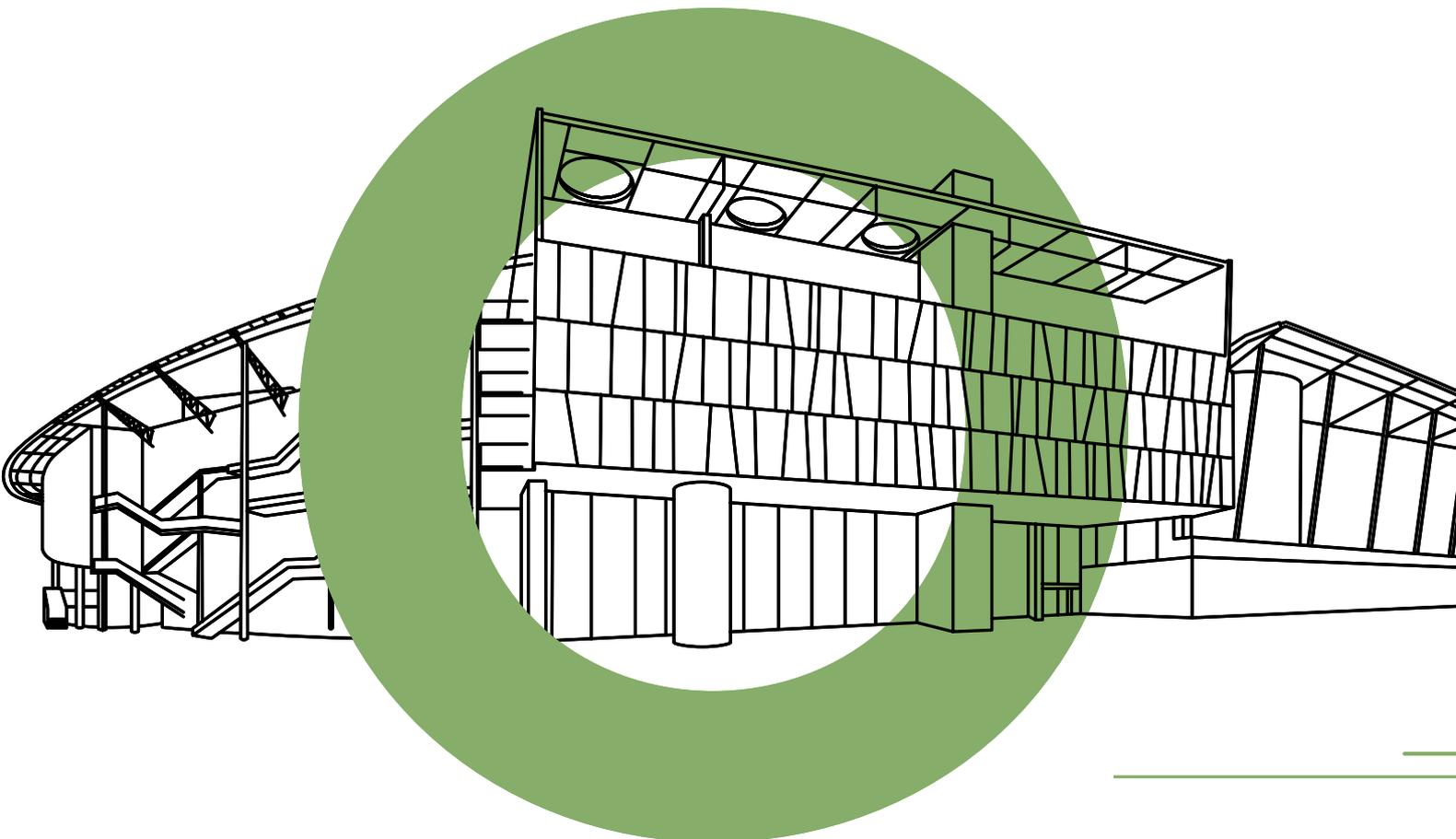


WE COMMEET

pour des rencontres plus responsables



CORPORATE SOCIAL
RESPONSIBILITY

• REPORT 2023-2025 •



CREATE & LIVE

TABLE OF CONTENTS



4

ODYSSEE 2030



6

BUSINESS MODEL



8

1 - STRONGER, RESPONSIBLE GOVERNANCE



18

2 - ECONOMIC PERFORMANCE



26

3 - SOCIAL RESPONSIBILITY



32

4 - SOCIETAL RESPONSIBILITY



42

5 - ENVIRONMENTAL RESPONSIBILITY





CAROLINE
SOUPPART

Managing Director

LILLE GRAND PALAIS- ZÉNITH DE LILLE IS ENTERING A NEW STAGE

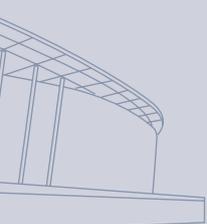
For more than three decades, this venue has lived, evolved and grown with its region, embodying its energy, openness and ambition. With the launch of the new Odysée 2030 strategic direction, we are asserting a clear, shared vision for the next five years.

This strategy is based on three key convictions: conquering new markets, innovating responsibly and placing people at the heart of our performance. It commits the company and those who bring it to life to ambitious, achievable goals: achieving sales of €25 million and becoming a Great Place to Work by 2030.

We are convinced that Lille Grand Palais - Zénith de Lille must continue to play a leading role in the economic and cultural appeal of the metropolitan area. Beyond that, we want to promote a new way of conceiving events: more sustainable, more collaborative, more innovative. An events industry designed to be useful, open and fully serving the region's influence.

Odysée 2030 is above all a collective adventure. It is based on trust, team commitment and the synergies built every day with public and private stakeholders. Our ambition is not limited to growth: it is aimed at shared, sustainable development.

Beyond a mere venue, Lille Grand Palais - Zénith de Lille is a living ecosystem that creates value and meaning. A true flagship for the destination, both now and in the future.





ODYSSEE 2030

A NEW DYNAMIC FOR 2030

Odyssee 2030 defines our new strategic direction for the next five years and embodies our ambition for 2030. This plan aims to strengthen our regional influence, stimulate innovation and make the most of our human capital, while developing responsible offers for our event-organising clients.

The process of setting this strategic direction began within the Executive Committee during a dedicated management seminar. This time of collective work allowed for in-depth reflection and brainstorming, taking into account the current issues faced by the events industry, the expectations of our stakeholders as well as the economic, social and environmental challenges we face.

As a result of this work, three key areas were defined to guide our development over the next five years:

1 BUILDING AN AGILE, DIVERSIFIED AND SUSTAINABLE CONQUEST

We place agility, diversity and sustainability at the heart of our action. Our aim is to increase our regional influence, attract new events and develop self-produced events, while consolidating our existing exhibitions. Some initiatives are designed to be exported, such as Art Up! in Grenoble. Optimising the management of our facilities and our programming is a key factor in ensuring that we operate smoothly and efficiently.

2 ANCHORING A CULTURE OF INNOVATION

Innovation is a key driver of our strategy. It enables us to improve our processes, modernise our infrastructure and enhance the experience we offer our clients. It also underpins our ability to anticipate market evolutions and strengthen our competitiveness over the long term.

3 CAPITALISING ON PEOPLE

Human capital is at the heart of our success. We are strengthening our employer brand, investing in skills development and supporting our teams as they evolve their practices. Our ambition is to become a Great Place to Work by 2030, offering a stimulating and fulfilling working environment for all our employees.



This strategic direction was presented to all our teams ahead of our annual seminar. This collective event provided an opportunity to share the vision, give meaning to the ambitions of Odysée 2030 and build this momentum into future projects.

Odysée 2030 is steered by the COPIL and relies on the active involvement of employees through cross-functional projects in line with these three priorities. Ultimately, our aim is to renew our Public Service Contract (DSP) and consolidate our position as a leading cultural and economic player, capable of creating and exporting high-impact events.

BUSINESS MODEL

INDICATORS
AS OF 30 JUNE 2025

OUR RESOURCES

FINANCIAL & ORGANISATIONAL

- ▶ SAEM (Mixed economy company) / Capital €3,900,000
- ▶ Public service contract until 31/12/2030
- ▶ High-profile brands: Lille Grand Palais - Zénith de Lille - Lille Grand Palais Théâtres
- ▶ 3 areas of expertise: Venue management, event creation and event production
- ▶ Certifications: ISO 20121 - ISO 9001 - Innovative and Sustainable Destination Label

HUMAN

- ▶ 84 employees on permanent contracts - 1 fixed-term contract - 9 apprentices + 29 FTEs (via temporary and intermittent workers)
- ▶ Implementation of HRIS
- ▶ 58 different jobs
- ▶ Social policy: social benefits, exceptional leave, remuneration system, training
- ▶ 3 management bodies

OUR VISION

As a major and unique player in business tourism and live entertainment, Lille Grand Palais is committed to hosting and organising more responsible events that contribute to the attractiveness of the region and support an entire economic, cultural and institutional sector.

OUR AMBITION

Regularly hosting large-scale events that generate a positive and sustainable impact.

