

# Sustainability Report 2024

THE SWEDISH EXHIBITION & CONGRESS CENTRE FOUNDATION

# Sustainability Report

For over a century, the Swedish Exhibition & Congress Centre Foundation has created value for visitors, employees, the city of Gothenburg, and Sweden. As a foundation with a mission to promote business, operating an international meeting place, our work is based on a long-term responsibility – and an endeavour to contribute to society's common transition towards a sustainable future.

In 2024, we continued to make progress towards our goal of being a sustainable meeting place. As always, our employees have been crucial in these efforts. It is their commitment and hard work that allow us to move step by step towards realising our sustainability targets and creating value that extends far into the future.

This Sustainability Report covers the financial year 2024 and is our last in the current format, as from

the financial year 2025 we will start reporting under the EU's Corporate Sustainability Reporting Directive (CSRD).

We have started preparations for this during the year, such as a double materiality assessment that considers both internal and external sustainability perspectives to understand how we influence and are influenced by various sustainability-related risks and opportunities.



# Our sustainability journey



## 1997

We formed our first environmental group.

## 1998

ISO 14001 provided structure to the work.

## 2008

We got certified according to the City of Gothenburg's environmental certification. Our long-standing, warm co-operation with Råddningsmissionen began.

## 2009

We appointed our first Sustainability Officer for increased governance and higher priority.

## 2010

We informed about accessibility adaptations in our meeting place via the Swedish Accessibility Database (now via Svenska Equality).

## 2011

The venue's electricity supply was now entirely renewable via wind power.

## 2013

We started to carbon offset internal freight transport, offering our exhibitors to do the same.

## 2015

Sustainability became one of our five focus areas. We were certified according to ISO 20121 – the world's first certification for sustainable events. Gothia Towers became the largest hotel in Europe to be certified under BREEAM, an environmental rating system for buildings.

## 2019

We incorporated the 2030 Agenda for Sustainable Development and the United Nations' Sustainable Development Goals into our strategic business plan.

## 2021

We became members of the UN Global Compact. We signed the global events industry (JMIC) Net Zero Carbon Events Pledge.

## 2022

We implemented a new, reinforced sustainability strategy, and underwent an ISO 20121 audit that confirmed we were on track to meet the new targets.

## 2023

With full GHG Protocol climate calculations, we developed a road-map towards net zero by 2050. We launched the Checklist, a tool to ensure systematic sustainability management of our events.

## 2024



# 2024 at a glance



## Conscious breakfast choices

As part of our efforts to reduce our emissions, we launched the climate-aware breakfast; three serving suggestions that all stay within the WWF One Planet Plate limit.



# -26%

## Lower waste costs

Sorting at source and new compactors have reduced our purchased waste costs by 26% while reducing waste transport by 75%.

# 110

## Value-added leadership

All of our supervisors, around 110 people, have undergone tailored training covering topics such as health and safety and supervisors' impact on business.

# -1,000,000

New ventilation units are estimated to reduce our energy use by 1 million kWh, equivalent to 69 tonnes of CO<sub>2</sub>e, per year going forward.

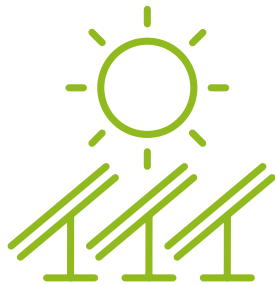


### Giving furniture a second life

We donated around 80 mattresses, 60 chairs, 60 TV sets, as well as carpets and cushions to our partners Råddningsmissionen and Reningsborg.



The share of rental carpets – which we clean in our own carpet cleaning facility before reusing them – instead of using disposable carpets, increased from around 40% to around 90%.



**147,000**

kWh of renewable electricity was produced from our solar PV installation during the year.

**-24%**

Reduced food waste



Through meticulous measurement and various actions, we reduced food waste per guest by 24%. The target is to halve food waste by 2030, compared to the base year of 2023.



**100% x 2**

Since 2024, all coffee and tea served at our venue is double-certified (organic and Fairtrade labelled).

# Strategy and governance

**To achieve the vision of becoming Europe's most attractive meeting place, sustainability is a central part of our strategy, integrated in our business plan and the day-to-day work. Our sustainability strategy aims to create a sustainable meeting place and is based on operational initiatives that support both the company's overall objectives and development in line with the Paris Agreement and the 2020 Agenda.**

Our sustainability work is organised around four focus areas. Through these, we create an environment where sustainable choices are encouraged, resources are used efficiently, meetings are conducted sustainably, and relationships and wellbeing are highly valued.

## Guiding principles and frameworks

Our sustainability work is conducted from a holistic perspective based on environmental, social and economic sustainability. The primary governing document is our sustainability policy, which describes the direction of our work and the principles we adhere to. Linked to the sustainability policy are governing documents and policies, which are presented in the table on the next page.

The work for sustainable development is also linked to external frameworks that guide us on issues of reduced environmental impact, sustainable supply chain

and responsibility for human rights, labour law and anti-corruption.

- Of the 17 **UN Sustainable Development Goals**, we have identified six goals as most important to us, i.e. the areas where our impact – both positive and negative – is greatest.
- The Swedish Exhibition & Congress Centre and Gothia Towers is certified according to **ISO 20121 for sustainable event management**, a standard that covers our entire venue from trade fairs, meetings and events to hotels, restaurants and spa. The standard ensures that we lead, manage and improve the realisation of events from a sustainability perspective and in line with our sustainable development policy. The certification is validated through an independent third-party audit.
- We have signed the global events industry's (JMIC) **Net Zero Carbon Events Pledge**, committing to work with a roadmap to reach net zero emissions by 2050 and to regularly review and update it.
- We are members of the **UN Global Compact**, the world's largest corporate sustainability initiative, where we submit an annual Communication on Progress on how we conduct our business in accordance with the ten principles of the Global Compact.

The governance and prioritisation of our work is complemented by regular stakeholder dialogues and materiality analysis that identify the most relevant sustainability issues for us and our stakeholders.

## Sustainable Choices

We consider sustainability in all purchases and facilitate sustainable choices for visitors and customers.

## Relations and Health

We build sustainable relationships and actively promote a good working environment.



## Circular Resources

We promote a circular approach where resources are optimised and waste is minimised.

## Sustainable Meetings

We work with customers to create sustainable meetings through conscious choices.

