trade shows.

3

**Proximity to local markets:** Most of our events are aimed at regional or national markets. Most of our visitors come from within a radius of less than 75 km. Each of our events strategically positions itself for its target audience, catering to highly specialised and/or regional interests. This approach aligns with the growing preference for domestic suppliers and personalised experiences. In this way our events not only meet customers’ specific needs but also contribute to our sustainability efforts.

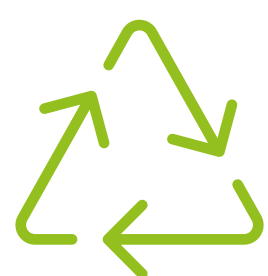
4

**Innovative technology:** Through digitalisation and the use of new technologies like the Smart Badge (allowing visitors to collect material digitally), we’re significantly reducing paper waste.

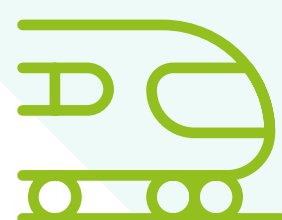


“Our business model has always leaned towards sustainability. And we’re not only reducing our own carbon footprint, we’re also helping our communities to do the same. For us, sustainability is more than a goal. It’s becoming our reality. It’s about taking action, making real changes, and knowing that every little bit counts. Of course, there’s much more to do. We’re doing good but aiming for great.”

**Nil Sönmez**  
Chief Sustainability and  
Customer Experience Officer



**+70%** of the stands at our events are reusable modular stands



**75 km** is the average distance our attendees travel to come to our events



**<3%** of visitors come by plane

# How we reduce our carbon emissions

To meet our ambitious reduction targets, we have defined a carbon emissions strategy in three steps:



## 1 Raising awareness

Reducing our carbon emissions is not just a technical challenge – it’s a human one. True progress in sustainability can only be achieved when our team members are both informed and passionate about sustainability as a cause, integrating environmental considerations into every aspect of their work. This is why fostering a corporate culture that prioritises the wellbeing of our planet is at the heart of our strategy. To galvanise our teams towards actively diminishing the environmental footprint of our events and venues, we’ve implemented a series of educational and motivational initiatives.

### ESG Online Day

A landmark event where we gathered all our team members for a day of comprehensive online training. The day was dedicated to unpacking ESG (environmental, social, governance) concepts and engaging our teams in interactive workshops, laying the foundation for a shared understanding of sustainability.



### Ongoing education via the ESG Academy channel

Our commitment to learning is ongoing, reflected in the launch of the ESG channel on our Academy Online. We introduce new online training modules in video format every two weeks. Each module is designed to provide concrete tips to our team members, empowering them to take action in daily operations and keeping them up-to-date with the latest sustainability practices and knowledge. Our people already benefit from more than 30 training modules dedicated to ESG topics.

### Direct engagement with training sessions and workshops

Beyond digital platforms, we believe in the power of in-person learning. We conduct face-to-face training sessions and workshops focused on sustainability themes, fostering a deeper connection and understanding among our team members.



### Sustainability onboarding for new hires

From the outset, new members of our organisation are introduced to our sustainability ethos, ensuring they are aligned with our values and understand the role they play in our environmental objectives.

We are also equipping our teams with user-friendly tools that help them initiate and drive their actions more easily.



**ESG action list:** We've provided our team members with a comprehensive roster of 200 potential actions, crafted to spark inspiration and fuel both individual and collective initiatives driving towards our sustainability goals.



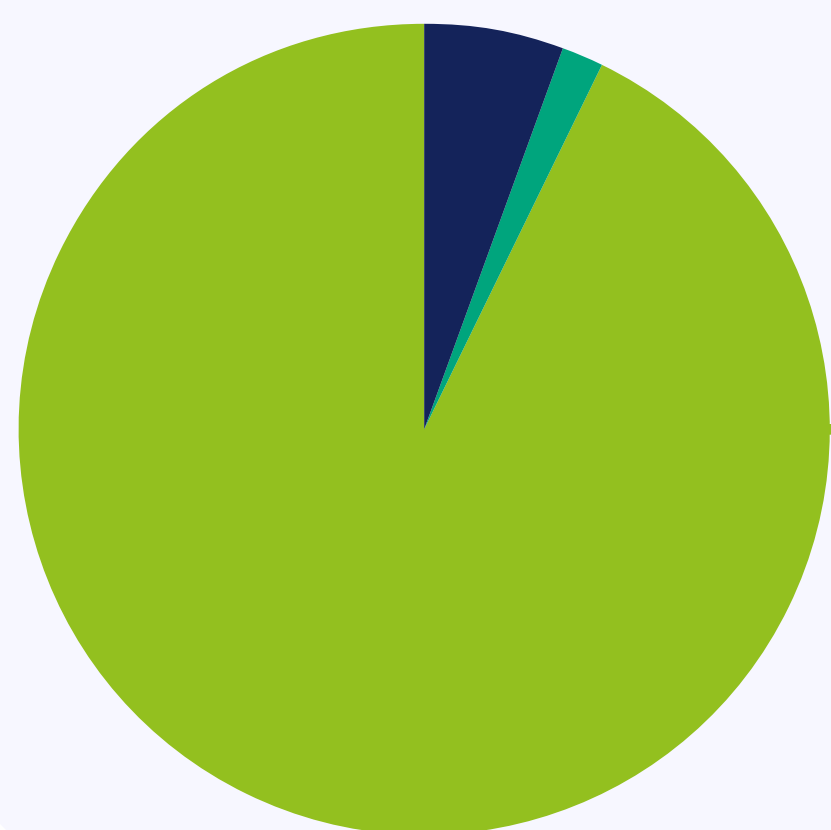
**Net zero roadmap:** We have established specific emission reduction targets for our venues, events and office teams, outlining clear objectives to be attained across the entire spectrum of our organisation.



# 2 Measuring

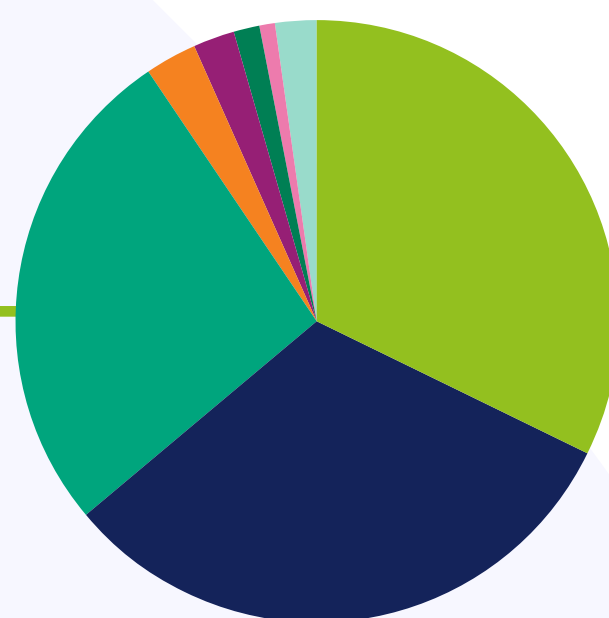
It all starts by measuring our group emissions – because what is not measured cannot be reduced. In 2022, we conducted our first complete GHG-compliant carbon footprint assessment based on our activities in 2018-2019. In 2023, our second assessment revealed a 33% reduction compared to our 2018-2019 baseline.

## GHG Assessment (2023)



Our emission sources per scope

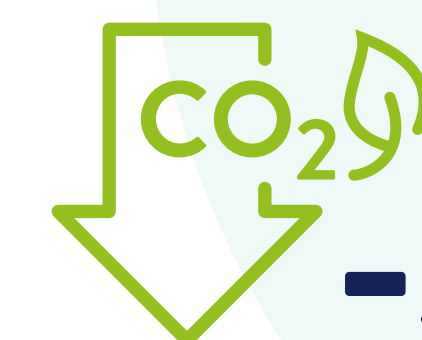
- 5,7% **Scope 1** (direct emissions from sources owned or controlled by the company)
- 1,7% **Scope 2** (indirect emissions due to the use of purchased energy)
- 92,6% **Scope 3** (other indirect emissions occurring across the value chain)



Scope 3 emission sources (92,6% of total CO2e)

- 32,3% Attendee mobility
- 31,6% Purchases
- 26,7% Freight & logistics
- 2,8% Capital goods
- 2,3% Waste
- 1,2% Business travel
- 0,9% Employee commuting
- 2,1% Other

## Since 2019



**-33%**

Total Group CO2e



**-14%**  
CO2e per event



**-35%**  
CO2e per FTE



**-37%**  
Scope 1 and 2 CO2e

### Scope 1

- Scope 1 represents 5,7% of our total group emissions.
- Scope 1 emissions decreased by 28% since 2019.
- This decrease is partially due to the reduction in the number of events hosted in our venues post-Covid and by energy efficiency plans introduced in all our venues and offices. We also intensified the switch of our car fleet to carbon efficient vehicles (hybrid or electric).

