



WORLD TRADE CENTERS
ASSOCIATION

2021 SUSTAINABILITY REPORT

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4 QUALITY EDUCATION

5 GENDER EQUALITY

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Introduction

As an international trade association with a network of more than 300 World Trade Center businesses in nearly 100 countries, the World Trade Centers Association ('WTCA') provides a unique insight in trends related to international trade and development. World Trade Center businesses are not only iconic facilities, but also true beehives of economic activity. We equally pride our diversity, with a network of commercial real estate, economic development agencies, airports, conference and exhibition centers, universities, chambers of commerce, free trade zones and more. As such, we are a vibrant Membership community with a mission to promote peace through trade, and to facilitate trade and investment opportunities on a global scale.

At the WTCA, we stand for values reflected in environmental, social and governance principles. Our global network is strongly supporting the [17 Sustainable Development Goals \(SDGs\)](#) in response to the United Nation's 2030 Agenda for Sustainable Development.

The WTCA is proud to be a Social Actor with Intergovernmental Organization (IGO) status with the [United Nations Economic and Social Council \(ECOSOC\)](#), and to have become an active Participant of the [United Nations Global Compact](#) in 2020, where businesses come together in support of the SDGs.

World Trade Center businesses around the world support principles of sustainability and good governance every day, and with this report, we are proud to present a synopsis of the great work our Members do in contribution to a more sustainable future. We felt that sharing real-life and practical examples of initiatives around the world would be the best testimony not only to our Members' engagements, but also to demonstrate our collective impact and our commitment to the SDGs. Many stories presented here are related to supporting our communities in the fight against COVID-19, a matter close to all of us.

We all do our part, and together we strive for a better, more inclusive and more sustainable future.

Thank you again to our World Trade Center Members around the world for their contributions, and there were many. Special thanks go out to Elitsa Gueorguieva and Chanelle Kasik for bringing our Members' stories so beautifully together in this first Sustainability Report.



Robin van Puyenbroeck
WTCA Executive Director-Business Development

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WORLD TRADE CENTER ALMEDA PARK

Submitted by: Marta Guillen, Business Park Manager, World Trade Center Almeda Park

World Trade Center Almeda Park's Dedication to Achieving the Sustainable Development Goals (SDGs)

Over the past year, the team at World Trade Center Almeda Park — located in Cornellà de Llobregat in Catalonia, Spain — has been incorporating the United Nations' Sustainable Development Goals (SDGs) in their marketing events. To-date, in response to SDG 3, "Good Health and Well-Being," the team has hosted two blood drives, which gathered 75 participants to help 225 hospitalized patients in need. Further, they've developed training and sports programs for local schools around the Cornellà neighborhood, and donated nearly 1,000 euros for research and support in the fight against breast cancer. In response to SDG 1, "No Poverty," they have also collected money, food and toys, in collaboration with the Red Cross, to help families in need, and have also hosted a book drive to collect 900 books for local primary schools and elderly care homes.



World Trade Center Almeda Park signs the check for a donation to the Red Cross.

Photo Credit: Daniel Portes



Select Books donated to primary schools and elderly care homes.

Photo Credit: Daniel Portes



Red buses served as facilities for the bi-annual blood drives.

Photo Credit: Daniel Portes

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WORLD TRADE CENTER BENGALURU

Submitted by: Vivek George, Manager, World Trade Center Bengaluru

World Trade Center Bengaluru Enforces Sustainable Practices throughout COVID-19 Pandemic

World Trade Center Bengaluru believes sustainability practices to be its key business driver. As the team continues to initiate such practices during the COVID-19 pandemic, they have encouraged their tenants and members, as well as their vendors, to do their part to achieve the UN's Sustainable Development Goals (SDGs). The team has rolled out initiatives to address four of the 17 SDGs.

During the nationwide lockdown in December 2020, the World Trade Center Bengaluru team volunteered to help those in need within their local community, addressing SDG 1 "No Poverty." They supported a total of 11,000 migrant workers with access to food and money, distributed food across the various slums to 58 families in the Peenya Anganwadi region, donated beds to the Intensive Care Units at various hospitals, established a permanent healthcare center in South Bengaluru in association with St. John's Medical College Hospital, and contributed numerous donations to Chief Minister Basavaraj Bommai's relief fund.

