

Press

Environment-friendly use of natural resources as a maxim: Messe Düsseldorf saves around 5,000 tonnes of carbon dioxide per year

The *Long Night of Industry* gives visitors insights into energy management at the exhibition centre.



For the seventh time, as part of the *Long Night of Industry* on 11 October 2018, Messe Düsseldorf is inviting a group of interested people to the “underworld” of its exhibition centre. The guided tour will include the supply tunnels underneath the exhibition halls, giving visitors glimpses of the energy management system. Düsseldorf’s trade fair specialists will be showing that environmental protection and economic success are perfectly compatible. As one of the most profitable trade fair companies with its own premises in Europe, Messe Düsseldorf invests in improving its eco-balance year on year. At its home base in Düsseldorf, it has thus achieved a substantial reduction in its use of electricity and heating energy. Regular audits have shown that, in total, Messe Düsseldorf has been saving around 5,000 tonnes of carbon dioxide per year, thanks to state-of-the-art infrastructures at the site, and an efficient energy management system. The environment-friendly use of natural resources is one of the goals pursued by the Group under its sustainability management.

“Anyone wanting to achieve long-term success must take a stand economically, environmentally and socially,” says Werner M. Dornscheidt, Chief Executive Officer of Messe Düsseldorf GmbH. He explains that this is all the more relevant to trade fairs because they mirror their industries and bear a major responsibility as economic engines of entire regions. Sustainability, he says, has therefore been an integral element of Messe Düsseldorf’s corporate strategy for many years now and is part of everyday life at the exhibition centre.

Marked reduction in the requirement for electricity and heating energy despite more hall space

Whether it’s photovoltaic units, a combined heat and power unit, automated integrated cooling systems or the needs-focused activation and deactivation of ventilation systems, heating and lighting systems, Messe Düsseldorf’s investments are paying off. Despite the increase in exhibition space, the annual heating energy requirement has been reduced by up to 30 per cent since 2000. Over the last seven years, the specific power consumption of individual trade fairs in Düsseldorf has dropped by up to 20 per

cent. “The reduction of our carbon dioxide emissions emphasises our responsible attitude,” says Dornscheidt. In 2014, Messe Düsseldorf was one of then only two German trade fair companies to receive EN ISO 50001 certification under the internationally acknowledged standard. Ever since then, Energy processes and consumption have been checked at annual intervals, which always includes some scrutiny concerning further potential optimisation. In addition, Messe Düsseldorf regularly exchanges ideas with other companies through its membership of the nationwide German cooperation project ECO PROFIT and focuses on reducing both waste and toxic emissions. One major success factor is the company’s own workforce. Thanks to improvements suggested by staff, Messe Düsseldorf has reduced its use of electricity by 751,500 kWh per year, roughly matching the average annual power consumption of about 188 households.

Strong support for Düsseldorf’s climate goal

“The City of Düsseldorf wants to be climate-neutral by 2050,” says the head of Messe Düsseldorf, as he comments on the ambitious plans of the company’s biggest shareholder. “It’s a primary concern for us that Messe Düsseldorf should make a contribution towards this goal.” By 2030 all exhibition halls are to reach state of the art in matters of energy use. In total, the company has therefore set up a masterplan for the complete modernisation of the Düsseldorf Exhibition Centre, earmarking EUR 650 million, all of which will be generated and invested by Messe Düsseldorf without subsidies. As well as expanding the use of renewable energies and continually reducing its energy requirements, Messe Düsseldorf has, among other things, set up an innovative logistics and HGV control system. This system received an award from the Global Association of the Exhibition Industry (UFI) for the lowest possible greenhouse gas emissions. Moreover, a comprehensive recycling management system is in place, reducing waste and warranting optimum recycling and disposal.

Cross-industry commitment to the environment

As a pioneer in sustainable exhibition management, the commitment of this international trade fair company goes further than its own home base and also includes global transnational and cross-company initiatives. One example is the SAVE FOOD project, conducted together with FAO (the Food and Agriculture Organisation), which combats worldwide food losses and waste. Another example is Love Your Ocean, which seeks to protect the world’s oceans and other water from pollution. With its leading global exhibitions, the Düsseldorf trade fair company brings together research and industry,

so that they can work together on tomorrow's sustainable products. Dornscheidt sums it all up by saying: "We are innovation brokers, and our trade fairs act as meeting points for international knowledge transfer, so that they have a hand in moulding the economic and ecological futures of the various industries. Our sustainable development provides the basis for this. We are continually optimising our premises, our service and the quality of our events, thus creating greater added value and increasing the innovative capacity of our customers."

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Further details of Messe Düsseldorf's environmental responsibility can be found at www.messe-duesseldorf.de/environment

The Messe Düsseldorf Group:

With a revenue of around EUR 367m in 2017, the Messe Düsseldorf Group maintained its position as one of Germany's most successful trade fair companies. More than 29,000 exhibitors presented their products to 1.34m trade visitors at events in Düsseldorf this year. About 50 trade fairs were held in Düsseldorf, including 23 proprietary number one events and 15 strong partner and guest shows in five areas of expertise: machinery, plants and equipment, trade and services, medicine and healthcare, lifestyle and beauty, and also leisure. Add to this some 3,300 conventions, corporate events and meetings attracting some 640,000 visitors organised by the subsidiary Düsseldorf Congress. Furthermore, the Messe Düsseldorf Group organises 70 proprietary events, participations and contracted events abroad and is one of the leading export platforms worldwide. Messe Düsseldorf GmbH is the trade fair company with the highest level of internationalism in capital goods exhibitions. In 2017 Messe Düsseldorf's proprietary events in machinery, plants and equipment had approx. 74% international exhibitors and attracted 73% trade visitors from other countries to the Rhine. In all, Düsseldorf trade fairs were attended by customers from about 180 countries. The Group runs a global network of sales offices in 140 countries (76 international representations) as well as competence centres in 8 countries.

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