



AXICA KONGRESS- UND  
TAGUNGSZENTRUM

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SUSTAINABILITY STRATEGY

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MAI 2021



**AXICA**

KONGRESS- UND TAGUNGSZENTRUM



# SUSTAINABILITY COOPERATIVE COMMON GOOD

We are an event location with premium catering in the heart of Berlin, directly at the Brandenburg Gate. We stand for high sustainable and humane quality standards, creativity and the preservation of the impressive architecture penned by international star architect Frank O. Gehry.

As a premium location and caterer in one of the most iconic places in Germany, we want to become sustainable in the long run. We are convinced that being a premium provider only makes sense in a sustainable context.

*"It is about thinking in terms of values  
instead thinking in terms of just numbers "*

(C. Felber - founder of the common good economy)

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# SUSTAINABILITY, COMMON GOOD, COOPERATIVE

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We act according to the cooperative values, these are: Partnership, Transparency, Solidarity, Common Good and Member Responsibility. Thus, one of our goals is to build more awareness of our roots as a company committed to cooperative ventures and to take the core message of cooperative enterprises out into the world. We want to change society for the better and thus give our (professional) lives a deeper meaning.

With this in mind, we have structured our company accordingly and constantly set ourselves new goals. To achieve these, we continue to educate, exchange ideas and support each other. We live sustainability as part of our corporate culture. We know that it takes time to achieve our ambitious goals, but we are prepared to take it step by step. We are embarking on a journey together.

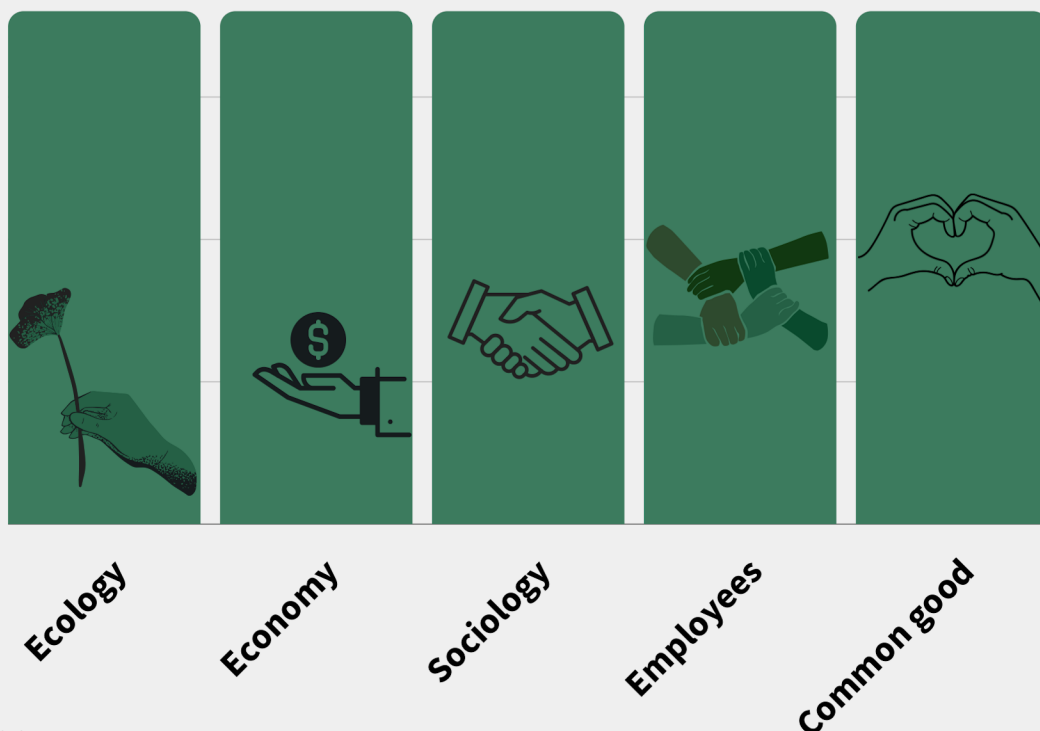
In addition to the 3 classic pillars of sustainability: ecology, economy and sociology, we place particular emphasis on these other areas, which complete the measures for us:

## Employees & Common good

In addition to environmentally conscious actions, we are aware of our responsibility for employees and society and attach great importance to fair cooperation, social commitment and diversity. However, economic thinking must also be considered, because without it we cannot exist as a company. We engage in dialog with our customers and service providers and make proactive suggestions to make their events more sustainable. It is our ambition to take a leading role in the field of sustainability in the event industry.

