



MCH GROUP /

# Our Approach to Sustainability



June 2025

# One strategy – shared responsibility

Our sustainability approach applies across the entire MCH Group and is implemented consistently across all brands and own events.

## Infrastructure & Initiatives



## Own Events



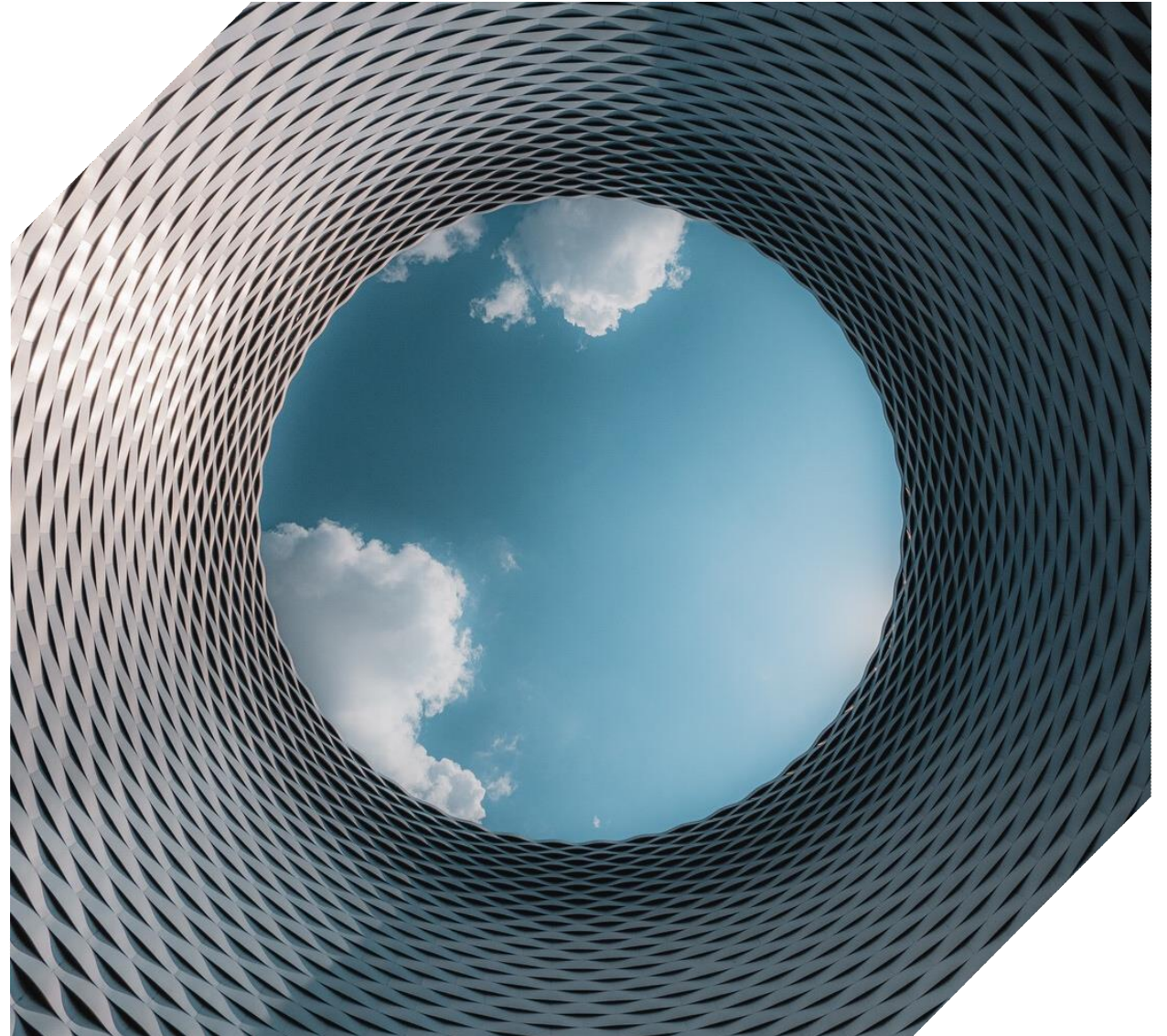


# We take Responsibility for the Environment, Society, and Economy

## Turning Challenges into Opportunities

We recognize that trade fairs are often associated with significant resource use, long-distance travel, and temporary materials and infrastructure. While these aspects present challenges from a sustainability perspective, they also offer valuable opportunities to rethink and innovate our approach, paving the way for more environmentally responsible solutions within the industry.

We firmly believe that meaningful progress is possible, even in the trade fair context. When organizers, exhibitors, service providers, and visitors all take responsibility and make conscious decisions, events can become more resource-efficient, inclusive, and future-oriented. It's not about perfection but about moving in the right direction – together.



