



IFES Sustainability Report 2024

International Federation of Exhibition and Event Services

Introduction

We are pleased to present an overview of our ongoing efforts towards sustainability within the events industry, reflecting our commitment to reducing environmental impact and futureproofing business development. Sustainability is a continuous journey, and IFES has made significant strides in creating awareness as well as in tracking and measuring our carbon footprint, focusing on Scope 1, and 3 emissions. As signatory and key partner in the Net Zero Carbon Events Initiative (NZCE), we monitored emissions from our key events, and association-related travel, ensuring accurate data reporting. Where reliable data was unavailable, we made a conscious decision not to include it, maintaining the integrity of our reporting. At the end of 2023, we introduced an option for event participants to offset their emissions during registration, demonstrating our ongoing commitment to continuous improvement.

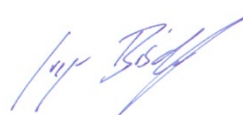
Sustainability is a key focus within IFES, and our organisation aims to inspire and motivate our fellow members and industry partners to reflect on their own actions. We believe in starting with reasonable actions today, not tomorrow, and in promoting positive change. Sustainability is not just about reducing carbon footprints; it is about encouraging a shift in perspective that values long-term environmental stewardship, economic stability, and social responsibility. Through collaboration within the IFES community, we are actively reducing our reliance on travel and cross-border material shipping, aligning with the global shift toward more sustainable business practices by the nature of our associations' purpose.

IFES has led key initiatives such as supporting the Net Zero Carbon Events initiative, focusing on smart production and waste management, and launching ISO 20121 training with our German partner association fwd: to help our members achieve sustainable event management certification. At BOE 2024, we demonstrated sustainable practices with recycled and second-hand materials in our booth design, promoting economic sustainability. At the 2024 World Summit in Malaga, sustainability was integrated throughout the entire event, from local sourcing to carbon offsetting options for attendees. We also highlighted members' sustainability success stories, reinforcing our collective commitment to responsible business practices.

Looking ahead, we recognise sustainability as an ongoing effort towards the futureproofing of our business models. While this report is not exhaustive, it reflects our dedication to continuously improving our tracking and reporting processes. We encourage all members and partners to join us in building a sustainable future for the events industry."

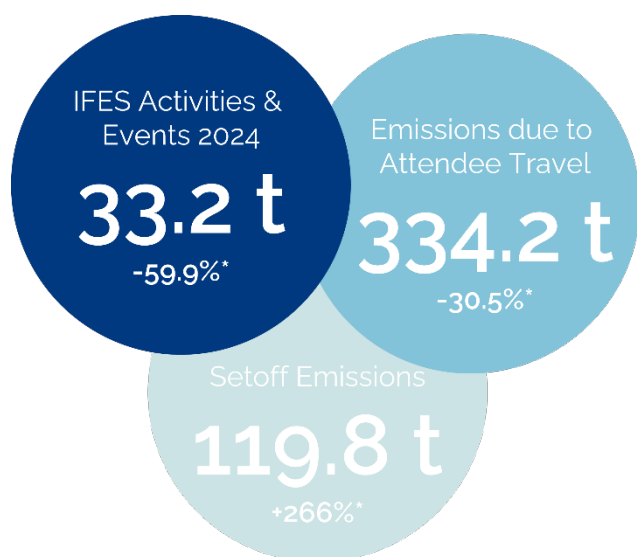


Jörg Zeissig,
President - IFES



Gregor Bischkopf,
Executive Director - IFES

IFES Carbon Footprint in 2024 vs 2023



IFES Activities & Events Footprint Put into Perspective:



0.106 t per member company
-64.5%*

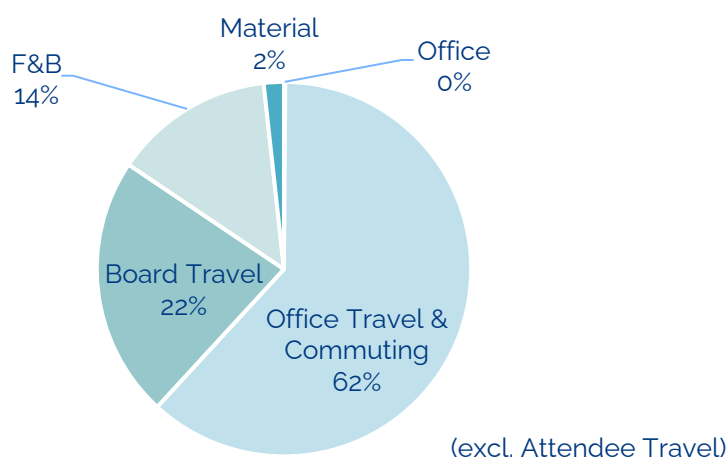
In 2024 IFES counted 313** (+36*) members.