We act on the basis of all legal requirements and due diligence and promote fair and transparent interaction in the business context.

## THE AXICA-PILLARS OF SUSTAINABILITY



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# OUR EMPLOYEES...

... are our most valuable asset. The well-being of society and especially of our employees is, of course, at least as important to us as protecting the environment

Therefore:

- we want our employees to be able to reconcile work and family life. To this end, we offer flexible working time models and respond to the needs of our employees with individual contracts and arrangements. We enable mobile working, sabbaticals and a lifetime working time account. Of course, we allow both men and women to take parental leave and guarantee paid vacation during this time as well.
- we conduct bi-annual interviews with our employees to find out how satisfied they are and to identify potential suggestions for improvement and objectives. Sustainable commitment is also discussed and specific goals are set.
- Further training and development is not only made possible, but is a requirement. Training opportunities and goals are included in discussions with our employees and can always be discussed with management whether from the existing portfolio of training opportunities or from their own initiative. Regular training is provided on topics that affect the entire team.
- we have a specialist for occupational health and safety as well as a safety specialist. Inspections are carried out and documented on a regular basis. Applicable law forms the basis of our actions.
- we promote diversity. We have signed the Diversity Charter and observe the AGG (General Equal Treatment Act). We are thus committed to working together free of discrimination, prejudice or disadvantage. Every person is of equal value.
- we have set up an internal suggestion scheme through which employees can participate in, and contribute to, the further development of AXICA and, above all, its sustainable trading operations.





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## WHAT WE STILL WANT TO ACHIEVE:

establish a partnership with an inclusive education provider in the next three years, through which possible internships or apprenticeships can be offered at AXICA

find a suitable partner for a company health management, who supports and promotes us regularly with lectures, workshops and trainings

Introduction of the 32-hour week by 2022 and no more overtime

Team events and seminars on sustainable topics

Promoting people with impairments or disabilities in the application process

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## OUR CONTRIBUTION TO THE INSUSTAINABLE DEVELOPMENT GOALS (SDGS):

**1** NO POVERTY



**3** GOOD HEALTH AND WELL-BEING



**4** QUALITY EDUCATION



**5** GENDER EQUALITY



**8** DECENT WORK AND ECONOMIC GROWTH



**10** REDUCED INEQUALITIES



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# COMMON GOOD

As anchored in our vision, we would like 50% of all events in our house to be meaningful - and value-oriented by 2025. For this, we enable non-profit and public-benefit oriented companies / organizations to have easier access to our venue. For the selection of organizations, we would like to use the SDGs as a benchmark.

We want to contribute to a sustainable economic model with our solidarity-based actions. We enable sustainable and creative encounters and participation, despite the premium and price-intensive location in a central and historical place. We strongly believe human encounter and its contents have social significance.

All our activities are aimed at giving our company a deeper meaning at this location in the cooperative network, which goes beyond the provision of space or catering, in order to achieve social and not just economic relevance.



# COMMON GOOD

## WHAT WE HAVE ALREADY ACHIEVED:

- Joint development of a vision and mission
- Involvement in the ECG (Economy of the common good) Berlin / Brandenburg Entrepreneurs' Roundtable
- Creation of this environmental and sustainability declaration
- Signing of a Codex for Sustainability of the Event Industry
- Strengthening further voluntary commitment of our employees: we spend 2 mindfulness days in the company with each other or grant additional vacation days for individual commitment.
- Voluntary commitment of employees in the area of kitchen / service at non-profit events.



