



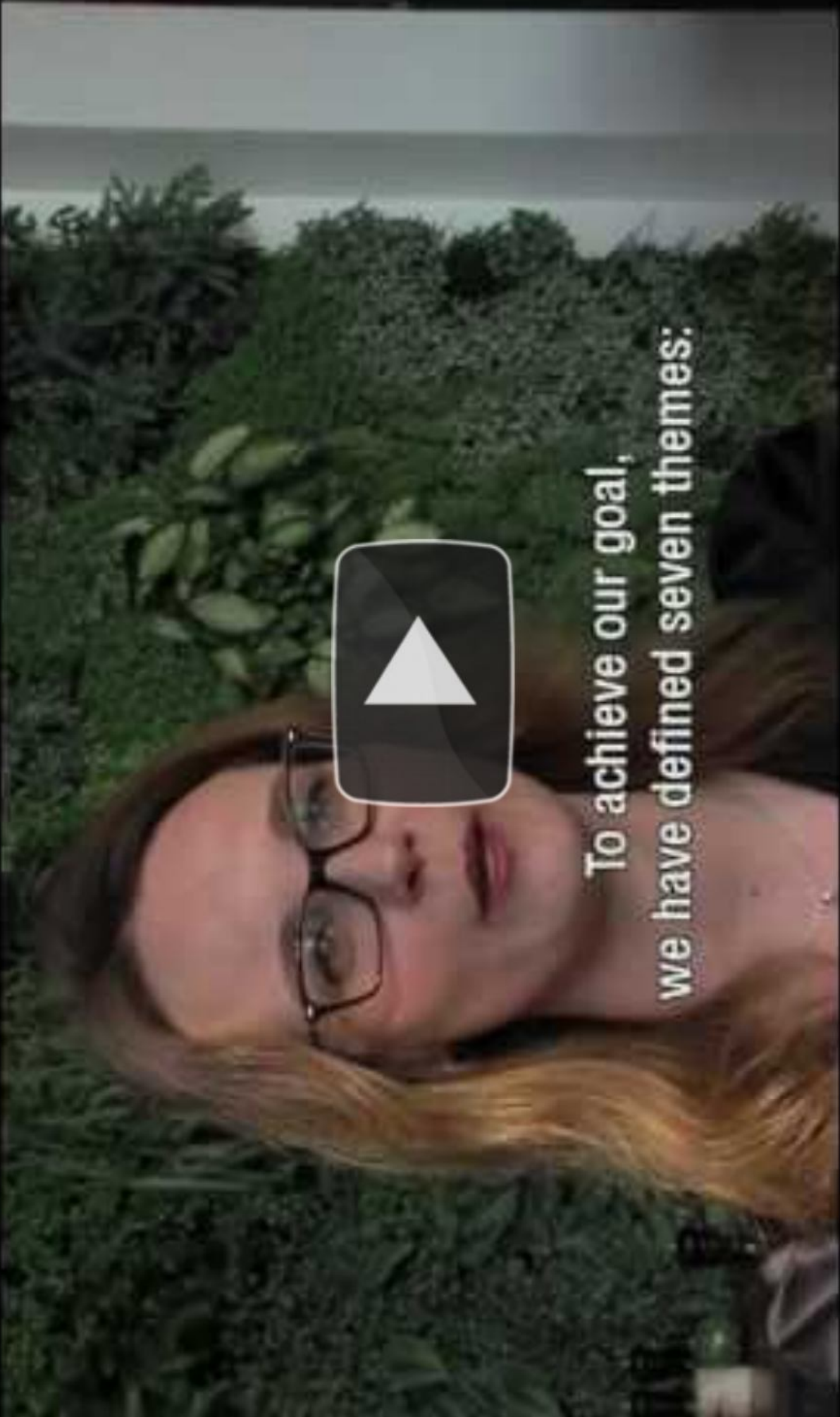
Amsterdam RAI
The Greenest Venue



Questions?



Amsterdam RAI The Greenest Venue



To achieve our goal,
we have defined seven themes:

By embedding CSR in its mission, Amsterdam RAI aims to achieve its ambition to become a leader in the field of sustainability within the European conference and event industry by 2013. This is supported by the new core value:

**INSPIRING
PEOPLE**



Foreword

'Amsterdam RAI aims
for sustainable results'

Company profile



More than 500 events
Over 2.000.000 visitors
94.500 m2 exhibition space
64 conference and meeting rooms
12 multifunctional halls
15 minutes from City Centre
8 minutes from Amsterdam Airport Schiphol
25 RAI-owned exhibitions

As a large international venue our footprint and impact on the environment is bigger than we often realise.

