



**INSPIRING
PEOPLE**

ENTER

Amsterdam RAI Sustainability report 2009

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A green light for change

The financial crisis and recession have obviously had a major impact on the Dutch economy over the past year, and Amsterdam RAI also had to face up to these developments. By taking cost-saving measures and enhancing our efficiency we managed to come through the challenging 2009 climate without having to make any significant concessions when it came to our CSR policy.

The RAI has a long-term commitment to CSR and set some clear goals in 2008. We have underwritten the ten principles of the Global Compact and strive to work closely with our main stakeholders. Our aim is to be leader in the congress and event industry in Europe when it comes to sustainability, and such an ambition must be recession-proof.

This report offers you a comprehensive overview of our performances in the field of sustainability. In addition to the RAI's successes we also look at the obstacles we face, aiming to be as transparent as possible and we focus on three areas: 'Within the RAI', 'RAI in society' and 'Around the RAI'.

This report offers you a comprehensive overview of our performance thus far. In addition to the RAI's successes we also look at the challenges we face, aiming to be as transparent as possible about how far we have come.

While I am very pleased with the progress made, there is always room for improvement. I would like to see a more structural and far-reaching approach to stakeholder dialogue and further reductions in energy consumption. Within the company as a whole there is a great deal of enthusiasm for making Amsterdam RAI even greener. Along with the CSR ambassadors group, I fully endorse this commitment to change in the years ahead.

Hans Bakker
President & CEO Amsterdam RAI



At a glance 2009

- In partnership with the major transport companies NS (rail) and GVB (buses and trams) various pilot projects have successfully increased the number of people using public transport in 2009. Depending on the event, between 10 and 30 percent more visitors came to the RAI using public transport, with almost two-thirds of them being 'very satisfied' with the experience.
- A new logistical concept significantly reduced the density of freight traffic at Amsterdam RAI. During 2009 some 15,000 trucks were buffered in areas just outside Amsterdam, leading to a major reduction in congestion.
- Amsterdam RAI uses 100 percent green power.
- The new RAI Elicium consumes 40 percent less power than a building without energy-efficient solutions.
- Illumination in the Elicium is also provided by 16,812 lamps.
- Exhibition organisers can compensate for their carbon footprint via Amsterdam RAI.
- Water consumption reduced by almost ten percent compared to 2008, for instance as a result of adjustments to toilets and taps.
- A considerable increase in our range of and the demand for organic catering.
- Hallmarks: Earth Check silver status (former Green Globe) and the Golden Green Key.
- Winning AEO Excellence Award for CSR policy (June 2009).
- Continuation of partnership with AMREF Flying Doctors and Emma Children's Hospital.



Our goals

As an exhibition and conference centre, Amsterdam RAI facilitates the meeting of people, brands, products, ideas and experiences in order to create added value for organisers, exhibitors and visitors, as well as our personnel, the environment and society. Our business decisions are firmly based on social and ecological aspects as well as economic considerations.

1.1 What do we hope to achieve?

We have translated this principle into an up-to-date CSR policy. The ambition is to have become a leader in the field of sustainability within the European conference and event industry by 2013. This goal was chosen not only because we are genuinely committed to the idea of a sustainable world being a better place, but also based on sound Amsterdam merchant's instincts. We anticipate an irreversible trend towards sustainability and expect this to have a significant and lasting influence on our industry. This is why the RAI aims to become at least as sustainable as our competitors in all relevant aspects, and to excel in some.

1.2 How are we going to achieve it?

To optimally realise our CSR policy, we have three specific policy areas: 'Within the RAI', 'Around the RAI' and 'The RAI in society'. In total we have determined seven relevant CSR themes that are part of at least one of

these policies. We chose to focus on 'Within the RAI' during both 2008 and 2009, reflecting a belief that it is best to streamline things internally before continuing a policy externally.



Our CSR themes

Corporate Social Responsibility is a broad concept that involves many themes. Amsterdam RAI focuses on seven main features that we believe represent the most relevant sustainability aspects. Concrete goals have been formulated for these issues that will help us realise our ambition to be a forerunner in CSR.

CSR themes

- Energy and climate
- Mobility
- Water
- Waste
- Employees
- Procurement
- Social engagement

We chose these sustainability themes based upon an analysis of the relevant issues in our sector and the best interests of our stakeholders. Our approach is largely in line with the system used by Earth Check, which is widely accepted in our industry as one of the major standards in the field of sustainability. The areas in which Earth Check is involved are based on globally accepted principles, and were fine-tuned specifically for exhibition venues. This is why we believe that the Earth Check programme offers a solid foundation for our own sustainability strategy. Additionally, we can use Earth Check to compare ourselves to our competitors and monitor whether we are still on course to be market leader by 2013.

The results we have achieved so far are discussed in chapter 3.

Amsterdam RAI is amongst other things member of the following organisations:

- ACC - Amsterdam Convention Circle
- AEO - Association of Event Organisers
- AIPC - the International Association of Congress Centres
- AmsterdamsTheateroverleg
- Amsterdam Partners
- ASAE - American Society of Association Executives
- Beschermers Amstelland
- CLC/VECTA - Centrum for Live Communications
- De Groene Hartlopers
- Expogamma
- Eventbranche
- Genootschap Eventmanagers
- Green Meetings Industry Council
- HSMAl - Hospitality Sales and Marketing Association International
- ICCA - International Congress and Convention Association
- Leading Centres
- MPI - Meeting Professionals International
- NAP - Nieuw Amsterdams Peil
- PCMA - Professional Convention Management Association
- SISO - Society of Independent Show Organisers
- Topsport Amsterdam
- UFI - The Global Association of the Exhibition Industry
- UN Global Compact
- World Trade Centre Business Club
- MVO Nederland
- IAEE - International Association of Exhibitions en Events
- Kenniskring Amsterdam





1.3 Who are we going to achieve it with?

There are both internal and external stakeholders that are major contributors to our CSR policy. Our stakeholders include visitors, exhibitors, organisers, suppliers, hospitality sector, employees, shareholders and neighbours. We always strive to find the right balance between the various interests of our stakeholders within our operational management.

Internal organisation and CSR

The CSR policy is widely supported in the RAI, including by the 22 employees who voluntarily serve as CSR ambassadors, and our line managers. Backed by the management, the CSR ambassadors build up support and inspire people on the shop floor.

