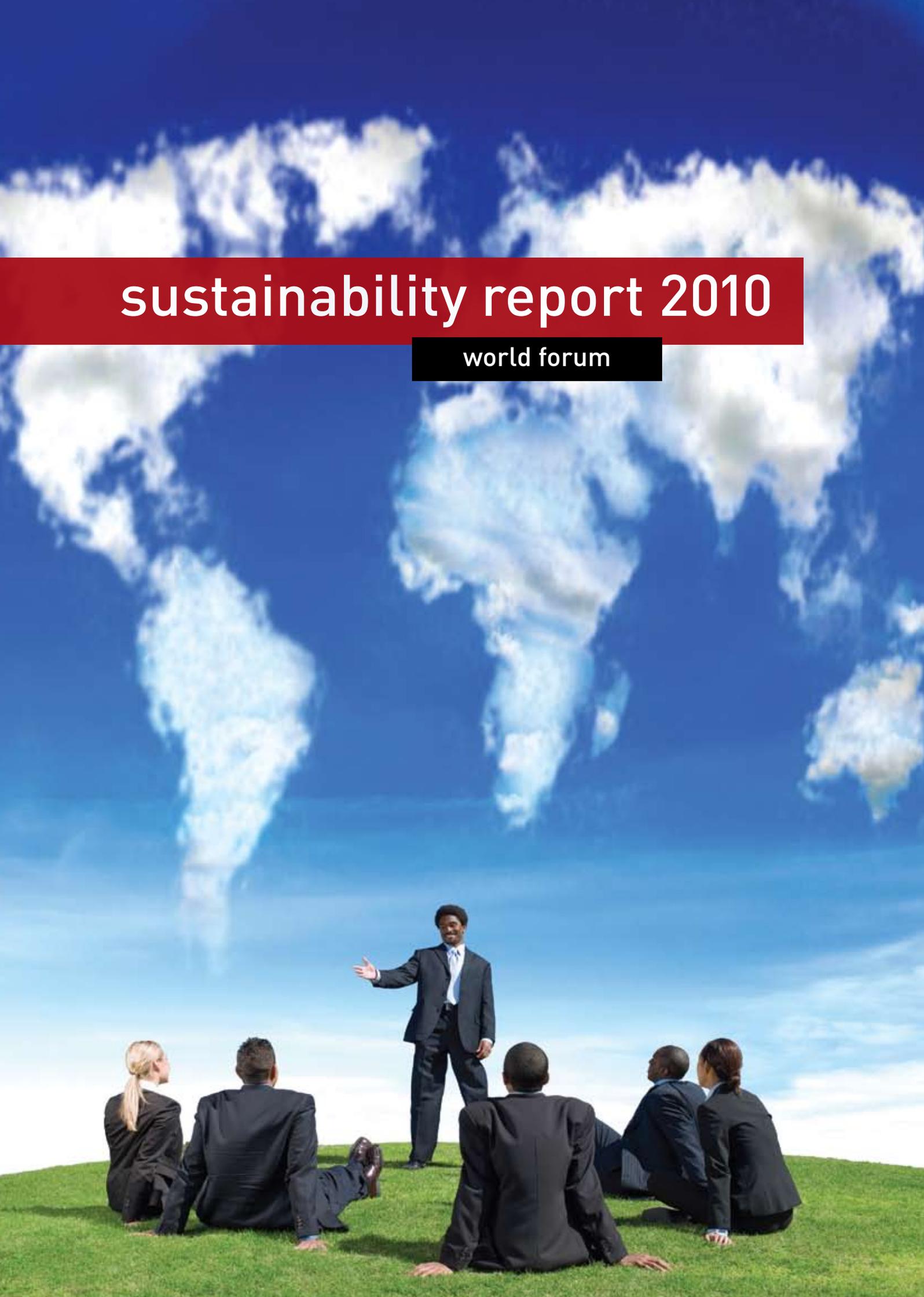


sustainability report 2010

world forum





EVENTS THAT SHAPE THE WORLD

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world forum

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Fotograaf: Lex Draijer

preface

world forum

Dear reader,

The World Forum Convention Center in The Hague (Holland) is possibly one of the smallest members of the United Nations Global Compact. However, being internationally oriented as we are, we still feel we can make an impact.

For instance, the World Forum Ethical Program comprises various measures for checking choices for integrity and actually making a difference for a more sustainable society. As part of the Ethical Program the World Forum only uses green electricity and, among other things, is a member of the Green Meeting Industry Council and "MVO Nederland" (CSR Netherlands, a Dutch government subsidiary).

People

Although we are very enthusiastic about the road we have taken, we still see major challenges in the "People" aspect of the corporate social responsibility policy. Without neglecting the environmental angle of our policy we want to go deeply into this essential aspect of responsible entrepreneurship. From the story of Anele in South-Africa to the children of the IMC weekend school in The Hague we are standing at the very beginning of this focus.

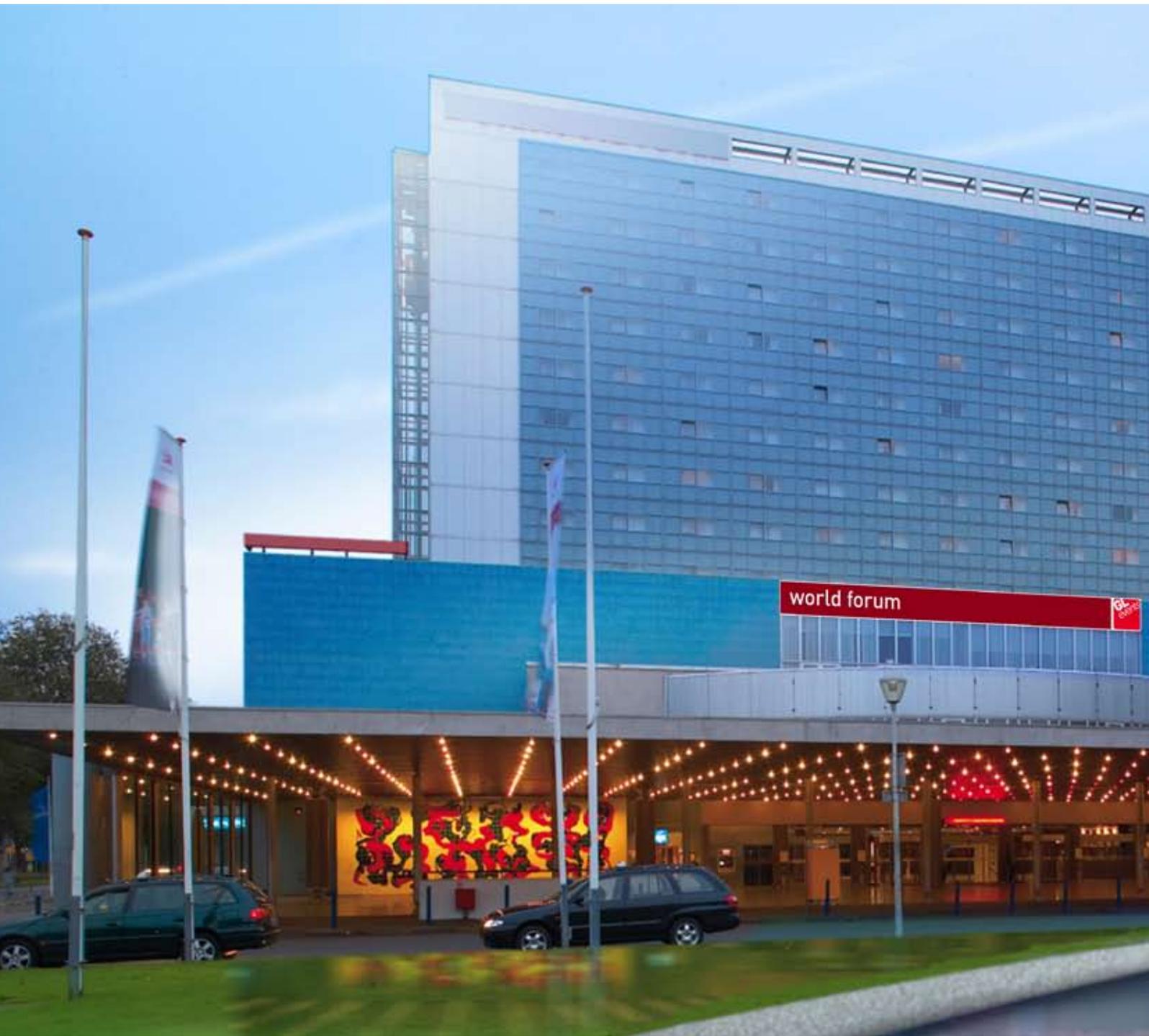
We now consider the subject of a structural policy which concentrates all the necessary attention on people, both internal and external.