### Scope 2

- Scope 2 represents 1,7% of our total group emissions.
- Scope 2 emissions decreased by 56% since 2019.
- This decrease is due to our energy efficiency plans, to the reduction in the number of events we host post-Covid in our venues and to an increased share of renewable electricity in our energy mix.

### Scope 3

- Scope 3 represents 92,6% of our total group emissions.
- Attendees' travel emissions are responsible for 30% of total group emissions. Travel emissions have been reduced due to a reduced number of events and an accurate measurement of the type of transport modes used by our visitors.
- Additionally, we've observed a reduction in emissions from other sources such as waste and business travel. However, despite concerted efforts to lower emissions from purchases (measured using the spent-based method), their levels have remained consistent, largely because of the inflationary pressures of 2023.

Our GHG assessment was performed by Climact, a Belgium-based environmental consultancy. We continue to work closely with Climact on our sustainability strategy to evaluate the impact of specific emission reduction actions on our carbon footprint.

# 3 Setting targets

In 2023, we issued our Net Zero Roadmap setting concrete emission reduction targets for all our team members around 5 key areas:



Energy



Travel & Accommodation



Freight & Logistics



Production & Waste



Food & Food waste



“At Easyfairs, we understand the pivotal role sustainability plays for our customers. It’s more than a strategy; it’s a commitment that resonates deeply with our clientele. Our team members are passionately dedicated to embedding sustainability principles in every aspect of our operations, both in our venues and at our events. We strive not only to meet, but to exceed the expectations of our customers for sustainability.”

**Lourda Derry**  
COO Easyfairs UK & Global



## Becoming more energy efficient

Our event teams work hand-in-hand with all Easyfairs venues to reduce the energy consumption of our events. They do so by implementing strict energy consumption reduction plans, by increasing the percentage of renewable energy powering our venues and events, by equipping our venues with LEDs and by installing solar panels on the rooftops of our venues (three already).

### Upping renewable energy usage

- If you've seen our venues, you'll know they have large roofs. We've taken advantage of this space by installing solar panels at Flanders Expo already in 2011 and last year at Gorinchem and Antwerp Expo. And that's just the start.
- Adding to this, our venues in Sweden and the Netherlands (effective 2024) are powered entirely by green electricity. Malmömassan uses geothermal heating.
- We have taken the bold step of committing significant investment to ensure that, by the end of 2025, 100% of our venues' electricity will be sourced from renewable energy. This decision, while costly, reflects our deep commitment to sustainability and environmental responsibility.



**-37%**  
Scope 1 and 2  
CO2 emissions  
since 2019

**54%**  
renewable  
electricity used  
in our venues



### Streamlining and reducing energy consumption

Energy reduction plans are the norm across all our venues and offices:

- We've made massive investments to instal LEDs in Antwerp Expo, Nekkerhal Brussels North, Gorinchem, Hardenberg, Malmömassan, Kistamässan and Flanders Expo.
- We've run energy audits in all our Belgian venues and put the recommendations into action. This resulted in Flanders Expo saving 100,000 cubic metres of gas in one year alone.
- Thanks to all these efforts, our venues in the Netherlands (Gorinchem and Hardenberg) have obtained an A-energy rating.





### Promoting sustainable travel & accommodation

We're taking action to lower the environmental impact of our attendees' and employees' travel in several ways:

- Our regional and national focused events mean visitors don't have to travel long distances to attend.
- We measure our visitors' travel emissions through our registration questionnaires.
- We run active campaigns to promote green transport options to our attendees.
- We're installing EV charging stations and bicycle parking in all our venues and offices. We now have 50 charging points at Flanders Expo, plus extra stations at Antwerp Expo, Gorinchem, and Hardenberg.
- We partner with hotels that have strong sustainability credentials.



### Since 2019

### In 2023



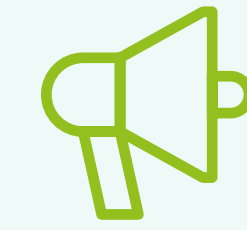
**-43%**  
Attendees' travel emissions



**<3%**  
of visitors came by plane



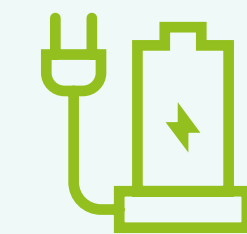
**-47%**  
Business travel emissions



**65%**  
of events ran active campaigns promoting green transport options to our attendees



**-31%**  
Employee commuting emissions



**+70**  
EV charging stations installed at our venues



## Reducing our waste

We recognise the challenge of waste generation and management in the exhibition industry. So, we've made waste reduction a key part of our sustainability strategy.


We've recently launched several waste-reduction initiatives:


### Reducing stand waste

Easyfairs stands are re-used from one edition to the next and this significantly reduces waste and carbon emissions.

As transport of our reusable stands is grouped, our Easyfairs model also reduces transport emissions. In the case of our operations in the Netherlands and Sweden, our stands remain in our venues between events and do not cause any transport emissions.









As the majority of exhibition waste comes from disposable stands, we have committed to reducing the number of disposable stands at our events by proactively informing our exhibitors about the advantages of choosing Easyfairs reusable stands or at least building their own stands for multiple use.

 **>70%**  
of reusable stands at our events in 2023

 **-39%**  
waste-related carbon emissions since 2019



## The impact of stand type

	TOTAL CO <sub>2</sub> E including transport	WASTE GENERATED	TRANSPORT REQUIRED
<b>Easyfairs reusable stands that stay in the venue</b> (The Netherlands & Sweden)	 1x		-
<b>Easyfairs reusable stands</b> (Other regions)	 1,5x		
<b>Exhibitor disposable stands</b>	 Up to 100x Depending on materials used	 +++ ...	 +++ ...

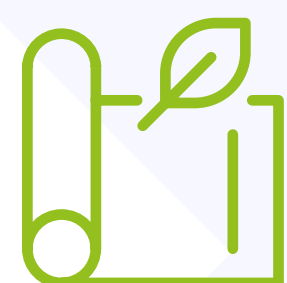


### Reducing our waste

#### Switching to sustainable carpeting

Traditional event carpets often end up in landfill. So, we're aiming to use sustainable carpets at all events and venues by 2025.

Our Nordic and Netherlands venues have already been using reusable carpets for years. In 2023, most of our events in the UK, France and Italy switched to 100% recyclable carpet and our events in Germany and Switzerland in most cases removed carpet from the aisles.



**50%** of events used sustainable carpeting



#### Eliminating single-use plastics

We aim to remove single-use plastic bottles from catering points by 2025. We have already removed almost all single-use plastics from catering points in our venues in The Netherlands and in Sweden.

#### Reducing paper waste

Our Smart Badge Technology allows us to significantly reduce paper waste at our events. It allows our exhibitors to exchange information digitally without using paper brochures or folders.



**72%** of our exhibitors reduced paper waste by using our Smart Badge and Visit Connect technologies



## Tackling freight and logistics emissions

Logistics and material transportation contribute a lot to the overall emissions of an event. While the majority of emissions related to freight and logistics are beyond our immediate control, we are well aware that we need to find workable solutions – and fast.

We are taking three main actions to reduce freight and logistics emissions:

### Increasing the share of reusable stands at our events

Our all-in model is reducing transport emissions. Rather than using individual trucks, we're delivering our reusable stands collectively via a few trucks, which reduces the number of vehicles on-site. In the Netherlands and Sweden, our stands remain in our venues and do not even need transportation.

More than 70% of our event stands are already made of reusable modular structures. And from January 2024, we have a target to increase the average number of reusable stands by event by a minimum of 2% each year.

### Making the right procurement choices

We are 100% committed to aligning our procurement strategies with our sustainability ethos. So, we actively prioritise logistics suppliers and transportation companies that champion sustainable practices. This all contributes to reducing emissions across our entire supply chain.

### Piloting new consolidated transport initiatives

We are also making trials at several events in Germany and Sweden to find ways to consolidate our own transport.



# -33%

freight and logistics  
emissions since 2019





### Making our food more sustainable

Food is important in shaping experiences at our events, but we also recognise its potential environmental impact. We're already running many initiatives to transform catering practices at our venues. However, we're always striving to do more.

We are committed to enhancing attendees' experience with healthier, more sustainable dining options. We're proud to offer vegetarian and vegan choices at 93% of our events, and at 22% of these gatherings we've taken a further step by adopting a policy that focuses on serving exclusively high-energy, plant-based foods, ensuring our attendees have the nutritious fuel they need for networking and exploring the event.

### In 2023



**93%** of events offered vegetarian and vegan options at Easyfairs-controlled catering points



**22%** of events replaced red meat at Easyfairs-controlled catering points with other nutritious alternatives





OUR  
SUSTAINABILITY  
CHAMPIONS




Martin Hurn, Event Director for  
Futurebuild (Easyfairs UK & Global)

## Futurebuild 2023: taking a stand for sustainability

Futurebuild 2023 was a standout example of sustainability in action at Easyfairs. Taking place annually in London, Futurebuild is about building a better future for the built environment. It brings together the entire supply chain to showcase, debate and understand advances in sustainable construction and the emerging technologies that will make net zero possible, driving positive change in a whole sector.