Since 2009, the CSR objectives have been included in a Business Balance Score Card (BBSC) - an overview of a department's objectives and the results for which the department is accountable. Prominent inclusion in these objectives ensures that

CSR is embedded in the organisation and seen as part of the daily activities. Examples include objectives relating to employee satisfaction, customer satisfaction, energy savings and waste reduction.

The CSR organisation is spread out throughout the entire organisation, which has enabled us to make significant progress in achieving our CSR ambitions over recent years. This also applies to our own trade fairs within the RAI Exhibitions division. Progress is regularly reported to staff, for example via a CSR blog on the intranet site which gives the latest information and welcomes suggestions.

Outside the RAI

By keeping our sights on the expectations of our external stakeholders and developments in society, we can remain alert and make timely changes where necessary. This focus is maintained by encouraging dialogue, being a member of relevant organisations and measuring client satisfaction.

Dialogue

During 2009 we met with various suppliers in order to discuss taking a joint approach to corporate social responsibility. The City of

Amsterdam has also indicated its specific expectations of the RAI's CSR policy, with a focus on diversity, carbon footprint reductions and sustainable procurement. We also regularly meet with local residents, updating them on what is going on at the RAI and the implications for themselves and the area. All neighbours were invited to the Open Day on the occasion of the opening of RAI Elicium, and over 700 attended. During 2010, we will structure the dialogue with our stakeholders in order to further optimise the balance between the various interests. This should provide us with a better insight into stakeholder expectations relating to sustainability.

Memberships

We have joined various organisations and associations that are relevant to our activities, enabling us to work together to solve social issues within our work areas. In 2009 Amsterdam RAI spoke about its CSR policy at a UFI meeting, and we are among the trendsetters in the Green Meetings Industry Council for which the RAI is helping to establish a Dutch branch in 2010.

Measuring satisfaction

Customer satisfaction among both exhibitors and visitors is assessed after each event that we organise. A survey is sent to the event organisers after all third party events, and sample surveys are conducted among both exhibitors and visitors. The improvement points and best practices that result from these surveys are discussed to ensure that future events benefit from the knowledge gained. An image survey was conducted among organisers, exhibitors and visitors of Amsterdam RAI in 2007, with another one due for 2011.

In this chapter we discussed our CSR ambitions and how we hope to achieve them. Our annual sustainability report is also aimed at providing an insight into the progress being made and the next chapter lists our specific objectives for each sustainability issue and explains what has been realised so far.



Our CSR policy

In our first sustainability report covering the year 2008 we described our main objectives for the coming years, including the concrete goals set within the seven sustainability themes.

Over a year later the time is right to see how much progress has been made. What have we achieved so far? What obstacles did we encounter? Are there new developments that would require us to make specific adjustments? The answers to these questions can be found in this chapter.

2.1 Energy and climate

Objective

Our goal is to achieve a five percent annual reduction in energy use per rented square metre over the next five years.

2009 measures

Amsterdam RAI appointed an energy work group in 2009, led by the Convention Centre Operations Director. This group's objective was to chart ways to make our energy consumption more sustainable and it made recommendations in three categories: Instructions, Settings and Investments.

Instructions

Recommendations to employees on ways of saving energy included the use of lighting, sun blinds, escalators and air-conditioning systems. This led to the following tangible results:

- Cars are clustered in the parking garage, requiring less lighting.
- Fresh products are more densely stored within the refrigerators during summer, reducing the need for refrigeration.
- The escalators are switched on only if there is a demand for vertical transport.
- A greater awareness of the need to switch off lights.

These and other measures saved over 338 MWh during 2009; the equivalent of 1000 households.

Settings

We realised a 489 MWh energy reduction by adjusting the settings of some electrical devices. Further savings were achieved by adjusting the on-time of the neon contour light and the signal tower. A significant amount of energy was saved by reducing the total connection power from 13,500 kW to 10,000 kW.

Investment

Due to the economic crisis, Amsterdam RAI only made investments in projects that would give a return on investment within a single year. An excellent example was placing light sensors in spaces that employees often walk in and out of. The Elicium is fitted with light sensors as standard.

The investments in modifications with a ROI within one year amounted to € 48.000 and produced savings of 194 MWh.

2009 results

All electric power in Amsterdam RAI, including the supply to exhibitors and visitors, is derived from sustainable energy sources ('green power'). The CO₂ emissions are zero due to this form of electricity generation.

RAI Elicium

The new RAI Elicium building was opened in 2009. The Elicium has very low energy consumption levels thanks to smart insulation, a climate wall, three-centimetre thick glass, sound and heat proofing, the use of LED lighting, motion detectors and geothermal energy storage at a depth of 187 metres.

Energy work group

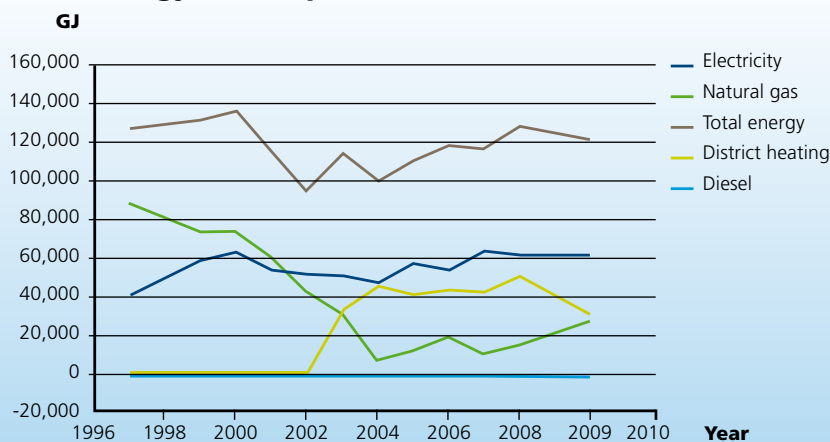
The combined 'Instructions, Settings and Investment' measures as proposed by the energy work group saved a total of 1,022 MWh.

Consumption

The total energy consumption of Amsterdam RAI declined from 128,061 GJ in 2008 to 121.631 GJ in 2009. This is an excellent performance as the total of moving well increased with 10%. This descent is furthermore allocated to the mild winter in 2009. The total energy consumption per m² of floor surface amounted to 32.4 kWh in 2008, and increased to 42.9 kWh during 2009. This means that we have not achieved our reduction target.