Along this road we will have to make choices this year. There are many possibilities: Will we approach this on a large scale or on the contrary, on a very small and goal-oriented one? I'm already looking forward to inform you extensively next year about the practical outcome of these considerations.

We hope that this way we inform you, as our valued relation of the World Forum, with enough transparency about both our results and our plans on this crucial aspect of our management.

Sincerely,

Michiel Middendorf
General Manager



1. organisation profile

world forum



1.1 Our company

The World Forum is an international congress centre in The Hague, the city of peace and justice. Historically, The Hague, with its Peace Palace, has been the world's location of choice to discuss international peace and justice. The city hosted its first peace conference in 1899. Since then, whenever any new development in the field of peace emerges, The Hague is looked to as a potential home for it, and over time many institutions in the field of international law and peace have come to establish themselves here. The World Forum is located at the heart of The Hague World Forum, The Hague's international zone, and stands shoulder to shoulder with the city in providing a home for meetings on peace and justice.

Each and every one of the extraordinary meetings and events that take place in the World Forum, no matter what the scale, have the potential to change the world view of those who attend them. Whether it's an international conference on banning chemical weapons, or an illuminating discussion between two CEOs, these are events that shape the world. The conferences of the International Criminal Court (ICC) or the OPCW (Organisation for the Prohibition of Chemical Weapons) held here represent dialogues at the highest levels of international relations and law. And in 2009, the World Forum successfully hosted the biggest peace conference to be held in the Netherlands since the Second World War: the UN summit on Afghanistan, with its 73 delegations from all over the world.

Along with national and international conferences at the highest level, the World Forum also hosts corporate events, receptions and exhibitions. The flexibility of its multifunctional location allows the World Forum to offer a wide variety of events for any target group. The site is also home to the Netherlands' largest theatre auditorium, where many major national and international productions are staged.



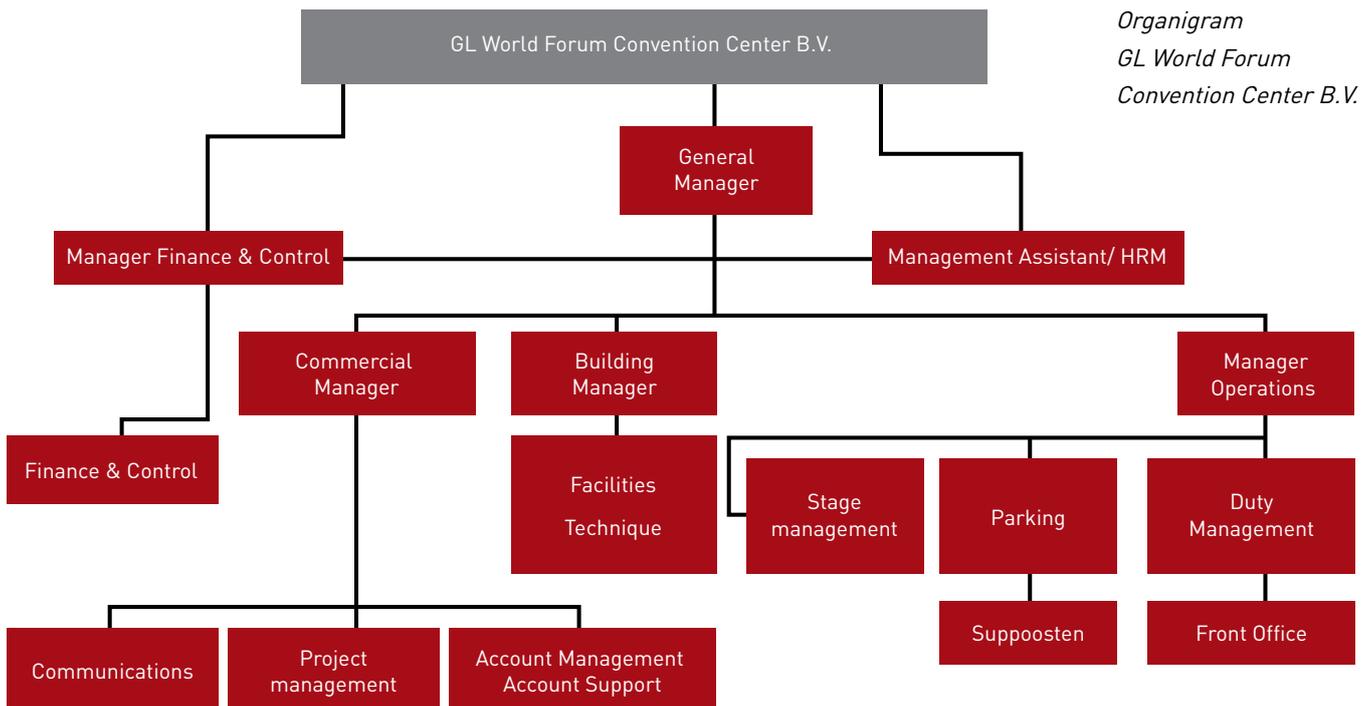
1.2 Structure

Since October 2009, the operation of the World Forum has been handled by GL events, a French events management company with 36 conference and event centres worldwide. For over 30 years, GL events has been managing events in Europe and beyond. Today the company is active on five continents and employs over 3,500 people.

GL events' takeover of the operations is entirely in line with the World Forum's international profile. It is a natural step in the continuing rise of the World Forum's international profile, culminating in the UN Afghanistan summit in March 2009.

The day-to-day operations of the World Forum are handled by General Manager Michiel Middendorf, who reports to GL events' Managing Director, Venue Management (Jean-Eudes Rabut) at the company's headquarters in Lyon.

The World Forum has a total of 29 staff (22.50 FTE). We furthermore employ a few interns during the year and a few temporary employees, mainly working as attendants.





Photographer: Bert Rietberg

1.3 The Market

The World Forum serves both the national and the international conference and event market. The clients of the World Forum can be divided in four markets, the Association market, the Institutional market, the Corporate market and the Cultural/Theatre market.

Association market

By association we mean a (inter)national society of people with the same interest or discipline. The characteristics of association conferences are that they are mainly recurrent events, requested a long time ahead and hardly being organised again within a short period of time within the same country. Association conferences rotate between different countries. The organisation of this type of conferences is mostly in the hands of a group of initiators that form a “local organising committee” (l.o.c.). This local counterpart invites the international association to hold the conference in their home country.