OUR VALUES

- COLLECTIVE SPIRIT
- EXPERTISE
- COMMITMENT
- CONQUEST

OUR PRIORITY CHALLENGES



ECONOMIC DEVELOPMENT



ATTRACTIVENESS AND INFLUENCE



DECARBONISATION



WORKING CONDITIONS & SOCIAL DIALOGUE

OUR IMPACT AND CONTRIBUTION TO SUSTAINABLE DEVELOPMENT GOALS



FINANCIAL & ORGANISATIONAL

- ▶ Turnover: €24 million
- ▶ Breakdown of turnover by Business line: 56% for MICE, 13% for Events and 31% for Shows
- ▶ Subcontracting: 53,184 hours - 11,596 hours for entertainment workers - 17,925 hours for greeters - 22,631 hours for service workers - 1,032 hours for handlers
- ▶ 313 events, broken down as follows: 125 events hosted - 4 events created - 184 shows
- ▶ Overall satisfaction score 4.51/5



HUMAN

- ▶ EGAPRO: 100/100 (Parity: 47W/47M)
- ▶ 100% of employees have had an annual appraisal / 1,331 hours of training / 47 employees trained / 426 hours of regulatory training / 905 hours of other training
- ▶ Workplace accident severity rate: 1.19
- ▶ 4.88% overall salary increase
- ▶ 15 employees involved in the skills sponsorship scheme



BUILDING

- ▶ **45,000 m²**: 3 halls, 4 theatres, 28 rooms - 39 possible configurations - €1.8 million in investment
- ▶ **6 carbon audits carried out**: 1 for the Company - 1 for the Lille Grand Palais venue - 1 for the Zénith venue - 3 for created events
- ▶ **High accessibility of the building** (stations, underground, Vllille bicycles, bus) and PICTO ACCESS Audit
- ▶ **Innovations**: Web App, exhibitor webshop, 360° tour, universal guidance solution, etc.
- ▶ **100% renewable electricity** and biomass heating 65% (urban network)

ECOSYSTEM

- ▶ **100% of calls for tender include CSR criteria**
- ▶ **1 Supplier Relations and Responsible Purchasing charter** (80% of signatories)
- ▶ **1 million visitors/year**
- ▶ **Member of more than 20 professional networks**
- ▶ **Over 168,000 subscribers** to the Lille Grand Palais Lille Zénith community

OUR ACTIONS/OUR LINES OF BUSINESS

HOSTING - PRODUCING - CREATING EVENTS

OUR STRENGTHS

- ▶ High accessibility
- ▶ Modularity
- ▶ Adaptability
- ▶ Customer experience

OUR CLIENTS

- ▶ Companies
- ▶ Associations/Scholarly societies
- ▶ Co-creators
- ▶ Event agencies
- ▶ Producers/developers

OUTREACH

- ▶ Regional
- ▶ National
- ▶ International

SECTORS REPRESENTED

- ▶ Health/Research
- ▶ Education/Culture
- ▶ Insurance/Finance
- ▶ Distribution
- ▶ Defence/Security
- ▶ Transport/Environment/Energy
- ▶ Industry
- ▶ Showbusiness
- ▶ Politics/Trade unions
- ▶ Tourism/Sport



BUILDING

- ▶ **Incentives to measure carbon footprint** and local contribution
- ▶ **5,645m² of space renovated** since 2022
- ▶ **Sustainable mobility offer** with Pass Pass carpooling/Ilevia partnership, Communication on flows and site accessibility
- ▶ **Carbon footprint results**: Total emissions measured: 2,001.237 tCO₂e
- ▶ **Responsible digital charter/** EcoIndex A for our websites
- ▶ **Rooftop beehives**: 96,847 bees working in an open space!



ECOSYSTEM

- ▶ **Local economic benefits**: €50 million Impact calculated using the method developed by EY
- ▶ **NPS**: 86% of clients recommend us (rating of 9/10 or 10/10)
- ▶ **Health partnership** with the Oscar Lambret Centre, the Lille CHU endowment fund and the Pasteur Institute of Lille
- ▶ **New Partnerships** with APF France Handicap and the C'Possible association to promote inclusion
- ▶ **88% of purchases** from local suppliers
- ▶ **Redistribution of foodstuffs** in partnership with the Red Cross



1

STRONGER, RESPONSIBLE GOVERNANCE

In the heart of the city, Lille Grand Palais brings together a convention centre, an exhibition centre and a Zenith concert hall. Three complementary activities, brought together in a single venue, have made Lille Grand Palais - Zénith de Lille the place to be to experience the unexpected since 1994.

Today, we are continuing to roll out our strategic plan and are developing our governance. The Métropole Européenne de Lille (MEL) is thus acquiring a 30.77% stake in the SAEM (Mixed economy company), alongside the City of Lille, the majority shareholder with 42.74%. This new alliance reflects a shared ambition: turning Lille Grand Palais - Zénith de Lille into a shared lever for attractiveness, innovation and influence for the entire region.

We are now charting our course towards 2030, based on conquest, sustainable innovation and social commitment. A structured, methodical approach, supported by two demanding standards: ISO 20121 for sustainable event management and ISO 9001 to guarantee quality and continuous improvement.

OUR GOVERNANCE CHALLENGES

MISSION & VALUES

Aligning decisions and steering methods with the company's mission, in order to create a positive, sustainable and measurable impact.

DID LABEL (Innovative, Sustainable Destination)

Uniting teams, stakeholders and getting the entire ecosystem on board to contribute to the attractiveness of the region.

CSR & QUALITY COMMITMENTS

Anchoring continuous improvement and quality requirements durably in the way the company operates.



CAROLINE SOUPPART

Managing Director



MÉLISSA MONTEIRO

*CSR & Internal Communications
Director*

MORE THAN EVER, WE ARE ASSERTING **OUR DESIRE TO BRING TOGETHER, RECONNECT AND EMBRACE** OUR ENTIRE ECOSYSTEM

The mission of Lille Grand Palais - Zénith de Lille is to serve the region and support its sustainable development by organising innovative and more responsible events and shows. It is the common thread running through our strategic direction, guiding all our decisions.

More than ever, we are asserting our ambition to bring together, reconnect and mobilise our entire ecosystem to act for the region's influence. Employees, partners, institutional and economic players are all fully involved in this collective dynamic.

By listening carefully to our stakeholders, we have been able to identify key strategic projects that are defined and managed in a collaborative manner. Designed with collective intelligence, they mobilise in-house expertise and encourage shared, practical implementation.

This governance is reinforced by our CSR and Quality commitments. ISO 20121 and ISO 9001 certifications provide a demanding methodological framework for transparency, impact measurement and continuous improvement. Today we can boast dual certification, while actively contributing to the region's accreditation.

Responsible governance, collective commitments and reference frameworks are thereby complementary. Together, they are positioning Lille Grand Palais - Zénith de Lille as a useful and inspiring player, capable of uniting its ecosystem around a sustainable trajectory.

STEERING BODIES



COORDINATING THROUGH COMMITTED BODIES

To drive and coordinate its corporate policy, Lille Grand Palais - Zénith de Lille relies on several governance bodies.

Each of them plays a key role in decision-making, management leadership and continuous improvement. Together, they ensure collaborative and aligned operating.

"OVER THE YEARS,
OUR COMPANY HAS BUILT A TRULY
STRUCTURED SYSTEM OF GOVERNANCE,
BASED ON COORDINATION BETWEEN
DIFFERENT STEERING BODIES.

This organisation creates a strong collective dynamic: topics are shared, issues are analysed and actions are coordinated. This contributes directly to our continuous improvement approach, reinforces the reliability of our processes and the commitment of all our teams."



ÉMILIE GAGNEUR
Accounting Manager

CODIR EXECUTIVE COMMITTEE



CONSTITUTION: Directors



FREQUENCY: Twice a month



MISSIONS: The CODIR builds, coordinates and monitors the company's strategic projects, which are validated by the Board of Directors.



CORE OPERATIONS COLLECTIVE OF TEAM MANAGERS



CONSTITUTION: Middle managers



FREQUENCY: Once a month



MISSIONS: The CORE brings the managerial reference framework to life on a daily basis: exchanging around managerial issues, deploying strategic action plans and relaying information to all staff.

COPIL STEERING COMMITTEE



CONSTITUTION: Members of the CODIR and CORE



FREQUENCY: Once per quarter



MISSIONS: A body dedicated to the responsible management of the company, the COPIL ensures that the requirements relating to the ISO 20121 and ISO 9001 standards are complied with and applied. It monitors process maturity, steering indicators and the successful implementation of continuous improvement actions.

REVIEW AND CAPITALISATION COMMITTEE



CONSTITUTION: Experts from every department in the company



FREQUENCY: Weekly meeting and two annual reviews



MISSIONS: The Review and Capitalisation Committee shares feedback from internal and external projects, best practices and issues. It analyses discrepancies, monitors action plans and conducts satisfaction surveys.