## WHAT WE STILL WANT TO ACHIEVE:

- Publication of our ECG balance sheet - compiled in a peer group
- Transparent price structure for non-profit organizations
- Increasing the visibility of our origins in the cooperative network and thus spreading the core message of cooperatives

## OUR CONTRIBUTION TO THE UN SUSTAINABLE DEVELOPMENT GOALS (SDGS):

**4** QUALITY EDUCATION



**5** GENDER EQUALITY



**8** DECENT WORK AND ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE



**11** SUSTAINABLE CITIES AND COMMUNITIES



**16** PEACE, JUSTICE AND STRONG INSTITUTIONS



**17** PARTNERSHIPS FOR THE GOALS



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# ECOLOGY

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## DOING JUSTICE TO OUR ENVIRONMENT

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... is a matter of priority to us. As a premium venue and caterer, we consider ourselves responsible for keeping our ecological footprint as small as possible.

We regularly review the success of our environmental measures and, wherever necessary, we will make further improvements. To this end, we engage external partners to measure and reduce our emissions.

Environmental responsibility is shared by all employees. The management bears special responsibility for implementing and exemplifying the environmental guidelines laid down here and for motivating and training employees in this task.



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# ENERGY

## Electricity / Heat & Cooling / Water

We have established processes for energy management. These cover all energy sources (electricity, fuels, water, etc.) and are continuously reviewed and adapted to the changing requirements of business operations.

AXICA is committed to producing an annual energy audit which includes proposals for savings. Similarly, we offset our own unavoidable emissions and support an initiative in Ghana that provides environmentally friendly, effective cooking stoves to rural village communities.

## WE HAVE ALREADY ACHIEVED A GREAT DEAL - WE...

- operate climate-neutrally according to the "recognize, reduce, compensate" approach
- purchase 100% green electricity
- sensitize our employees to the efficient use of electricity and water and the conscious consumption of office materials
- give preference to food producers from the region and, where possible and sensible, to organic produce
- have modernized our hand-washing faucets with water-saving models
- optimize the use of our dishwashing equipment through regular maintenance and technical adjustments, training, and a usage concept adapted to volumes
- use energy-saving light bulbs
- promote low-emission mobility & travel management
- cooperate with Deutsche Bahn - offer the DB event ticket
- reduce the use of air-freighted foodstuffs

## WHAT ELSE WE WANT TO ACHIEVE:

- further reduction of CO2 emissions
- Reduce drinking water consumption
- Climate neutral building





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# PROCUREMENT / PURCHASING

When procuring all necessary goods and services, we are committed to giving consideration to the evaluation of energy-efficient products and services for their ecological and economic aspects over the entire life cycle of the wares. Particular attention is paid to the recyclable nature of the products together with its impact as a possible pollutant.

In our kitchens, we attempt to prepare regional, seasonal and fair-trade products as far as possible. We want to know where our products come from, how they are produced, how the local producers are committed to sustainability and human dignity, and we want to minimize the delivery route to us. Therefore, we work with selected partners from Berlin and the region who supply us with their, often, very special products.

In our commitment to an efficient use of resources and the sustainable protection of our environment, we feel obliged to include AXICA's suppliers in our environmental policy objectives and to motivate and support them accordingly. We give preference to suppliers who act sustainably.

## WE HAVE ALREADY ACHIEVED A LOT - WE...

- establish a catalog of criteria for the use of food on the basis of sustainable criteria
- give preference to suppliers who are themselves committed to sustainability and the values of public welfare and human dignity
- prefer food producers from the region, wherever possible in organic quality
- reduce and avoid as far as possible the use of air-freighted goods and increase the use of products from the region
- reduce and avoid products of non-fair origin and production
- do not use products from crisis areas - if, then only from appropriate initiatives
- communicate consciously with our customers on the subject of sustainability and the environment.

## WHAT WE STILL WANT TO ACHIEVE:

- Expand our criteria catalog purchasing/procurement to other service areas, such as personnel services, technical companies and furniture rentals
- Involvement of at least one social contracting partner for services and supplies
- Reduction of the supply of sugary drinks

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# WASTE

AXICA's waste management starts with the purchase of goods and services. In our regular supplier discussions, we actively involve our partners in the avoidance of packaging waste, demand reusable & deposit systems for packaging.

## Food

For our food, we order in precise amounts according to our recipes and produce in our in-house kitchen with the appropriate hygiene concept.

