



TOGETHER WE GENERATE
OPPORTUNITIES AND
PROGRESS

SOCIAL MANAGEMENT AND SUSTAINABILITY 2020





At Corferias we understand our role as Generators of Opportunities and Progress.

Therefore, we conceive **sustainability** as a set of actions that integrate environmental care, good stewardship of resources, safety and social responsibility as part of the planning of our fairs and events; strategies aimed at contributing to the well-being of our stakeholders and the fulfilment of the **Sustainable Development Goals**.

SUSTAINABLE DEVELOPMENT GOALS

OBJETIVOS DE DESARROLLO SOSTENIBLE

1. End of Poverty
2. Zero Hunger
3. Health & Wellness
4. Quality education
5. Gender equality
6. Clean water and sanitation
7. Affordable and clean energy
8. Decent work and economic growth
9. Industry, innovation and infrastructure
10. Reduction of inequalities
11. Sustainable cities and communities
12. Responsible consumption and production
13. Climate action
14. Submarine life
15. Terrestrial ecosystem life
16. Peace, justice and strong institutions
17. Partnerships to achieve the objectives



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SOCIAL MANAGEMENT

Social management axis

The Corporation has defined the following lines of action for the development of the axis:



Identification and monitoring of stakeholder management



Loyalty programs and strengthening of relations with the community



Protection and security of visitors and exhibitors



Supplier development and sustainable procurement



Communication to incentivize sustainability among stakeholders



Support for vulnerable groups



Our Stakeholder Groups



In 2020 we updated the matrix for the identification and qualification of the level of influence and impact of our stakeholders, allowing us to identify in a more objective way the periodicity of their follow-up and the tools for it, as well as updating: the indicators that allow us to measure their management, the follow-up of the acknowledgements, suggestions and complaints model, also known as RSR by its Spanish acronym, the risk matrices and the strengthening of the loyalty and community relations programs.



Loyalty programs and strengthening of relations with the community

For Corferias it is essential **to maintain close and trusting relationships** with the community in our area of influence. We seek joint progress by managing the impacts inherent to our operation through the development of **actions that allow us to generate value**.

1) Management with mayors' offices and community action boards

It is very important for the Corporation to maintain an excellent relationship with the **local authorities and the Community Action Boards** (JAC – by its Spanish acronym), which is why during 2020 relations were characterized by teamwork and trust, with the local mayors of Teusaquillo and Puente Aranda, the presidents of the JAC and their boards of directors.

Among the issues that were discussed with community leaders were:

Coordinated with the Mayor's Office of Bogota, **for the relocation of street dwellers** who were in the areas surrounding the Carpa Americas, in temporary homes.

Socialization of the **adaptation of the site as a temporary hospital** and management of the concerns expressed by the community.

2) Program: C-Buen Vecino (To be a good neighbor)

This program was created in 2011 with the purpose of **building and maintaining relationships of trust and respect** with the members of the neighboring community. Members receive benefits such as free access to fairs and invitations to participate in workshops and recreational and learning activities.



7,816
Affiliates

55%
of members have QR cards.
This allows us to make a systematized record and obtain statistics for measuring the operation.

32
Free activities in 2020
8 on-site activities
24 virtual activities



3) Newspaper: enlaC

It is a channel of communication that **puts Corferias in contact with its neighbors** and has become a tool for recording information about the Teusaquillo area and Bogota. In "enlaC" we also publish the different initiatives and **new projects of the Corporation that impact the sector**, as well as promote the ODS (by its Spanish acronym) and guide the community on how to contribute to their fulfillment, likewise, we publish the **opinions, comments and complaints of our neighbors**.



A screenshot of the enlaC newspaper edition from March 2020. The page features the "enlaC" logo and the word "ÍNDICE". Below the index are several news articles with small images and headlines. One article is titled "CORFERIAS REANUDA SU ACTIVIDAD FERIAL 4.0 EN EL 2021, BAJO UN MODELO HÍBRIDO". Another article discusses the "Feria de las Artes 2020" and mentions the "Bogotá Fashion Week". The bottom of the page includes a section titled "CONEXIÓN - e.conexia".