The association market consists of the following customers: labour unions, associations, federations, clubs and political parties.

Institutional market

The institutional market refers to meetings on national, European or international level. The ministerial conferences that take place at the World Forum are mainly organised by the Dutch ministries destined for both international and national ministries. Ministries gather to exchange together

ministerial subjects, to share their points of views or to meet. The participants of these meetings can be of national or international origin.

The institutional market includes: local and regional authorities, ministries, NGO’s (Non Governmental Organisations), universities, civil services and governments.

Corporate market

The corporate market is made up of national and international industries with companies such as Microsoft, Aegon and ING, as well as national event companies. Corporate meetings are (inter)national meetings with a business goal (meetings, product launching, relation events, training, incentives, etc).

The corporate market mainly consists of businesses, event agencies and organisers of trade fairs.

Culture / Theatre market

The cultural relations of the World Forum are big national impresarios and producers like Stage Entertainment / Joop van den Ende Theatre productions, Senf Theatre partners, Studio 100 and Stardust. They bring national and international artists, musicals and other cultural performances of top quality to the World Forum Theatre.



Most of the events and conferences hosted at the World Forum fall into the category of the association and institutional market and are governmental or UN related. The association and institutional market include among others the ministries and associations. This is partly a result of the fact that the World Forum is located in the international area of The Hague and put strong emphasis on meetings around peace and justice. It is a recognisable and accessible zone for international organisations in the field of peace and justice.

1.4 Stakeholders

The stakeholders of the World Forum are the organisers, partners, vendors, local authorities, neighbouring businesses, visitors, local residents and employees. On all issues, including those related to sustainability, we stay in constant contact with our stakeholders on the developments at the World Forum. At the start of each year, the stakeholders receive an annual report of the World Forum that outlines the most significant events of the past year. The stakeholders will also receive a copy of this sustainability report.

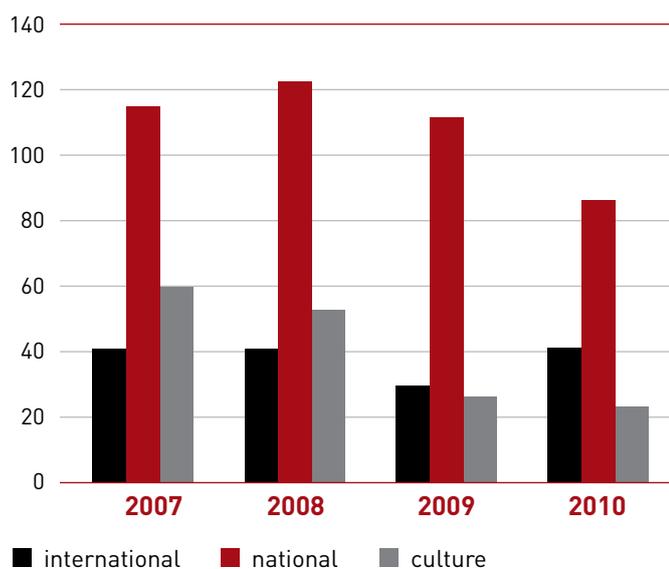
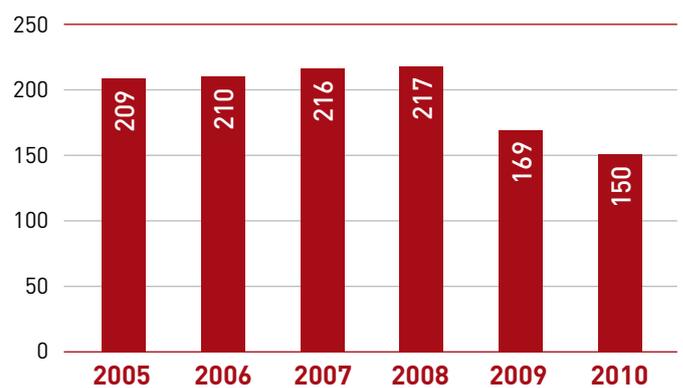


Chart of international conferences, national conferences and cultural performances (2007-2010)



Number of events per year 2005-2010



1.5 CSR policy

The World Forum's corporate social responsibility policy is a defining feature of the organisation. Corporate social responsibility and corporate citizenship is now the World Forum's singular USP. In this sector, trust is critical, and the World Forum has to be able to bank on trust. We win the trust of our clients and partners by profiling ourselves as a socially responsible and engaged business that highly values integrity, ethics and sustainability.

The World Forum's payoff, "Events that shape the world", is also connected to our Ethical Program (the name used to refer to the CSR policy within the World Forum). We refer to it this way because we want to emphasise that for the World Forum, CSR means much more than just attention to environmental issues.

The World Forum aims to implement its CSR policy as part of its business strategy in 2011.

1.6 Recognition of CSR results

Green Award

In 2008 the World Forum won the Green Award, the award for the best 'green' initiative. The jury lauded the World Forum Ethical Program. The World Forum very clearly and unequivocally opted to assume its corporate social responsibility last year. The jury report was full of praise that the World Forum does not only lead by its shining example, but also provides its clients the opportunity to follow that example.

Green Key

Since 2009 the World Forum possesses the certificate of the Green key, gold level. This certificate is the international eco-label for companies in the tourism and recreation sector that are seriously engaged with environmental protection in a way that can be assessed. This certificate proves that the World Forum is making more of an effort for the environment than required by law and regulations. In 2010 the World Forum has shown its capability to keep this certificate at the highest level, i.e. the gold level.

1.7 Memberships

The World Forum is a member of a number of national and international organisations in the field of sustainability. In these networks, the World Forum is a participant in the exchange of knowledge and experience on corporate social responsibility, not only within its own MICE market but on a wider scale.

UN Global Compact

In 2008, the World Forum became the first location in the Netherlands to sign the United Nations Global Compact. For the World Forum and its partners, respect for human rights, safe working conditions and environmentally conscious operations are paramount concerns. The endorsement of the UN Global Compact is an extra incentive for the World Forum to continue to dedicate itself to a sustainable and responsible business climate.

Green Meeting Industry Council

To keep on top of the latest international developments in “green meetings”, the World Forum is a member of the Green Meeting Industry Council, an international consultative body promoting the “greening” of the meeting industry.

In the Netherlands a few professionals have taken the initiative to found a so called ‘Dutch chapter’ of the GMIC, thus becoming the first European Chapter. The goal of this chapter is to offer her members an effective green network and education, as well as to increase in a measurable way the number of green accommodations, services and business meetings. World Forum is part of this ‘Dutch Chapter’.

MVO Nederland

Membership in MVO Nederland (CSR Netherlands) gives the World Forum access to a broad knowledge and network organisation within the industry in the field of corporate social responsibility and corporate citizenship.

Green Label Events

Within the Dutch events sector, the World Forum is a proud participant in the Groene Hartlopers initiative by Green Label Events. This initiative is made up of a number of businesses from the events sector. Our goal is to join with our industry partners in standing up for corporate citizenship and sustainable development in our industry. We exchange ideas with allies and competitors alike, and together we inspire each other to set the bar higher. Like all participants of the Groene Hartlopers initiative, we want to be in the vanguard of corporate social responsibility and “put our money where our mouth is”. For us, the bottom line is transparency, knowledge transfer, direct action and creating green solutions.