**Sustainable development principles in line with ISO 20121**

**BASIC PRINCIPLE**

**SUPPORTING/GUIDING DOCUMENTS**

**Inclusivity**

The involvement of our identified stakeholders is essential to drive our business forward and towards continuous improvement. Participation is achieved through systematic dialogue with our stakeholders. The procedures for dialogue and its analysis are integrated into our operations.

- Communication policy
- Communication plan
- Stakeholder analysis

**Integrity**

We must always operate with a high level of integrity and morale. The Group shall be governed and act in accordance with applicable laws and regulations, and assume responsibility for and create engagement around policies, decisions and operations.

- Code of Conduct
- Supplier Code of Conduct
- Whistleblowing policy

**Stewardship**

Sustainability is a fundamental part of our vision to become Europe's most attractive meeting place by offering the best overall experience. Like other members of society, we need to act responsibly to contribute to a more sustainable future and to address the major challenges facing our planet.

- Our vision
- Sustainability policy
- Business plan

**Transparency**

We stand for openness and honesty in action and communication. Our communication should be clear, relevant, proactive and open.

- Communication plan
- Code of Conduct
- Communication policy
- Sustainability policy

The UN Sustainable Development Goals that are most relevant to our business



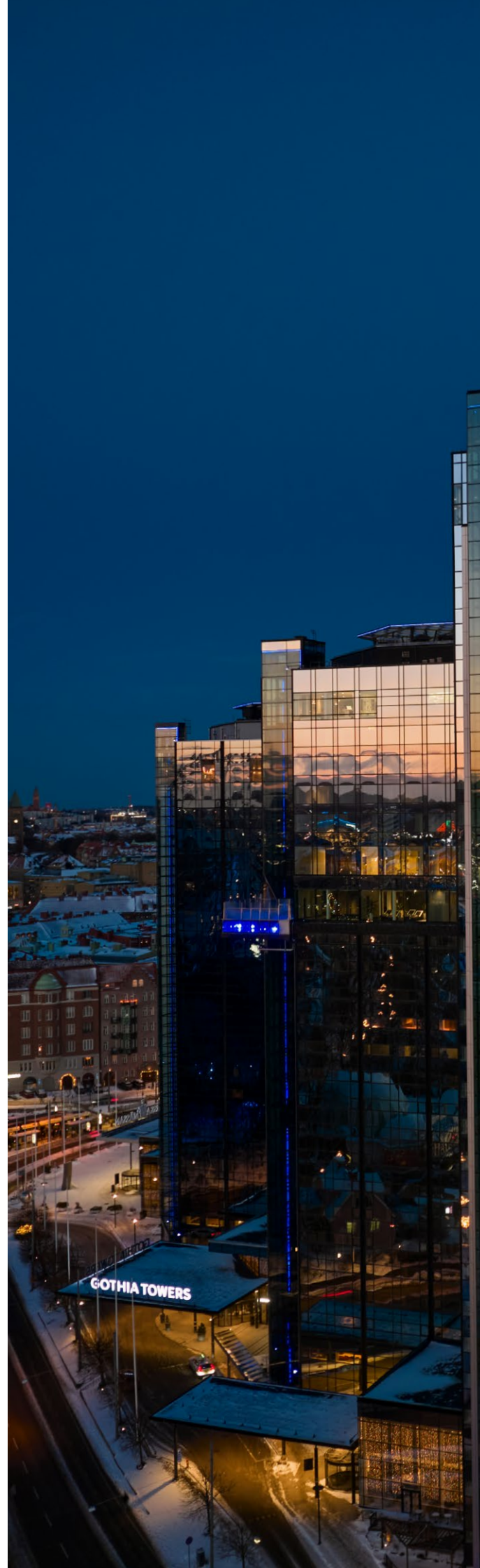
**Responsibility and organisation**

The sustainability work is integrated throughout the organisation, from management team to individual employees, to achieve the change we want. The ambition is that all employees should contribute to our overall sustainability goals.

Our endeavour is a cross-functional approach in various internal forums to coordinate efforts, monitor objectives and create consensus on sustainability issues. The Board of Directors has ultimate responsibility and has delegated management and governance of the sustainability work to the CEO and Group Management, where the CFO represents sustainability issues. Group management annually reviews the governing documents and policies that form the basis for sustainability work and its evaluation.

Our Sustainability Manager leads and drives the sustainability work forward at an overall level, and ensures compliance with the ISO 20121 standard.

Through collaborations and networks at local, national and international level, we contribute to knowledge sharing and innovation in sustainability. We also actively communicate and report our progress, both internally and externally, to ensure transparency and create engagement that meets customers' needs for sustainable meetings.







## GOTHIA TOWERS

### A selection of our commitments and partnerships

#### Standards and frameworks

ISO 20121 – for sustainable event management  
Net Zero Carbon Events Pledge  
UN Global Compact  
Safe Hotels Premium  
Highly Fire-Protected Hotel

#### Industry

Joint Meeting Industry Council (JMIC)  
Professional Convention Management Association (PCMA)  
International Congress and Convention Association (ICCA)  
UFI – The Global Association of the Exhibition Industry  
Meeting Professionals International (MPI)

#### Business and public sector

Göteborg & Co / Gothenburg Convention Bureau  
Business Region Göteborg  
West Sweden Chamber of Commerce  
Storhotellgruppen i Göteborg

#### Climate and social sustainability

Hållbarhetsklivet  
Diversity Charter Sweden  
Svenska Equality  
RealStars  
Räddningsmissionen  
Reningsborg  
Öppet Hus  
Ung Företagsamhet  
Too Good To Go

#### Research projects

Gothenburg Green City Zone; REDIG and others

SVENSKA MÄSSAN

# Stakeholders and material topics

**Our operations affect and are affected by a wide range of stakeholders, from employees and suppliers to customers, partners and society at large. To ensure that we focus on the right issues and meet both internal and external expectations, we work systematically to identify and prioritise sustainability issues.**

This process aims to strengthen our ability to create value for all stakeholders while meeting increasing regulatory and external demands. By working proactively with stakeholder dialogues and analyses, we create a robust basis for both sustainability reporting and strategic decision-making.

This year's efforts have been particularly characterised by solid preparatory work to ensure our future reporting under CSRD.

## **Double materiality assessment – a step forward in our sustainability journey**

To meet the new requirements set by CSRD and the ESRS reporting standards, in 2024 we developed and implemented a dual materiality assessment that identifies both our impact on the world around us and how the world around us impacts us. This provides an integrated view of the sustainability-related risks and opportunities we face as an organisation, and ensures that we report on the issues that are most relevant, both to us and our stakeholders.

