

# Fiera Milano

Sustainability presentation 2025



FIERA MILANO

## THE 5 KEY TRENDS IMPACTING THE EXHIBITION INDUSTRY

### CONSOLIDATION

Market leaders are gaining share over smaller players, also through M&A deals

### INTERNATIONALIZATION AND REGIONALIZATION

Major market players are expanding their presence outside national borders

### ENTERTAINMENT

The use of venues for new types of events and attractions is on the rise



EXHIBITION MARKET

### SUSTAINABILITY

The industry is making significant strides in sustainability, with organisers and venue operators increasingly looking to reduce the environmental impact of their events

### DIGITAL

Digital service offerings to enrich and expand trade shows are increasing

# FIERA MILANO: THE FOUR STRATEGIC PRIORITIES

01



## VALUE PROPOSITION

Organising and hosting major events and providing integrated physical and digital services to build value and growth experiences for Fiera Milano exhibitors, visitors and partners.

02



## SUSTAINABLE BUSINESS MODEL

Leveraging sustainability as a competitive advantage and key factor to drive business growth.

03



## PEOPLE AND ORGANISATION

Attracting talent and enhancing human capital, with a continuous drive toward innovation, development of new skills, and personal growth.

04



## RELATIONSHIPS, RECOGNITION, IDENTITY

Increase the awareness of the value created by the group with customers, partners, institutions and strengthen Fiera Milano's positioning.

Strengthening the value proposition in a sustainable way together with our people, in continuous exchange with the ecosystem



**FIERA MILANO**

# SUSTAINABLE BUSINESS MODEL

Developing and integrating  
a sustainable business  
model in the Strategic Plan  
2024-2027

FIERA MILANO CONSIDERS SUSTAINABILITY  
to be an enabling factor for  
business development  
and a strategic advantage for its growth,  
helping stakeholders to achieve  
their sustainability goals.

1

**CORPORATE SUSTAINABILITY PROPOSITION,  
GOVERNANCE AND POSITIONING**

2

**INTEGRATION OF SUSTAINABILITY IN THE BUSINESS  
MODEL, PRODUCTS AND SERVICES**

3

**SUSTAINABLE VENUE AND SUSTAINABLE MANAGEMENT  
OF EVENTS**

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OF EVENTS**

# THE 7<sup>TH</sup> LARGEST EXHIBITION CENTER IN THE WORLD AND THE LARGEST CONFERENCE CENTER IN EUROPE



- 345k m<sup>2</sup> total space
- 60k m<sup>2</sup> outdoor space
- Approx. 60 events/year

- 20 pavilions
- 15k parkings
- 75 restaurants

- 54k m<sup>2</sup> total space
- 5 pavilions
- Approx. 160 congress/year

- > 70 meeting rooms
- 3 plenary rooms
- 21,000 seats

- 1 km from highway
- 13 km from Milan city centre
- 29 km from Milan airport

- 1 underground
- 1 train station

- 1 km from highway
- 4 km from Milan city centre
- 11 km from Milan airport

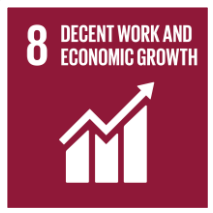
- 1 underground
- 1 train station

# THE SUSTAINABLE IDENTITY OF FIERA MILANO

## PRIORITY SDGs



- Fiera Milano is a real **economic infrastructure** allowing economic operators to **interact, innovate** and **grow**. The exhibitions are occasions to exchange ideas and innovative products and to identify new consumer trends with the purpose to create multiple business opportunities



- Fiera Milano is an **enabling asset for the development of industry**, but also for urban growth and the social dimension, promoting the competitiveness of Italian industry, the growth of the country's productive fabric and the internationalization of its companies

## SOCIO-ECONOMIC IMPACTS GENERATED

Estimated overall economic impact of Fiera Milano

**8.1**  
billion euros

Fonte: «Study of the socio-economic impact»; KPMG 2019; metodologia Input-Output



IMPACT GENERATED  
€6,6 billion

+

TAX CONTRIBUTION  
€1,5 billion

● DIRECT IMPACT €2,9 billion

Wages and salaries, direct purchases from suppliers and visitors

● INDIRECT IMPACT €1,6 billion

Employee consumption, indirect suppliers

● INDUCED IMPACT €2,1 billion

Additional effect due to supplier expenses/costs

- €4,3 billion euros in Lombardy
- Equal to 1,1% of GDP of Milan



- The social role and the socio-economic impacts that derive from it allow Fiera Milano to have a **unique positioning in terms of sustainability**
- the sustainable identity of Fiera Milano is intrinsic in its business model and **defined in its corporate PURPOSE** →