**Martin, can you tell us about your commitment to building a sustainable event and your achievements in this regard?**

*Our commitment to sustainability is deeply rooted in every aspect of the event. We've taken significant steps to minimise our environmental impact. For instance, we removed 9,000 sqm of carpet from the aisles and we used 100% recyclable carpet on stand booths. This eliminated the event's biggest waste stream. Our signage, including wall graphics and hanging banners, are now also entirely recyclable. We're proud to say that we've achieved Zero to Landfill status for this event.*

**How have you addressed the challenges of waste and catering at the event?**

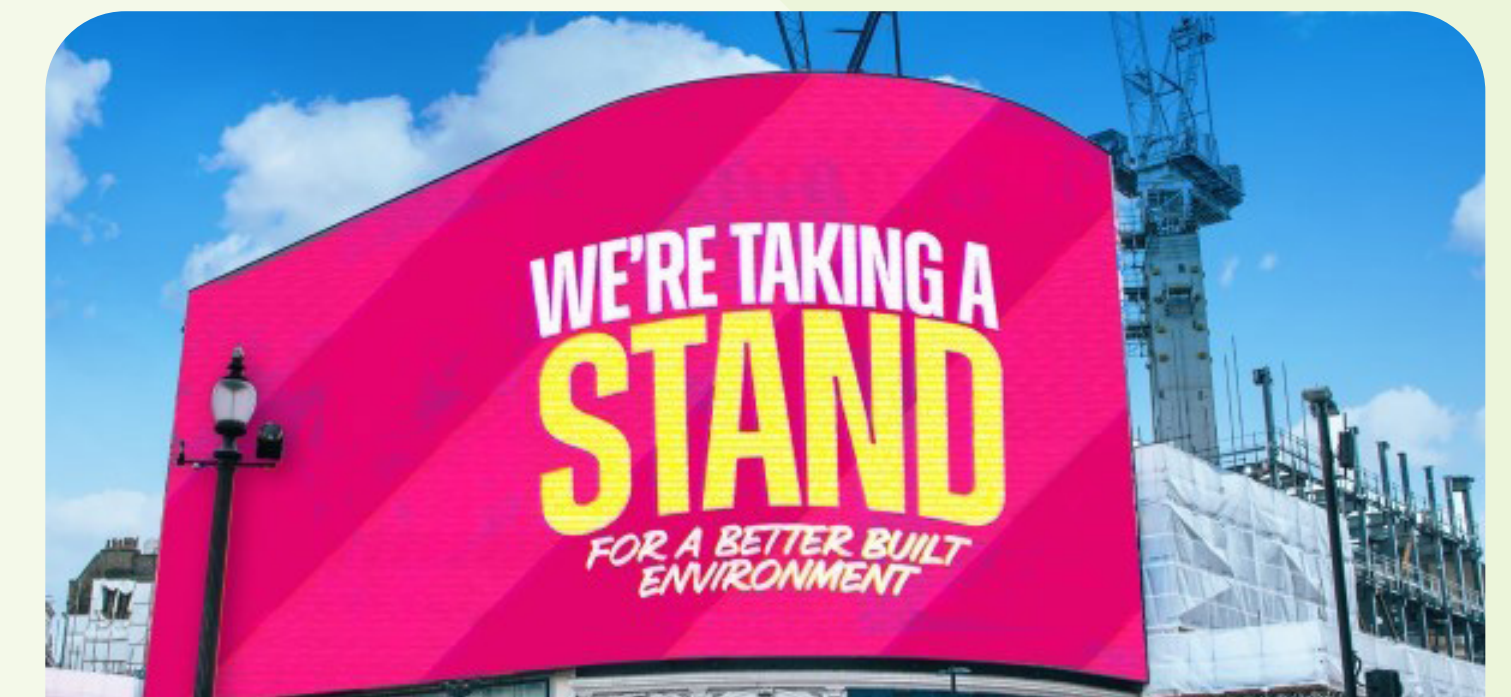
*One of our strategies was tackling waste streams. By eliminating printed event guides and using electronic waste recycling for smart badges, we've significantly reduced our waste footprint. Ethically sourced catering was also a major focus. We made ethical choices by eliminating single-use plastics, offering an eco-friendly beer brewed from surplus bread, and exclusively serving 100% Rainforest Alliance coffee. It's all about making conscious choices that align with our sustainability goals.*

"Our role extends beyond organising a sustainable event. We're also here to foster knowledge-sharing in the industry. We dedicated many hours to sessions on sustainability topics to drive sustainable construction. By bringing together industry leaders and experts we've created a platform for dialogue and learning."

**Martin Hurn**  
Event Director for Futurebuild (Easyfairs UK & Global)

**How are you encouraging sustainable transportation to and from Futurebuild?**

*We actively campaigned to encourage the use of the new metro line for easy access to the event from Central London. We also expanded bicycle parking facilities and partnered with organisations to promote cycling. Our goal is to drive change not just within the construction industry, but also in the way attendees engage with our events.*





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Stefan Voegele, Event Director for Industrial and Packaging portfolio (Easyfairs Switzerland)

## Greening Zurich – the “Treebooking” Initiative

In October 2023 Easyfairs Switzerland organised four co-located industrial events in Zurich: Maintenance Schweiz, Pumps & Valves, Aqua Suisse and Flow. Our team members were creative in linking the stand rebooking for the next edition to a sustainability initiative.

### What is the principle behind the “Treebooking” Initiative?

In collaboration with the environmental organisation My Blue Planet, we introduced an environment-friendly incentive. Exhibitors who chose to rebook their stand for the next edition of Maintenance Schweiz, Pumps & Valves, Aqua Suisse or Flow received a delightful and unexpected surprise. Instead of the usual rebooking gift, they were presented with tree-planting certificates.

### How was this implemented?

In November 2023 Easyfairs honoured this commitment by planting a tree in the name of each exhibitor that rebooked for one of these events. In total, we planted 130 new trees in

the city of Zurich. Every tree helps to absorb CO<sub>2</sub> and improve our environment. This initiative supports our sustainability efforts as part of our Act for the Future strategy. We have now decided to reproduce it for other events – and plant even more trees!

### How was this initiative received by exhibitors?

Witnessing the enthusiasm and commitment of our exhibitors was remarkable. When we surprised them with tree-planting certificates instead of the usual rebooking gifts, their reactions were highly positive. It’s a testament to our shared values of sustainability and environmental responsibility.



“Seeing over 130 trees planted in the name of our exhibitors was not just professionally fulfilling, but also personally rewarding. It’s moments like these that remind us of the positive impact we can make together, not just in the business world, but in nurturing a greener, healthier planet for generations to come.”

### Stefan Voegele

Event Director for Industrial and Packaging portfolio (Easyfairs Switzerland)



OUR  
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CHAMPIONS




Alain D'Haese, Head of Venues  
(Easyfairs Belgium)

## How our Belgian venues are embracing sustainability

Today more than ever, our venue teams recognise the urgency of addressing climate change and strive to reduce carbon impact. They work hand in hand with event teams and guest event organisers to achieve our Net Zero Roadmap targets. Alain D'Haese describes some initiatives taken in our Belgian venues.

*In addition to Flanders Expo, Antwerp Expo has now installed solar panels to generate green energy. We have also run energy audits in all venues and put the recommendations into action. This resulted in Flanders Expo saving 100,000 cubic meters of gas in one year alone.*

*We've installed EV charging stations and bicycle parking at venues and offices. There are now 50 charging points at Flanders Expo and extra stations have been installed at the other venues.*

*At Namur Expo, the implementation of solar panels, new insulation and cladding, LED lighting, ventilation, water recovery, and space for waste processing is scheduled for 2025. Reducing the use of event carpeting by renovating the floor is also a smart move, as it helps reduce waste and promote reusability.*

*At Flanders Expo, the recent constructions of the Expo Park involve the redevelopment of the area around and between the halls, contributing to enhanced mobility and logistical transport while transforming the venue into a sustainable multifunctional zone, with a focus on water management and recovery, the use of energy and materials, as well as better collection, sorting, and recycling of waste from all events.*



“In 2023 we took the bold step of committing significant investment to ensure that, by 2025, 100% of our venues’ electricity is sourced from renewable energy.”

