

**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>	<ul style="list-style-type: none"> <li>  Benchmarking</li> <li>  Financial health and insensitivity to risks</li> <li>  Innovation, research, and development</li> <li>  Transparency and communication</li> <li>  Good reputation</li> <li>  Ethical operating activities and compliance</li> <li>  Privacy and data security</li> <li>  Clarity about the relationship between financial and sustainability reporting</li> </ul>	<ul style="list-style-type: none"> <li>  Strategy, policy, risk management, and calculating financial results</li> <li>  Relationship between financial and sustainability reporting</li> <li>  Reporting according to guidelines, as basis for comparison with other organisations</li> <li>  Reputation management</li> <li>  Compliance with legislation and interpretation of responsibilities</li> <li>  Information over consequences of investments and divestments</li> <li>  Information over future opportunities and product innovations</li> </ul>	<ul style="list-style-type: none"> <li>  General meeting of shareholders, meetings with banks, technical information days</li> <li>  Website, press releases, annual reports</li> <li>  Relationship management</li> <li>  Code of Ethics</li> <li>  Business Partner Code (BPC)</li> <li>  OECD Guidelines and UNGC Principles</li> </ul>
<b>Customers</b> - Private - Business <sup>2</sup>	<ul style="list-style-type: none"> <li>  Fair competition and prices</li> <li>  Accessible parking facilities</li> <li>  Security practices</li> <li>  Quality and good parking services</li> <li>  Privacy and data security</li> <li>  Good complaints processing</li> <li>  Accessibility to customers</li> </ul>	<ul style="list-style-type: none"> <li>  Quality management</li> <li>  Information regarding liability</li> <li>  Health and safety measures</li> <li>  Product development and environmental management</li> <li>  Disseminating the principle 'the user pays'</li> </ul>	<ul style="list-style-type: none"> <li>  Website, press releases, social media, annual reports</li> <li>  Customer Service Desk</li> <li>  Customer satisfaction surveys</li> <li>  Information at the location</li> </ul>

1 Interaction frequency: quarterly

2 Interaction frequency: daily

<i>Stakeholders</i>	<i>Requirements</i>	<i>Activities</i>	<i>Resources</i>
<b>Employees</b> - Existing - Future <sup>1</sup>	<ul style="list-style-type: none"> <li>  Job security and correct remuneration</li> <li>  Development and deployment</li> <li>  Ethical business operations</li> <li>  Safety and good working conditions</li> <li>  Good reputation</li> <li>  Diversity</li> <li>  Participation in community activities</li> <li>  Transparency and communication</li> </ul>	<ul style="list-style-type: none"> <li>  Inform about Q-Park's plans and intentions</li> <li>  Work policy and HRM</li> <li>  Health and safety measures and prevention of incidents, emergencies, and accidents</li> <li>  Education and training</li> <li>  Prevention of fraud and undesirable behaviour</li> <li>  Risk and reputation management</li> <li>  Offering opportunities for community activities</li> </ul>	<ul style="list-style-type: none"> <li>  Consultation between management and employees</li> <li>  Performance and appraisal interviews</li> <li>  Balanced scorecard</li> <li>  Employee training</li> <li>  Internal reputation and communication</li> <li>  Employee satisfaction surveys</li> <li>  Code of Ethics</li> </ul>
<b>Business partners</b> - Suppliers - Commercial parties <sup>2</sup>	<ul style="list-style-type: none"> <li>  Ethical business operations</li> <li>  Partnerships</li> <li>  Quality</li> <li>  Chain responsibility</li> <li>  Transparency and communication</li> <li>  Innovation, research and development</li> </ul>	<ul style="list-style-type: none"> <li>  Inform about Q-Park's plans and intentions</li> <li>  Quality control and information about liability</li> <li>  Health and safety measures</li> <li>  Prevention of fraud and undesirable behaviour</li> <li>  Production conditions (also in the chain)</li> <li>  Product development and care for the environment</li> <li>  Sharing 'best practices'</li> <li>  Drafting standards</li> <li>  Comply with voluntary agreements within sector</li> </ul>	<ul style="list-style-type: none"> <li>  Purchase terms and conditions</li> <li>  BPC</li> <li>  OECD Guidelines and UNGC Principles</li> <li>  Negotiations</li> <li>  Position papers and showcases</li> <li>  Collaboration (on innovation) and consultation</li> <li>  Code of Ethics</li> <li>  Participation in MVO Nederland in the Large Company Network</li> <li>  Participate in knowledge platforms such as DGBC and KpVV and professional organisations such as Vexpan, EPA, and INREV</li> </ul>

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

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

<i>Stakeholders</i>	<i>Requirements</i>	<i>Activities</i>	<i>Resources</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