

**INSPIRING  
PEOPLE**

# **Amsterdam RAI Corporate Sustainability Report**

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# Foreword

In the rich history of Amsterdam RAI, business decisions have never been taken based purely on economic grounds. The social impact of our activities on the city and the region has always played an important part. And now that we have entered an era of sustainable investments in the future, the RAI's influence on society and the environment is more relevant than ever. Taking this as our starting point, in 2008 Amsterdam RAI translated its goals into a corporate social responsibility (CSR) policy.

Amsterdam RAI aims to become the leader in the European conference and events industry with regard to sustainability and CSR within the next five years. We do this not only out of a conviction that a sustainable world is a better world, but also out of healthy Amsterdam business sense. There is an irreversible trend towards an environmentally friendly approach and we expect this to have a lasting influence upon our industry. This is why we aim to be at least as 'green' as our competitors in all areas, and lead the way where possible.

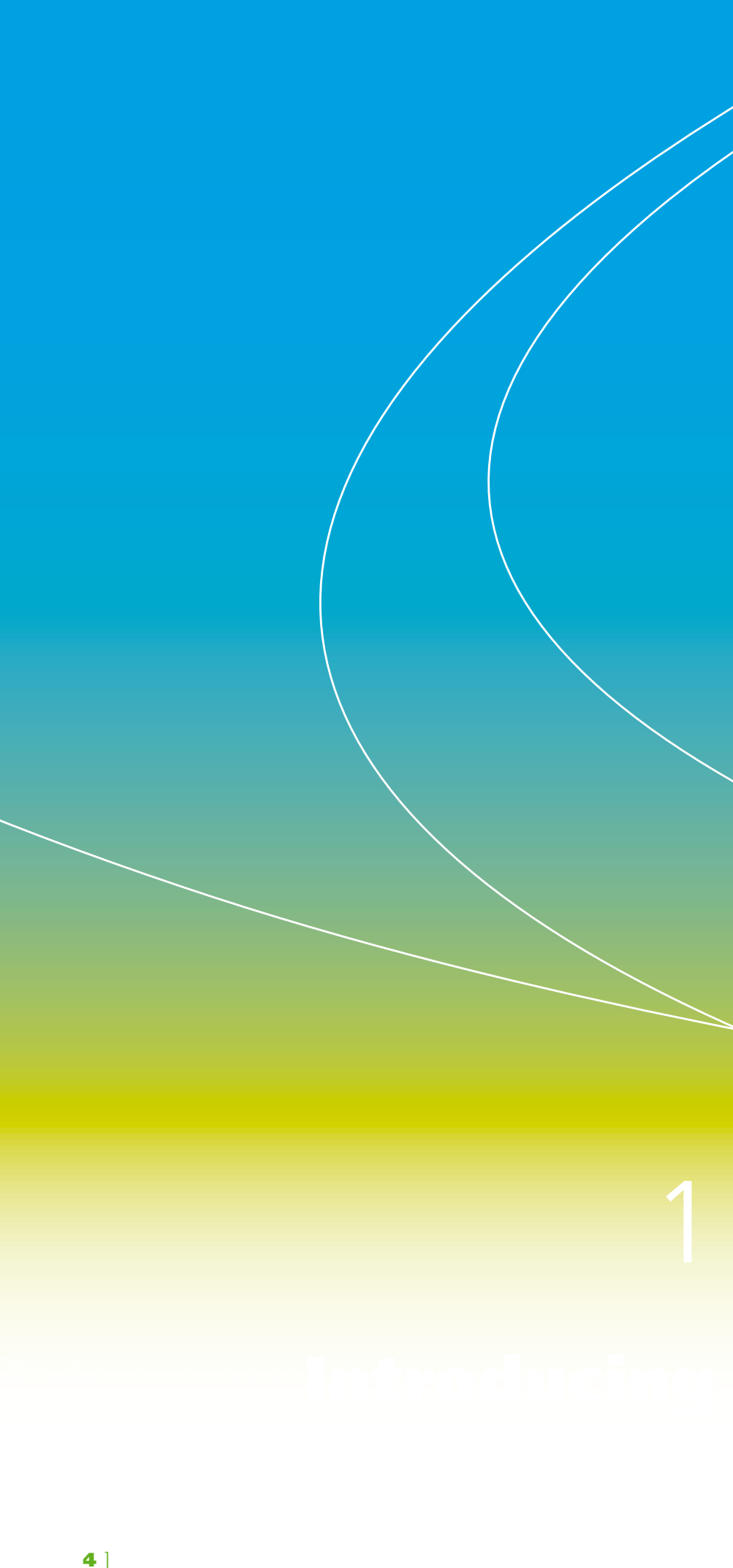
A good example can be found in our new RAI Elicium building, where 80 percent of the energy is recycled by means of heat sources. We actively advise event organisers on sustainable options when using the RAI complex and can recommend suppliers that offer eco-friendly products. Amsterdam RAI strives to create sustainable value at the highest level in safe, healthy and environmentally friendly surroundings for all the building's employees, users and stakeholders.

We are proud of the achievements that have been attained so far in the area of CSR. This report is designed to give you an overview of these achievements and our plans to become even more socially responsible in the years ahead.

Warm regards,

**Hans Bakker**  
**Chairman of the Board, Amsterdam RAI**





**The meeting of and exchange between individuals, brands, products, ideas and experiences serves to stimulate and inspire people and companies and break down barriers. Amsterdam RAI aims to be a hub for such exchanges, creating value for organisers, exhibitors and visitors as well as for its personnel, the environment and its direct surroundings.**

**Our ultimate goal is to inspire. Each visit to the RAI should be a stimulating experience, with quality being more important than quantity. These values are the foundation of our activities and investments in the Conference & Exhibitions Centre in Amsterdam.**



a trade association for manufacturers and importers of road transport products, and the City of Amsterdam (25%).

