

Award Entry

UFI Sustainability

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How RAI Amsterdam works together with the region and city of Amsterdam to facilitate sustainable development

Every day we work with our clients and suppliers to facilitate valuable encounters between people from around the world; meetings that stimulate the sustainable growth and development of people, markets and our environment.

In doing so we have designated three focal areas:

1. **People & society**
2. **Sustainable organization & facilitation**
3. **Stimulating development & growth**



People & Society

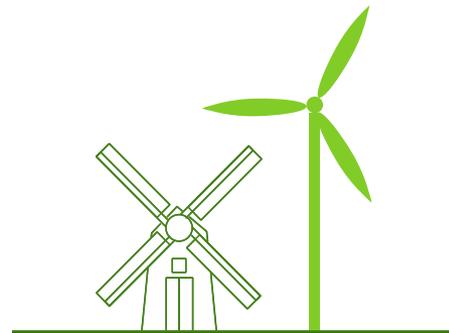
We actively stimulate the development and growth of the people and communities with whom our business interacts, and aim to create an open and safe meeting place where all types of people come together to stimulate and support each other. People & Society consists of three principles:



Stimulating people



An open and safe place to meet



Social Return

STIMULATING PEOPLE

Detailed actions



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RAI Vitaal

RAI Amsterdam promotes actions that increase awareness of the importance of health, actively encouraging employees to take part in a programme called 'RAI Vitaal'. Here the focus lies on topics such as:

- ❑ Health & fitness
- ❑ Stimulating work enjoyment
- ❑ Finding the right balance between work and private life
- ❑ Preventing stress and absenteeism



RAI Amsterdam – Top employer

RAI Amsterdam received the official Top Employer certificate in February 2015. The wide-ranging assessment which preceded this achievement focused on the HR policy deployed by RAI Amsterdam in nine domains:

- ✓ Talent Strategy,
- ✓ Workforce Planning,
- ✓ On Boarding,
- ✓ Performance Management,
- ✓ Learning & Development,
- ✓ Compensation & Benefits,
- ✓ Leadership Development,
- ✓ Career & Succession Management,
- ✓ Culture.



Special attention was given to the extent to which policy is respected in practice and, after an objective assessment, RAI Amsterdam was certified as a Top Employer. For current and potential employees, this means that the company provides optimal working conditions and ensures ample space for personal and professional development.

Sustainable employability

RAI Amsterdam aims to ensure the ongoing employability of its staff with a specific policy for health, safety, career development and vitality. This helps our personnel remain productive, motivated, fit and healthy both within and outside of the company.

Three focus points.

1. Fostering dialogue between managers and staff to discuss employability now and in the long term
2. Creating a culture of responsibility among workers so that they enhance their own employability
3. Future-proofing policy and means in order to provide support in terms of sustainable employability



An open and safe place to meet

RAI Amsterdam is the meeting place in Amsterdam and the essence of the city is embedded in our convention centre.

- An open and safe meeting place is an environment where: everyone feels welcome and at home.
- The RAI is open to everyone: young and old, national and international.
- We also believe in the importance of maintaining good relationships with our neighbours.



A safe place to meet

RAI Amsterdam is one of the leading convention centres in Europe with regards to our safety policy. We aim to provide a safe place to work for internal and external stakeholders alike. The Safety at Work handbook developed by the RAI is also used by other European convention centres as a guideline for developing their own regulations.

The Safety & Security Board of the RAI safeguards our policy in this area, aimed at taking measures and precautions which support:

- ✓ Continuous operations in a hospitable way
- ✓ Protecting the interests of the RAI, its employees, clients, suppliers and visitors in the broadest sense



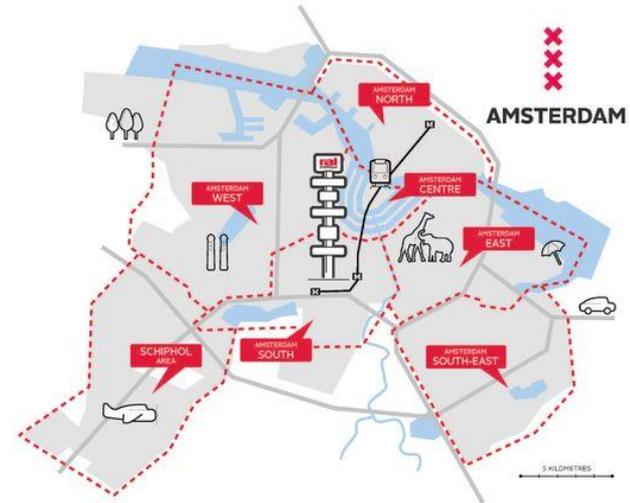
Relationships with the neighbourhood

We aim to maintain good relationships with our neighbours, avoiding and reducing nuisance as much as possible. We also proactively organise activities for the neighbourhood.

