Hamburg
Messe + Congress

HAMBURG MESSE UND CONGRESS SHAPES THE FUTURE

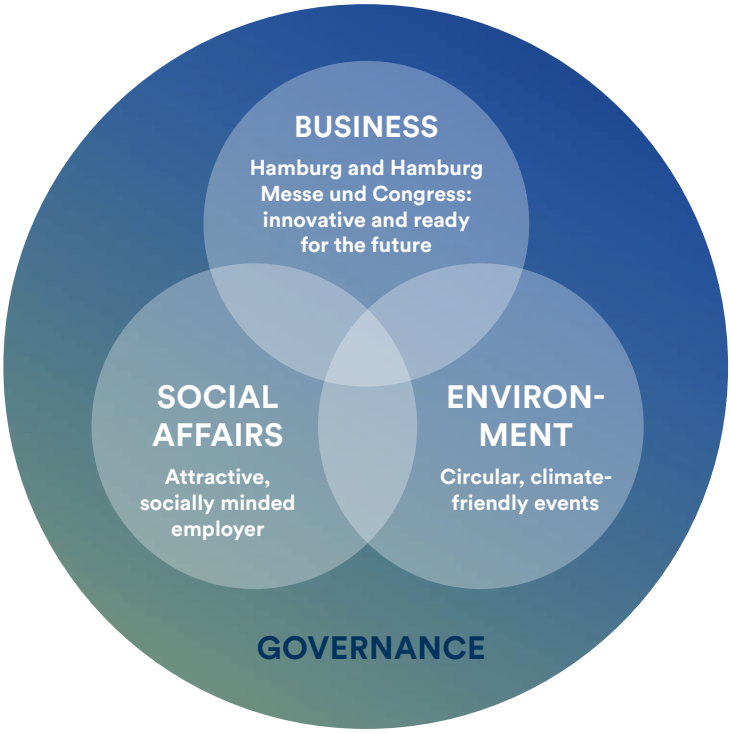
Sustainability is a key element of our corporate strategy and a highly relevant topic for the future of Hamburg Messe und Congress. We are consistently working on making our trade fair and event management more sustainable. As a company owned by the State and City of Hamburg, we are undertaking these efforts as our contribution to a Hamburg metropolitan area that is ready to face the future. At the same time, we see ourselves as a platform for networking and innovation where questions relevant to a sustainable future are discussed and the transformation is promoted across industries.

Our Sustainability Strategy

How can we become a sustainable and net-zero carbon trade fair and event organisation by the year 2040? We have summarised our answers to this question in our sustainability strategy.

Our three Value Circles

Our sustainability strategy for the period from 2023 to 2033 is based on three "value circles": Environment, Social Affairs, and Business. These are linked to the three dimensions of sustainability – Environment, Social Affairs and Governance –, alongside the United Nations Sustainable Development Goals and the Corporate Strategy of Hamburg Messe und Congress.



ENVIRONMENT

Climate protection

Climate change is one of the greatest challenges of our time. We are taking initiative now and have declared climate protection a core field of action for Hamburg Messe und Congress.

In 2025, we prepared our first comprehensive greenhouse gas balance sheet based on the globally recognised Greenhouse Gas Protocol (GHG Protocol). Covering the year 2024, it provides a meaningful data basis for prioritising appropriate measures. The analysis shows that Scope 3 GHG emissions, which include all external, indirect emissions from the upstream and downstream value chain and are mainly associated with purchased goods and services, the resulting waste, and exhibitor and visitor mobility, represent the largest portion of all GHG emissions. The primary reduction potential for Scope 1 and 2 emissions (Hamburg Messe und Congress direct emissions and purchased energy) lies in heat supply management. Based on these insights, we are currently developing a Climate Transition Plan which we intend to present in 2026.

Energy consumption

To further reduce our greenhouse gas emissions, we are progressively optimising our energy use. Our energy management system has been certified to ISO 50001 since 2025. In connection with its comprehensive revitalisation, the CCH – Congress Center Hamburg was awarded Gold Certification by DGNB, the German Sustainable Building Council.

Furthermore, since 2025 Hamburg Messe und Congress has been generating some of its own electricity: a photovoltaics system with a total module surface of around 1,760 m² was installed on the roof of the CCH.

"We design circular events by reusing resources, setting new circular economy standards, and driving systemic change in the events industry – jointly with our customers, partners and contractors."

Circularity Vision Hamburg Messe und Congress

Resource utilisation and circular economy

The circular economy concept is applied throughout all operational areas of Hamburg Messe und Congress. The focus is on circular management practices, avoiding or minimising waste, preserving the value of equipment, and reusing materials. Furthermore, we are committed to optimising our resource utilisation further, e.g. by avoiding waste and maximising energy efficiency.

