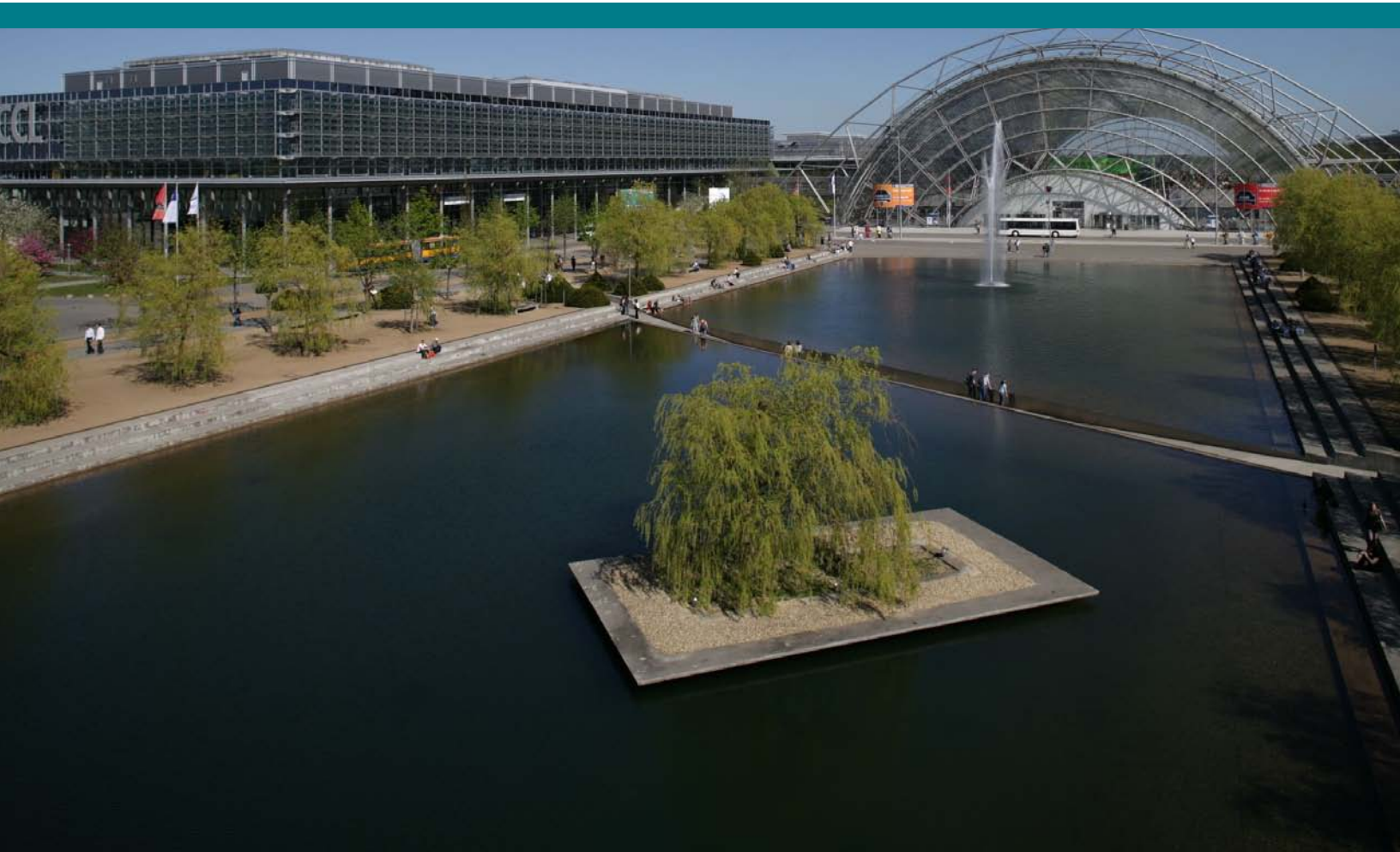




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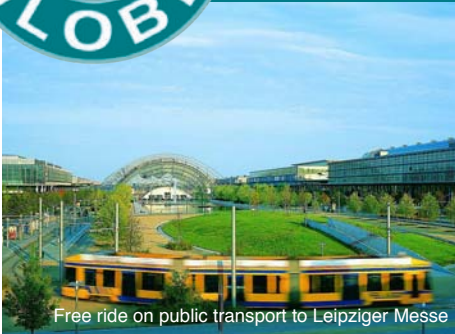
Green Globe making a world of difference



Leipziger Messe GmbH, Germany

A Green Globe Case Study - Category: Conference Center





Free ride on public transport to Leipziger Messe



Leipziger Messe has launched a transparent and measurable sustainability management process for the company titled “Growth in Balance”. In February 2010 this sustainable approach was recognized with the Green Globe Certification. The starting-point for this program has been the opening of the so-called 2-Degree Office – a model office featuring information on how Messe employees can save resources and energy in their everyday working lives.

This year will focus on workshops demonstrating how further sustainability goals can be achieved. Furthermore Leipziger Messe has plans to draw up a sustainability statute, followed by a sustainability report.