Amsterdam RAI has a Supervisory Board, and Hans Bakker (CEO) and Luc Beyer (CFO) are responsible for the day-to-day management.

## 1.3 Corporate Governance

Amsterdam RAI is fully aware of its social role and the responsibilities to all parties that emanate from this. This fact has been documented in various key values, business principles and regulations, the major ones being:

- › Board regulations
- › Supervisory Board regulations
- › Whistle-blower regulations
- › Harassment Protocol
- › Statutes

For the contents of these regulations we refer you to our website: [www.rai.nl](http://www.rai.nl)

## 1.1 Our market and services

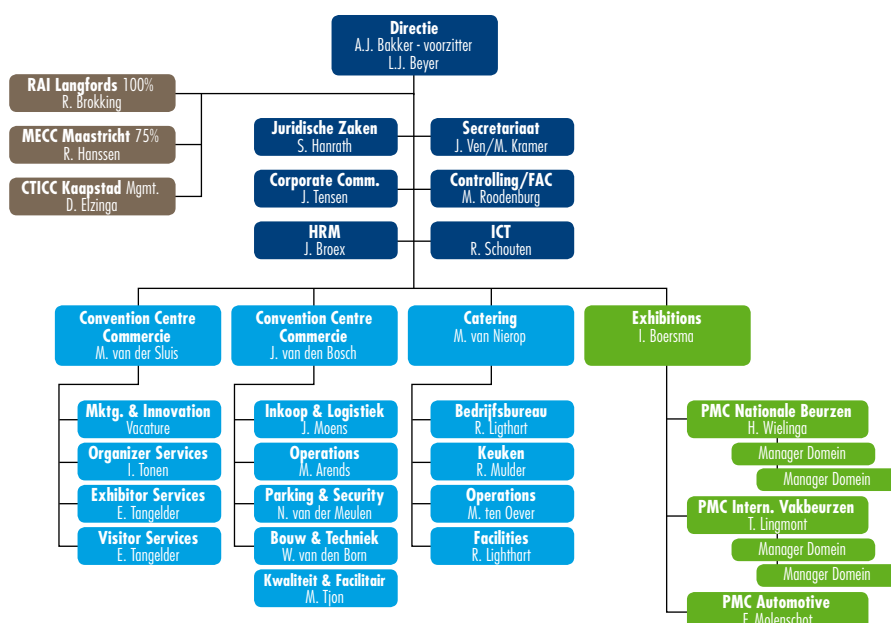
Our clients can be divided into three groups: Organisers, exhibitors and visitors. The Exhibitions department is responsible for the organisation and development of our own exhibition titles with activities divided into international trade exhibitions and national trade and commercial exhibitions.

In addition to our own titles, Amsterdam RAI facilitates and accommodates events by third parties, including exhibitions, conferences, corporate events and other niche events that are organised in the halls and conference centre. The multifunctional conference centre is also available as the 'RAI Theatre' for theatre productions. With the addition of the new Elicium building, Amsterdam RAI is able to offer its clients an even wider range of top quality facilities. The Elicium also opens up the national conference market for the RAI and has further enhanced our ability to host major celebrations and (gala) dinners.

## 1.2 Our structure

The activities of Amsterdam RAI B.V. are the responsibility of RAI Holding B.V., with as shareholders the RAI Association (75%),

### Organisational structure Amsterdam RAI B.V.



**As the social and ecological aspects of our business policy increase in importance, corporate social responsibility (CSR) is playing a more prominent role in our operational management. This is initially based on our sense of responsibility to society. Additionally we address the requirements of the Dutch government as documented in its policy for sustainable procurement as well as the expectations of social institutions. Our shareholders also understand the importance of sustainability, and exhibition and congress organisers are increasingly placing demands in relation to the CSR ambitions of the complexes concerned. Finally, we aim to strengthen our economic position and stay ahead of the competition with a credible CSR policy while also saving (energy) costs.**

## 2.1 Our CSR vision and strategy

Amsterdam RAI defines CSR as 'making business decisions based on the right balance between economic, social and environmental aspects.'

Taking this balance as a starting point, we strive for a continuous improvement of our CSR results while maintaining three policy lines: 'Within the RAI', 'Around the RAI' and 'The RAI in society'.



### Statement of intent

Amsterdam RAI intends to be the most attractive, innovative and international compact venue in Europe for first class exhibitions and other events. We aim to be a centre for exchange between people, brands, products, ideas and experiences, creating added value. Our target group is not only organisers, exhibitors and visitors but also our personnel, the environment and the local surroundings. With this in mind, Amsterdam RAI strives to create sustainable value at the highest level in safe, healthy and environmentally friendly surroundings for all the building's employees, users and stakeholders.

During 2008 and 2009 the emphasis has been on 'Within the RAI' as we believe it is essential to have all internal affairs in order before continuing our policies externally.

## 2.2 Our CSR ambitions

Amsterdam RAI aims to become the leader in the European conference and events industry with regards to sustainability within five years.

Amsterdam RAI wants to be the forerunner in the field of sustainability and CSR. In addition to an honest conviction that a sustainable world is a better world, we also see this as healthy Amsterdam business sense. There is an irreversible trend toward sustainability and we believe this will have a major and long-lasting influence on our industry. Therefore we aim to be at least as sustainable as our competitors in all relevant aspects and excel at some. Our focus point in 2008 was developing a strategic line 'Within the RAI' and we have maintained this focus in 2009 while also increasingly involving the outside world in our sustainability policy ('Around the RAI').