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Editions published in 2020
via enlac-corferias.com

4) Club C-fiel

The "CFiel Club" program for mass visitors of CORFERIAS, aims to **build visitor loyalty through a plan of benefits** and experiences segmented by type of consumer and interests.



1,730

Attendees at the "C-fiel" spots.
during the 2020 Home Fair

5) Corferias C-emplea

It is an opportunity offered to the community with the purpose of publishing job offers and **receiving resumes from neighbors interested in participating in the selection processes at Corferias.**

C-emplea





Protection and security of visitors and exhibitors

Reactivation and biosafety

The priority was to **strengthen consumer and business confidence at a time of uncertainty** derived from this pandemic, added to the variable dynamics of the national economy. For this reason, a **communications strategy** was developed to inform the public of interest about the preparation process carried out by Corferias for the reactivation of the fair activity as of November, with strict biosafety protocols, capacity control, social distancing and protection of attendees.

Home Fair 2020



335
Exhibitors

66,030
Visitors

4
Weekends
from Wednesday to Sunday

All the measures implemented made it possible to hold the Home Fair **on-site at the fairgrounds**.

We are a biosafety facility



In coordination with the Ministry of Commerce, Industry and Tourism, the Ministry of Health and Social Protection and the Ministry of Interior, a conversation agenda was established for the reactivation of business in the country and to demonstrate that fairs are not an event like others that involve crowds of people, instead, **they are specialized events that allow economic reactivation** and that under strategies such as the establishment of agendas, shifts, capacity and distancing measures, can make viable business leads that aim at **economic reactivation without putting at risk the health conditions of the participants**.

Based on the approvals and regulations obtained, **Corferias achieved certification as a biosafe enclosure** with the international 'Safe Guard' seal, granted by the global company **Bureau Veritas** and the **MINCIT's** biosafety certification "Check in certificado" required for the entire industry and tourism chain in the country.



Supplier development and sustainable procurement

The **Corporation's Contracting and Procurement Manual** includes a guiding principle based on sustainability management, the purpose of which is to prioritize the selection of suppliers or contractors that have, as far as possible, implemented a sustainability system within their production chain or process or are taking actions aimed at meeting the sustainable development goals (ODS - by its Spanish acronym).

In 2019, in order to strengthen knowledge on sustainable procurement, the personnel of the purchasing area participated **in a training on sustainable business linkages**. In the same year, with the support of the Global Reporting Initiative, a **workshop on competitive business** was held as part of the Corferias business meeting, with the participation of visitors and suppliers.



Progress in 2020



54

of our suppliers

participated in the sustainability survey.

During 2020, progress was made in the development of a **sustainable procurement guide** for the Corporation, with the objective of identifying the sustainability criteria that can be contemplated from the quotation process, at the same time, a **sustainability survey** was carried out to learn general features of the social and environmental performance of suppliers, with the participation of 54 suppliers.

On the other hand, the risks associated with the purchasing process have been identified and the matrix is updated periodically. Likewise, for A&B (Food and Beverage - by its acronym in Spanish) suppliers, a **supplier classification matrix was created according to the level of risk and compliance with sustainability criteria**.



Communication to incentivize sustainability among stakeholders

Corferias takes advantage of the different scenarios of fairs and events, as well as the communication channels available to encourage **actions that promote sustainability among the different stakeholders** through the following strategies:

1) Sustainability guide

This guide is addressed to collaborators, contractors, clients, exhibitors and visitors, and its main objective is **to raise awareness about the importance of caring for the environment and minimizing the social risks derived** from trade fair and event activities, as well as to provide relevant information associated with the surrounding tourist and cultural places of interest, transportation and mobility in the sector.

Here are the habits and guidelines that the Corporation's stakeholders must adopt to comply with the Sustainability Management System policy, prevent the commercial sexual exploitation of children and adolescents, reject child labor, and protect the natural and cultural heritage, avoiding its commercialization during fairs based on an understanding of the Corporation's role as a commercial showcase.