## To be the best partner for growth

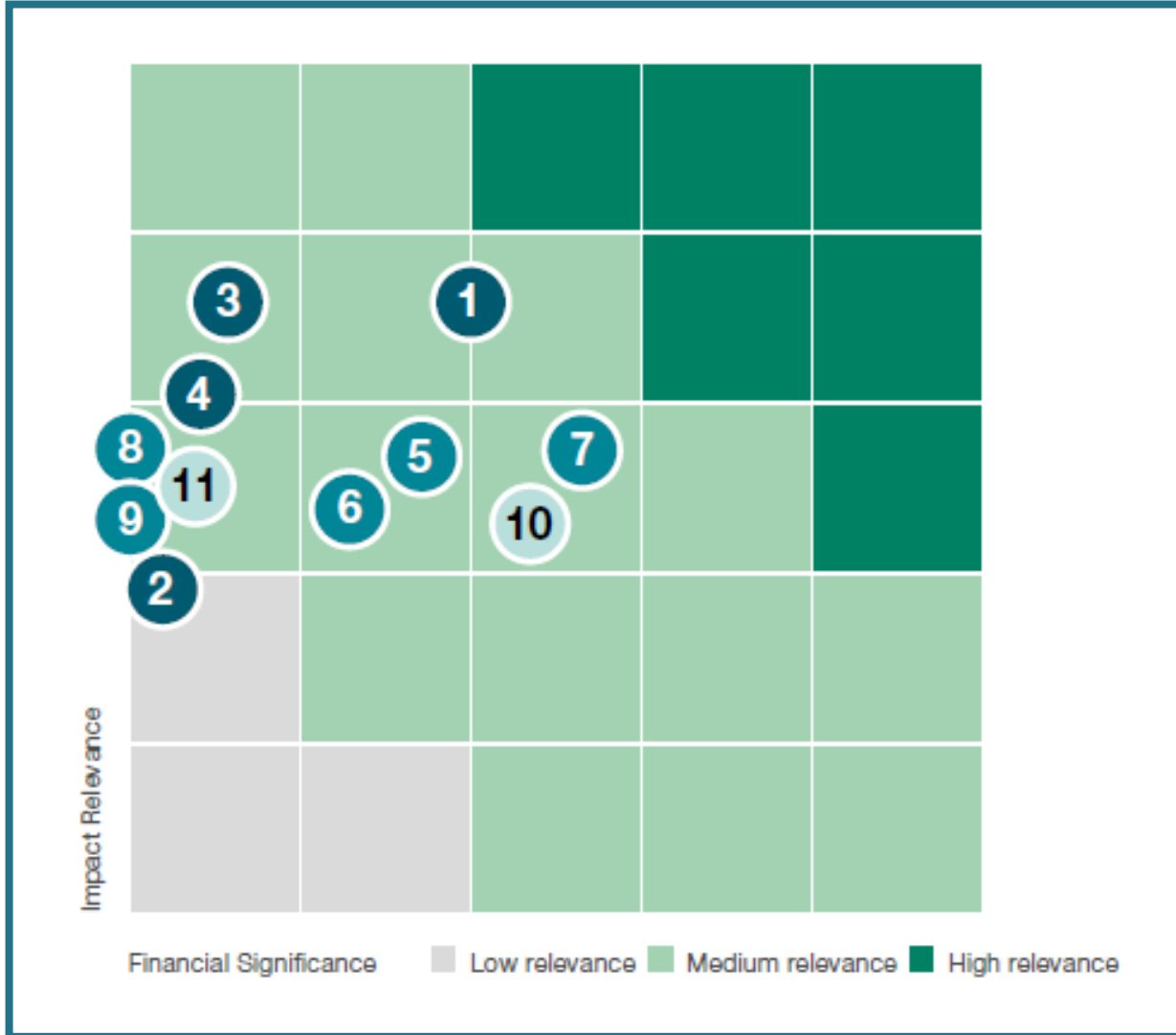
by playing the role of incubator and developer of business innovation thanks to our century-old history and solid roots, which enable us to interpret and anticipate the new trends and needs of our target markets.

## An integrated and sustainable system

where people, communities and companies meet the future every day.

The word "Purpose" is rendered in a large, white, sans-serif font. It is overlaid on a graphic consisting of several overlapping, semi-transparent rectangular blocks in various shades of green and teal. The blocks are arranged in a way that they appear to be layered, with some in front of others, creating a sense of depth and movement.

# THE DOUBLE MATERIALITY MATRIX OF FIERA MILANO



## ID FIERA MILANO'S RELEVANT TOPICS

1	Climate Change - E1	Environment
2	Pollution - E2	
3	Resource use and circular economy - E5	
4	Accessibility and sustainable mobility - Entity specific	
5	Own workforce - S1	Social
6	Health and safety - S1, S2, S4	
7	Confidentiality - S1, S2, S4	
8	Access to products and services - S4	
9	Creating economic value for communities - Entity specific	
10	Business Conduct - G1	Governance
11	Business Innovation - Entity specific	

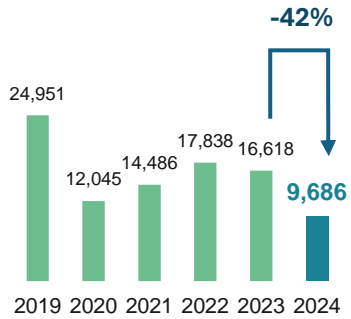
Environment Social Governance

# ESG SCORECARD 2024

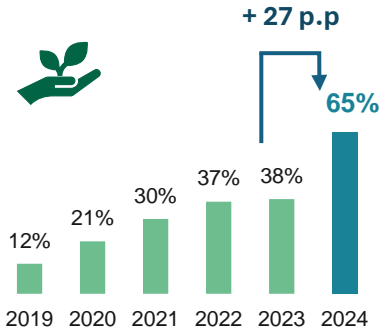
## Environment



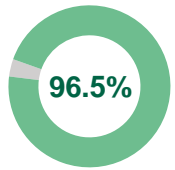
### Total CO<sub>2</sub> emissions (tCO<sub>2</sub>eq)