### *Main activities of the process:*

- Stakeholder analysis: An in-depth review of the expectations and needs of our key stakeholder groups.
- Workshops with management teams and board representatives: Representatives from areas such as sustainability, procurement, financial control, real estate and production helped to identify and assess the most relevant sustainability topics.
- Risk and opportunity assessment: prioritising our material issues by analysing their likelihood and impact.
- Validation and revision: The results were reviewed by our auditors and finally approved by the Board.

## **Material sustainability areas**

The work on the double materiality assessment will be deepened and concretised in 2025 for our first sustainability reporting under CSRD.

This includes our most material sustainability areas, which will be reported in the sustainability report for the financial year 2025. In 2024, the ongoing work has been guided by the same material sustainability topics as in 2023, which include areas such as energy efficiency, climate emissions, skills and talent development, employee engagement, resource planning and safety.



PRIMARY STAKEHOLDERS	KEY QUESTIONS	PRIMARY DIALOGUE METHODS
Visitors and guests	<ul style="list-style-type: none"> <li>· Sustainable consumption</li> <li>· Climate impact</li> <li>· Behaviour and equal treatment</li> <li>· Offers and experiences</li> <li>· Business opportunities</li> <li>· Security</li> <li>· Accessibility</li> </ul>	<ul style="list-style-type: none"> <li>· Customer meetings</li> <li>· Customer surveys</li> <li>· Newsletters</li> <li>· Website</li> <li>· Social media</li> <li>· Sustainability report</li> </ul>
Employees	<ul style="list-style-type: none"> <li>· Skills and career development</li> <li>· Leadership</li> <li>· Working environment and conditions</li> <li>· Equal treatment</li> <li>· Ethics and values</li> </ul>	<ul style="list-style-type: none"> <li>· Employee survey</li> <li>· Staff appraisal</li> <li>· Intranet</li> <li>· Whistleblowing service</li> <li>· Staff meetings</li> <li>· Managers' Forum</li> </ul>
Suppliers	<ul style="list-style-type: none"> <li>· Responsible sourcing and social responsibility</li> <li>· Environment and climate impact</li> <li>· Business opportunities</li> </ul>	<ul style="list-style-type: none"> <li>· Supplier meetings</li> <li>· Procurement processes</li> <li>· Contract monitoring</li> <li>· Supplier assessment</li> <li>· Surveys</li> <li>· Whistleblowing service</li> </ul>
Board of Directors and Supervisory Council	<ul style="list-style-type: none"> <li>· Promoting the business community</li> <li>· Profitability</li> <li>· Meaningful business activities</li> </ul>	<ul style="list-style-type: none"> <li>· Board meetings</li> <li>· Committee meetings</li> <li>· Supervisory Council</li> </ul>
Legislators and authorities	<ul style="list-style-type: none"> <li>· Legal compliance</li> </ul>	<ul style="list-style-type: none"> <li>· Audits</li> <li>· Sustainability report</li> </ul>
Industry initiatives/organisations/societal actors	<ul style="list-style-type: none"> <li>· Sustainable development for the industry</li> <li>· Climate neutrality</li> <li>· Biodiversity</li> <li>· Responsible sourcing and social responsibility</li> </ul>	<ul style="list-style-type: none"> <li>· Partner meetings</li> <li>· Participation in industry associations, e.g. NZCE, Green City Zone, Visita and others</li> </ul>
Banks and financial institutions	<ul style="list-style-type: none"> <li>· Long-term profitability</li> <li>· Green loans</li> <li>· Anti-corruption, money laundering</li> </ul>	<ul style="list-style-type: none"> <li>· Regular meetings</li> <li>· Sustainability report, Annual report</li> </ul>
Media	<ul style="list-style-type: none"> <li>· Security work</li> <li>· Climate and environmental initiatives</li> <li>· Social sustainability</li> </ul>	<ul style="list-style-type: none"> <li>· Direct contact with the media</li> <li>· Press releases</li> </ul>

# Targets and performance

**Our sustainability targets reflect both our ambitions and the demands and expectations of the world around us. Management by objectives is central to our progress and to creating long-term value, so we ensure that we make the right priorities with the right resources.**

Based on our business plan, sustainability policy, ISO 20121 standard, materiality and stakeholder analyses, we have defined sustainability targets linked to our four priority focus areas. These areas reflect both our own priorities and our contribution to the UN Sustainable Development Goals. Our sustainability targets

are followed up quarterly in our Sustainability Forum, half-yearly in Group Management and annually in the Board of Directors.

Over the past year, we took concrete steps in all focus areas and continue to work towards realistic and business-oriented targets going forward.

As of 2024, we have added the sustainability target *Reduced food waste*. The aim is to achieve even clearer governance and follow-up in this area, where we have great potential to reduce our emissions and where we are already working on a broad front with various initiatives to reduce waste throughout the value chain.