## 2.3 CSR themes

CSR is a broad concept that involves many themes. Amsterdam RAI focuses on seven main features that we consider most relevant. Goals have been formulated for these areas in which we aim to be the forerunner. This first sustainability report and future editions will allow our readers to monitor our progress.

### CSR themes

Energy and climate  
Mobility  
Water  
Waste  
Employees  
Procurement  
Engagement

We chose these sustainability themes based on developments in our sector and their relevance to our stakeholders. Our approach is largely in line with the system used by Green Globe, which is widely accepted in our industry as one of the major standards in the field of sustainability. The areas in which Green Globe is involved are based on globally accepted principles such as the Rio Statement, and were fine-tuned specifically for exhibition venues. This is why we believe that the Green Globe programme offers a solid foundation for our own sustainability strategy. Additionally, we can use Green Globe to compare ourselves to our competitors and monitor whether we are still on course to be market leader within five years.

The seven themes are also in accordance with Green Key, the most important environmental hallmark for the tourism and recreational industry. Our selection is further acknowledged by the areas that are considered to be most relevant within the MICE industry (Meeting, Incentives, Convention & Exhibition Industry).



## 2.4 Our stakeholders

Our stakeholders include visitors, exhibitors, organisers, suppliers, the hospitality sector, employees, shareholders and neighbours. We always try to find the right balance between the various interests of our stakeholders within our operational management. Although we have yet to establish structurally integrated consultations in the field of sustainability and CSR, there are regular contacts with stakeholders and we feel that we have a good idea of their expectations in terms of the RAI's sustainability.

## 2.5 Our CSR Organisation

In November 2007 Amsterdam RAI appointed a CSR Manager who is responsible for CSR policy and implementation within all layers of the organisation. Within a short time, we have taken considerable steps in achieving the sustainability goals outlined in this report. CSR successes are clearly communicated to all personnel. There is also an individual CSR blog where employees can find up-to-date information and leave suggestions or ideas.

Since the start of 2009 the CSR policy has been disseminated and further developed by a team of 22 CSR ambassadors from all departments within Amsterdam RAI. Supported by the Board, they generate support and inspiration on the workforce.

Line management included CSR goals for 2009 in the Business Balance Score Card. The BBCS is an overview of department goals and the results each department intends to achieve. By prominently including CSR in these goals the issue is secured at every layer of the company and has become a part of our way of doing business.

## 2.6 Recognition of our CSR results

Various parties have already assessed our CSR results, proving that we are on the right track.

› **Green Key:** The environmental hallmark for businesses in the tourism and recreational industry (the Netherlands) evaluated Amsterdam RAI and we became the first conference centre in Holland to be awarded a Golden Green Key.



› **Green Globe:** After benchmarking the RAI on its sustainable policy, waste, water and energy saving methods and HRM policy, Green Globe assessors awarded the convention centre Bronze status in 2008. In comparison to other convention centres, the RAI scored above 'Best Practice' on its water consumption and waste policy. In 2009 we aim to attain Silver status.



› **Beste werkgever 2008:** Amsterdam RAI was one of the silver category winners in the Best Employer 2008 award. Amsterdam RAI employees were asked to rate the corporate culture, work, managers, working conditions and scope for personal development and they awarded the RAI a score of 7.4 out of 10.



## 2.7 Cooperation

Amsterdam RAI is the first Dutch member of the **Green Meeting Industry Council (GMIC)**, an organisation for companies from the exhibition and conference sector that endeavours to make the sector more sustainable. Amsterdam RAI is also a partner of **CSR Netherlands**, a knowledge networking organisation that stimulates corporate social responsibility. We also participate in **UN Global Compact** and are a member of the sustainability workgroup of the UFI, The Global Association of the Exhibition Industry, where we partner with other major sustainable parties to make the exhibition and event industry more sustainable.





# 3

**This chapter details our practical interpretation of the key aspects of corporate social responsibility. We document our results for 2008 and list the challenges we aim to overcome in order to further improve our CSR results.**



### 3.1 Energy and climate

#### Challenge

Our goal is to achieve a five percent annual reduction in energy use per rented m<sup>2</sup> over the next five years. In 2009 Amsterdam RAI aims to be using only a quarter of the natural gas compared to 2001.

#### Measures

In 2008 we switched entirely to green energy and are paying a great deal of attention to 'good housekeeping' (turning off computers, lights, heating, etc.). Wherever possible the RAI uses LED lighting or low-energy light bulbs, and the hours that the contour and outdoor lights are on have been reduced by an hour a day.

Switching to district heating has saved Amsterdam RAI a lot of gas. In 2008 Amsterdam RAI reduced gas consumption by 77.3 percent compared to 2001.

