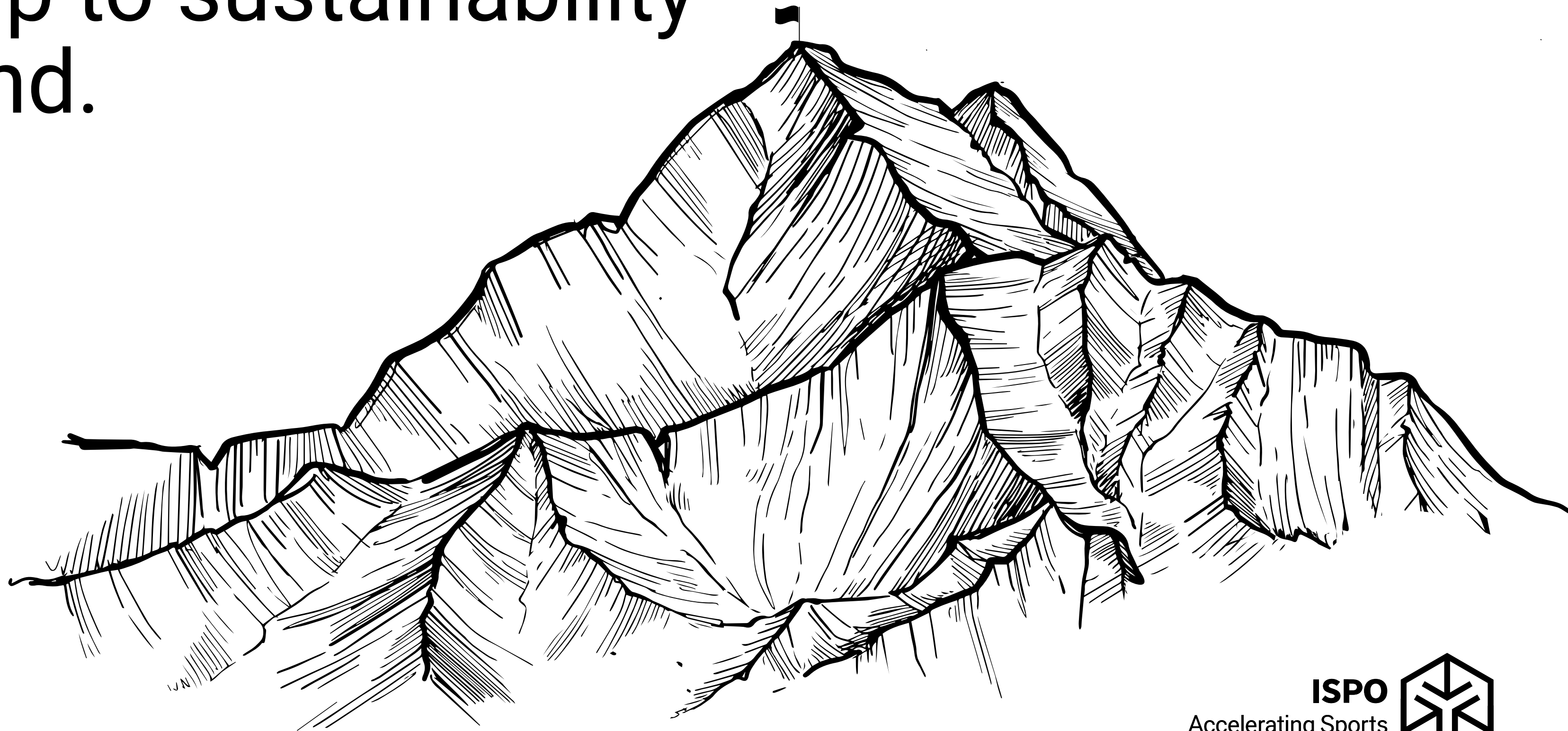


Messe München

Connecting Global Competence

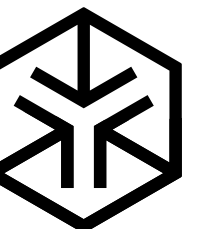
To the summit.

A roadmap to sustainability and beyond.