0.099 t per unique event attendee
-74.9%*

In 2024, 335 (+125*) people attended the IFES World Summit & MasterClass.

Carbon Footprint by Activity



Activity	Scope 1	Scope 3	Subtotal	vs 2023
Office	0.00 kg	37.39 kg	37.39 kg	-42.4 %
Office Travel & Commuting	593.86 kg	20,127.94 kg	20,721.80 kg	-59.5 %
Board Travel	0.00 kg	7,365.97 kg	7,365.97 kg	-23.6 %
Attendee Travel	0.00 kg	334,213.32 kg	334,213.32 kg	-30.5 %
F&B	0.00 kg	4,511.36 kg	4,511.36 kg	+18.7 %
Material	0.00 kg	566.71 kg	566.71 kg	-96.9 %
Waste	-	-	-	-
TOTAL	593.86 kg	366,785.30 kg	367,416.54 kg	-65.2 %

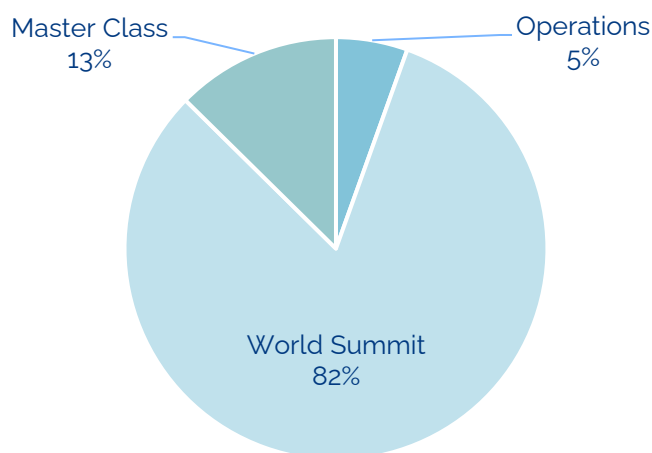
* Changes from 2023. Please note that the locations of our events change each year. The option to setoff emissions during event registration was not introduced until the end of 2023.

** As of December 15, 2024

*** In 2023, IFES hosted the IFES Global Village at the EuroShop, which resulted in much higher materiality emissions than in 2024.

All values are to be understood as CO₂e emissions. Scope 2 was not measured due to a lack of reliable data.

Carbon Footprint by Event



Event	Scope 1	Scope 3	Subtotal	Offset
Operations	593.86 kg	19,545.81 kg	20,139.67 kg	12,773.70 kg
World Summit	0.00 kg	300,919.74 kg	300,919.74 kg	94,364.69 kg
Master Class	0.00 kg	46,357.14 kg	46,357.14 kg	12,620.79 kg
TOTAL	593.86 kg	366,785.30 kg	367,416.54 kg	119,759.18 kg

Carbon Footprint Calculation - Methodology

We diligently gathered and calculated the data for our Scope 1-3 carbon report. This comprehensive assessment involved scrutinizing various aspects of our operations, including direct emissions (Scope 1), and other indirect emissions associated with our supply chain and activities (Scope 3). In our pursuit of accuracy and thoroughness, we encountered multiple challenges that are not uncommon calculating carbon footprints, especially the absence of precise data.

We know that this report is far from complete, but we believe that sustainability is an issue where there is no time to lose and where every effort counts. For this reason, we have decided to publish the report and the data in its current form. As transparency is important to us, we want to address the report's weaknesses and strengths.

By setting an example, we hope to motivate others to publicize their efforts and simply get started, wherever they may be.

Which CO₂e data is included in our report?

- Any **travel and accommodation** of the IFES management **office**
- Applicable **travel and accommodation** of the IFES **board**
- Attendee travel and accommodation** for IFES-hosted events
- Daily commuting** to the IFES office
- Materials** used for which reliable data was available
- Food and beverages** at IFES-hosted events

All values are to be understood as CO₂e emissions. Scope 2 was not measured due to a lack of reliable data.

Which emissions are not included due to a lack of reliable data?

- Waste** management
- Scope 2** emissions (electricity, water treatment, and heating)
- Other **materials** used
- IT-related** emissions

Which emission factors have been used?