**Alain D'Haese**  
Head of Venues (Easyfairs Belgium)





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**Maurice Schlepers, Head of Venues  
(Easyfairs Netherlands)**

## How our Dutch venues are embracing sustainability

**Our Dutch venue teams are also taking positive action to reduce waste and achieve our ambitious Net Zero Roadmap targets. Maurice Schlepers describes some of the initiatives already in progress.**

*We reduced freight and logistics emissions over the years by utilising an integrated model whereby stands are stored and assembled on-site. Similarly, the use of reusable carpets across all halls minimises waste.*

*Our two venues have made significant progress in optimising their energy consumption. Evenementenhal Gorinchem installed solar panels on its rooftop and Evenementenhal Hardenberg upgraded its lighting systems with energy-efficient LEDs. Both venues have switched entirely to 100% renewable electricity.*

*Moreover, our catering services have undergone a transformation, with better control of portion sizes to reduce food waste, healthier options including more vegan vegetarian dishes, and less red meat – thereby aligning with our sustainability goals.*

*We're also taking decisive action towards plastic reduction. This year we eliminated almost all single-use plastics from our catering points during our own events.*



**“Our dedicated venue team is at the forefront of eco-friendly event hosting. We have taken up this challenge very seriously, adapting operational practices and rolling out multiple initiatives that boost sustainability.”**

**Maurice Schlepers**  
Head of Venues (Easyfairs Netherlands)



# ACT FOR SOCIETY

## Making a social impact

We are dedicated to being a force for positive change in society. Our commitment extends to collaborating with our communities, supporting businesses and sectors, fostering innovation and entrepreneurship, and forming meaningful partnerships with charitable organisations to drive social solidarity initiatives. Our vision is centred on shaping a future where economic growth and social responsibility converge to create a better world for us all.

# Making a social impact

## 1 Helping our communities to grow

Our events don't just impact our attendees. They create a far-reaching ripple effect. They instigate business growth, create connections between peers and boost commercial opportunities across entire industries.

Our venues also have a positive impact on the host city's economy and development: we estimate that **for each euro spent on a trade fair, seven euro will be generated in the local economy.**



## 2 Supporting our communities in their decarbonisation journey

As event organisers, our duty goes beyond reducing our own footprint. We also want to support our communities in reaching their decarbonisation objectives.

So, we're building sustainability into every facet of our events. We're showcasing the latest innovative sustainability solutions. We're providing education and inspiration on sustainability across a range of industries. And we're delivering the most up-to-date sustainability news. From expert keynotes and sustainable exhibitor tracks to innovation tours, sustainability is always on the agenda. In 2023, **67% of our events had already incorporated sustainability topics in their content programme.**

### In 2023



## 67%

of our events included sustainability topics in their content programme



## 1,200 hours

of educational content were dedicated to sustainability topics during our events





3

## Boosting innovations, start-ups and entrepreneurship

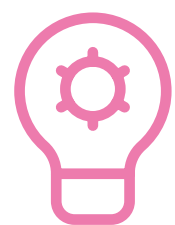
Our social commitment goes beyond environmental considerations. We are also passionate about fostering innovation and supporting the growth of new businesses. That's why **65% of our events feature dedicated start-up zones** that put the spotlight on emerging companies.

Our events offer a huge range of opportunities to start-ups. They can showcase or see the latest products, engage with industry leaders, and connect with potential investors or partners. Whatever the industry, we're here to propel start-ups into the spotlight and ensure they're at the forefront of our events.



65%

of our events spotlight start-ups



72%

of our events showcase the latest innovations in their sector



48%

of our events partner with a non-profit initiative

4

## Standing up in solidarity

Solidarity is about creating a sustainable, equitable and inclusive future. It's a key part of our "Act for the Future" strategy and shapes the work we do.

Our events and venues forge **long-term partnerships with selected charities**. This enables us to amplify our social impact and make a positive contribution to the societies in which we operate.



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Alison Willis, Divisional Managing Director (Easyfairs UK & Global)

## CCR's Diwali celebrations raise funds for charity fighting child poverty

CCR, the Easyfairs event for the medical aesthetics community, has once again shone a light on the lives of children affected by poverty in London.

**Alison, could you explain how the CCR Diwali-themed after-party event was put in place and how it made a difference?**

*With the invaluable support of Dr. Tapan Patel and the backing of key industry sponsors, CCR organised a spectacular and glamorous Diwali-themed after-party for its 2022 and 2023 visitors and exhibitors. This event wasn't just a celebration and a highlight for the aesthetics community; it was a mission to make a difference, with all ticket sales benefiting The Childhood Trust, London's pivotal charity fighting child poverty.*

*The Childhood Trust is renowned for its commitment to alleviating the impacts of poverty on young Londoners. Through collaborations with companies and philanthropists, the Trust funds vital projects and services, reaching thousands of children*

*and youth annually. CCR's initiative to partner with the Trust showcases a shared vision of community support and impact.*

**What benefits were realised from this charitable donation?**  
*Over two consecutive years, the CCR Diwali parties raised an impressive total of £55,650, with £32,375 collected in the first year and £23,275 in the following year.*

*CCR, alongside Dr. Tapan Patel, is immensely proud of its collaboration with The Childhood Trust. We are deeply thankful to our hosts, sponsors, and participants for their generosity.*

*Witnessing the aesthetics community come together to support this cause in a spirit of giving and community has been profoundly rewarding and we are thrilled to continue this tradition of giving!*



*"Through joyous celebration and dedicated philanthropy, the event demonstrated the powerful impact of community unity, marking a beacon of hope and support for the children in need."*

**Alison Willis**  
Divisional Managing Director (Easyfairs UK & Global)



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**Nele Verhaeren, Event Director for Art Brussels (Easyfairs Belgium)**

## Art Brussels partners with KickCancer to fight paediatric cancer

177 leading galleries from 30 different countries gathered at our contemporary art fair, Art Brussels, to present their artists, attracting more than 26,000 visitors. For its 39<sup>th</sup> edition, Art Brussels joined forces with the Belgian foundation KickCancer to raise funds for paediatric cancer research.

**Nele, visitors to Art Brussels were greeted with The KickCancer Collection. What is it exactly?**

*The collection was displayed as an array of postcard-sized artworks. 84 art galleries and 213 artists took part, which resulted in the sale of 269 works to raise funds for KickCancer. Art lovers at the fair had the opportunity to choose their favourite postcard, with the artist's name revealed only after the sale – a delightful surprise as the signatures were on the back.*

*The KickCancer collection represents a perfect mix of accessible contemporary art. It embodies warmth, joy, and a hint of suspense.*

**Are you happy with the funds raised?**

*We are really happy. Over the four-day event, we sold 269 artworks. Each of them was priced at 400 euros, so we amassed a total of 107,000 euros going directly to the KickCancer association.*

**What lesson do you draw from this partnership with KickCancer?**

*Our partnership with KickCancer sets a precedent for the art world, merging creativity with compassion. It not only brought the art community together but also underscored the power of art to make a meaningful difference in society, in this case to the lives of children battling cancer.*

“Creativity and compassion came together in this unique collaboration, standing as a testament to the power of collaborative efforts in driving significant societal change.”

**Nele Verhaeren**  
Event Director for Art Brussels (Easyfairs Belgium)

## Small art with a big heart.



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Anthony Audenaerd, Event Director for Pop Culture portfolio (Easyfairs Belgium)

## HEROES meets real life heroes

Pop culture events are all about making people feel great. And that doesn't stop at the confines of the venues. In Belgium our HEROES series of events (FACTS, Made in Asia and Heroes Comic Con) teamed up with The Smurfs to give breast cancer organisation Think Pink a central place in their festival activities.

**Anthony, how could visitors support Think Pink during FACTS, Made In Asia and Heroes Comic Con events in Belgium?**

*With the help of The Smurfs on the occasion of their 65<sup>th</sup> anniversary, we organised a "Smurfs Pin Quest". First, the fans bought a set of Smurfs pins at the Think Pink booth. Then, they could choose to go hunt and trade them for the elusive and exclusive Cosplay Smurfette pin, only distributed by crew members throughout the event in limited amounts.*

**How much was raised in donations as a result of the initiative during the three events?**

*The campaign was a hit, selling out before the events concluded and raising more than €9,000 for Think Pink. The Heroes communities have proven themselves very generous in other charity activities in the past as well. The team will continue to find creative activities for multiple charities in the future.*



"This initiative showcases a perfect mix of our event goals. Providing an original and memorable visitor experience while giving them the opportunity to participate in a good cause."

**Anthony Audenaerd**  
Event Director for Pop Culture portfolio (Easyfairs Belgium)

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Boet Havenaar, Event Director for Pop Culture portfolio (Easyfairs Netherlands)

## HEROES fighting for children in war zones

In The Netherlands, Heroes Dutch Comic Con together with the War Child organisation raised a total of €12,165 for children growing up in war zones.

