

Guidelines

Sustainable Meetings Berlin

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Foreword

Dear event planners,

Preserving our ecosystems, fostering economic responsibility and promoting social justice – these are a few of the major tasks and challenges we are facing globally in politics, business and society. With the UN Sustainability Goals 2030 and the CSR reporting law for large companies, policy makers are calling on businesses and each one of us to strive harder to do justice to our social, economic and ecological responsibility.

Our congress and event sector is resource and personnel intensive, and for that reason alone it bears a special responsibility. Digitisation will not decrease people's desire to travel to exchange experience and knowledge. So with Sustainable Meetings Berlin, let us work together to foster a more sustainable approach!

As an event organiser, to plan and hold sustainable events you need the requisite details and information about the expertise of your service providers. At present, these services are still niche products in the meetings industry. Sustainable Meetings Berlin aims to close this gap – at least in Berlin.

With Sustainable Meetings Berlin, we have set ourselves the goal of supporting the sustainable approaches of congress and event service providers and giving you, as an event organiser, a practical and transparent tool for greater sustainability in your event planning. To achieve this end, we have worked together with service providers in this sector to develop a set of criteria taking internationally recognised guidelines as their point of reference. In this way, we are looking to strengthen Berlin as a sustainable congress destination and raise awareness of the possibilities of sustainable event planning. By adopting this approach, together we can successfully ensure that events have a more positive influence on the environment and society over the long term.

Be part of this trend. Make the most of Sustainable Meetings Berlin and enjoy the benefits.

I would be very pleased if this inspires you to join us.

Your Iris Lanz

Berlin is
sustainable

Berlin is a sustainable city

Berlin is green

Berlin has much to offer environmentally-aware tourists. The options for travelling to the German capital are steadily becoming greener. For example, for a sustainable and relaxed journey to the city, congress and event participants from within Germany can use the *DB rail Veranstaltungsticket* (Events and Meetings Ticket). Once in Berlin, with such reasonably-priced special offers as the *Berlin WelcomeCard*, it is easy to use the public transport system to move around the city. You can also find self-service public bike hire stations at central locations across Berlin. To use the bikes, only a simple registration is needed before the first hire.

Transport

Berlin's public transport network is ideal for moving around the city. The U-Bahn (tube) and S-Bahn (city railway) form the largest connected urban network of its kind anywhere in Germany, and is supplemented by buses and trams. The city is also a hub for regional and main line trains.

Accessibility in Berlin is an essential element in sustainability as well, supported by an ongoing programme of installing accessible entrances and elevators across the local transport system.

Berlin is also growing as a cycling city. Here, the Senate Department for Urban Development and the Environment is actively supporting measures to expand the cycle paths and guidance systems for cyclists. The Traffic Management Centre (Verkehrsmanagementzentrale) and BerlinBrandenburgBike www.bbbike.de offer online planners to find the fastest and safest bike routes through the city.

Car sharing is also a popular and innovative way of moving around the city, often even in vehicles using sustainable fuels. On www.carsharingberlin.de you can find and compare the details of all car sharing services within Berlin.

Key facts on traffic in Berlin:

- Number of cars falling steadily since 2000
- 721 bikes for every 1000 residents
- Public transport system carries 3,410,000 people every day

Urban lifestyle

One of Europe's greenest cities, Berlin's green spaces account for 40% of its total area, with more than 18% woodland and forest, another 11.9% dedicated to leisure and recreation, over 4% in agricultural use, and 6.7% lakes, rivers and other waterways. Over 2500 public parks and green spaces offer plenty of room for contemplation and peace, sports and entertainment, even in the heart of the city. Berlin's cityscape is shaped by extensive parks and exotic gardens, just as much as the 440,000 trees lining the city's streets.

Berlin's green image is also reflected in the city's restaurants and food outlets, including many markets where organic farmers offer regional fruit and vegetables from the surrounding countryside. Bakeries, such as Brotgarten in Charlottenburg, offer a daily range of 30 different types of organic bread. Diverse health food stores, organic supermarkets and eco-outlets sell fair trade and ecologically manufactured products – from cosmetics and leather goods to fashion and furniture.

Green fashion and sustainability are in vogue. The many fairs taking place around the fashion weeks provide trade visitors and buyers with an overview of the latest trends. In the past seasons, 'green fashion and design' have become increasingly important – and events and shows with this focus have long had a firm place in the Berlin Fashion Week.

In Berlin, environmental protection is also a key issue in the reuse of buildings and open areas, as is evident in recently transforming the former airfield at the decommissioned Tempelhof Airport into the city's largest park. Berlin's Olympic Stadium, which dates from 1934, has also won awards in recent years for its sustainable refurbishment and systematic green policies, such as collecting rain water to use in all its toilet facilities.