TARGET	FOCUS AREA	EXAMPLES OF ACTIONS IN 2024	STATUS 2024
<p><b>Climate emissions:</b></p> <p>Our climate emissions per visitor should be continuously reduced, with the ultimate goal of reaching net zero by 2050 in line with the Paris Agreement.</p>	<p>Overarching</p> <p>7 12 13</p>	<ul style="list-style-type: none"> <li>Investments to further improve energy efficiency</li> <li>Measures to reduce waste and transport</li> <li>Strong focus and several concrete actions in food and beverage where most of the emissions occur</li> <li>Food waste raised as a dedicated climate target, several initiatives implemented</li> </ul>	<p>●●●●●</p> <p><b>On our way</b></p>
<p><b>Staff turnover:</b></p> <p>By 2025 the latest, staff turnover in the Group should be no more than 15% per year.</p>	<p>Relations and Health</p> <p>5 8 10</p>	<ul style="list-style-type: none"> <li>Continued to further develop our health and culture programme Stay Well</li> <li>Continued skills development initiatives</li> <li>Continued training programmes for managers and supervisors to strengthen leadership</li> </ul>	<p>●●●●●</p> <p><b>Target achieved</b></p> <p>Staff turnover</p> <p><b>10%</b></p>
<p><b>Employee engagement:</b></p> <p>The engagement index should be at least 80 annually until 2025.</p>	<p>Relations and Health</p> <p>5 8 10</p>	<ul style="list-style-type: none"> <li>Performance and appraisal interviews and regular reviews</li> <li>Learning, health and culture initiatives</li> </ul>	<p>●●●●●</p> <p><b>Target achieved</b></p> <p>Engagement index</p> <p><b>82%</b></p>
<p><b>Sustainability competence:</b></p> <p>All employees should undergo annual sustainability training. In-depth training programmes targeting specific staff groups will continue in 2024.</p>	<p>Relations and Health</p> <p>5 8 10</p> <p>12 13</p>	<ul style="list-style-type: none"> <li>Learning Management System implemented, around 20 sustainability training programmes developed</li> <li>Ongoing specific targeted training programmes</li> </ul>	<p>●●●●●</p> <p><b>On track</b></p>
<p><b>Own transport:</b></p> <p>By 2030, all own transport will be carried out with electric vehicles or equivalent emission-free technology.</p>	<p>Circular Resources</p> <p>7 12 13</p>	<ul style="list-style-type: none"> <li>Introduced an electric light commercial vehicle</li> <li>Piloted new transport management system</li> <li>Co-operation with transport contractor to ensure correct dimensioning and long-term agreement</li> <li>Continued participation in research projects: Gothenburg Green City Zone, REDIG, projects with RISE and others</li> </ul>	<p>●●●●●</p> <p><b>On our way</b></p>
<p><b>Energy sources:</b></p> <p>By 2025, all energy used for ordinary operations should come from 100% fossil-free energy sources.</p>	<p>Circular Resources</p> <p>7 13</p>	<ul style="list-style-type: none"> <li>The facility's solar cells produced 147 MWh during the year</li> <li>Emergency vehicle runs on HVO 100 from 2024</li> </ul>	<p>●●●●●</p> <p><b>On track</b></p>
<p><b>Energy efficiency:</b></p> <p>Halve the building's energy consumption per square metre by 2030 compared to the base year 2010 (227 kWh/m<sup>2</sup>).</p>	<p>Circular Resources</p> <p>7 13</p>	<ul style="list-style-type: none"> <li>Replacement of ventilation units</li> <li>Replacement of lighting installations with energy-efficient LEDs</li> <li>Analysis and preparation for introducing comprehensive AI control of control, regulation and monitoring systems</li> <li>Installation and commissioning of energy probes in cold/freezer rooms</li> </ul>	<p>●●●●●</p> <p><b>On our way</b></p> <p>Outcome 2024</p> <p><b>177</b> kWh/m<sup>2</sup></p>
<p><b>Impact on environment, working conditions, human rights in the supply chain:</b></p> <p>By 2024, all significant suppliers should have successfully completed a supplier assessment or implement an improvement plan by 2025.</p>	<p>Sustainable Choices</p> <p>8 12 13</p>	<ul style="list-style-type: none"> <li>Implemented a formalised procedure for enhanced assessment of suppliers that do not meet our requirements and expectations</li> <li>44% (0%) of significant suppliers have undergone supplier evaluation with a pass or better</li> <li>92% (78%) of significant suppliers have signed the company's Supplier Code of Conduct</li> </ul>	<p>●●●●●</p> <p><b>Partially achieved</b></p> <p>Work is progressing according to plan</p>
<p><b>Reduced food waste</b></p> <p>Food waste per guest should be reduced by 20% by 2026 and by 50% by 2030, in line with the 2030 Agenda (base year 2023).</p>	<p>Sustainable Choices</p> <p>12 13</p>	<ul style="list-style-type: none"> <li>Collaboration with nearby Kyrkebacka Trädgård for customised cultivation of EU organic vegetables</li> <li>Overproduced food is sold to Too Good To Go and/or donated to Rådningmissionen</li> <li>Workshops and initiatives for increased cooperation between the facility's kitchens to reduce production waste</li> </ul>	<p>●●●●●</p> <p><b>On track</b></p> <p>Development 2024</p> <p><b>-24%</b></p>
<p><b>Sustainable business model and sustainable meeting culture:</b></p> <p>By 2025, all own trade fairs and meetings/conferences should include activities aimed at inspiring sustainable solutions/innovation.</p>	<p>Sustainable Meetings</p> <p>5 7 8</p> <p>10 12 13</p>	<ul style="list-style-type: none"> <li>Sustainability checklist for events implemented in most trade fair projects</li> <li>Continued strong focus on sustainable choices for customers and visitors, such as reusable stand packages and rental mats</li> <li>Participation in international contexts, such as IBTM and PCMA's Convene 4 Climate, for knowledge sharing and dialogue on sustainable development in the meetings industry</li> </ul>	<p>●●●●●</p> <p><b>In line with target for the year</b></p>

# Roadmap to net zero

**In line with the Paris Agreement and the international meeting industry's Net Zero Carbon Events Pledge, we are following a roadmap to achieve net zero carbon emissions by 2050.**

The roadmap serves as a guide to how we will practically achieve our climate targets. Achieving net zero is a complex task that requires collaboration, innovation and engagement, not only within our own organisation but also with our partners, suppliers and customers. Each step of this journey requires thoughtful decisions and continuous adaptation.

Our approach is to combine ambitious climate targets with a realistic strategy that allows us to act efficiently and responsibly. We aim to continuously reduce our climate emissions per visitor, with an interim target of 50% lower emissions by 2030 and the ultimate goal of reaching net zero emissions by 2050, in line with the Paris Agreement. At the same time, we know that the transition is not linear and that the pace is influenced by a range of factors, where economic sustainability needs to go hand in hand with our climate action. We continue to identify and implement measures that reduce emissions in a long-term sustainable manner, as technology development and market conditions enable further steps forward.

## **Meeting where it makes the greatest impact**

Our goal is to enable meetings with the lowest possible climate impact, where both our own transition and Gothenburg's broader sustainability efforts play a key role. By bringing people together at a venue powered by fossil-free energy and committed to sustainable sourcing and choices, we reduce the carbon footprint compared to hosting the same meetings across multiple locations or occasions.

We see a growing interest from customers in meeting more sustainably, and our role is to both enable and accelerate this shift – ensuring that more people choose to meet where the conditions for a sustainable event are at their best.

## **Conditions for roadmap and climate reporting**

### *Adjustment of base year to fiscal year 2023*

In 2023, we conducted full climate calculations in

accordance with the Greenhouse Gas Protocol for the calendar years 2022 and 2023. As 2022 was still heavily influenced by pandemic restrictions, resulting in lower greenhouse gas emissions, we have concluded that the data collected for 2022 is not sufficiently robust for a representative base year. We have therefore chosen to adjust the base year for our roadmap to 2023, which provides more relevant conditions for our ongoing climate efforts.

### *Visitor travel emissions*

Emissions from our visitors' travel are not covered by the Greenhouse Gas Protocol and are therefore not included in our climate reporting. However, we are actively engaged throughout the customer journey to reduce these indirect emissions as far as possible.