DUAL MATERIALITY MATRIX

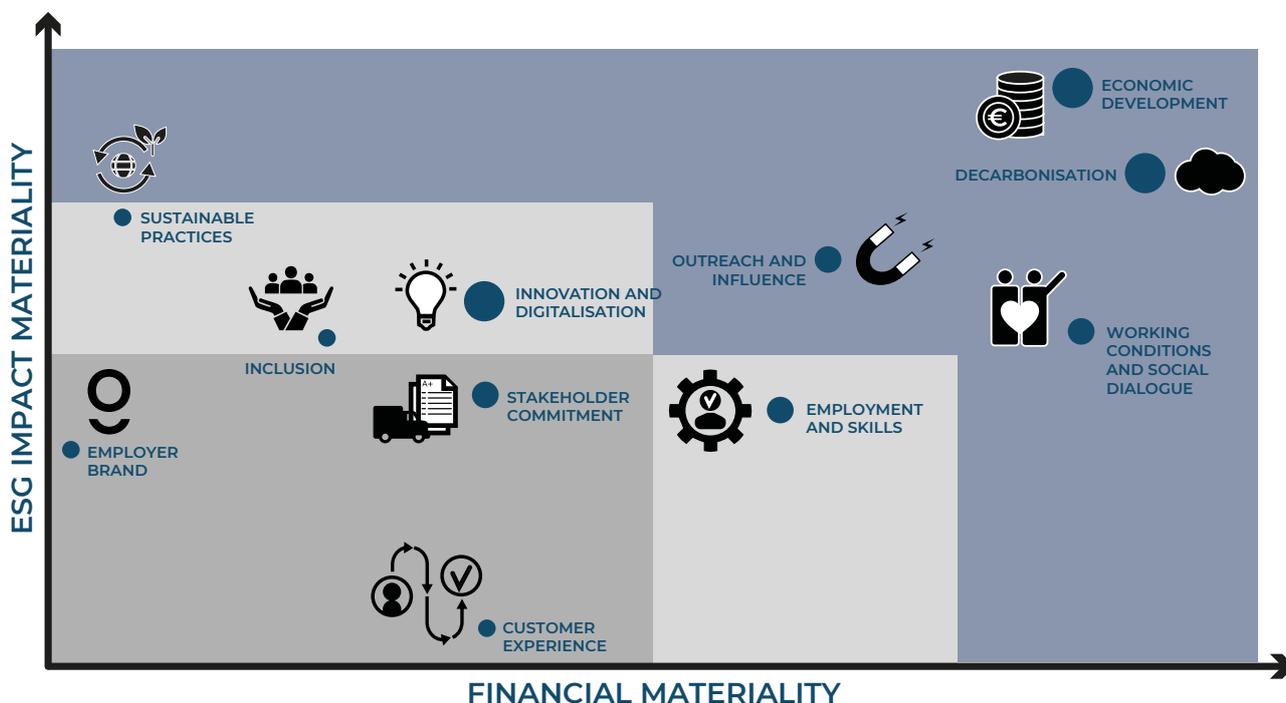


IDENTIFYING RISKS AND OPPORTUNITIES

The dual materiality matrix enables us to identify the priority issues for Lille Grand Palais - Zénith de Lille. This approach helps us better anticipate risks, guide our strategic decisions and seize new opportunities.

More than fifty interviews were conducted with all our stakeholders. Conducted by both an external consulting firm and our management committee, these discussions helped to identify our strengths, areas for improvement and highest expectations.

As a result of this work, we identified 11 challenges, including four priorities, positioned at the heart of our dual materiality matrix. Each challenge was analysed in terms of its ESG impact and its financial materiality, in order to ensure an approach in compliance with the requirements of dual materiality. These challenges are broken down into a number of strategic projects, planned over a five-year cycle, up to 2030.



The matrix analysis has highlighted 4 priority issues:

- ▶ Economic development
- ▶ Working conditions and social dialogue
- ▶ Decarbonisation
- ▶ Outreach and influence

As well as 7 medium-term challenges.

COLLECTIVE INTELLIGENCE



INSTATING COLLABORATIVE WORK AS A DRIVER OF CORPORATE STRATEGY

Every year, a number of structural projects are launched to realise the ambitions of the Strategic direction. For each of them, we define a theme, a sponsor, a pilot, kick-off and structured retroplanning. This way of operating guarantees an integrated, harmonised approach focused on collective progress.

Selected on the basis of our priority issues, these projects cover a wide range of themes and involve all our activities. These are all strategic subjects, conceived and built using collective intelligence, to bring about lasting change in our practices and services.

OUR KEY PROJECTS INCLUDE:

- CREATION OF NEW EVENTS
- INFORMATION SYSTEM GOVERNANCE
- FLOW MANAGEMENT
- CUSTOMER EXPERIENCE

ANTOINE TANAS
General Manager of
Conventions & Exhibitions



"THE SUCCESS OF OUR STRATEGIC PROJECTS IS BASED ON A SIMPLE PRINCIPLE: COMBINING OUR EXPERTISE.

Working with collective intelligence means we can cross-fertilise points of view and profiles, providing cross-disciplinary expertise. Each team contributes with its own specific perspective, enhancing project performance. When the need arises, we call on external skills to complement our expertise and guarantee appropriate, innovative solutions".

ANNUAL HIGHLIGHTS



ALIGNING AND UNITING

Throughout the year, Lille Grand Palais - Zénith de Lille plays host to a number of major events.

Designed to harmonise the teams, these moments create a common direction and ensure consistency between strategic discourse and operational decisions.

SEMINARS

THE YEAR IS STRUCTURED AROUND 2 KEY EVENTS

- ▶ **A seminar dedicated to directors** to develop the annual strategic plan.
- ▶ **A second seminar, dedicated to employees**, to enable them to take ownership of this plan, contribute to it and ensure it is collectively deployed.



INTERNAL MEETINGS

CONEXT

Three key meetings are held throughout the year to monitor the progress of strategic projects. The goal: a common direction and a shared vision.



PARTNERS' MEETING

An annual meeting bringing together partners and service providers to review the past year, look ahead to the year ahead and share best practices.

THESE
INTERNAL AND
EXTERNAL MEETINGS
ENSURE REGULAR
MONITORING AND
TRANSPARENT
COMMUNICATION
ON PROGRESS AND
RESULTS FOR EACH
PROJECT.

INTERNAL CSR PROGRAMME

WEBOX

As part of our CSR approach, we value individual commitment and enable all employees to get involved, at their own level, in meaningful initiatives.

For example, during annual appraisals, each employee is offered the opportunity to select a programme that reflects their values: blood donation, carpooling, "live my life" scheme, solidarity initiatives, etc.

"TRANSFORMING CSR COMMITMENT INTO CONCRETE ACTIONS

The Webox is a participative scheme that gives every employee the opportunity to take action, at their own level, through meaningful initiatives. By choosing the actions we wish to carry out over the course of the year, we are helping to build a more responsible company. Webox transforms individual commitment into concrete, visible actions, while encouraging collaboration, creativity and collective pride within the teams."

VIOLETTE **BIERNACKI**
CSR Project Manager



RESPONSIBLE EVENT PRACTICES



DESIGNING MORE SUSTAINABLE EVENTS

Lille Grand Palais is the creator or co-creator of a diverse portfolio of events. For each of them, we deploy solutions to reduce our impact.

Thanks to this approach, we are able to incorporate more responsible practices right from the design stage. This applies equally to the selection of service providers, to public mobility and to waste management.

"THE INTERNATIONAL LILLE TATTOO CONVENTION IS MORE THAN JUST A MAJOR ARTISTIC EVENT: IT'S AN AREA OF COMMITMENT WHERE WE ASSERT OUR RESPONSIBILITY AS AN EVENT ORGANISER. The inclusion of CSR initiatives was a natural choice: we want to show that an event of this scale can evolve, and that each action contributes to transforming our practices. The 2026 edition will mark an important milestone with a new partnership with the Oscar Lambret Centre: an appeal for donations via the ticket office, a ribbon sale and an exhibition at the venue. Donations will fund prevention, research and patient support programmes for the centre, a major player in the fight against cancer."

ALEXIA CHEVASSU
Events Manager

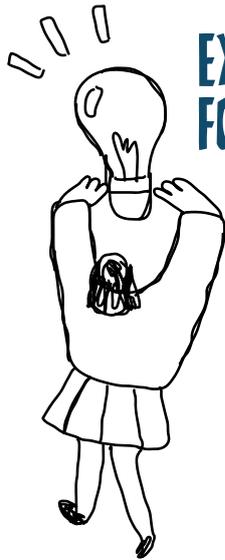


FOCUS ON THE INTERNATIONAL LILLE TATTOO CONVENTION

An unmissable event, the International Lille Tattoo Convention brings together tattoo artists from all over the world every year. The event highlights the diversity of styles and techniques, and celebrates a culture that is now firmly rooted in our society.

It is a great way to make tattooing accessible to as many people as possible and to raise the profile of our region.

**International
Lille Tattoo
Convention**



EXAMPLES OF INITIATIVES DEPLOYED FOR THE EVENT

- ▶ **Reduced-price tickets** to make the event accessible to as many people as possible
- ▶ **Selecting committed service providers:**
collaboration with ESATs (Establishments and Services for Assistance through Work), certified, committed or labelled companies.
- ▶ **Collaborative synergies with local organisations**
- ▶ **Promoting sustainable modes of transport**
- ▶ **Paperless tickets** to limit printing
- ▶ **Reusing signage** from one edition to the next
- ▶ **Waste sorting and recovery**
- ▶ **Collection and recovery of cigarette butts**
- ▶ **Rental of reused materials and equipment**
- ▶ **Integrated energy efficiency plan**
- ▶ **No carpet** in aisles
- ▶ **A more responsible catering offer**
- ▶ **Food collection for redistribution to the Red Cross**



2

ECONOMIC PERFORMANCE



OUR CHALLENGES

► **ECONOMIC DEVELOPMENT**

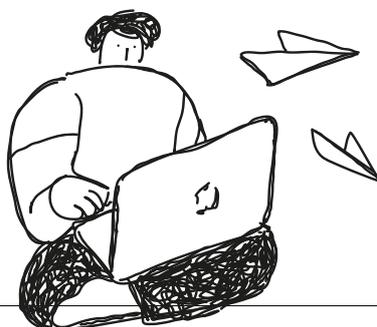
Consolidating an agile and structured economic model, capable of achieving our sales targets, supporting the strategic direction for 2030 and sustainably strengthening the economic attractiveness of the metropolitan area.