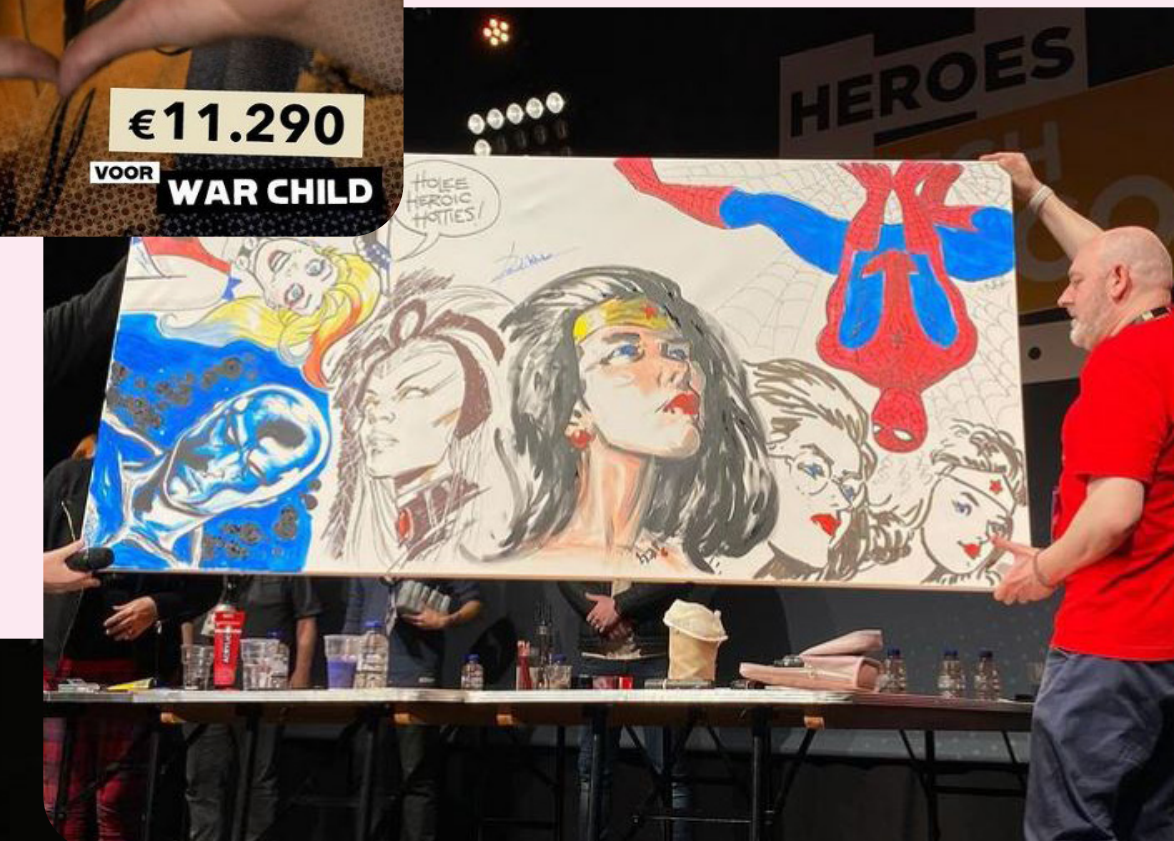
**Boet, could you explain how the “Marvel’s Stormbreakers” supported the War Child organisation at the event?**

*Marvel comic artists made a collaborative drawing jam piece on stage. Together they created an original, one-of-a-kind artwork, which was auctioned off afterwards. The entire proceeds of the auction went to War Child, an association that supports children growing up amid war and violence. With sports and games activities, War Child helps children to overcome their traumatic experiences so they can rebuild their future.*

**How much was raised as a result of the initiative during the two editions?**

*The initiative took place for the first time during the Winter edition of Heroes Dutch Comic Con. The auction raised almost €2,000 for the artwork. More than €5,000 was raised for War Child in total, including donations from visitors and from Easyfairs, which doubled the amount raised from the auction.*

*The initiative was repeated for the summer edition, collecting €5,615 donations in total (including €1,550 raised from for the drawing artwork auction).*



“Organisations like War Child need help now more than ever. It is heartwarming to see our visitors giving their support. We will continue and intensify our partnership with charity organisations in the coming years.”

**Boet Havenaar**  
Event Director for Pop Culture portfolio (Easyfairs Netherlands)





# ACT FOR OUR PEOPLE

## Nurturing our team members

Creating a positive impact in our communities relies on having innovative, creative people in our team. This is why we nurture our people, care about their wellbeing and prioritise their development. All the while creating a culture that celebrates diversity and inclusivity.



# A place to learn, develop and grow: The Academy

We foster a culture of lifelong learning, gearing up our team members with the right competencies and empowering them to keep expanding their skills, thanks to a wide range of training initiatives and inspiring programmes.

With the tagline “Boost your future”, The Academy turbocharges career growth. This multi-dimensional and competency-based learning platform is designed to bring our people to their full potential.

Regardless of the role, hierarchical level or location, every Easyfairs team member has the opportunity to build on their key skills throughout their time with the company.



## Blended learning

Easyfairs offers a whole host of learning methods including on-demand programmes, course-led, peer-to-peer presence learning and on-the-job training. In addition, we focus on mentoring, coaching, in-company exchange programmes and expose talents to new and challenging ideas through guest speakers.

Easyfairs continues to invest in the Academy and has established a permanent recording studio at its headquarters to create new e-learning modules on a weekly basis.



## Learning from day one

Learning with us starts from the get-go. We offer a starter guide, welcome pack and personalised intro sessions to ensure our new hires hit their stride and feel at home. Then we design specialised tracks and programmes to keep their learning going.



## Learning for everyone

Learning opportunities are available for every person at every level from starters to senior leaders. Academy sessions cover every business function: HR, finance, marketing, business development, sales, and technology.



# Supporting our people to reach their full potential

## Development plan

Each year we give our team members an individualised Personal Development Plan, including key learning goals. By setting clear targets we inspire progression and help everyone to build on their strengths and aspirations.

## Coaching & mentoring

We've seen the benefits of mutual learning first-hand, so mentorship is a key part of our talent strategy. A mentor can offer general advice, act as a supportive sounding board and inspire ongoing development. This means you can reach your career goals with plenty of support along the way.



## Horizon programme

Horizon is our in-company exchange programme, which increases know-how and takes learning beyond geographical borders. Easyfairs team members have the chance to work alongside fellow colleagues abroad, so they can expand their scope and discover new approaches to work challenges. It's also a great way to get a taste of the cultural differences in another office.

## Education sponsoring

Alongside The Academy, we help our most talented team members to grow their skills through accredited training programmes. We give more depth and weight to the competencies of our team members, helping to transform them into recognised experts.

### In 2023



# 2,200

learning resources (workshops, webinars, podcasts, videos)



# 8,822

Academy badges distributed, acknowledging successful completion of learning programmes



# 31 hours

average learning time spent per team member on The Academy Online per year



# Diversity, Equity and Inclusion

## Enriching our company and our events

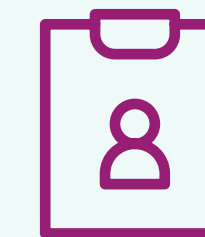
Diversity, Equity and Inclusion (DEI) matter to Easyfairs. They're values that shape every aspect of our workplace and events. Apart from being the right thing to do, DEI is good for our business. Embracing diverse perspectives, experiences, and backgrounds enriches our multinational, multilingual company.

We firmly believe in providing a workplace where every individual is treated with fairness, dignity, and respect. We actively work to remove barriers, both physical and behavioural, to ensure full participation and integration for all.

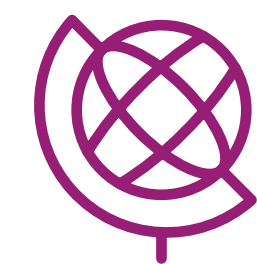
Easyfairs' international activities allow us the unique opportunity to collaborate with team members representing more than 37 nationalities. This rich diversity cultivates a global perspective and a deeper comprehension of cultural nuances, greatly enhancing our group's innovative capacity and sparking creative brilliance.