ISPO

Accelerating Sports

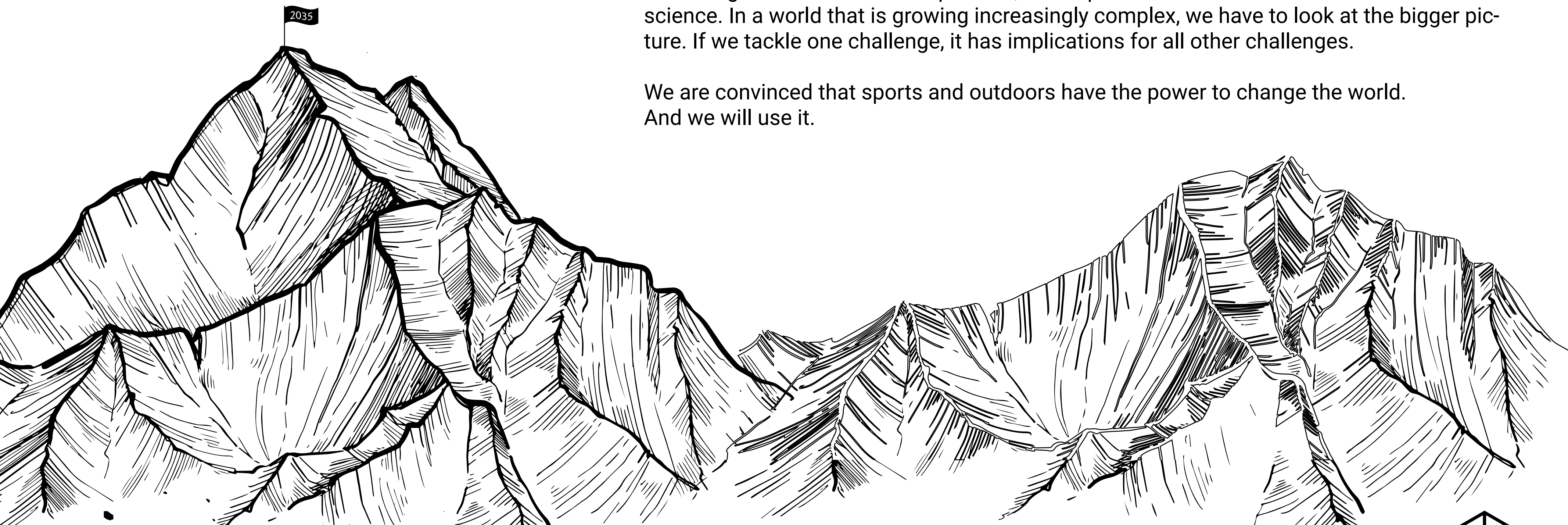


We have a responsibility.

We are more than a venue, more than a fair, more than an international network of platforms: At the very heart, we are humans. We are part of a global society, and as members of this society we all have to do our share when it comes to tackling the challenges we are facing.

The ISPO group has a responsibility: It goes far beyond bringing people, brands and products together, it goes far beyond becoming more sustainable. In a world that seems to be becoming more and more complicated, it is important to base our actions on ethics and science. In a world that is growing increasingly complex, we have to look at the bigger picture. If we tackle one challenge, it has implications for all other challenges.

We are convinced that sports and outdoors have the power to change the world. And we will use it.



Change from within.

The ISPO team takes action.

A few examples.

Sustainable commute: Most of our team-members take public transport to work, or they come by bike, which is possible for everyone thanks to the bike-leasing program offered by Messe München. Staff from further away do car-pooling. Business-related trips are being shifted to the eco-friendliest mode of transportation wherever possible.

No single-use packaging: The team avoids single-use packing, for example when getting their lunch to-go.

Consciousness about meat consumption: Catering for team events and also private meals are becoming more and more vegetarian.

Consumables at the office: All products are 100% fair and ecological or organic, from washing-up liquid to coffee.

... and a lot more.

What is driving us?

The ambition to change.

Climate neutrality is an important step, but we have bigger goals beyond climate, beyond ISPO Munich, beyond the ISPO group and beyond the sports and outdoors industry.

What is driving us?

The ambition to change.

We have to start thinking in terms of returning value to society. Because brands, products and organisations, because we have the responsibility to offer solutions for the global challenges we are facing. Be it climate, diversity, equality, injustice, human rights, poverty or hunger.

