

**K.I.T. Group**

Sustainability Taskforce

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# Impact Report

2018 – 2020



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**“The value of an idea  
lies in the use of it”**

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**Thomas Edison**

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## Welcome Message

We are happy to follow our tradition and publish the Impact Report of K.I.T. Group on sustainability development. This is the second report we are publishing. It fully reflects our philosophy – we are trying to integrate sustainable development into all business processes and strategic planning of the Company. For a successful future, it is important to take a responsible approach to consumption and production, to maintain an ongoing dialogue with stakeholders.

Despite instability during the challenging times of the COVID-19 pandemic for the global economy, we remain committed to realizing social and environmental goals that will always remain an integral part of our strategy.



**Willy Kausch**  
CEO



**Jocelyne Mülli**  
Managing Director



**Merryn Scholz**  
Managing Director

Association & Conference  
Management Group



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# Sustainability in Action - Events

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## Sustainability in Action – Events

### International Society for Pediatric and Adolescent Diabetes 2018 - Reaching the Unreached: All about why an association took their annual conference to India and what they found there

In October 2018, K.I.T. Group published a case study explaining the story behind ISPAD's 2018 Conference that took place last in Hyderabad, India:

Reaching the Unreached: All about why an association took their annual conference to India and what they found there.

ISPAD's immediate Past-President, Professor Joseph Wolfsdorf, published a similar article in the scientific Journal of Pediatric Diabetes this month: this time telling the story from the society's perspective! Prof. Wolfsdorf recounts how and why ISPAD decided to take their conference to India in 2018, despite initial hesitations about going there. Key factors

that helped overcome challenges and led to a successful conference in the end, were the drive and passion of local conveners, Dr Anju Virmani and Dr Banshi Saboo combined with the expertise of the K.I.T. Group team, which is also acknowledged in the article.

In India, there is a lack of public awareness about diabetes. Because of its stigma, children living with diabetes are often ostracized by their peers and denied opportunities available to other children. The 2018 ISPAD conference aimed to address some of these key issues under the motto "Reaching the Unreached." The impact and legacy from the conference included a substantial increase in members

from India (+ 240% and mostly committed for three years), seven recorded "back to basics" sessions given by international experts on diabetes in the young, as well as expansive press coverage in local Indian media (T.V., print and online). Above all, from all the feedback received, it is clear this conference left a strong and lasting impression amongst ISPAD delegates and the ISPAD Community.

It was a pleasure for our Conference and Association Management teams to partner with ISPAD on the planning of this conference and it was also great to see the work of our teams acknowledged in one of the top 15 journals in paediatrics!







## Sustainability in Action – Events

### 6th Sino-German Environment Forum 2019



The 6th Sino-German Environment Forum was held in Beijing on 30 - 31 October 2019 with the theme “Towards 2030: Accelerating Change Through Innovation for Greener Development”. The forum was hosted by the Ministry of Ecology and Environment (M.E.E.) of the People’s

Republic of China, the German Federal Ministry for the environment, the Nature Conservation and Nuclear Safety (B.M.U.), the Asia-Pacific Committee of German Business (A.P.A.), and organized by the Foreign Environmental Cooperation Center (FECO) of M.E.E., the China Association of Environmental Protection Industry (CAEPI), the German Gesellschaft für Internationale Zusammenarbeit (G.I.Z.) GmbH and K.I.T. Group.

As a team, K.I.T. Group H.Q. and Beijing offices were responsible for the registration and all the onsite operations. Our team traveled to Beijing in early September for the site visit and coordinated all pre-conference preparation. Later on, the Beijing team took over the project for all onsite management. We were very happy that we managed to produce and use only environmentally-friendly and reusable materials throughout the entire conference. The forum invited 38 high-level speakers with keynote presentations and sub-forums, and welcomed around 300 professional participants: Svenja Schulze of the Federal Ministry for the

environment and the Nature Conservation and Nuclear Safety (B.M.U.), Germany; Yingmin Zhao, Vice-Minister of Ecology and Environment of the People’s Republic of China (M.E.E.); Dr. Karsten Sach, Director-General of Climate, European and International Policy, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (B.M.U.), and many more exceptional speakers.

Three parallel sub-forums were held in the afternoon to discuss high-stake issues: 1) the acceleration of innovation and action for combating climate change; 2) the post-2020 global biodiversity framework and its implementation; 3) the circular economy and sustainable chemicals management: a safe circular economy – dealing with hazardous substances in material cycles.