Although electricity consumption stayed at virtually the same level, our gas consumption increased significantly. This is due to the district heating contract with Nuon that hasn't been renewed yet. We are investigating the options of reverting to this type of supply in 2011 again.

Energy consumption



Event CO₂-Calculator

In order to give event organisers an insight into energy consumption, Amsterdam RAI and the GreenBalance Group developed the Event CO₂ Calculator during 2009. This online tool allows event organisers to calculate CO₂ emissions both in terms of the energy consumption of the actual event and the associated use of transportation and hotel stays by visitors.



Events can be made carbon-neutral by compensating for all energy consumed. This involves purchasing CO₂ rights derived from sustainable energy generation.

The first event organisers to make use of this system were Aids Fund, Stop AIDS Now and Soa Aids Netherlands, who organised the National Soa*HIV*Sex Conference in Amsterdam RAI on 1 December 2009.

Sedum moss roof

Laying of a sedum moss roof on parking garage P7 offers the following benefits:

- More green in the city is beneficial to the living environment.
- Water retention: Green roofs absorb part of the rain water, which helps prevent overload and overflow of the sewage system.
- Green roofs are cooler in summer and warmer in winter, which contributes to a better indoor climate.
- A green roof reduces the risk of damage and extends the total life span of the roof construction.

In summary

Theme	Goal for 2009
CSR performance	<ul style="list-style-type: none"> Gain Earth Check silver status
Energy and climate	<ul style="list-style-type: none"> Annual reduction of 5% energy consumption per rented m² Reduce natural gas consumption by 75% compared to 2001
Mobility	<ul style="list-style-type: none"> Replace car use with as many other forms of transport as possible No congestion on the first set-up days of exhibitions
Water	<ul style="list-style-type: none"> Annual reduction of 5% in the number of litres of water consumed per m² of floor surface Reduction of overall water consumption of 2% compared to 2000
Waste	<ul style="list-style-type: none"> Annual reduction of 5% Separation percentage of 34% Start using Swill system
Employees	<ul style="list-style-type: none"> Set diversity goals and policy
Procurement and exhibition packages	<ul style="list-style-type: none"> 25% of products supplied to the RAI are sustainable Anchor a sustainable purchasing policy at all stages of the procurement process. Offer a total 'green exhibition package'
Reporting	<ul style="list-style-type: none"> Increase GRI level from C to B

■ Not attained
 ■ Attained

Exhibitors

The process of convincing exhibitors and stand builders to make use of (more expensive) sustainable lighting remains laborious. This is why we are investigating how a price differentiation policy could ease this problem. The discussion is ongoing. To reduce their carbon footprint, exhibitors are urged to contact our business partner the GreenBalance Group. This offers companies CO2 compensation based on a number of international rights certification systems relating to green power and carbon emissions.

What now? Plans for 2010

A number of measures have been planned to further reduce energy consumption during 2010, including:

- Setting up a central reception desk called reception area D in the Elicium. All other reception areas will be closed unless rented out.
- Event organisers may compensate their CO2 emissions via Amsterdam RAI. Art Amsterdam 2010 was the very world's carbon-neutral art fair (May 2010).
- Replacing the existing T8 lighting in the Amstel hall by the more energy-efficient T5 lighting
- Research the options for replacing fluorescent lights with more energy-efficient lighting in the other halls

Pilot in Hall 7 (Amstelhal)

- 30 percent more light per year
- 35 percent energy reduction per year
- Investment of € 50,000
- Return on investment within three years

Amsterdam RAI has a total of 10,000 lighting fixtures distributed around its halls. Replacing all these fixtures would save € 80,000 on an annual basis. We are cooperating with Green Fox on this project, a company that specialises in converting existing lighting to energy-efficient alternatives.

2.2 Mobility

Objective

Amsterdam RAI aims to stimulate visitors, exhibitors and employees to use as many other modes of transportation as possible instead of cars. We also strive to prevent traffic congestion during exhibition set-up and breakdown days.

Amsterdam RAI attracts hundreds of thousands of visitors each year. This visitor flow is generally processed smoothly, except during a few major events for the general public. We make every effort to prevent disruption by promoting public transport options and a number of temporary measures, such as changing the exhibition times for our own exhibitions so they start after the rush hour. This has resulted in considerably less congestion.

2009 measures

Collaboration with NS (Dutch Railways) and GVB (Public Transport City of Amsterdam)

The RAI is easily accessible by public transport, which is why we try to encourage as many public event visitors as possible to use the system. We initiated a collaboration with the Dutch national railway company, NS, and the Amsterdam public transport company, GVB, in 2008. A survey was conducted to measure the desirability and feasibility of public transport at a reduced price among visitors to two exhibitions: Aquatech 2008 and HISWA 2009. As a result of the positive experiences and reactions, we decided to continue with this scheme.

Improving mobility by buffering large vehicles

During events where major logistics are expected for set up and breakdown, an area just outside the Amsterdam ring road is designated as a buffer zone. Set up and breakdown vehicles are redirected from the surrounding roads to the buffer zone. All trucks are registered there and can only continue to Amsterdam RAI when their number is called. This arrangement has ended the problem of long traffic jams around the RAI on such days, substantially reducing both the traffic load and the CO2 emissions, and improving efficiency.

2009 results

The results of our activities aimed at controlling traffic around Amsterdam RAI and having more visitors use public transport were demonstrably successful.

Due to our cooperation with NS and GVB, we were able to offer free public transportation to visitors to the HISWA 2009 boat show. HISWA visitors are always asked to give a score for the accessibility of the event and this rose from 7.5 out of 10 in 2008 to 7.8 in 2009. Moreover, 25 percent of visitors indicated that they came by train due to the train ticket offered in combination with the event ticket. Of these 25 percent, 13 percent indicated that they would not have come to the event at all without this combi-ticket.

We buffered a total of 15,000 trucks in the buffer zone during 2009.

Giving up the lease car

An increasing number of employees critically review the way they use their cars, both for business and private use. Employees who are entitled to a lease-car but decide to relinquish this right receive a personal financial allowance. Seven percent of RAI employees made use of this option during 2009.

Additionally, employees have the option of participating in the 'business bike plan' (Fiets van de Zaak) or to request a public transport year pass. In 2009, 17 employees participated in the bicycle plan and 122 employees applied for a public transport pass.