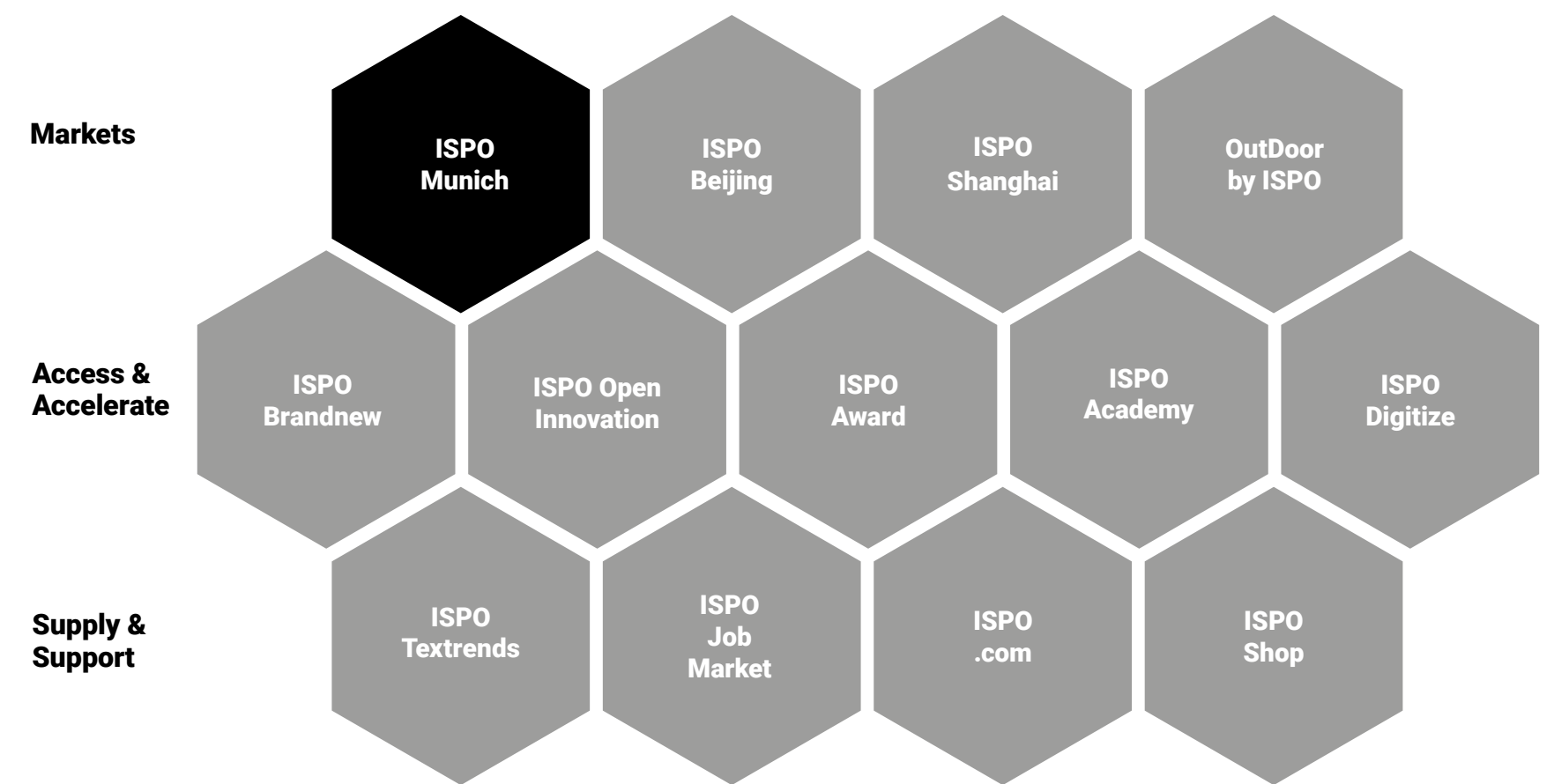
Sports, outdoors and fashion shape our identity, they are some of the main motivators in our lives and they have the power to push for change on a global scale.

That is why ISPO is changing into a cross-industry platform, create solutions relevant to society from within sport and outdoor, to set an example, to inspire players from beyond our industry to come together and push for change.



ISPO Munich and Sustainability.

For OutDoor by ISPO 2019 the standards were already high. We are now applying our learnings to the largest of our platforms. A small step, but we are creating essential conditions to continue our change process.