## **Emissions calculations and monitoring**

Complete climate calculations in accordance with the Greenhouse Gas Protocol are carried out annually to assess our climate impact and guide our efforts towards effective measures. Through the Net Zero Carbon Events Pledge, we commit to regularly reviewing and updating our roadmap to ensure it remains relevant in line with technological advancements, changing market conditions, and new scientific insights.

## **Continued emissions reductions**

We have previously implemented several significant measures in our climate efforts, such as the transition to wind power in 2011, the installation of solar panels in 2022, and the upgrading of ventilation systems and lighting to modern, energy-efficient alternatives in 2024. These are just a few examples of the steps we are taking to reduce our climate impact.

Our roadmap includes a catalogue of potential measures. 99% of our emissions are found in scope 3, primarily from purchased goods and services. While actions continue in scopes 1 and 2, the greatest reduction potential lies in scope 3.

### Selection of measures, scope 3

#### Sustainable procurement

A significant portion of our carbon emissions is linked to the purchase of goods and services (66%). We continue to collaborate with suppliers to reduce their climate impact, including setting requirements for climate goals aligned with the Paris Agreement.

#### Food and beverage

We continue to prioritise organic, locally produced, and fair trade-certified options for food and beverage. This includes increased use of locally grown vegetables, reduced meat consumption, measures to cut food waste, and more plant-based alternatives.

#### Transport of goods to events

We continue to invest in digital solutions to improve access to our business offering. By providing customers with products that are already on-site and reused, we reduce the transportation of goods to the venue.

#### Capital goods

We actively work to reduce the climate impact of purchasing and the use of capital goods, including buildings and equipment. This includes prioritising sustainable alternatives and optimising the use of these resources.

### Carbon emissions overview

In 2024, our total emissions decreased. Adjusted for expanded and more granular data in 2024, emissions per visitor were in line with the previous year.

To reduce emissions per visitor, we continue to develop our sustainable solutions – from optimising resource use at events to close collaboration with our suppliers to cut emissions across the entire value chain.

Scope	Category	2024 Tonnes CO <sub>2</sub> e	2023 Tonnes CO <sub>2</sub> e	Distribution of emissions, 2024
Scope 1 total		<b>28</b>	<b>57</b>	<b>0.3%</b>
	Mobile combustion (cars)	7.8	14	0.1%
	Stationary combustion (property)	1.7	1.6	0.0%
	Refrigerants	19	42	0.2%
Scope 2 total		<b>38</b>	<b>35</b>	<b>0.4%</b>
	Purchased electricity	0	0	0.0%
	Heating	38	35	0.4%
Scope 3 total		<b>9,743</b>	<b>10,735</b>	<b>99.3%</b>
	Cat 1 – Purchased goods and services	6,459	7,588	65.8%
	Cat 2 – Capital goods	2,122	2,173	21.6%
	Cat 3 – Fuel- and energy-related activities	152	156	1.5%
	Cat 4 – Upstream transportation and distribution	73*	7.2	0.7%
	Cat 5 – Waste generated in operations	44	79	0.5%
	Cat 6 – Business travel	54	68	0.6%
	Cat 7 – Employee commuting	399	421	4.1%
	Cat 9 – Downstream transportation and distribution	432*	236	4.4%
	Cat 13 – Downstream leased assets	8.0	8.0	0.1%
<b>Scope 1–3 total</b>		<b>9,809</b>	<b>10,827</b>	<b>100.0%</b>

\* The increase is primarily attributable to changes in reporting, where some data was previously reported under Category 1.

## FOCUS AREA

## Sustainable Choices

**Through responsible procurement, efficient resource management, and inspiring customers and visitors to make conscious choices, we work to reduce the carbon footprint of purchased goods and services at our venue.**

**Food and beverage**

We continue our systematic efforts to reduce the climate impact of food and beverage, which accounts for the largest share of our emissions. In 2024, we improved carbon efficiency within food and beverage by approximately 3% – meaning we reduced emissions relative to the amount of food and raw materials purchased.

Efforts to cut emissions span the entire value chain, allowing us to contribute to sustainable development at the production level. We prioritise organic, locally produced, and fair trade options. Since 2024, all coffee and tea served at our venue is both organic and Fair-trade-certified. We also set high animal welfare standards for our suppliers, ensuring production adheres to responsible farming practices. Our initiatives include sourcing meat from free-range Linderöd pigs and Fjäll cattle, as well as banning red-listed fish species.

A key part of reducing the restaurant operation's footprint is offering customers and visitors the opportunity to make informed choices. During the year, we introduced new breakfast buffet serving suggestions aligned with WWF's One Planet Plate. On the exhibition floor, we introduced options such as Swedish pork and vegetarian BBQ instead of beef, while continuing to expand plant-based choices across à la carte and banquet menus to inspire more sustainable food choices.

To combat food waste, we measure and analyse waste levels in all our production kitchens. During the year, we conducted workshops to identify further reduction measures. In 2024, we reduced food waste per guest by 24% compared to the previous year.

Through our partnership with Räddningsmissionen, we donate surplus food to their operations. In 2024, we provided approximately 6,900 meals, equivalent to a climate impact of around 2,200 kg CO<sub>2</sub>e. We also sell surplus food and products from our restaurants and cafés at a reduced price via Too Good To Go – approximately 2,300 food bags in 2024. Through close dialogue with suppliers, we repurpose ingredients approaching their best-before date, creating both economic and environmental benefits.

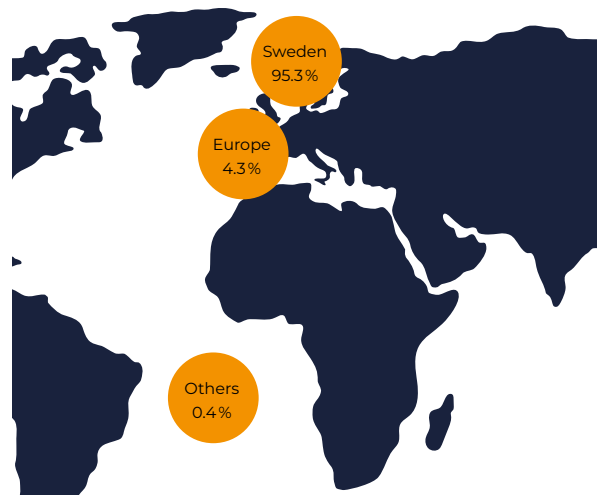
**Responsible purchasing**

We have strong relationships with our primarily Swedish, and in many cases regional, suppliers. A central aspect of these business relationships is our Supplier Code of Conduct, which all suppliers are expected to follow. The code sets requirements for respect for fundamental human rights, labour rights, environmental protection, and anti-corruption, and is integrated into every contract process.