Other memberships

Beside the memberships in the field of sustainability the World Forum is also member of a few (inter)national trade organisations. This way contacts are maintained, the World Forum stays informed of the developments in the market and contributes in an important way to the promotion of The Hague and the Netherlands. The World Forum is among others a member of the following organisations:

International Congress & Convention Association (ICCA)

With over 600 member organizations and companies in 80 countries, ICCA has a worldwide network of meeting professionals, specialists in every aspect of hosting and organizing congresses and conventions. ICCA offers its members unique opportunities in the fields of acquisition and customer management.

CLC - VECTA Centre for Live Communication

The CLC - VECTA is a national trade organization for everyone who is professionally involved in organizing, accommodating and facilitating trade fairs, congresses and events.

Meeting Professionals International (MPI)

MPI is an organization that is active worldwide in raising convention and event organizations to a higher plane. The composition of its membership is unique: 50% planners and 50% suppliers. This balance contributes, among other things, to the professional development of the members of the organizations with whom they work. World Forum is gold sponsor of the Netherlands Chapter of MPI.

International Association of Congress Centres (AIPC)

The AIPC is the industry association for professional convention and exhibition centre managers worldwide. AIPC occupies a unique position amongst the various organizations that represent the meetings industry. It is a true international organization, with representation from over 49 countries around the world.

The World Forum is the first convention center in the Benelux, which has completed in 2010 the AIPC Quality Standards Program at the gold level. The AIPC Quality Standards Program is developed in response to ongoing interest by members in having an industry-specific program for identifying and evaluating key areas of convention centre performance leading to a visible, accepted and industry-specific form of recognition.

2. people

world forum

The World Forum is engaged with the people aspect in various areas, both within and outside of the company. This means not only the people of World Forum, but people in society.

Each year, the World Forum supports a number of initiatives at the local and national level. Along with financial and material support, this also means utilisation of our expertise within the market.

2.1 Employment issues

Internship placements

The number of internship placements within the World Forum has increased in 2010. In 2009 the 4 internship placements within the World Forum were available in the facilities department, project management, sales and communication. In 2010 an internship placement has been added to the department of duty management. We have chosen for this expansion to better satisfy the growing demand from the market.

The department Finance now also offers an internship placement. The Finance department within the World Forum has received the ECABO certificate, which actually means that they may accompany students of a MBO school, department of financial administration, as an acknowledged educational institute. This project will start beginning of 2011.



Working part-time

As a company, the World Forum stands for helping employees to continue their career after life events such as pregnancy and childbirth. We offer employees the option to work part-time or work partially from home. Our goal is to allow employees the room to strike a good balance between their work and private lives, something that ultimately benefits our organisation.

Education and training

The World Forum offers an annual collective budget for education and training. We invite all our employees to draft a personal development plan each year. We then look at all personal development plans and determine what training is needed and who can participate in which programmes.

A supervisor with end responsibility can ask an employee to take a training and/or coaching programme deemed necessary for the proper performance of the employee's tasks and responsibilities. The supervisor and the employee then make individual arrangements on the employee's participation.

For education and training costs in excess of a fixed amount, a study agreement will generally have to be signed. These agreements will usually stipulate a repayment schedule.

GL Campus

At the end of 2008, GL events launched the GL events Campus, an internal training institute with a number of objectives:

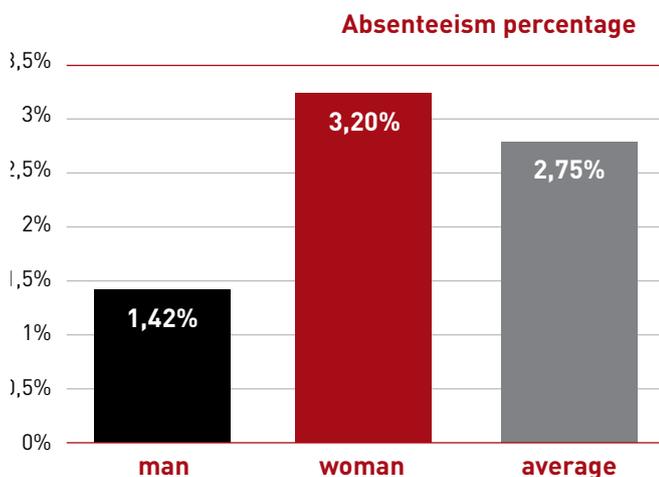
- Promoting employee motivation and participation
- Promoting shared culture and team spirit
- Promoting integration between the various divisions and departments of GL events and creating networks
- Developing and organising training programmes that meet employee needs
- Maximising the return from training & education and achieving internal knowledge sharing

To achieve these objectives, GL Campus has a twofold mission: coordination of all training & education plans of the GL Group for optimum results and designing training programmes for the development of expertise in the various GL business lines.

At present, GL Campus offers mainly training programmes given in the French language (oriented towards senior management, operational management and basic management), and focuses primarily on management, sales positions and project-oriented employees. However, there are now two English-language programmes available for international staff: the Management Training and the Welcome Convention.

Absenteeism

Since 2010 the World Forum carefully assesses the absenteeism. The average absenteeism this year was 2,75%. Our aim is to push this percentage further back the coming year.



MPI Scholarship Program

In 2010 the World Forum has participated for the first time in the MPI Scholarship Program, an initiative of Meeting Professionals International (MPI), who are at the same time member of the UN Global Compact.

In April 2010 the first MPI Scholarship Program has started in the Netherlands. This is a cooperation between the World Forum in The Hague, MPI Netherlands and the Stenden University in Leeuwarden.

On June 24th five students of the Stenden University have organised in the World Forum the MPI event 'Next Generation'. The organisation of this event is part of the MPI educational program to involve students (the next generation) in the conference and event industry, by giving them the opportunity to actively organise a MPI event for students, MPI members, press and non MPI members from the industry.

The students that organise the event will receive an one year MPI student membership sponsored by the World Forum and are thus welcome to participate in all MPI events in the Netherlands.

The event was organised in a Corporate Social Responsible way, which fits into the CSR policy of the World Forum. The subject of the meeting reflected how the new generation sees the meeting and event industry and how new media and tools can be integrated in the future.

Because of its success the MPI Scholarship Program will be expanded in 2011 and more locations and universities will collaborate in this event. The coming year the World Forum also continues to support this initiative as one of the locations.

"Kijk Mee" Day

Each year, the Municipality of The Hague organises an open day (the Kijk Mee Dag) for primary school pupils. Under this initiative, children in their last year of primary school are given an opportunity to get a look behind the scenes at a variety of professions in industry or governmental or other institutions. The World Forum is proud to be a part of this initiative, and gives pupils a chance to get to learn about a number of aspects involved in facilitating a theatre performance or conference.

On March 10th the World Forum has received a few students of the Meester Schaberg school in The Hague to introduce them to several aspects that come up when facilitating a theatre performance or conference.



© Her Majesty the Queen, 1997

Engagement

Regular updates on the developments in the field of CSR are provided in an electronic Ethical Program Message sent to the World Forum's employees and partners. CSR is also a recurring agenda item in the team meeting with all World Forum employees. All this helps engender engagement on the part of the employees.

2.2 Human rights

Vendor code of conduct

When selecting its regular partners and vendors, the World Forum considers all aspects of socially responsible purchasing. Vendors and partners must sign a code of conduct document in which they endorse the ten principles of the United Nations Global Compact, including a commitment to not deal in products that are the result of child labour. When we request our partners and vendors to sign this document, we feel we are raising awareness and getting people thinking.