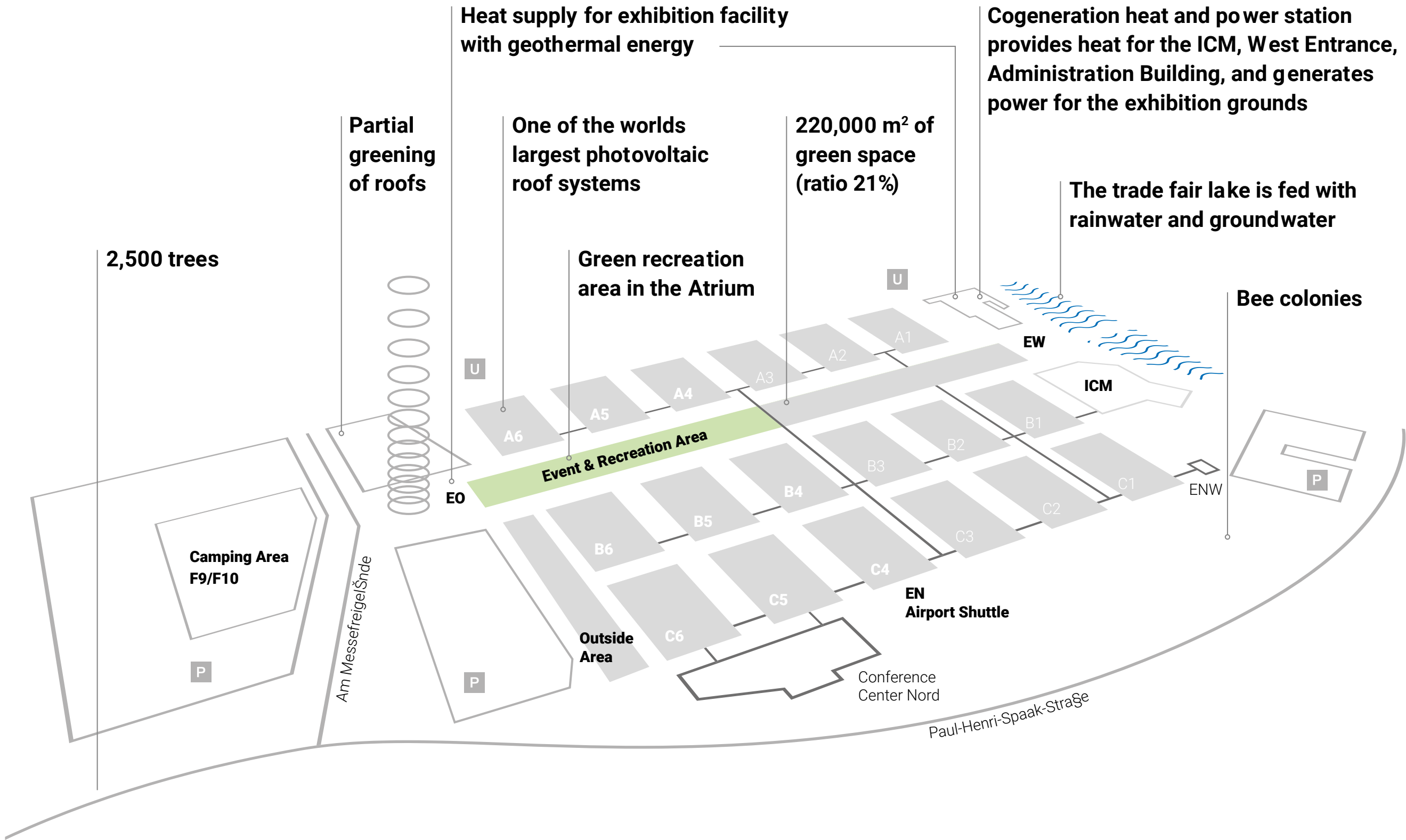
Measures beyond the fair.

Towards achieving climate neutrality at our venue.

The venue of ISPO Munich already sets industry standards in terms of sustainability.

Our of most current and biggest steps forward: In 2020, we have switched to 100% renewable energy.

- EO** Eingang Ost / Entrance East
- EW** Eingang West / Entrance West
- EN** Eingang Nord / Entrance North
- Airport Shuttle



ISPO Munich and Sustainability.

Partner pledges: We are challenging agencies, booth builders, caterers, printers and all collaborating service partners to reduce the environmental impact of their contribution by producing less, re-using more and by using eco-friendly materials and production methods.

Sustainable catering: We are offering free drinking water fountains and free dish washing for visitors to encourage them to bring their own. We are also offering plastic-free catering with glass jars, coffee grinders, reusable food containers and cutlery for hire.

30% less carpet: We have reduced the hallway carpet by 30% and we are using a closed loop recycled carpet.

Less building: We have reduced building rigging, lighting and all other components and we are re-using building materials and booth constructions from other projects/shows on the fair grounds.

Better materials & machinery: We have switched from conventional to less burdening products, such as eco-friendly inks in printing, eco-PVC films, LED lights, electric forklifts and more.

More sustainable marketing: We have reduced marketing material and the print run of our show planner and implemented a return and re-use system. We are using eco-friendly materials for lanyards, paper tickets, signs and stickers, and we have reduced the number of banners.

Less paper: We have moved planning processes to paperless operation.

More sustainable mobility: We have partnered with Sixt and ShareNow to reduce the impact of transportation and we are helping our visitors to use more environmentally friendly modes of transportation. We are also providing a total of 20 double charging stations for electric vehicles.

Optimized logistics: We are using the logistics system FairLog to streamline delivery truck traffic in order to eliminate unnecessary engine idle times.

Intelligent recycling: We are the first event to implement a completely overhauled waste management system to ensure that the maximum amount of valuable resources is transferred to the recycling system.

Measures beyond Munich.