Business and the economy

The number of sustainable companies and commercial centres in Berlin is steadily growing. Over the past years, many start-ups have also been established in the green technologies sector, not only researching, for example, into wind and solar energy, but also producing green energy. Covering around 420 hectares, Berlin's Adlershof Science and Technology Park is one of Europe's largest inner-city development zones. The site is home to over 36 enterprises in the sector of renewable energies and photovoltaics with the self-declared goal of cutting on-site primary energy consumption by 30% and testing new technologies, and so actively contributing to the energy transition. In the north-east of Berlin, the CleanTech Business Park Berlin-Marzahn developing on a ninety-hectare site offers an industrial park optimally aligned to the requirements of production-driven companies in the cleantech sector.

The EUREF Campus in Berlin Schöneberg, a symbol of Germany's energy turnaround, has already attracted around 100 businesses in the areas of energy, sustainability and mobility. Since 2008, this approx. 5½ hectare site has become home to internationally renowned companies and research facilities. Through their close exchanges and many partnerships, this innovative community of global players, start-ups and research and teaching institutions are developing intelligent solutions for the city of the future. This sustainable and pioneering approach has turned this site around a historical Berlin gasometer into a unique centre in Europe for innovative future projects. As early as 2014, the EUREF Campus already met the Federal Government's climate goals for 2050. With its climate-neutral provision of energy, smart energy grid, energy-optimised buildings, the electromobility testing platform and many research projects, the Campus has shown that the energy transition is both feasible and affordable. The EUREF Campus seeks to make the topics related to the energy turnaround visible and vibrant, demonstrate possible solutions and bring the various actors together. After all, realising the climate goals is only practical when the economic, scientific, political and public spheres engage in a continuous process of exchanging new ideas and drafting programmes and measures.

As part of its climate protection strategy, Berlin is also highlighting mobility and successfully linking different energy sectors. With around 550 electric vehicle charging stations, the city leads the rankings in Germany. Its pioneering role in this sector is further underlined by over 270 projects providing locally generated energy, more than 1500 communal heating/power stations or micro power plants, and around 6000 photovoltaic power plants.

Goals for city-compatible, sustainable tourism in Berlin

The Berlin Tourism Plan provides the basis for sustainable tourism compatible with the life of the city. In this process, Berlin is to reposition itself in the long term, preserving the diversity of its neighbourhoods and districts, and ensuring the interests of residents, businesses and visitors are suitably balanced. City-compatible tourism aims at harmoniously increasing experience value for visitors as well as life quality for the local population. Such a goal can only be achieved if in future the participation in tourism's success as well as its potential downsides are shared equally across all sectors and spheres of urban society. The key aspects here are the awareness of capacity limits, spatially differentiated development as well as distributing the economic benefits evenly.

Source: *Tourism Plan Berlin 2018*: <https://www.berlin.de/sen/web/presse/aktuelles-presseschau/artikel.671107.php>, pages 41+42

Berlin's Tourism Plan for the meetings and conventions sector

Berlin is ranked among the world's top destinations for MICE tourism (Meetings, Incentives, Congresses and Events). With a record number of 11.6 million participants at conferences, meetings and events, the MICE sector in Berlin in 2016 generated a net value-added of 975 million euros – figures that look set to rise strongly.

Now, the objective is to maintain that position, and if possible develop it sustainably. Over the next years, the plan is to focus on opening up new markets and segments, as well as attracting new target groups in the congress, meetings and trade fair sector. This requires an alignment with the current trends and leading issues in this highly-dynamic sector – for example, in the areas of health, energy, smart city, fashion and design, and start-ups, and including various fields in digitisation (artificial intelligence, financial markets, entertainment, Industry 4.0). By positioning itself as a sustainable event city, Berlin aims to foster and promote the goal of a climate-neutral city by 2050, and so support city-compatible, sustainable tourism.

In the MICE tourism sector, for instance, the following lighthouse projects have been identified:

- Expanding the Sustainable Meetings Berlin project to create sustainable services in the conference and congress sector.
- Developing the MEET+CHANGE project run by the Berlin Convention Office of *visitBerlin*.
- Acquiring congresses from the medical, scientific and business sectors.