This bilateral forum achieved great success, paving the way for further Sino-German cooperation and welcome developments to tackle more pressing environmental issues.



## Sustainability in Action – Events

### Journées Francophones de Radiologie - JFR daily paper goes to digital

The Journées Francophones de Radiologie daily newspaper was available on the mobile app and on the congress website.

This enabled us to reduce the number of printed copies and limit paper waste.







## Sustainability in Action – Events

### International Liver Transplantation Society Annual Congress 2019 in Toronto – Food Donation

To help those in need and to reduce food waste, we supported a food donation program which provides food to local organizations including Daily Bread Food Bank, Second Harvest, TDSB's Student Nutrition Program and Margaret's Housing and Community Support Services. We donated the remaining Congress Catering to food rescue organizations in Toronto.





## Sustainability in Action – Events

### SFR: Sustainability in Action

The French Society of Radiology (SFR) is an association with the objective to develop expertise in medical imaging. Every year, the SFR organizes the annual congress JFR, which takes place in Paris at the Palais des Congrès. Viparis, the owner of the venue has deployed its sustainable development strategy since 2014.



### SFR: Sustainability Lunch

The SFR President has requested for the past years to have more sustainable food within the congress venue. We had also planned to have sustainable furniture in the lunch areas had the congress still taken place in person in Paris in 2020.

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# Corporate Social Responsibility (CSR)

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## Corporate Social Responsibility (CSR)

### Universal Children's Day 2019

Every year in Berlin on the 20th of November, Universal Children's Day takes place. Under the auspices of the United Nations, various activities and events take place around the world on this day to promote togetherness and awareness of the well-being of children on an international level.

K.I.T. Group came up with some ideas on the occasion of this day and started a unique campaign through our Sustainability Taskforce. In cooperation with the non-profit organization Kinderhilfe, help for children with cancer and seriously-ill children. Toys, children's books and various learning materials that would make children in Berlin happy were collected.

Many of our colleagues were happy to participate in this campaign and contributed to a richly filled donation box with their donations. The donated items were handed over to Kinderhilfe's Second Hand shop, which helps fund the activities of the organisation.



#### About Kinderhilfe e.V.:

Since 1983 the Berliner Kinderhilfe has provided urgently needed support for children with serious illnesses such as cancer. Their tasks include managing two counseling centers, various support groups for parents and families, free follow-up trips for the whole family and providing free apartments near the main hospitals for sick children in Berlin. Their approach is to support the whole family in order to improve the general

quality of life for children.

K.I.T. Group is happy to support Kinderhilfe in the context of its Corporate Social Responsibility (CSR) activities and is pleased to be able to support the important work of the organization financially and through practical activities.

More about Kinderhilfe can be found on the web at: [www.kinderhilfe-ev.de](http://www.kinderhilfe-ev.de)







## Corporate Social Responsibility (CSR)

### Volunteering for Kinderhilfe

#### Erntedankfest at Domäne Dahlem – October 2019

It has become a yearly tradition at K.I.T. Group! In late October 2019, we supported Kinderhilfe e.V. again at their booth at the Erntedankfest (A Harvest festival that occurs around the time of the main harvest) at Domäne-Dahlem. Our Trainees Jacqueline and Frederike happily volunteered for the task and spent a warm and sunshine-filled day on the Domäne Dahlem, playing all sorts of fun games and giving out candies to raise awareness about the great work done by Kinderhilfe e.V.