Food and dishes that are kept in stock for re-stocking buffets are only produced and prepared as and when needed. In this way AXICA can avoid the over-production of dishes which are not needed due to the non-appearance of guests at an event e.g. and are produced in such a way that lends them easily to cold storage and later processing.

Food left on a buffet at the event can be taken home by guests in specially provided To Go Boxes with appropriate liability waivers.

Once a month, we offer a charity lunch at our tenant bistro in the building that addresses the issue of food waste. We donate half of the money raised here to GemüseAckerdemie e.V. (a charitable company for the environmental production of vegetables)

These 3 measures significantly reduce AXICA's food overproduction.



## Hazardous materials and consumables

Together with our customers and partners, we strive to keep the finishing materials (decorations, paints, floor coverings, etc.) and consumables (cleaning agents, etc.) brought into event and operational facilities as low as possible in hazardous substances and employing environmentally friendly and recyclable materials.

We are obliged to comply with the Hazardous Substances Regulations. Hazardous substances in the company are regularly checked and a switch to environmentally friendly cleaning agents, etc. based on lemon, has been made as far as possible. Hazardous substances are disposed of in accordance with legal requirements and therefore do not end up in normal waste or drains.

## WE HAVE ALREADY ACHIEVED A GREAT DEAL - WE...

- actively reduce the use of hazardous substances and chemicals
- reduce the amount of printed material and signage through digital solutions
- reduce the use of paper towels in sanitary facilities, offices and coffee kitchens
- optimize waste separation and recycling through training and provision of bins
- reduce waste and food waste through training, raising employee awareness
- regularly hold a charity lunch in the in-house bistro with surplus products
- communicate proactively with our customers on the topic of sustainability and the environment

## WHAT ELSE WE WANT TO ACHIEVE:

- Reduce the use of single-use plastic films, also in consultation with suppliers
- Expansion of reusable and deposit systems for food deliveries
- Transparent guidelines on the use of consumables and decoration materials at events



## OUR CONTRIBUTION TO THE UN SUSTAINABLE DEVELOPMENT GOALS (SDGS):

**2** ZERO  
HUNGER



**6** CLEAN WATER  
AND SANITATION



**7** AFFORDABLE AND  
CLEAN ENERGY



**8** DECENT WORK AND  
ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**13** CLIMATE  
ACTION



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# IN OUR KITCHENS WE WANT TO...

... prepare regional, seasonal and fair-trade products as far as possible. We want to know where our products come from, how they are produced, how much the local producers are committed to sustainability and human dignity, and we want to keep the delivery route to us as short as possible. Therefore, we work with selected partners from Berlin and the region, who supply us with their, often very special, products.

We educate our customers about sustainability and try to organize every event with the environment in mind. For us the offering of vegetarian and vegan options is a given, partly in order to help the climatic balance, as well as the re-use wherever possible of food products. Precisely calculated meal concepts form the basis of this for us. Not every surplus can be avoided, so we regularly offer a charity lunch in our bistro, where unclaimed products from events are offered.



## OUR CONTRIBUTION TO THE UN SUSTAINABLE DEVELOPMENT GOALS (SDGS):

**2** ZERO  
HUNGER



**4** QUALITY  
EDUCATION



**8** DECENT WORK AND  
ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**14** LIFE  
BELOW WATER



**15** LIFE  
ON LAND



**17** PARTNERSHIPS  
FOR THE GOALS



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# OUR CULINARY MISSION STATEMENT:

## LESS WASTE

- We process plant-based products from root to tip - what's edible doesn't go to waste.
- We also process products of animal origin in a holistic manner: what is not used becomes jus or stock. What is left over from the buffet can - very gladly - be taken away - the reduction of food waste and garbage is thus reduced by giving delegates the possibility of taking away leftovers at the end of the events in supplied cardboard containers.
- Regularly holding the Charity Lunch at the Bistro: 50% of the sales go to the GemüseAkerdemie. The offered meals are surplus to requirements at events and thus also counteract the waste of food.
- The local vegetables are delivered from the agriculture around Berlin and are free of disposable packaging, the delivery being made exclusively in reusable packaging.