► **CUSTOMER EXPERIENCE**

Putting quality of experience at the heart of performance by listening to our audiences, analysing their feedback and continuously improving the experience within our walls and beyond. The expertise and commitment of our teams is a key driver of satisfaction and loyalty.

► **INNOVATION & DIGITALISATION**

Innovating to improve creation, hosting and support. Modernising our tools, facilities and processes to simplify customer journeys, enhance the customer experience and strengthen our competitiveness.





HERVÉ
VAUVILLIER

Sales Director



INGRID
HARDY

Project Director

**WE ACT AS A GENUINE
SOUNDING BOARD FOR
THE LOCAL ECONOMIC FABRIC
AND FOR THE REGION**

The strength of Lille Grand Palais - Zénith de Lille lies in its ability to create positive and memorable experiences, whether for major events or more confidential formats. This requirement is based on the quality of our infrastructure, the commitment of our teams and the agility of our organisations.

Our company is positioned as a sounding board for innovation and value creation. By hosting targeted conferences, developing events and forging strategic partnerships, we are able to showcase our expertise, talents and know-how, while boosting our national and international profile.

This dynamic is based on a broad collaborative approach with the local ecosystem, designed above all to enhance the customer experience, both within and beyond our walls. By mobilising complementary expertise - hotels, catering, transport, services - we can design smooth, innovative, responsible journeys to enhance satisfaction and performance.

Today, as in the future, we are asserting our ambition: to remain a benchmark in the experiential events industry, capable of continuous innovation and combining operational excellence, attractiveness and sustainable economic development. Through this dynamic, Lille Grand Palais - Zénith de Lille is fully assuming its role as an economic powerhouse serving the region.



INNOVATION

ASSERTING OUR ROLE AS A KEY PLAYER IN THE REGION

Located in the heart of Lille, a stone's throw from the train stations and major roads, Lille Grand Palais - Zénith de Lille is accessible via all means of transport.

Thanks to its unique modularity and diverse facilities, the site can accommodate events from 100 to 20,000 people, from intimate events to the biggest international gatherings.

Much more than a 45,000 m² building dedicated to conventions, fairs and shows, Lille Grand Palais offers:

28 adaptable
convention
ROOMS

**1 THEATRE
HALL**
with 1,500 seats

2 THEATRES
with 500 seats

This diversity of configurations to suit every need, combined with the expertise of our teams, means that we can design and produce unique, made-to-measure events.

SOLID FOUNDATIONS TO DEPLOY OUR NEW STRATEGIC PLAN

The results of the latest 2024-2025 season testify to the solidity of our business and provide a sound basis for rolling out our new strategic plan.

**314
EVENTS**
i.e. one event
per working day

**OVER
850,000**
visitors welcomed

€24 M
in turnover,
up by 3.5%
compared with 2024

Beyond these results, we are motivated by the desire to create a positive impact: bringing the region to life, promoting its talents and values, and strengthening the economic appeal of the metropolitan area.

OUR PROJECTS AIMED AT IMPROVING THE CUSTOMER EXPERIENCE AND CONTINUOUS IMPROVEMENT

Over the last five years, we have carried out major projects to modernise the building, enhance our reception facilities and improve the experience offered to our visitors. These structuring projects are fully in line with our approach to continuous improvement and responsibility in the operation of our building.

► Modernising and upgrading facilities

Major work has been undertaken to renovate, refresh and reconfigure our facilities (5,000 m² renovated since 2022).

Emblematic projects include the complete transformation of the Les Beffrois reception hall and the creation of a panoramic rooftop offering a unique view over the rooftops of Lille.

► Completely overhauling the signage

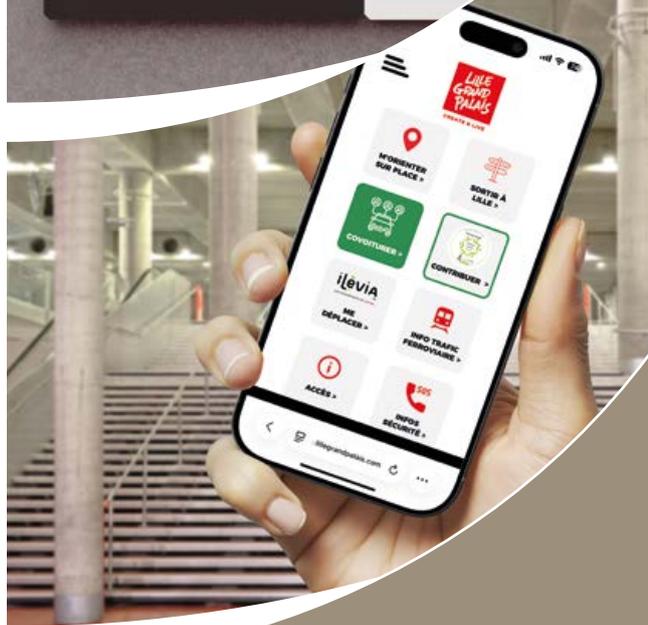
We have completely redesigned our wayfinding system to improve journey comprehensibility, make travel more fluid and make navigation more intuitive and accessible.

► Improving the digital experience

We have modernised our digital tools to enhance the overall experience. The programme includes an overhaul of the Lille Grand Palais and Zénith de Lille websites, the launch of the Lille Grand Palais Théâtres website and the development of a Welcome App incorporating feedback, inclusive guidance via Ezymob and practical and tourist resources.

► Deploying an immersive 360° virtual tour

This virtual tour, which is accessible from our websites, allows prospects and clients to project themselves into our facilities remotely, offers several visitor itineraries and shows different event configurations. Every year, we update it to incorporate new features and reflect changes in our facilities.



ECONOMIC IMPACT STUDY



MEASURING OUR CONTRIBUTION TO THE REGION'S VITALITY



The latest study by EY confirms the role of Lille Grand Palais - Zénith de Lille in the attractiveness and economic development of the metropolitan area.

These results demonstrate our central place in the local ecosystem and confirm our contribution to the region's influence.

▶ LEADING TOURIST INFRASTRUCTURE

in the metropolitan area, ahead of the Palais des Beaux-Arts in Lille (394,000 visitors) and La Piscine in Roubaix (287,000 visitors)

▶ €50 M in annual economic benefits

▶ OVER 400 JOBS directly and indirectly supported by our business



MAJOR EVENTS

AND UNCONVENTIONAL FORMATS



RELEASING ALL THE ENERGY AND CREATIVITY OF OUR REGION

Every year, Lille Grand Palais - Zénith de Lille is the stage for events that are unusual, unmissable and sometimes even outrageous.

All these events transform our facilities, mobilise our teams and illustrate our site's capacity to host ambitious and innovative formats.

HIGHLIGHTS OF THE YEAR

► InCyber Forum

The leading European event dedicated to digital security and trust, gathering 20,000 visitors every year. This outstanding format has transformed our facilities, with over 22,000 m² dedicated to sharing expertise, innovation and high added-value meetings.

► Séries Mania Forum

The meeting place for professionals in audiovisual creation, with 5,000 international experts from 72 countries. A unique platform of high-level lectures, exclusive panels and inspiring networking, bringing together showrunners, scriptwriters, producers and buyers to discuss the projects that will shape the series of tomorrow.

► Lille Art Up! contemporary art fair

The largest contemporary art fair north of Paris has established itself as a benchmark event for several years now, bringing together around a hundred art galleries, 30,000 visitors and businesses every year around a renewed artistic theme. Curatorial exhibitions, off-site tours, lectures and performances are all part of this tried-and-tested format. Today, the Art Up! brand is being exported to other cities, such as Grenoble Art Up!, launched in 2024 in collaboration with ALPEXPO.

► Sleep Congress

The unmissable Francophone meeting of the sector, with nearly 4,000 participants. A hybrid format, combining face-to-face and virtual sessions, turning the event into a crossroads for exchanges between healthcare professionals, researchers, institutions, associations and manufacturers.

► Lille Horse Event

Our building turns into a genuine temple of horse riding: 20,000 m², 200 horses, 100 riders and 120 exhibitors gather for a CSI3* show jumping event. For four days, some 15,000 visitors are immersed in the world of equestrianism, with international competitions, demonstrations and events.

ALL THESE
EVENTS HAVE ENSURED
LILLE GRAND PALAIS -
ZÉNITH DE LILLE IS THE
VENUE TO EXPERIENCE
THE UNEXPECTED
SINCE 1994, AND WILL
CONTINUE DO WOW
AUDIENCES.



CUSTOMER SATISFACTION



LISTENING, ANALYSING, IMPROVING

We place customer satisfaction at the heart of our continuous improvement approach. Lille Grand Palais - Zénith de Lille is certified and audited every year in accordance with ISO 9001 standards, and relies on rigorous measurement of feedback to optimise support for everyone, whether they are organising clients, exhibitors, visitors or spectators.

Thanks to an integrated approach, we design, deploy and analyse all our satisfaction surveys, ensuring total control over data collection and processing.

STRUCTURED MEASUREMENT ALONG THE CUSTOMER JOURNEY

- ▶ **Organising clients:** Assessment before and after the event.
- ▶ **Exhibitors:** Dedicated questionnaires, monitored by a fully dedicated exhibitors unit.
- ▶ **Visitors and spectators:** Reviews collected continuously via QR Codes deployed in the building and integrated into the Welcome App.