In the rich history of Amsterdam RAI, business decisions have never been taken on purely economic grounds.



The social implications for the city and region have always been explicitly considered by Amsterdam RAI when organising and facilitating successful and hospitable events.



Stakeholders

Having decided to reduce our environmental impact we strive to create sustainable value at the highest level in safe, healthy and environmentally friendly surroundings for all the buildings' employees, users and stakeholders.

Our main stakeholders are:

- Clients
- Suppliers
- Employees
- Shareholders
- The corporate sector
- Neighbourhood residents



Scope of the strategy

- CSR policy and program
- CSR Manager
- 25 CSR ambassadors



Quick overview of the strategy

The best way to embed CSR in any company is to work with the actual people within that company and let them tell what they think should be done and empower them to actually do something.



CSR is solidly embedded with:

- a CSR manager who monitors sustainability progress
- a network of CSR ambassadors who realise the rollout of the various CSR activities
- each department includes CSR objectives in its Business Balance Score Cards

Result:

Departments and employees are more involved in and feel more responsible for CSR activities, keeping CSR 'alive' on the floor.

CSR Performance

Seven main themes that represent the most relevant sustainability aspects

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



CSR Goals

Ambitious yet realistic targets have been set to reduce environmental impact, which involve all parties connected to the RAI.

- Reduce energy consumption by 25%
- Reduce water usage by 25%
- Reduce solid waste by 25%
- Start separating waste (25% more)
- Use more sustainable partners (25% of all products used, need to be sustainable)
- Reduce the use of paper by 50%
- Stop the use of environment unfriendly cleaning products and pesticides (100%)



Action

Energy and climate

- The Elicium is built with the latest sustainable technologies
 - Low-energy consumption
 - Geothermal heat pumps
 - Sophisticated insulation
 - LED Lighting
- All electric power in Amsterdam RAI is sustainable (green power)
- The CO2 emissions are very low (no fossil fuels are used)
- Delivery doors close automatically to prevent them being unnecessarily open
- We centralised the offices to reduce movements
- All lighting in the offices connected to motion sensors
- Highlight 2011 partnership with Greenfox in replacing all TL lighting



Action Mobility



- Promoting Public Transport
 - a joint venture with the Dutch national railway company (NS),
 - and the Amsterdam public transport company (GVB)
 - public transport tickets at a reduced rate
- Buffering large vehicles to reduce the emission of CO2 and traffic congestion
- Charging points for electric cars
- The Greendriver Challenge: a drive-style competition among employees that helps organisations increase the sustainability of their fleet and realise attractive fuel savings
- Employees can choose to decline their lease car and receive a personal financial allowance (20% made use of this option)
- Amsterdam RAI stimulates the use of bicycles among employees through loan bikes and a lease bike plan
- In the coming years we will start using shuttle buses with cleaner engines

Actions Water

- Reduced the flushingspeed in the toilets from eight to six litres
- Installed automatic taps
- Last year the first tests were conducted with taps reducing the water usage even more
- Studying, whether it is possible to install a grey water system that collects rain water to flush the toilets, for instance



Interview

Josieke Moens
(Production Manager)

A leading European player in waste separation

Actions Waste

- Paperless office
- Environmental inspectors (at events)
- Waste separation
- Organisers and exhibitors pay for their own waste
- Swill system converts catering waste into biogas
- Plastic and paper collected, separated and recycled
- All this already lead to almost 20 percent waste reduction
- In 2010 45 percent of all waste was separated

New last year

- Cargo through the Canal (Mokum Maritiem)

Event waste in volume (m³)

Year	2007	2008	2009	2010	2011
Residual waste	22,439	14,021	12,085	14,028	13,280
Paper	527	2,443	5,086	4,566	6,416
Glass	7	35	119	111	50
Plastic	-	81	1,079	1,111	901
Wood	4,638	3,653	3,095	5,242	4,295
Carpet	0	0	2,247	2,688	2,517
Total	27,611	20,233	23,711	27,746	27,459

Event waste separation

Residual waste	81%	69%	51%	51%	48%
Separated waste	19%	31%	49%	49%	52%

Waste reduction

Year	2007	2008	2009	2010	2011
Production (*1000 kg)	4,226	3,442	2,673	3,433	3,521
Index commercial occupancy	100	103	78	91	102
Percentage compared to 2008					
Waste production	0%	-21%	-19%	-11%	-19%