Additionally, in response to SDG 3 "Good Health & Well-Being," the team established the "4S Program" (Screen, Sanitize, Spread Awareness and Sustain) to ensure good health & hygiene practices at the workplace. They established this framework in preparation for employees to return to the office and encouraged tenants to follow the set of precautionary measures in their individual workspaces. In response to SDG 5 "Gender Equality," the team has been actively involved with World Vision India, striving to achieve gender equality, and empower girls and women in the region. The team commemorated National Girl Child Day on January 24, 2020 by organizing a cooking session to teach young girls the basics of cooking; and awareness classes for young girls to learn about their surroundings and become informed individuals as well as the importance of hygiene, cleanliness and safety.

Lastly, in response to SDG 7 "Affordable & Clean Energy," the team has significantly reduced its carbon footprint with green energy. Since 2017, approximately 21,000 metric tons of carbon were eliminated as the World Trade Center Bengaluru building is LEED Gold-certified and equipped with energy-saving features such as high-efficiency chillers and water fixtures, enhanced ventilation, zero waste and a Sewage Treatment Plant (STP).

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WORLD TRADE CENTER BENGALURU

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World Trade Center Bengaluru Enforces Sustainable Practices Throughout COVID-19 Pandemic



Aishwarya Nandagopal, Assistant General Manager of Learning & Development at World Trade Center Bengaluru, addressing attendees at the awareness session to commemorate National Girl Child Day.

Photo Credit: World Trade Center Bengaluru



Vineet Verma, Managing Director of World Trade Center Bengaluru, distributing groceries to local community members.

Photo Credit: World Trade Center Bengaluru

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WORLD TRADE CENTER BHUBANESWAR

Submitted by: Nimeshika Natarajan, Assistant Director of Trade Research & Promotion, World Trade Center Bhubaneswar

World Trade Center Bhubaneswar Spearheads Sustainable Initiatives within its Community

Over the years, World Trade Center Bhubaneswar has spearheaded several sustainable initiatives within its local community – tackling five of the 17 Sustainable Development Goals (SDGs). In response to SDG 2, “Zero Hunger,” the team organized an event for local farmers to learn about quality management, market scenarios, e-selling, financial assistance programs and export requirements to combat food waste. In response to SDGs 3 and 4, “Good Health and Well-Being” and “Quality Education,” the team organized a program for local sanitation workers and young children from various schools to educate them on public health, skill building, and sustainable actions for a greener environment. Further, in response to SDG 5, “Gender Equality,” an awareness program on menstrual hygiene was created to empower and educate young women. Female entrepreneurs were largely encouraged to participate at the various fairs and exhibitions to interact with and educate attendees. Lastly, in response to SDG 12, “Responsible Consumption and Production,” the team launched an ideathon called “Green Pack Challenge – Innovate for Sustainability.” The challenge engaged the youth in a series of brainstorming activities to find innovative ideas on alternatives to, as well as reverse-engineering mechanisms of, plastics. More than 20 ideas from a group of 75 participants were selected by the State of Odisha’s start-up division for further training and mentoring.



Participation of women entrepreneurs at exhibitions & trade fairs.

Photo Credit: World Trade Center Bhubaneswar

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World Trade Center Bhubaneswar Spearheads Sustainable Initiatives within its Community



Observance of Menstrual Hygiene Day.

Photo Credit: World Trade Center Bhubaneswar



Green Pack Challenge initiative on recycling.

Photo Credit: World Trade Center Bhubaneswar



Good Health and Well-Being program for local sanitation workers.

Photo Credit: World Trade Center Bhubaneswar

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WORLD TRADE CENTER BRUSSELS

Submitted by: Anders Berner, CEO, World Trade Center Brussels

Swedish World Trade Center Buildings Receive Green Building Certifications to Meet UN's Sustainable Development Goals

Some of the newly-established World Trade Center locations excel in meeting green building certification requirements, focusing on the United Nations' Sustainable Development Goal (SDG) 7, "Affordable and Clean Energy." In 2017, [World Trade Center Växjö](#) became LEED Platinum-certified. In 2021, [World Trade Center Helsingborg](#) received Miljöbyggnad Gold certification from the Sweden Green Building Council (SGBC), a partner of the Green Building Council in the United Nations, while [World Trade Center Karlskrona](#) became Silver-certified by the SGBC. One of the main benefits of these certifications is to lower energy consumption and, therefore, lower operating costs. An example of the variety of green building certification features are motion sensors that detect when an individual enters an office space — the sensors automatically lower the temperature of the office space to compensate for the human body heat from the individual. This type of feature has become an increasing trend as many corporations require this kind of high environmental standard. Further, the success of these Swedish World Trade Center locations has generated great interest across Europe to produce more carbon-free buildings to address "Climate Action," SDG 13.