DATA TO MAKE DECISIONS AND ACT QUICKLY

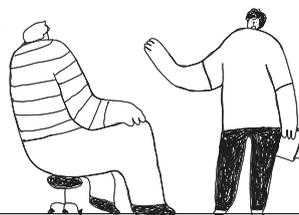
Results are analysed every month in order to:

- ▶ **Monitor** trends in real time,
- ▶ **Initiate** corrective actions quickly if necessary,
- ▶ **Highlight** positive feedback with the teams.

A LEVER FOR CONTINUOUS IMPROVEMENT

By mastering data collection and analysis, we strengthen:

- ▶ **The quality of the experience** offered to all our audiences
- ▶ **Operational responsiveness** and the improvement of our practices
- ▶ **Team motivation** around shared objectives



"OUR AMBITION IS TO OFFER ALL OUR CLIENTS AND VISITORS A PLACE TO EXPRESS THEMSELVES, AND TO USE ALL FEEDBACK AS A LEVER TO ENHANCE THE QUALITY OF OUR EVENTS.

Customer satisfaction is a cornerstone of our quality approach: the involvement of our teams is why we are able to improve the experience on our sites, season after season. Our measurement system, which is in line with ISO 9001 requirements, does more than just collect feedback: it helps us understand the expectations of our audiences and make practical improvements to our practices."



SOLÈNE BOUHET
Marketing Project Manager

OVERALL
SATISFACTION
SCORE:
4.51/5

**A FAST-GROWING
ARTISTIC PROGRAMME**



**MEASURING THE PERFORMANCE
OF OUR PROGRAMMING**

	2023-2024 SEASON	2024-2025 SEASON
ZENITH	122 sessions	135 sessions including 54 full sessions
LILLE GRAND PALAIS THÉÂTRES	18 sessions	48 sessions including 18 full sessions
TOTAL ATTENDANCE	469,450 spectators	519,298 spectators i.e. an increase of 10.65% from the previous season!



HIGHLIGHTS

► At the Zénith

Shaka Ponk - Patrick Bruel - Zaho de Sagazan - SCH - Julien Doré - Star Academy - Disney sur Glace - Clara Luciani - Toto - Gims - Gad Elmaleh...

► AT Lille Grand Palais – Théâtres

Messmer - Véronique Gallo - Nordine Ganso - Marine Leonardi - Constance - Lords of the Sound...



"THE 24/25 SEASON WAS A RECORD YEAR, DRIVEN BY AN EXCEPTIONAL LEVEL OF ACTIVITY: 183 DATES HOSTED AT THE ZÉNITH AND LILLE GRAND PALAIS THÉÂTRES COMBINED!

The keys to continuing this trajectory are clear: maintaining our high operational standards, capitalising on our occupancy rates, which are among the best in France, and continuing to attract loyal artists. The Lille Grand Palais Théâtres activity, launched two and a half years ago, is fully in line with this dynamic. It meets a new need in Lille and is attracting both producers and audiences, strengthening our portfolio of offerings. Results aside, our priority remains the same: offering a welcome that lives up to our reputation. We want every artist and every producer to feel "at home". This is a collective requirement, shared from management to programming."



MATTHIAS RUZÉ
*Head of Communications
and Zénith and Show Partnerships*



SOCIAL RESPONSIBILITY



OUR CHALLENGES

► **WORKING CONDITIONS & SOCIAL DIALOGUE**

Continuously improving working conditions by encouraging listening and dialogue, offering an attractive and fulfilling working environment, facilitating work-life balance and supporting employees' life situations.

► **EMPLOYMENT & SKILLS**

Anticipating changes in jobs, securing the transmission of know-how, developing skills and supporting the development of career paths to enable everyone to plan for the long term within the company.

► **EMPLOYER BRAND**

Promoting a corporate culture based on teamwork, passion and pride in belonging. Enhancing team commitment, attracting and retaining talent and developing an employer brand, with the aim of obtaining the Great Place to Work label by 2030.





**JUSTINE
RIVAUX**

HR Director

OUR OBJECTIVE IS TO RECEIVE THE **GREAT PLACE TO WORK** LABEL BY 2030

The intensity of projects, the diversity of events, the wealth of themes: working at Lille Grand Palais - Zénith de Lille means working in a vibrant environment, conducive to continuous learning and daily wonder.

Our employer brand relies on a strong corporate culture, driven by teamwork, a sense of service and a passion for the job. Customer satisfaction is the federative factor, giving meaning to everyone's commitment and strengthening team cohesion. This collective energy is expressed in a stimulating, attractive working environment that encourages initiative, boldness and involvement.

Today, we are working hard to structure, embody and bring this employer brand to life. The challenge: to enhance team commitment, emphasise our culture and build a unique employee experience. Encouraging people to join us, to make a long-term commitment and to live our collective adventure to the full: that is the DNA of our company.

Beyond external recognition, aiming for the Great Place to Work label by 2030 acts as a structuring direction. It reflects our desire to listen, measure and continuously improve our practices, in order to sustainably strengthen commitment, trust and a sense of belonging.

Lille Grand Palais - Zénith de Lille is a "homely" company, where employees are eager to get involved, where progress is achieved together and where we work with pride.

OPTIMISING DIALOGUE



STRENGTHENING COOPERATION BETWEEN TEAMS

To promote mutual understanding and strengthen the bond between teams, we have created "Live my life in the company", an immersion programme that gives each employee the opportunity to discover the daily life of a colleague from another department.

For a day, any employee can witness another job: the catering teams can go behind-the-scenes in the marketing department, the project manager can be a maintenance technician, and the communications manager can immerse himself in management control.



Over the last three years, this experiment has enabled employees to discover new missions, understand the challenges specific to each job and observe how each individual contributes to the collective success.

OBJECTIVE

Overcoming preconceived ideas and strengthening cooperation between teams.

This initiative helps break down barriers between departments, encourage dialogue and develop a better understanding of each other's realities.



SPONSORSHIP



ENCOURAGING SKILL-BASED SPONSORSHIP

Since 2023, Lille Grand Palais - Zénith de Lille has included skill-based sponsorship as part of its CSR strategy, reinforcing its societal role. In practical terms, each employee can take exceptional leave of two days a year to work for the charity of their choice.

To structure this approach, we have joined forces with Passerelles & Compétences, which rallies volunteers who want to share their expertise with organisations working in a wide range of fields.

In this way, everyone can get involved in a cause that is close to their hearts, putting their skills to work on initiatives that benefit the region.



WHAT IS PASSERELLES & COMPÉTENCES?

Passerelles & Compétences is a pioneering skill-based sponsorship association founded in 2002. It rallies volunteers who want to lend their expertise to solidarity organisations in the fields of education, professional integration, helping vulnerable people and sustainable development.

15 MEMBERS OF STAFF

involved in the scheme have had the opportunity to work with associations including la Clé, la Cravate Solidaire, C'Possible, Impulso...

340 VOLUNTEERS ARE CURRENTLY WORKING IN THE LILLE METROPOLITAN AREA.

"WE HELP ASSOCIATIONS BY OFFERING THEM SKILLS THEY COULDN'T AFFORD."



MARIE-LINE GIRARD
In charge of the Lille Métropole, Passerelles & Compétences branch

DIVERSITY AND INCLUSION

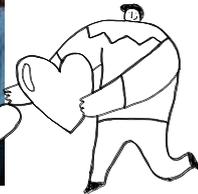


RAISING AWARENESS TO ALL TYPES OF SINGULARITIES

After consolidating the foundations of our approach, in 2025 we strengthened our commitment to inclusion by organising HandiDays, an initiative dedicated to the professional integration of people with disabilities.

To mark the occasion, we were delighted to welcome Loïc and Hafid for a week's immersion in our teams, in partnership with APF France Handicap. During this immersion, they were able to discover the world of event management: its jobs, its challenges and what goes on behind the scenes. This first collaboration marks an important step in opening up our organisation, promoting professional inclusion and helping to change mindsets.

We're proud of how involved, enthusiastic and committed our teams have been in order to make this experiment possible!



QUALITY OF LIFE AT WORK

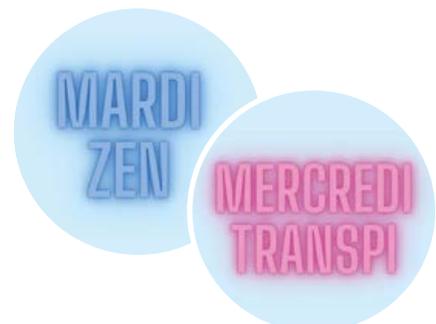


PROMOTING HEALTH AND WELL-BEING AT WORK

As part of our commitment to employee health and well-being, we have set up two annual meetings dedicated to these issues. Called "Zen Tuesday" and "Sweat Wednesday", they offer a friendly programme of events to keep you informed, get moving and look after yourself at work.

These events are an opportunity to step up prevention, raise awareness of health issues and encourage practices that promote well-being.

They also provide a space for sharing and for collective experiences, helping to create a good quality of life in the working environment.