## THINK GLOBAL ACT LOCAL

- We regularly attend trade fairs, workshops, seminars and understand the major trends in the food world, even away from the culinary focus on Berlin.
- Thus, we have our finger on the pulse of current trends and ideas and can always create innovative, special menus for our customers based on their requirements and our gathered, collective experience.
- Using the best available products from our regional partners, we always endeavour to create new, special and individual menus and food concepts.

## EXPERTISE

- We maintain close and trusting contact with our long-standing suppliers, who support us with products of the very best quality.
- We are chefs, butchers, pâtissieré and love what we do. That is why we handle all food with appreciation and loving care and combine old knowledge with new products.
- We seek direct dialogue with our customers, suppliers, employees and competitors.
- We pass on our knowledge to our apprentices.



# COMMITMENT & DONATIONS...

...are part of our sustainable trading we pursue a policy of giving something back. Since 2019, in which we ceased giving away gifts in kind to our customers, we have moved towards using the money to support projects such as tree sponsorships via "Plant-for-the-planet" and we are currently looking for a suitable, regional successor to this project.

We pay our CO2 emission compensations to the initiative "Clean cooking stoves in Kumasi/Ghana", this action annually saves 47,000 t/CO2. In rural Ghana, the majority of the population uses traditional open fires or inefficient cooking stoves with a high wood consumption, which endangers forest stands and thus damages the CO2 storage capacity of our earth. The Kumasi-based social enterprise "Man and Man" was founded in 2014 and produces cooking stoves with significantly improved thermal insulation. The "Jiko" stove model, for example, uses up to 40% less charcoal. Production and sales secure new and secure jobs for the people in the region and thus contribute to an improved quality of life.

We are regularly involved in the soup kitchen of the Franciscan monastery in Berlin-Pankow. The tasks include preparing the food, serving the meals and communicating with the guests. Alongside the homeless these days unfortunately an increasing number of socially disadvantaged groups find their way to the soup kitchen including:

- **elderly people with minimal pension rights**
- **the mentally ill or disturbed**
- **Eastern European job seekers**
- **and above all long-term unemployed, single men**

For its guests the Franziskanerkloster Pankow soup kitchen does much more than just provide hot meals. It is not only a counseling center and provider, but also a meeting place and a piece of home. Between 180 and 400 meals are served each day.

We spend two mindfulness days in the company with each other. For those of our employees who would like to make additional voluntary commitments the company grants two additional vacation days for individual commitment.

## WHAT WE STILL WANT TO ACHIEVE:

By 2025, at least 50% of all events carried out with AXICA will be implemented in a meaning- and value-oriented way.

## OUR CONTRIBUTION TO THE UN SUSTAINABLE DEVELOPMENT GOALS (SDGS):



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# ACTING ECONOMICALLY

The economic success of the AXICA is imperative to be able to implement sustainable goals in all areas. Therefore, we are always keeping a careful eye on trends and watching closely our relevant markets.

We frequently visit trade fairs and events and maintain a constant dialogue with our customers, partners and our competitors. Interaction with our stakeholders is given a high priority at the AXICA. To this end we use all the media channels at our disposal to ensure effective communication. The importance of sustainability is incredibly important to us in its own right but also to attract new customers and to turn them into recurring customs.

We are a certified Sustainable Partner of the Sustainable Meetings Berlin Initiative and will complete a balance sheet based on the Common Good Economic Standard with a peer evaluation in 2021. We are compliant with the German Sustainability Code and have also joined "fairpflichtet", the self-policing sustainability code of the German event industry. This adds an enormous sense of satisfaction to our team and we can no longer imagine the market without it. We also pay close attention to the selection of our suppliers according to sustainable criteria. We have a structured quality and complaint management in order to be able to advise our customers with solutions tailored individually to their needs. Our staff is also highly trained in Health and Safety measures and is fully aware of their obligations and responsibilities in respect of these requirements.

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## WHAT WE STILL WANT TO ACHIEVE:

- moderate corporate growth as a sustainable company
- a tariff structure that is fair to opportunities
- Expand portfolio of sustainable products and services in the future
- Identify and minimize risks at an early stage

## OUR CONTRIBUTION TO THE UN SUSTAINABLE DEVELOPMENT GOALS (SDGS):

**8** DECENT WORK AND ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE



**10** REDUCED INEQUALITIES



**11** SUSTAINABLE CITIES AND COMMUNITIES



**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



**16** PEACE, JUSTICE AND STRONG INSTITUTIONS



**17** PARTNERSHIPS FOR THE GOALS



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## CORPORATE GOVERNANCE

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AXICA is managed conscientiously, respectfully and according to all ethical principles with flat hierarchies. In cooperation with our employees, customers and closely associated partners, we make AXICA the successful company it is.