Research into which types of sustainable energy are most efficient for the RAI was carried out in 2008. An obvious solution is placing solar panels on the 87,000 m<sup>2</sup> of

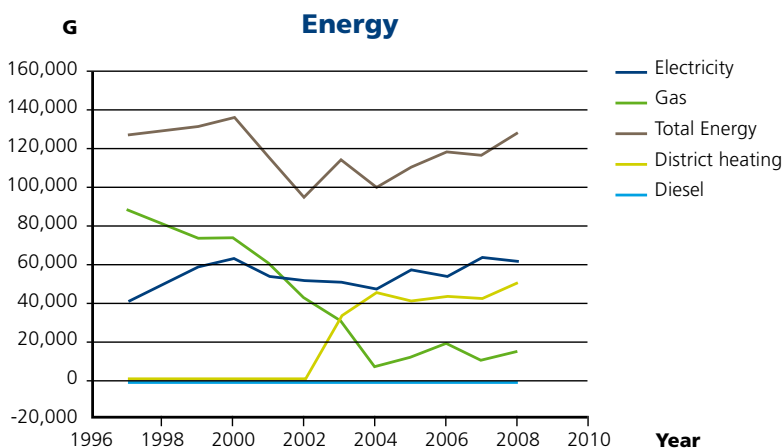
roof but unfortunately the RAI's roof construction cannot bear the weight. The same problem stops us improving insulation by using sedum moss. Furthermore, it appears that other types of sustainability such as thermal storage are more efficient.

#### Results

Our efforts in using less energy have not had sufficient results in 2008. The electricity consumption per rented floor surface has remained almost the same over the past few years, although we are now using green energy instead.

Gas consumption was considerably reduced as we started to use district heating.

Despite all its energy saving measures, Amsterdam RAI will not achieve its goals for 2009 due to the construction of the Elicium. The building activities consumed a great deal of energy and we expect our overall consumption to be reduced once the building works are completed.



### Next steps

Our activities are aimed at reducing energy consumption. It is still a difficult process to convince exhibitors and stand builders to use more sustainable (read more expensive) lighting. In 2009 we are therefore looking at the possible implementation of a price differentiation policy. We have also developed a CO<sub>2</sub> compensation model for event organisers, which is being developed further for exhibitors. We are also paying more attention to which energy sources are strictly necessary and which can be turned off as soon as an exhibition is over.

The Elicium will be opened in September 2009. Amsterdam RAI has taken various energy-saving measures and can store approximately 80 percent of the needed energy for the RAI Elicium and conference centre in the ground from where it can be accessed when necessary. In 2010, a large part of the (office) personnel will move to the Elicium where all offices are equipped with light sensors.

The Elicium came into use in early 2009 and offers a wide range of functions. The ball-room accommodates up to 2072 people but can also be used for gala dinners for up to 1,200 people. Due to the ingenious flexible office layout on the upper floors, Amsterdam RAI can justifiably call itself 'the largest conference centre in Europe', adding a unique meeting location to the nearby Zuidas business district.

### Energy saving measures in the Elicium

- › Energy efficient geothermal pumps
- › Intelligent insulation
- › Climate facade
- › 3 cm glass
- › LED lighting
- › Motion sensors

Due to the considerable price swings in district heating, Amsterdam RAI cannot guarantee it will keep using this service. This could mean that gas consumption rises.



## 3.2 Mobility

### Challenge

Our corporate activities generate a great deal of mobility from both exhibitors and visitors, which has an impact on both the environment and the accessibility of the city. Cars are a major source of problems, which is why Amsterdam RAI aims to stimulate the use of as many other modes of transportation as possible. This applies to visitors, exhibitors and employees. Amsterdam RAI also aims to prevent traffic congestion during the first set-up days of exhibitions.

### Measures

#### Public transport

As Amsterdam RAI is easily accessible by public transport we stimulate its use. An example is offering combination tickets for public transport and certain exhibitions, an initiative for which we held pilot projects during Aquatech Amsterdam 2008 and HISWA 2009.

#### Parking problems

We discourage parking near Amsterdam RAI by cordoning off nearby streets and using shuttle buses to and from satellite parking areas. In addition, during large events a 'preferred parking' system is implemented. In essence, price differentiation is used to restrict the demand for parking at the RAI complex itself. This prevents congestion and all the negative consequences thereof. RAI personnel are not allowed to park near the RAI during large events; they are encouraged to use public transport or the shuttle buses.

#### Traffic congestion: Buffering

We have started 'buffering' trucks at parking areas around the RAI during the set-up and breakdown of large exhibitions. In these buffer zones transport companies await their turn to drive to Amsterdam RAI, reducing the inconvenience to the neighbourhood, lowering CO2 emissions and improving efficiency. Another initiative is the cooperation between Amsterdam RAI and a specialist company in exhibition logistics, Deudekom. This has resulted in a service whereby stand material can be stored for free from up to ten days before the start of an exhibition. The collected materials are then sent to the RAI in a single trailer.

### Results

#### Public Transport

Around 30 percent of RAI personnel use public transport to commute. The results of the pilot for combined tickets for exhibitions and public transport look promising. Around ten percent of the visitors indicated that they visited the exhibitions because of the combination ticket. The project is being further developed in 2009.

#### Parking problems

The measures taken have had clearly identifiable results and there are significantly less parking problems. We cannot provide figures as it is impossible for us to make exact measurements.

#### Buffering in cooperation with Deudekom

On average the buffer project means 40 less individual deliveries per exhibition, reducing CO2 emissions. It also saves approximately 8.5 percent in costs compared to direct delivery to the RAI and the buffer zones reduce exhibitor waiting times.

### Next steps

The pilot for the combined tickets for exhibitions and public transport will be further developed in 2009 whereby the pilot will be changed into a concrete project.

In the long term we expect an improvement of mobility once the construction of the North-South metro line is complete. The latest figures indicate it will be finished by 2017 and the metro is expected to contribute to the reduction of automotive traffic to and from Amsterdam RAI.



### 3.3 Water

#### Challenge

Our goal is to achieve a five percent annual reduction in water consumption over the next five years based on the number of litres per m<sup>2</sup> of floor surface.

#### Measures

We are using automatic flushing systems and taps in the bathrooms. The toilets in the conference section flush with six litres instead of the usual nine. All public urinals are equipped with automatic flushing.