## Corporate Social Responsibility (CSR)

### Fundraising for ShelterBox



K.I.T. Group Kick-off 2019 - building a tent

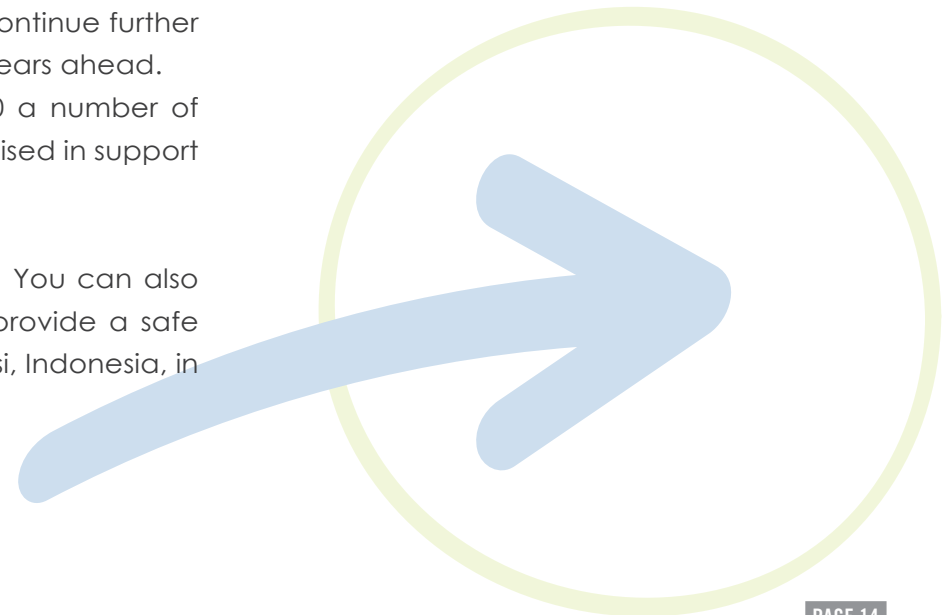
Following the ShelterBox activity at the K.I.T. Group Kick-Off (an annual get-together event for all our employees) in January 2019, many employees asked about the possibility of getting involved or donating to this great organization. We were very glad to have the opportunity to hear firsthand from ShelterBox's staff and volunteers about what work in disaster areas can be like.

ShelterBox is one of two charities officially supported by K.I.T. Group – a partnership which we very much value and shall continue further developing in the months and years ahead.

In the course of 2019 and 2020 a number of fundraising activities were organised in support

of ShelterBox, where both K.I.T. Group and our employees donated to the charity.

For more information about ShelterBox's work, you will find a [video introduction](#). You can also read about [Erti's Story](#) and find out about how a ShelterBox tent was able to provide a safe space for her and her family to recover after a devastating earthquake in Sulawesi, Indonesia, in September 2018.







## Corporate Social Responsibility (CSR)



### Lesbisch-Schwules Stadtfest Berlin (Lesbian-Gay City City Festival) – 2019

At the #Prideweek Messe Berlin greets its guests with the #Rainbowflag! Trade fairs and congresses thrive on diversity - and this diversity is also reflected in our understanding as a Professional Conference Organiser (PCO). Our events are as diverse as our clients & partners. And so are we. We are proud of solidarity among all our employees, regardless of nationality, age, race, gender, disability, education, religion, or sexuality.

Every year it is a pleasure to celebrate pride season & raise the flag for diversity together.

### Sticks & Stones 2019

K.I.T. Group participated in Sticks & Stones, Europe's largest #LGBT career fair in 2019! Our colleagues Janett, Laetitia & Jara presented career opportunities & what it means to be passionate about conferences & events. Find out more about the Sticks & Stones career fair: [sticks-and-stones.com](https://sticks-and-stones.com)





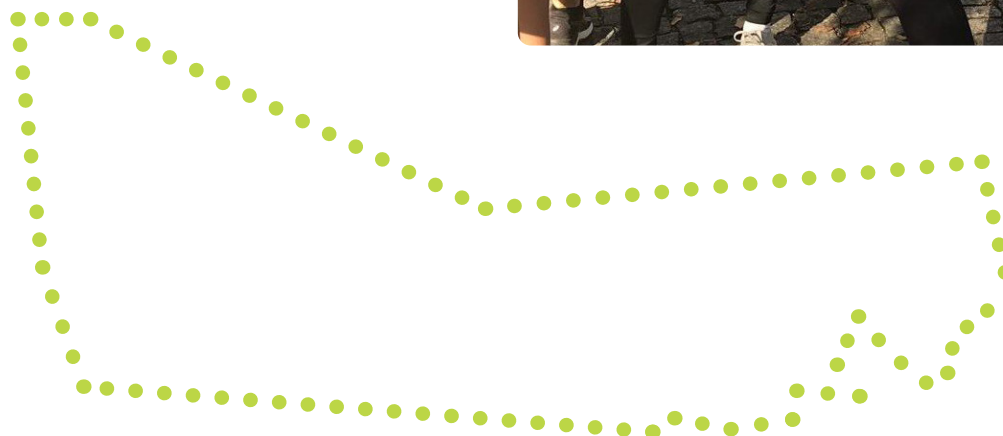
## Corporate Social Responsibility (CSR)

### #KITGroupCSR Team Run

The Bridgestone Great 10k run was a great experience! We were proud of our sporty participants Alexandre M, Amina, Agnieszka, Elena, Jasmin, Kim, and Marianne, who ran under the #KITGroupCSR colors!!