50 suppliers have been identified as significant from a sustainability perspective, based on the type of product, volume, and geography/region. Of these significant suppliers, 92% (78%) have signed the code of conduct. Work to ensure that all significant suppliers sign the code continues.

The purchasing function has taken further steps in sustainability efforts, and we continue to work towards the target that 100% of our significant contract suppliers undergo a sustainability assessment with an approved result. We have implemented a formalised routine where we expand assessments for suppliers who do not meet our requirements and expectations. This work has progressed as planned, with several assessments carried out in 2024.

During the year, we also led a project where we risk-assessed all chemicals used in the business. The purpose of this mapping is to ensure responsible and safe handling of chemicals and to reduce environmental impact wherever possible.

**Geographic distribution of selected suppliers**



## From field to kitchen in just an hour

In 2024, we began a collaboration with Kyrkebacka Trädgård, an organic farm located about an hour from our venue. Together, we grew around 20 tonnes of EU-certified organic vegetables, carefully tailored to our menus and needs. The cultivation process is planned in partnership with the farm's owners, Fredrik and Viktoria, where our chefs have input on everything from crop selection to the size of the produce.

– The collaboration with Kyrkebacka Trädgård is an example of how we can work resource-efficiently and sustainably at every stage. We know that everything we grow is used in our kitchens, which reduces waste and, consequently, climate impact.

Most importantly, we create high-quality raw ingredients while also supporting sustainable development in the supply chain, says Fredrik Andersson, Culinary Executive Chef at Svenska Mässan Gothia Towers.

The vegetables, ranging from cucumbers and tomatoes to chard and rape leaves, are served throughout the venue – from restaurant menus to banquet services. By working closely with the producer and with logistical support from Grönsakshallen Sorunda, we also optimise transport to further reduce environmental impact, as products from Kyrkebacka Trädgård are delivered with our regular vegetable deliveries.

## FOCUS AREA

# Relations and Health

**Relationships are at the core of our business. By fostering engagement and well-being among our employees, we create an inclusive work environment where people are motivated to take responsibility, contribute, and grow. At the same time, we actively work to contribute to a sustainable world through collaborations and initiatives that strengthen both our community and our organisation.**

## Knowledge and learning

Skills development is one of the cornerstones for continuing to strengthen our organisation and employer brand. In 2024, we launched a new learning management system where employees can access both digital and instructor-led courses.

We have placed a special focus on all our supervisors, who this year participated in our training programme "Value-Creating Leadership", and we have developed a course on inclusive leadership for all managers. These initiatives aim to strengthen skills and awareness in areas such as workplace environment, economics, communication, diversity, and fair recruitment processes.

To increase the organisation's knowledge in various sustainability dimensions, we developed over 20 courses this year, covering topics such as chemicals and procurement, diversity, and CSRD reporting.

## Continued high employee index

In the annual employee survey, most indices were at or above the benchmark. We are pleased with a very high response rate, continued high index levels, and an employer attractiveness that remains well above the benchmark (see also Key figures on the next page).

Compared to 2023, we saw slightly lower results in some areas, which was expected given the need to adapt our operations to challenging external and market conditions.

We are analysing the results and feedback from employees to implement improvements moving forward, with the ambition to develop in all areas.

## Engagement, transparency, and clarity

We aim to be a sustainable workplace with engaged employees. In addition to providing a safe and secure work environment, participation and clarity are key areas of this work. We have a clear goal-setting process so that every employee understands how they contribute to the organisation's success. At staff meetings, available to all employees, we share the business status, and at regular manager forums, our leaders are updated and involved in discussions about the current situation and the way forward.

## Health, inclusion, and diversity

To promote the health and well-being of our employees we offer activities such as yoga, choir singing, and circuit training through our wellness programme "Stay Well", as well as the opportunity to meet with a therapist for mental health support at no cost. The staff gym, inaugurated last year, is frequently used. Through the wellness challenge "Hitta ut", a form of orienteering, we have also encouraged physical activity and team spirit.

Throughout May, we held a diversity initiative organised by our diversity and inclusion ambassadors. It featured activities such as quizzes and themed weeks in the staff restaurant to raise awareness and take a stand for our differences.

For a healthy physical work environment, we work systematically with reporting and follow-up of incidents and accidents, ongoing risk assessments, and safety rounds. During the year, 46 (46) accidents and 25 (22) incidents were reported.

## Community engagement that makes a difference

We have been collaborating with Räddningsmissionen for many years, supporting their work with people in vulnerable situations. In December, we participated in Räddningsmissionen's "Giving Tuesday" campaign and donated 25 SEK for each guest staying at our hotel to their breakfast café. We also donate food, furniture, and other equipment to Räddningsmissionen and the organisation Reningsborg. We are active partners of Ung Företagsamhet and "Öppet Hus," where we contribute to a more inclusive job market. Currently, ten of our employees are mentors for "Öppet Hus," and we are working to expand this engagement.

Key figures

Employee survey



**Engagement** Benchmark: 81  
**Team effectiveness** Benchmark: 77  
**Leaderships** Benchmark: 80

For these three important indices, we have maintained high results. Leadership and Team effectiveness remained unchanged compared to the previous year, while Engagement decreased slightly from 83 to 82.

Reponse rate: **90%** (Benchmark: 85%)



Employee Net Promoter Score (eNPS)

eNPS measures our employer brand's attractiveness and employee loyalty. This year's result was 22, compared to the benchmark of 16.

Gender distribution

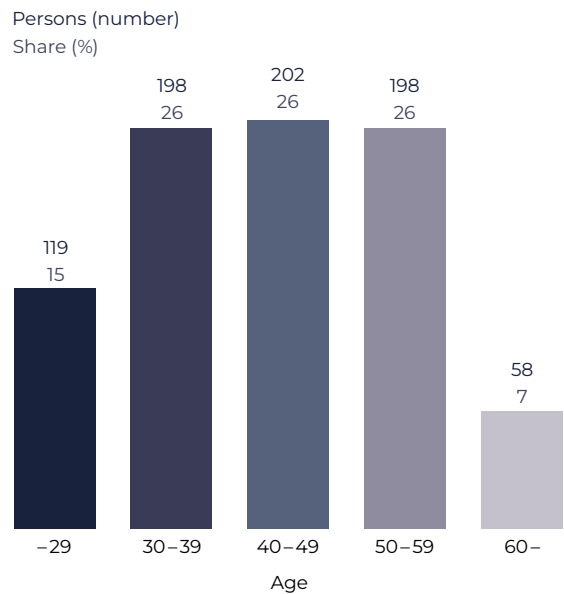


**Managers**  
 ● Men 43%  
 ● Women 57%

**Employees**  
 ● Men 42%  
 ● Women 58%

Age distribution

Permanent employees



**10%**

Our target is employee turnover below 15%. The result for 2024 was 10%.