In 2007 the cooling tower was fitted with water meters, whereby water consumption can be adjusted to vaporisation.

#### Results

The absolute water consumption has been reduced by approximately 28 percent between 2000 and 2008. The table below shows an increase in consumption compared to last year.

The water consumption per m<sup>2</sup> floor surface indicates a reduction of around 12 percent between 2000 and 2008. Only the water consumption per visitor increased by around seven percent in 2008 compared to 2000. There was a considerable increase in water consumption per floor surface in 2008 compared to last year but over the past six years it remained relatively stable. Reasons for the increase in water consumption are the increase in personnel and extra water consumption as a result of the construction activities for the Elicium.

#### Next steps

The goal for 2009 is to achieve a two percent reduction in water consumption compared to 2000.

Research into the use of rain water (grey water) showed that investing in the storage of rain water and the construction of a pipe system to use it for flushing toilets or cleaning waste bins, for example, is not viable in the short term due to the low water price. This project has been postponed.

	Absolute use (m <sup>3</sup> )	Use per floor surface (l/m <sup>2</sup> )	Use per visitor (liter)
<b>1997</b>	83,920	158	38.4
<b>2000</b>	95,845	149	46.6
<b>2001</b>	70,673	141	34.9
<b>2002</b>	60,633	115	34.8
<b>2003</b>	59,225	125	30.2
<b>2004</b>	50,081	117	33.5
<b>2005</b>	44,862	97	22.5
<b>2006</b>	63,462	137	41.2
<b>2007</b>	42,347	83	22.4
<b>2008</b>	68,891	131	49.9

## 3.4 Waste

### Challenge

Events held in Amsterdam RAI generate a great deal of waste, as do construction and rebuilding activities. Our goal is to reduce these amounts by 25 percent in the coming five years. There are three main waste streams to address:

- › Waste left over after set-up and breakdown of stands
- › Waste from offices, kitchens, halls, cellars and garages
- › Waste generated by internal refurbishing (especially construction and demolition).

In these areas we are looking for the best possible solutions. Our waste separation goal for 2009 is 34 percent.

### Activities

The past year has been an atypical one due to the major amount of construction and demolition work involved in creating the Elicium building.

Of the 45,000 tonnes of waste generated annually by exhibitions and conferences held at Amsterdam RAI, some 60 percent is separated at source (paper, wood, glass, plastic and cans). Exhibition organisers and exhibitors can request products they require for waste separation from the Amsterdam RAI commercial business department. Everyone makes use of the same products and when they have not been requested in advance they can still be delivered at any time during the exhibition period. The remainder is recycled by a waste processing company.

As an extra service to event organisers, environmental inspectors ensure that stand builders keep the amount of waste as low as possible and that this waste is disposed of in a suitable manner.

All our catering waste is converted to biogas in a fermentation process. The remaining organic waste is used as compost in the agricultural sector.

### Examples of waste-related measures taken in 2008

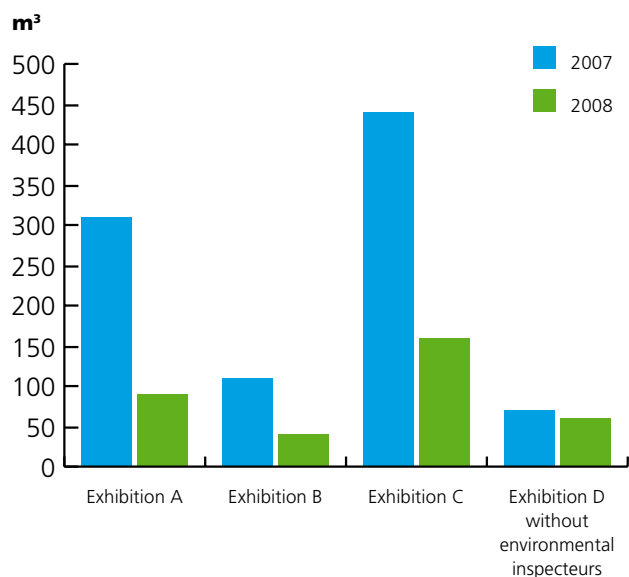
- › Thanks to the implementation of a container registration system and the appointment of a waste depot management company we are now able to monitor our waste streams and compress more waste.
- › By moving to larger containers and waste compaction, there has been a reduction in the number of truck movements required to remove waste.
- › Paper is now separated from other office waste in collection bins.
- › Cleaning staff have been given training on the issue of waste separation to ensure they adhere to our policies.
- › Switching from plastic to paper cups, which is better for the environment.
- › Digitalising the exhibition brochures.
- › The paper-free-office project

### Results

In 2008 we have exceeded our goal for waste separation by 45.4 percent. This is primarily due to the extra construction and demolition works related to the Elicium building. If we take those activities out of the equation, the figure is 39.8 percent.

By employing environmental inspectors to check that waste is correctly separated, the average amount of waste per exhibition has been reduced by 60 percent.