Source: *Tourism Plan Berlin 2018*: <https://www.berlin.de/sen/web/presse/aktuelles-presseschau/artikel.671107.php>, pages 41+42

A climate-neutral city by 2050

The climate protection targets and the instruments to achieve them – above all, the energy and climate protection programme – are anchored in the Berlin Energy Turnaround Act. This provides a statutory framework for the Land of Berlin to realise its goal of a climate-neutral city by 2050. To achieve this, taking the 1990 figures as a baseline, energy-related carbon emissions are to be cut by at least 40% by 2020, at least 60% by 2030, and at least 85% by 2050. In this way, for the first time, the Berlin Energy Turnaround Act, as a framework act, has lent a legal force to the goal of a climate-neutral Berlin.

Source: <https://www.berlin.de/senuvk/klimaschutz/energiewendegesetz/de/klimaneutral2050.shtml>

In 2011, Berlin's governing coalition agreed on adopting the goal of a climate neutral city. As the feasibility study Climate-Neutral Berlin 2050 showed in 2014, the German capital has a very real opportunity to achieve this target. With the objective now to transfer this theory into practice, the Berlin Senate has presented its Berlin Energy and Climate Protection Programme (BEK).

Source: http://www.berlin.de/senuvk/klimaschutz/bek_berlin/download/Broschuere_BEK.pdf

Berlin's roadmap to a sustainable event city

Together with the fundamental values of credibility, transparency and responsibility, sustainability is poised to become the business and social standard. Growing numbers of businesses are integrating eco-friendly and social policies into their mission and vision. They are consciously taking on board a policy of treating their employees with appreciation and respect, and ensuring their business activities save natural resources where possible. The legislator has also now set a legal framework for the company duty of CSR reporting.

This profound change will also have an impact on Berlin as a congress location. The Berlin Convention Office of *visitBerlin* is playing an active part in shaping this development, securing access to know-how for all actors and supporting them in implementing sustainability in their businesses to help achieve the objective of Berlin as a sustainable event city.

To position Berlin as a sustainable congress destination, the Berlin Convention Office has launched the Sustainable Meetings Berlin platform, making it easy for event organisers to plan sustainable conferences, congresses, meetings and events. For national and international event planners and organisers as well as partner companies in the event sector, the webpage <http://convention.visitberlin.de/en/sustainable-meetings-berlin> serves as a useful planning and information tool for all aspects of sustainability in the meetings industry. Here, event services supplying the sector, for example, agencies, hotels, locations, catering, transport and technical services and other relevant companies, are evaluated for their sustainability in business and presented on the website accordingly. The participating partner companies are tested and audited using a special catalogue of criteria compiled for each service sector.

In this way, the Sustainable Meetings Berlin platform does justice to the changing market conditions and customers' growing expectations in areas relating to sustainability and, first and foremost, sustainable events.

■ **As a business division of Berlin Tourismus & Kongress GmbH (*visitBerlin*), the Berlin Convention Office (BCO) is the official representative of the city of Berlin for major events and the congress, meetings and incentives sector. Nationally and internationally, the BCO's remit is to market Berlin as a leading global congress destination, consolidate its position and continually develop it further.**

■ **Organising and realising sustainable events requires a holistic and balance view of sustainable activities, ecologically, economically and socially. Of course, this must not be limited to appraising individual events. Instead, it requires firmly anchoring rethinking processes with all relevant actors (employees, suppliers, services and participants). The measures undertaken must be designed so they can be validated and documented, and so facilitate a constant process of improvement. The objective must be to design an economically successful event which meets ethical and fair standards and has as little environmental impact as possible. (See Riediger/Oblasser – Nachhaltiges Veranstaltungsmanagement mit Strategie / published by Wissenschaft & Praxis).**

In addition to the Sustainable Meetings Berlin planning tool, the Berlin Convention Office has also launched a platform for all programme participants and interested parties with information on questions and issues relating to sustainability. The working group “Nachhaltige Veranstaltungsmetropole Berlin” (Sustainable Event Metropolis Berlin) holds regular meetings as well as meetups for a relaxed exchange on topics around sustainability. An online platform accessible anywhere and anytime also offers a forum for an exchange of experience and to share best practices.

The Berlin Convention Office has additionally developed its own services, such as MEET+CHANGE, to provide interested event planners with easy access to sustainable event formats. In future, the Berlin Convention Office plans to expand these initiatives and offer other formats – both those emerging from the Sustainable Meetings Berlin programme and those created together with partners in Berlin.

▣ MEET+CHANGE

In companies and institutions, social responsibility is a topic steadily growing in importance. At the same time, many companies are also facing increasing structural challenges and fundamental change processes – a process putting new demands on event planners. MEET+CHANGE is responding to these new requirements and needs by promoting the use of spaces in social and cultural institutions in Berlin for corporate workshops and events.