Activities at the ISPO China branch.

Besides implementing measures to reduce the environmental impact, the ISPO China branch has committed to generating awareness of climate change and corporate social responsibility through a number of sustainability focussed events, such as the “CSR Stage” or the “Sports Fashion Trend Forum” at ISPO Beijing 2020.

The events include panels on topics such as sport and sustainable development with the president of the China Sustainability Tribune, material innovation with the marketing manager of China DuPont™ Sorona®, DuPont Biomaterials and on the Raleigh China program for education and training of young people.

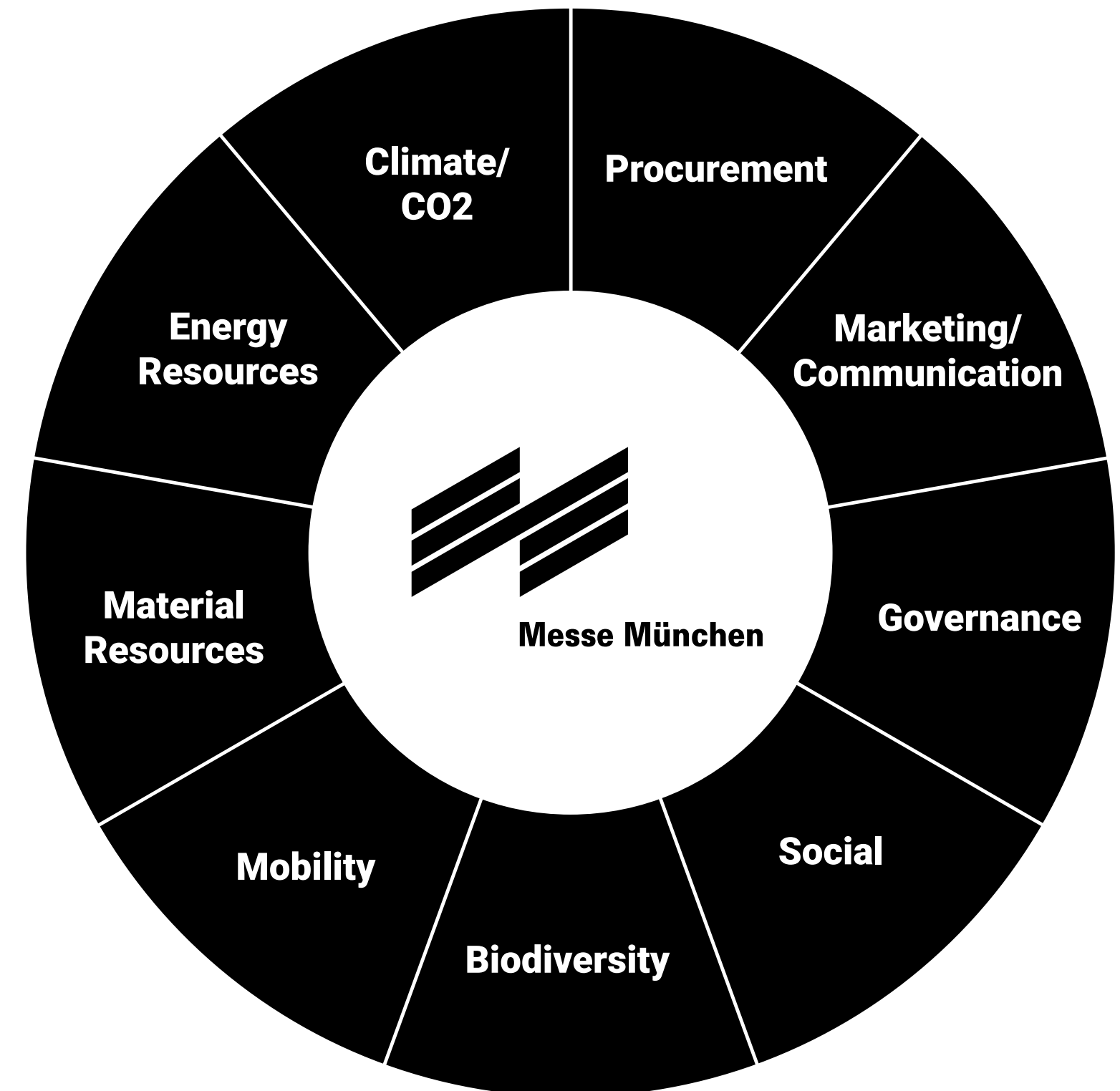
These are first steps that will form the basis of a holistic change process.



Changing the system.

The 360° approach of Messe München.