K.I.T. Group's Management kindly funded participation for employees interested in this event as part of its Corporate Social Responsibility (C.S.R.) activities, and is keen on further developing similar opportunities in the near future.

Those who were not running could also support the C.S.R. initiatives. Donations for Shelterbox and Kinderhilfe were collected until the end of the year and KITonions could contribute any amount in the donation box located at our reception desk at K.I.T. Group HQ.





## Corporate Social Responsibility (CSR)

### World Psoriasis Awareness Day 2020

Psoriasis is a skin disease that causes red, itchy scaly patches, most commonly on the knees, elbows, trunk and scalp. Psoriasis is a common, long-term (chronic) disease with no cure.

K.I.T. Group Middle East proudly participated in the 2020 World Psoriasis Awareness Day by spreading information using our social media platform in collaboration with Emirates Dermatology Society about the disease and its treatment options, as well as to support those who experience its manifestations.

K.I.T. Group Middle East participated in the annual Psoriasis Awareness Day by getting involved in a Walkathon coupled with informative talks on the awareness and prevention of this chronic, systemic disease.







## Corporate Social Responsibility (CSR)

### Lichtspende Campaign for Shelterbox

When Shelterbox participated in the K.I.T. Group Kick-Off 2019, many of staff members were interested in purchasing one of the ShelterBox solar lamps.

Team members could purchase two lamps on the principle of “Buy 2, Get 1, Give 1”, meaning that half of the proceeds were donated to ShelterBox! By providing easy and renewable access to light, we played an instrumental role in helping families regain their livelihoods, engage in education, and get back on the path of a normal life.

For more information about the action of ShelterBox regarding the solar lamps and why they are so important, go to

[www.shelterbox.org/aid/solar-lights/](http://www.shelterbox.org/aid/solar-lights/) or

[www.shelterbox.de/lichtspende/V](http://www.shelterbox.de/lichtspende/V)





## Corporate Social Responsibility (CSR)

### Christmas Virtual Cocktail Time to support and donate to ShelterBox and Kinderhilfe e.V.

On the 15 December 2020, our Sustainability Task Force members organised a virtual get together with purpose: an opportunity to support and donate to ShelterBox and Kinderhilfe e.V., the two organisations, officially supported by K.I.T. Group, to chat with colleagues and drink together with a nice cocktail or a mocktail! It was a great success!

**It raised over EUR 300.**





## Corporate Social Responsibility (CSR)

### Giving Tuesday 2020

1 December 2020 was **#GivingTuesday** - the global day of giving – a day where anyone around the world can do something to support good causes!

In 2020, K.I.T. Group supported our charity partner **Shelterbox** on Giving Tuesday by sharing their call for donations and matching every euro donated for the first EUR 500 raised! Several employees also supported this action. In the end, we were very happy to help Shelterbox surpass their fundraising goal, with a total of EUR 2,000 raised: enough to support more than 20 families with emergency shelters. A very important help for those who have lost their home due to conflict or a natural disaster. With many more families in need year around, contributions are however always appreciated and possible here: <https://www.shelterbox.de/spenden/spendenformular/>





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# Sustainability in Action - Internal

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## Sustainability in Action – Internal

### Implementation of Sustainability Standard

#### K.I.T. Group GmbH

Recognising that the events industry has an important role to play in reducing carbon emissions and sustainable development K.I.T. Group GmbH started the process to become ISO 20121-certified in 2020. This international standard helps organisations in the events industry deliver their events more sustainably through the means of a management system. As part of this process a thorough analysis of our carbon footprint and management systems was performed. The outcome was a set of recommendations covering ecological, social and economic dimensions. Our teams are excited about implementing these and getting ISO 20121-ready.

Looking beyond in-person events, we are also actively looking into means of making our digital and hybrid events more sustainable and inclusive.

#### K.I.T. Group France

K.I.T. Group France is implementing a CSR approach in accordance with the ISO 20121 standard which is a responsible management system applied to events. The objective is to create an organizational culture that reflexively engages in a continuous cycle of self-evaluation, correction and improvement of operations and processes.