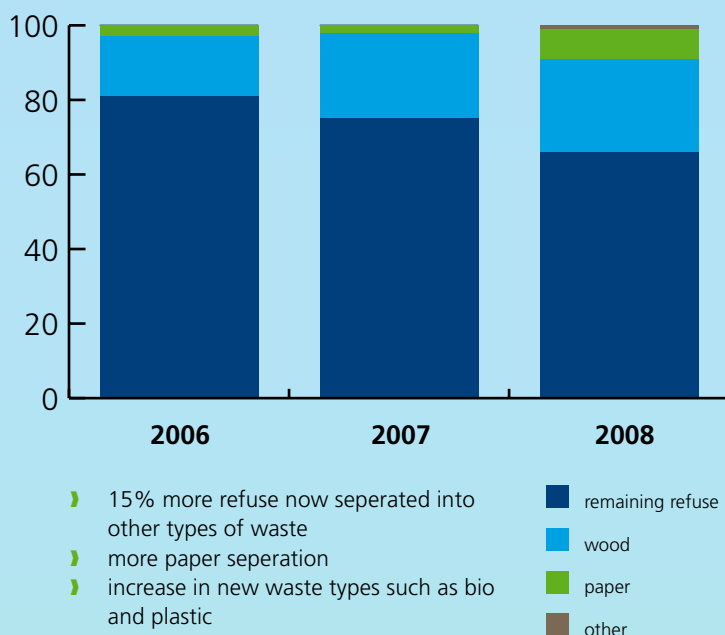
### Remaining refuse per exhibition



Our waste depot management company (ICOVA) keeps a record of how much of each sort of waste is removed each month.

The table below gives an overview of total waste and shows a clear increase overall. This can be explained by the construction of the Elicium building and means we will have to work even harder now to reach our goal of a 25 percent reduction.

## Development in waste: Waste separation



	Total company waste	Waste rental surface (kg/m²)	Waste left by visitors (kg/visitor)	% Separated waste incl. swill	% Separated waste excl. swill
<b>1997</b>	3,519,700	6.3	1.5	22.0	17.2
<b>2004</b>	2,568,340	6.0	1.7	26.9	21.7
<b>2005</b>	3,318,704	7.2	1.7	26.9	24.4
<b>2006</b>	3,423,862	6.9	2.2	35.6	33.5
<b>2007</b>	4,550,653	8.8	2.4	39.8	37.7
<b>2008</b>	4,372,720	8.3	3.2	45.4	43.5

## Next steps

There will be a considerable reduction in the amount of waste as soon as the construction activities related to the Elicium building are completed.

In 2009 we will install a swill system, which makes it possible to directly dispose of waste via a vacuum process in large central storage tanks. In addition to further improving food safety at Amsterdam RAI, this innovation will reduce the number of transport movements required to remove swill.

Another action planned for 2009 is to place stickers on the paper hand towel machines in order to encourage people to use them less. We will also be deploying environmental inspectors at even more exhibitions.

## Paper

Research has shown that 70 percent of the waste paper remaining after an exhibition consists of unused brochures. Calculating the percentage for one of our largest consumer exhibitions, the Huishoudbeurs homes & interior fair, this amounts to 30,000 kilos of leftover brochures being removed as waste. Based on this data, these unused brochures equal 668 unnecessarily felled trees while producing the paper required 334,020 kWh of energy and 9409 kilos of CO<sub>2</sub> emissions. This is equivalent to the energy use of 30 households over ten months so the digitalisation of brochures is high on our agenda.



## 3.5 Employees

### Challenge

Amsterdam RAI aims to be the best and most innovative employer for top quality people in the exhibition and event sector, who are proud to work here.

### Measures and results

Naturally we offer terms of employment in accordance with the market along with sufficient training and educational opportunities. In addition, Amsterdam RAI has an employees' council. But there is more. Below we discuss various important elements of our personnel policy and the results thereof.

### Safety

The coordination of the working conditions was merged into one Safety & Security department in early 2008, an important step towards a safer and more secure Amsterdam RAI.

### Absence

In 2008 we scrutinised and adapted our absence policy whereby the most important change is placing the responsibility where it belongs: With the manager and the employee. Amsterdam RAI entered into a cooperation with a new Health and Safety Service. In January 2008. A new system called E-care was implemented to help reduce absence due to illness. This gave managers access to their own reporting tools and alerts with follow-up actions. With the percentage of absence due to illness in 2008 being 4.13 percent (5.39 percent in 2007), Amsterdam RAI surpassed its goal to bring absenteeism below the five percent mark.

### RAI Masters

In addition to the various individual training trajectories, the past two years have seen the RAI Masters programme considerably increase the degree of professionalism among our managers and specialists. This was concluded successfully in late 2008: Over 100 participants received a participation certificate and 80 employees achieved the Higher Business Management level.

### Talent to the top

The study group 'Talent to the Top' (previously 'Women to the Top') recently published a policy document with goals on the subject of diversity within the Board and management teams of Amsterdam RAI. Decisions on these issues will be taken in 2009.

### Attracting technicians

Specialised (technical) departments within Amsterdam RAI have trouble attracting young and experienced employees. Amsterdam RAI has to start thinking ahead in order to attract fully independent young technicians in five to seven years. We therefore started three subprojects that are in line with the steps that (VMBO/MBO) students take during their time at school:

1. Practical Classes project, focused on career guidance.
2. VMBO Carrousel project, focused on career guidance.
3. Mentor project, focused on providing trainee and work experience posts.

Together these three projects form an integrated plan to stimulate the inflow of youngsters into technical professions. The first two projects are aimed at influencing the study choice towards intermediate technical education (MBO) and provide career guidance. In doing so Amsterdam RAI is helping create a solid foundation for the entire process. Meanwhile, the goal of the Mentor Project is to provide trainee posts to intermediate vocational students (BBL). BBL stands for block or day release education (Beroeps Begeleidende Leerweg), whereby students work four days and go to school one day.