For example

- A creative workshop in a children’s home
- Strategy presentation in a primary school
- Team building in an inclusive workshop
- Seminar in a family support centre

In promoting these spaces, MEET+CHANGE always respects and meets the needs of the social and cultural facilities and venues.

They receive, in turn

- Value-added as a material or monetary donation, deciding themselves on the form this takes
- Social recognition
- Contacts to business and potential cooperation partners and clients

MEET+CHANGE also reflects the BCO values

- Working together with customers to create a new momentum and shape something socially meaningful.
- Steering joint activities and budgets where they are needed and can have a lasting effect.
- Supporting an initiative that gives something back to Berliners.

Sustainable Meetings Berlin

In a multi-stakeholder process, a total of 62 criteria were drafted for Sustainable Meetings Berlin to describe sustainability indicators in participating companies. These indicators were divided into four main areas: Governance, Risk & Compliance; Business; the Environment; and Society. Publishing the set of criteria in these guidelines not only provides public accessibility reflecting the ideal of social transparency, but also facilitates inputs for improvements from outside. Rather than Sustainable Meetings Berlin providing a checklist, this is a sophisticated tool to increase sustainability in business and anchor a process of constant improvement in the event industry.

Compatibility with existing standards, frameworks and systems

In developing the sets of criteria for Sustainable Meetings Berlin, from the outset considerable importance was attached to ensuring their compatibility with existing guidelines and frameworks such as, for example, the German Sustainability Code (DNK), the Global Reporting Initiative (GRI), the Eco-Management and Audit Scheme (EMAS) and the International Organisation for Standardization (ISO) 14001 standard. In this way, participants in the Sustainable Meetings Berlin programme are empowered to take the first steps in these international standards and so make their achievements in sustainability internationally known. To assist here, an allocation table is provided so the Sustainable Meetings Berlin criteria can be aligned with the corresponding criteria of these international standards. In a further step, a closer look was taken at such sustainable systems as the Certified Green Hotel and Green Globe schemes, already used by a number of participants. A reference table is also provided to indicate the compatibility of these systems with Sustainable Meetings Berlin, facilitating a comparison and making it easier to categorise the steps in sustainability that a company has already achieved.

Method

When the multi-stakeholder process was first initiated, a comprehensive set of topics in sustainability was identified. This process was supported by reference to such internationally recognised guidelines and frameworks as, for example, the Eco-Management and Audit Scheme (EMAS), the ISO 14001 standard, the German Sustainability Code (DNK) and the Global Reporting Initiative (GRI) with the GRI Event Organizers Sector Supplement (EOSS). The aim was to find an open, future-viable management system for a sustainable event sector.

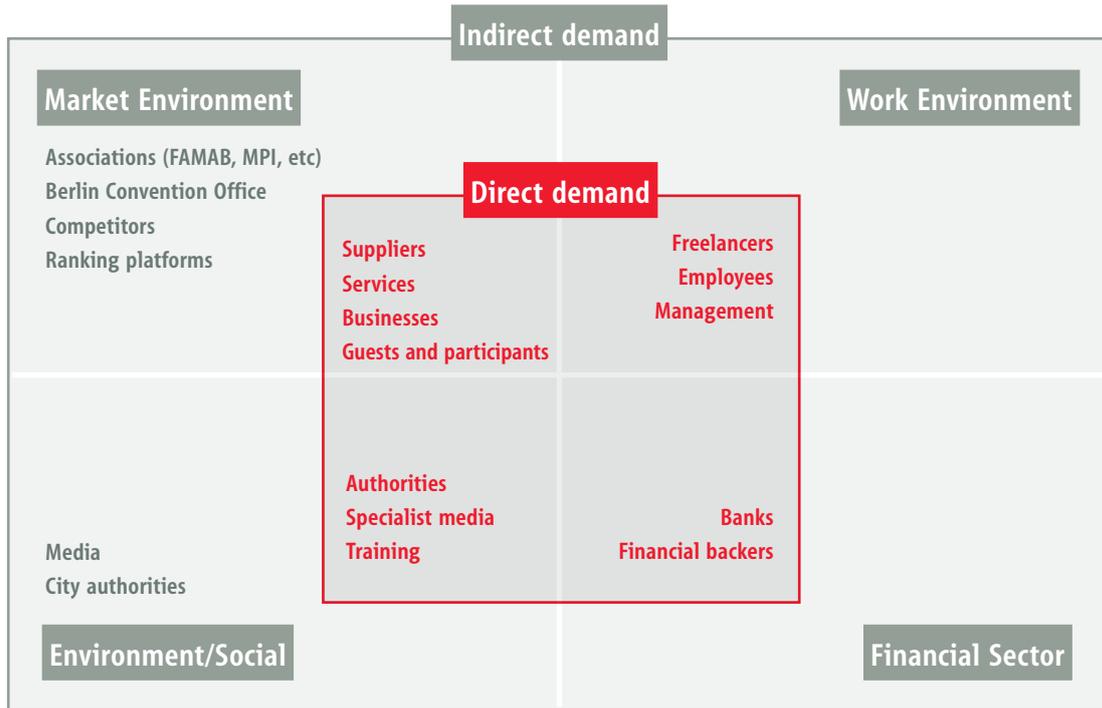
This also considered the current statutory requirements (e.g. GDPR) as well as insights (e.g. participant security) from an extensive stakeholder survey in 2017 including national and international purchasers and event service planners.