This document is published on the Corferias website:

https://corferias.com/pdf/guia_de_buenas_practicas_26_02_19.pdf

2) Informing the community about the Sustainable Development Goals.

In order to promote the ODS's, the entire neighboring community is invited to find out, through our editions of enlaC, what they are and identify how they can contribute to their fulfillment through their individual and community actions. We also communicate the actions taken by the Corporation in the area of sustainability.

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LOS OBJETIVOS DE DESARROLLO SOSTENIBLE COMO MARCO DE ACCIÓN DE LOS PROYECTOS SOCIALES Y AMBIENTALES EN NUESTRA LOCALIDAD

Por mucho tiempo, nos acostumbramos a ver noticias en donde se reportaban crisis sociales, ambientales y económicas. Sin embargo, hace algunos años empezamos a evidenciar los impactos de estas crisis de una forma más cercana e incluso personal, sintiendo los efectos en distintas formas; algunos los han visto reflejados en la disminución de los ingresos, otros en el deterioro de la salud por contaminación ambiental, o en la agudización de las desigualdades; esto nos ha llevado a entender que todo está conectado y que cada acción que realizamos puede contribuir al mejoramiento o deterioro del contexto social y ambiental en el que lo desenvolvemos. Por esa razón, en el año 2015, 193 países pertenecientes a Naciones Unidas establecieron los Objetivos de Desarrollo Sostenible (ODS); estos se definieron bajo una visión que articula los componentes económico, social y ambiental, convirtiéndose en una brújula que busca orientar las decisiones del gobierno, las empresas y ciudadanos en torno a poner fin a la pobreza, proteger el planeta y garantizar que todas las personas gozan de paz y prosperidad para 2030. Con el objetivo de promover los ODS, queremos invitar a toda la comunidad vecina a conocer, por medio de nuestras ediciones, cuáles son e cómo pueden contribuir a su cumplimiento desde sus acciones individuales y comunitarias.

1 FIN DE LA POBREZA
2 TRABAJO DE ALTA CALIDAD Y PROGRESO ECONÓMICO
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16 PAZ, JUSTICIA E INSTITUCIONES EFICACES
17 ALIANZAS PARA EL DESARROLLO SOSTENIBLE
OBJETIVOS DE DESARROLLO SOSTENIBLE

ODS 1: PONER FIN A LA POBREZA EN TODAS SUS FORMAS EN TODO EL MUNDO.

TE INVITAMOS A COMPARTIR LOS PROYECTOS QUE DESARROLLAS EN TU COMUNIDAD Y EN EL MARCO DE LOS ODS.

¿Desarrollas en tu barrio, un proyecto social o ambiental? El cumplimiento de los ODS también se puede lograr desde el ámbito comunitario, por esa razón queremos habilitar un espacio en nuestra página web del enlaC <http://enlac-corferias.com/> con el nombre "comunidad sostenible" para que las personas del sector puedan compartir la información de los proyectos sociales y ambientales que vienen desarrollando en el sector.

Participar es muy fácil! Solo se requiere enviar la siguiente información, al correo electrónico responsabilidadsocial@corferias.com.

- Nombre del proyecto
- Categoría: social o ambiental
- Ubicación: en qué barrio se desarrolla el proyecto
- Descripción del proyecto: máximo 1000 palabras
- Foto: en alta definición.
- Correo electrónico: correo al que pueden escribir las personas interesadas.

El objetivo es visitar las iniciativas de la comunidad y favorecer la creación de una red de contactos que facilite la interacción de sus miembros, por medio del correo electrónico que compartirá cada proyecto; permitiendo que las personas interesadas puedan consultar información adicional, vincularse, aportar o replicar estas acciones en sus barrios.

Entre todos podemos construir una comunidad sostenible!