# Our Strategic Approach

**At MCH Group, sustainability is integrated at the management level and anchored in our 2030 Group Strategy through the DARE-Framework.**

## **Commitment to Net Zero Carbon Events**

In 2022, we have joined the Net Zero Carbon Events initiative as a clear commitment to climate responsibility. By aligning with the goal of reaching net zero greenhouse gas emissions by 2050, we are taking responsibility for our impact and actively contributing to the transformation of the global event industry. This commitment also lays the foundation for our strategic approach to sustainability, as defined in the DARE Framework.

## **DARE-Framework**

It defines four action areas – Decarbonize, Accelerate, Rethink, Empower – and guides the integration of environmental, social, and economic responsibility into all business activities. Through comprehensive data collection of Scope 1, 2, and 3 emissions across all our own events, and close collaboration with each event’s organizing teams, we ensure that the measures we implement are not only consistent but truly impactful. DARE provides structure, direction, and momentum for long-term positive change.

# Our DARE-Framework for Sustainable Business Practices

# D

**Decarbonize** operations to realize Net Zero by 2050

## TARGETS

- **Net Zero by 2050**
- **By 2030**  
50% emission in Scope 1 & 2  
20% emission in Scope 3

# A

**Accelerate** positive impact on planet, people and profit

## TARGETS

- Drive **economic, social, and cultural impact** by leveraging our reach and capabilities.
- Promoting ethical business practices and continuous **process optimization** to ensure high standards.

# R

**Rethink** the status quo towards efficiency and circularity

## TARGETS

- Shift towards **renewable and reusable** practices, maintaining a focus on sustained efficiency growth.
- Achieving **near zero waste by 2030** for all own events.

# E

**Empower** the people and enable the business

## TARGETS

- Foster a high-performance culture that focuses on **employee development** and satisfaction.
- Establish open and respectful collaboration that ensures the active **participation and integration** of all employees and our communities.

# Stakeholdermanagement

**Stakeholder engagement is a key part of MCH Group's sustainability management. Through ongoing dialogue and collaboration, we gain valuable perspectives, drive innovation, and create solutions that benefit both our business and society.**

To ensure effective engagement, MCH Group has established several key touchpoints with stakeholders:

- **Global Sustainability Steering Council (internal):**  
Cross-functional body guiding sustainability efforts across all business units and identifying improvement opportunities.
- **Basel Sustainability Council:**  
Local collaboration to develop sustainability solutions and support Basel's certification as a sustainable destination.

- **UFI Sustainability Working Group:**  
Industry exchange on sustainability challenges and best practices within the global exhibition sector.
- **Swisstainable Switzerland:**  
Contribution to national efforts promoting sustainable tourism and event practices in line with Swiss goals.
- **Gallery Climate Coalition (GCC):**  
Active involvement via Art Basel to share emissions data and best practices, helping shape climate standards in the cultural sector.



# Sustainability Certificates and Ratings

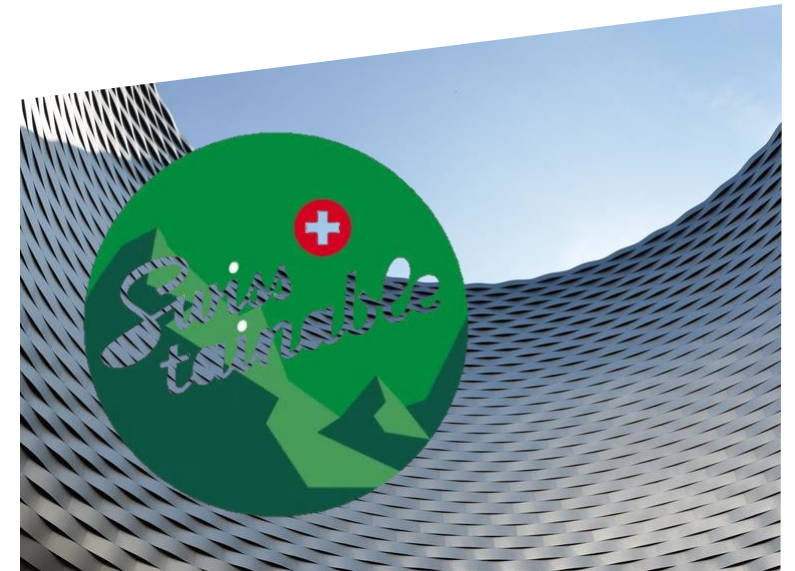
Expomobilia, our in-house exhibition construction partner and subsidiary, is certified to the ISO 20121 standard for sustainable event management.



CDP is a global rating system for corporate climate transparency. MCH Group reports annually to CDP and received a C rating in 2024.



Messe & Congress Center Basel has been awarded Swisstainable Level II – “engaged”, recognizing its commitment to sustainability. Expomobilia has even achieved Level III – “leading”.



# Sustainability Report 2024

## We Drive Change with Responsibility

The MCH Group Sustainability Report 2024 highlights our ESG commitment and integration of sustainability into Strategy 2030 through the DARE Framework. Prepared in line with GRI and Swiss regulatory requirements, it showcases our progress toward Net Zero by 2050, circular economy efforts, and stakeholder engagement.

— Read the report [here](#).





# Contact

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