As a result, it was possible to identify a total of 57 sustainability issues in four main areas. In follow-up workshops and telephone interviews with over 30 companies from service sectors, the nature of these topics was more precisely defined. This materiality analysis then reduced the 57 issues to 38 key reporting topics, a method in line with the analysis required by the GRI.

Stakeholder approach and materiality analysis

In the run-up to the materiality analysis, the relevant stakeholders were identified for the participating companies and grouped in individual stakeholder universes for each service sector. In the subsequent materiality analysis, this made it possible not just to integrate the insights from the survey but also anticipate the views of stakeholders not surveyed. As a result, there are nine differentiated materiality analyses for agencies, designers, caterers, hotels, event locations, transport, boat tours, and personnel and technological services.

Example: "Agency" stakeholder universe



This analysis reflects the key reporting topics in sustainability in the individual service sectors. In the follow-up process, individual reporting criteria were assigned to these key reporting themes so that, ultimately, a total of 62 reporting criteria were assigned to 38 reporting topics. Those interested in the details of this process can request all the findings of the materiality analysis in the form of matrices.

Nationally and internationally recognised guidelines and frameworks were again taken as a basis to list the sustainable criteria, in particular, EMAS, ISO 14001, GRI and especially GRI EOSS. In a final step, the selected criteria were placed in four overarching subject categories. Through the individual materiality analyses, it was possible to establish an individual set of these criteria for each service sector.

The value of any given sustainability criterion in a set is determined by the influence of stakeholder concerns and its importance for one own's business. The core criteria, as they are called, have to be reported by participating companies. Here, businesses and services have to meet the set threshold values for these criteria to be listed on the Sustainable Meetings Berlin platform. Each participating company is also under an obligation to provide information on the reporting criteria and can, additionally, adopt other reporting criteria voluntarily in their individual reporting portfolio. In this way, a company can document its particular efforts and successes beyond the required core and reporting criteria.

Reporting process

The participating companies report in four principal themed areas:

Governance, Risk & Compliance (GRC)

For responsible and transparent corporate governance, behaviour across all levels of the company must comply with statutory requirements and follow a code of conduct applying to all employees representing stakeholder interests, e.g., shareholders, employees, customers, suppliers and investors. In this area of sustainability, the focus is primarily on a company adhering to mandatory statutory and sector-specific provisions and regulations, but also looks at how far other vital and, as a rule, self-regulatory ethical standards and requirements are met.

Business

In their core business, companies, as a matter of principle, ought to operate successfully in economic terms, yet also demonstrate social and ecological responsibility. Their products and services are to contribute to a sustainable development safeguarding the basis of life for future generations. Companies can demonstrate their responsible approach, an issue increasingly in the public eye, through such means as, for example, transparent cost management and an equitable pay structure.

Environment

This main area considers the environmental management of the participating companies. Environmental management is the section of organisational management concerned with operational and official environmental protection, i.e. with those business activities, products and services which impact the environment. In this area, the key indicators relate to cutting emissions, waste management and the safe treatment of hazardous substances.

Society

Sustainable companies think beyond their own immediate concerns and actively support society in their own surroundings. This main area focuses on a cross-section from a company's smallest unit, e.g., promoting employee potential, to such universally accepted social values as anti-discrimination and diversity management, and corporate involvement in civil society, e.g., donation policy.

Each themed area is assigned a particular number of reporting criteria, determined by the materiality analysis of the particular service sector. Each individual reporting criterion comes with concrete requirements which always follow the same process logic. The sustainability performance is classified in defined steps (20%, 40%, 60% 80% and 100%), based on a Continual Improvement Process (CIP). The lowest threshold is defined at 20%, usually the first step in a sustainability strategy, while 100% assumes setting, pursuing and updating goals and, in this way, documenting the CIP.

