

We
Develop
Quality

Urban liveability

STRATEGY

SUSTAINABLE DEVELOPMENT GOALS

Figure 4: UN 17 Sustainable Development Goals (SDGs)



As one of Europe's leading parking service providers, Q-Park wants to demonstrate its contribution to the UN Sustainable Development Goals (SDGs). These are 17 aspirational Global Goals, supported by 169 targets.

The SDGs were established by the United Nations in 2015 to address the biggest global issues – ranging from ending hunger and poverty to addressing climate change.



Although Q-Park's business potentially has an impact on all 17 SDGs, we have identified two that align most with our business, strategy and objectives and where we believe we can make a difference. These are SDG 9 (Industry, innovation and infrastructure) and SDG 11 (Sustainable cities and communities).

Why are these SDGs significant to Q-Park?

Today 3.5 billion people, that is half of humanity, live in cities. With an ever-increasing world population, greater numbers of people living in urban areas, and rising prosperity, urban infrastructure is becoming significantly more important.

One of the accompanying challenges for municipalities is to maintain a liveable city as they contend with a range of issues: congestion, traffic cruising for a place to park, reduced accessibility, air pollution, and unattractive unsafe streets and squares full of parked cars. Furthermore, smart city elements that connect the physical with the digital world are increasingly finding their way into our lives.

We have further aligned our CSR strategy with the SDGs and identified the relevant sub-targets.

The following table shows the relationship between the SDGs that are the most relevant for Q-Park and the company's contribution.

SDG	Description Sustainable Development Goal	Q-Park's activities and contribution
9.1	Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all.	By offering attractive parking facilities we make urban amenities and vital functions (such as hospitals, airports, universities and city centres) accessible.
9.4	By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities.	<div> <div></div> Investments in LED lighting to reduce energy consumption. </div> <div> <div></div> Offering e-charging stations to support the use of environmentally friendly mobility options. </div> <div> <div></div> Offering parking near public transport nodes and bicycle parking for environmentally friendly 'last mile' needs. </div>
11.3	By 2030, enhance inclusive and sustainable urbanisation and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.	Q-Park works closely with municipalities to analyse changing mobility patterns and devise innovative responses. We know that regulated and paid parking are an integral part of urban mobility. Instruments we use to promote sustainable urban mobility include smart parking tariff structures and allowing residents with parking permits to park their cars in a Q-Park car park in the evening.
11.6	By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management.	<div> <div></div> Reduce search traffic by providing dynamic parking information. </div>
11.7	By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities.	<div> <div></div> Off-street / underground parking as a means to create car-free zones and public spaces that can be used for recreation, greenery, etc. </div>
11.A	Support positive economic, social and environmental links between urban, per-urban and rural areas by strengthening national and regional development planning.	<div> <div></div> By offering P+R solutions and by being part of mobility hubs, Q-Park contributes to connecting rural and urban areas as well as to reducing car traffic in city centres. </div>

HOW WE CREATE VALUE

Q-Park's strategic ambition is to be the strongest European car parking operator that best understands and seizes car parking market opportunities.

Our strategic focus is to create value for all stakeholders: shareholders, landlords, municipalities, commercial partners, customers and employees.

Q-Park operates in a dynamic environment. To provide a dynamic response to external events and market trends our tactical plans are built on five focus areas:

- | Portfolio of strong locations
- | Differentiated contract types & propositions
- | Digital & pricing capabilities
- | Operational excellence
- | Proactive learning organisation

We maintain and strengthen our position by remaining alert to new developments and responding with forward-looking strategies.

Ongoing dialogue with our stakeholders is vital to ensure that their interests and needs are represented in the choices we make.

Our materiality analysis helps us to understand the most relevant issues.

- | We aim to gain substantial benefit by utilising our scale of operations and market position.
- | We want to increase the margins on our operating activities by focusing on efficiency.
- | We focus on increasing our market share through acquisitions and different types of lease and management contracts.

Integral mobility

Our aim in society is to be an integral part of city mobility policies and to work towards sustainable freedom of mobility.

We achieve this through adopting a fair pricing policy, facilitating actual and relevant information provision, and integrating with alternative modes of transport.



Sustainable value

- | We create sustainable value in society with our parking products: they help to improve quality of life and to reduce air pollution generated by traffic cruising for a place to park.
- | As a proactive learning organisation, we enhance our employees' job satisfaction and their competences by providing relevant training and education.
- | And for the parking customer, we add value by providing functional products and services and by involving them in our activities.

Value clarification

To clarify the sustainable value we create, we use the following categories throughout this report:

- | Value creation
- | Value capturing
- | Value sharing
- | Value retention