World Trade Center Helsingborg

Photo Credit: World Trade Center Helsingborg



World Trade Center Växjö

Photo Credit: World Trade Center Växjö



World Trade Center Karlskrona

Photo Credit: World Trade Center Karlskrona

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WORLD TRADE CENTER CURITIBA

Submitted by: Hiago Tavares, International Business Manager, World Trade Center Curitiba

World Trade Center Curitiba’s “Competitiveness Program” Aims to Achieve the UN’s Sustainable Development Goals

In response to Sustainable Development Goal (SDG) 8, “Decent Work and Economic Growth,” World Trade Center Curitiba established its “Competitiveness Program” in 2019, bringing together entrepreneurs, directors and C-level executives on a monthly-basis, who are focused on Environmental, Social & Governance (ESG) criteria, to debate and implement actions aimed at sustainable economic development and the growth of business competitiveness as well initiatives aimed to achieve the United Nation’s 17 SDGs. The program has encouraged participants to exchange experiences and solutions, which have led to annual savings of R\$300,000 aimed at sustainable economic growth. Further, participants wrote a letter to the Vice Mayor of Curitiba with requests for actions to be taken towards the economic development of the city including the need for several events to disseminate information to the public about ESG, tax, digital acceleration, among others.



Members of World Trade Center Curitiba’s Competitiveness Program attend a hybrid meeting to discuss SDG criteria.

Photo Credit: World Trade Center Curitiba



Members of World Trade Center Curitiba’s Competitiveness Program meet to draft a letter to the Vice Mayor of Curitiba.

Photo Credit: World Trade Center Curitiba

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WORLD TRADE CENTER DRESDEN

Submitted by: Manuel Rees, Project Development Manager, World Trade Center Dresden

Taking Action towards Sustainability at World Trade Center Dresden

At World Trade Center Dresden, “sustainability” is not just a buzzword – it’s an action. To raise awareness amongst its visitors and tenants, the team at World Trade Center Dresden organizes several events focusing on sustainability. For example, the team has recently implemented the “Future Workshop” in a special hybrid format — as both a forum and a platform — in which the team addresses current topics — including sustainable building, future health and cybercrime — and will continue to do so for future tenants and visitors. In total, they host more than 15 sustainability events every year and have converted them into this hybrid format to gather more interested attendees around the region during the COVID-19 pandemic.

In addition, since 2014, the United Nations University (UNU) Flores has been one of World Trade Center Dresden’s key tenants, specializing in water, soil and waste research. For several years, in collaboration with UNU Flores, World Trade Center Dresden has organized and celebrated United Nations Day on October 24 in the city, featuring keynotes, webinars and exhibitions about the United Nations’ work and initiatives.

Further, this year, World Trade Center Dresden celebrated its 25th anniversary and took a look back on its successful history. In collaboration with its investors, the team developed a “Vision 2030” plan which includes sustainability, flexibility and innovation as key values for World Trade Center Dresden to achieve by 2030.



Participants attend the 2021 “Future Workshop on e-Mobility” held at Volkswagen Dresden.

Photo Credit: World Trade Center Dresden



World Trade Center Dresden displays UN flags to celebrate UN Day 2017.

Photo Credit: World Trade Center Dresden

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WORLD TRADE CENTER MILAN

Submitted by: Franca Reginato, CEO, World Trade Center Milan

Reforestation and Biodiversity in Milan

Since 2003, World Trade Center Milan has been collaborating with the Cascina Sant'Alberto — a farmhouse located in Rozzano in the southern suburbs of Milan — to reforest part of the land owned by the Cascina in response to Sustainable Development Goal (SDG) 15, “Life on Land.” Over the years, more than 22,000 trees, including tall trees and bushes, have been planted across an extension of about 22 hectares to form an area of about 14 hectares of woodland. Of these, 6,500 trees have been planted close to the canals and drainage ditches — as part of European funding called the “Rural Development Plan of the European Community” — to counteract the pollution of groundwater through the use of plants as a phyto-depurative system.