Access thresholds have been defined for core criteria essential for access to the platform. Monitoring the fulfilment of individual criteria takes place in the form of an audit by an independent auditor. The continuing tasks required for each single criterion in a successful audit are documented in groups specifically relating to the four themed areas.

Comply or Explain

The same principle applies to all criteria: comply or explain. This internationally accepted reporting principle enables participants not to comply to individual criteria for a time, or not at all.

To comply with a criterion implies that such compliance is fully reported as part of CIP and the requisite documentation is provided in full for the audit. In this case, the criterion is assessed in full and the participating company is assigned a degree of compliance expressed in per cent and documented.

However, in some cases, a company may be unable to comply with a criterion, for instance, as a result of a company's particular working methods. In such a case, the company has the option of explaining why it does not adhere to this particular criterion.

The following explanations are acceptable:

- The criterion is inapplicable to the organisation's activities. In the audit, evidence of this inapplicability is then checked. The criterion does not flow into the overall evaluation.
- The organisation can credibly show that it began CIP but it could not be concluded in the current audit. In this case, the organisation is given the opportunity of conducting a follow-up audit of the criterion concerned within 12 months.

All explanations have to be in writing and require the agreement of the highest body in the particular organisation.

Evaluation

Presenting the results

The sustainability of the participating companies is defined in percent using the categories below. In this process, the percentage values achieved in the reported criteria are averaged, producing the individual levels of sustainability in the four themed areas. There is no weighting of individual categories or criteria. The core criteria and reporting criteria established through materiality analyses always flow into the evaluation – either as zero percent or the particular percentage level achieved. The reporting criteria adopted voluntarily are only evaluated when they are reported.

The sustainability achieved then falls into one of these four categories:

- **Starter** (up to and including 30%)
- **Advanced Performer** (31 – 50%)
- **High Performer** (51% – 70%)
- **Leader** (71% – 100%)

Starter light

Starter light is a special category for businesses which have only just started on this scheme and are unable to fulfil all the core criteria. Within the framework of their core criteria, the businesses in the Starter light category only have to meet one of the core criteria in a group of criteria (for example, Environment or the U03 group of criteria). Hence, if the Environment / U03 group requires three core criteria (i.e., U03.01, U03.02 and U03.03 are all core criteria), a Starter light participant only has to meet one of them. This possibility is limited to core criteria and to the specific groups of criteria.

Sustainable
Meetings Berlin
Sustainability
Criteria

The 62 Sustainability Criteria of Sustainable Meetings Berlin

Environment

Environment	U01.01	Energy – Use of renewable energies	The organisation is powered by renewable energies or produces the renewable energies itself.
Environment	U03.01	CO2 emissions – Auditing carbon footprint	The organisation audits the carbon footprint of its business activities, products and/or services.
Environment	U03.02	Carbon footprint – Travel management system to cut CO2 emissions	The organisation operates a business travel management system. The carbon equivalents of the individual means of transport are audited and reduced.
Environment	U03.03	Carbon footprint – Mobility management strategies to reduce carbon emissions	The organisation operates a sustainable mobility management system applied internally and externally. Carbon emissions are strategically reduced.
Environment	U03.04	Energy management, energy saving and energy efficiency	The organisation has put energy management processes in place, and these relate to all energy sources (electricity, fuels, etc.).
Environment	U04.01	Carbon footprint – Avoidance of noise, light etc. and emission of harmful substances	The organisation operates a policy of environmental pollution control (noise, light, etc. as well as exhaust gases). This policy includes measurements, authorisations, dialogue and avoidance/reduction.
Environment	U05.01	Waste – Systematic waste avoidance, sorting, and recycling	The organisation operates general and systematic waste sorting and recycling processes for accumulating materials, devices, equipment and waste products. The aim is to introduce a recycling quota.
Environment	U06.01	Environmental management – Environmental management system in place	The organisation has environmental management processes in place.
Environment	U06.02	Environmental management – Increasing energy efficiency of facilities	The organisation has an overall plan to increase the energy efficiency of its electrical facilities and equipment.

