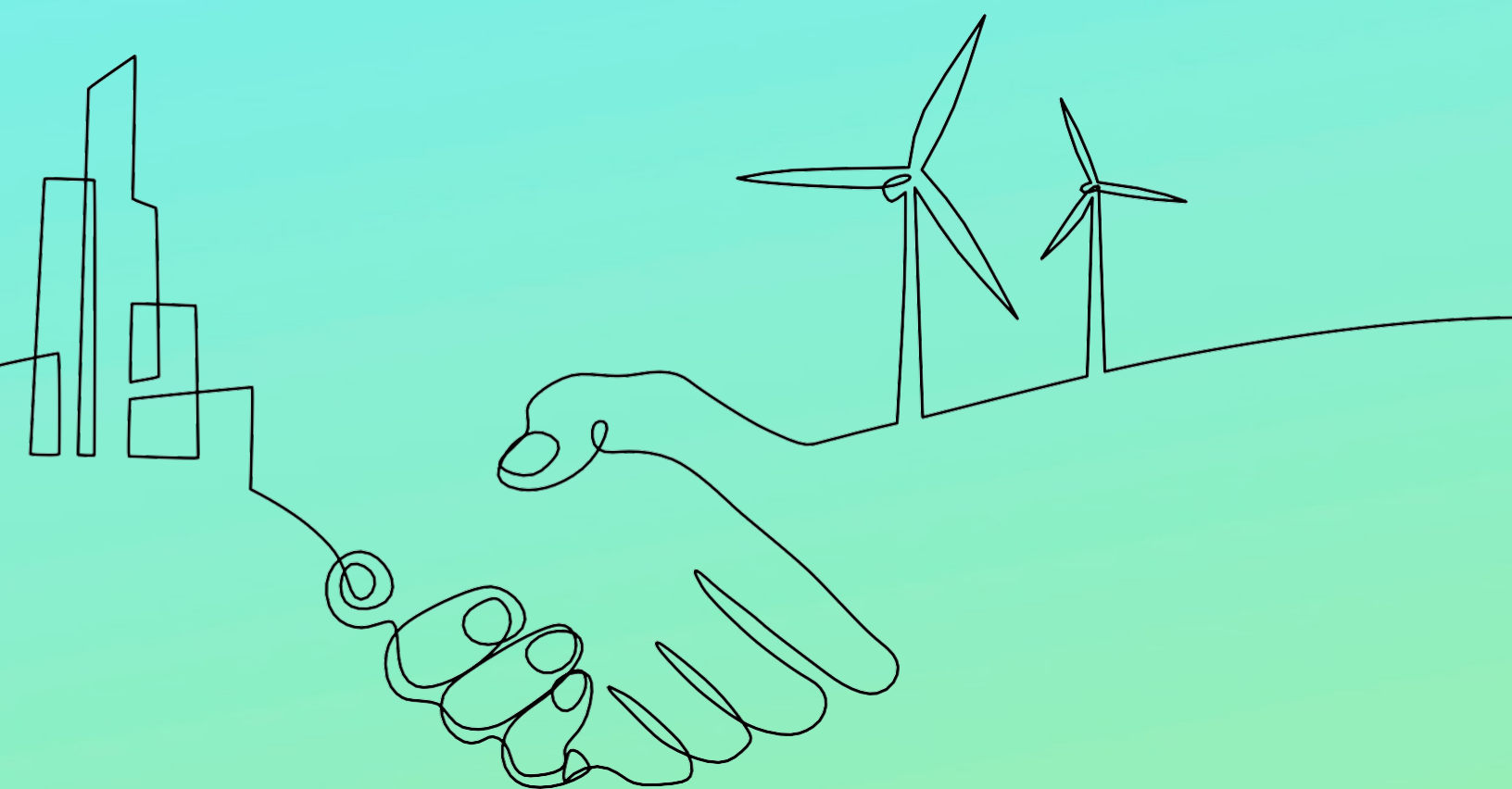




MIPIIM SUSTAINABILITY CHARTER

TURNING SUSTAINABLE GOALS INTO A REALITY



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As the world’s leading real estate event, we bring together whole industries, in the process playing a role in educating and influencing behaviour with a large number of stakeholders.

MIPIM has an impact, and we are committed to minimising those that are negative while continually seeking ways to positively contribute to sustainable development and also to drive change in our own company.

Our approach is guided by the United Nations’ Sustainable Development Goals, prioritising those where we can do the greatest good and demonstrating leadership through programming content and communicating across MIPIM.

MIPIM SUSTAINABILITY CHARTER TURNING SUSTAINABLE GOALS INTO A REALITY

ACTIONS FOR MIPIM



Achieve gender equality and empower all women and girls
Enhance diversity and inclusion in all our actions to reflect diverse knowledge, skills, experiences and perspectives. We aim to ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.

