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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.

Stakeholders	Requirements		Activities		Resources	
Capital market -Shareholders -Banks ¹	I Benchmarking I Financial health and insensitivity to risks I Innovation, research, and development I Transparency and communication I Good reputation I Ethical operating activities and compliance I Privacy and data security I 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) Participation in GRESE and Transparency Benchmark (TB) OECD Guidelines and UNGC Principles	
Customers - Private - Business ²	 Fair competition and prices Accessible parking facilities Security practices Quality and good parking services Privacy and data security 	1 1	Quality management Information regarding liability Health and safety measures Product development and environmental management	1 1	Website, press releases, social media, annual reports Customer Service Desk Customer satisfaction surveys Information at the	

I Good complaints processingI Accessibility to

customers

Disseminating the principle 'the user pays'

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- 1 Interaction frequency: quarterly
- 2 Interaction frequency: daily

Stakeholders	Requirements	Activities	Resources		
Employees - Existing - Future ¹	I Job security and correct remuneration I Development and deployment I Ethical business operations I Safety and good working conditions I Good reputation I Diversity I Participation in community activities I 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 trainings Internal reputation and communication Employee satisfaction surveys Code of Ethics 		
Business partners - Suppliers - Commercial parties ²	I Ethical business operations I Partnerships I Quality I Chain responsibility I Transparency and communication I 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 		

¹ Interaction frequency: daily

² Interaction frequency: monthly

Stakeholders	Requirements		Activ	ities	Resources	
Municipalities - Local authorities - Communities		Benchmarking Employment Ethical operating activities and compliance Integration of transport modes Viable, accessible, and economically flourishing cities Cooperation and (financial) support for social projects	1 1 1	Design and implementation of the policy Sharing 'best practices' Own regional initiatives Public-Private Partnerships	1 1 1 1 1	Website, press releases, annual reports Collaboration and consultation OECD Guidelines and UNGC Principles TB Sponsoring and donations
Governments, politics and society as a whole - National governments - EU - International institutes ²	1 1 1 1	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	1 1	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	1 1 1 1	Website, press releases, annual reports Residents groups and information sessions BPC Consultation groups Code of Ethics

¹ Interaction frequency: monthly

² Interaction frequency: at least once a year