Conference on Child Labour

On May 10th and 11th the World Forum has hosted an international conference on child labour, 'The Hague Global Child Labour Conference 2010, Towards a World without Child Labour, Mapping the Road to 2016'.

▲ Her Majesty the Queen attended 'The Hague Global Child Labour Conference'. Source: Ministry of Social Affairs and Employment

The Ministry of Social Affairs and Employment together with the International Labour Organisation have organised this international conference against child labour. Her Majesty Queen Beatrix of the Netherlands has attended the closing session on May 11th.

The purpose of the two day conference was to draw attention again to child labour and to reach actual decisions which will ultimately lead to eradicate by 2016 the worst forms of child labour. The conference was attended by participants from 80 countries. Not only governmental officials, representatives of employer and employee organisations were represented, but also international organisations like Unicef and Unesco and NGO's.

During this international conference a discussion, initiated by the Global Compact and Initiative Sustainable Trade, was held about the role of the industry in fighting against child labour. At this meeting a plan was presented for a network of companies that will make a real effort in the fight against child labour and will support other companies, wherever in the world, in this battle.

2.3 Society

NL DOET

World Forum and some of its employees participate annually in NL DOET, the largest volunteer activity in the Netherlands. That day they support a project / institution in the Hague area. On March 19th 2010 seven employees of the World Forum have worked at De Zeedistel in The Hague, an institution that organises activities, to completely tidy up their garden. De Zeedistel, an institution for supporting activities, is part of Parnassia and offers help to (young) adults with psychotic disorders and elderly people with mental conditions and memory problems.

On the day, we pay our employees their normal salaries to participate in activities like these during their regular working hours, so they can experience for themselves the importance of social responsibility and citizenship. It increases the social consciousness and involvement of our employees, and helps keep them motivated and inspired in their other work.

IMC Weekend School

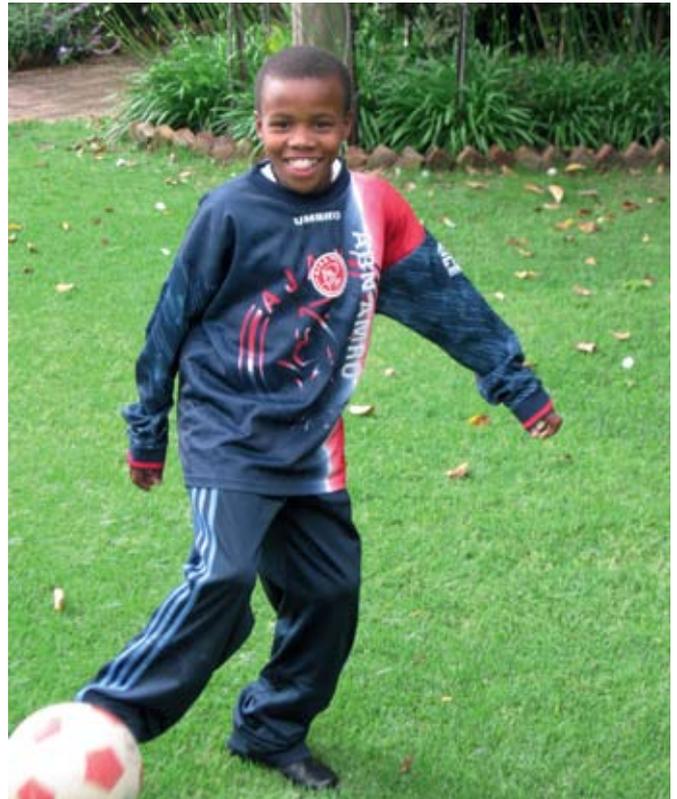
The IMC Weekend School is a school for supplemental education for motivated young people aged ten to fourteen who come from underprivileged neighbourhoods. At the Weekend School locations, students follow a 2-year programme of courses taught every Sunday by committed teaching professionals who love their job. The goal is to help these young people expand their horizons, boost their self-confidence and develop their talents. The World Forum supports the location in The Hague by providing accommodation as well as knowledge in the field of the theatre, and by offering the experience of an actual cultural performance.

The Kusasa Project

The World Forum supports since 2010 Anele Gebuza in South Africa via the Kusasa Project. The Kusasa Project devotes itself to children in the Franschhoek valley.

Anele is 12 years old and was born in the Eastern Cape, but because of economic reasons he moved 7 years ago with his parents to the Western Cape, to Franschhoek. Right after they moved there his mother died. His father is jobless and has an alcohol problem, and therefore Anele has not had a stable home situation these past years.

Anele is one of the 23 children who via the Kusasa Project has the possibility to receive a good education. At the Franschhoek



High School he learns Afrikaans and English. He is doing very well and is highly motivated. For the past two months Anele lives during the week in a home near his school, in a more stable environment. Apart from having a sleeping place he also gets there three meals a day. In the weekend he returns to the township where his father or brother lives.

For more information about the project look at www.thekusasa.org

Foundation Haiti Contact

As part of its CSR policy the World Forum has offered the Haiti Contact the possibility to set up their office within the World Forum since April 2010.

Foundation Haiti Contact was established in September 2007 by Judy Bralds, a Haitian who grew up in the Netherlands. The moving forces behind the foundation have a (direct) relation with Haiti, are very devoted volunteers and their central goal is to ease up the daily life of the children in Haiti.

The establishment of the foundation was a logical result after several, successful Haiti Contact Day meetings. A private initiative that since 2004 is organised in order to bring together the Haitians in the Netherlands.

The disaster on January 12th 2010 resulted in the growth of the foundation and therefore they were able to offer help to the people in Haiti, together with the Haitian community in the Netherlands.

For more information look at www.haiticontact.org

Art exhibition Peace and Justice

Artists from the Statenkwartier have held an exposition in the World Forum from December 21st till January 4th Called "Peace and Justice". This exhibition was the initiative of Rens Bakker, an enthusiastic and very active woman who lives for years in the Statenkwartier. She has brought together the artists and the World Forum. The cooperation between the World Forum and the Artists of the Statenkwartier was unique; together they have organised this special exhibition.

The Hague is the international city of Peace and Justice and the second UN-city in the world. The World Forum is the heart of the International Zone and the location for international conferences. An exhibition on the theme of "Peace and Justice" perfectly suits the location.

The purpose of the exhibition was to create a dialogue between the residents of the Statenkwartier and the organisations in the international zone of the city of The Hague.

The exhibition was opened on December 21st by Mayor Jozias van Aartsen, who is himself a resident of the Statenkwartier. About 100 people were present, from artists, sponsors, (international) organisations in the area to other residents. The exhibition has drawn some 1000 enthusiastic visitors from the Statenkwartier and the rest of The Hague and surroundings.



Business and Climate

In 2010, the World Forum is participating in the Dutch Business and Climate project, an initiative of the Municipality of The Hague. A few regions in the Netherlands are already familiar with this successful sustainability project, one of the projects of Schools for Sustainability. Within these projects, young people are asked to come up with creative solutions for sustainability issues.

In the Business and Climate project, students form an advisory group designated the "climate intervention team". The team then sets about studying a number of research questions within a company. The content of the student research depends on the sustainability and climate issues relevant to the specific company.

The question that the World Forum has put to the students is: *How can the World Forum achieve better waste separation during conferences? This question is also about helping conference-goers to separate their own waste.*

By participating in this project, the World Forum hopes to come up with new and better ways to separate waste. In addition, the World Forum is also showing its social commitment and helping teach students how to approach a real-world case. The results of this project are shown on page 22.

