

TAKING RESPONSIBILITY. USING RESOURCES WISELY. SHAPING CHANGE.

# VRPE SUSTAINABILITY AND ESG PRINCIPLES

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25.03.2026



An aerial photograph of a dense, lush green forest. The trees are packed closely together, creating a textured canopy of various shades of green. A thin, white circular line is drawn across the image, starting from the left edge and curving towards the right, framing the text. The text is centered within this circular frame.

**The best way to predict  
the future is to **create it.****

Alan Kay

## VRPE SUSTAINABILITY AND ESG PRINCIPLES

**Trade fairs and live communication are powerful platforms – yet they involve significant resource consumption.** The need for action is clear. Sustainability is only possible when all stakeholders – from organizers and agencies to subcontractors and exhibitors – work together.

**VRPE takes responsibility – and acts.**

**For over 30 years, we have supported companies as a trusted partner in live marketing – known for creative concepts and well-executed solutions.**

Our commitment to sustainability runs through every aspect of our business: from day-to-day operations to the design and implementation of complex exhibition projects.

**Discover how responsible action, efficient processes and forward-looking solutions lead to truly sustainable experiences.** Our corporate focus on sustainability delivers not only ecological but also economic benefits – for our clients and for ourselves. Because we are convinced:

**Sustainability and business success go hand in hand.** With creative ideas, intelligent planning and innovative technology, we create sustainable brand experiences that deliver long-term value for society and the environment.

# OUR ESG+E<sup>2</sup> RESPONSIBILITY AT A GLANCE

Sustainability is more than a buzzword for us  
– it is an integral part of our corporate  
strategy

Our responsibility is guided by four key dimensions:

## **E for Environment**

- ▶ Resource conservation, circular economy, energy efficiency

## **S for Social**

- ▶ Fair labor, diversity, health & safety

## **G for Governance**

- ▶ Transparency, compliance, certifications

## **E<sup>2</sup> for Economic Efficiency**

- ▶ Economic viability, innovation, value creation



Novelis

Enjoy a short break.  
Look forward to  
continuous recycling.

NOVELIS

# 5 STEPS TOWARDS MORE SUSTAINABILITY



## SMART CONCEPTS:

### Creativity meets sustainability

- ▶ Our concepts integrate sustainability from the very start. From the planning phase onward, we incorporate ecological criteria – from modular designs and material-efficient construction to reusable elements. The result is solutions that not only inspire, but also measurably reduce emissions, waste and resource consumption.



## SUSTAINABLE INFRASTRUCTURE:

### Environmental and economic efficiency

- ▶ Sustainable infrastructure is the backbone of our efficiency. We invest in energy-efficient buildings and facilities that reduce energy consumption through smart technologies and support both environmental and economic performance..



## THOUGHTFUL PROCESSES:

### Sustainable operations and practices

- ▶ Sustainability is not an add-on; it is a core principle of how we work. We continuously improve resource efficiency, minimize waste through closed-loop systems and build on long-term partnerships with clients and suppliers. The use of environmentally responsible technologies and clear environmental standards helps ensure that our processes meet both ecological and social requirements.



## SUSTAINABLE MATERIALS:

### Raw materials, consumables and supporting materials

- ▶ Our projects are based on environmentally responsible raw materials and resource-efficient consumables. We select supporting materials according to strict safety and environmental standards, with a clear focus on recyclability and reusability. We also continuously monitor technical developments so we can integrate the most effective processes and materials into our projects.



## GREEN LOGISTICS:

### Sustainable packaging and reduced transport

- ▶ Our logistics are planned proactively. Through recyclable packaging and intelligent route planning, we reduce CO<sub>2</sub> emissions and resource consumption across the entire supply chain. Geographic proximity is also a key factor in our supplier selection, helping us shorten transport routes, reduce emissions and strengthen regional partnerships..

# SOCIAL RESPONSIBILITY & SUSTAINABILITY IN DAILY BUSINESS

## - TAKING RESPONSIBILITY

### Responsibility towards employees and the community

- ▶ Responsibility to our employees and the wider community is a core principle at VRPE. We support local, community-focused organizations through sponsorship. Diversity is part of our day-to-day reality: 54% of our employees are women, as are 60% of our managers. Most of our team members are permanently employed, while freelancers are engaged consciously, selectively and with appreciation.

### Long-term partnerships

- ▶ Sustainability starts with stable relationships. Long-term partnerships domestically and abroad are central to our business model. We offer our contractual partners long-term cooperation and ensure that our subcontractors guarantee fair working conditions and compensation.