Fuente: www.un.org

¡Importante! Queremos contarte que cambiamos nuestro canal de contacto y difundimos uno exclusivamente para la comunidad vecina, de ahora en adelante puedes escribirnos al correo cbluevecino@corferias.com

enlaC

Redacción y edición: Relaciones con la Comunidad
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CORFERIAS- Relaciones con la Comunidad | Tel. 381 0000 | Ext. 5062 | enlac@corferias.com

3) Events and trainings with enablers

The Corporation carries out activities to promote and encourage sustainable impact actions for society from the work of the trade fair industry and how, from each role, representative contributions can be generated. These are some of the most outstanding events:



In 2019, under the hashtag #Yolmpacto, the **Shark Tank Corferias** contest was organized, whose objective was to highlight and propose new **sustainable actions and ideas that could be implemented in the trade fair industry** from different visions.

The contest was attended by **550 direct and indirect employees** of Corferias in Bogota, Barranquilla and Agora Bogota, and was attended by entrepreneurs, suppliers and allies. **Twelve group ideas** were presented that contribute to the sustainable purpose in a framework of celebration of the trade fair and events industry.



Through a partnership with the Aldeas Infantiles foundation, **educational activities on recycling were carried out with the enablers**.

As of 2019, the Social Responsibility and Sustainability chapter was introduced in the corporate induction program

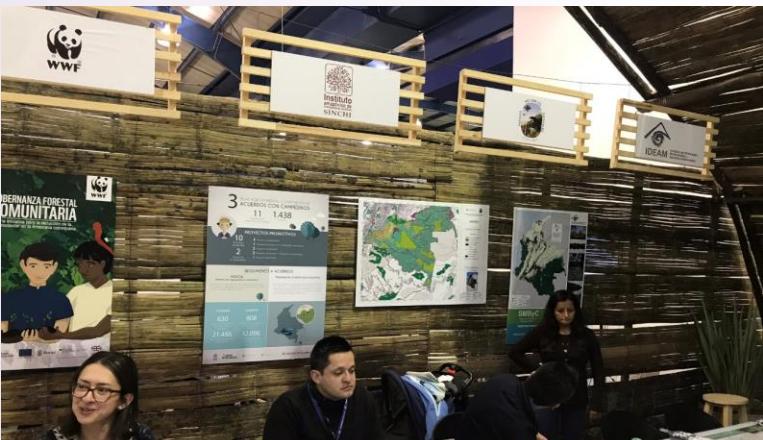


Support for vulnerable groups

1) Solidarity cessions

Corferias contributes to the management of foundations, non-profit organizations and some public entities, through the special assignment of stands in the different fairs, and the free loan of our halls, in this way the **Corporation becomes the scenario for these entities to disseminate and strengthen the social work** they develop for the benefit of vulnerable populations. The purpose of these spaces is to enable **social organizations to promote their programs**, as well as to attract volunteers and donors.

Home Fair 2020



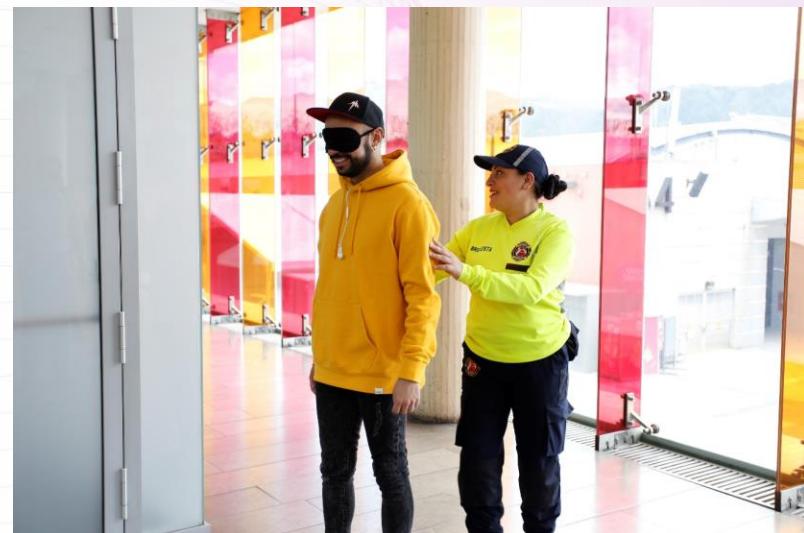
13
Solidarity Cessions
at the 2020 Home Fair

Among the foundations that participated as beneficiaries during the fair were: UNICEF, Aldeas Infantiles, Fundiscolombia en Paz, Fundación Portal Mágico, Hospital de la Misericordia and Ayuda en Acción, among others.