Valid Express

Valid Express was founded by Nicolette Mak in 1999. Seeing her physically handicapped brother incapable of getting a job inspired her to set up this courier service. It serves as a vehicle for helping the chronically sick and physically handicapped to get off, and stay off, benefits. Today, Valid Express employs sixty people, with offices in Amsterdam, The Hague/Rotterdam and Utrecht, and has six hundred clients.

Valid Express believes in a world that takes its own responsibility. Where people who have bodies with issues can join forces with the business world, focusing on potential instead of limitations.

For clients requiring courier services, the World Forum offers Valid Express as preferred supplier.



Chain reaction

The World Forum challenges its clients to be more socially conscious in their own events. And we also challenge our regular partners, vendors and the industry. The objective of the World Forum Ethical Program is to promote corporate social responsibility and corporate citizenship at the micro level. We see communicating all activities and progress in this area to the market and the world around us as an essential part of this objective.

It was not so long ago that just such an incentive by one of our clients pushed us over the line and made us go green. That's why we at the World Forum are sure we can pass on the "green bug" to others; because we know first-hand how effective such a signal can be. We call it our stinging nettle theory: one little prickle is so irritating that before long you've just got to do something about it.

Because the World Forum believes in this stinging nettle theory and finds it important to share the knowledge and experience in this field of CSR, Michiel Middendorf, General Manager of the World Forum, regularly gives presentations, lectures and workshops on the subject of CSR within the event and conference industry.

In 2010 he has given the below mentioned presentations, lectures and workshops:

- presentation on sustainable organisation to the Event Manager of the ING
- mini-workshop 'The motivation and reality of responsible events' at the theme square Nice to Meet on the Event10 Fair
- participation in the panel at Green Inspiration On-stage organised by Green Label Events during Event10 with as subject CSR/sustainability and the 3 P's
- workshop "CSR, it's done like this! – Why should I work in a sustainable way as a company?" at the network event Meet & Greet Sustainable The Hague, that was organised on The Day of the Sustainability

Green Events Checklist

The World Forum has developed a Green Events Checklist full of practical tips an organiser can use to help put on a socially responsible event. We have developed this list to encourage our clients to make their events as green as possible.

CO₂ calculator

Clients of the World Forum can choose to compensate for their event's CO₂ emissions, either internationally (through the Climate Neutral Group) or locally in the Netherlands (through Klimaatfonds Den Haag climate fund). On the World Forum website, we provide a CO₂ calculator that clients can use to calculate the emissions of their event and compensate them through the Climate Neutral Group. Event organisers preferring to compensate their event's emissions locally can also choose to compensate them through the Klimaatfonds Den Haag by using the emissions calculator on www.klimaatfondsdenhaag.nl.



Sustainable The Hague Guide

The Sustainable The Hague Guide is an initiative of the Development Company The Hague. Their website www.duurzaamdenhaaggids.nl shows which sustainable projects there are in the city of The Hague. The World Forum is one of these projects. With this website they want to motivate others to also go ahead with sustainability.

Good & Green Guide The Hague

The Good & Green Guide The Hague can best be compared to the Lonely Planet travel guide, but only with sustainable addresses. Apart from Amsterdam and Rotterdam The Hague is the third city in the Netherlands that disposes of such a guide. This guide is destined to tourists and inhabitants of The Hague and shows the way to for instance biological supermarkets, environmental friendly hotels, vegetarian restaurants, fair-trade shops and theatres. The World Forum Theatre is also mentioned in this guide.

Events at the World Forum

Impaction Symposium

In April the second edition of the Impaction Symposium took place in the World Forum. The Impaction Symposium 2010 showed the participants how a good CSR policy can lead to social and financial result. During an interactive lecture they learned how these results come about and can be measured. Some successful companies illustrated this principle by showing their own practical experiences. The World Forum participates as a partner in this conference.

Meeting NEN – ISO 26000

On December 9th 2010 the NEN (Netherlands Standardisation Institute) organised the introduction seminar 'ISO 26000: convert good intentions into good actions' at the World Forum. This international guideline on corporate social responsibility (MVO) was published in November.

The guideline is made for organisations looking for support by putting into practice the CSR policy, based on their wish to contribute to sustainable development and to join a worldwide accepted approach. ISO 26000 is meant for all types of organisations: companies, MKB (Small to Medium Sized Enterprises), governmental institutions and social organisations.

2.4 Ambitions

The ambition of the World Forum in 2011 is to focus even more on the people aspect of corporate social responsibility. Of course the planet aspects are also very important, but should be seen as obvious.

In 2011 a plan is being made how the World Forum can use the people aspect as a steady motive within the full CSR policy and company strategy.



Photographer: Robert Aarts

3. planet

world forum

The World Forum looks after the environment whenever and wherever possible. We scrutinise our energy consumption, waste separation and compensation of the CO₂ we still produce despite every effort to reduce our emissions.

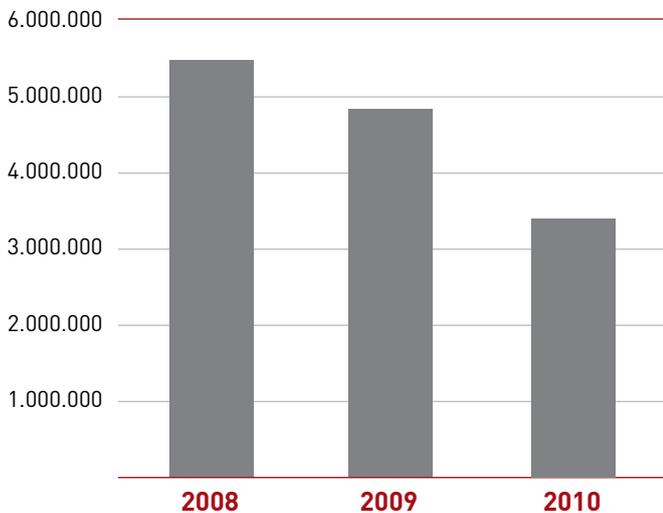
3.1. Energy consumption

The World Forum's first priority is to reduce our energy consumption. We then try to cover all our remaining energy needs with green power wherever possible. Whatever CO₂ emissions ultimately remain, we compensate in full.

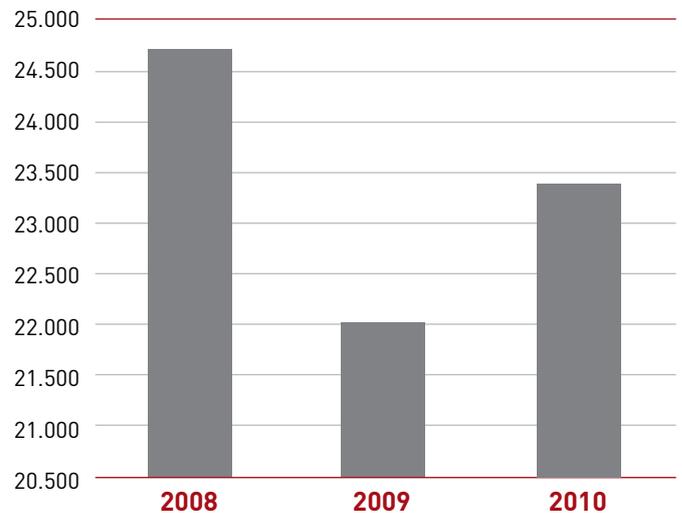
In 2010 the World Forum has set up an energy team and its goal is to seriously assess the energy consumption and to reduce it wherever possible.