### Resource management and operational resources

- ▶ We invest in energy-efficient buildings and sustainable materials. Our main building, completed in 2013, is one example of this approach: highly insulated, designed without air conditioning, and supplied with environmentally responsible district heating. LED lighting, server-based heat recovery and modern piping systems help reduce both energy and water consumption.

### Waste management

- ▶ We actively pursue both recycling and waste prevention. Our employees separate and recycle waste as a matter of routine. We provide waste-reducing water dispensers and reusable deposit bottles, avoid single-use plastics and prepare coffee without capsules. In our workshops, waste such as metal, plastic, wood and paper is carefully sorted, with 60% of wood waste recycled. We also use rechargeable batteries instead of disposable ones.

# SOCIAL RESPONSIBILITY & SUSTAINABILITY IN DAILY BUSINESS

## - TAKING RESPONSIBILITY

### **Work processes and digital workflows**

- ▶ We optimize machinery and only rent equipment when needed. Office workflows are almost entirely digital and paperless. Our certified cleaning service (ISO 14001) also operates in an environmentally responsible way.

### **Transport and environmental performance**

- ▶ Our vehicle fleet meets Euro 5/6 standards. Four of our current six cars are fully electric, and another is a hybrid. 80% of our forklifts also run on electric power. Most of our employees commute by train, and business travel is handled by rail whenever possible.

### **Nature conservation measures**

- ▶ During construction, we preserved existing trees and planted local species. 50% of our outdoor areas are green, with wildflower meadows supporting bee populations. Strategically placed stones preserve habitats for lizards, and garden maintenance is done without chemicals.

### **ISO 20121 certification**

- ▶ With our ISO 20121 certification, we demonstrate our commitment to sustainable event management as both a lived standard and a strategic priority.



**The future  
depends on  
what we do today.**

Mahatma Gandhi (1869–1948)

# ENVIRONMENTAL AWARENESS IN LIVE MARKETING

HOW WE APPLY IT IN PROJECTS

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## **Sustainable presence and eco-friendly procurement**

- ▶ Our standard: eco-friendly procurement, efficient use and smart re-use – in every project.

## **Warehousing and material procurement**

- ▶ We maintain extensive stocks of reusable materials and actively promote local procurement. Wood is sourced exclusively from certified suppliers.

## **Rigging, lighting, sound and multimedia**

- ▶ We use our own systems and motors or rent locally. LED technology and reusable cables are standard. Our AV partners have their own Green Policies.

## **Banners and graphics**

- ▶ Reusable metal profiles and LED-based lightboxes with eco-friendly ink printing are standard for our banner and graphic solutions. We prefer suppliers who use environmentally compatible inks, recycle materials or print on recycled materials.

**Our commitment to sustainability is visible in every project detail – from initial material selection to final transport logistics.**

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#### **Custom furniture / rental furniture**

- ▶ Custom-designed furniture tailored to clients is reused multiple times through long-term partnerships. Neutral furniture designs are added to our rental pool and reused. 25% of furniture used at our events comes from our own stock. Our main supplier operates under its own Green Policy.

#### **Construction and flooring materials**

- ▶ Our double-deck structures and system floors are reused, and damaged units are recycled. We replace plastic films with more eco-friendly materials and recycle PVC flooring. Carpet surfaces are reused or taken over by second-hand dealers.

#### **System elements**

- ▶ Our system walls and 70% of metal baseboards are reused. Glass panels are stored and used across projects. We consistently follow sustainable procurement guidelines.

#### **Facade structures and logistics**

- ▶ We use reusable wood constructions and purposefully extend the lifespan of metal and wood panels. Graphics on fabric/mesh and Dibond are reused or recycled where possible. Our logistics plans efficiently, optimizes loads and prefers local assembly teams, thereby reducing waste, costs and emissions.



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Aero Engines

WE ARE GLOBAL

HOME OF AVIATION NETWORK  
UKRAINE FED MOTOR SICH ANTO



# SUSTAINABILITY CONSULTING AND SERVICES

## Consulting that creates impact – tailored, practical and actionable

- ▶ We support our clients on the path to more sustainable events with expertise, experience and practical solutions. Whether the topic is material selection, design optimization or project evaluation, our experts provide tailored advice that is concrete, measurable and solution-oriented.

## Modular green services – flexible across all project phases

- ▶ Our sustainable services are modularly structured and deployable across all project phases.

## Low-carbon project planning

- ▶ We use tools to calculate emissions and advise on minimizing transport through warehousing and local procurement.

## Material consulting & design

- ▶ We recommend reusable elements (e.g. system floors, trusses, glass walls), LED technology, rental furniture and alternatives to PVC or traditional print media.