Messe München organises 40 events in Munich alone, covering all important branches and industries. It is a certified energy-efficient company with an extensive employee program devoted to climate and diversity issues. We are doing our share to support Messe München in their endeavour to achieve climate neutrality by 2035. ISPO Munich and OutDoor by ISPO are two of the drivers spearheading a development that will ultimately initiate a system change across all events and industries.

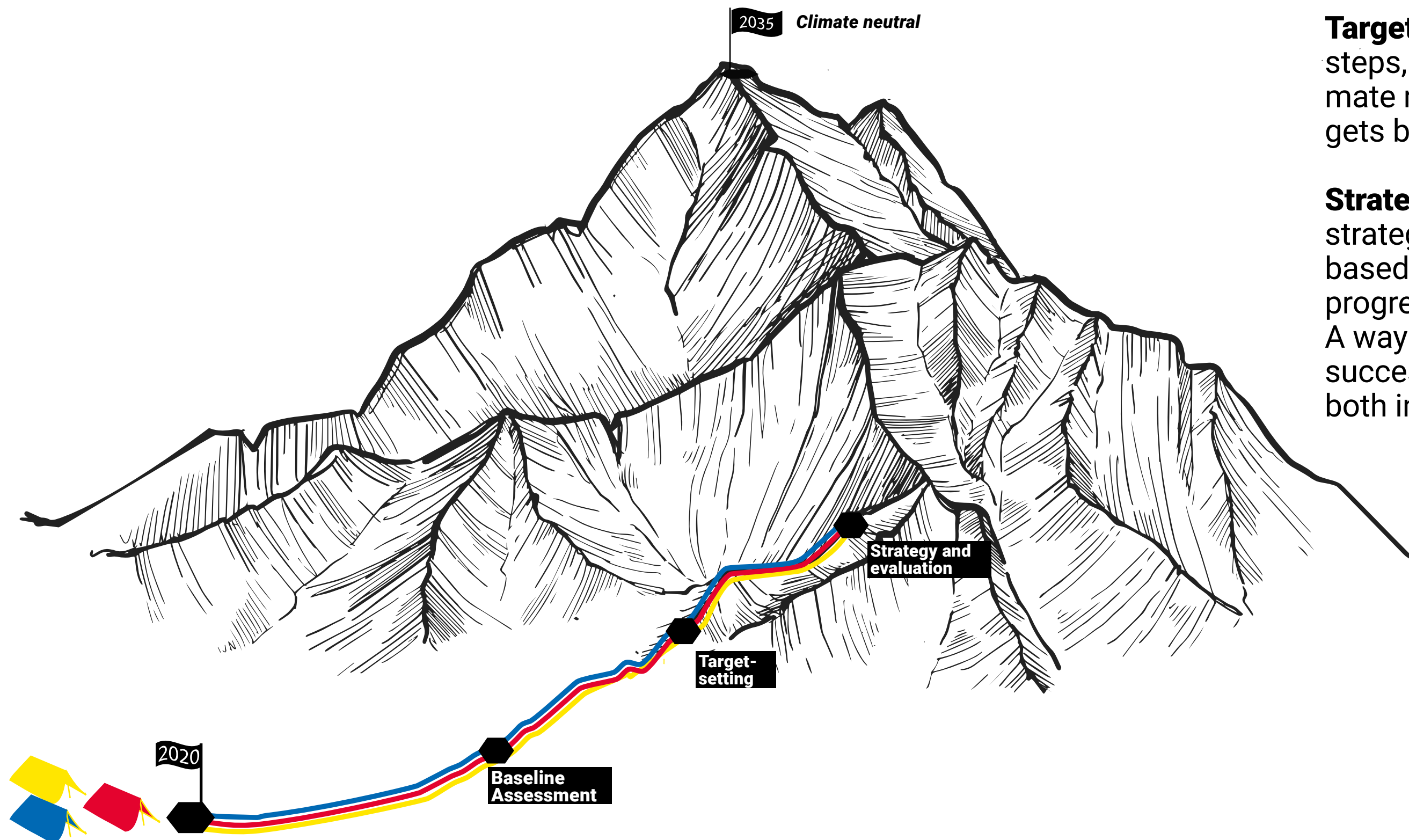


ISPO creates substance, to achieve more.

The challenges we are facing today and in the future are closely intertwined and interdependent. Which means that we simply cannot tackle these challenges one after the other. While we may be able to prioritise, we have to pay attention to all of them and initiate a holistic change process. A process we have invited experts from all relevant fields to participate in, to move the whole company towards creating substantial impact.

ISPO goes further.

Laying a solid foundation for our future development.