We try to prevent noise disturbance as much as possible by using the acoustic RAI 'noise map'. This allows us to predict whether we need to apply for a noise exemption permit and take preventive measures where necessary.

How do we reduce traffic around the RAI:

- ❑ Proactively stimulating the use of public transport to and from the RAI
- ❑ Employing neighbourhood watches on busy days
- ❑ Cooperating with the NS train company, Amsterdam public transport company GVB and taxi service Taxicentrale Amsterdam
- ❑ Facilitating electric transport
- ❑ Buffering truck arrivals during busy exhibitions
- ❑ Employing the boat services of Mokum Maritiem



SOCIAL RETURN



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Social return

The RAI is inextricably linked to the city of Amsterdam and actively stimulates the development and growth of Amsterdam and its residents. We aim to create more social return for the city and its surroundings. As an employer, we invest in the local area, structurally delivering social return with a focus on tackling youth unemployment, the roles of RAI Amsterdam as a reintegration and approved training company, and helping people with difficulties join the labor market.



Tackling youth unemployment

Having signed a Youth Work Agreement in 2015, RAI Amsterdam is willing and able to play a role in improving opportunities for young people to join the labour market.

We do this by:

- ❑ Deployment of temps & training: basic training such as hospitality or a traffic controller diploma
- ❑ Apprenticeship program within our technical department: BBL students take two-year training courses and receive permanent contracts upon completion
- ❑ Tours (10-12 per year) for both higher vocational and intermediate vocational students: 600 students per year
- ❑ Offering around 90 traineeships a year via a dedicated traineeship office. Traineeships at HBO (Higher Vocational) and MBO (Intermediate Vocational) levels in BBL (vocational learning track), BOL (vocational training) and combined work/education
- ❑ Training of trainees: e.g. job applications, personal branding, time management, MS Office skills
- ❑ 'DiscoverRAI' initiative for trainees: spending a day in another department to acquire new knowledge and skills
- ❑ RAI Discovery at start of traineeship: day of introduction to RAI Amsterdam
- ❑ RAI Hospitality project at Amsterdam ROC: lessons based on RAI e-modules, tour and lecture, and hospitality training. Forty students spend three days working with the Huishoudbeurs service team

RAI Amsterdam as approved teaching company

RAI Amsterdam is an approved teaching company and actively looks for connections between education and the work sphere, including via cooperation with relevant training and educational institutes. Benefits include stimulating the link between education and work, promoting the intrinsic content of the training, and establishing RAI Amsterdam as an employer in the labour market.

We have entered into three structural partnerships with the HvA (Hogeschool van Amsterdam), Stenden Hogeschool Leeuwarden and MBO College Zuid (ROC, situated across from RAI Amsterdam).



RAI and young people with disabilities

RAI Amsterdam has been active as a recognised work training company for people with disabilities since October 2015. It is the first exhibition and conference organisation in the Netherlands to offer disabled people the opportunity to learn and gain work experience within the framework of the Dutch Participation Act. This is our contribution to the agreement between industry and government to create a total of 125,000 extra jobs for people with disabilities by 2026.

To help find jobs for young people with disabilities, RAI Amsterdam started a close cooperation in 2015 with the Employee Insurance Administration (UWV), the ROC College in Amsterdam and WSP Groot-Amsterdam.

In January 2016 seven members of the trainee programme received their work contract from Arjan Vliegthart, municipal executive councillor for Labour, Income and Participation in Amsterdam, and Jules Broex, HR manager of RAI Amsterdam.



RAI and young people with disabilities (film dutch only)



And further...

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Food donation

During the demolition of one of our events in 2016, not used food and non-food, was picked up by the Dutch Food bank.

Below are the final results of this action:

- 5 trailers and two trucks with goods
- More than 40 000 kg total (approximately 160 pallets)
- 85% was food, 15% were non-food



A lot of people can be helped with this, both through the Food Bank in the Netherlands and by shipment across the borders. Mission Without Borders helps poor families, children, orphanages, homeless and elderly in countries such as Albania, Bosnia-Herzegovina, Bulgaria, Moldova, Ukraine and Romania. The items and food will mainly go to the poorest families and homeless programs in those countries, and are used during the summer camps organized every year for over 3500 children from poor families and orphanages.

Recycling old clothes

In 2016 approximately 20 m3 of old clothes was left over, after we introduced our new clothing line Liselore Frowijn. We wanted something to do with it, because it a sin to do nothing with it.

The prisoners in the prison of Almere have made new bags. After all, we shared our bags to temporary workers. Starting today, you will see our agency running with little black bag made of old clothes. In addition, there are 50 nice suits stripped of RAI logo and offered in the 2nd hand market. Who knows you will soon walk a dispute with a recognizable suit.

Another little twist; We have developed a recycling logo RAI which we can apply to the 2.0 Recycling ideas. This logo as a label sewn into the bag with the back that says "this used to be a uniform RAI "