## Upcycling & circular economy

- ▶ We develop creative reuse solutions such as bags from facade film or donate materials to local organizations.

## Digital & hybrid formats

- ▶ We integrate digital solutions, web conferences and lighting concepts as alternatives to elaborate material staging. VRPE has developed MA.X, its own digital ecosystem – tailor-made for live marketing. It offers concrete, more sustainable answers to many long-standing industry challenges.

## Offsetting & reporting

- ▶ On request, we support CO<sub>2</sub> offsetting via certified partners and sustainability documentation.

## Long-term partnership approach

- ▶ Sustainability does not end when a project closes. We promote reuse, actively involve clients in upcycling initiatives and advise on establishing long-term sustainability agreements. Our goal is to create events that not only impress, but continue to have an effect beyond the moment itself.

# DRIVING SUSTAINABILITY – TOGETHER, UNLOCKING GREEN POTENTIAL

## Promoting upcycling initiatives

- ▶ We seek and promote creative ways to meaningfully reuse materials – for example through individual upcycling solutions together with our clients. This approach is to be pursued even more consistently in the future.

## Long-term partnerships for reuse

- ▶ Through medium- to long-term contracts, we encourage exhibitors to continuously reuse their materials. With many of our clients, we have already established very efficient and long-term partnerships. The contractual conditions have a positive impact for both parties and the environment. Our goal: to communicate this option even more transparently and proactively in the future.

## Financial support for sustainable practices

- ▶ We are prepared to provide targeted financial resources to facilitate the transition to more environmentally friendly materials and processes.

## Flexibility in the design process

- ▶ Thanks to our open, creative planning culture, we can implement more sustainable options – such as replacing PVC with wood or using system

walls instead of drywall – even in late project phases.

## Changing event policies

- ▶ We advocate for structural improvements in event operations: waste separation, realistic dismantling times and resource-efficient processes – as successfully practiced at the Paris Airshow. We actively contribute our experience to stakeholder dialogues.

**These measures show how real partnership and the will to shape change make measurable sustainability progress possible – project by project.**



**The future needs  
origins –  
and responsibility**

Odo Marquard (1928–2015)

# TOP-DOWN OR BOTTOM-UP: BOTH!

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## **Corporate commitment and peer-to-peer mentoring**

- ▶ Sustainability at VRPE is not a one-way process – it emerges from conviction and participation at all levels. Management and the leadership team are firmly committed to more sustainable live marketing. But our engagement goes far beyond "top-down": since the three-day initial training for 90% of employees (2022), they have actively contributed as internal mentors within their teams.

## **Employee engagement and active contribution**

- ▶ All teams are involved in developing and implementing our ISO 20121 certification. Internal auditors support this process across hierarchies, providing open feedback that feeds directly into concrete improvement measures. This is how we professionalize our processes step by step – and the entire company with them.

## **Facts & commitment**

- ▶ Since 2022, VRPE has worked closely with specialized consulting and certification bodies. The numbers speak for themselves:
  - ▶ 39 working days were dedicated to initial training alone
  - ▶ Over 210 working days have been invested in sustainability training and certification measures since 2022
  - ▶ All measures are systematically documented, reflected upon and further developed

# DEVELOPING KNOWLEDGE – TRAINING, RESEARCH & CONTINUOUS IMPROVEMENT

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## **Targeted professional development as a cultural principle**

- ▶ Sustainability thrives on knowledge – which is why we systematically invest in our team's professional development. From mandatory training (e.g. occupational safety, data protection) to specific ESG topics, we continuously upskill our employees. For the ISO 20121 certification alone, over 160 working days were invested in training and internal knowledge transfer.

## **Research & development in material and concept design**

- ▶ We continuously monitor new developments in materials, technology and digital tools. Insights from research and supplier innovations feed directly into our project practice – e.g. in selecting alternative materials, deploying intelligent constructions or developing sustainable storytelling formats.

## **Learning within the system – continuous improvement**

- ▶ We understand quality and environmental management as learning systems. We conduct internal audits, evaluate projects retrospectively and feed insights directly into processes. Our goal: to become better, more impactful and more sustainable with every implementation.

# VRPE Augment your brand.



**We are inventors, designers, and doers.**

We are active listeners and convinced MarComms experts. Generating excitement and passing it on out of love for hi-tech and the industry is what we thrive on. We are committed to creating outstanding brand experiences and doing business responsibly.

Since 1994, we have been developing and implementing high-quality, award-winning communications for many well-known brands. Out of Munich's south, we pursue our journey as we work every day to achieve our vision of a Live Marketing 4.0.

**We do things hybrid not because it's fashionable, but because we do things holistically.**



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