### % Renewable sources used



### % Recycled waste



■ Non-recycled waste  
■ Recycled waste

### % Carpet used sent to recovery

100%

- 50k photovoltaic panels
- 18 MWp total installed power
- Reduction CO<sub>2</sub> target:
  - 60% by 2027
  - 80% by 2030



## Social



### Employees

672  
+5% vs 2023

### Attraction

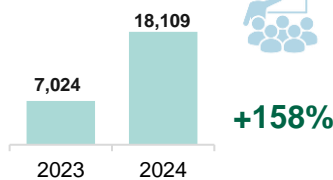
new hires **93**  
52% <30 years  
66% women

New Share Plan for the employees

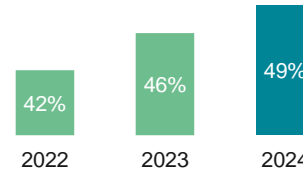
### ESG Weight

SHORT TERM Incentive (MBO) 15-20%  
LONG TERM Incentive (LTI) 20%

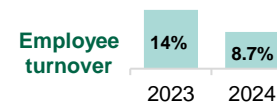
### Hours of training



### Diversity: % female manager



### Retention



### Welfare

FULL COVERAGE HEALTH INSURANCE

### Customer Satisfaction Index Visitors



### Community

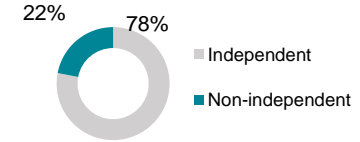


## Governance

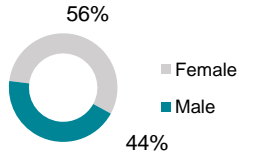


As of 31/12/2024

### Board independence



### Board diversity



### Sustainability governance



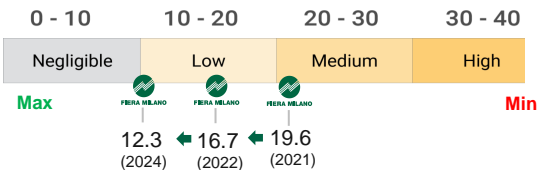
### Certifications



### Improving ESG Rating

MORNINGSTAR | SUSTAINALYTICS

ESG Risk



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# THE NEW INTEGRATED SUSTAINABILITY PLAN

## ENVIRONMENTAL



Achieved

On track

ESG	DIMENSION OF THE STRATEGIC PLAN 2024-2027	#	TARGET	TIMING	UPDATE 31/12/2024	SDGS	MATERIAL TOPICS
ENVIRONMENTAL	<p>Attracting and hosting leading events in Milan every year;</p> <p>Attracting new international conferences and large corporate events.</p>	1	• <b>Reduction of Scope 1 + Scope 2 CO<sub>2</sub> emissions</b> by at least <b>-60%</b> from 2023 baseline, vs 2023 baseline of 16,618 tCO <sub>2</sub> eq	2027			Climate change
		2	• Increase the share of <b>electricity from renewable sources from 38% to 70%</b>	2027			Climate change
		3	• Reduce <b>waste production by keeping the annual waste production level</b> below 6.5 kg/sqm	2027			Resource use and circular economy
		4	• Ensure at least <b>75% of separate waste collection</b> , reducing the amount of unsorted waste	2027			Resource use and circular economy
		5	• Achieve at least <b>&gt;70% recycling rate of the carpet</b> laid at Fiera Milano exhibitions	Annual			Resource use and circular economy
		6	• Achieve a minimum of <b>35% of hybrid vehicles</b> within the car fleet	2024			Accessibility and sustainable mobility and Pollution
		7	• Completion of the installation of 15 double charging stations for electric cars in the exhibition centre	2024			Accessibility and sustainable mobility and Pollution
		8	• Provision of 50 bike sharing units for employees	2024			Accessibility and sustainable mobility and Pollution
		9	• Obtain ISO 14001 certification (environmental) for Fiera Milano	2024			Business Conduct
		10	• Extend <b>LEED certification to pavilions 3 and 4 of the Allianz-MiCo Congress Centre</b>	2025			Business Conduct



ESG	DIMENSION OF THE STRATEGIC PLAN 2024-2027	#	TARGET	TIMING	UPDATE 31/12/2024	SDGS	MATERIAL TOPICS
SOCIAL	1Attracting and hosting leading events in Milan every year;  2Attracting new international conferences and large corporate events.	11	• Increase in the <b>incidence of female gender</b> in managerial positions from 46% to 49%	2027		         	Own workforce
		12	• <b>Obtain UNI/PDR 125:2022 certification</b> (gender equality)	2024			Own workforce
		13	• Increase in the number of <b>training hours</b> by 50% from 2023 baseline (7,024 hours)	2027			Own workforce
		14	• Launch of a Widespread Share Ownership Plan	2025			Own workforce
		15	• Obtain <b>employer branding certification</b> from leading international certifier	2027			Own workforce
	16	• Extension of full-coverage <b>health insurance</b> to 100% of employees	2027		Health and safety		
	17	1 - 2 3Launch new events in high-potential sectors	• Launch of Net Zero Milan - a <b>new industrial decarbonization-focused exhibition</b>	2027			Creating value for communities
	18	4Promoting a substantial increase in the penetration of customized stands	• Launch of an <b>ESG advisory service</b> for organizers and exhibitors	2025			Creating value for communities
	19	5Developing a digital offer to enhance the experience of events 365 days a year	• <b>Develop 3 initiatives of international relevance in the events that consolidate the positioning of Fiera Milano as a promoter of inclusiveness and innovation in the sector</b>	2027			Business Innovation and Access to Products and Services
	20		• Investment in <b>technology and IT interventions</b> to enhance high-resolution <b>audio and video services at the Allianz-MiCo venue</b>	2025			