Legal regulations on occupational safety, hygiene and employee rights are strictly adhered to. Our Code of Conduct and the Compliance Guideline are also binding for all employees.

The protection of personal data is an important concern for us. Therefore, the processing of personal data is carried out in accordance with the applicable European and national legislation (DSGVO). An external data protection officer advises and trains company management and employees.

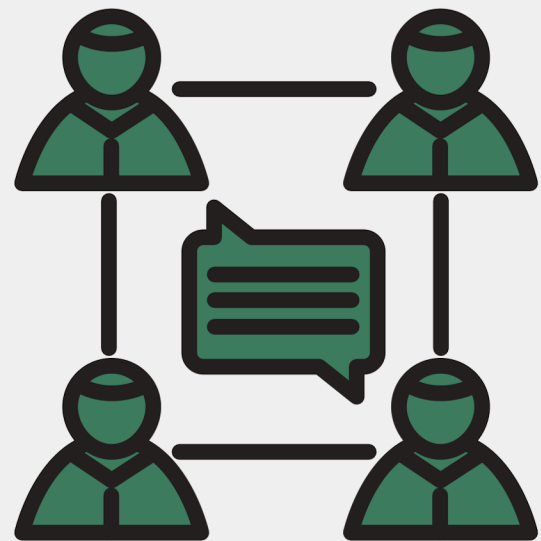
We regularly analyze the key opportunities and challenges for sustainable business development.



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# IN THE INTERESTS OF SOCIETY - OUR STAKEHOLDERS

Stakeholder dialogs are very important to us. We report regularly to our Advisory Board and hold annual meetings with our suppliers and service providers. During these meetings, mutual demands and feedback are exchanged and the latest changes and innovations are made known. Our website, social media channels, press releases and newsletters keep our entire network, our customers and all interested parties up to date.



## WHAT ELSE WE WOULD LIKE TO ACHIEVE:

- Collaborate with at least one inclusion business as a permanent partner by 2022.
- When soliciting offers for services or products in the areas of cleaning, floristry, carpet cleaning, etc., at least one offer from a non-profit company should be obtained.

## OUR CONTRIBUTION TO THE UN SUSTAINABLE DEVELOPMENT GOALS (SDGS):

**8** DECENT WORK AND  
ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**11** SUSTAINABLE CITIES  
AND COMMUNITIES



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**16** PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



**17** PARTNERSHIPS  
FOR THE GOALS



## OUR VISION

Our vision is to make a significant daily contribution to the sustainable transformation of our society for a better future by 2025.

## OUR MISSION

We are an event location with premium catering in the heart of Berlin, directly at the Brandenburg Gate. We stand for high sustainable quality standards, our creativity and the preservation of the impressive architecture penned by international star architect Frank O. Gehry.

We are a passionate team that lives diversity and faces up to the responsibility of actively shaping the future of AXICA every day. The protection of our environment, social commitment, the use of sustainable and, if possible, regional products as well as the dialogue with our stakeholders are therefore part of our self-image.

For us, the focus is on people. We regularly question ourselves and our partners so that we can continue to develop. We are courageous and allow ourselves to fail. However, we always keep an eye on our risks.

We think outside the box, appreciate creativity and constantly educate ourselves. We train, we share what we have learned in order to inspire people with the idea of holistic sustainable business and to walk the path together.

We work with great enthusiasm in interdisciplinary teams to learn from each other and achieve the best possible financial and ideological results for our customers, partners and DZ BANK.

We live the "importance of encounter", work in networks and use both our location and our accumulated know-how as hub and creator for meaningful and value-oriented events. Our goal is to implement at least 50% of all events carried out with AXICA in a meaning- and value-oriented way.

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## CONTACTS

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All responsible persons and contact details can be found at:

<https://www.axica.de/imprint.html>