**43**

**Average age** of permanent employees (including probationers) was 43 years.

FOCUS AREA

# Circular Resources

**By working towards optimised resource use, we create a venue that is both responsible and innovative.**

### Energy

We are working long-term to continue reducing energy consumption according to our energy plan. In 2024, we upgraded older ventilation units and lighting systems to modern, energy-efficient alternatives, resulting in significant annual savings. By rerouting warm air from the substations, we use it to preheat outdoor air, which has reduced the heating demand by approximately 75,000 kWh per year. We have insulated all pipes and pipe components in the substations, improving our working environment and further lowering energy consumption by around 75,000 kWh. Future efficiency measures include the introduction of AI control for monitoring and regulating our systems, as well as ongoing evaluation of additional ventilation and lighting improvements.

In 2024, we reduced overall energy consumption but saw a slight increase per visitor. This is due to the facility's energy needs remaining largely the same regardless of the number of visitors throughout the year.

Energy consumption	2024	2023	2022 <sup>1</sup>	2021 <sup>2</sup>	2020 <sup>2</sup>
Total (MWh)	29,735	30,448	29,002	26,715	24,524
Per m <sup>2</sup> (kWh)	177	182	173	159	147

### Water

To use water more efficiently at our venue, we work with SmartVatten to monitor consumption and prevent leaks. We have also installed water-saving faucets and showers.

In 2023, extensive measures were taken to significantly reduce water usage. In 2024, we have maintained a similar total level, though the usage per visitor has increased slightly. Moving forward, we are evaluating additional measures to reduce and optimise water usage across the entire facility.

Water consumption	2024	2023	2022 <sup>1</sup>	2021 <sup>2</sup>	2020 <sup>2</sup>
Total (m <sup>3</sup> )	97,053	96,707	109,693	74,095	70,908

### Waste and reuse

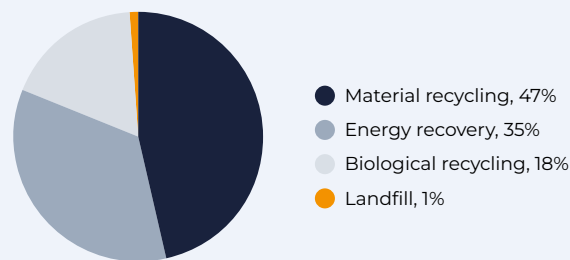
We aim to continuously reduce our total waste amount and increase the recycling rate of generated waste. During the year, we installed four new compactors for soft plastics and cardboard, which, combined with waste sorting initiatives introduced in 2023, have reduced the need for waste transport by 75% annually.

We increased the share of rental carpets instead of disposable ones from around 40% to approximately 90%. In collaboration with Chalmers, we have developed improved solutions for guest-facing waste sorting. We also created a reuse station where discarded but functional products are collected for pickup by Brattöns Återbruk.

This year's efforts and progress led to a 10% reduction in waste per visitor, and we recycled 99% of our waste. Both the proportion of material recycling and biological recycling increased, while energy recovery and landfill waste decreased – despite ongoing renovations at the venue.

Waste	2024	2023	2022 <sup>1</sup>	2021 <sup>2</sup>	2020 <sup>2</sup>
Total (tonnes)	1,171	1,463	1,379	605	876

### Waste recycling in 2024



### Transport

Transportation is a key element in our efforts to reduce climate emissions and ease the traffic load in central Gothenburg. This year, we put an electric light commercial vehicle into operation, and by consolidating deliveries from our restaurant suppliers, we have reduced the number of transports by over 100 per year. In collaboration with Gothenburg Green City Zone, we are working towards the target of reducing the number of transports to the venue by 30% through increased co-loading, with a pilot project planned to start in 2025. At the same time, we will launch a new transport management system in 2025, enabling digital booking of time slots for unloading and loading goods, reducing the risk of traffic congestion. As part of the REDIG project, we are automating data collection and optimizing load capacity.

<sup>1</sup> 2022: Not a full operational year due to Covid-19  
<sup>2</sup> 2020–2021: Operational year affected by Covid-19



At the beginning of the year, we upgraded the ventilation system for our largest exhibition hall, a measure that is expected to result in an energy saving of 1 million kWh per year. The picture shows when the new ventilation units were lifted onto the hall's roof.



## FOCUS AREA

# Sustainable Meetings

**The focus area of Sustainable Meetings is embedded in our other focus areas. This means that we integrate sustainability into every aspect of our trade fairs and meetings, from planning and execution to follow-up.**

By working with sustainable choices, relationships and health, as well as circular resources, we ensure that our sustainability efforts are not just a set of initiatives but a cohesive strategy that drives long-term business benefits, societal impact, and environmental advantages.

In 2024, we continued to take steps to systematically strengthen sustainability in our events, with concrete actions that lead to real results. Our internal sustainability checklist, developed in 2023, has been implemented in our own trade fairs throughout the year. It covers areas such as transport, production, waste management, food and beverage, and communication, ensuring that sustainability is a natural part of every trade fair project. Through the checklist, we create better internal processes and increase the sustainability focus of our partners and customers, allowing us to drive development together with them.

We also continue to develop our sustainability guide to support customers and organisers in making more sustainable choices, such as how they travel to

Gothenburg and plan their events with circular and climate-conscious solutions. By highlighting concrete opportunities – from reusable stand solutions and rental carpets to fabric bags and water stations instead of disposable alternatives – we help our customers reduce their environmental impact while strengthening our own sustainability efforts.

Our work to prepare for the CSRD directive goes hand in hand with meeting the increasing transparency demands from our customers and other stakeholders. International congresses consider sustainability efforts a key factor when choosing a venue. In this context, Gothenburg, which continues to rank highly on the GDS index for sustainable destinations, remains a strong competitive advantage for us.