Environment	U06.03	Environmental management – Safe treatment of hazardous materials	The organisation audits and analyses the annual amount of hazardous materials. All hazardous substances and materials containing hazardous substances are transferred to waste management facilities safely and in an eco-friendly manner.
Environment	U06.04	Environmental management – Putting green office strategies into place	The organisation takes ecological aspects into account in managing its office organisation. Guidelines exist for the individual areas (hazardous substances, waste, printing, etc). Employees are given training in issues in environmental protection and management as specified in internal guidelines.
Environment	U06.05	Environmental management – Reducing water consumption	The organisation regularly analyses and assesses water consumption, and systematically reduces it. This also includes, for example, approaches to save water.
Environment	U06.06	Environmental management – Eco-friendly furnishings for premises and locations	The furnishings (furniture, textiles, floor coverings, etc.) to equip event locations and business premises are recyclable.
Environment	U06.07	Environmental management – Using eco-friendly consumables	The materials brought into event locations and business premises to enhance their appearance (decorations, paints, floor coverings, etc.) or as supply items (cleaning agents, etc.) are low-pollution, eco-compatible and recyclable.
Environment	U07.01	Environmental costs – Carbon offset for projects and business activities	The organisation offsets carbon emissions from customer projects and business activities.

Society

Society	S01.01	Employee satisfaction – Promoting employee loyalty and motivation	The organisation has set itself the goal of being an attractive employer. It actively takes measures to enhance employee loyalty and motivation. These measures are embedded in an HR plan and are communicated transparently.
Society	S01.02	Work-life balance – Flexible working time models and CSR catalogue	The organisation promotes measures to create a positive work-life balance for the employees. These include, first and foremost, models of flexible working hours and measures to support a positive work-life balance and combine work and family. The organisation has a CSR catalogue of measures for workers not covered by collective bargaining agreements.

Society	S03.01	Occupational health and safety measures – Safeguarding productivity	The organisation complies with all statutory provisions on occupational health and safety, and social protection. Working standards (ILO core labour standards) are complied with. There are, in addition, requisite measures in place to ensure productivity at work.
Society	S04.01	HR strategy – Promoting staff development and training	The organisation has a HR plan in place to foster the development of employees' skills, which thus also serves corporate development. It is a training organisation.
Society	S04.02	HR plan – Strategic HR management	The organisation has HR management and an HR plan in place including skills analysis, resource planning and strategic recruitment. In these areas, sustainability factors also play a role.
Society	S04.03	HR strategy – Appraisal interviews and incentive system in place	In the organisation, appraisal interviews are held at least once a year with all employees and managers. The interviews assess performance, set targets for incentives (bonuses, etc., in particular for sustainable approaches) and request feedback.
Society	S04.04	HR strategy – Incentive system integrating aspects of sustainability	The organisation operates an incentive scheme that also includes sustainability criteria and goals. Employee-related goals for the company's sustainability topics are rewarded.
Society	S05.01	Diversity – Management of diversity and equal opportunities	The organisation has established a process ensuring diversity, equal opportunities and a heterogeneous staff.
Society	S05.02	Diversity – Ensuring the workplace is free from discrimination	The organisation has strategies and structures to identify and prevent discrimination of any kind.
Society	S05.03	Diversity – Integrating not-for-profit organisations	The organisation uses social contracting, obtaining products or services from companies/organisations in the not-for-profit sector.
Society	S06.01	Training and further training – Promoting professional and personal development	The organisation offers further training programmes and promotes the employees' professional training and personal development.
Society	S06.02	Training and further training – Developing skills in sustainability	All the organisation's employees and managerial staff are regularly given specific training in those skills relating to the content, methods and guidelines in the areas of sustainability and CSR (corporate social responsibility).

Society	S07.01	Suggestion scheme – Strengthening sustainable processes	The organisation has a company suggestion scheme. Among other things, the scheme is expressly directed to strengthening and stabilising sustainable processes in the organisation.
Society	S09.01	Dialogue – Involving stakeholders' groups	The organisation is in an active dialogue with its stakeholders. It documents and takes into account stakeholder interests, and respects the results of this dialogue. The dialogue raises the stakeholders' awareness of sustainability issues.
Society	S10.01	Accessibility – facilitating participation	On its business premises, the organisation has facilities for people with disabilities or special needs and is accessible.
Society	S11.01	Social commitment – Regulating donations and sponsoring	The organisation is active in supporting non-profit and social organisations, sponsors events and/or makes donations. A clear plan and guidelines are in place for these activities.
Society	S11.02	Social commitment – Supporting company volunteer programmes	The organisation supports the employees' personal commitment in the social area and corporate volunteer programmes. A clear plan and guidelines are in place for these activities.

Business

Business	W01.01	Quality – Introducing structured quality management	The organisation has structured processes in place facilitating efficient quality management.
Business	W01.02	Quality – Establishing a structured complaints management procedure	The organisation has a structured complaints procedure in place. The complaints are documented.
Business	W01.03	Quality – Regular dialogue with stakeholders to improve quality	The organisation conducts a dialogue with its stakeholders (in particular, customers). The results flow into the development of products and services. In this process, aspects of sustainability are taken into account.
Business	W02.01	Risks – Established risk analysis of products and projects	The organisation has a process of risk identification and assessment in place.
Business	W03.01	Innovation – Expanding the sustainable service portfolio	The organisation offers sustainable products and services and systematically expands its sustainable service portfolio.