**820**  
team members  
(as of March 2024)



**47%**  
of workforce are Millennials



**37**  
nationalities



**14%**  
of workforce are Gen Zs

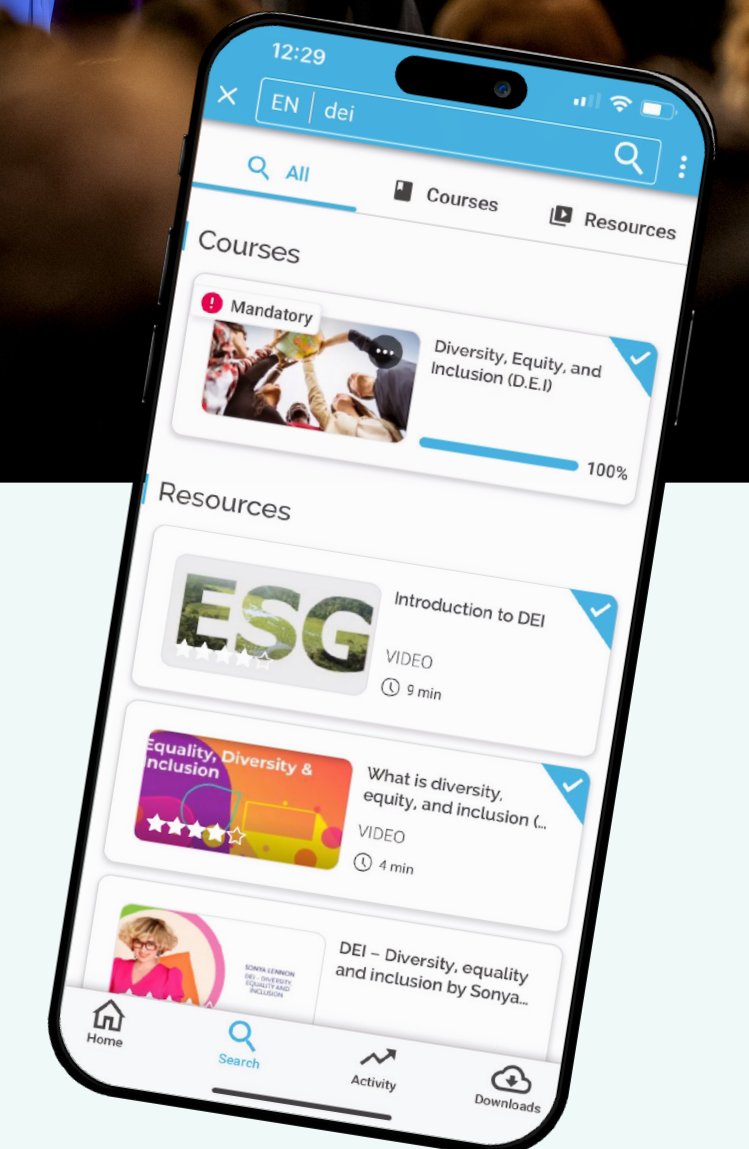
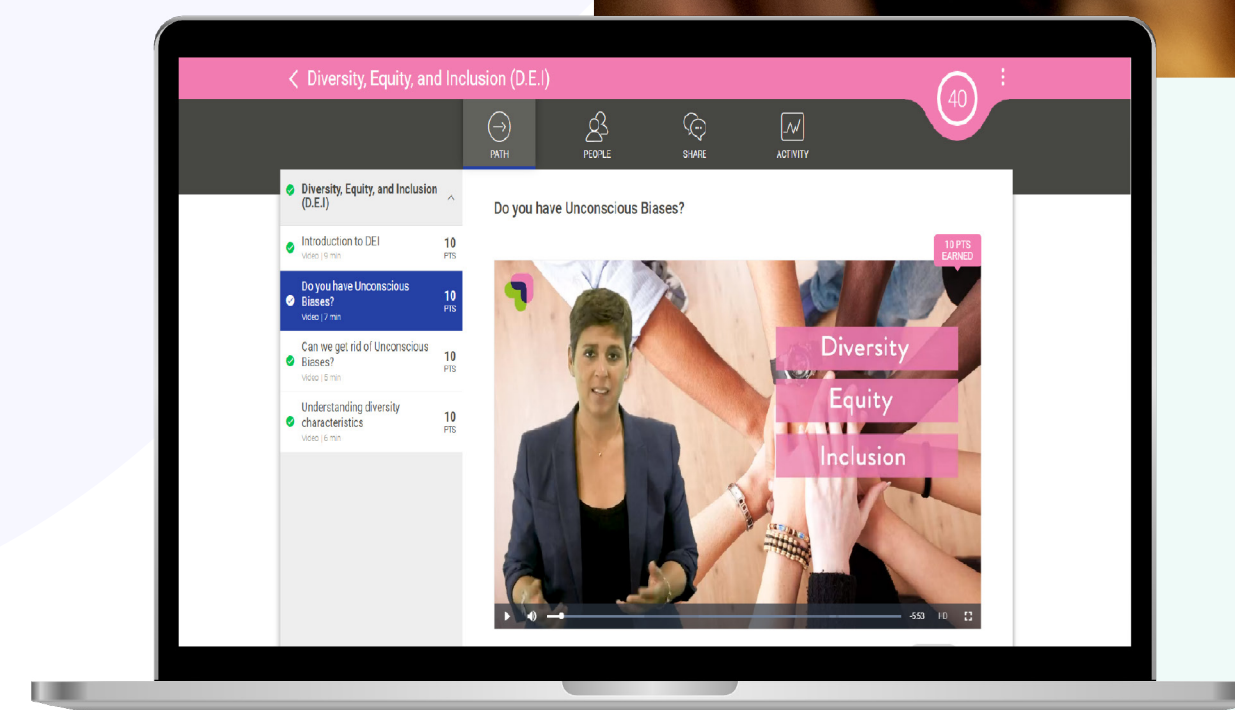


## Our DEI initiatives

If we can't measure it, we can't improve it.

With this in mind, we have launched the following Diversity, Equity and Inclusion initiatives:

- We understand the importance of raising awareness and educate our talents on DEI through **workshops, e-learning and work policies**. In 2023, we launched seven online training modules on the topic on our Academy Online. These DEI learning modules are compulsory for all staff members. It's a widely-held belief that gaining a thorough comprehension of these intricate concepts is the starting point for any organisation aiming for inclusivity.
- Collaborating with the consultancy Clusivity, we initiated a **pilot project in November 2023 to gather DEI data** in our UK & Global region. Results are currently under review. If successful, we will roll out this initiative to the entire workforce.
- We started to host **DEI training workshops at local level for the Senior Leadership Team**. The inaugural session took place in September 2023.
- We are setting **DEI benchmarks for our event teams**, emphasising the inclusion of diverse content. In our financial year 2023, 15% of all events met the criterion of having at least 40% female speakers in their programmes. We are raising the bar for all teams in 2024.
- 100% of our team members have **access to a whistleblowing process** to prevent any form of harassment and discrimination.



# Gender diversity

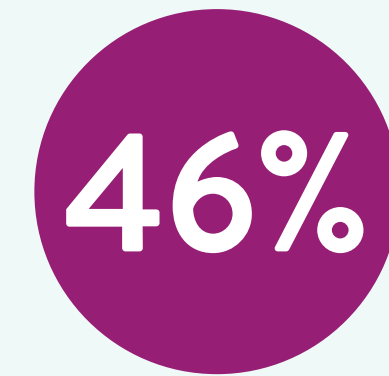
Although Easyfairs is a “female-driven” organisation, with 62% of its employees in 2023 being women, this over-representation has not always been reflected at executive level. However, the appointment in 2023 of Anne Lafère as CEO (alongside Matt Benyon) brings a woman to the top executive position.

Easyfairs is close to gender parity within the Senior Leadership Team (which is 46% female); however, the extended Group Management Team is only 26% women and greater efforts still must be made to work towards parity at the level of the Group Management Team (11% women) and the Advisory Board (13%).

We are also actively working to reduce our gender pay gap by using gender pay analytics as part of our equation to determine fair pay. Our gender pay gap was reduced from 10% (2021) to only 3% (2023).



