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# MATERIALITY ANALYSIS


## Material aspects

In 2014 and in 2016 we conducted a materiality analysis in accordance with **G4 guidelines**, to determine whether the issues we present are relevant and valuable to our stakeholders, and to ascertain whether they are still sufficiently in line with our strategic plans.

 For detailed information regarding the 2016 materiality analysis we refer you to the materiality section published in the CSR Report 2016.

In 2018 we commissioned our partner Sustainalize to analyse parking policies in a number of our target cities. Surveys were conducted in 14 cities in 6 countries, the Netherlands, Belgium, Germany, UK, France and Denmark.

Armed with the results of this desk research, we revisited our materiality analysis, redefined our CSR strategy and rationalised the number of targets we measure. These changes have enabled us to simplify the data collection and reporting process on our material goals and targets.

 For detailed information regarding the 2018 materiality analysis we refer you to the materiality section published in the CSR Report 2018.

By placing an emphasis on materiality, we provide disclosures and indicators that reflect our economic, environmental and social impacts, on the basis of the analyses mentioned before. To make it easier for stakeholders to navigate this report, we have mapped material topics with the Q-Park Liveability Model.

Material topics, in order of impact	Liveability Model	CSF, KPI or Other
Economic performance	Value Capturing	Financial performance
Partnerships	Value Capturing Value Retention	Smart contracts Co-creation
Corporate reputation and ethics		Governance & Policies
Employee satisfaction and employment practices	Value Retention	Employees
		What we can do better
Parking integrated with other modes of transport	Value Creation	Mobility hubs
Customer satisfaction	Value Creation	Expertise / CSSs
Facilitating cars with enhanced environmental performance	Value Sharing	E-charging
Accessibility of parking facilities	Value Creation	Accessibility
Compliance with law and regulations		Governance & Policies
Training and education	Value Retention	Employees
Parking information	Value Sharing	Parking information
Energy consumption	Value Capturing	Environmental footprint / Energy efficiency
Innovation and digital capabilities	Value Sharing Value Retention	Digital services Co-creation
Transparent and integrated reporting		CSR Report
Local community: health and safety	Value Retention	Employees / Health & Safety