Although it is clear that the percentage of visitors, exhibitors and employees using public transport is increasing due to our efforts, the degree of participation in the available facilities always depends on the individual choices of the users. This is why we will continue our efforts to encourage the use of alternative transport options.

What now? Plans for 2010

We are pleased to see the increase in the use of public transport and aim to continue our collaboration with the transport companies. In 2010, seven RAI events will feature a free or low-cost public transport option: Horecava, HISWA, Intertraffic, Building Holland, Interclean, Art Amsterdam and METS. This offer will be introduced for all national and international RAI events during 2011/2012, while also slowly being extended to third party events.

The Parking department is preparing a five-year plan for integrating sustainable mobility into the RAI's activities. For example, we aim to provide four charging points for electric cars by late 2010.

Amsterdam RAI and the Amsterdam taxi company TCA are conducting a pilot during six major events, regulating taxi traffic around the RAI complex and offering customers a fixed price system.



2.3. Water

Objective

Between 2008 and 2013 our goal is to achieve a five percent annual reduction in water consumption based on the number of litres per m2 of floor surface.

Reducing water consumption is an ongoing focal point for Amsterdam RAI. Drinking water is predominantly used for sanitary and kitchen systems, while the cooling towers are also supplied via the mains water system.

2009 measures

During 2009, we made some modifications to the flush systems in the toilets. As was already the case in the conference section, all toilets (including in the Elicium) now use six rather than nine litres of water to flush. The taps in the Elicium building toilets are all equipped with automatic sensors.

2009 results

A total of 62,449 m3 water was consumed during 2009.

The table shows that the total water consumption dropped by almost 10 percent during 2009 compared to the previous year. A 35 percent reduction has been achieved between 2000 and 2009.

The water consumption per m2 of surface reached the highest point compared to previous years due to a reduction in rented surface area. The water consumption per visitor showed a substantial reduction of 41 percent.

2.4 Waste

Objective

We aim to reduce waste by 25 percent over the next five years and have a waste separation rate of 34 percent in 2009.

2009 measures

Separating and recycling

No less than 99 percent of all waste is recycled. Half of the 45,000 tons of paper, glass, plastic and metal cans produced annually during the events and congresses in the RAI is separated immediately. The remaining waste is separated and recycled by a waste processing company. The success of this effective programme for internal waste processing is partly due to a special waste separation package that is issued by RAI Exhibitor Services to each event organiser and exhibitor. Our webshop offers waste disposal bags for non-separated waste. For waste paper, boxes are supplied that are emptied and replaced daily by the cleaning service. We supply containers for larger volumes, which are available for wood, paper, carpet and general waste. Plastic is collected in large bags.

All our non-separated waste is converted into energy pellets which look like dry dog food and are used for generating energy.

Since 2009, ICOVA has been in charge of Amsterdam RAI's waste coordination. Additionally, we replaced our existing waste containers with larger containers (from 30 to 34 cubic metres) in order to reduce the number of transport movements. ICOVA ensures that the waste processing area is kept clean and free of objects, and is responsible for the 'container fleet'. ICOVA is also in charge of post-separation of waste and arranges for the administrative processing of the waste statistics.

	Total (m³)	Per surface (l/m²)	Per visitor (l)
2000	95,845	149	46.6
2001	70,673	141	34.9
2002	60,633	115	34.8
2003	59,225	125	30.2
2004	50,081	117	33.5
2005	44,862	97	22.5
2006	63,462	137	41.2
2007	42,347	83	22.4
2008	68,891	131	49.9
2009	62,449	157	29.3

	Total event waste	Rented surface waste	Visitor waste	% Separated waste	% Separated waste
		kg/m²	kg/visitor	incl. swill	excl. swill
2004	2,568,340	6.0	1.7	26.9	21.7
2005	3,318,704	7.2	1.7	26.8	24.4
2006	3,423,862	6.9	2.2	35.6	33.5
2007	4,550,653	8.8	2.4	39.8	37.7
2008	4,372,720	8.3	3.2	45.5	43.5
2009	2,969,411	7.5	1.6	50.5	50.1

Total amount of event waste per m2 of surface, per visitor and in absolute figures (2004 = 100%)

	Wood	Paper-cardboard	Plastic mix	Glass	Swill	Building and demolition	Carpet	Ferrous (b)	Other waste	Grease (d)	Silt (d)	Total operational waste
2004	282,180	114,090	3,960	8,640	135,060	59,120	88,650	-	1,876,640			2,568,340
2005	427,490	8,510	1,860	11,400	81,120	97,020	186,340	-	2,428,314			3,242,054
2006	506,470	92,880	440	15,720	74,400	229,940	279,080	-	2,205,460			3,404,390
2007	958,770	49,617	5,580	34,820	96,720	327,340	321,496	-	2,738,210			4,532,552
2008	792,520	259,080	5,700	21,090	85,440	470,700	316,570	52,460	2,385,880			4,389,440
2009	447,900	282,200	7,940	38,169	112,715	231,555	295,540	30,510	1,624,400	20,740	6,360	3,098,029

Waste from operational activities between 2004 and 2009 in kilos.

Bio-fuel from restaurant waste

Our own swill system for processing catering waste was installed in 2009. All food waste collected at Amsterdam RAI is converted into bio-gas using a fermentation process. The remaining organic waste is converted into compost to be used for agricultural purposes. Having an in-house swill system also contributes to reducing the transport mileage for our waste flows.

Paper

Surveys show that 70 percent of waste paper after an exhibition consists of unused brochures. For a major event such as the Huishoudbeurs homes and interiors exhibition, this represents a total waste of 30,000 kilos of brochures. This figure represents 668 unnecessarily cut trees, 334,020 kWh of energy to produce the paper and 9,409 kilos of CO₂ emissions, equivalent to the energy consumption of 30 households for ten months. We expect third-party events to reduce the number of brochures and will actively work on paper reduction at our own exhibitions during 2010.

Some 150 personnel moved to the Elicium in April 2010, where they are working with the paperless office concept. The intention is to have the rest of the staff working paperless in the course of this year. We will announce the results of this measure in the 2010 sustainability report.

Environmental inspectors

Environmental inspectors ensure that waste is properly separated on set up and breakdown days. The number of inspectors depends on the scale of the event.

2009 results

A clear reduction in the total amount of waste from event activities is visible from

mid-2008 onwards. This is mainly due to the fact that construction work on the Elicium building was completed during 2009.