2) Training and recruitment of people with disabilities and people at risk of exclusion.

The Corporation generates training opportunities to address the approach to people with disabilities and includes in its personnel selection processes the call for mission staff over 50 years of age.

276
recruitments in 2019
of people from these groups.



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ENVIRONMENTAL MANAGEMENT

2

Environmental management axis

The Corporation is committed to the responsible management of resources and the environmental impacts of trade fair activities by developing strategies to promote environmental stewardship and combat climate change.

For this purpose, the following lines of action were defined for the development of the axis:



Efficient water and energy management



Responsible waste management



Action on climate change



Noise emission management



Chemicals management



World-class infrastructure



Efficient water and energy management

In addition to the advances in the phased migration to LED luminaires in order to save energy, the incorporation in the design of the new infrastructure of **elements that guarantee an optimization of the use of natural light, reduction of water and energy consumption**, natural ventilation and reutilization of rainwater for use in sanitary units and irrigation, as well as the monitoring of water quality.

Since 2018, campaigns have also been carried out to promote the conscious consumption of resources among the enablers, such as **recycling of printing paper** and **energy and water saving** campaigns.





Responsible waste management

This matter is aimed to develop strategies **to promote the increase in the reutilization of waste, seeking the application of the circular economy concept**, in addition to ensuring the proper disposal of special waste.

In agreement with the Corporación Ambiental Empresarial - CAEM, a **diagnosis of the current state of waste management** was carried out between 2019 and 2020, with the objective of generating strategies aimed to increase the use of waste, the results of this diagnosis were included within the 2021 work plan.

Home Fair 2020



**11,000
Kilograms of waste used**

A collaboration agreement was signed with ECOPOSITIVA (specialized waste manager) to develop a **pilot plan** at the 2020 Home Fair, which resulted in the recovery of 11,000 kg of waste, reflecting a positive result considering that 14,000 kg were managed at the 2019 Home Fair with a higher number of visitors.



38,855

Kilograms of usable waste

managed during 2020

11,911

Kilograms of organic waste

recovered in 2020

Several years ago, we decided to join post-consumption battery programs – **Pilas con el Ambiente y toners con HP**, seeking to contribute to the proper use and disposal of this waste.

As part of the activities to promote a recycling culture, we have conducted **training on the proper handling of waste** and as a result of the winning project in the SHARK TANK CORFERIAS contest associated with the recovery of tetrapak, we were able to collect between the second half of 2019 and 2020 400Kg of this material which were reintegrated into production processes, this activity was carried out in partnership with TE SIRVE, PROPLANET and DARNEL.

Regarding waste that is difficult to use, such as agglomerate, Corferias has entered into agreements for its disposal and to ensure the reincorporation of this waste into productive processes.



Action on climate change

In 2019, with the support of CAEM, **the first carbon footprint measurement of emissions from the offices and the operation of the site** was carried out, which resulted in 1,197 tons of CO₂. Several areas participated in the information gathering process and the following were taken into account: energy consumption, fuel for own vehicles, fuel for electric plants and recharging of fire extinguishers.

The Corporation is currently structuring work plans to establish **the periodicity and monitoring for measuring the footprint of its trade fair operations**, as well as the best ways to mitigate and offset the impact of its activities based on the results of the work carried out with CAEM.

On the other hand, during the 2019 Book Fair, a recycling campaign was carried out, allowing the proper disposal of 1.2 tons of usable material; in addition to calculating the reduction of the carbon footprint, which for the amount collected corresponded to 71.4 kg of CO₂, which was no longer emitted into the atmosphere.