The forest layout was designed and developed to restore biodiversity in an environment ruled by monocultures. This work — supervised by the Department of Animal Biology at the University of Pavia — and the construction of biotic corridors have led to a significant increase in the amount of plants and animals in the area. As a result, the Oasis of Cascina Sant'Alberto was named the area with the greatest reproductive increase of pheasants and hares in the province of Milan in a 2019 report titled “Environmental and Ecosystem Characterization of the Rozzano-Vigentina Oasis” written by the University of Pavia. This report also showed valuable environmental improvements in the area that resulted from the reforestation and the integration of permanent meadows for hay production, which were certified “Organic” at the end of 2020.



The Oasis of Cascina Sant'Alberto, Rozzano, Milan.

Photo Credit: Raphael Monzini



Forest planting at the Oasis of Cascina Sant'Alberto, Rozzano, Milan.

Photo Credit: Walter Meles

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WORLD TRADE CENTER MOSCOW

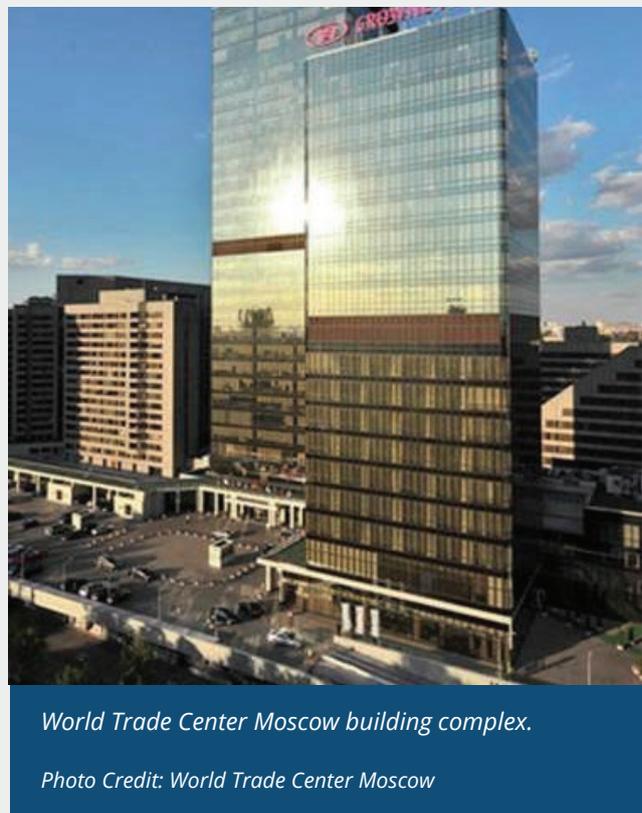
Submitted by: Nina Mantorova, Senior Consultant - Department for International Trade Development, World Trade Center Moscow

World Trade Center Moscow Building Complex Embodies the United Nations' Sustainable Development Goals (SDGs)

World Trade Center Moscow has been implementing each of the United Nations' Sustainable Development Goals (SDGs) since the goals were established, two of which are engrained into the organization's overall mission and strategy, which define the directions of the organization's development in the coming years and influences daily activities.

In response to SDG 12, "Responsible Consumption and Production," the World Trade Center Moscow team, along with its tenant companies, have been introducing best practices to address consumption and production waste. Since 2015, World Trade Center Moscow has been implementing a program to reduce energy, fuel, water and paper consumption as well as waste generation. Further, when holding congress events, the team ensures that reusable structures are used. The team is also currently implementing an environmental program by allocating 12,500 square meters of green space to surround the building complex, which will feature verandas and terraces for guests and employees to enjoy. Lastly, the World Trade Center Moscow team is taking into account the provisions of the SDGs while planning for the expansion of the building complex.

In response to SDG 17, "Partnership for the Goals," World Trade Center Moscow pays significant attention to building partnerships with industry associations focused on business and non-profit organizations, public organizations, chambers of commerce, commercial structures, research centers and higher education institutions. As a result of these partnerships, the World Trade Center team hosts several significant events annually, as well as sponsorship and charitable activities, and strengthens its presence with the media.



World Trade Center Moscow building complex.