- For **hotel stays, travel, and material*** related carbon emissions we used the conversion factors published by the UK government in 2022. This data set further provides CO₂e emission factors on water treatment and waste management. The data may be found [online](#).
If there has been more specific CO₂e data, like data provided by an airline, we used it instead.
- For **food and beverages**, we used the average value of 1,33 kg CO₂e per meal.

The Story Beyond the Data

Sustainability has become more than a trend; it is an imperative that shapes every facet of the events industry. As we navigate this critical juncture, IFES is committed to leading by example, promoting innovative solutions, and fostering a community of practice that prioritizes environmental stewardship and social responsibility.

As association and industry, we reaffirm our commitment to a sustainable future of live communication. Face-to-face interaction is irreplaceable. By following the principle of "thinking globally, acting locally," we can decrease the dependence on extensive travel and cross-border material shipping, embracing international collaboration.

Many companies are already involved in impressive strides toward more sustainability and we are dedicated to amplifying these efforts. We acknowledge IFES' responsibility to drive positive change, and, therefore, aggregate collective knowledge, integrate insights, and champion collaborative action.

This report not only shows our achievements but also those of our members. Together, we are building responsible business practices that will benefit our industry and the planet for generations to come.

Events and Projects

Net Zero Carbon Events Initiative

Along with our members, we support the Net Zero Carbon Events Initiative, streamlining efforts of venues, organizers, exhibitors, and suppliers. From the beginning, IFES took an active role in supporting the initiative's projects by leading the workstream Smart Production and Waste Management. In 2024, we collected best-practice examples of sustainable business practices among our members and consistently encouraged submissions to the Materials Database - a collaborative collection of materials emissions data for reliable CO₂e calculations.



ISO 20121 Training through Collaboration

For years, IFES has promoted the event industry's own ISO standard for sustainable management—ISO 20121—calling it the industry's future "license to operate." Understanding how complex and costly implementation can be, IFES and fwd: launched a joint training initiative in 2023. In 2024, a revised version of this training was launched to better address specific industry needs and provide a full year of implementation guidance. To date, 37 companies have started their journey to ISO 20121 as part of our ISO Convoys, benefiting from collaborative learning opportunities, comprehensive templates and in-depth knowledge to prepare for certification.

BOE International 2024

The IFES booth at BOE 2024 showcased what can be achieved when materials are reused. Not only did Octanorm provide second-use aluminum frames, but Moss contributed fabric walls from recycled ocean plastic. In addition, Montecolino's recyclable carpet and its eventual outcome, cardboard flatpack furniture, furnished the booth. The booth's sponsorship by BOE International, Holtmann+, and The Inside StandBouw was a great example of economic sustainability and partnership while promoting our sustainability initiatives, such as NZCE and our ISO 20121-convoy, further raised awareness.

World Summit 2024 in Malaga

Sustainability was a core focus of this year's World Summit, highlighting the topic during the event's planning, discussions, and activities.

In planning the event, a venue with an audited sustainability standard was chosen—the GSTC Industry-certified Gran Miramar Hotel, which provides social and economic benefits to the local community. Accommodation for our guests was close by and within easy walking distance. In addition, the ingredients for all meals and wines offered were sourced locally. Thus, from the time of booking, when our delegates were given the opportunity to offset the impact of their trip, to the time of return, when guests were given gift bags of upcycled graphic banners filled with Neutral® certified polo shirts, sustainability was a constant theme.

Topics of discussion also concentrated on sustainability. The event included sessions around Best Practice (Sarah Chew), ISO20121 Development (Marko Roscher), Net Zero Carbon Events (NZCE), Project "Better Stands" (Jorg Zeissig), Project "Materials Library" (Jorg Zeissig) and a Workshop by David Humphreys, Director of Green Circle Solutions on "Navigating the Seas of Carbon Calculation."

Finally, a fun afternoon of beach games organized by Galis, beMatrix, and Holtmann+ highlighted the importance of a healthy lifestyle. This sustainability-focused activity also supported a charity, "El Hogar San José de la Montaña," a center that provides educational support to children and adolescents under administrative protective custody through a residential care program.

IFES Member Success Stories

In preparation for the IFES World Summit and to enhance collaborative learning, we contacted our members and asked for their best practices regarding sustainability. Product concepts could be showcased directly at the World Summit's venue, while concepts and services were accessible through the event application. Excited to share their efforts to contribute to our industry's future, members shared best practices in over 35 posts, which can now be accessed on our [website](#).