15 tonnes of waste avoided

Elimination of corridor carpets during SMM and WindEnergy Hamburg since 2024, more than 45,000 m² of carpeting

Highlights

Climate protection and energy	Resource utilisation and circular economy
100 per cent renewable electricity purchased since 2011 Heat supply: 99 per cent from a district heating network	Waste separation and recycling management during events and throughout the exhibition complex
Energy efficiency improvements at the exhibition complex (such as retrofitting LED lighting, installing waste heat recovery systems in exhibition halls)	Mandatory waste prevention and separation rules for event organisers and exhibitors
Member of the Partnership for the Environment (UmweltPartnerschaft) Hamburg	Resource-efficient stand construction and services offered (e.g., components made from recycled materials; rental furnishings/equipment) as options for event organisers and exhibitors

From 3.6 L to 0.9 L

Reduction of water consumption per wash cycle by retrofitting 160 washbasin taps

SOCIAL AFFAIRS

Labour relations

At Hamburg Messe und Congress we have a clear vision: we want to be an attractive and socially minded employer for all genders, identities and people with a migration background or handicap. This strengthens our competencies, our corporate culture and our creativity.

Working at Hamburg Messe und Congress

Hamburg Messe und Congress is committed to providing a work environment characterised by adherence to collective agreements, compliance with legal regulations, and dependable working conditions. Protecting our employees' income while ensuring occupational safety and health fosters long-term employment.

We invest in our employees' individual growth. We build competencies through regular development dialogues and tailored training opportunities, especially in the areas of digitalisation, event innovation, sustainability and ESG. Our core tool to accomplish this is our in-house academy which manages our training programmes.

Diversity, fair treatment and equal opportunities

To promote equal opportunities, we have appointed equal rights, inclusion and diversity officers. An open, welcoming culture is the basis of our work as a host and organiser of large-scale international events, trade fairs and congresses. This is underpinned by regular awareness-building and training offers on diversity, antidiscrimination, equal opportunities and the German General Equal Treatment Act (AGG), some of which are mandatory.

Exhibitors, event organisers and visitors

Ensuring accessibility, safety and a high-quality experience for exhibitors, event organisers and visitors alike is at the heart of our trade fair and congress operations. Barrier-free and low-barrier solutions, high service quality (e.g. by providing supporting services to visitors), transparent information, and data privacy protection are high priorities in organising events and fairs.

The CCH – Congress Center Hamburg meets stringent accessibility requirements conforming to the multi-sensory principle by providing audio induction loops, visual alert systems, tactile guidance systems, Braille lettering and stair-free access.

2,929.5

hours of staff training

in 2025, including internal and external courses for all employees

Our centrally located campus has barrier-free access to the public transport system (high-speed, commuter and underground trains; buses) while offering bicycle stands and more than 100 e-vehicle charge points. All transport on premises is done by electric vehicles. Planten un Blomen Park enhances the quality of the visitor experience as well as the microclimate on the campus.

Highlights

Working conditions and employer responsibility	Qualification and skill development
Collective agreements	In-house academy for training and further education
Strong focus on training and talent development (vocational jobs, combined study-and-work programmes)	Regular individual development and employee dialogue
Award-winning training quality (e.g., "Hamburg's Best Companies for Trainees" award)	Further education programmes related to sustainability and energy (e.g. Energy Scout programmes)

Diversity and employment culture
"Diversity Charter" signatory since 2008
Involvement of employees in sustainability efforts through training and internal communication
"Hamburg Family Seal" award: Family-friendly enterprise

GOVERNANCE

Hamburg Messe und Congress has a transparent governance structure for managing its sustainability and ESG initiatives. The Management Board has overall responsibility for the corporate and sustainability strategy. It submits regular reports to the Supervisory Board as required under the Hamburg Code Of Corporate Governance.

Our sustainability organisation

To Hamburg Messe und Congress, good corporate governance means embedding our sustainability goals and efforts required for business success as matters of equal importance in our operational divisions. After our sustainability initiatives had been developed by a coordinator since the year 2013, it was permanently anchored in our company through the establishment of a dedicated department in 2023.

Sustainability organisation of Hamburg Messe und Congress

- Supervisory Board
- Management Board
- Sustainability staff department
- Sustainability Circle

To ensure integrity and legal compliance, Hamburg Messe und Congress established a compliance management system with clearly defined responsibilities, training courses and compulsory rules as early as 2008. In particular, it covers compliant behaviour, fair competitive practices, data privacy and aspects of environmental accountability. We are in the process of building sustainable procurement and supply chain processes to embed governance and sustainability criteria in our value chain step by step.

98.1 per cent

attendance at all training courses including Compliance, as per 15 December 2025

11 EU-wide contract awards

including assessment of comprehensive sustainability concepts maintained by bidding service partners in 2025

Highlights

Governance and compliance	Sustainability governance
Compliance management system established since 2008, including binding definitions of responsibilities	Dedicated Sustainability department since 2023, in charge of managing and developing sustainability management
Corporate compliance programme setting compulsory directives and standards	Sustainability coordination permanently anchored in company since 2013
Regular compliance training for employees	Integration with municipal and industry-specific networks (such as Hamburg public sector organisations, AUMA working groups)

Transparency and management
Regular sustainability reporting (since 2019 to DNK)
Adherence to the Hamburg Code Of Corporate Governance (HCGK) as a public sector organisation
Sustainability and governance reporting lines to supervisory committees

Further information

- Hamburg Messe und Congress Sustainability web pages
- DNK Declaration of Compliance 2022
- Technical Guidelines For Guest Event Organisers