The number of event visitors was lower in 2009 compared to 2008. This was partly due to the fact that The European Road Transport Show (TERTS) was not held during 2009. The separation percentage increased, with about 50% of Amsterdam RAI's waste being separated.

What now? Plans for 2010

Amsterdam RAI will participate in a pilot project to transport cargo on the canals, an efficient and environmentally friendly transportation system for the inner city of Amsterdam using the existing infrastructure. The RAI's waste will be transported via canal during this pilot project.

2.5 Employees

Objective

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

The ongoing success of Amsterdam RAI is largely dependent on the expertise, hospitality and commitment of its employees. This is why our personnel policy is so important to us. This section below contains some of the highlights.

Our employees

Consequences of the economic crisis for our organisation

The financial crisis and its direct and indirect consequences forced Amsterdam RAI to take a number of incisive measures during 2009. The workforce decreased from 429 at

the end of 2008 to 408 at the end of 2009. We expect a stable or slightly increasing number of employees over the coming years, with an increase in international events leading to a rise in indirect employment.

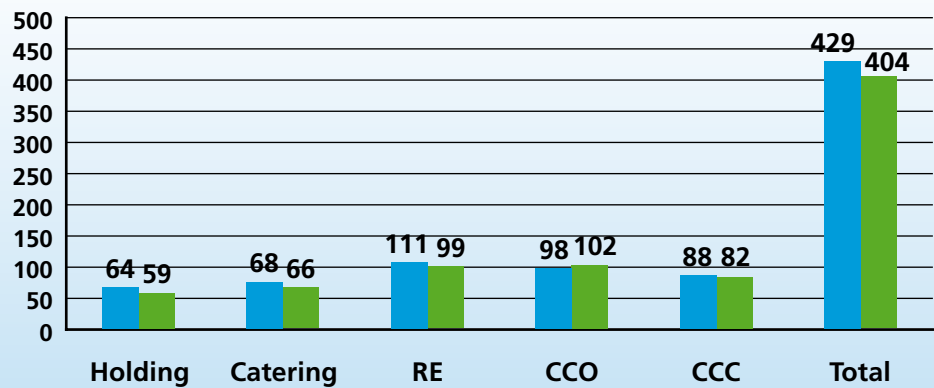
Amsterdam RAI has a customised employment conditions plan and does not fall within the scope of a collective CAO (Central Labour Agreement). The only exception is the 17 percent of our employees who work for RAI Catering BV, which is covered by the Catering Sector CAO.

Various programmes have been developed in recent years to improve and restructure the induction of new employees, including initiatives to improve our relationship with temporary personnel. Over the previous year a group of pool managers was introduced who take temps under their wing and ensure them the personal attention they need.

In order to speed up the familiarisation process of new permanent and temporary employees with our business activities, digital magazines were developed over the past year that provide information and test the reader's level of knowledge.

Life phase awareness in personnel policies During the past year, the Technical Department collaborated with HRM to introduce a traineeship programme aimed at maintaining the inflow of young technical staff within the department while retaining the more experienced employees.

Number of employees



■ 1 jan 2009

■ 31 dec 2009

RE = RAI Exhibitions

CCO = Convention Centre Operations

CCC = Convention Centre Commerce

Ratio male/female employees

The ratio between the men and women we employ has changed only slightly compared with 2008. In 2008, the ratio was 46.2 percent male and 53.8 percent female, in 2009 48.9 – 51.1 percent.

The workgroup 'Women to the top' was established in 2008 and has since recommended that the management be proactive in increasing diversity at a management and board level. These recommendations were translated into an action plan in 2009 based on the principle that "the diversity policy will make Amsterdam RAI into a more productive, more professional and more attractive organisation and employer".

Specific goals were also set as the RAI signed the Talent to the Top Charter:

- Within five years (and seven as the absolute maximum), 20 percent of the management team should consist of women.
- The management teams in the layers below must also comply with this 20 percent diversity standard. This means that the gender ratio must be at least 20 percent, so if a management team consists mainly of women, 20 percent of the managers must be male.

Absence through illness

In 2009 the absence through illness percentage was 4.05 percent (2008: 4.13 percent), the second consecutive year that there has been a reduction.

2.6 Procurement

A number of components of our sustainability policy can be fully realised by and within our company. For example, the use of water and energy in our event buildings is

Objective

Our initial goal is for 25 percent of our supplied products and services to be 'green'. As we rent exhibition products to our exhibitors, we try to offer an entirely eco-friendly exhibition package.



'Vrouwen naar de top' 08-01-2009

something the RAI can easily monitor. The same applies to processing waste or the way we deal with our own employees. We aim to harmonise our business operations in these fields with the requirements relating to people, planet and profit. This is the 'Within the RAI' policy (see introduction).

Amsterdam RAI's impact does not stop at the front door of our premises, however. We purchase a wide range of items from suppliers and increasingly implement sustainability requirements. At the same time, we offer products and services to our customers and aim to serve them in as eco-friendly manner as possible.

Amsterdam RAI aims to encourage sustainability both in the uplink of the chain (procurement) and the downlink (delivery). This policy is referred to as 'The RAI in society' and will be given increasing priority over the next few years.

Procurement activities 2009

Sustainable procurement policy

Amsterdam RAI's procurement policy is based on sustainability as well as more obvious factors such as price and quality. Fair employment conditions, environmental policy, codes of conduct and certification programmes all play a role in the procurement and outsourcing processes. Amsterdam RAI encourages suppliers to make explicit recommendations on sustainable alternatives to their products or services.

All our preferred suppliers sign a sustainability statement and sustainability also plays an important part when inviting new tenders. Examples of sustainable procurement include the furniture for the Elicium and our cleaning service.

Our target of 25 percent sustainable procurement has been achieved, with a large number of main suppliers making sustainable deliveries. Our stand builders, for example, re-use the stands that they create. Our cleaning service uses more environmentally friendly products.

Catering

Catering represents a major part of our procurement and over recent years Amsterdam RAI Catering has attached increasing value to the sustainability and origin of its products. Green innovations implemented in 2009 included:

- The use of the Fair Food Company as an intermediary when buying organic products
- The addition of a fair food menu to the Banqueting Book
- An agreement with Earth Water for all water coolers.