**ISO: 20121**  
*Sustainable Event  
Management Systems*



## Sustainability in Action – Internal

### Whitepaper “What we learn from associations that engage in sustainable event practices.”

K.I.T. Group published a whitepaper titled, “What we learn from associations that engage in sustainable event practices,” led by our very own, Jwana Ribeiro da Silva from the Association Management Division. This whitepaper explores the need for sustainable event practices, common challenges, accountability, and the importance of event greening. The overarching goal of this work is to further challenge ourselves and our network to make more conscious decisions that are less detrimental to our environment and local economies.

It is highly encouraged that you read and share this document with your network as K.I.T. Group continues to work towards sustainable initiatives, internally and for our projects.

A big thank you to Jwana for her hard work!





## Sustainability in Action – Internal

### Spotlight on Women Leaders at K.I.T. Group – 2020

On Sunday 8 March, we celebrated International Women's Day in support of the social, economic, political, and cultural accomplishments of women throughout history and around the world. We are proud to say that 76% of our company and 50% of our branch managers are women.

Thank you to all of the dynamic women at K.I.T. Group for sharing their thoughts and experiences on behalf of #IWD2020; you are appreciated!





## Sustainability in Action – Internal

### Mental Health Day 2019

Every 10 October, the World Health Organisation shines a light on global mental health with the promotion of World Mental Health Day. Worldwide, initiatives and programs are planned to draw attention to the topic of mental health and its effects on the lives of all people.

However, despite our mindfulness education efforts, there still might be occasional imbalances causing stress, exhaustion, or physical and mental health problems.

During guided meditations by our colleague, the participants were taken on a meditative journey to relax for a moment away from the desk and all tasks and to get a taste of the world of meditation. All participating colleagues were given the opportunity to familiarize themselves with meditation in general and to learn about a technique for reducing and better handling stress.

Many thanks to our colleague, Marcy, for her wonderful guidance on the meditative journey.

We hope to contribute to increased mindfulness and improved mental health in the lives of all our colleagues.

In connection with World Mental Health Day, we drew attention to the Employee Assistance Program (E.A.P.) [www.meineap.de/en/home](http://www.meineap.de/en/home) offered through Messe Berlin.

Through the E.A.P., all employees have access to independent consultants – not affiliated with our company – to help individuals develop effective, concrete strategies for personal and work situations.

#### In particular, the E.A.P. assist in the following areas:

- Work and Profession
- Family and Partnership
- Body & Soul
- Life Balance and Health
- Critical Situations
- Legal and Finance





## Sustainability in Action – Internal

### Mental Health Week 2020

European Mental Health Week is a pan-European initiative that aims to raise awareness about the importance of mental health in our everyday lives. Regular physical activity influences not only our physical condition but also improves our mental health. Walking and small workouts are mostly free of charge, easily accessible and have a positive effect on our well-being. This year K.I.T. Group raised awareness about the importance of mental health by preparing a survey, asking our colleagues what activities help them to improve mental health.

Quote: „To go out into the fresh air. To go out every day to walk, bike, skate or just sit in a park and enjoy nature! To sing! To cook lovely and tasty meals :-) To write and to read every day. To meet and play with family and/or with neighbours or friends (if possible); and in any case to keep in touch with friends, even if it is „only“ with WhatsApp or Zoom video ;-) To have at least one regular creative activity: writing, painting, knitting, cooking, embroidery, sewing, etc. To smile, to laugh :-)))“

#### This is what they said:

- Walking & Biking
- Writing
- Invite friends round for a tasty dinner
- Going to the theatre, the cinema or a concert (if possible)
- Hiking
- Ice skating
- Yoga
- Sewing
- Visiting museums
- Baking & Cooking
- Decorating the house and making it comfortable
- Laternenumzug (walking with lanterns)
- Dancing
- Learning another language
- Pumpkin carving
- Working out







## Sustainability in Action – Internal

### World Earth Day 2020

On World Earth Day, K.I.T. Group promoted ecology and raised awareness about the growing issues of air, water, and soil pollution, by sending a reminder that all of us should do our part in saving planet earth. Not only for today, of course, but each day of the year.

Two crises mark #EarthDay2020: the #COVID-19 pandemic and a slowly building disaster for our #climate. We can, we will, and we must solve both challenges. The world was not prepared for the novel #coronavirus. But we still have time to prepare — in every part of the world — for the #climatecrisis.

This is why K.I.T. Group is dedicated to developing sustainable conference strategies with our clients and to working on environmental protection every single business day.

We know that everyone can make a difference, and we are ready to do our part to preserve our earth now more than ever before.



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