ESG	DIMENSION OF THE STRATEGIC PLAN 2024-2027	#	TARGET	TIMING	UPDATE 31/12/2024	SDGS	MATERIAL TOPICS
GOVERNANCE	<p><sup>1</sup>Attracting and hosting leading events in Milan every year;</p> <p><sup>2</sup>Attracting new international conferences and large corporate events.</p>	21	<ul style="list-style-type: none"> <li>Obtain <b>ISO 37001 certification</b> (anti-corruption) for Fiera Milano</li> </ul>	2024			Business conduct
		22	<ul style="list-style-type: none"> <li>Implementation of a <b>Tax Control Framework</b></li> </ul>	2024			Business conduct
		23	<ul style="list-style-type: none"> <li>Initiating an <b>ESG Due Diligence process</b> for all M&amp;A processes</li> </ul>	2024			Business conduct
		24	<ul style="list-style-type: none"> <li>Start the implementation of an <b>integrated sustainability reporting system</b> within the company's ERP - Enterprise Resource Planning management systems</li> </ul>	2025			Business conduct
		25	<ul style="list-style-type: none"> <li>Obtaining legality rating</li> </ul>	2025			Business conduct
		26	<ul style="list-style-type: none"> <li><b>Definition of MBOs for all executives with ESG weight between 15-20%</b> and execution of the LTI (Long Term Incentive) plan with ESG weight of 20%</li> </ul>	2027			Business conduct
		27	<ul style="list-style-type: none"> <li>Launch climate risk assessment</li> </ul>	2025			Business conduct
		28	<ul style="list-style-type: none"> <li><b>Obtain ISO 27001 certification</b> (information security)</li> </ul>	2027			Business conduct
		29	<ul style="list-style-type: none"> <li>Ensuring that at least <b>80% of the value of supplies</b> is covered by <b>ESG screening</b></li> </ul>	2027			Confidentiality
		30	<ul style="list-style-type: none"> <li>Ensuring <b>100% reputational audits</b> for suppliers &gt; Euro 10k</li> </ul>	2024			Business conduct

# INTEGRATING SUSTAINABILITY INTO THE CORE BUSINESS: ORGANIZING AND HOSTING NEW EVENTS COMPLETELY DEDICATED TO SUSTAINABILITY (1/2)

**N** **NetZero**  
Milan  
expo —  
summit

**ZE** **WM**

## PATHWAYS TO A DECARBONISED ECONOMY

INDUSTRY ELECTRIFICATION | H2 ECONOMY  
INDUSTRIAL SOLAR | SOLAR ASSET MANAGEMENT  
BATTERY TECHNOLOGIES & LDES | CCUS  
HEAVY-DUTY TRANSPORT | NET-ZERO FINANCE  
NET-ZERO TAX & LAW | CORPORATE CLIMATE ACTION  
CORPORATE CARBON OFFSETS  
MATURING TECHNOLOGIES

May 14-16 2025  
Allianz MiCo

[netzeromilan.com](https://netzeromilan.com)



FIERA MILANO





## Net Zero Milan: exhibition and conference focus on solutions and technologies for the decarbonization of industrial sectors

- **FORMAT: HIGH-PROFILE B2B**
- **SECTORS:**
  - **Energy:** solar, wind, hydroelectric, energy storage...
  - **Industry:** industrial electrification and digitalization, energy efficiency, green hydrogen...
  - **Transport and logistics:** biofuels for heavy transport, aviation, shipping and rail, electric vehicles
  - **Agriculture:** agrivoltaics, carbon offsetting...
  - **Emerging technologies:** next-generation batteries, long-duration energy storage...
  - **Cross-cutting services:** green finance, business strategy consulting, corporate climate action consulting...
- **MARKET:** there are cross-sector events covering multiple technologies and industries (residential, commercial) as well as events focused on specific technologies (solar, hydrogen)
- **OBJECTIVE:** to create a single qualified event for the entire energy-industry ecosystem of the country, while also serving as a business facilitator
- **EXHIBITORS:** manufacturers of innovative technologies, companies, utilities, sustainable finance & consultancy, the research community

 **KPI 1<sup>ST</sup> EDITION (PILOT):** > 50 exhibitors, 3-5K visitors



- Events created to **promote sustainability topics** throughout the exhibition related industries, confirming the role of Fiera Milano as a **container of inspirational and innovative ideas** to spread the culture of sustainability and promote dialogue between all stakeholders

## Next Mobility Exhibition

- Next Mobility Exhibition (NME)** is the new biennial event launched by Fiera Milano dedicated to **sustainable mobility of people**, held for the first time in October 2022.
- The event brings together vehicles, digital services, infrastructure and recharging systems, to support the change in both public and private transport systems of people, making a clear and exhaustive point regarding the **energy and digital transition** underway in the sector.



## Fa' la cosa giusta

- Fa' la cosa giusta** is the event of critical consumption and a **sustainable lifestyle**. The event aims to promote the importance of a solidarity economy through events, books and newspapers.
- The topics that are dealt with are: fair trade, ethical finance, energy saving, social cooperation, recycling, reuse and all those topics that seek to balance development and equity and to place the man and the environment at the centre.