Growth in Balance

“Wachsen in Balance” (Growth in Balance) is an expression of the Leipziger Messe’s commitment to sustainability as its principle for responsible business management activity. This campaign has been running throughout 2010 with a number of employee and management initiatives.

An information platform has been launched on the intranet of Leipziger Messe, thoroughly informing all employees about what sustainability means, and how each employee can make his or her personal contribution to responsible, sustainable operations and an enhanced ecobalance.

The 2-Degree Office has been opened in our administration building – a model office featuring information on how Messe employees can save resources and energy in their everyday working lives. (The name “2-Degree Office” was derived from the global objective to reduce global warming to 2 degrees).

Both the intranet pages and the 2-Degree Office expressly recommend that employees use car pools, or, even better, use public means of transport such as the tram or bus. To this end, lists are available in the 2-Degree Office where employees can enter their names and daily routes, and find a car pool group to share their commute.

Beyond encouraging car pools among employees, we strongly encourage our clients – including visitors and exhibitors at our trade shows and meetings – to use public transport rather than their individual cars.

Trade Shows: Leipziger Messe sponsors free travel on public transport for all our trade show visitors and exhibitors within the greater Leipzig area. As soon as they purchase a ticket for a show, they are entitled to a free tram or bus ride to and from the show.

Meetings and Conferences: Leipziger Messe and the LVB Leipzig Transport company co-operate closely to offer conference delegates tickets for public transport valid throughout the entire duration of the conference at substantially discounted prices. The vast majority of meeting planners make use of this offer. For many conferences, delegates get the “free ride on public transport” code printed on their badges and thus can freely use all means of public transport at all times. Conference delegates are encouraged to use public transport not only for their rides between the airport, the venue and the hotels, but also when they explore the charms of the city during their leisurely hours. These activities substantially help to reduce carbon emissions.

Care for the Urban Environment

This is an annual highlight in the City of Leipzig which usually takes place during one week in late March and/or early April. The City of Leipzig encourages all citizens to



Opening of the 2 Degree Office



Leipziger Messe Employees in the 2 Degree Office



Spring Cleaning in Leipzig

A Green Globe Case Study

clean public places and clear away rubbish and other dumped garbage. Some business corporations in Leipzig – among them Leipziger Messe – promote this action actively throughout their company and encourage managers and employees to take part. Most of our staff volunteer to clear parts of the Leipziger Messe property and public areas of the city such as parks, streets and squares which need cleaning. This action relies on the volunteer spirit among citizens and local companies and has become a long-standing tradition.

Local Collaboration

Leipziger Messe is a member, and in fact serves on the board, of the city's tourism organization, the Leipzig Tourist Service e.V. Leipziger Messe has helped developed the strategies for Leipzig's development as a tourist destination. Leipziger Messe contributes to many activities of the Leipzig Tourist Service, like co-financing exhibits at relevant national and international trade shows, internet presentations etc. Leipziger Messe was the co-founder of "Feel the Spirit – do-it-at-leipzig.de", the online platform for marketing Leipzig as an attractive meeting destination. This platform is a success story, and Leipziger Messe continues being strongly involved in its financing and further development.

Supporting Charities

- UNICEF: Leipziger Messe supports the activities of the local UNICEF branch and contributes to the fundraising activities, encouraging clients to make their own donations.
- UIZ: The UIZ Environment Information Center is a locally based non-profit organization with the objective to educate the general public towards more environment-conscious behaviour (going with this into schools, organizing public lectures etc.). Leipziger Messe is a full member of this organization. Support is not only limited to paying fees regularly. Leipziger Messe owns and hosts a trade show "TerraTec" which makes a great contribution towards environmental education of the general public.
- ZWERGENLAND: "Little Dwarfs' Land" is a home in Leipzig for children who have lost their parents and have no other relatives. Leipziger Messe supports this home in many ways, including donations (employees are very willing to donate money for this institution), providing transport, or more simply, making gifts for the children like toys and sports equipment. The children of Zwergenland are our regular guests at the company's Christmas parties, summer parties or other enjoyable social gatherings.

Staff Code of Conduct

Each employee of Leipziger Messe has received the "LEITBILD" of Leipziger Messe. The meaning of the German word Leitbild combines what would be in English a Mission Statement and a Code of Conduct. The booklet contains five chapters in which each of the points of the Leitbild are explained precisely and at length. The headlines of these five chapters – the essence of the Leitbild – are set as the standard screensaver of all computers throughout Leipziger Messe. They are:

THE PRODUCTS: Leipzig trade shows are "made to measure" (which means tailor-made to the needs of the clients, and reasonably designed and sized in terms of the use of resources.)

THE CLIENTS: Clients of Leipziger Messe have the right to utmost satisfaction of their needs

INNOVATION: In Leipzig, niches are turned into markets of the future

ECONOMY: Leipziger Messe steadily and continuously increases the effectiveness and efficiency of its operations

EMPLOYEES: Leipziger Messe expects full commitment from its employees and in turn commits itself to helping its employees grow personally and professionally.



Screenshot of the do-it-at-leipzig.de website



Zwergenland



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