

# SUSTAINABILITY STRATEGY

## 2023

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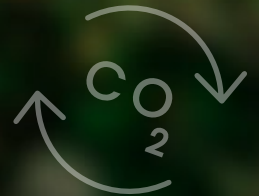
## INTRODUCTION

*„Sustainability begins in our own environment and therefore also in our entrepreneurial activities. Everyone can and should play their part. It is up to us to leave behind an ecologically, socially and economically sustainable society. We are facing up to these challenges with our sustainability strategy: For example, it provides for a continuous review of our service portfolio and our supply chains. If necessary, we react and replace products and services with more sustainable alternatives.“*



**CHRISTIAN PELLENZ**

Managing Director | BESL Eventagentur GmbH & Co. KG



## MEISTERSAAL AT POTSDAMER PLATZ

The Meistersaal has been a Berlin event institution for over 100 years. Built in 1913 by the guild of the building trade as a concert hall, it achieved world fame as the legendary “Hansa Studio 2” at the end of the 1970s. David Bowie wrote “Heroes” here and U2, Iggy Pop, Depeche Mode and Nick Cave also produced legendary albums here.

With our sustainability strategy, we want to make an active contribution to more sustainable business practices and are gradually placing the four pillars of sustainability – society, economy, ecology and compliance – at the centre of our corporate culture. To this end, we undergo further training and regularly exchange ideas with experts in order to better recognise potential and continuously develop ourselves further.

For example, social commitment is already an integral part of our sustainable business practices. We regularly support social projects and NGOs in their event activities.



## BESL EVENTAGENTUR

We organise events that we are proud of. As a full-service agency with strong implementation skills, we cover the entire range of services required for a first-class event - from creative conception, precise planning and detailed production to careful event realisation and final evaluation.

Our structured approach does not restrict creative freedom. On the contrary, we combine the highest level of commitment and quality standards with effective cost awareness. Our loyalty and honesty not only apply internally, but also extend to our customers and partners. BESL Event Agency has not only established itself as a pioneer in the field of innovative event concepts, but we also consistently focus on a comprehensive sustainability strategy.

At a time when ecological and social responsibility are becoming increasingly important, we have recognised that sustainable action is not only an ethical obligation, but can also contribute to long-term success and a positive social impact.

This introduction provides an insight into our impressive initiatives and strategic approaches that aim not only to make events memorable, but also to leave a positive environmental footprint.



## PILLARS OF SUSTAINABILITY

As a basic intention, we pursue the values that are derived from the four pillars of sustainability and want to pass these on to our society and partners as a important message.



### SOCIETY

We place people and the common good at the centre of our actions. Justice, security, fair pay, the protection of employees' interests and the opportunity for training and professional development are our top priorities.



### ECONOMY

Economic sustainability requires sustainable business practices. As a sustainable company, we also generate profits that are channelled into maintaining our historic event location, for example. Our aim is to act in such a way that future generations are not harmed.



### EKCOLOGY

Ecological sustainability requires companies to protect the environment, including natural resources. As a sustainable company, we are committed to the conscious use of water, energy and finite raw materials. This applies in particular to the consistent reduction of CO<sub>2</sub> emissions.



### GOVERNANCE, RISK & COMPLIANCE (GRC)

Governance refers to corporate management in accordance with defined guidelines, while the term risk covers risk management and compliance refers to adherence to rules and laws. We always take all three areas into account.

## SOCIETY



We prioritise the common good and the well-being of all **employees**. For this reason, the objective of being a dynamic and attractive employer includes promoting all wishes and individual aspects of employees and supporting them in their further development. We promote the satisfaction of every single employee, both individually and as part of a team.

**Human rights and equality** are non-negotiable. BESL is committed to social coexistence and a stable society worth living in.

**Social commitment** is part of our sustainable behaviour. We want to give something back. That is why we regularly support social projects and NGOs.

**SOCIETY****What we have already implemented and achieved**

- + Flexible working time model enables a good work-life balance
- + Continuous promotion of employee loyalty and motivation
- + Regular employee appraisals
- + Enabling participation in further education and training events
- + Enabling participation by creating barrier-free structures
- + Creating a training position including the possibility of a permanent position
- + Joint team events to promote good cooperation
- + Promotion of personal responsibility
- + Trusting communication culture through a flat hierarchy
- + Company pension scheme, which can be taken out individually
- + Support for social projects, e.g. AIDS Gala, Christmas campaign for children of "Die Arche", fundraising campaign for NGOs on the Polish/Ukrainian border, etc.

**What we want to realise and achieve in the future**

- + Support company volunteer programmes
- + We want to sign the Diversity Charter and thus commit ourselves to working together without discrimination, prejudice or disadvantages.

**ECONOMY**

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We have been a reliable partner for our **customers and stakeholders** for 20 years. Thanks to planned management and organic growth in a dynamic market, we have been able to create a solid economic basis that gives us the stability we need to successfully master challenges, even in times of crisis.