The total electricity consumption of the World Forum already decreased with 12% from 2008 till 2009, also due to the switch to LED lighting in a large number of areas. In 2010 the electricity consumption was reduced even further to 3.385.648 kWh. This was a result of turning off as much lamps as possible during the quiet summer period.

The consumption of central district heating in the World Forum in 2010 compared with last year has increased from 22.035 GJ to 23.373 GJ. Reason is that in 2010 there have been some very cold months and in fall (colder period) the occupancy for conferences in the World Forum was very high.



World Forum's electricity consumption, 2008, 2009 and 2010



World Forum's central district heating consumption, 2008, 2009 and 2010

Energy team

The energy team set up in 2010 has taken this year the following measures to reduce consumption:

- the central-heating boiler for the big kitchen and dressing rooms in the building has been replaced by some smaller boilers on location, so that they can be switched on separately from each other and thus the big boiler does not have to work constantly anymore.
- As a result of the energy scan conducted by the World Forum in 2009 a management system has been acquired. All energy power is being measured by this system in such a way that per hour one can see how much energy is being used. The energy power can be managed and ultimately the consumption will decrease.

Lighting

All public spaces in the World Forum are equipped with LED lighting. The LED lamp is a very energy-efficient lamp, uses fully 90% less energy than an ordinary light bulb and lasts fifty times longer. And unlike the energy saving bulb the LED lamp is not chemical waste and can be thrown away as ordinary trash. A LED lamp produces yearly 120 kg less CO₂ than an ordinary light bulb.

In 2011 all niche lighting in the World Forum, which now consists of neon light, will be replaced by LED lighting.

In the biggest auditorium of the World Forum, the World Forum Theatre, the working lighting appeared to be insufficient. Therefore during cleaning, working or other activities the ordinary total lighting was switched on. The working lighting at the World Forum has now been adjusted so that full lighting is not necessary anymore and the working light is sufficient. Because energy-efficient lamps have been used here, the total annual consumption will therefore be reduced.

Green power

The World Forum uses 100% green power. All power used in the building for our daily operations and during conferences and events is 100% green power.

Summer break

When no conferences are being held in the World Forum during the summer period, we take a number of steps to reduce energy consumption. These include turning off as much lighting, ventilation and lifts as possible. In 2010, measures like these and others allowed us to reduce our energy consumption in the months of July and August.

Earth Hour

In 2010 the World Forum has collaborated with Earth Hour. Each year during Earth Hour millions of people and thousands of organisations worldwide show that they consider climate important and switch off the light for one hour. On March 27th the World Forum contributed hereto by switching off completely all lights in the building during one hour.

10:10 initiative

World Forum has supported in 2010 the 10:10 initiative. This is a pioneering initiative to get the entire country behind one idea, namely: save in 2010 10% on your energy consumption and reduce CO₂ emission. The campaign began in England and has been successfully introduced worldwide from Norway to New-Zealand and from France to Ghana. The person who participates in this initiative really makes a statement and saves 10%.

The World Forum supports this initiative because it believes in the "Stinging Nettle Theory": it is good to stimulate others to be sustainable and at the same time it is important to be open minded and inspired by others.

3.2 Waste

We separate the waste produced at the World Forum into the following categories:

- Office waste
- Paper
- Oversized waste (pallets, doors, steel frames)
- Organic waste
- Glass
- Chemical waste (including fluorescent lighting elements)
- Grease trap

In 2010, as part of the Business and Climate project (see 2.3), we will be taking a closer look at the World Forum's waste process. We will investigate the developments and trends in the field of waste separation, and look for answers to the questions of how the World Forum can better separate its waste and how to involve conference-goers in the process.

The most important recommendation as a result here from is that separate waste bins have to be placed in the World Forum in which conference visitors can throw away their waste. In the first place we should think of waste bins for paper, plastic, green waste and other. This project will be further implemented in 2011.

Waste Management

The Active Club (sports school) and the Novotel Den Haag World Forum (hotel), both located next to the World Forum, have been approached to examine their Waste Management Program. The World Forum has offered to help them with better separating their garbage. The garbage they produce is being transported by the World Forum.

The Novotel Den Haag World Forum has indicated that by the end of 2011 they want to maintain a good Waste Management Program. This means that they will separate the paper from the rooms, which is not happening now. The Active Club will start right now to also separate the green waste.

Catering

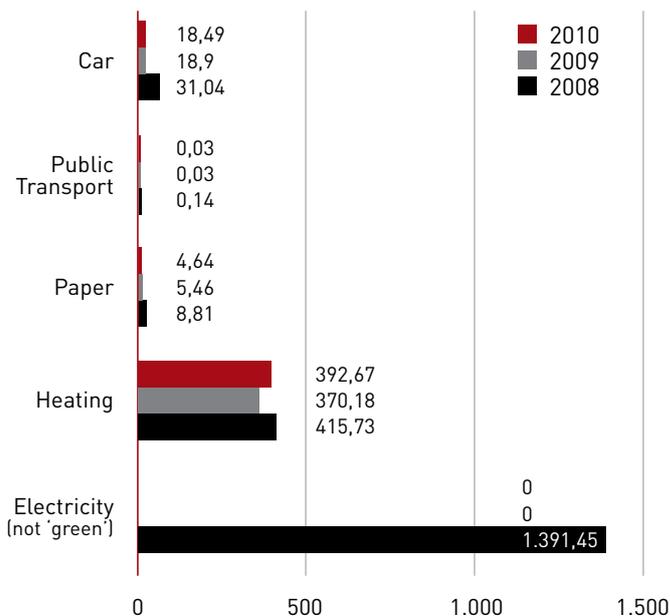
The long term catering partner of the World Forum, Maison van den Boer, also thinks along to improve the separation of waste. Therefore the waste separation of Maison van den Boer in the World Forum has been expanded. They now take care that porcelain and PET bottles are being separated.

3.3 CO₂ compensation

As an organisation, the World Forum operates on a fully climate-neutral basis by compensating its CO₂ emissions. We compensate these emissions through the Climate Neutral Group, a worldwide pioneer in the field of voluntary CO₂ compensation services. Through the Climate Neutral Group, the World Forum is investing in sustainable energy and forestry projects.

The World Forum also compensates an additional 10% of its total CO₂ emissions locally, through the Klimaatfonds Den Haag. This means that the World Forum is in fact overcompensating its emissions (110%). We compensate more than we emit.

In 2010 the total CO₂ emission of the World Forum was 415,83 ton. This is slightly more than in 2009, when the CO₂ emission reached 394,58 ton. The main reason is the higher use of the central district heating. Other components like paper use, public transport, car use and electricity have stayed the same or were reduced.



CO₂ emission in ton for 2008, 2009 and 2010 (source Climate Neutral Group)

3.4 Catering

The World Forum partners with catering company Maison van den Boer, an organisation that fully endorses the World Forum's CSR policy. In its catering offerings, Maison van den Boer selects a combination of organic, local and seasonal products and sustainable choices.

In 2010 the World Forum Gusto range has been introduced in the World Forum, the own catering brand of the World Forum. You can find herein several biological packages, so clients can choose for a sustainable conference and contribute this way to a better environment.

In 2010 an intern at Maison van den Boer has examined as a final paper how to optimize waste management of the catering in the World Forum. Each conference and event has been evaluated extensively and the results and recommendations have been put in the final report. This report has been discussed by the management and is presently being implemented.

In order to offer youngsters with little schooling a better chance on the labour market, students including from the Mondriaan College work in the kitchen of restaurant Pangea at the World Forum. Here they have the opportunity to participate in the working world and learn the skills from our professional cooks. At present we examine if this could also be done in other fields in the catering sector.