Photo Credit: World Trade Center Moscow

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WORLD TRADE CENTER MUMBAI

Submitted by: Rupa Naik, Executive Director, World Trade Center Mumbai

World Trade Center Mumbai Promotes Multiple Sustainable Development Goals through Trade and Welfare Initiatives

World Trade Center Mumbai spearheaded several initiatives to promote the United Nations' Sustainable Development Goals (SDGs). As a socially responsible organization, World Trade Center Mumbai has directly contributed to six SDGs in the last year. First, the center provided its facility to the Municipal Corporation of Greater Mumbai (MCGM) to open one of the largest COVID-19 Vaccination Centers in Mumbai. Through this initiative, the center contributed to SDG 3, "Good Health and Well-Being." World Trade Center Mumbai also supported the local administration in attaining SDG 2, "Zero Hunger," by distributing free food to people in need throughout the region. In its endeavor to promote SDG 7, "Affordable and Clean Energy," World Trade Center Mumbai installed solar panels in its shopping center, Arcade, to harness renewable energy. Further, in an effort to promote "Responsible Consumption and Production" under SDG 12, World Trade Center Mumbai installed PET bottle crushing machines, electronic waste recycling machines and food composting devices throughout the complex.

As part of its trade support initiatives, World Trade Center Mumbai launched a new digital platform "wetrade.org" in October 2020 to connect small- and medium-sized firms, start-up enterprises and trade promotion agencies with their counterparts abroad. Through this digital platform, the team has successfully held bilateral exhibitions with Vietnam, Zambia, Canada and the Caribbean countries. This initiative promotes SDGs 8 and 17 — "Decent Work and Economic Growth" and "Partnerships for the Goals," respectively — as World Trade Center Mumbai partnered with other World Trade Center locations around the world to make trade mutually supportive in a virtual environment while also encouraging macroeconomic policies conducive to the economic development of India. The team hopes these initiatives will contribute to India's target of USD \$1 trillion in merchandise exports by 2030.

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WORLD TRADE CENTER MUMBAI

Submitted by: Rupa Naik, Executive Director, World Trade Center Mumbai

World Trade Center Mumbai Promotes Multiple Sustainable Development Goals through Trade and Welfare Initiatives



Speakers address a virtual conference on “Strengthening Bilateral Trade Relations between India and Caribbean Region,” jointly organized by MVIRDC World Trade Center Mumbai and High Commission of India in Georgetown - Guyana, High Commission of India in Kingston - Jamaica, High Commission of India in Trinidad and Tobago, Embassy of India in Havana – Cuba, and Embassy of India in Paramaribo - Suriname. The program was organized on August 6, 2021 to inaugurate the virtual bilateral exhibition to promote India-Caribbean bilateral trade.

Photo Credit: World Trade Center Mumbai



Clockwise: One of the largest vaccination centers opened at WTC Mumbai in May 2021. PET bottle crushing machine installed for sustainable waste management. Installation of solar panels to harness renewable energy.

Photo Credit: World Trade Center Mumbai

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WORLD TRADE CENTER ORLANDO

Submitted by: John R. West, Vice President of Programs, World Trade Center Orlando

World Trade Center Orlando Combats Greenhouse Emissions via Direct Air Capture (DAC) Technology

The team at World Trade Center Orlando has been working on a project for more than two years to address several of the United Nations' Sustainable Development Goals (SDGs) including "Climate Action" (SDG 13), "Good Health & Well-Being" (SDG 3), "Reduced Inequalities" (SDG 10) and "Sustainable Cities & Communities" (SDG 11).

In 2019, World Trade Center Orlando entered into an agreement with Particulate Matter Solutions LLC to have its consulting arm help bring their leading edge Direct Air Capture (DAC) technology to market. A letter of engagement with a world-leading manufacturer was recently signed in November to manufacture and thoroughly test the first few DAC units over the next four months. The DAC technology retrofits to be compatible with all commercial building infrastructures around the world and, therefore, is several years ahead of any other currently existing DAC technology. It will capture CO₂, Methane, Ozone, and Heavy Particulates from ambient air and, to the extent of being retrofitted to all commercial buildings in any global densely populated area, and will clean and overturn the air in those areas within about a year. Therefore, those people living in densely populated areas around the world — regardless of their race, ethnicity, socio-economic status, etc. — will equally experience much cleaner air with fewer pollutants and have an equal opportunity for better health. The cost of this DAC technology is very low compared to any other DAC technology currently available on the market today. It saves energy for the building owners as it increases the efficiency of a building's existing electrical usage and thus, in many cases, will result in no new net overall building energy usage.