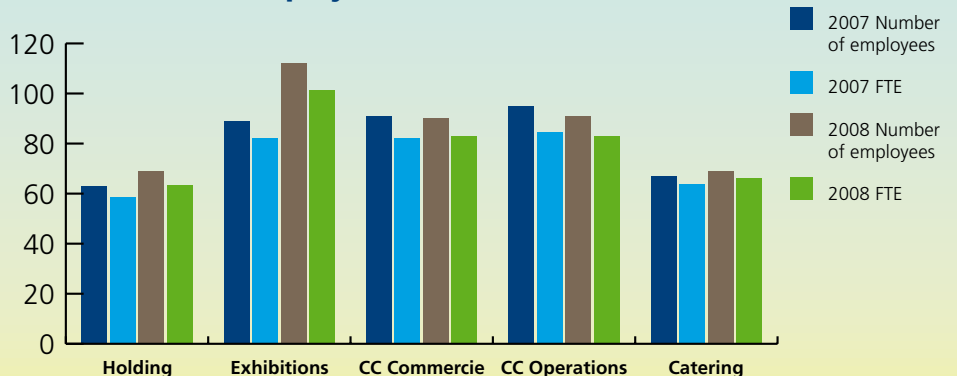
### Figures

The number of permanent employees increased in 2008 from 405 employees (371 fte) at the end of 2007 to 431 at the end of 2008 (397 fte).

In light of the personnel cost reduction measures necessitated by the global economic downturn, Amsterdam RAI's goal is to have a natural decrease of employees down to 378 ftes.

The diagram below shows the division of employees for each Amsterdam RAI department.

Total number of employees 2007 - 2008





## 3.6 Procurement and exhibition packages

### Challenge

Our initial goal is for 25 percent of our supplied products and services to be 'green'. As we rent and/or sell exhibition products to our exhibitors this allows us to offer an entirely eco-friendly exhibition package.

### Procurement activities

A sustainable procurement policy was developed for Amsterdam RAI in 2008 which states that, in addition to price and quality, procurement should involve sustainability, good working conditions, environmental policies, a code of conduct and certification programmes.

In 2008 Amsterdam RAI asked its 80 largest suppliers for a statement showing that their products were produced in an ethical manner. Examples of sustainable procurement by Amsterdam RAI are energy-efficient lighting, lightweight paper and hiring a cleaning company with a comprehensive CSR policy.

By joining Global Compact, Amsterdam RAI endorses the ten Global Compact principles aimed at improving human rights, working conditions and the environment, and at combating corruption.

Amsterdam RAI also stimulates suppliers to give explicit recommendations on sustainable alternatives for their products or services.

### Exhibition package activities

We want to be able to offer a sustainable alternative for everything we provide in our exhibition packages. By doing so we address the increasing demands from the market and enhance the visibility of sustainable suppliers. We designed a logo especially for exhibition organisers, exhibitors and visitors that immediately indicates that their products or services are sustainable.

Examples include the fair food apple pie, the separation of waste products for exhibitors and green energy at the stands.

### Results

We have yet to achieve our goal of offering an entirely green exhibition package as certain parts of our stands, such as carpeting or stand walls, are not yet available or affordable as a sustainable alternative on the scale that the RAI requires in order to offer them.

Although we see an increasing demand for green products, it remains relatively low (as do the actual interest levels). One of the reasons is that organic catering in particular is more expensive in practice than 'ordinary' catering products. As a result this remains very much a niche market in our selection. The demand for local and seasonal products is increasing faster than the demand for organic menus.

### Next steps

We will continue looking for solutions together with partners, stakeholders or new suppliers. We are also giving a 'green logo' to all sustainable products that are available from Amsterdam RAI, making them easily recognisable to our clients. We expect that the demand for green products will increase as the economy picks up.

In 2009 we aim to integrate our sustainable procurement policy at all phases of our procurement process.

### 3.7 Social involvement

Amsterdam RAI attaches great value to the society in which it is active. This is why we selected two social causes that receive financial support and can benefit from our expertise in the field of fundraising and use our premises free of charge, for instance for charity events. The causes are

**Support Emma Children's Hospital AMC Foundation** and **AMREF Flying Doctors**.

We aim for a fruitful cooperation that provides added value for both organisations.

#### **Support Emma Children's Hospital AMC Foundation**

Support Emma Children's Hospital AMC Foundation aims to improve the stay of mostly seriously ill children in the Academic Medical Centre (AMC) in Amsterdam. It offers facilities that cannot be financed by the means provided by the Dutch government (such as a movie theatre on the children's ward of the hospital).

The cooperation with the Support Emma Children's Hospital AMC Foundation demonstrates the involvement of Amsterdam RAI with its region and its social role. We provide facilities and the expertise of our employees to develop fundraising activities for the foundation.

#### **AMREF Flying Doctors**

AMREF Flying Doctors aims to combat malaria and AIDS and improve drinking water and (personal) hygiene in Africa working together with and training the local population. The Dutch section of AMREF is mainly focused on providing medical care and developing educational and training programmes.

As part of its international activities Amsterdam RAI specifically chose to work with AMREF Flying Doctors. We provide our knowledge, expertise and facilities to help the foundation develop fundraising activities.

### stichting steun **emma** kinderziekenhuis AMC



#### **FLYING DOCTORS**

betere gezondheid in Afrika







**A solid financial foundation is an important starting point for everything we do. A healthy financial position allows us to make investments and improve our CSR performance.**

The net turnover of Amsterdam RAI in 2008 was € 119.9 million, 3.5 percent higher than 2006 (the comparable year in term of events). The turnover was ten percent lower than the top year 2007, when record heights were reached due to various large events. The trading results were € 11.0 million, a drop of 12.6 percent, and the net profits decreased by 26.6 percent to 5.3 million. Over 500 events at the RAI attracted a total of 1.4 million visitors (1.5 million in the comparable year of 2006). The number of exhibitors in 2008 increased to 17,446 (2007: 13,853; 2006: 15,062).