Business	W03.02	Innovation – Sustainable product and innovation management	The organisation is forward-looking in its actions. It has structured innovation projects in place to grow internal sustainability and develop sustainable products and solutions.
Business	W04.01	Security – Establishing a user safety process	The organisation has firmly integrated user safety processes in its workflow and production processes.
Business	W06.01	Budget discipline – Structured bid and invoicing management	The organisation has a structured and documented process in place for transparent cost management from bids to commissioning and evaluation. The bids and invoices are itemized in detail.
Business	W07.01	Remuneration policy – Equitable remuneration structure	The organisation has documented remuneration policies and collective bargaining agreements.
Business	W08.01	Suppliers – Aligning the supply chain along sustainable lines	The organisation aligns its supply chain along ecological, social and ethical lines (conserving resources, fair trade, regional preference, effective systems to prevent child labour and promote human rights, accepted labour standards, etc.) and favours these suppliers in the purchasing process.
Business	W08.02	Suppliers – Monitoring sustainability criteria in the supply chain	The organisation monitors the supply chain following defined purchasing criteria and obliges its suppliers to adhere to ecological, social and ethical standards.
Business	W08.03	Suppliers – Hiring of sustainable locations	The hiring of event venues takes sustainability and sustainability criteria into account.
Business	W09.01	Resources – Efficient purchasing of sustainable products and services	In purchasing, there is verifiable evidence of considering resource-efficiency, environmental and social auditing, and the full costs down the entire life cycle of key procured goods and services.
Business	W10.01	Financing – Ecological and ethical financial participation	The organisation aligns its financial participation with ecological and ethical criteria (choice of bank, investments and funding, etc.).
Business	W12.01	Memberships – Transparent information on association memberships	The organisation provides transparent information on its membership of federations and associations (business, sector, not-for profit).

Governance, Risk and Compliance

GRC	G01.01	Governance – Integrating a sustainability strategy	The organisation has a sustainability strategy in place and has integrated it into the corporate strategy. Clear responsibilities are defined. It contains ethical, economic, ecological and social components, and these are communicated transparently.
GRC	G01.02	Governance – Implementing sustainability goals	The organisation has defined qualitative and/or quantitative sustainability goals, implements these targets systematically, monitoring how far they have been realised.
GRC	G01.03	Governance – Sustainable business development management	The organisation regularly analyses the key opportunities and challenges for sustainable business development. These analyses flow into the company's sustainability strategy and risk management.
GRC	G02.01	Compliance – Observing laws and guidelines.	The organisation provides clear information on the statutory and sector-specific provisions and regulations that apply to it. It describes compliance processes, and how this is communicated transparently.
GRC	G02.02	Compliance – Integrating a code of conduct	The organisation has a code of conduct and/or binding compliance guidelines in place as well as internal structures to implement them. The guidelines are communicated transparently and integrated in training programmes.
GRC	G02.03	Compliance – Active incident management for breaches of compliance	The organisation operates an active policy of incident management, taking targeted action against conduct in the organisation contravening ethical standards or infringing civil or criminal law. In cases of serious breaches of compliance by a business partner, the business relations with that partner are terminated.
GRC	G03.01	Data Privacy – Ensuring data management meets the statutory requirements	The organisation has a process in place applying the EU's General Data Protection Regulation (GDPR) to customer and participant data.
GRC	G04.01	Corporate culture – Communicating the sustainability vision statement	The organisation has a vision statement with sustainability and social responsibility as essential elements. The sustainability vision statement is communicated transparently.
GRC	G05.01	Transparency – Public sustainability reporting	The organisation has a reporting system in place (annual report or sustainability report) providing information on how far sustainability indicators meet the standards in a recognised scheme, for example, the German Sustainability Code.

GRC	G06.01	Risk analysis – Structured risk management	The organisation operates structured risk management, identifying and evaluating the key risks connected with its business.
GRC	G07.01	Shareholders – Transparent information on shareholder structure and participations	The organisation provides transparent information on its shareholder structure, reporting on ongoing dialogue with its shareholders and the content of such dialogue.

Further Criteria

These criteria are at present in development and/or in the stakeholder process.

Business	W05.01	Performance – Sustainable economic performance
Business	W11.01	Rating & Reputation
Society	S08.01	Co-determination – Integrating employees
Society	S12.01	Social commitment – Treatment of voluntary workers

Legal

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