

**We  
Develop  
Quality**

**We create car parks to fit in  
with their surroundings and  
serve the local community.**



## STAKEHOLDERS

Q-Park has a large number of stakeholders. In the first place these are employees, shareholders and financial institutions. Based on our symposium 'The Future of Paid Parking' held in June 2016 and an environmental analysis we have also identified other stakeholder categories. These are customers (private individuals and businesses), business partners, municipalities and regions, government bodies, politicians, and society as a whole.

The following overview shows how we involve our stakeholders in our policy. By working together with our stakeholders we inform them and enquire after their requirements, and we request a response to our policy. A selection of topics on which we have been in dialogue with stakeholders is given in the following table.

<i>Stakeholders</i>	<i>Requirements</i>	<i>Activities</i>	<i>Resources</i>
<b>Capital market</b> - Shareholders - Banks <sup>1</sup>	Benchmarking   Financial health and insensitivity to risks   Innovation, research, and development   Transparency and communication   Good reputation   Ethical operating activities and compliance   Privacy and data security   Clarity about the relationship between financial and sustainability reporting	Strategy, policy, risk management, and calculating financial results   Relationship between financial and sustainability reporting   Reporting according to guidelines, as basis for comparison with other organisations   Reputation management   Compliance with legislation and interpretation of responsibilities   Information over consequences of investments and divestments   Information over future opportunities and product innovations	General meeting of shareholders, meetings with banks, technical information days   Website, press releases, annual reports   Relationship management   Code of Ethics   Business Partner Code (BPC)   OECD Guidelines and UNGC Principles
<b>Customers</b> - Private - Business <sup>2</sup>	Fair competition and prices   Accessible parking facilities   Security practices   Quality and good parking services   Privacy and data security   Good complaints processing   Accessibility to customers	Quality management   Information regarding liability   Health and safety measures   Product development and environmental management   Disseminating the principle 'the user pays'	Website, press releases, social media, annual reports   Customer Service Desk   Customer satisfaction surveys   Information at the location

<sup>1</sup> Interaction frequency: quarterly

<sup>2</sup> Interaction frequency: daily

<i><b>Stakeholders</b></i>	<i><b>Requirements</b></i>	<i><b>Activities</b></i>	<i><b>Resources</b></i>
<b>Employees</b> - Existing - Future <sup>1</sup>	Job security and correct remuneration   Development and deployment   Ethical business operations   Safety and good working conditions   Good reputation   Diversity   Participation in community activities   Transparency and communication	Inform about Q-Park's plans and intentions   Work policy and HRM   Health and safety measures and prevention of incidents, emergencies, and accidents   Education and training   Prevention of fraud and undesirable behaviour   Risk and reputation management   Offering opportunities for community activities	Consultation between management and employees   Performance and appraisal interviews   Balanced scorecard   Employee training   Internal reputation and communication   Employee satisfaction surveys   Code of Ethics
<b>Business partners</b> - Suppliers - Commercial parties <sup>2</sup>	Ethical business operations   Partnerships   Quality   Chain responsibility   Transparency and communication   Innovation, research and development	Inform about Q-Park's plans and intentions   Quality control and information about liability   Health and safety measures   Prevention of fraud and undesirable behaviour   Production conditions (also in the chain)   Product development and care for the environment   Sharing 'best practices'   Drafting standards   Comply with voluntary agreements within sector	Purchase terms and conditions   BPC   OECD Guidelines and UNGC Principles   Negotiations   Position papers and showcases   Collaboration (on innovation) and consultation   Code of Ethics   Participation in MVO Nederland in the Large Company Network   Participate in knowledge platforms such as DGBC and KpVV and professional organisations such as Vexpan, EPA, and INREV

<sup>1</sup> Interaction frequency: daily

<sup>2</sup> Interaction frequency: monthly

<i><b>Stakeholders</b></i>	<i><b>Requirements</b></i>	<i><b>Activities</b></i>	<i><b>Resources</b></i>
<b>Municipalities</b> - Local authorities - Communities <sup>1</sup>	Benchmarking   Employment   Ethical operating activities and compliance   Integration of transport modes   Viable, accessible, and economically flourishing cities   Cooperation and support for social projects	Design and implementation of the policy   Sharing 'best practices'   Own regional initiatives   Public-Private Partnerships	Website, press releases, annual reports   Collaboration and consultation   OECD Guidelines and UNGC Principles   Sponsoring and donations
<b>Governments, politics and society as a whole</b> - National governments - EU - International institutes <sup>2</sup>	Viable, accessible, and economically flourishing cities   Safe, healthy, pleasant and social living environment   Countering climate change   Economical use of raw materials, energy and water   Ethical business operations	Initiatives for sustainable urban mobility   Modify design of parking facilities to suit the surroundings   Prevention and reduction of damaging environmental impact   Sustainable construction, maintenance and renovation of parking facilities   Contribution to transparency of sector	Website, press releases, annual reports   Residents groups and information sessions   BPC   Consultation groups   Code of Ethics

<sup>1</sup> Interaction frequency: monthly

<sup>2</sup> Interaction frequency: at least once a year

# GLOSSARY

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**AED**

Automatic External Defibrillator, a resuscitation device

**BPC**

Business Partner Code

**C2C**

Contact-to-Contract

**CCTV**

Closed-circuit television

**CO<sub>2</sub>**

Carbon dioxide: end product of complete combustion of hydrocarbons such as fossil fuels

**CROW**

The Dutch knowledge platform for infrastructure, traffic, transport and public space

**CSR**

Corporate Social Responsibility

**DGBC**

Dutch Green Building Council

**DMA**

Disclosure on Management Approach

**EPA**

European Parking Association

**ERM**

Enterprise Risk Management

**First Aid**

First aid is an emergency care or treatment given to an ill or injured person before regular medical aid can be obtained

**FTEs**

Full-Time Equivalent - total number of employees recalculated to the full-time equivalent

**GHG**

Greenhouse gas

**GRI**

Global Reporting Initiative; draws up worldwide guidelines for sustainability reporting

**INREV**

European Association for Investors in Non-Listed Real Estate Vehicles  
European Association for Investors in Non-Listed Real Estate Vehicles

**ISO**

International Organisation for Standardisation

**KpVV**

Dutch knowledge platform for traffic and transport

**Long-leased**

Lease whereby the operational risk lies with Q-Park for more than 15 years

**MVO Nederland**

MVO (CSR) Netherlands is the Centre of Excellence for Dutch companies that are striving towards corporate social responsibility

**OECD**

Organisation for Economic Co-operation and Development

**Owned**

Legal and economic property owned

**P&D**

Pay and Display

**PCI DSS**

Payment Card Industry Data Security Standard

**PF**

Parking facility