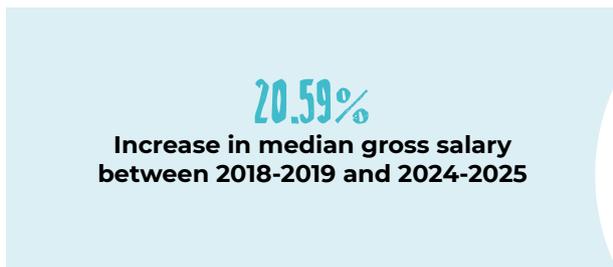
PROMOTING QUALITY OF LIFE AT WORK ALSO MEANS:

- ▶ **Providing a pleasant working environment**, with new facilities fitted out in 2022
 - ▶ **Ensuring optimal accessibility to the building** (train, metro, tram, bus, V'lille bicycles)
 - ▶ **Creating in-house events** that promote conviviality (seminars, Conext, end-of-year events)
 - ▶ **Allowing flexible working hours**
 - ▶ **Making everyday life easier with a meal delivery service** to the workplace
-
- ▶ **Supporting integration** through a structured and facilitating journey
 - ▶ **Encouraging internal mobility** and career development
 - ▶ **Deploying teleworking** (up to 45 days a year for eligible positions)
 - ▶ **Offering employee benefits and an active works council** (supplementary pension, mutual insurance and provident scheme, meal vouchers, time-savings account, collective pension scheme, CESU vouchers, holiday vouchers, gift cards, preferential rates, company sports)

SOCIAL INDICATORS (30/06/2025)



MEASURING AND PROGRESSING



The variable remuneration policy is based on 3 complementary mechanisms:

- ▶ Target-based remuneration,
- ▶ Incentive bonus linked to company results
- ▶ Profit-sharing scheme.

SOCIETAL RESPONSIBILITY



OUR CHALLENGES

► **STAKEHOLDER COMMITMENT**

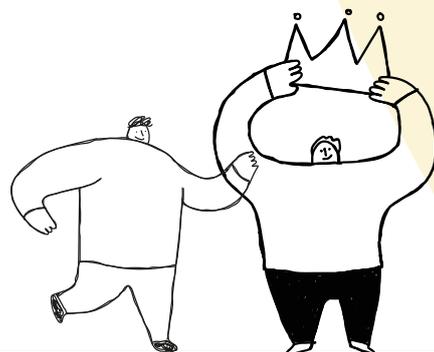
Turning cooperation into a driver of transformation, by sustainably engaging our ecosystem in our strategy. Discussing, co-constructing and taking action with our partners, clients, service providers and networks to collectively develop practices and implement projects that benefit the region.

► **OUTREACH AND INFLUENCE**

Actively contributing to the region's influence by hosting and supporting events with a strong economic, scientific, cultural and societal impact. Putting the reputation, expertise and mobilisation capacity of Lille Grand Palais - Zénith de Lille to work for societal causes and local industries.

► **INCLUSION**

Forging partnerships, drawing inspiration and innovating to create experiences that bring people together, enable everyone to experience events to the full and build a working environment conducive to all talents.





CAROLINE SOUPPART

Managing Director



MÉLISSA MONTEIRO

*CSR & Internal Communications
Director*

OUR ROLE IS **TO BRING TOGETHER
OUR ECOSYSTEM TO DEVELOP
USEFUL PROJECTS**
TO SERVE THE REGION.

Sustainable transition cannot be achieved alone: it requires all stakeholders to be involved in dialogue, co-construction, inspiration and mutual reinforcement.

Involving our ecosystem in our strategy is a powerful lever for innovation, credibility and tangible impact. Clients, partners, service providers, networks, institutions and associations: we cultivate lasting relationships based on dialogue, cooperation and reciprocity. This dynamic is built over time, through regular structuring meetings designed to share strategy and develop joint projects. Learning from others, sharing our experiences, listening and getting inspired: these exchanges foster real collective intelligence.

Today, we're taking our approach to the next level. Our role goes beyond raising awareness: it's about creating the conditions for people to take action. Thanks to committed partnerships, particularly in the fields of health, education and inclusion, we are able to develop practical, meaningful projects. Convinced that sustainable transitions are built together, Lille Grand Palais - Zénith de Lille intends to federate its ecosystem, facilitate cooperation and strengthen synergies to maximise the collective impact.

HEALTH PARTNERSHIP



REINFORCING OUR COMMITMENTS WITH HEALTHCARE STAKEHOLDERS

AT Lille Grand Palais - Zénith de Lille, we are asserting our territorial roots by leading a collective mobilisation every year alongside three major healthcare stakeholders in the Region:

- ▶ **THE OSCAR LAMBRET CENTRE,**
a national reference in oncology
- ▶ **THE LILLE UNIVERSITY HOSPITAL ENDOWMENT FUND,**
a general interest organisation serving Lille University Hospital, the reference teaching, innovation and research hospital in the Hauts-de-France region
- ▶ **THE PASTEUR INSTITUTE OF LILLE,**
a key scientific player in the region and internationally



As a committed partner, we dedicate part of our turnover to projects run by our partners and carry out a wide range of solidarity initiatives throughout the year:

- ▶ Calls for donations via our ticket offices
- ▶ Visibility campaign
- ▶ Organising a gala evening
- ▶ Solidarity sales
- ▶ Participatory challenges
- ▶ A presence on the field to raise awareness among our visitors

Every year, these initiatives raise awareness among several thousand visitors. We are proud to put the reputation of Lille Grand Palais - Zénith de Lille to work for our partners and our region.



FOR THE PAST 4 YEARS, LILLE GRAND PALAIS HAS PROVIDED INVALUABLE SUPPORT TO THE OSCAR LAMBRET CENTRE.

Thanks to this partnership, which is based on shared values, we are able to raise awareness and provide information to a wide audience and contribute to the realisation of our projects for the benefit of our patients, both adults and children. We would like to thank the teams at Lille Grand Palais for their loyal support.



FANNY GIRARD
Director of Communications and Donor Relations at the Oscar Lambret Centre

FOR SEVERAL YEARS NOW, THE TEAMS AT LILLE GRAND PALAIS - ZÉNITH AND THE LILLE UNIVERSITY HOSPITAL ENDOWMENT FUND HAVE BEEN COMBINING THEIR SKILLS AND ENERGIES FOR THE REGION'S HEALTH. This dynamic allows us to work together to imagine and develop unique projects that are meaningful and focused on the general interest. We have already been able to organise two Health Solidarity Evenings at the Zénith, and are working towards the opening of the MAVIe (Maison d'accueil des Victimes de Violences, a shelter for victims of violence) at the heart of the University Hospital campus in 2025. We are extremely grateful to the teams at Lille Grand Palais-Zénith for this!



MORGANE LE GALL
Director of Communications, Culture and Sponsorship at Lille University Hospital



AURÉLIE LECLERCQ
General delegate of the Lille University Hospital Endowment Fund

EVERY YEAR, OUR TEAMS RALLY FOR 3 MAJOR AWARENESS CAMPAIGNS:

- ▶ **GOLDEN SEPTEMBER**, dedicated to paediatric cancers
- ▶ **PINK OCTOBER**, dedicated to the fight against breast cancer
- ▶ **OSCAR'S MOUSTACHES**, to raise awareness to men's cancers



ACCESSIBILITY



GUARANTEEING ACCESS TO ALL VISITORS

Making our events accessible to all is one of the key commitments of Lille Grand Palais - Zénith de Lille. Our ambition is to enable everyone, whatever their needs, to make the most of our events and take advantage of our facilities and services in the best possible conditions and with complete autonomy.

Since 2012, the ISO 20121 standard has required all organisations to make their events accessible to as many people as possible.



Accessibilité



Accessibilité



In partnership with Picto Access by APF France Handicap, we have carried out a complete diagnostic of our site to improve the accessibility of information.

Outcome: This work has led to the deployment of the Picto Access solution, which has taken the form of a frieze with 8 coloured pictograms.

Thanks to these pictograms, the various situations of fragility and disability taken into account can be identified at a glance, providing visitors with a first level of information.





EZYMOB

Always looking to innovate, Lille Grand Palais - Zénith de Lille has become the first event complex to deploy Ezymob, an inclusive guidance solution designed for people with reduced mobility, visual, hearing or cognitive disabilities, as well as for foreign visitors or anyone needing reassurance in finding their way around.

Thanks to a 3D map and step-by-step guidance, Ezymob makes it easier for visitors to find their way around, from the city to the various facilities in the building. It also guarantees an enhanced visitor experience, with journeys that are simplified and adapted for all types of mobility.

In just 15 days, the Ezymob teams mapped out our 45,000 m² and designed a tailor-made tool in our colours!

"WE BELIEVE THAT MOBILITY IS THE KEY TO FREEDOM, AND AS SUCH SHOULD BE UNIVERSAL."



CAMILLE MALDJIAN
Chief Operating Officer
EZYMOB

These innovations support Lille Grand Palais - Zénith de Lille's strategy of improving the customer experience and help make events more accessible, inclusive and therefore more responsible.

