



# Made in Steel's approach to sustainability

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## IDENTITY, GOVERNANCE, AND VALUES

**Made in Steel** is the international Conference & Exhibition for the steel industry. Through conferences, forums, and roundtables, the event aims to foster collaborative competition and information exchange—both essential drivers for corporate growth. The organization's governance reflects a vision where ethics and transparency serve as the cornerstones of all operations.

Made in Steel's sustainability journey starts from the commitment to being a benchmark for the steel industry—not only as a business platform but as a hub for innovation and knowledge. In line with this vision, the organization embarked on a virtuous path that led to achieving [ISO 20121 certification](#) (Event Sustainability Management System) in 2023.

The purpose of this report is to summarize the activities carried out during the **2025 edition**, focusing on the increasingly sustainable management of the event. Specifically, this document highlights progress made in aligning with the **2024 update of the ISO standard**, with a particular emphasis on the results of the **Materiality Analysis**: a tool used to align event objectives with stakeholder expectations.



## CLIMATE CHANGE, HUMAN RIGHTS, AND THE SUPPLY CHAIN

In compliance with the ISO 20121:2024 update, Made in Steel has increased its focus on climate change, human rights, and supply chain management.

In March 2025, the Event's Sustainability Policy was updated. This document defines the guidelines for mitigating environmental, social, and governance impacts. Significant attention was given to **social principles**, including a strengthened commitment to promoting human rights. In parallel, regarding the environmental pillar, the Policy introduces the promotion of practices that respect the environment, the health and well-being of local communities. It specifically focuses on reducing environmental impact through deliberate waste management and the mitigation of atmospheric CO<sub>2</sub> emissions.

At the same time, Made in Steel has adopted a **Human Rights Policy** to ensure the respect and protection of fundamental rights throughout every stage of the Conference & Exhibition. This commitment translates into the integration of equity, inclusion, social responsibility, and accessibility, reinforcing a transition toward a human-centric sustainability model.



## MATERIALITY ANALYSIS

For the first time, Made in Steel conducted a formal Materiality Analysis to identify the relevance of material topics to the event. This process is essential for the definition of strategic objectives and ensure continuous improvement in sustainable event management.

The analysis focused on the 11<sup>th</sup> edition of the event, held in 2025. The starting point was the ESG topics already identified in the SEMS (Sustainable Event Management System) improvement program, which drives Made in Steel's sustainability strategy.

The process of identifying material topics and impacts took place in several stages:

- 1. Context Analysis:** A SWOT analysis was conducted to identify strengths, weaknesses, opportunities, and threats.
- 2. Impact Identification:** Evidence from the context analysis was used to identify impacts consistent with the SEMS improvement program. Each impact was categorized by nature (positive or negative) and timeframe (actual or potential).
- 3. Stakeholder Engagement:** Key stakeholder groups (suppliers/collaborators, exhibitors, visitors, media/journalists, media partners, patrons, and sponsors) were engaged via an online survey to assess the relevance of

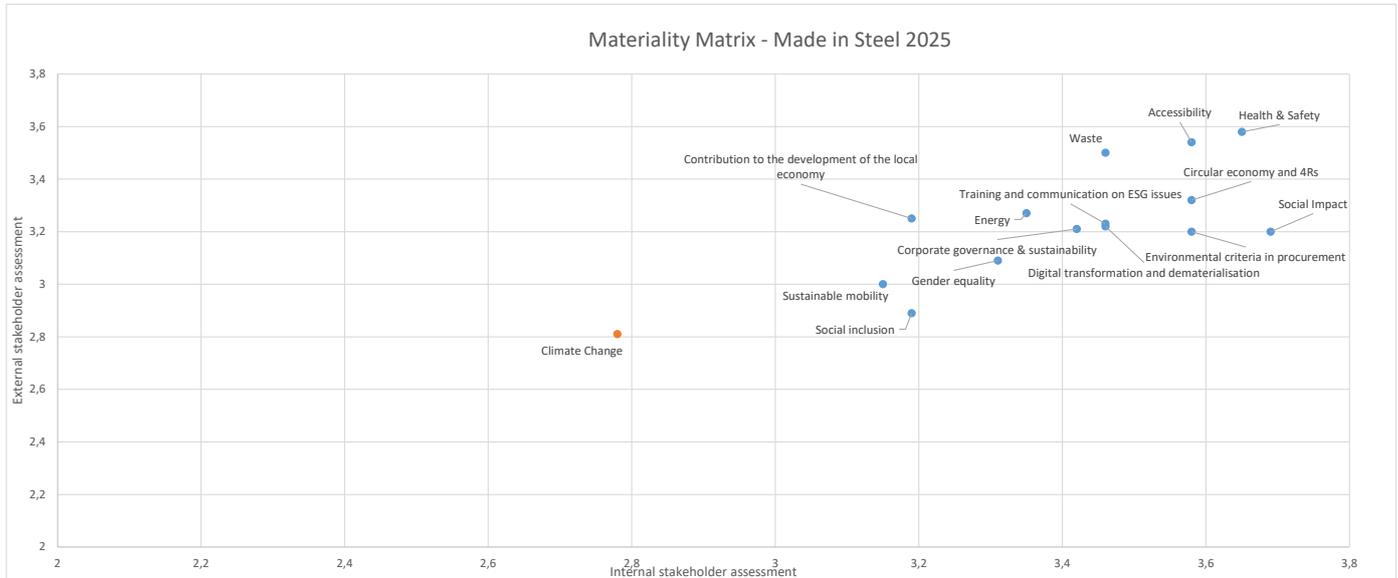
each topic from their perspective.

The survey results were analyzed in aggregate form and enabled the definition of a priority order for the topics, based on the relevance expressed by all stakeholders. Specifically, the internal assessment took into account the evaluations from suppliers, collaborators, and members of the Board of Directors, while the external assessment referred to the following stakeholder categories: exhibitors, visitors, media and journalists, media partners and patrons, and sponsors.

The **2025 Materiality Matrix** is presented below. The X-axis represents the internal stakeholder assessment, while the Y-axis represents the external stakeholder assessment.

Material topics shown in blue represent the priority topics with an average score above 3. These are considered of medium-high relevance to stakeholders and are characterized by a significant impact on the event.

While the topic of Climate Change received a score of 2.8—slightly below the predetermined relevance threshold—the organization decided to prioritize it due to its high current relevance. Following the 2024 ISO update and audit recommendations, an assessment of emissions related to electricity consumption was conducted for the 2023 and 2025 editions.



Data was analyzed using two methodologies:

- Location-based: Reflecting the average emissions intensity of the local power grid.
- Market-based: Reflecting specific contractual choices and energy sources purchased by the organization.

Electricity Consumption Analysis Results:

- **2023 Edition:**
  - 17.67 tCO<sub>2</sub>e (location-based)
  - 34.27 tCO<sub>2</sub>e (market-based)
- **2025 Edition:**
  - 14.63 tCO<sub>2</sub>e (location-based)
  - 0 tCO<sub>2</sub>e (market-based). This result for the 2025 edition was achieved thanks to Fiera Milano confirming the purchase of **Guarantees of Origin (GOs) covering 100% of the electricity consumed** for the year 2025.



## CONCLUSION

The work undertaken for the 2025 edition, particularly the Materiality Analysis, provides the **strategic foundation** for Made in Steel's future path. In line with the principle of continuous improvement, the evidence gathered will allow for the further refinement of the Event Sustainability Management System for future editions, ensuring full alignment between organizational goals and stakeholder expectations.

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