Waste recycling percentage AMSTERDAM RAI, 2011

	(Amount in tons)	Reuse, Recycling, Incinerated	Dump
A-quality building and construction waste	168.585	99.1%	0.9%
Clean rubble	358.26	100.0%	0.0%
Asphalt containing tar	20.53	100.0%	0.0%
A-quality waste wood	798.18	100.0%	0.0%
B-quality waste wood	27.12	100.0%	0.0%
Iron (ferro metals)	55.8	100.0%	0.0%
B-quality industrial waste (separable)	1814.02	98.7%	1.3%
G-quality industrial waste (carpet)	327.91	100.0%	0.0%
Swill	113.17	100.0%	0.0%
Paper/cardboard	287.64	100.0%	0.0%
Archive/confidential	0.92	100.0%	0.0%
Polluted plate glass	1.92	94,7%	5.3%
Mixed glass	20.94	100,0%	0.0%
Green/garden waste	6.2	100,0%	0.0%
Cleaning products, basic, liquid	0.054	75,0%	25.0%
Waste water, grey, black	0.274	100,0%	0.0%
Waste oil cat. li (synthetic)	0.07	100,0%	0.0%
Paint residue in plastic/steel packaging	0.613	100,0%	0.0%
Paint/printer cartridges	0.169	70,0%	30.0%
Polluted packaging, mixed	0.006	100,0%	0.0%
Gas discharge lamps	0.686	98.0%	2.0%
Recycling percentage 2011	99.4%		

Interview

Jules Broex
Manager HRM

CSR starts with the individual

Actions Employees

- 'Talent to the Top' aimed at realising a balanced gender ratio in board and management teams
- Selection procedures now include team composition as part of the discussion between recruiter and manager
- Traineeship program aimed at maintaining the inflow of young technical staff within the department while retaining the more experienced employees
- Continue working after the age of 65 possible under certain conditions.
- New (flexible) working methods
- A employee satisfaction survey
- Employee development programs

Interview

Rien Ligthart
(Purchasing Manager)

Taking responsibility in the purchasing chain

Actions

Procurement

- Encourage sustainability both in the procurement and delivery of the chain
 - Sustainable purchasing
 - Stimulating sustainable consumption
 - Setting an example within the sector and society in a broader sense.
- Stopped working with specific suppliers, based on the sustainability aspects in the tender procedure
- Over 80% of our promotional gifts is sustainable
- 80% of the paper products is FSC approved
- Amsterdam RAI only serves sustainable coffee to all its guests
- New catering concept using only local produce

Actions

Social engagement

Amsterdam RAI and its employees have been supporting **AMREF Flying Doctors** and the **Emma Children's Hospital foundation** in a constructive and inspiring partnership since 2005.





Kenya Classic

A unique and successful project organised for the first time this year was the Kenya Classic. The Kenya Classic is a physical and mental challenge in which the participants cycle some 350 kilometres in six days over the wide savannah. The Kenya Classic took place in October and allowed ten RAI employees to see AMREF's work with their own eyes. All participants contributed at least € 5,000 in sponsor money for AMREF and paid their own travel and accommodation costs. It resulted in numerous fun fundraising initiatives which raised a total amount of € 85,000. The website www.raifietstvooramref.nl followed the ten cyclists before and during the event.

New certifications

In the final quarter of 2011 the RAI acquired no less than three major CSR/environmental certificates. They confirm that Amsterdam RAI has succeeded in firmly establishing its sustainability policy and goals within its organisation and operational processes.



ISO-14001
After the ISO-9001 certification earlier in 2011, Amsterdam RAI Convention Centre also acquired the ISO-14001 certificate, a unique performance for an exhibition and conference centre of this size in the Netherlands. The internationally accepted standard for environmental management systems is aimed at complying with environmental legislation and regulations and reducing pollution. In environmental terms, Amsterdam RAI measures up to various international convention centres, including Brisbane (Australia), Helsinki (Finland), Barcelona (Spain) and Kuala Lumpur (Malaysia).



Green Key
Amsterdam RAI has been in possession of the golden Green Key for its convention centre since 2008. This year it achieved no less than 24 optional Green Key points; quite a few more than the required 18 points. Amsterdam RAI even managed to receive the maximum score for the aspects Environmental Management, Water, Food and Beverages and Environmental Awareness.



EarthCheck
In 2011 Amsterdam RAI was recertified for the silver EarthCheck status. During the recertification audit the auditor was especially impressed with our compliance with legislation and regulations, our sense of responsibility with regard to noise and transport emissions, our waste management and energy consumption (and particularly the many changes made to further reduce consumption), and the broad focus on CSR. Amsterdam RAI was also commended for its waste separation processes: 'One of the best operational waste separation processes in the business.'



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Tiipis

- CSR only works if...

...it is real

...it is in the companies DNA

...you stick to it

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