EDUCATION

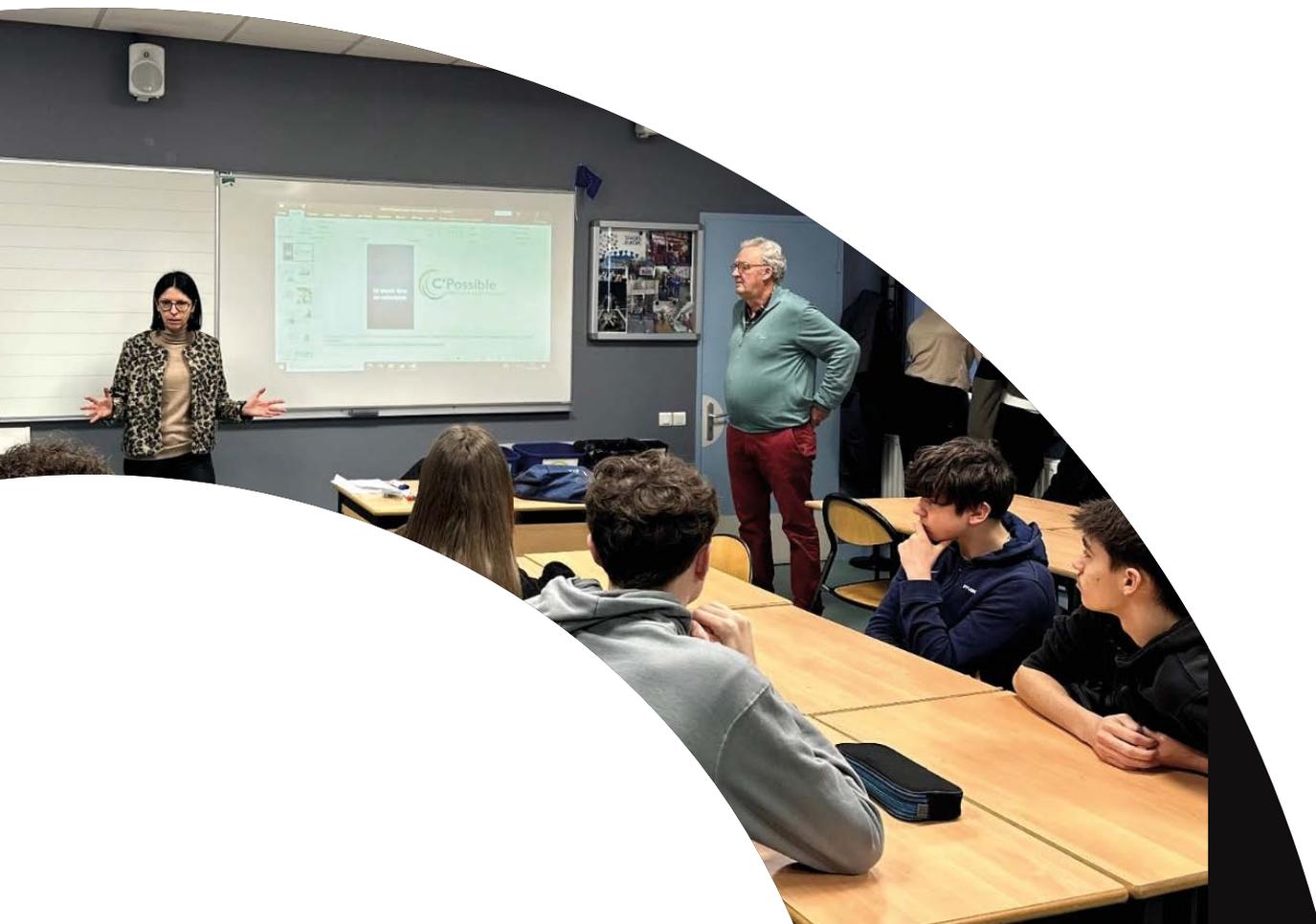


DEVELOPING PARTNERSHIPS

For several years now, Lille Grand Palais - Zénith de Lille has been developing school-business partnerships to strengthen the link between the academic and professional worlds.

It's a win-win relationship that benefits:

- ▶ **Students**, who can find help for their vocational orientation, develop practical skills and gain experience on the field.
- ▶ **Companies**, who can identify and attract future talent, share their know-how and pass on their practices.
- ▶ **Schools**, who can adapt their educational programmes to the realities of the market and promote professional integration.



OUR TWO LATEST FLAGSHIP PARTNERSHIPS

CESI

ÉCOLE D'INGÉNIEURS

Lille Grand Palais - Zénith de Lille welcomes students from the Quality, Safety, Environment course at the CESI engineering school, for a full-scale professional immersion. For the past two years, they have been carrying out an internal audit directly on our site, a key step in the renewal of our ISO 9001 and ISO 20121 certifications.



In 2024, Lille Grand Palais - Zénith de Lille strengthened its commitment to equal opportunities by forging a partnership with C'Possible, an association committed to preventing school dropouts.

We are one of the first companies in the Hauts-de-France region to become involved in class sponsorship:

- ▶ One class at Lycée Aimé Césaire (Lille Fives)
- ▶ One class at Lycée Beaupré (Haubourdin)

Alongside the association's volunteers, our employees run workshops on life skills, eloquence and mock job interviews, to help young people gain confidence and help plan their future. Students can also visit the site to find out more about our jobs and what goes on behind the scenes in the events industry.

"WITH THIS PARTNERSHIP, I WAS ABLE TO LEARN ABOUT A SECTOR, ABOUT THE DIFFERENT JOBS, AND I GAINED IN CONFIDENCE. Thanks to the partnership between C'Possible and Lille Grand Palais, my class was able to learn about the site and its jobs, and to attend workshops on life skills in the work environment, mock job interviews and how to prepare for an Erasmus exchange programme. Thanks to these workshops, I was confident for my 6-week work placement at Lille Grand Palais. Under the supervision of the sales manager, I followed the progress of an event, from the moment the quotation was received until actual implementation. I learned about the different jobs in the events industry: sales, project management and even stage management!"



NOA LEMAIRE
*Intern, student at Lycée Beaupré
in Haubourdhin - Graduating year*

These partnerships have reinforced our CSR approach in social and societal terms. It is also a fantastic opportunity to contribute to a local dynamic by building lasting bridges between the academic world, the voluntary sector and the professional world.



A MORE RESPONSIBLE FOOD OFFER

OFFERING A VIRTUOUS CATERING EXPERIENCE

In order to guarantee our clients a high-quality service in line with our values, our catering department works with approved caterers and partners. They are selected not only for the quality of their services, but also for their level of societal and environmental commitment.

We work together to deploy a structured approach based on a number of key commitments, such as:

- ▶ **Prioritising local**, French, organic, seasonal and labelled products
- ▶ **Offering vegetarian, vegan and diversified options**
- ▶ **Using eco-designed consumables**, reusable crockery and eco-friendly packaging
- ▶ **Ensuring rigorous waste sorting**
- ▶ **Training teams** to responsible practices

These commitments enable us to better meet the expectations of our visitors while offering them a more sustainable catering experience.



SAFETY DEVICE

ENSURING SAFE, WELCOMING PREMISES

Because everyone deserves to feel safe within our walls, we have deployed the "Ask for Angela" scheme. An initiative based on benevolence, inclusion and solidarity, to help prevent and combat harassment and discrimination.

Dedicated posters have been put up in all sanitary facilities to make the scheme visible and accessible. **Angela's message is clear: everyone will feel safe and respected here.**





CERTIFICATION

CONTRIBUTING TO MORE RESPONSIBLE TOURISM IN OUR REGION

The Innovative and Sustainable Destination (DID) label, created by the France Congrès et Événements network, is awarded to tourist destinations that are working towards a more sustainable model. They are assessed according to 9 issues: governance, mobility, inclusion, ecological transition, quality of life, innovation and regional dynamics.

To meet the requirements of the label and manage the process locally, the Métropole Européenne de Lille (MEL) relies on a steering committee comprising a number of local players, including Lille Grand Palais - Zénith de Lille.

Thanks to this cooperation, the Métropole Européenne de Lille was awarded the DID label in January 2024. We are proud to be contributing to more responsible tourism in our region.



SOLIDARITY RACES

SUPPORTING THE COMMITMENT OF OUR TEAMS

Every year, we actively support our employees taking part in solidarity races by financing their registration.

Our teams have taken part in a number of sporting events, including:

- ▶ The Gravel Tour 111, in aid of an environmental cause
- ▶ Pink October, to support the fight against breast cancer
- ▶ The race to fight violence against women, to raise awareness and take action against gender-based violence

By encouraging mobilisation, we strengthen internal cohesion while supporting societal causes that make sense to our employees.

"TAKING PART IN SOLIDARITY RACES UNDER THE COMPANY COLOURS TO GIVE PRACTICAL EXPRESSION TO OUR VALUES ON A DAILY BASIS.

Several times a year, we take part in the following events: Gravel Tour 111, Pink October, Stop violence against women...

Sometimes with a large team of colleagues, sometimes on a smaller scale, but always with the same motivation! Beyond the sporting performance, the most important thing is to be there to support these causes."



CAMILLE TROCMET
Project Manager

ENVIRONMENTAL RESPONSIBILITY



OUR CHALLENGES

► **DECARBONISATION**

Understanding and measuring the carbon footprint of our activities in order to identify priority levers and steer an objective, structured trajectory to reduce emissions.

► **SUSTAINABLE PRACTICES**

Deploying sustainable practices throughout our building, at our events, and getting all our stakeholders on board towards taking action.





CHRISTOPHE LANNOY

Director of Buildings & Operations

TODAY, WE ARE GOING FURTHER AS WE **SUPPORT** **OUR CLIENTS IN TAKING** **ACTION**

Reducing our environmental impact while supporting our clients is a major challenge for our company. To meet this challenge, we have developed an approach around three complementary themes, aimed at promoting sustainable event practices.

► **THE 1st THEME IS OUR FACILITIES.** Energy efficiency, water management, biodiversity protection: these initiatives reduce the footprint of our buildings while bringing about sustainable changes in the way we operate.

► **THE 2nd THEME IS OUR EVENTS.** Each solution is tested on our own productions before being offered to our clients. From signage to optimising logistics flows, we experiment in field conditions to measure effectiveness, adjust practices and drive continuous improvement.

► **THE 3rd THEME IS SUPPORTING OUR CLIENTS IN TAKING ACTION.** As well as raising awareness, we offer operational solutions such as sustainable mobility, waste collection and recycling, and responsible alternatives integrated into our offers. The aim is to enable organisers to adopt concrete practices that are adapted to the reality of their events.