Procurement plans for 2010

Amsterdam RAI Catering introduced a special Amsterdam lunch menu called Heart-warming Amsterdam during Horecava in the beginning of 2010. The ingredients of this menu originate from small local

producers which use traditional methods, such as the city farm Stadskwekerij Osdorp and the Ridammerhoeve goat farm in the Amsterdam Bos city park. Brasserie Amsterdam also serves these products. This allows Amsterdam RAI Catering to show that even an urban area can produce high-quality products and ingredients, including organic ones.

Activities related to our products and services in 2009

In addition to our own purchases, we strive to provide clients with the opportunity to acquire sustainable products and services. With this in mind we have made our exhibition range more ecological over the past year.

Elise's eco-friendly step-by-step plan!

Elise's eco-friendly step-by-step plan is a tool developed to help organisers and exhibitors make their event as sustainable as possible. The development of the tool started in 2009 and is finalised in April 2010. The plan consists of a six-step checklist for organising events in a greener way and includes tips on such issues as:

1. Location
2. Transport
3. Catering
4. Organisation
5. Communication
6. Measurability



Logo for all sustainable products within Amsterdam RAI

Amsterdam RAI developed a logo for its exhibition organisers, exhibitors and visitors that directly indicates whether a product or service is sustainable. Examples include biodegradable coffee cups during the IBC exhibition, the Fair Food apple pie, the waste separation package for exhibitors and green power for the stands.

The web shop offers exhibitors products that they may need at their stand during the event. The following products were given the sustainability logo in 2009:

- Day power
- Night power
- Waste bags
- Containers
- Organic apple cake



Activities in 2009

During the past year, the RAI made a promotional film for Emma Children's Hospital asking companies to contribute to the renovation of the hospital and help it become the best children's hospital in the world. The film was sent to all relations of the RAI and will also be distributed by the hospital itself and its partners in Holland. See also: <http://maakemmabeter.raimedia.nl/>. A similar programme for AMREF Flying Doctors is planned for 2010. In March 2009 we organised an AutoRAI tour through Holland in aid of the Emma Children's Hospital.

2.7 Social engagement

For the past five years Amsterdam RAI and its employees have enjoyed a constructive and inspiring partnership with AMREF Flying Doctors and the Emma Children's Hospital foundation.

Amsterdam RAI continually receives requests to sponsor charities. In 2005 the Board decided to enter into a structural relationship with two charity foundations and focus on them. The choice to partner with Emma Children's Hospital and AMREF Flying Doctors reflects our involvement in the city of Amsterdam, our international activities and the role we play in society. We opted for a multi-year agreement to create the opportunity to embed support activities within the RAI's organisation – a major aspect of the chosen approach. The RAI stimulates employees to develop fund-raising activities using their commitment and expertise as well as the Amsterdam RAI facilities.

Other activities:

- Donation of € 17,500 during the opening evening of AutoRAI 2009 to the Emma Children's Hospital by the RAI Association, AutoRAI 2009 and Amsterdam RAI.
- Employees take part in the 'Dam tot Damloop' run and collect € 3,160 for the Emma Children's Hospital.
- During the METS 2009 exhibition, the proceeds of the Design Award METS 2009 (DAME) – € 18,750 – were donated to AMREF Flying Doctors.
- AMREF Flying Doctors organised the Mapenzi Tamu show in April 2009. Amsterdam RAI provided the facilities, including free space rental, and several employees helped with the operational activities in their free time.

Plans for 2010:

- Donate proceeds of the Innovation Awards from our own international exhibitions Intertraffic (March 2010) and ISSA Interclean (April 2010) to AMREF Flying Doctors.

- Pilot fundraising project for AMREF Flying Doctors during international exhibition ISSA Interclean (April 2010).
- Explore new ways of raising money at METS 2010 for AMREF Flying Doctors.
- 'Walk for Water': Amsterdam RAI employees give lessons to junior school pupils to raise money for AMREF Flying Doctors. Children walk six km with six litres of water on their back (May 2010).
- Promotional film + website for AMREF Flying Doctors.
- Sponsored rowing for the Emma Children's Hospital during the Rotary Event in June 2010.
- Sponsored running for the Emma Children's Hospital during the 'Dam tot Damloop' run (September 2010).
- Initiate and implement new plans to help staff become more involved with our charitable causes.



stichting steun **emma** kinderziekenhuis AMC

2.8 Recognition of our CSR performance

Amsterdam RAI allows itself to be regularly assessed by external organisations. The results of these surveys allow us to see how far we have come in our goal to be leader in the field of sustainability.

Silver status Earth Check

By achieving the prestigious silver status from Earth Check (formerly Green Globe) in 2009, Amsterdam RAI became the first convention centre in Europe to meet the organisation's requirements for two consecutive years. Silver status underlines Amsterdam RAI's leading position in the European MICE sector in the field of sustainable business.

In comparison to the initial benchmark in 2008 which resulted in the bronze status, the Earth Check report noted further improvements. In fact the 2009 report shows that the indicators for water consumption, waste production, choice of paper and organic cleaning products are above the Best Practice level of the benchmarks of other certified exhibition and convention centres. The RAI also achieved positive results in a variety of other fields.

AEO Excellence Award

Amsterdam RAI won the Sustainable Initiative of the Year award for its CSR policy at the 15th AEO (Association of Exhibition Organisers) Excellence Awards in London. The Excellence Awards are conferred annually on businesses that make outstanding contributions to the exhibition industry. The Award was accepted by Denise Capello, Business Development Manager at Amsterdam RAI.

Green Key

Amsterdam RAI has been in possession of the golden Green Key for its convention centre since 2008. The Green Key is the international hallmark for businesses in the tourism and recreational industry. All Green Key companies are subject to an annual inspection to ensure that their status remains valid.

Amsterdam RAI in the media

Our ambitions and performances in the area of sustainability have not gone unnoticed in the media and the coverage helps us profile Amsterdam RAI as a sustainable organisation. See www.rai.nl for a complete overview of all media items and press releases.



aeo
excellence09
awards
WINNER



Facts, figures and financial results

Financial results are also a part of corporate social responsibility at Amsterdam RAI. A solid financial situation is essential to our corporate continuity and our investments in sustainable solutions in order to improve our CSR performance.

Below is a short summary of our financial results. For more information see our annual financial report on www.rai.nl.