We want to advance the awareness, equality, diversity and cultural aspects of women in all industries through education, support, empowerment, and recognition. We offer a wide range of networking and thought leadership events dedicated to the Real Estate industries and bring together the most powerful and influential female executives and the next generation of women business leaders to share ideas and bring opportunities for individual growth through out industry. Our panels, events, achievement awards, and youth initiatives, celebrate the contribution of women across the world, and strengthen community ties.

MIPIM’s ambition is to become a leading platform for connecting and mentoring industry stakeholders wishing to further the cause of women throughout the world.



40% of the speakers will be female speakers

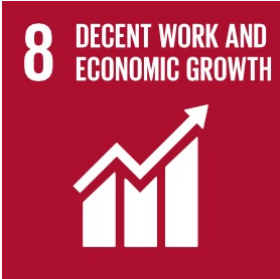
MIPIM is proud to **recruit hosts and hostesses for our events**

70% of MIPIM employees are female

Gend’her event organised at MIPIM

MIPIM SUSTAINABILITY CHARTER TURNING SUSTAINABLE GOALS INTO A REALITY

ACTIONS FOR MIPIM



Promote inclusive and sustainable economic growth, full and productive employment and decent work for all

Support the local economic development by creating employment and purchasing local goods and services. MIPIM supports productive activities, entrepreneurship, creativity and innovation, and encouraging the formalisation and growth of micro-, small- and medium-sized business through our face-to face events and digital platforms.



Encourage and promote local employment for our suppliers

80% of the food provided for the opening cocktail will be **local and seasonal**

Engage our caterers to offer **low impact & seasonable food products** for our events & cocktails

Sanitary masks & hydroalcoholic gel provided by MIPIM are made in France

Hats are made in Spain

MIPIM SUSTAINABILITY CHARTER TURNING SUSTAINABLE GOALS INTO A REALITY

ACTIONS FOR MIPIM



Ensure sustainable consumption and production practices

Commit to a food transition by offering low impact & seasonable food products during the event.

Be engaged in a more circular economy by reducing, reusing and recovering our waste.

Shift our consumption patterns by reducing production and consumption. We aim to substantially reduce waste generation before, during and after the show, through prevention, reduction, recycling and reuse. To reinforce and manage this long-term strategy, we are developing and implementing tools to monitor sustainable development and are putting in place strategic projects that will help us decrease the environmental impact of our events.

To engage all companies associated with our events, including clients, partners and service providers, we encourage them to adopt sustainable practices and to integrate sustainability information and behaviour in their value chain.

MIPIM's ambition is to achieve sustainable management targets that help control the social, economic and environmental impact of our events in the host city and beyond.



Food surplus given to associations

Single use water bottle ban – water fountains provided for all participants

Implementation of waste separation for recycling in the exhibition area

100% of the carpet used by MIPIM will be recycled

Main « panels » outside the palais will be recycled

All cups will be recycled

All stands provided by MIPIM are reusable and use sustainable materials

Reduction of paper used for printed documents and FSC paper only

RE-USE

Are you building a stand or exhibiting?

Encourage the circular economy to stimulate re-use of materials and furniture after the event.

Partnership with GreenBee Event Upcycling.
Association that gives a second life to stand materials meant to be destroyed at the end of trade shows.

1

GreenBee aims at building and reinforcing a local network of re-use for materials and furniture produced by events.



www.greenbeeupcycling.com

2

GreenBee also offers an upcycling service to brands wishing to give a second lease of life to promotional supports used during an edition.
(ex: branded items using carpets, billboard banners...)



MIPIM SUSTAINABILITY CHARTER TURNING SUSTAINABLE GOALS INTO A REALITY

ACTIONS FOR MIPIM



Strengthen the means to renew and revitalise the global partnerships for sustainable development

Set up a circular food system by giving the surplus to local associations. We want to enhance the global partnerships for sustainable development, complemented by multi-stakeholder partnerships that mobilise and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries.

Our events provide the opportunity to connect and discuss with the most influential players of the Real Estate industry. Over several days in our venue, we bring together the entire ecosystem from the four corners of the globe to find solutions through innovation, technology and engagement.

By integrating sustainable development into our conference programmes and thought-leadership events, we share insights and learnings to encourage industry leaders, and forward thinkers from all regions, to nurture new ideas and leverage creativity on a global scale.

Today we want to take a leading role in embracing sustainability to build the business environment of the future in collaboration with key institutions, international companies and associations.