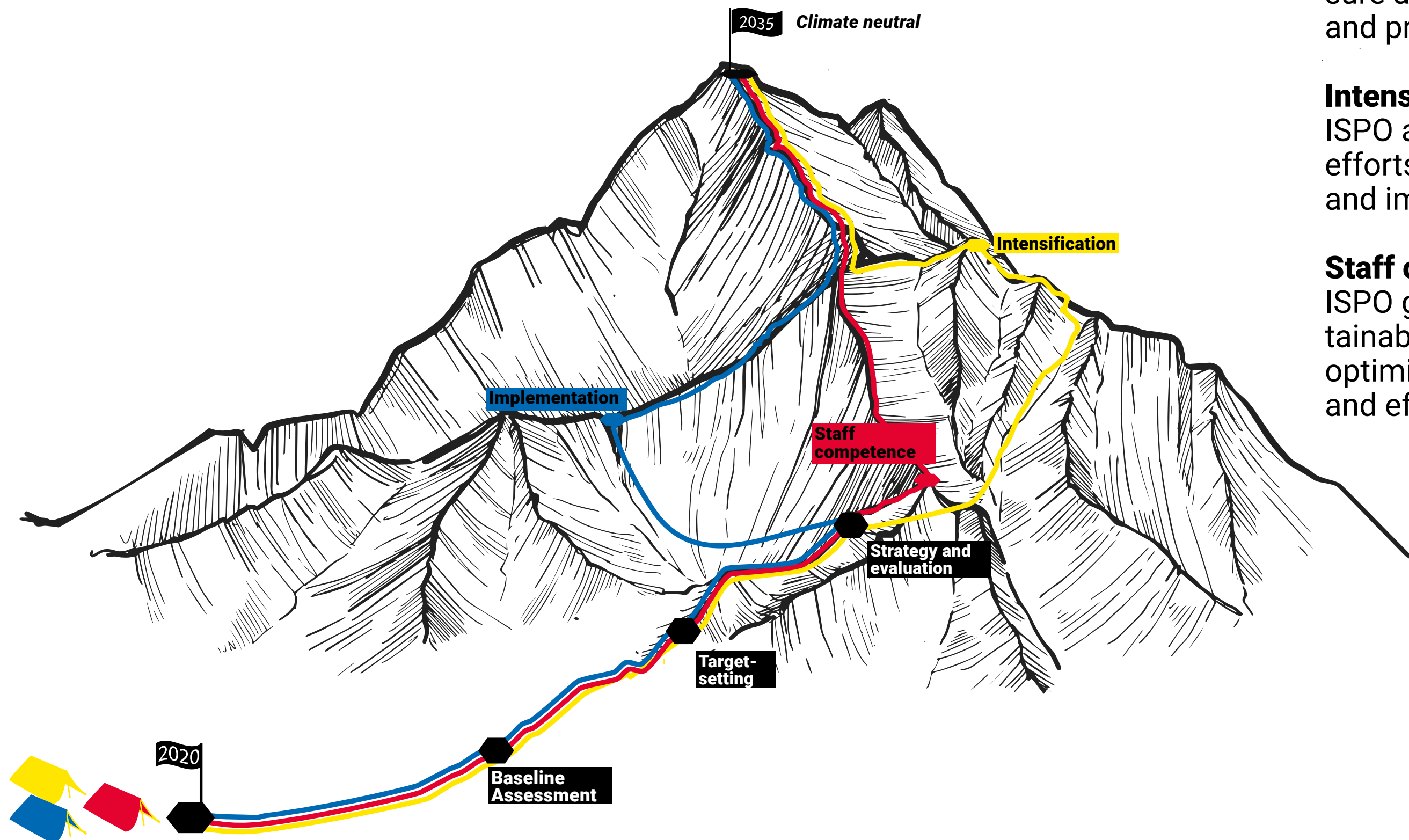
Baseline Assessment: We will determine where we stand, exactly, in terms of the goals we are pursuing. To do this thoroughly and without any restrictions, we have teamed up with outside experts from the relevant fields. The answers to this question will determine our way forward.

Target-setting: We will define and schedule intermediate steps, following the city of Munich's efforts to achieve climate neutrality by 2035. In 2020, we will define realistic targets based on the Sustainable Development Goals.

Strategy and Evaluation: We will further develop our purpose strategy and a clear definition of our evaluation process based on up-to-date scientific insights to reliably track our progress and to adjust our way forward if and where needed. A way forward to ISPO Munich 2021 that defines results and success according to ethical values and qualitative growth, both in terms of sustainability and profitability.

ISPO goes further.

Planning the route to reach our goals.



Implementation: We will transform our existing exhibitor and partner pledges into realistic and efficient requirements, based on our evaluation of current measures, our target strategy and the latest scientific insights. We will further push our joint efforts with the ISPO branch in China to ensure alignment of our development and to transfer insights and processes between markets.