## SUSTAINABLE BUSINESS MODEL FOCUSES ON 3 DIMENSIONS

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1

**CORPORATE SUSTAINABILITY PROPOSITION,  
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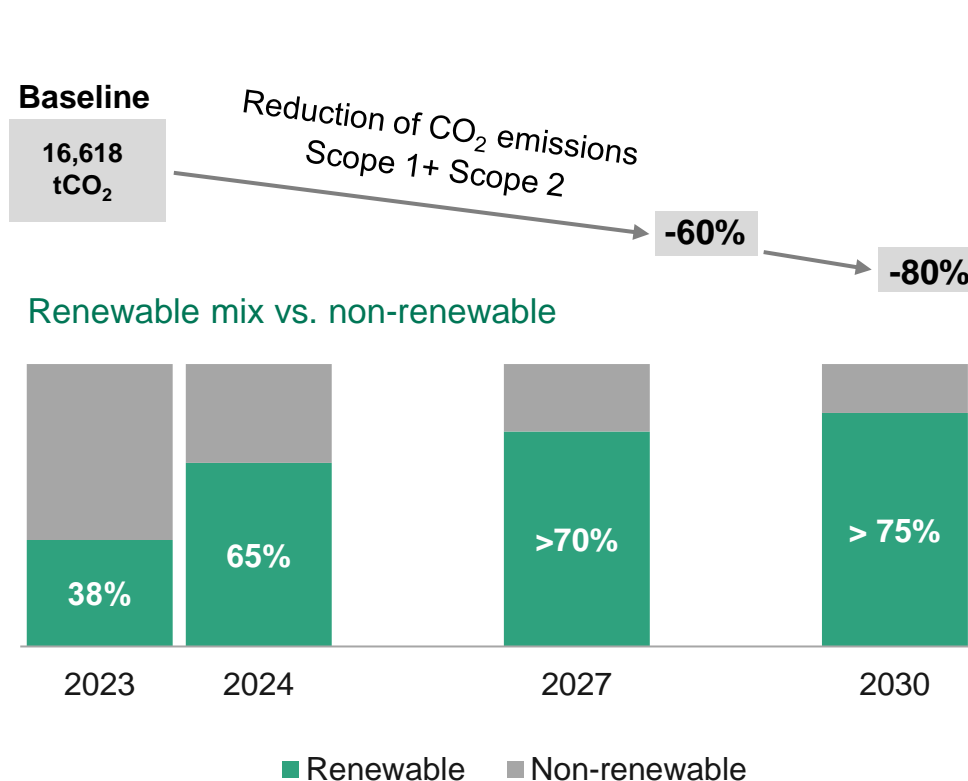
### One of the largest rooftop photovoltaic systems in Europe and the Decarbonisation plan to 2030



- **50,000** photovoltaic panels
- **30-35%** of Fiera Milano energetic need covered
- **Total surface area: 330,000 sqm** (equal to more than 45 football fields)
- **Estimated total annual production: 22 GWh** equal to the needs of about 7,800 families
- **Total installed power: 18 MWp**
- **Reduction CO2 target for Fiera Milano:**
  - - 60% by 2027 
  - - 80% by 2030 

- Fiera Milano Group made a commitment in its **strategic guidelines** to **constantly contain emissions into the atmosphere**, defining targets for the **reduction of CO<sub>2</sub> emissions** which have been formalized in the medium and long-term Decarbonization Plan of Fiera Milano
- With the definition of the new **Decarbonization Plan 2030**, the Fiera Milano Group wants to set the target of **reducing its GHG Scope 1 + Scope 2** (market based) emissions **by at least 60% by 2027 and 80% by 2030** compared to the 2023 baseline
- The decarbonization targets described above will be achieved mainly through the following **areas of intervention**:

## THE DACARBONIZATION PLAN



## AREA OF INTERVENTIONS

- 1 Improvement of environmental management controls and processes by obtaining **ISO 14001 environmental certification**.
- 2 Progressive increase in the **share of energy deriving from renewable sources**: at least 70% in 2027 and > 75% in 2030, achievable through:
  - a. **Upgrading of the photovoltaic system** on the roofs of the Rho exhibition center
  - b. Greater use of electricity purchases through **Guarantee of Origin (GO)**
- 3 **Energy efficiency** interventions through the creation of a **single cooling system** by 2030 by Fondazione Fiera Milano.
- 4 **Carbon footprint** measurement with **LCA (Life Cycle Assessment)** methodology of the main exhibitions of Fiera Milano to start mapping - at individual event level - of the Scope 1, Scope 2 and Scope 3 emission sources and implement specific efficiency actions.
- 5 During 2025 the Fiera Milano Group will start measuring **Scope 3** GHG emissions at Group level.

- Being certified **ISO 20121 (Sustainable Event Management System)**, Fiera Milano plans and executes events considering a particular concern for environmental, economic and social issues.