Strategic principle

Amsterdam RAI's strategy is aimed at the flexible and intensive use of its 23-hectare grounds, generating as many net rentable square metres as possible. The expansion with the Elicium, in which all the offices on the top floors of the building can be transformed into conference space within 24 hours, is part of realising these goals. The four top floors of the Elicium currently house 150 RAI employees, all of whom have a laptop and PSO (personal storage). If an external party wishes to use all the rentable space, it is possible to change the layout of the offices accordingly. We also aim to flexibly deploy other spaces in the buildings and the outside area. Other possible new facilities such as a hotel could further strengthen this strategy in the long term.

Effects of the crisis on exhibitions

As a result of the economic downturn that started in 2008, the planned European Road Transport Show 2009 did not go ahead. Several other exhibitions saw reduced participation by exhibitors and lower visitor numbers. Amsterdam RAI took this as an incentive to continue developing proactive and innovative concepts for organisers and exhibitors, leading to lower costs and increased profitability. AutoRAI was an

excellent illustration of this strategy – a radically modified exhibition concept and an additional financial investment by Amsterdam RAI trimmed costs by up to 75 percent for exhibitors from the troubled car sector. This convinced many exhibitors to ultimately take part, securing the viability of AutoRAI for the future.

Fortunately, this difficult year also saw a number of events which attracted more – sometimes many more – visitors than usual. They included the Huishoudbeurs (homes and interior exhibition) and Art Amsterdam, both organised by Amsterdam RAI Exhibitions, as well as a number of events organised by third parties.

Limited reduction in turnover

In 2009 RAI Holding B.V. achieved a net turnover of € 108.2 million, 12.4 percent lower than the € 123.5 million achieved in 2008. Leaving the effect of the cancelled TERTS exhibition aside, this resulted in a limited reduction in turnover of 4.7 percent, despite the difficult economic climate. The operating profit was determined at € 4.4 million (2008: € 10.9 million). After the deduction of interest charges and taxes, the net profits were calculated at € 199,000 (2008: € 5.3 million).

Expectations for 2010 and beyond

The well-filled agenda – including three market-leading international exhibitions from our own portfolio and a number of large events for third parties – support our assumption that the turnover and results will be significantly higher in 2010 than in 2009. Major international events for third parties in 2010 include the annual financial industry convention Sibos organised by SWIFT, the 17th World Congress on Information Technology (the world's most important ICT conference), and Powergen, a three-day exhibition and conference for the European energy sector.

In the coming years we expect Amsterdam RAI to continue to achieve positive results with its own exhibitions and the exhibitions, conferences and other events organised by third parties. Additionally, we expect a stable or a slight increase in the number of permanent employees, and, due to the growth in international events, a rise in indirect employment.



Meet Amsterdam RAI

4.1 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 RAI Elicium building, Amsterdam RAI is able to offer its clients an even wider range of top quality facilities. Featuring meeting rooms on the third, fourth and fifth floors, 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.

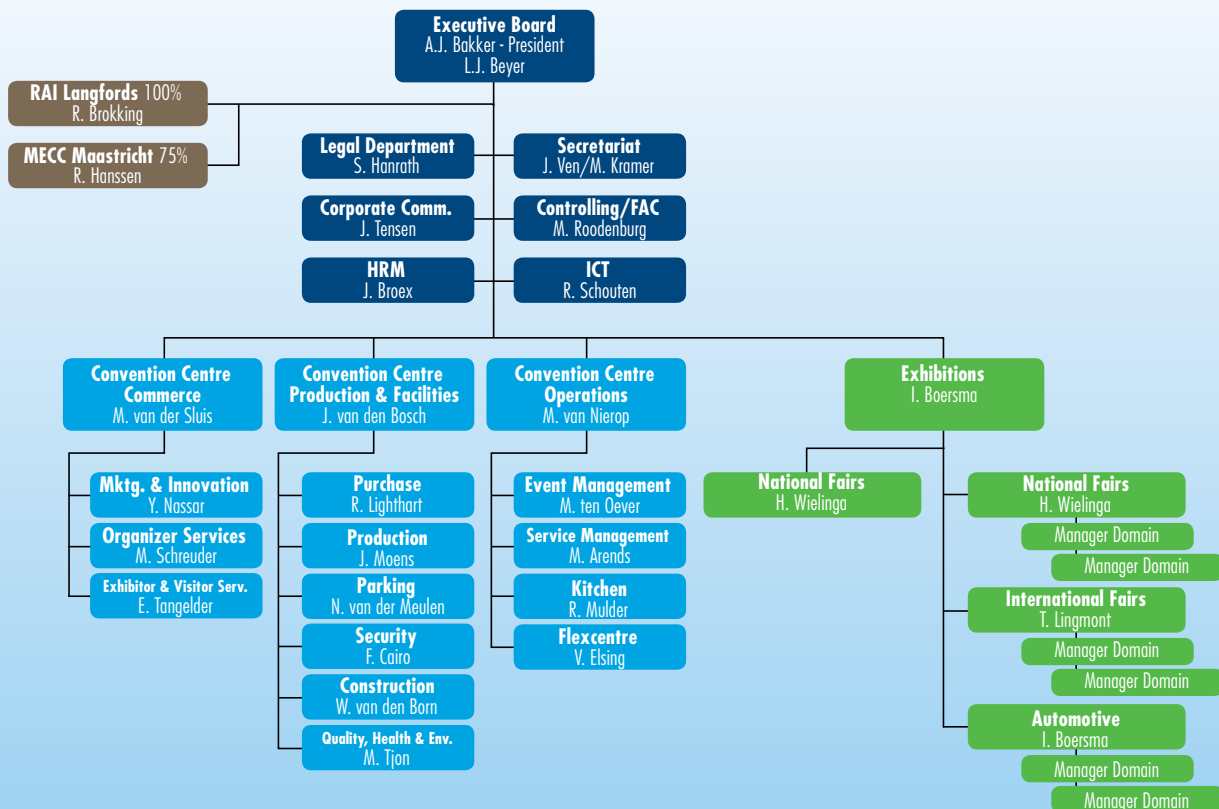
4.2 Our structure

The activities of Amsterdam RAI B.V. are the responsibility of RAI Holding B.V., with as shareholders the RAI Association (75%), a trade association for manufacturers and importers of road transport products, and the City of Amsterdam (25%). Amsterdam RAI has a Supervisory Board, while Hans Bakker (CEO) and Luc Beyer (CFO) are responsible for the day-to-day management.

A shareholders meeting is held every year. The Supervisory Board meets four times a year, and makes recommendations for and participates at the highest management level.