All actors in the international meetings industry face the same challenges and opportunities, and we are actively involved in the global effort to push sustainability issues forward. Over the year, we have participated in international forums such as IBTM and PCMA's Convene 4 Climate, where we've had the opportunity to share our concrete efforts at our venue, as well as take part in the dialogue about the industry's transition and how we can work together for more sustainable meetings. Our connection to organisations like ICCA and UFI strengthens both our sustainability work and our position in the industry.



*The decision to host the SANCBE biannual meeting in Gothenburg reflects Sweden's growing reputation as a competitive and sustainable destination for international meetings.*

**Matthias Schultze, Co-Chair, the Strategic Alliance of the National Convention Bureaux of Europe** on why the industry organisation chose Gothenburg for its mid-year meeting, held at Svenska Mässan Gothia Towers in January 2025.

# Risks and opportunities

**To minimise the negative effects of the risks associated with our activities, but also to act on the opportunities that these risks may bring, we attach great importance to effective, systematic risk management.**

Our ambition is for risk management to be proactive and integrated into all business processes, thereby supporting the achievement of our business objectives. Our risk process is managed systematically, regularly and equally across the organisation. We work actively with risk management in accordance with ISO 31000:2009.

## **Risk management process**

Our primary goal of risk management is to eliminate threats that could affect our operations or threaten the safety of our employees and visitors. We strive to create a safe environment and realise our vision of becoming Europe's most attractive meeting place. We categorise risks into business risks and safety risks. Risks related to sustainability are primarily associated with business risks.

## **Risk management responsibilities and organisation**

- The Board of Directors has overall responsibility for effective risk management in accordance with our risk policy.
- The Risk Committee, which is composed of members of the Board and convenes three times a year, is informed of events and monitors the management's risk work, and prepares issues for the Board.
- The President/CEO is responsible for risk management, while the Director of Security manages the implementation of security risk analysis and training, and supports operational risk management.
- Group Management conducts analyses of the 40 highest priority risks, based on risk reports from each business area.
- The management teams are responsible for creating risk registers and conducting analyses for their respective business areas, and report these annually.

## **Follow-up and review**

An internal review of risk management is carried out annually and the Director of Security ensures that the policy is updated in line with business developments.

## **Tools and methodology**

We use established tools and processes in accordance with ISO 31000:2009 to conduct our risk analysis.

## **Significant sustainability-related risks and risk management**

In 2024, we developed and conducted a double materiality assessment in line with the requirements of the CSRD reporting directive and the ESRS sustainability standards. In 2025, we will deepen and concretise the work on the sustainability-related risks identified in this process in preparation for our first sustainability reporting according to CSRD. This report therefore describes the sustainability-related risks and the systematic risk management we have worked on during 2024.

Central to ensuring compliance with our core values and addressing any shortcomings are our Code of Conduct and our whistleblowing function. The overall objective is to increase the proactivity of the sustainability and risk management dialogue.

### *Sustainability risks in the supply chain*

This type of risk mainly concerns breaches of the Code of Conduct regarding social responsibility, human rights, working conditions, health and safety, the environment and corruption in the supply chain. We require all suppliers to respect and comply with the principles of the Code of Conduct. The Code of Conduct lists basic sustainability requirements and ethical guidelines for suppliers. Suppliers undertake to comply with the Code of Conduct throughout their operations and to ensure that their subcontractors do the same. Follow-up takes place continuously in connection with the signing of new contracts and at regular follow-up meetings with evaluation of suppliers.

### *Shortage of raw materials*

War, pandemics and extreme weather risk reducing the availability of raw materials, which may limit the availability of volumes or specific products that meet demand. This can affect our business offering and pricing and, by extension, the business as a whole. Several measures are taken to ensure the supply of goods. Partly by continuously raising internal competence in purchasing work in combination with ongoing dialogue with suppliers, and partly by spreading risks such as the supply of goods from more geographical areas.



*Climate-related risks*

The risks in the environmental field are complex and include the availability of raw materials and costs that may arise as a result of political decisions. At the same time, these risks represent opportunities for those players who are at the forefront of the competition.

We ensure that we are prepared for climate-related risks that may have a direct impact on our operations. This is done through active measures to reduce our climate impact. We also ensure that the business is equipped for the direct impact that extreme weather can have by conducting investigations linked to, among other things, stormwater and cloudbursts.

*Supply of skills*

Skills provision is a key issue affecting all stakeholders. Competition for talent can lead to some staff turnover. This situation is not unique to our business but part of the wider labour market dynamics. The pandemic has introduced additional complexity by changing workforce needs and availability, but these are manageable aspects of our long-term planning.

To ensure a good supply of skills, we emphasise the importance of skills development, succession planning and targeted recruitment, while constantly developing our employer brand. Our commitment to diversity, a good working environment and work-life balance is central to our ability to attract and retain qualified staff. These efforts are crucial to our long-term success and our position as a sought-after employer.

*Brand and market risk*

The risk includes potential negative association with misbranding and poor management of sustainability issues. These factors could damage our brand's reputation and profitability, leading to negative publicity, loss of customer loyalty and reduced competitiveness.

We carry out regular brand assessments and maintain our ISO 20121 certification, which includes external audits. A dedicated sustainability resource works with different departments to achieve continuous improvement. Our efforts include supply chain monitoring and employee training.

*Health and safety risks*

We have employees in several different business areas such as hotels, restaurants, logistics, assembly, sales and administration. In these activities there is a risk of accidents with personal injuries and risks linked to the social and organisational work environment.

The guidelines and procedures that form the basis for systematic work environment management are based on current legislation. We carry out systematic work environment management linked to the physical, organisational and psychosocial work environment, and annual risk assessments are carried out. In more physically demanding and high-risk environments, load assessments are carried out every two years with-in lifting, vibration and noise.

*Corruption and information security*

Our Code of Conduct and the Supplier Code of Conduct stipulate how employees and suppliers should act in relation to relevant issues. The Code of Conduct has been communicated to employees and suppliers respectively. All suppliers must comply with the Code of Conduct and follow-up takes place on an ongoing basis when new contracts are signed and at quarterly meetings. We have not had any reported cases of corruption during the year. Security work is conducted in accordance with the international guidelines for information security management.

*Other security risks*

Extensive systematic and preventive security work is carried out within the organisation, focusing on detection, analysis and remedial activities. Personal safety has the highest priority in this work. We currently have two comprehensive certifications linked to security: Safe Hotel Premium Level and Vål Brandskyddat Hotell® ("Well Fire Protected Hotel"). The certifications are audited annually by an external party.

**Tools and methodology**

All operational risk analyses are carried out based on well-established tools, processes and documents in accordance with ISO 31000:2009.





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