## Environment

- **Reducing the environmental impact of the exhibition by:**
  - Measuring environmental KPI
  - Choose sustainable exhibition stands
  - A structured waste management system
  - Sustainable mobility initiatives
  - Measuring the carbon footprint of events (with LCA Life Cycle Assessment methodology)
  - Circular economy initiatives
  - Reducing water use

## Governance

- ESG screening of suppliers
- Favoring local suppliers
- Supporting organizers in obtaining ISO 20121 certification

## Social

- Perform customer satisfaction for each exhibitions
- Inclusive mobility for all
- Social initiatives and donations
- Health & safety as priority
- Communication of the sustainability efforts to stakeholders



# THE SUSTAINABLE EVENT – ENVIRONMENT (1/2)



## Energy

### Heating

- 99% of total energy comes from the heat from the Silla 2 **waste-to-energy plant**



### Lighting

- Fiera Milano uses **LED lighting systems** in halls and stands



## Emissions

### Renewable sources

- 65%** of purchased electricity comes from renewable sources

### Photovoltaic system

- The new photovoltaic system will cover **30-35%** of electricity needs, according to estimates

### Carbon footprint

- Carbon footprint analysis of events with **LCA methodology - Life Cycle Assessment)**



## Water

### Drinkable

- Municipal water supply network

### Non Drinkable

- Seven groundwater drainage wells



## Food & Catering

### Plastic free

- Single-use plastic products have been eliminated from exhibition sites (with the exception of water bottles) in favor of **biodegradable products**



### Zero-miles products

- Use of **local, seasonal, organic and ethical** ingredients, beverages and foods



### Solidarity projects

- Prevention and **donation of surplus food** during the event





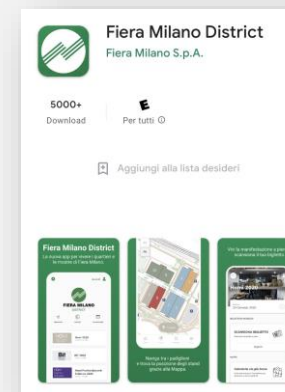
## Waste

- Policy**
  - Waste collection
- Engagement**
  - Raising awareness among all Stakeholders through information materials and meetings
- Prevention**
  - Implementation and updating of **prevention and control** operational practices
- Compactors**
  - 3 Dedicated compactors for PET plastic collection
- Eco-design**
  - Sustainable signage (eco-friendly materials: plp, reboard, frontfree)
  - Sustainable booth (laminated honeycomb panels, no usage of screws, reusable materials, water-based paints)
  - Carpet: sent to recovery (100% in 2024)



## Mobility

- Management**
  - Local suppliers; warehouses close to districts; venues easily accessible by **public transportation**; **Fiera Milano District App** provides real-time mobility information
- Logistics inside the exhibition site**
  - 50 **hybrid** vehicles to transport materials for booth set-up and exhibition products
  - Exhibitors and visitors:** car sharing, shuttle services to airports and city center, bus services, charging stations for electric vehicles, collective cabs, discounted cab fares to Milan airports, electric car rental in the Rho exhibition site
- Services**
  - Employees:** car sharing and car pooling for work travel, reduced price for annual passes for local public transport, company bicycles, electric car rental in the Rho exhibition site







# THE SUSTAINABLE EVENT - SOCIAL (1/2)

## Diversity & Inclusion

### Fieraccessible Program

- **People with disabilities** have the option of **free parking** in the parking lots and cancellation of parking tickets
- Opportunity **to rent scooters or traditional wheelchairs upon charge** to assist people with disabilities or reduced mobility
- **Loges routes (Guidance Orientation and Safety Line) and tactile maps**



## Supply chain

### Green procurement

- Assign technical scores to suppliers in possession of **sustainability certifications** when such requirements are included

### Stationery

- **Green stationery** (printer paper, batteries, etc.).

### Service monitoring

- **Monitoring and checking** in quality and quantity of the service provided by suppliers against contractual agreements



## Social Initiatives

### Scientific research

- Collection of plastic and corks to support Blood Disease Foundation at Niguarda Hospital
- Support for the Fondazione Telethon Christmas campaign



### Social initiatives and corporate volunteering

- Collaboration with Banco Alimentare for the donation of food surpluses
- AVIS Days (blood donation)
- Charity lunch on the occasion of St Ambrose





## Health & Safety

- Physical Safety** ■ **Traffic Control and Coordination Centre, video cameras, alarmed fences, guards, firefighting personnel and tools, metal detectors** at the entrance, and **road blockers** to protect pedestrian areas
- Security** ■ Every event is closely **monitored** at all organizational stages to assess and ensure compliance with the Fiera Milano Technical Regulations.
- First Aid** ■ Health care is **right-sized for each individual event** and is provided by the partnered operator (**Italian Red Cross**), that is active only during all phases of individual events (including set-up and tear-down)



## Customer satisfaction

### Customer Satisfaction Survey

- Use of Customer Satisfaction surveys to track systematically the average degree of satisfaction among exhibitors and/or visitors, using the "**Overall Event Score**" which can be: very poor - poor - average – good – excellent

Customer Satisfaction Index Visitatori



### Call Center

- The Call Center is open to exhibitors, visitors and installers, provides **telephone and e-mail support**, and is available Monday through Friday and during event days, 8:30 a.m. to 6:30 p.m.