Amsterdam RAI has an employees' council (ROR) that meets once a month and makes recommendations to the Board. Eight Amsterdam RAI employees sit on a health and safety (Arbo) committee.

organization



Remuneration

All employees receive a fixed salary and variable rewards are paid based on various key performance indicators (KPIs). The latter also depends on the financial results of the company.

Each year, a Business Balance Score Card is established for the entire RAI, as well as for divisions and departments that have made agreements for the whole year. These agreements are monitored four times a year and must be fulfilled by the end of the year. The agreements in the BBSCs are approved by the Supervisory Board.

4.3 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, which are updated on an annual basis. The major ones are:

- Executive board regulations
- Supervisory Board regulations
- Whistle-blower regulations
- Harassment Protocol
- Statutes

See www.rai.nl for the contents of these regulations.



About this report

This second annual sustainability report is about Amsterdam RAI B.V. and covers our activities during 2009. We also try to give an impression of the intended developments at 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, allowing stakeholders to 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.

GRI Table

The indicator table is based on the guidelines for sustainability reporting issued by the Global Reporting Initiative (GRI). We believe that the B-level of the G3-guidelines of the GRI apply to this report and aim to further improve our reporting level in the years ahead.



Indicator		Relevant page in report
1. Strategy and analysis		
1.1	Statement from the most senior decision-maker of the organisation	3
1.2	Description of key impacts, risks, and opportunities.	3-6
2. Organisational profile		
2.1	Name of the organisation	18
2.2	Primary brands, products and/or services	18
2.3	Operational structure of the organisation	18, 19
2.4	Location of the organisation's headquarters	18
2.5	Number of countries in which the organisation operates	18
2.6	Ownership structure and legal form	18, 19
2.7	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries)	18
2.8	Scale of the reporting organisation	13, 17, 18
2.9	Significant changes during the reporting period related to size, structure or ownership	N/A
2.10	Awards received in the reporting period	16
3. Report parameters		
Report profile		
3.1	Reporting period (i.e. fiscal year/calendar year) for information provided	20
3.2	Date of the most recent report (if any)	20
3.3	Reporting cycle (annual, biennial, etc.)	20

Indicator		Relevant page in report
3.4	Contact point for questions regarding the report or its contents	Colophon
Report Scope and Boundary		
3.5	Process for defining report content	4-7
3.6	Boundary of the report	20
3.7	Any possible limitations to the scope or boundary of the report	N/A
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organisations	N/A
3.9	Data measurement techniques and the basis of calculations, including assumptions and techniques underlying estimates applied to the compilation of the indicators and other information in the report	Where applicable noted in quantitative data.
3.10	Explanation of the effect of any re-statements of information provided in earlier reports	N/A
3.11	Significant changes with regard to previous reporting periods	N/A
GRI Content Index		
3.12	GRI Table	21-24
Assurance		
3.13	Policy and current practice with regard to seeking external assurance for the report	External assurance only on the annual financial report
4. Governance, Commitments and Engagement		
Governance		
4.1	Governance structure of the organisation	18, 19
4.2	Indicate whether the chairman of the governance body is also an executive officer	18, 19
4.3	For organisations that have a unitary board structure, state the number of members of the highest governance body that are independent and/or non-executive members	18
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body	18
4.5	Linkage between remuneration for members of the highest governance body, senior managers, and executives, and the organisation's performance (including social and environment related performances)	19
4.6	Processes in place for the highest governance body to ensure conflicts of interest are avoided	19
4.7	Process for determining the qualifications and expertise of the members of the highest governance body for guiding the organisation's strategy on economic, environmental, and social topics	19
4.8	Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation	19
4.9	Procedures of the highest governance body for overseeing the organisation's identification and management of economic, environmental, and social performance, including relevant risks and opportunities, and adherence or compliance with internationally agreed standards, codes of conduct, and principles	18, 19
4.10	Processes for evaluating the highest governance body's own performance, particularly with respect to economic, environmental, and social performance	19
Commitments to External Initiatives		
4.11	Explanation of whether and how the precautionary approach or principle is addressed by the reporting organisation	5
4.12	Externally developed economic, environmental and social charters, principles, or other initiatives to which the organisation subscribes or endorses	3, 5, 6
4.13	Memberships in associations (such as industry associations) and/or national/international advocacy organisations	5
Stakeholder Engagement		
4.14	List of stakeholder groups engaged by the organisation	6

Indicator		Relevant page in report
4.15	Basis for identification and selection of stakeholders with whom to engage	6
4.16	Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group	6
4.17	Key topics and concerns that have been raised through stakeholder engagement, and how the organisation has responded to those key topics and concerns, including through its reporting	5, 6
Performance indicators		
Economic performance indicators		
	DMA EC information on management approach	17
	EC1 Generated and distributed direct economic values	17
	EC9 Significant indirect economic impacts and the scope thereof	17
Environmental performance indicators		
	DMA EN Information on management approach	4, 5, 7-15
	EN3 Direct energy consumption by primary energy source	8
	EN4 Indirect energy consumption by primary energy source	8
	EN5 Energy saved due to savings and efficiency improvements	8, 9
	EN6 Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives	8, 9
	EN7 Initiatives to reduce indirect energy consumption and reductions achieved	8, 9
	EN8 Total water withdrawal by source	11
	EN22 Total weight of waste by type and disposal method	11
	EN26 Initiatives to mitigate impacts of products and services, and extent of impact mitigation	11
	EN29 Significant environmental impacts of transporting products, goods, materials and members of the workforce	10
Social performance indicators: Working conditions		
	DMA LA Information on management approach	12, 13
	LA1 Total workforce by employment type, employment contract, and region	12, 13
	LA2 Total number and rate of employee turnover by age group, gender and region	12, 13
	LA4 Percentage of employees covered by collective labour agreements	12
	LA5 Minimum notice period(s) regarding operational changes, including whether it is specified in collective agreements	This period is legally determined: 1 month for employees and 2 months for employers
	LA6 Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programmes	18
	LA7 Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region	13
Social performance indicators: Human Rights		
	DMA HR Information on management approach	14
	HR2 Percentage of significant suppliers and contractors that have undergone screening on human rights and actions taken	14
Social performance indicators: Impact on society		
	DMA SO Information on management approach	15
Social performance indicators: Product responsibility		
	DMA PR Information on management approach	4, 5
	PR5 Practices related to customer satisfaction, including results of surveys measuring customer satisfaction	6

Colophon

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