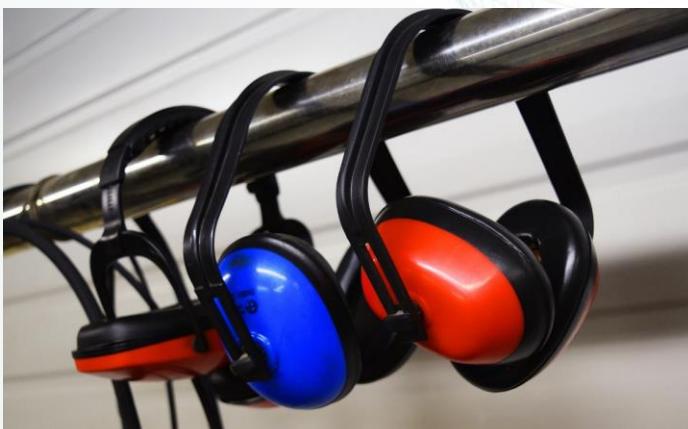




Management of noise emissions

During the year 2020, **work was carried out to minimize the acoustic impact of the Gran Carpa Américas of Corferias.** The work will reinforce the structure, provide acoustic isolation and control the maximum decibel level that can be raised by the equipment of the companies that rent the Americas tent, also called sound inhibitors, to avoid at all costs exceeding the decibel level allowed by the current legislation in force and the regulations of the District Secretariat of the Environment.

At the legal level, **special clauses were incorporated in the venue's lease agreements**, to ensure that the venue's contractor is aware of its obligation and the event's producer to connect to the Corferias inhibitors, in order to comply with the authorized decibels, as the sole party responsible for compliance, under penalty of incurring economic and legal sanctions.



<https://corferias.com/pdf/informe-de-gestion-2020.pdf>



Chemicals management

Currently, the following actions have been carried out with the support of the Corporation's Occupational Health and Safety area:

Identification of storage spaces and the main contractors that use them for infrastructure assembly, disassembly and maintenance activities.

Guidelines for the safe handling of chemical substances were implemented, focusing on the use of personal protective equipment, labeling, tagging, packaging and proper disposal of waste.

Substitution of cleaning and disinfection supplies with environmentally friendly (biodegradable) products

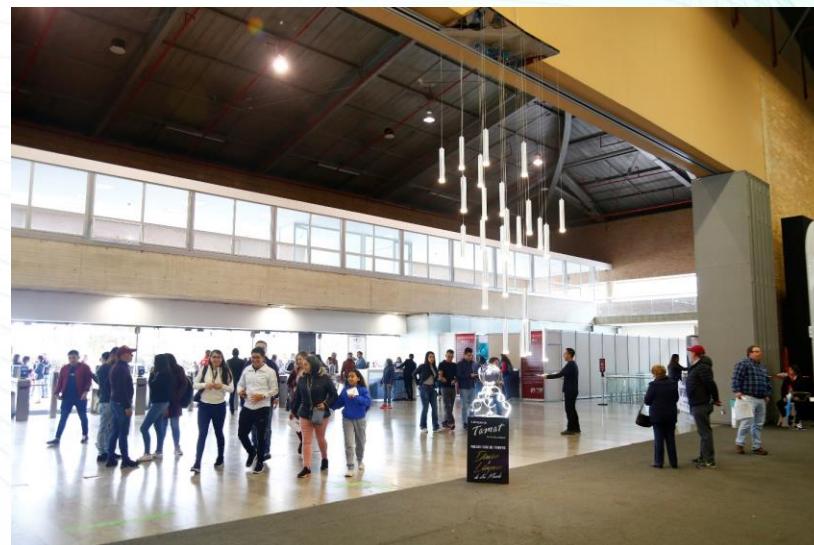




World-class infrastructure

Both the new buildings at Corferias and the maintenance and/or renovation processes of the existing ones have been planned with the inclusion of **sustainable elements that guarantee an optimization of the use of natural light, reduction of energy consumption, natural ventilation and reuse of rainwater for sanitary** and irrigation purposes, in addition to facilitating access for people with reduced mobility.

Likewise, these buildings have walkways, green areas, plazas and street furniture, which positively transforms the relationship between the Corferias facilities and their immediate surroundings.



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THANK YOU