Some 38.6 million euros was invested in the RAI complex in 2008, largely in the RAI Elicium. This striking new building will be officially opened in September 2009 and symbolises the finalisation of a major multi-year investment and upgrading programme worth 111 million euros. With the addition of the Elicium, Amsterdam RAI has even more flexibility in the market for large, international multi-day events.

In addition to this sustainability report, RAI Holding B.V. publishes a general annual report which states all the relevant developments and figures for the previous year.

*Source: Amsterdam RAI website*

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Financial



# 5

**This sustainability report is about Amsterdam RAI B.V. It is the first report of its kind and covers the year 2008. We also try to give an impression of the intended developments of Amsterdam RAI in the field of sustainability for the coming years. This report is intended for everyone who is interested in our organisation, its activities and the issue of sustainability.**

**From now on we will publish a sustainability report annually so that our stakeholders can monitor our progress.**

**We are very interested in our stakeholders' reaction to this report and invite you to contact us with remarks, questions and suggestions. Our contact details are listed in the colophon.**

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## GRI table

The indicator table is based on the guidelines for sustainability reporting issued by the Global Reporting Initiative (GRI). We feel that the C-level of the G3-guidelines of the GRI apply to this 2008 report. We aim to improve our reporting level in coming years. We aim to improve our reporting level in coming years. For the GRI table listing which issues are discussed in this report per indicator.

Indicator	Location
<b>1. Strategy and analysis</b>	
1.1 A statement by the top decision maker within the organisation	Introduction
<b>2. Organisational profile</b>	
2.1 Name of the organisation.	1: Introducing Amsterdam RAI (p)
2.2 Major brands, products and/or services.	1.1: Our market and services (p 4)
2.3 Operational structure of the organisation.	1.2: Our structure (p 5)
2.4 Location of the organisation's main office.	1: Introducing Amsterdam RAI (p 4)
2.5 Number of countries in which the organisation operates.	1: Introducing Amsterdam RAI (p 4)
2.6 Ownership structure and legal form.	1.2: Our structure (p 5)
2.7 Markets	1.1: Our market and services (p 5)
2.8 Size of the reporting organisation.	Key data (Annual Report 2008 (p 4)
2.9 Significant changes during the reporting period related to size, structure or ownership.	Not applicable
2.10 Awards during the reporting period.	2.6: Recognition of our CSR results (p 8)
<b>3. Reporting parameters</b>	
<b>Report profile</b>	
3.1 Reporting period (i.e. fiscal year or calendar year) which the given information refers to.	5: About this report (p 20)
3.2 Date of the most recent report (if applicable).	5: About this report (p 20)
3.3 Reporting cycle (annually, biannually, etc.).	5: About this report (p 20)
3.4 Contact for questions about the report or its contents.	Colophon (p 23)
<b>Scope and definition of the report</b>	
3.5 Process for determining the contents of the report.	2.3 CSR issues (p 7)
3.6 Definition of the report.	5: About this report (p 20)
3.7 State any possible limitations to the scope or definition of the report.	Not applicable

Indicator		Location	
3.8	Foundation for reporting on joint ventures, subsidiaries in part-ownership, rented facilities, outsourced activities or other entities that considerably influence the similarity between various reporting periods or reporting organisations.	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	
<b>GRI table of contents</b>			
3.12	GRI Table.	6:	GRI table (weblink/p 21)
<b>4. Management, obligations and involvement</b>			
<b>Management structure</b>			
4.1	The organisation's management structure.	1.2	Our structure (p 5)
4.2	Indicate whether the chairman of the highest administrative body also has a managerial function.	1.2	Our structure (p 5)
4.3	For organisations with a singular management structure, state the number of independent and/or non-managerial members of the highest administrative body.	1.2	Our structure (p 5)
4.4	Mechanisms that provide shareholders and employees with the opportunity of giving recommendations to and/or participating in the highest administrative body.	1.3	Corporate Governance (p 5)
Collaboration with interested parties		3.5	Employees (p 16)
4.14	List of groups of interested parties that were involved by the organisation.	2.4	Our stakeholders (p 8)
4.15	Basis for an inventory and selection of interested parties that should be involved.	2.4	Our stakeholders (p 8)
<b>Result indicators</b>			
<b>Economic result indicators</b>			
EC1	Generated and distributed direct economic values.	Key data (annual report 2008 (p 4)	
Environmental result indicators			
EN3	Direct energy consumption by primary energy source.	3.1	Energy and climate (p 10)
EN4	Indirect energy consumption by primary energy source.	3.1	Energy and climate (p 10)
EN5	Energy saved due to savings and efficiency improvements.	3.1	Energy and climate (p 10)
EN6	Initiatives to stimulate energy efficiency or the use of sustainable energy based products and services as well as reductions in energy demands as a result of these initiatives.	3.1	Energy and climate (p 10)
EN7	Initiatives to reduce indirect energy consumption and already realised reductions.	3.1	Energy and climate (p 10)
EN8	Total water intake per source.	3.3	Water (p 13)
EN22	Total waste weight divided by type and removal method.	3.4	Waste (p 14)
<b>Social result indicators: Working conditions</b>			
LA1	Total number of employees divided by type of work, employment agreement and region.	3.5	Employees (p 16)
LA7	Injuries, occupational illness, days of absence and absentee figures and the number of work-related deaths per region.	3.5	Employees (p 16)



# Colophon

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