## Certifications

- Fiera Milano**
  - **ISO 9001** (Quality Management)
  - **ISO 20121** (Sustainable management of events)
  - **ISO 45001** (Health and Safety Management System)
  - **ISO 14001** (Environmental Management)
  - **ISO 37001** (Anti corruption)
  - **UNI Pdr 125:2022** (Gender equality)
- Supporting events**
  - Fiera Milano **supports events to achieve their sustainability certifications** (preparation meetings, support and data provision, alignment of sustainability plans, sharing ideas)

## Long term commitment

- Strategic Plan**
  - Integration of sustainability as an enabling factor for business development and a strategic advantage for its growth
- «Net Zero Carbon Events» Initiative**
  - Adhesion to the international industry initiative to fight climate change "**NET ZERO CARBON EVENTS**" promoted by UFI (The Global Association of the Exhibition Industry)

## Partnerships along the value chain for circular economy efforts

- Green Carpet**
  - Partnership with Montecolino for **recovery and transformation of carpet into other products**, such as:
    - Booths and Furniture elements (Nolostand catalog)
    - Recycling bins
  - During the 2024 exhibition calendar, a total of 370,620 kg of carpet was collected, corresponding to about 1,024,524 sqm of processed surface area
  - **The 100 % of the quantity collected was sent for recycling**

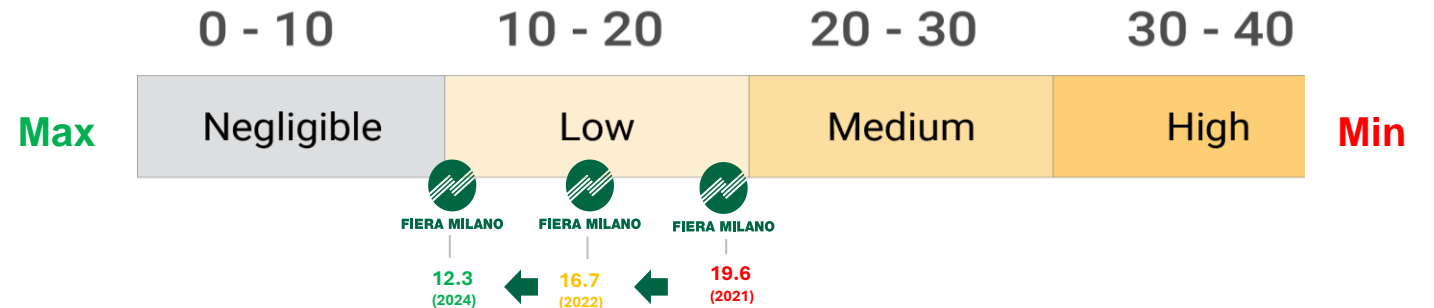


# ESG RATINGS & AWARDS

In 2024 Fiera Milano has received the new ESG rating from the rating agency Sustainalytics with a score of **12.3/100 (0 = max score)**. Fiera Milano ranked in the **second-best rating class, 'Low Risk'**, placing it among the top 6% of the most virtuous companies out of approximately 16,000 evaluated worldwide by Sustainalytics



## ESG Risk – RATING SCALE



### Fiera Milano SpA

Business Support Services Italy MIL:FM

ESG Risk Rating

**12.3**

Last Full Update May 10, 2024

Business Support Services Italy MIL:FM

ESG Risk Rating

**16.7**

Last Full Update Oct 3, 2022

Business Support Services Italy MIL:FM

ESG Risk Rating

ESG Risk Score

**19.6**

Updated Sep 6, 2021

### THE VALUATION

The company is at **low risk** of experiencing material financial impacts from ESG factors, due to its **low exposure** and **strong management** of material ESG issues. The company is noted for its **strong corporate governance performance**, which is reducing its overall risk. The company is noted for its **strong stakeholder governance** performance, which is reducing its overall risk. Furthermore, the company has not experienced significant controversies.

### THE HISTORICAL TREND



■ **+27% vs. 2022 (16.7)**



■ **+37% vs. 2021 (19.6)**

- Fiera Milano ranked first in the **ESG Identity Corporate Index 2024**, in the category of medium-sized Italian companies listed on the stock exchange
- This sustainability index, developed by ET.Group and presented on 19 June at the ESG Business Conference, recognizes **companies' ability to integrate sustainability into their business models**.
- Fiera Milano recorded a significant improvement of +27% compared to last year's evaluation score, obtaining the title of **ESG Top Performer**, and demonstrating a concrete and lasting commitment to transforming towards an increasingly ESG-focused corporate identity.



- Fiera Milano won the **Industry Partner Award 2024** thanks to the **innovative project of sustainable booths with reduced environmental impact created entirely from carpet recycled in previous events**, with the aim of guiding the choices of organizers and exhibitors towards more sustainable booth solutions, in line with the principles of the circular economy.
- The project was developed by Fiera Milano, through its subsidiary **Nolostand**, in partnership with **Montecolino**.
- This prestigious recognition, promoted by UFI (The Global Association of the Exhibition Industry), represents a fundamental step in Fiera Milano's journey to reduce the environmental impact of events, developing new sustainability services for organizers and exhibitors, in full execution of the 2024-2027 Strategic Plan.



# ESG IDENTITY CORPORATE INDEX 2024

## THE POSITIONING OF FIERA MILANO

### LARGE CAP

#### Top10 2024



ESG  
IDENTITY  
CORPORATE  
INDEX 2024


1	HERA
2	ENI
3	POSTE ITALIANE
4	ERG
5	SNAM
6	A2A
7	SAIPEM
7	INTESA SANPAOLO
9	IREN
10	UNICREDIT

### MID-SMALL CAP

#### Top5 extra 100



ESG  
IDENTITY  
CORPORATE  
INDEX 2024

 1	FIERA MILANO
2	SIT SPA
3	ILLIMITY BANK
4	SAFILO GROUP
5	AQUAFIL

### NOT LISTED

#### Top5 Non quotate



ESG  
IDENTITY  
CORPORATE  
INDEX 2024

1	BNL BNP PARIBAS
2	CDP
3	ASTM
4	AUTOSTRADE PER L'ITALIA
5	ALPERIA

# OTHER INITIATIVES



# CARBON FOOTPRINT MEASUREMENT OF EVENTS - LCA (LYFE CYCLE ASSESSMENT)



FIERA MILANO

- Fiera Milano has developed, in partnership with Rete Clima, a **proprietary model for measuring the carbon footprint** of its events according to the **LCA (Life Cycle Assessment)** methodology, with the aim of undertaking targeted efficiency actions related to the individual phases of the event for which the CO<sub>2</sub> emissions produced are measured