**The management** is responsible for this. Through a transparent and open communication culture, including with the stakeholders involved, we define goals for sustainable business development and develop appropriate strategies to fulfil them. In doing so, we always pay attention to the resource-conserving use of materials and compliance with legal and social standards.

The economic success of our agency is absolutely essential in order to be able to realise the sustainability goals in all areas. That is why we are always informed about the current market and keep a close eye on trends.



## ECONOMY



### What we have already implemented and achieved

- + Stable and continuous growth
- + We maintain a culture of open dialogue with our stakeholders for mutually stimulating cooperation and further development
- + As a member of the Berlin Event Network e. V., we are involved in the large network of entrepreneurs from the MICE industry in this city
- + Offering several sustainable products and services
- + Employees receive the same pay for the same position with the same qualifications
- + Certification as a Sustainable Meeting Partner



### What we want to realise and achieve in the future

- + Continuous expansion of the service portfolio with sustainable products and services
- + More sustainable alignment of our supply chain and regular dialogue on sustainability issues
- + Introduction of structured quality management
- + Improvement of structured complaint and feedback management

## ECOLOGY



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Environmental and climate protection and the preservation of our livelihoods offer added value for all of us – now and in the future.

We therefore endeavour to work in an environmentally, climate and resource-friendly manner along the entire value chain and to continuously review our processes in order to identify and exploit further opportunities for improvement.

The **energy supply** for events is one of the key issues in sustainable event management: sound systems, lighting, stage technology, heating, broadcasting technology, etc. offer numerous starting points for increasing energy efficiency and thus reducing CO<sub>2</sub> emissions.

Our **waste management** begins with consistent waste avoidance. Unavoidable waste is recycled as far as possible.

## ECOLOGY



### What we have already implemented and achieved

- + Achieving 100% use of renewable energy in all energy in all our office and event spaces
- + Establishing processes for energy management
- + Reducing paper consumption in everyday office life by digitalising processes
- + Compliance with the legal requirements for emission protection
- + Waste separation in all areas according to at least paper, recyclables and residual materials
- + Proper and correct handling and disposal of hazardous substances
- + Fairtrade coffee for offices and events
- + Sustainable snack boxes for taking food away after events



### What we want to realise and achieve in the future

- + Reduce our energy consumption in the office by 15 %
- + Use motion detectors and astro clocks for lighting control
- + Installation of energy-saving LED lamps (18 W instead of 100 W – approx. 80 % saving with longer service life)
- + Use of LED and energy-saving lamps at the workstations
- + Preparation of an annual energy balance sheet
- + Working according to the „recognise, reduce, compensate“ approach
- + A better and more comprehensive understanding of the waste produced in order to determine an average quantity
- + Sensitising employees to the efficient use of electricity and water and the conscious consumption of office materials
- + Increased use of low-emission and recyclable materials and products materials and products and continuous replacement of existing products

## GOVERNANCE, RISK & COMPLIANCE (GRC)



**Governance** provides us with the framework for how responsibly we act as a company. How we are perceived and how successful we can be depends crucially on the collective awareness, the thinking, feeling and behaviour - of all BESL employees.

**Risk** stands for risk management with known and unknown risks through defined risk analyses. BESL has listed its primary risks and provided them with appropriate measures in order to better recognise problem situations and their consequences through early indicators and deal with them proactively in order to minimise risks.

**Compliance** is responsible for compliance with and consideration of all laws and applicable social norms. It forms the basis of all business processes and entrepreneurial activities of BESL. Deviations can be reported via the e-mail address [compliance@besl-eventagentur.de](mailto:compliance@besl-eventagentur.de). The anonymity of the informer is guaranteed by our Compliance Officer Christian Pellenz.

## GOVERNANCE, RISK & COMPLIANCE (GRC)



### What we have already implemented and achieved

- + Integration of a sustainability strategy and a code of conduct and continuous growth
- + Carrying out a SWOT analysis on a recurring basis
- + Compliance with legal and industry-related regulations
- + Ensuring legally compliant data management
- + Developing a risk analysis
- + Ongoing communication with shareholders and stakeholders
- + Favouring food producers from the region, wherever possible in organic quality
- + Transparent presentation of the corporate structure and involvement in associations



### What we want to realise and achieve in the future

- + Transparent price structure for non-profit organisations
- + Reduce and avoid products from non-fair origins and production
- + Increased communication of the sustainability vision
- + Examine the feasibility of registering as a member of the German Global Compact Network

## CONTACT PERSONS AND RESPONSIBILITIES



**CHRISTIAN PELLENZ**

Environmental Management  
Risk Management



**DANIELA REIMANN**

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Inclusion  
Complaints Management



**MARKO KOSCHARE**

Human Resources Management  
Diversity



**MARION RADSZUWEIT**

Innovation Management



### Commitments

- + Code of Conduct
- + Commitment to include sustainable services in the product portfolio
- + Commitment to increase the recycling rate
- + Commitment to a fair tariff structure
- + Commitment by management to comply with occupational health and safety regulations
- + Self-commitment to anti-discrimination
- + Commitment to comply with legal and industry-related provisions and regulations

# THANK YOU VERY MUCH!

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