Intensification: We will initiate a holistic change process at ISPO and at Messe München, and we will intensify our joint efforts with the city of Munich to push for the development and implementation of efficient local measures.

Staff competence: We will educate and motivate the entire ISPO group staff in terms of climate change and the Sustainable Development Goals to ensure that our strategy is optimised continuously and implemented comprehensively and efficiently.

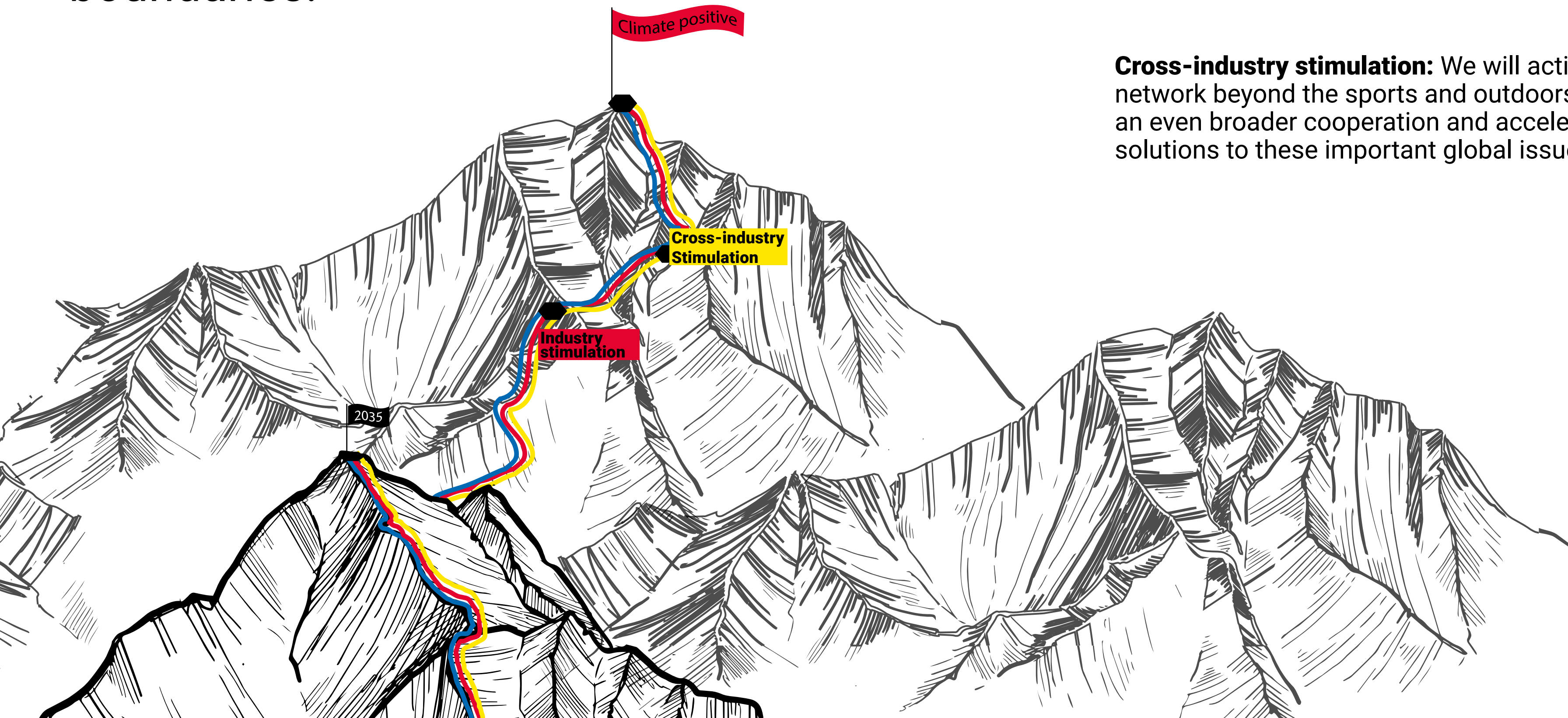
Beyond boundaries. Our future.

Tackling so many challenges at once requires cooperation.
A cooperation of motivated drivers from within the sports
and outdoors industries and from other fields.

Our future. Beyond industry boundaries.

Industry stimulation: We will activate our industry-wide network to initiate a global transfer of knowledge, insights and ideas to accelerate innovation and cooperation within the sports and outdoors industry in terms of tackling the challenges the world is facing.

Cross-industry stimulation: We will activate and extend our network beyond the sports and outdoors industry to initiate an even broader cooperation and accelerate the pursuit of solutions to these important global issues.



To make sports* the central driver in all of us.

*Through its world-changing power
we collectively create impact that matters.