Fair Trade Restaurant Week

In October the Pangea Restaurant in the World Forum has participated for the second time in a national Fair-trade restaurant week. Puur! Dining out and the Foundation Max Havelaar organised this week to promote the use of Fair-trade products in the catering industry.



3.5 Ambitions

Energy consumption

The World Forum has set up a special energy team that will investigate the coming years where and how the energy consumption of the World Forum can be further reduced. They will obtain advice on different subjects from colleagues, suppliers and specialists and aim to diminish the energy consumption drastically. In 2010 a first step has been made, but the coming years this will stay one of the most important points of our attention.

The following points will be our main focus:

- Screening of the energy contracts
- Replacing the management system of the building
- The lighting plan
- Placing new meters
- Drawing up an inventory at our long term partners about energy consumption
- Checking the ventilation and pump system

Certification

The World Forum follows the development in the field of ISO norms related to corporate social responsibility and sustainable events (ISO 26000 and ISO 20121).

At the same time GL events is conducting a broad investigation in the ISO norm 16001.

ISO 26000: Guidance on Social Responsibility

ISO 26000 helps organisations set their priorities in corporate social responsibility and gives recommendations on how to embed CSR within organisations. ISO 26000 is also intended to introduce a uniform CSR terminology.

ISO 20121: Sustainable events standard

At the invitation of the Netherlands Standardisation Institute (NEN), the World Forum participated in the start-up discussions on the setting of an international standard for sustainable events. The goals of these discussions were:

- gaining information on the set-up and status of the Sustainable Events international standard committee within ISO.
- determining whether the Dutch Market has a need/interest in contributing to the development of this international standard for Sustainable Events and setting up a national shadow committee/working group to that end. Today, in the year 2010, the time has come for quantifiable sustainability criteria, and if these are feasible, the World Forum will be looking forward to following them.

ISO 16001: Energy management system

This European norm is a powerful instrument to support enterprises to save energy and costs. This norm offers guidelines for all kind of organisations from small to big who want to improve systematically their energy performances.

The NEN-EN 16001 gives guidelines to all organisations who:

- a) Want to improve systematically their energy household
- b) Want to set up, introduce, improve and/or maintain an energy management system
- c) Want to assure themselves that the energy household is in order in accordance to the latest insights
- d) Wishes to show to clients, third parties, etc.
- e) Wishes to get certification for their energy management by third parties in accordance to the norm
- f) Wish to judge, evaluate their energy management against the norm

4. profit

world forum

The World Forum contributes to the national and local economy, particularly through facilitating multi-day international conferences. By actively attracting international multi-day conferences, we generate extra economic spin-off for hotels, restaurants, retail, transport companies, museums and attractions.

The economic spin-off from international multi-day conferences (both corporate and non-profit) is calculated by multiplying the number of conference participants by the number of days of the conference. The product is expressed in "conference participant days" (CPDs).

The number of CPDs is multiplied by an expense factor determined by the Netherlands Board of Tourism & Conventions (currently € 344).

In 2010 41 international meetings and conferences took place at the World Forum. This is 11 more than in 2009. 22 meetings lasted more than 1 day, 2 more than last year.

This shows a total number of conference visitor days of 39.273. This is less than in 2009. It can therefore be concluded that the conferences take less days on an average and/ or less visitors attend. If you multiply the spending factor of € 344,- you come to the amount of € 13.509.912,-

5. about this report

world forum

This sustainability report is the second report about the CSR policy of the World Forum. The report contains the activities and developments in the CSR field at the World Forum in 2010. We also discuss some of our ambitions for the coming years.

This report is intended for all our stakeholders of the World Forum.

The World Forum publishes annually a sustainability report to inform stakeholders, clients, partners, suppliers and colleagues about the developments in this field.

6. GRI table

world forum

The GRI table is based on the guidelines for sustainability reporting issued by the Global Reporting Initiative (GRI). GRI is a network-based organization that has pioneered the development of the world's most widely used sustainability reporting framework and is committed to its continuous improvement and application worldwide.

We feel that the B-level of the G3-guidelines of the GRI apply to this report. The World Forum has no special CSR department. It will be a challenge to improve our reporting level in coming years.

In the table below you will find an overview of the core indicators, which you will find in this report.

	G3-indicator	Location	Page
Strategy and analysis			
1.1	A statement by the top decision maker within the organisation	Preface	5
Organisational Profile			
2.1	Name of the organization	1.1 Our company	7
2.2	Products and services	1.1 Our company	7
2.3	Operational structure	1.2 Structure	8
2.4	Location of the organisation's main office	1.1 Our company	7
2.5	Number of countries in which the organization operates	1.1 Our company	7
2.6	Ownership structure and legal form	1.2 Structure	8
2.7	Markets	1.3 The market	9
2.8	Size of the reporting organization	1.2 Structure	8
2.9	Significant changes in the organization	1.2 Structure	8
2.10	Awards during the reporting period	1.6 Recognition of CSR results	11
Reporting parameters			
3.1	Reporting period	5. About this report	25
3.2	Date of the most recent report	5. About this report	25
3.3	Reporting cycle	5. About this report	25
3.4	Contact for questions about the report	Colofon	28
3.5	Process for determining the contents of the report		
3.6	Definition of the report	5. About this report	25
3.7	State any possible limitations to the scope or definition of the report	Not applicable	
3.8	Foundation for reporting	Not applicable	
3.10	Explanation of the consequences of possible reformulations of previously supplied information	Not applicable	
3.11	Significant changes with regard to previous reporting periods	Not applicable	
3.12	GRI table	6. GRI table	26
3.13	Policy and actual practice with reference to the involvement of extern Assurance of the report	Extern Assurance will only take place in the financial annual report.	

G3-indicator		Location	Page
Management, obligations and involvement			
4.1	The organisation's management structure	1.2 Structure	8
4.2	Indicate whether the chairman of the highest administrative body also has a managerial function	1.2 Structure	8
4.3	Independence of Board of Management	1.2 Structure	8
4.4	Shareholder feedback mechanism	Not applicable	
4.13	Associated memberships	1.7 Memberships	11
4.14	List of stakeholders	1.4 Stakeholders	10
4.15	Stakeholder identification	1.4 Stakeholders	10
4.16	Approach of the involvement of interested parties, among which its frequency	1.4 Stakeholders	10
Economic performance indicators			
EC 1	Direct economic values		
Environmental performance indicators			
EN 3	Direct primary energy consumption	3.1 Energy consumption	21
EN 5	Energy saved due to savings and efficiency improvements	3.1 Energy consumption	21
EN 6	Initiatives for the benefit of energy-efficiency or on sustainable energy based products and services, as well as decrease of the indirect energy consumption and the already realised decrease	3.1 Energy consumption	21
EN 7	Initiatives for reducing the indirect energy consumption and already realised reduction	3.1 Energy consumption	21
Social performance indicators			
LA 1	Total number of employees according to type of work, labour contract	1.2 Structure	8
LA 6	Percentage of the total number of employees represented in formal joint arbo-commissions of employers and employees who contribute to the control and advice about arbo-programs	Not applicable	
LA 7	Injury, occupational disease, drop out days and absenteeism numbers and the number of deaths work related per region	2.1 Employment issues	13
LA 10	Training per employee	2.1 Employment issues	13
HR 2	Supplier screening on human rights	2.2 Human rights	15
HR 6	Child labour	2.2 Human rights	15
SO 1	Impact on communities	2.3 Society	16

Colofon

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