The world is loudly calling for greenhouse gas (GHG) emissions to be eliminated and there is no need to wait any longer. Those GHG emissions will be captured and cleaned by this DAC technology until they are eliminated. Under the current production plan, the first of these DAC units will be produced and retrofitted to commercial buildings in a demonstration city in the first quarter of 2022. Further, this DAC technology, once retrofitted, can create many sustainable "green" jobs.

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WORLD TRADE CENTER PUNE

Submitted by: Suseela Krishnan, Manager, World Trade Center Pune

World Trade Center Pune Signs MoU to Promote the 2030 Sustainable Development Goals

In November 2021, the World Trade Center Pune signed a Memorandum of Understanding (MoU) with Sandeep J. Shah, United Nations, University of Peace, Global Peace Special Envoy to Commission for Peace, to support the United Nations' efforts to achieve the Sustainable Development Goals (SDGs) 2030. The MoU states that World Trade Center Pune and Sandeep J. Shah will jointly partner with local organizations, companies and government to achieve three key SDGs by 2030 — SDG 7 “Affordable and Clean Energy;” SDG 3 “Good Health and Well-Being;” and SDG 13 “Climate Action.”

In addition to the MoU, World Trade Center Pune also recently partnered with an NGO to organize an event on how NGOs, corporations and government bodies can join forces to support underrepresented sections of society — especially those who have been adversely affected by the COVID-19 pandemic — to regain access to education, healthcare, employment and vocational skill training.



Niraj Khinvasara, representing World Trade Center Pune, signs the MoU with Sandeep J. Shah, United Nations, University of Peace, Global Peace Special Envoy to Commission for Peace, to promote the 2030 Sustainable Development Goals.

Photo Credit: World Trade Center Pune

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WORLD TRADE CENTER TAIPEI

Submitted by: Lee Jerchin, Executive Director, World Trade Center Taipei

World Trade Center Taipei Joins the New United Nation's Net Zero Carbon Initiative

The team from World Trade Center Taipei's exhibition and convention center recently joined the "Net Zero Carbon Events" initiative announced during the United Nation's Climate Change Conference (COP26) in November 2021. In alignment with Sustainable Development Goal (SDG) 13, "Climate Action," this initiative aims to bring together all industry stakeholders to discuss the commitment to tackle climate issues and drive the industry to become net zero by 2050, as well as to develop methodologies for measuring the industry's greenhouse gas emissions and share best practices. The initiative stems from the work of a task force established by Joint Meeting Industry Council (JMIC) members including UFI, the global association of the exhibition industry; the International Association of Convention Centers (AIPC) and the International Congress and Convention Association (ICCA), along with representatives of the Freeman Company, Hong Kong Convention and Exhibition Center (HKCEC), Informa, MCI Group, Messe München and RX Global, among others.

The Meetings, Incentives, Conferences & Exhibitions (MICE) industry is a complex network comprised of stakeholders including companies who are directly involved in events, such as venues, organizers, exhibitors, suppliers and visitors. Therefore, quantifying the impact of their collective actions and defining their responsibilities are crucial for the industry to fully become net zero.

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WORLD TRADE CENTER TWENTE

Submitted by: Freerk Faber, CEO, World Trade Center Twente

World Trade Center Twente’s “Energy Group” Uses Innovation to Achieve the United Nations’ Sustainable Development Goals

In 2010, World Trade Center Twente established a group of more than 20 companies — called the [Energy Group - World Trade Center Twente \(wtctwente.nl\)](http://wtctwente.nl) — who are active in the energy sector and want to contribute to energy change including the reduction of energy costs. One initiative the group developed is a new solution for battery storage. They developed a new “green” way to store and transport energy in a physical form based on an electrolyzer in addition to different types of biofuel via a pyrolysis technique. The group also promotes the use of alternative fuels such as hydrogen. Through their activities, the group is working to achieve five of the 17 United Nations Sustainable Development Goals (SDGs) including SDG 7, “Affordable and Clean Energy;” SDG 9 “Industry, Innovation and Infrastructure;” SDG 11, “Sustainable Cities and Communities;” SDG 13, “Climate Action;” and SDG 17, “Partnerships for the Goals.”



The World Trade Center Twente Energy Group poses in front of Super-B's new high-end lithium batteries for energy storage systems at a warehouse facility.

Photo Credit: World Trade Center Twente

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