Ultimately, the aim is to bring about a lasting transformation in the sector. By monitoring our own carbon footprint, we will soon be able to provide organisers with impact data to feed into their own indicators. By giving everyone the means to take action, sharing tried and tested solutions and measuring the impact of events, Lille Grand Palais - Zénith de Lille is positioning itself as a real driver for change in the events industry.



CARBON FOOTPRINT

UNDERSTANDING OUR IMPACT TO REDUCE IT MORE EFFECTIVELY



With a view to transparency and continuous improvement, we have carried out six Bilans Carbone® (Carbon Footprints) using the Cléo Carbone calculator, a tool developed by the Union Française des Métiers de l'Événement (UNIMEV). **They were carried out for the 2024/2025 financial year, using the ABC's Bilan Carbone® methodology, integrating direct and indirect emissions linked to our business (scopes 1, 2 and 3) and covering our premises, our organisation and our product events:**

- ▶ Carbon footprint of the Lille Grand Palais company
- ▶ Carbon footprint of the Lille Grand Palais site (premises)
- ▶ Carbon footprint of the Zénith de Lille site (premises)
- ▶ Carbon footprint of Lille Horse Event
- ▶ Carbon footprint of Lille Art Up!
- ▶ Carbon footprint of ILTC

The organisational and operational scopes were defined to guarantee reliable, exhaustive and comparable results.

RESULTS

Total emissions measured amounted to 2,001.237 tCO₂e, with the following breakdown:

- ▶ Scopes 1 & 2 - direct and indirect energy-related emissions: **526.472 tCO₂e**
- ▶ Scope 3 - other indirect emissions (value chain): **1,474.765 tCO₂e**

This analysis highlights the primary emission items, in particular those related to the value chain and energy consumption. These lessons are a decision-making tool for prioritising our reduction actions.

*These carbon footprints have been independently audited by Kabaun, guaranteeing methodological robustness based on the ISO14067 standard, the GHG Protocol corporate standard, the reliability of data processing and compliance with the Bilan Carbone® reference framework. This audit was carried out on the basis of data calculated using the Cléo Carbone software. This verification protocol has ensured Lille Grand Palais's consolidated carbon footprint was audited in a rigorous and transparent way. The methodology applied guarantees the reliability of findings and analysis traceability.

WASTE MANAGEMENT



ENCOURAGING SUSTAINABLE IN-HOUSE PRACTICES

After structuring our internal waste management system, we have launched a number of initiatives to test and improve it and continue to raise awareness among our teams.

In the office, individual bins have been removed in favour of a collective voluntary drop-off point, centralising all waste. This change limits sorting errors and makes everyone aware of the importance of responsible waste management. To reinforce this awareness, employees were invited on a tour of the Baudalet sorting centre in Blaringhem, a regional benchmark. Located at the heart of a 300-hectare EcoPark, it processes and recovers up to one million tonnes of waste every year. Thanks to this tour, we were able to go behind the scenes of a sorting, recycling and recovery facility, to have a better understanding of the concrete impact of our daily practices.





WASTE MANAGEMENT



INVOLVING OUR EXTERNAL STAKEHOLDERS

With almost a million visitors a year and over 300 events organised, waste management is a key part of our CSR strategy.

After consolidating our logistics, validating new recycling and recovery channels, and investing in more sorting equipment, **a new stage has become essential: mobilising our visitors and exhibitors.**

We have redesigned our information panels installed near sorting points, which are now more visual, more direct and more intuitive. By focusing on education, we are helping to make sorting easier, more accessible... and more effortless for everyone!

SAVING RESOURCES



DEVELOPING RE-USE WITH LOCAL PARTNERS

Sorting to recycle, recover... and above all reuse!

We have forged two key partnerships with regional companies involved in the reuse of temporary fixtures and fittings: Muto and Gift for the Planet. During the dismantling phases of events organised by Lille Grand Palais, they select, collect and give a second life to a wide range of materials. Thanks to this approach, over 1,500 kg of materials have been recovered by local associations.

Encouraging reuse means taking action to preserve resources, contributing to the development of the local circular economy and rethinking the events industry of tomorrow.



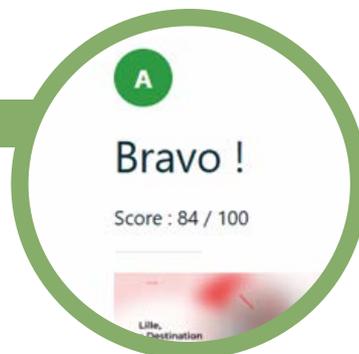
THE MATERIALS RECYCLED INCLUDE WOOD, TARPULINS, BRUSHED COTTON, POS ELEMENTS, ETC.

OVER 6,000 KG of CO₂EQ AVOIDED



DIGITAL RESPONSIBILITY

INTEGRATING ECO-DESIGN INTO OUR DIGITAL PROJECTS



To combine responsibility and performance, our IT department has introduced a "Digital Responsibility" charter. Designed to encourage more sober, inclusive, ethical and innovative use of digital technology, these principles are incorporated into the specifications for our digital projects, right from the design stage. Every aspect is monitored to limit the environmental impact of our practices. These include choice of hardware, cloud management, digitisation and printing, etc.

These principles have already been put into practice, notably when we redesigned our websites. With the support of the 14h28 agency, we integrated eco-design at every stage. This approach has proved successful, with our sites now boasting an A score!

"DIGITAL RESPONSIBILITY IS ABOVE ALL BASED ON TEAM COMMITMENT: IT IS THANKS TO THEIR INVOLVEMENT THAT WE ARE ABLE TO MAKE LASTING CHANGES TO OUR PRACTICES.

Our IT Charter not only sets out a framework for usage: it also reflects our ambition for a more responsible digital environment. It clarifies best practices for all our employees and ties in with our CSR approach. Various projects are initiated every year with the support of our teams (Digital Clean Up, recycling of all electronic equipment at the end of its life, archiving process, etc.)"

LAURENT LEMETTE
Head of IT Solutions



SUSTAINABLE MOBILITY

PROMOTING NEW MODES OF TRANSPORT

Lille Grand Palais - Zénith de Lille has joined the Pass Pass Covoiturage platform, run by Hauts-de-France Mobilités, to facilitate and encourage carpooling to our events.

The benefits of this approach include:

- ▶ reducing the carbon footprint of each event
- ▶ facilitating access to our site
- ▶ encouraging social bonding between participants from the moment they set off



This initiative promotes greener travel and strengthens the conviviality around our events.



ECO-GESTURES

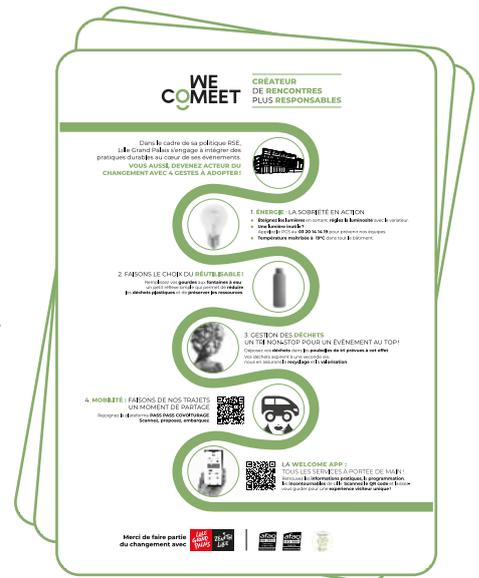
ENCOURAGING BEST PRACTICES ON A DAILY BASIS

To support the environmental transition of our audiences and reinforce the positive impact of our events, we have rolled out a new awareness-raising campaign in our committee rooms.

Educational posters remind us of essential eco-gestures:

- ▶ **Turning off the lights** when leaving a room
- ▶ **Controlling** the use of air conditioning and heating
- ▶ **Favouring water bottles and water fountains**
- ▶ **Sorting** waste properly
- ▶ **Carpooling**

These posters also direct visitors to the Lille Grand Palais WebApp, which provides practical information on accessibility, safety and programming. These everyday gestures, in their own way, add to the positive impact of our events.



BIODIVERSITY

STRENGTHENING OUR COMMITMENT TO THE LIVING

Becity has installed two beehives on the terraces on the top floor of our building.

This civic and ecological initiative aims to preserve biodiversity in the urban environment, while raising awareness among our teams.

This initiative works on several levels:

- ▶ **Supporting** local biodiversity
- ▶ **Raising awareness** with employees
- ▶ **Protecting** bees, which are essential pollinators

By having these colonies, we are helping to awaken consciousness and reconnect people with nature.



EVERY YEAR, THE HONEY HARVESTED IS DONATED TO OUR EMPLOYEES AND PARTNERS

" PROTECTING BIODIVERSITY HAS NEVER SEEMED SO CONCRETE. Thanks to our partnership with BeeCity, we have beehives on the company roof. A dedicated workshop allowed us to learn about the world of bees, understand how a hive is organised and the importance of pollination. We even took part in honey harvesting! Over and above the experience, this initiative has reinforced our awareness of urban biodiversity. Just like bees, where each member contributes to the good balance of the colony, we all play a part in the positive impact that the company can have on its environment."



CAPUCINE **CARRERE**
Communications project manager



CREATE & LIVE

1 Boulevard des Cités Unies
F-59777 Lille Euraille
+33 (0)3 20 14 15 16
lillegrandpalais.com
zenithdelille.com

Read all our news on