HOMI  
Fashion&Jewels  
Exhibition 16-19 Sep 2022

Source of emission	tCO <sub>2</sub> e	% Weight
Visitors mobility and accommodation ( <b>execution</b> )	877.5	69.890%
Exhibitors mobility and accommodation ( <b>execution</b> )	249.2	19.847%
Structures and fittings ( <b>set up</b> )	61.2	4.878%
Electric energy consumptions ( <b>execution</b> )	26.2	2.085%
Food and beverage ( <b>set up</b> )	12.6	1.007%
Advertising material ( <b>organization</b> )	7.7	0.620%
Waste management ( <b>dismantling</b> )	6.5	0.517%
Employee mobility ( <b>execution</b> )	5.7	0.451%
Transport of structures and fittings (supply) ( <b>set up</b> )	3.7	0.294%
Transport of structures and fittings (warehouse return) ( <b>dismantling</b> )	3.7	0.294%
Electrical and electronic equipment ( <b>set up</b> )	1.3	0.100%
Office energy consumptions ( <b>organization</b> )	0.13	0.010%
Web advertising ( <b>organization</b> )	0.1	0.005%
Transport of food and beverage ( <b>set up</b> )	0.1	0.005%
Transport of advertising material ( <b>set up</b> )	0.0	0.001%
<b>Total source of emission</b>	<b>1,255.5</b>	<b>100%</b>

## Scope 3

Event phase	tCO <sub>2</sub> e	% Weight
Organization	7.9	0.6%
Set up	78.9	6.3%
Event execution	1,158	92.3%
Dismantling	10.2	0.8%
<b>Total source of emission</b>	<b>1,255.5</b>	<b>100%</b>

CO<sub>2</sub>e = tons of CO<sub>2</sub> equivalent



YOUR TRAVEL EXHIBITION.

12-14 Feb 2023

Source of emission	tCO <sub>2</sub> e	% Weight
Participant travel and accomodation ( <b>execution</b> )	1,137.3	37.774%
Participant travel (return) ( <b>dismantling</b> )	1,099.4	36.515%
Structures and fittings ( <b>set up</b> )	352.5	11.708%
Exhibitors travel and accommodation ( <b>execution</b> )	187.9	6.241%
Exhibitors travel (return) ( <b>dismantling</b> )	169.2	5.620%
Electric energy consumptions ( <b>execution</b> )	28.1	0.933%
Waste management ( <b>dismantling</b> )	19.2	0.638%
Food and beverage ( <b>execution</b> )	10.2	0.339%
Employee mobility ( <b>execution</b> )	5.3	0.176%
Transport of structures and fittings ( <b>set up</b> )	0.6	0.020%
Transport of structures and fittings downstream ( <b>dismantling</b> )	0.5	0.017%
Advertising material ( <b>organization</b> )	0.4	0.013%
Office energy consumptions ( <b>organization</b> )	0.1	0.003%
Web advertising ( <b>organization</b> )	0.05	0.002%
Transport of food and beverage ( <b>set up</b> )	0.04	0.001%
Transport of advertising material ( <b>organization</b> )	0.001	0.000%
<b>Total source of emission</b>	<b>3,010.8</b>	<b>100%</b>

## Scope 3

Event phase	tCO <sub>2</sub> e	% Weight
Organization	0.6	0.02%
Set up	363.3	12.1%
Event execution	2,627.2	87.3%
Dismantling	19.6	0.7%
<b>Total source of emission</b>	<b>3,010.8</b>	<b>100%</b>

## An innovative and sustainable booth offer



- In 2017 was launched a **partnership with Montecolino S.p.A.**, for the recovery and reuse of **carpeting laid** during exhibitions.
- As a result of this synergy, there were created **innovative and sustainable panels**, made from recycled carpet.
- There were also created **customized recycling bins** and a first series of **prototypes as example of other types of furniture** that can be used to set up the pre-furnished and customized booths.
- The initiative represents a virtuous example of **circular economy** resulting from the **engagement** between Fiera Milano and one of its main suppliers for the **sustainable development** of the business.



## The collection of PET plastic in a controlled chain

- **Three compactors**, in partnership with **Coripet**, for the collection of PET plastic bottles, separated from other types of polymer, located in fixed areas along the central axis of the Rho exhibition district (Milan).
- The plastic is collected and sent to the **recovery plants of the PET circuit**, for the production of secondary raw material (R-PET), which is used to produce new food packaging.
- For each bottle inserted in the compactors by visitors and employees, they receive **points for personal shopping and well-being**, managed on a dedicated app, connected to the compactors.



# Thank you



## CONTACTS:



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**Sustainability**

[www.fieramilano.it/en/sustainability.html](http://www.fieramilano.it/en/sustainability.html)

**2025 Exhibition Calendar**

[www.fieramilano.it/en/calendario.html](http://www.fieramilano.it/en/calendario.html)