MIPIM will discuss the **3 sustainable development main pillars:**
People, Planet & Performance

MIPIM will engage all clients & partners to **have a sustainable approach**

MIPIM SUSTAINABILITY CHARTER TURNING SUSTAINABLE GOALS INTO A REALITY

ACTIONS FOR MIPIM



Take action to combat climate change and its impact

Achieve a more sustainable event by using ecological and reusable material. We want to improve education, awareness-raising, human and institutional capacity on climate change mitigation, adaptation, impact and early warning.

We are committed to reducing impact on climate change by limiting the carbon intensity of our operations and by working in partnership with venues, suppliers, exhibitors and delegates to better understand and achieve emissions reductions across our industry.



Palais des Festivals is **certified ISO 20121**

A vast majority of hotels in partnership with MIPIM **have a CSR strategy**

100% of MIPIM courtesy cars are hybrid

We encourage our delegates to :

- **Recycle**
- Give their **badge and lanyards to be reused or recycled at the end of the event**

MIPIM SUSTAINABILITY CHARTER

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MIPIM IS COMMITTED TO:

Reinforce diversity in the programme of conferences



1



2

Encourage & promote local employment for the AV equipment, stands, translators, hosts & hostesses, caterers

Offer low impact & seasonable food products for our events & cocktails:

- Work with local suppliers
- Possibility for the participants to buy local and seasonable products



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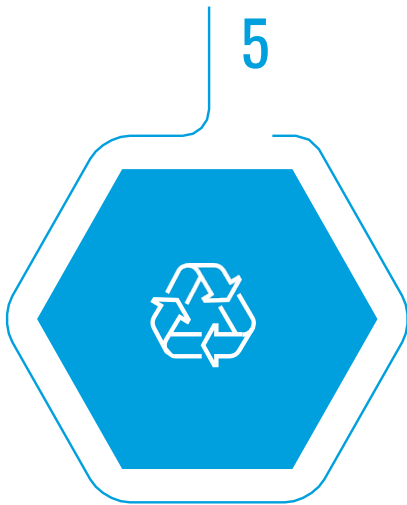


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Food surplus given to local associations

Strengthen reusable, recycle and recyclable materials

- Wood furniture for our events & cocktails
- MIPIM bags
- Use sustainable materials for stands and lounges
- MIPIM employees and providers to have their own bottles
- Sustainable cups throughout MIPIM
- Reusable & ecological dishware
- MIPIM badges and lanyards and collected at the end of the show



5



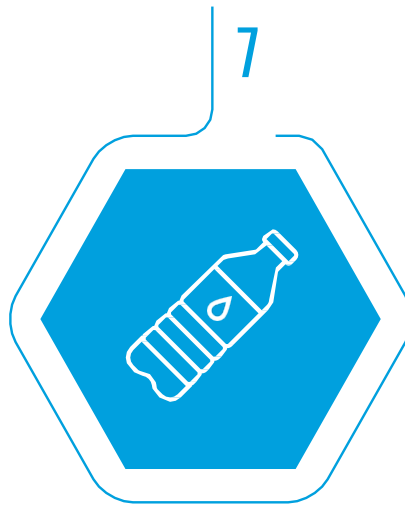
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Increase % of waste collecting or promote circular economy

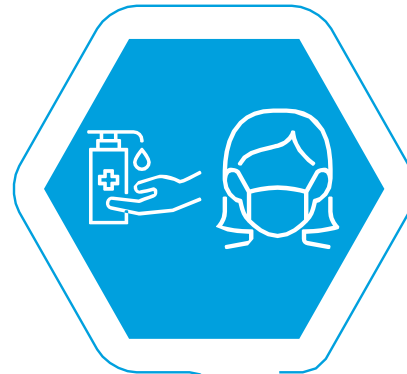
- Collect paper, plastic, glass, cans, cigarette butts, sanitary masks
- Click and collect for materials

Reduce carpet, paper and plastic consumption

- Provide drinkable water & stop use of single water bottles
- Recyclable carpet or avoid carpet use when possible



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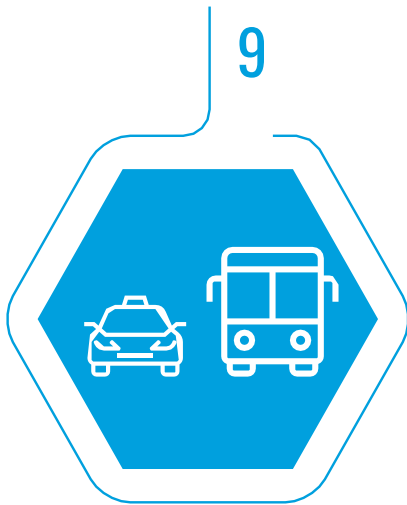


8

Offer French manufactured products

- **Hydroalcoholic gel**
- **Sanitary masks**

Train MIPIM cars and buses drivers in **eco-driving**



9

MORE ACTIONS TO BE ANNOUNCED...

MIPIM 2022



Thank you