Women across the group



Women in Senior Leadership Team

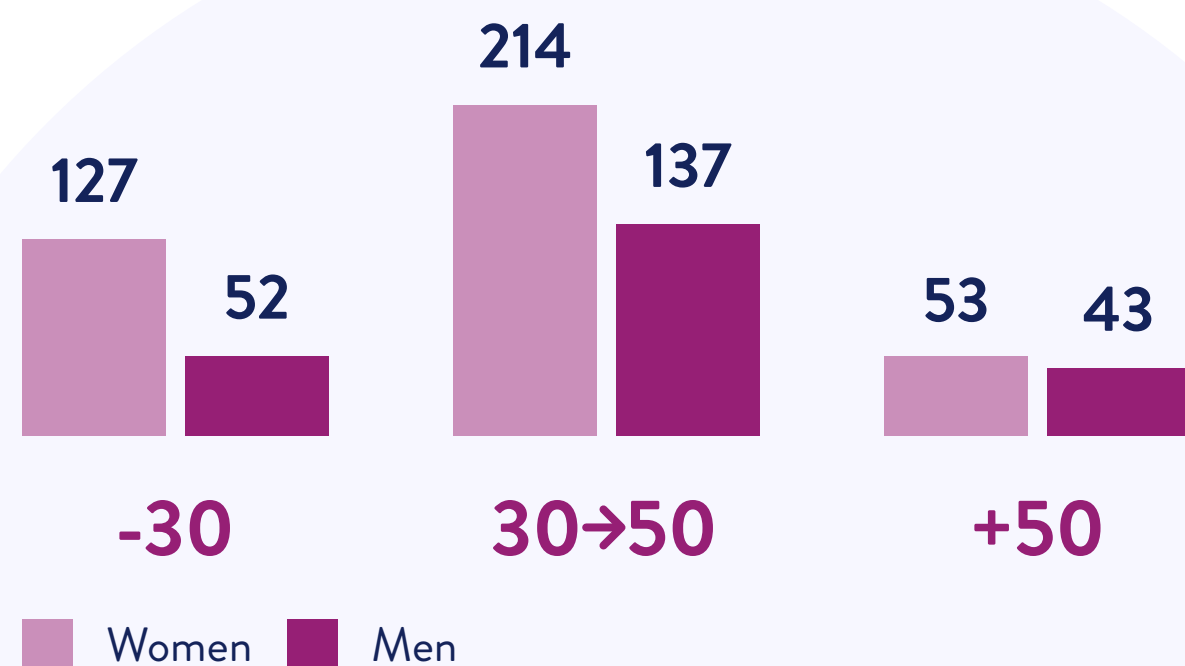


Women in GMT+, the extended Group Management Team

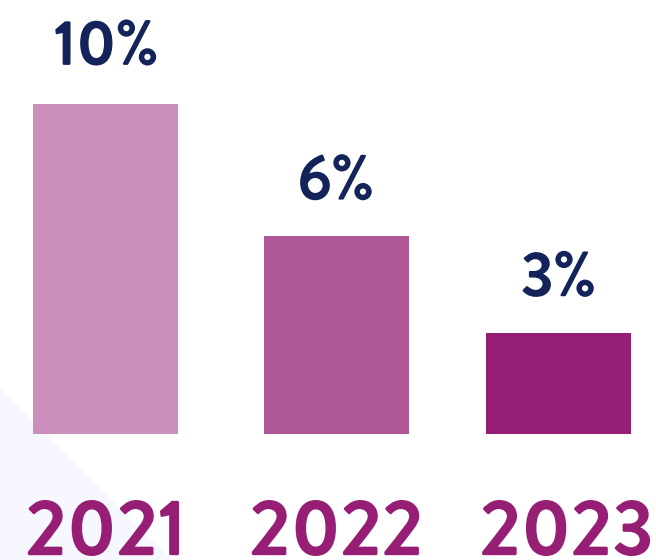


Women in Group Management Team

## Age & gender diversity



## Gender pay gap reduction



## A flexible workplace

Since the pandemic we have faced a tsunami of changes with increasing demand for improved work/life balance, job satisfaction and flexible & smart working. Having launched a number of pilots and assessed their outcome, we adopted some new practices which we feel will bring Easyfairs in line with a more modern workforce and to this extent an organisation addressing today's employee expectations.

Gone are the days of inflexible working and poor work/life balance. At Easyfairs we do whatever we can to meet the different needs of our team members. Be it a **full-time fixed job, flexible working patterns, or even the desire to work elsewhere.**

Easyfairs supports the inclusion of **“on-demand” and part-time** workers as many people have different demands on their time. We also drop geographical borders, offering (and sponsoring) cross-regional moves as well as arrangements to work from abroad. It's all part of our determination to be a diverse and inclusive company.



“Easyfairs offered me the opportunity to continue my job from abroad. The past years proved that remote working should no longer be an obstacle. Working from anywhere contributes positively to my professional and personal development.”

**Maxime Temmerman**  
Product Owner for Easyfairs Headquarters (Brussels)

## Ensuring our talents' wellbeing

Having fun and caring for people being Easyfairs values, we are carrying out lots of initiatives to develop resilience and wellbeing within the organisation. These include:

- **The launch of special training on resilience and a dedicated learning channel on The Academy Online** with educational content to help our team members increase their resilience, face adversity, rejuvenate, build vitality and deal with strong emotions.
- **Our offices organise annual regional team building days**, allowing our team members to connect and have fun together.



“We don't grow the business. We grow the people who grow the business!”

**Yasmine Couderc**  
Group Head of Talent

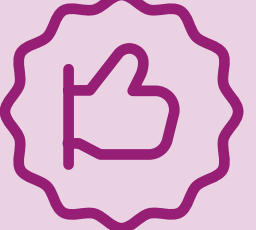


# Communication and ongoing feedback

We understand the importance of consistently and transparently engaging with our talents to address their queries and concerns. We facilitate this through various channels and formats:

- We organise regular **live online Q&A** sessions with each region, in which team members have the opportunity to ask their questions directly or voice their concerns with our CEOs.
- We constantly share best practices and news from all regions through **EasyClub, our intranet platform**.
- Our Senior Leadership Team (SLT) meets annually for a 3-day live **Academy Summit** with presentations on vision, strategy and financial outlook, with external keynote speakers and workshops.
- Every year, we organise an **Academy Awards** ceremony to celebrate and share our successes, to recognise both teams and individual achievements. The overarching aim is to provide everyone with opportunities to get inspired, learn and share best practices.
- We facilitate **ongoing feedback** to give all employees a voice in various ways:
  - The end-year and in-year reviews between the team members and their respective managers;
  - The “manager scan”, which allows all team members to give, anonymously, actionable feedback on their line managers;
  - The EasyPulse surveys (described in the adjacent panel).



 **40** eNPS

After the start of the Covid-19 pandemic we launched **EasyPulse** (short employee surveys, at regular time intervals) with the aim of getting qualitative and actionable feedback from our team members on hot topics and recent highlights and lowlights. Gauging the current mood and outlook helps us further shape a life-changing workplace.

We use the employee Net Promoter Score (eNPS) methodology to track employee satisfaction, whereby the percentage of detractors is subtracted from the number of promoters. Easyfairs' eNPS stands at 40.

 **EASYPULSE**  
Shape a life-changing workplace







# TRACKING OUR PROGRESS

Outlining our commitments is one thing. Delivering on them is another. Checking the effectiveness and impact of our environmental and social initiatives is vital. We therefore employ two dynamic tools to track and improve our progress, and actively empower our team members to reach their own sustainability objectives.

# The ESG Event Scorecard

Launched in 2023, our ESG Event Scorecard ensures that our commitment to sustainability is reflected in every event we organise. All events are evaluated based on 20 criteria, which allows us to track their progress on key ESG indicators and to set benchmarks for our team members. All of which encourages our event teams to continually raise the bar. Based on their ESG score, our most sustainable events are awarded a Bronze, Silver or Gold level. Using this approach helps us to stay focused on sustainability at all our events.



**36%**

of our 2022-2023 events reached at least 14 points on the 20-point scorecard

# The KPI Tracker

This evaluation grid helps us track our progress against 12 ESG Key Performance Indicators. The tracker does more than keep tabs on the status and completion level of each KPI. It also highlights our contributions towards the Sustainable Development Goals (SDGs).

This ensures our day-to-day actions stay aligned with our broader global objectives.

KEY KPIS TRACKER	PRIORITY AREA	STATUS	CONTRIBUTION TO SDGS
<b>REDUCING THE ENVIRONMENTAL IMPACT OF OUR EVENTS AND VENUES (TARGET 2030)</b>			
50% reduction in energy consumption in venues from baseline	Energy		
100% renewable electricity used in all venues	Energy		
100% EV/low or zero carbon company car fleet	Travel		
50% more visitors coming by public transport compared to baseline	Travel		
10% more all-in stands compared to baseline	Freight/Waste		
75% of waste diverted from landfills (through recycling and reduction)	Waste		
<b>ACCELERATING OUR COMMUNITIES' ECONOMIC GROWTH AND NET ZERO TRANSITION (2022-23)</b>			
10% of content programme of all events dedicated to sustainability	Growth		
Innovations highlighted in content programme of all B2B events	Growth		
Start-ups support on all B2B events	Growth		
<b>PRIORITISING THE WELLBEING AND CONTINUOUS EDUCATION OF OUR TALENTS (2022-23)</b>			
More than 25 hours of training on the Academy by employee per year	Education		
eNPS >30	Wellbeing		
% of Senior Leadership Team members identify as women > 45%	Equality		
Median gender pay gap < 5%	Equality		

# Empowering our teams to act

At the heart of our sustainability strategy is the active involvement of our workforce. To this end, we've introduced initiatives not only to measure our progress but also to foster a culture of shared responsibility and higher achievement in sustainability efforts. For example:

We've integrated **ESG objectives into our Objective Framework**, ensuring that all our talents are aligned with and contribute to our sustainability goals.



We've launched the **ESG Academy Award** to inspire and recognise employees who excel in advancing our sustainability commitments.



“Since the start of our ESG journey, we have been convinced that the success of our sustainability strategy hinges on the dedication of our team members. This is why we kick-started our journey with our ESG Online Day, a full day of training for every employee, followed by an ambitious ESG Talent Action Plan to empower and incentivise our staff to take impactful action. I am happy to say that our teams’ dedication and engagement towards our sustainability goals have been pivotal in driving tangible results.”

**Nil Sönmez**  
Chief Sustainability and Customer Experience Officer





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**Renan Joel, Divisional Managing Director (Easyfairs UK & Global)**

## Tackling the sustainability challenge in the packaging industry

Easyfairs has an extensive portfolio for the packaging industry, with 30 events organised in 15 cities around Europe. Sustainability is set to play an increasingly significant role in the industry's future and Easyfairs packaging events are taking a lead in this direction.

**Renan, in 2023 you started to implement a wide range of environmental and social initiatives in the packaging portfolio. Why was it so important?**

*We recognised that sustainability is a paramount concern for members of our packaging community, who are looking to us for guidance and solutions. So we wanted to address our customers' questions and needs. By broadly incorporating sustainability content in all our events, we aim to provide a platform that not only facilitates business but also fosters dialogue and knowledge exchange on sustainable practices and solutions.*

**Easyfairs recently implemented a 20-point ESG Event Scorecard to ensure its commitment to sustainability is reflected in every event. It tracks progress on key ESG indicators and sets benchmarks. In 2023, 36% of Easyfairs events scored at least 14 points out of 20. London Packaging Week was the first of our events to score 20/20. How did you achieve this?**

*The unity and synergy among different departments were instrumental in ensuring that every aspect of the event was aligned with our ESG goals. During our biweekly ESG meetings, we meticulously reviewed all ideas and possibilities, fostering an environment of collaboration and innovation. By bringing together team members from all departments we pursued a holistic approach in our strategy.*

*Each idea was evaluated for its applicability to individual events. This granular approach helped us identify initiatives that were both practical and impactful. Once an idea was proven successful at the event level, we then explored the feasibility of scaling it across our entire portfolio. This iterative and inclusive process ensured that no stone was left unturned in our pursuit of the perfect score.*

**So what were these initiatives that you implemented at London Packaging week?**

*We dedicated 50% of the content programme to sustainability topics, we promoted and incentivised public transport as a travel option for all attendees, we reduced waste by providing our "zero waste to landfill" all-in stands (made of reusable and recyclable materials), we used recyclable carpets and we made conscious ethical choices for catering and suppliers in general (including no red meat served on the event floor, compostable packaging, local suppliers with sustainable practices and partnerships with associations to donate food).*

**"We believe that as organisers, it's our responsibility to lead by example, ignite and inspire. Showcasing best practices in sustainability across all our industries through our events makes an important impact as it creates a ripple effect."**

**Renan Joel**  
Divisional Managing Director (Easyfairs UK & Global)



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Fredrik Lantz, Head of Venues  
(Easyfairs Nordic)

## Pioneering sustainability in event hosting: our Nordic venues set a new standard

Kistamässan and MalmöMässan, two venues operated in Sweden by Easyfairs, are leading the way in sustainable event hosting in the Nordic region. Thanks to a series of commendable initiatives, they achieved SUSA certification in 2023.

### Fredrik, what does SUSA certification entail exactly?

SUSA certificates are issued in accordance with the Swedish environmental management system standard.

Sustainable management standards under SUSA cover, among other things, energy and electricity usage, ethical catering, and waste reduction. These are areas where we have made significant progress:

- From its very foundation MalmöMässan adopted geothermal heating and both Kistamässan and MalmöMässan venues are powered with 100% green electricity.
- In a significant move towards ethical catering, our two Swedish venues have taken the bold step of eliminating red meat from menus.

- As it is the case in other Easyfairs venues, the Swedish teams use reusable carpets in both venues, contributing to waste reduction.

### What targets does SUSA set that our venues are required to follow?

SUSA has selected eight mandatory action areas, such as safety, security and risk evaluation, to achieve compliance. It requires us to document our progress in each of these areas, together with a time plan to reach the required targets.

“Achieving SUSA certification required our team to engage deeply with the requirements, encompassing rigorous training and responsible management practices. This journey has been a profound demonstration of our team’s dedication not only to meet but exceed sustainability standards. We’re delighted to prove that making a positive impact on the environment is within reach.”

**Fredrik Lantz**  
Head of Venues (Easyfairs Nordic)



### What is the next step for Easyfairs Nordic?

In addition to our venues certification, all Nordic event team leaders were subject to intensive training to get their event certified by SUSA for sustainable event management. So far five shows have been certified: Elmässan, Fastighetsmässan, SETT and Mötesplats Samhällssäkerhet, and Heroes Comic Con Stockholm.

# Our awards & certifications



We were delighted to win the UFI Education Award in 2017 and the UFI HR Award in 2023. These accolades recognise the role that talent development plays in Easyfairs' growth strategy and honour the most successful, creative, and innovative HR initiatives in the events industry.



In 2024, we earned the Gold Best Managed Companies Award for the sixth year running. The programme, coordinated by Deloitte, Econopolis and KU Leuven, rigorously evaluates participants against a proven global framework. This includes a clear long-term strategy, extensive capabilities, strong commitment and excellent financial performance.



In 2024, Easyfairs was recognised for its sustainability strategy and results, receiving the prestigious ESG Award from Exhibition News. This accolade acknowledges team members' dedication to Environmental, Social, and Governance initiatives.



Our Nordic venues received this certification in 2023. It guarantees national environmental management standards, which include energy and electricity usage, ethical catering and waste reduction. All events in the Nordic region will also now be certified according to SUSA standards.



Since 2012, The Flanders Expo Meeting Centre in Belgium has held the Green Key certificate. This is the leading standard for excellence in the field of environmental responsibility and sustainable operation within the hospitality industry.



“Easyfairs continues to set the standard for excellence in the events industry, demonstrating a steadfast commitment to sustainability and responsible business practices. The company exemplifies how businesses can thrive while prioritising environmental conservation, social responsibility, and ethical governance.”

**Eva Maxson**  
Environmental Engineer Consultant with Climact



# GOVERNANCE

We are committed to transparent and ethical governance. We believe in operating with integrity, fostering trust and ensuring accountability in all our business practices. Our dedication to these principles underpins our mission to create lasting value for our stakeholders and society at large.



# Corporate governance

Easyfairs consistently upholds governance standards equivalent to those of publicly traded companies.

- Our financial statements undergo comprehensive **audits by BDO, based on IFRS standards.**
- Easyfairs operates with a robust emphasis on **internal control** thanks to frequent communication among the group's leadership team.
- Additionally, our operations have been overseen since 2004 by an independent **Advisory Board**. This board, made up of seasoned leaders from the events sector and associated industries, plays a pivotal role in scrutinising and questioning the development and growth strategy of the group and, in consequence, its sustainability.
- While we trust in our team's adherence to the highest ethical standards, **we recognise the value of continual improvement. To this end, we have introduced our new Code of Business Conduct in January 2024. All team members are undergoing training to ensure comprehensive understanding of its principles.**



## Advisory Board

From left to right: Thierry Geerts (Managing Director of Google Belgium), Jacques de Vaucleroy (Vice Chairman of the Board of Directors Swiss Re), Muriel Everard (Expert in economics and European business), Denzil Rankine (Founder and Executive Chairman of AMR International), Eric Everard (Founder and Group Chairman), Nick Forster (30 years' experience in the global events industry)

# Sustainability governance



## Advisory Board

The Advisory Board annually reviews and advises on Easyfairs' sustainability strategy, ensuring its alignment with current sustainability standards and industry best practices, while leveraging their expertise to drive continuous improvement.



## Group CEOs

Anne Lafère and Matt Benyon oversee the group's sustainability strategy, providing strategic direction and ensuring its integration within our overall business objectives.



## Chief Sustainability Officer

Nil Sönmez reports to the CEOs, develops and oversees the implementation of the sustainability strategy across all regions, provides training and facilitates best practice sharing.



## Sustainability Champions

Sustainability Champions are Easyfairs team members who implement local initiatives and best practices across the group.

# Our path forward

As we reflect on the strides we've made this past year in environmental and social responsibility, we find ourselves inspired by the progress and invigorated by the journey ahead. Our collective efforts have not only delivered tangible results but have also reinforced our commitment to extend the boundaries of what we can achieve.

As we look ahead, we see both challenges and opportunities. It is an invitation to deepen our impact and continue our commitment to innovation and positive change. Together, we aim not only to advance our organisation but also to contribute meaningfully to a more sustainable and equitable world.

We stand at the threshold of a new phase in our commitment to sustainability. This marks not an end but the beginning of an intensified effort to transform our operations and our world. Together.





## Need more information?

**Nil Sönmez**

nil.sonmez@easyfairs.com

## Stay informed about the latest Easyfairs sustainability initiatives

[easyfairs.com/sustainability](https://easyfairs.com/sustainability)



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Easyfairs organises and hosts events, bringing communities together to visit the future.

We organise 110 market-leading event titles in 12 countries and manage eight event venues in Belgium, the Netherlands and Sweden.

We are passionate about “easifying” the life of our customers and increasing the return on investment and return on time for professional communities through our all-in formulas, advanced technology and customer-centric approach. Our digital features and initiatives provide these communities with excellent opportunities to network effectively and do business throughout the year. The Easyfairs Group employs 820 highly committed talents, deploys the best marketing and technology tools and develops brands with a strong appeal to our stakeholder communities.

For the sixth year running, Deloitte conferred “Best Managed Company” status on Easyfairs in 2024. Easyfairs is ranked 9th of the world’s largest exhibition organisers, according to the STAX annual ranking.